

Engines / Product ID / Standardizing Product Branding

The introduction of products in the new branding style, combined with the success and longevity of older products with stylized logo treatments, has resulted in the need to develop a standardized approach to product branding.

The goals of developing a standard approach are to create a consistent look, place more emphasis on the master brand logo while discouraging the use of product logos, consolidate graphic styles that have developed over the years and provide a template that reduces the need for branding decisions as products are introduced or updated.

This approach should be used wherever it is applicable and appropriate. Using only the Cummins logo is the preferred alternative if product names or model numbers are not needed.

Product branding currently in use includes designs that are almost 20 years old.



Standard Font and Color

A consistent look can be achieved by selecting a common font, color and placement of product names relative to the Cummins logo. In order to place emphasis on the master brand, product names should be more neutral in character and not be stylized, extended, condensed or modified.

The Helvetica font can be used in two weights — Helvetica 95 Black for the product name, and Helvetica 45 Light for additional descriptors or model numbers that are secondary.

The primary color for product names is PMS 485 Red. In instances in which the product is red or there are other factors such as a one-color printing limit, white, black or gray can be used.

The Cummins logo is used on the left and the product name on the right so that the master brand name is read first.

Helvetica 95 Black

Helvetica 45 Light

QuickCheck

QC5200

Model numbers may appear beside, under or away from the product name.



To avoid a mixture of styles, all caps should be avoided, and upper- and lowercase letters should be used whenever possible. Multiple lines of type can be arranged flush left or flush right. Centering multiple lines of type is not characteristic of the brand style and should be avoided whenever possible.

RoadRelayTM4

EliminatorTM

CentinelTM

**Particulate
Filter**

Logo and Type Placement Relative to Product Shape

Since products come in many shapes and sizes and may include features such as doors, windows, handles or uneven surfaces, the logo and text may need to be placed according to what is determined to be the best location for that particular product. Refer to the following example as needed.

Alignment With Window Openings

Electronic products typically feature a window surrounded by a faceplate. When possible, place the Cummins logo on the left edge of a window opening and the type on the right edge. On windows with a beveled edge, the larger outer shape of the opening should be used. Brand standards require that type stacked beside the logo align with the top of the logo.



Standard / Minimum Proximity to Logo

On large products on which the placement of the logo and type is not dictated by space limitations, or on products without natural corners to dictate placement of the logo, the standard default space between the logo and text is two widths of the Cummins logo.

Two logo widths is the minimum distance between the logo and type and must be maintained on products on which the space is limited.

Exceptions for unusual shapes can be made with the approval of the Brand Council.

