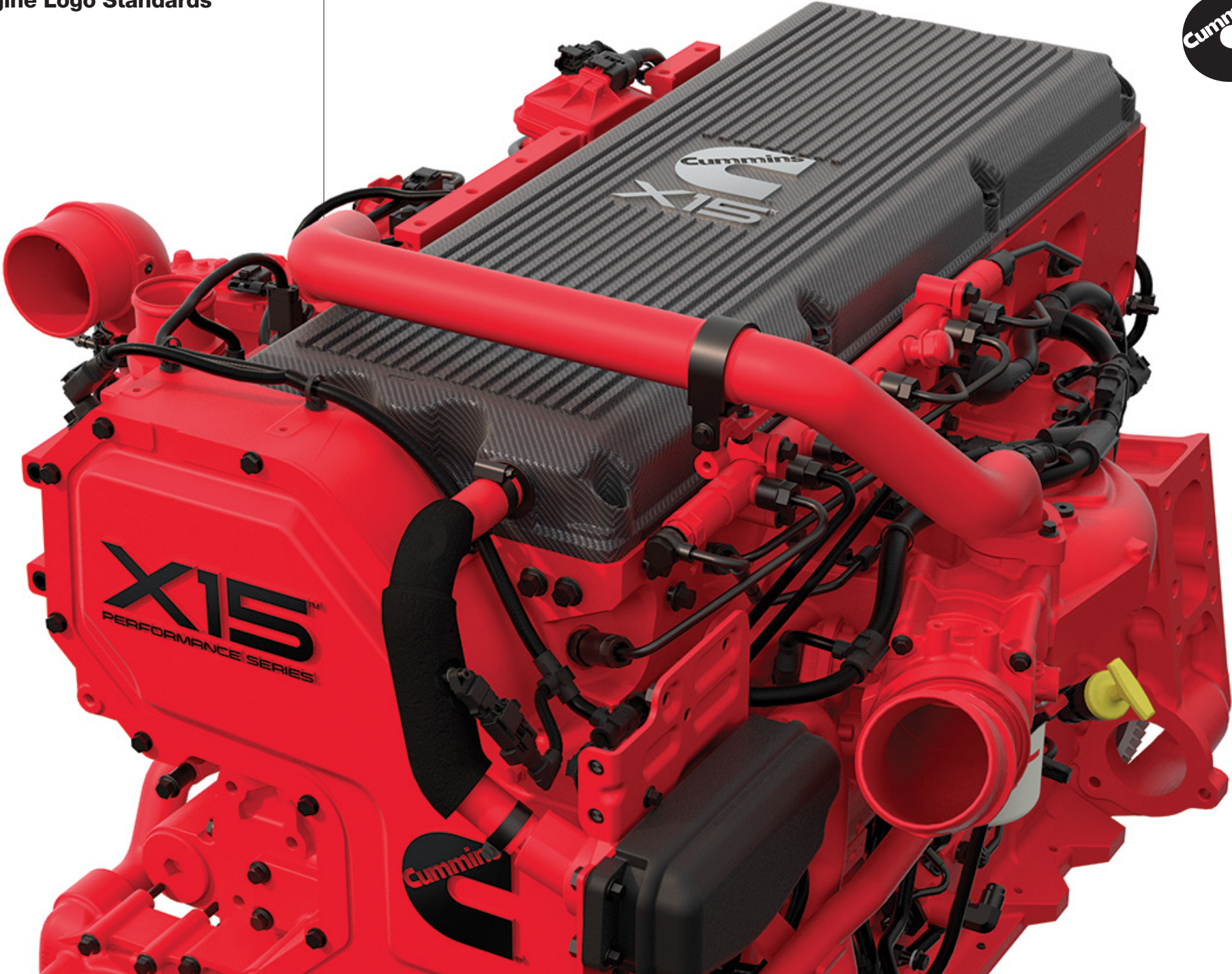


Engine Logo Standards



## Preferred Relationship of the Cummins Logo and Engine Name

When engine names are used in conjunction with the Cummins logo, the vertical arrangement that is used on engine valve covers is the preferred option. Other arrangements may be used in instances when space is limited, and engine names may be used alone when appropriate. The Cummins logo and engine name may also be used as separate elements on the same item.

## Required Space Between Logos

When used together, a minimum space between the Cummins logo and engine name must be maintained. This space (.5A) is equal to half of the space (A) between the legs of the Cummins logo.

## Maximum Size of Engine Name

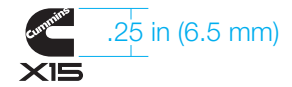
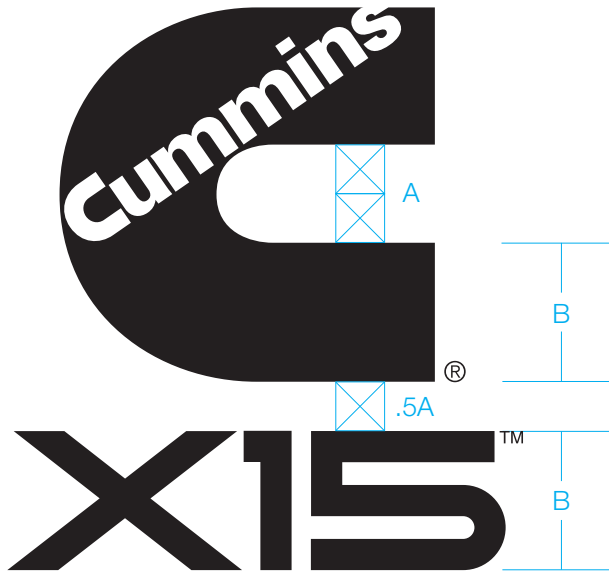
In the vertical arrangement, the maximum height of the engine name (B) is equal to the thickness of one leg of the Cummins logo.

## Size of ® and TM

When the Cummins logo and the engine name are used in a close proximity, the height of the ® and TM letters should be equal.

## Minimum Cummins Logo Size

The minimum size that the Cummins logo may be reproduced is .25 in (6.5 mm). If the ® and TM are too small to reproduce they may be removed.



**Preferred Relationship of the  
Cummins Logo and Engine Name**

When using the stacked, vertical arrangement do not make the engine name more prominent than the Cummins logo by exceeding the maximum height of the lettering which must not be greater than the thickness of one leg of the Cummins logo.

Do not change the space between the logos from the preferred arrangement.

Do not distort or alter the approved engine logos.

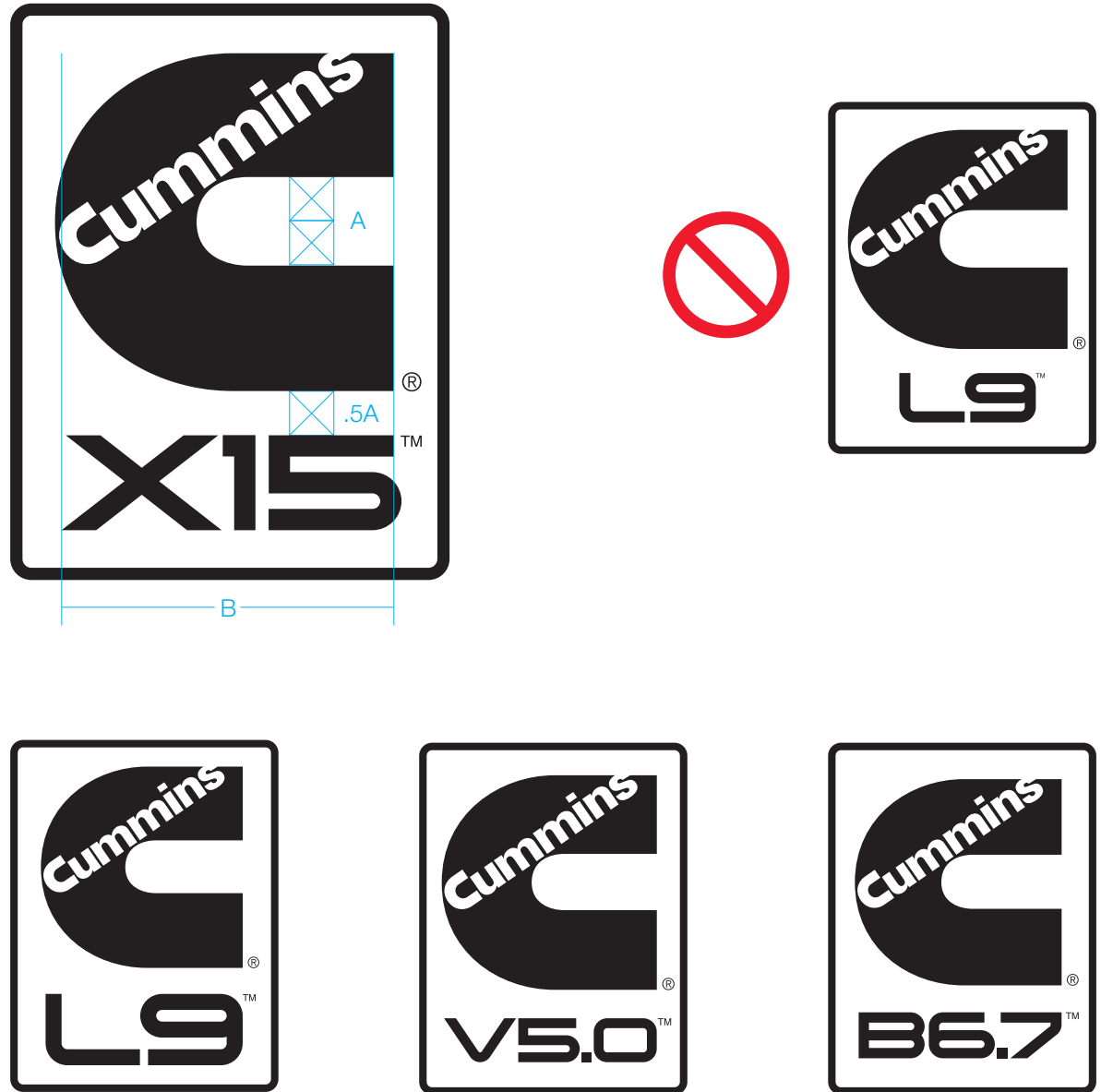


## Minimum Width of the Engine Name

When placing the Cummins logo and engine name into a fixed size or limited space, such as a key chain, the engine name may be reduced in size to the width of the Cummins logo if the preferred arrangement does not fit.\*

Do not make the width of the engine logo narrower than the Cummins logo.

\*Based on *visual width* which compensates for optical illusion of a curved edge versus *measured width*, which does not. See the example on the following page.



## Visual Center of the Cummins Logo

The human eye sees the total area of an image so that a circle that is the same height and width as a square (Figure A) actually appears slightly smaller in size. The circle must be larger in height and width (Figure B) to appear to be the same size as the square.

Because of this visual illusion called *Entasis*, an object that measures the same width of the Cummins logo will appear wider on the rounded side. (Figure C). When centering the Cummins logo with other objects, it is necessary to use the *visual center* rather than the *measured center*. The visual center is simply what appears to be the center.

Figure A



Figure B



Figure C



Figure D



Measured Center



Visual Center

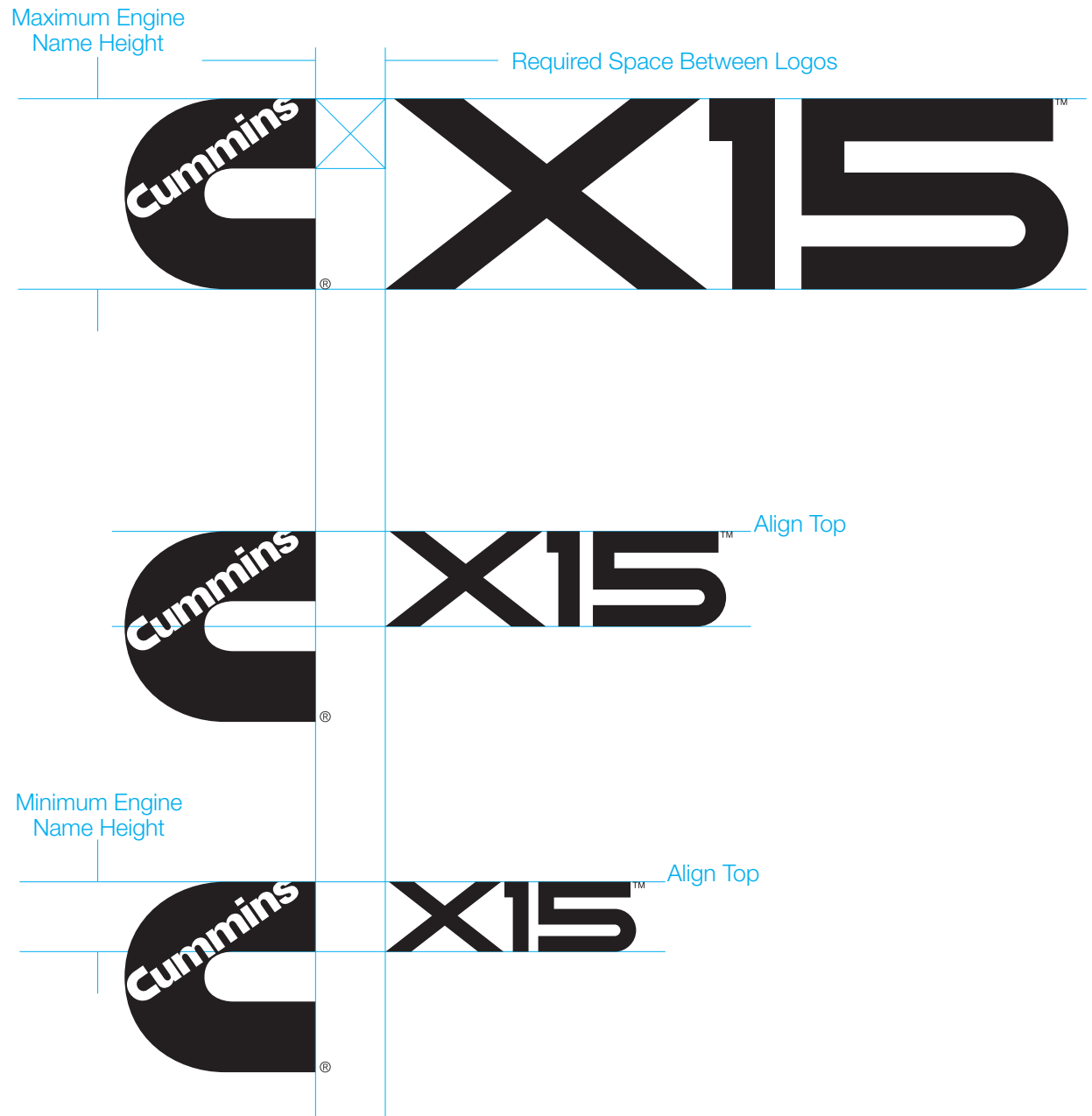
## Horizontal Arrangement

The Cummins logo and engine name may be used in a horizontal arrangement when necessary in order to fit in a limited space that is horizontal in orientation.

The height of the engine name must be no greater than the height of the Cummins logo and no smaller than one leg of the Cummins logo. To best fit every possible shape, the size of the engine name may vary in height between the minimum and maximum size.

When placed side by side the space between the Cummins logo and engine name is equal to the width of one leg of the Cummins logo.

The preferred alignment of type placed beside the Cummins logo is at the top of the logo, unless other factors prohibit that arrangement.



**Preferred Relationship of the  
Cummins Logo and Engine Name**

When using the horizontal arrangement, do not make the engine name more prominent than the Cummins logo by exceeding the maximum height of the lettering which must not be greater than the height of the Cummins logo.

Do not place the engine name before the Cummins logo when they are used in a close side-by-side arrangement. On items such as shirts where the logos are used separately and the Cummins logo is used on the right, the engine name may be placed to the left.

Do not change the space between the logos from the preferred arrangement.



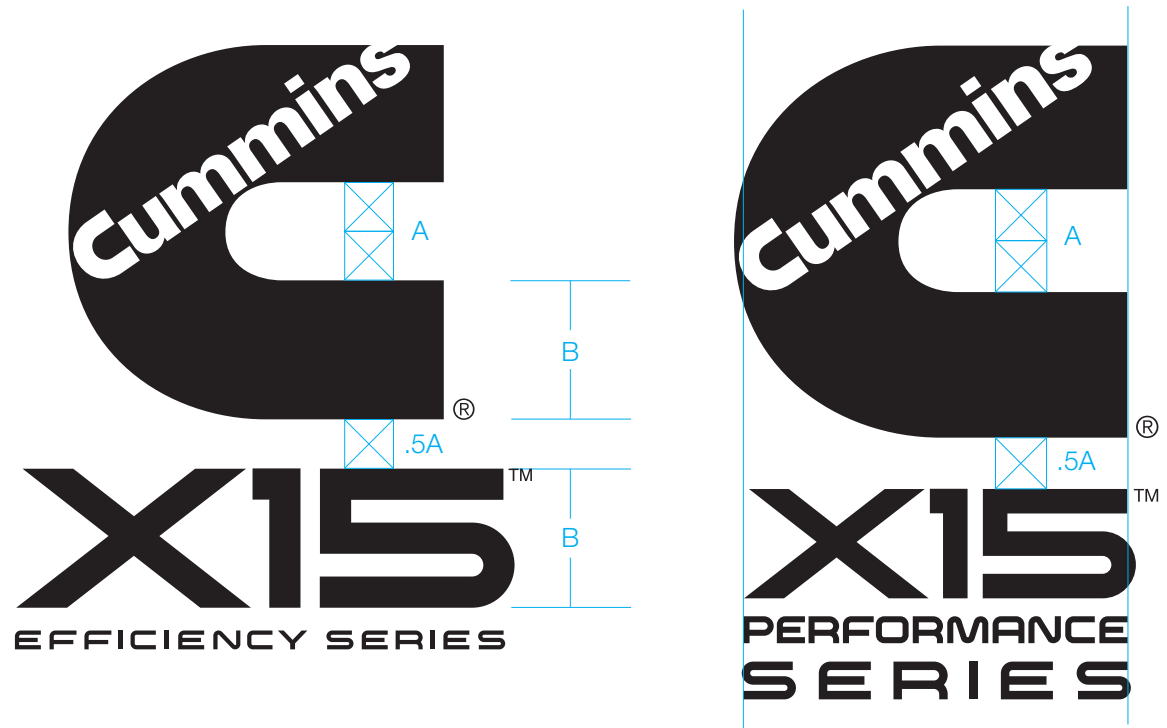
## Engine Series Names

When including the Performance Series or Efficiency Series names with the X15 name and Cummins logo, the series name may appear in one or two lines, matching the width of the X15 name.

When the series name is added to the preferred stacked vertical arrangement, the height of the engine name remains equal to the thickness of one leg of the Cummins logo (B).

On items where space is limited, the engine and series name may be used at the same visual width as the Cummins logo.

In horizontal arrangements, the engine and series name together equal the height of the Cummins logo and may be arranged in one or two lines to best fit the area available for printing.





**Examples**

T-shirts

When space is not limited, the vertical arrangement should be used.



## Examples

Cab Plates and Key chain

The small, rectangular shapes are an example of when the minimum width standard applies.

The wing-shaped badge illustrates how the Cummins logo and engine name can best fit into an unusual shape.



## Examples

Cap

The symmetry of the vertical arrangement works well on a cap.

USB Drive and Ink Pen

These are examples of very small imprint areas that require use of the horizontal arrangement.



**Examples**

Dress Shirt

This is an example of the Cummins logo and engine name used separately.



## Examples

Engine Base

This is an example of the engine logo and one-line series name used without the Cummins logo.

