Power Generation Merchandise Standards

Building The Brand

When you wear branded merchandise, you become an ambassador for the brand and your primary focus should be to build the Cummins brand. Other messages, logos, even the quality of the merchandise enhances or detracts from the brand image.

We must also avoid being too internally focused. While we each like to promote our own departments or internal groups, many internal wearable items are seen externally by customers. We should never allow the master brand to take a back seat to our internal programs, groups or departments.

The primary objective of branded merchandise is to build brand loyalty. To build brand loyalty with our merchandise we must remember to focus on three things: quality, consistency and the master brand.
Correct Logo Usage

The Cummins logo is the primary symbol for our brand. It should be reproduced accurately and kept isolated from other type and logos whenever possible.

The logo may be used without the “®” on embroidered wearable items due to the limitations of that production method.

Never use shapes such as squares or circles around the logo. The shapes can be confused as part of our logo.

Never change the shape of the logo by compressing, stretching or skewing it and never use it in an outline form.

Never use anything but approved logo art. Do not create new art or allow suppliers to create logo art. Only exact, faithful reproduction of our logo is acceptable. Never use type in lieu of our logo or logotype.

Never use redundant Cummins logos.
Logotype Usage

The Cummins logotype should be used only when the Cummins logo can’t be because of space limitations on items such as lanyards.

Never use plain type as a substitute for the logotype.

Never use the logotype and Cummins logo together.
**Logo Size**

On different items, choice of logo size may depend on limits of a given imprint area, or simply by what looks best, but for consistency, standard logo sizes have been chosen for shirts, jackets, sweaters, caps and hard hats. A minimum size for the Cummins logo is also shown.

**Minimum Size**

The minimum reproduction size for the Cummins logo is 1/4 in (6.4 mm). Below this size, use the Cummins logotype.

**Shirt/Jacket Size**

The Cummins logo size on shirts, jackets, sweaters and vests is 1 1/4 in (32 mm).

The lockup logo size is 1 in (25 mm).

**Cap/Hard Hat Size**

The Cummins logo size on caps and hard hats is 1 1/2 in (38 mm).

The lockup logo size is 1 1/4 in (32 mm).

Promoting the master brand by using only the Cummins logo is preferred. Never use both the Cummins logo and a lockup on a cap.
Logo Color

The Cummins logo can be reproduced in black or white on these colors as shown below. On leather items, the logo may also be embossed without adding color.

Tone-On-Tone Option

Common shirt colors for office wear such as ecru, pale yellow, pink, blue, beige and brown are permitted. In addition to the approved white or black, the logo can be stitched in colors that match the shirt. This applies to lockups as well.

Blue, brown, yellow and colors other than white or black cannot be used for the logo if used on a contrasting shirt color.

Shirts that are used in a promotional setting like a trade show must always stay within the brand color palette.
**Fabric Color**

To promote the brand consistently, the preferred colors for merchandise are red, black and white. Grays such as charcoal gray and light gray are acceptable options.

Other Colors

Fabrics like denim and camouflage that are not in the brand color palette are permitted but are not preferred.

Colors like blue, green, yellow and brown may also be used for office and other fashion wear but must adhere to logo color standards.

Items created to be worn in trade show booths, press events or other brand functions must use colors from the brand color palette.
Proximity To Logo

Four proximity standards have been created to properly control the space relationship of other logos, type and graphics to the Cummins logo. These are defined as:

Proximity Level 1

Distance equal to the width of one leg of the logo. A set lockup arrangement reserved for business unit, distributor and joint-venture names placed beside the Cummins logo.

Proximity Level 2

Distance equal to one width of the Cummins logo. Used as a minimum distance from other logos. This distance applies right or left.

Placing two logos farther apart on items like shirts, is preferred. Refer to the “Co-Branding” page for details.

Proximity Level 3

Distance equal to three logo widths away from the Cummins logo. This distance of three logo widths or more has been created to clearly differentiate internal organization and facility names from business unit and distributor names. On shirts and jackets, these names are placed on the right breast.

Control Field

Distance equal to half the space inside the logo. This is the safe area into which other graphics, such as stripes, may not encroach.

This is a minimum distance. More clear space around the logo is desirable.
**Type Font**

Any merchandise that requires text must use the Helvetica family of fonts. Acceptable versions include Impact and Arial, which is widely distributed and meant to look similar to Helvetica.

Upper and lower case is preferred for most applications, but “Impact”, used for the Engine Business “EVERY” dependability messages, should be used in all caps.

Helvetica Neue 35 Thin
Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black

The Engine Business “EVERY” dependability messages should have a TM on the EVERY as shown above. The TM should be in Helvetica Neue 45 Light, approximately 60% of the size of and vertically flush with the top of the “Y.”
**Name Placement**

Facility, internal group, program and personal names on shirts are no longer permitted to be directly under, over or beside the Cummins logo. These names are to be placed on the right breast opposite the logo and must align with the top of the logo.

Facility and group names are set in Helvetica 95 Black. Since the Cummins logo can be black or white, use red to add color to white, black or gray shirts. On red shirts, either white or black may be used.

Employee names are to be set in Helvetica 55 Roman. If used together with a facility name, the facility name is on top and the employee name beneath.

The font size should be from 1/4 in (6.4 mm) tall to 3/8 in (9.5 mm) tall for facility or group names. The number of letters affects the size that looks best. Two or three letters look too small at the small size and 20 letters look too large at the large size.

For the best appearance, avoid putting too much type on a shirt.

Although we typically abbreviate plant names like CMEP, JEP, DEP, etc., abbreviated names are meaningless outside the company. Spelling out facility names is preferred.
**Internal Logos**

With the exception of Six Sigma, internal logos are no longer permitted. Internal groups, departments, and program names are represented with type only. This also applies to graphic symbols such as the Cummins Operating System icons.

Our objective is to promote the master brand and not to create logos or other graphics that compete with it.

Eliminating the Cummins logo in order to use an internal logo or symbol violates the intent of the brand standards and is not permitted.
**Six Sigma**

The Six Sigma logo is approved for use on wearables. The logo may be used with or without the text and bars. The logo must appear on the right breast with the Cummins logo on the left. Do not use the Six Sigma logo without the Cummins logo – promoting the master brand is the top priority.

The height of the 6S logo is 1 1/4 in (32 mm) which is equal to the height of the Cummins logo. Bars added below the 6S logo are not included in the 1 1/4 in (32 mm) height. The top of the 6S logo aligns with the top of the Cummins logo.

Color combinations for the logo are shown below.
Joint-Venture Logos

Joint-venture logos are placed on the left breast and may consist of a Cummins logo and text, a Cummins logo and another logo or just text. JV logos should be treated like other lockups where the Cummins logo is 1 in (25 mm) tall.

Never use redundant logos by combining a Cummins logo with a joint-venture logo that also contains a Cummins logo.
Co-Branding

With the exception of joint-venture logos, when placing two partner logos on shirts or jackets, place one logo on each breast.

Having both logos displayed together on a shirt is adequate to show that the companies are working together. When logos are placed side-by-side, there can be confusion created about the independent status of each company.

Exceptions may be granted if the partner insists, but the preferred arrangement is to let each logo have separate but equal placement.
**Wearable Examples / Caps**

The preferred design for caps and hard hats features a white master brand logo and our red brand color. Black is also an acceptable color for caps. Caps with decorative graphics are permitted, but a solid cap with no other decoration is the preferred style. Materials and workmanship should be of a high quality.

Redundant Cummins logos, such as a Cummins logo and a lockup together, are not permitted. Using the Cummins logotype and Cummins logo together is not permitted.

The logo size for caps and hard hats is 1 1/2 in (38 mm).
The lockup size is 1 1/4 in (32 mm).

Using only the Cummins logo is preferred. Cummins is our brand and we should promote our brand rather than our business unit whenever possible.
Wearable Examples / Shirts

The preferred design for shirts features a master brand logo and one of our primary brand colors. Dress and casual styles in solids or with graphic patterns are acceptable. Plaids and stripes that interfere with the logo should be avoided. Materials and workmanship should be of a high quality.

Redundant Cummins logos, such as a Cummins logo and a lockup together, are not permitted. Using the Cummins logotype and Cummins logo together is not permitted.

The logo size for shirts is 1 1/4 in (32 mm).
The lockup size for shirts is 1 in (25 mm).
Wearable Examples / Jackets And Sweaters

The preferred design for jackets and sweaters features a master brand logo and one of our primary brand colors. Styles with contrasting collars or cuffs are acceptable. Materials and workmanship should be of a high quality.

Redundant Cummins logos, such as a Cummins logo and a lockup together, are not permitted. Using the Cummins logotype and Cummins logo together is not permitted.

The logo size for jackets is 1 1/4 in (32 mm).
The lockup size for shirts is 1 in (25 mm).
Wearable Examples / Ties And Scarves

Custom ties and scarves have been created with the words: “I AM CUMMINS” and “DEPEND ON ME” in a black and gray pattern on red fabric.

To order, download the order form, fill out and fax to 1 502 499 4303 and phone 1 866 499 9225 to give your billing information directly to Branding Headquarters. For security reasons, do not send your credit card information via e-mail.

Prices for each package are listed on the form along with applicable sales tax.

International Orders

Additional shipping charges are added for international orders. Prices listed are in U.S. dollars and may vary based on current exchange rates.
**Wearable Examples / Gloves**

Logo gloves can be created in a variety of work and dress styles. The preferred color is either black or gray, but browns and other colors are acceptable.

Logos may be embossed, printed or embroidered, but must follow brand logo standards. The logo size on items like gloves is usually determined by the supplier, based on the process used to apply the logo.
Sourcing

Cummins merchandise in North America can be purchased or created by contacting Cummins PowerStore at http://www.powerstore.cummins.com/.

Outside North America, contact Cummins Indirect Purchasing to see if a merchandise supplier has been chosen for your region or send inquiries to info@brandingHQ.com.