Standards / Packaging / Design Elements / Cummins Branded

The brand design standards for Cummins packaging create a consistent look and feel for corrugated and chipboard boxes, poly bags, envelopes, pallet cartons, corrugated backer boards, blister pack labels and part number labels. Text such as “This End Up” and “Do Not Stack” may be added if necessary, but adding additional elements such as taglines, Web addresses, etc., is prohibited.

Leroy Shirk, Manager, Cummins Worldwide Packaging FE, is in charge of the creation of new artwork, the choice of carton suppliers and the specific procedure to be followed when initiating new packaging.

Note: A central archive of digital art for each package in the Cummins system is being created, so art is not to be created regionally as in the past. Any carton art or printing created outside of the approved process that does not conform to precise packaging brand standards will be re-done, and the costs absorbed by the parties involved.

To order artwork or initiate new packaging, refer to the “Order Artwork” section.

Represented below are the graphics created for the majority of packages.
The basic design elements are:

1. Cummins logo
2. Genuine Parts translation in seven languages
3. Genuine Parts banner
4. Box number and recyclable symbol (if applicable)
5. Label placement mark
6. Part number label
Standards / Packaging / Design Elements / ReCon® Parts

To reduce the amount of box numbers, additional cartons will not be printed for ReCon parts.

ReCon parts are to be identified by a label with a black stripe instead of red. The black stripe is reserved for use on ReCon labels only.
Standards / Packaging / Package Type / Corrugated Cartons

Corrugated cartons show the Cummins logo and Genuine Parts banner on the front and back panels. The front panel also shows a corner mark to guide label placement. The side panels show the Cummins Genuine Parts message in seven languages. The label placement mark is located in the upper-left corner of the front panel. Tops of boxes are to be free of graphics in most cases, although on some boxes, such as “pizza style” boxes, the top may be the only area large enough for the primary graphic elements.

In the placement of graphic elements, care has been taken to allow tape to continue onto the box sides without covering graphics.

All corrugated cartons are brown with solid black graphics.
Standards / Packaging / Package Type / Chipboard Boxes

Chipboard boxes show the Cummins logo and Genuine Parts banner on the front and back panels. The front panel also shows a corner mark to guide label placement. Due to the small size of some boxes, the label may wrap around two sides. The side panels show the Cummins Genuine Parts message in seven languages. Tops of boxes are to be free of graphics in most cases, although on some boxes, such as “pizza style” boxes, the top may be the only area large enough for the primary graphic elements.

All chipboard boxes are white with solid black graphics.
Standards / Packaging / Package Type / Poly Bags

Poly bags show the Cummins logo, Genuine Parts banner and Genuine Parts message in seven languages. The graphics are black on a white printed panel, centered on a clear plastic bag. The panel leaves enough room on the sides, top and bottom to see the parts inside.

Labels may be attached to tags or to the back of the bag.

Refer to the “Specification Standards” for available sizes and package numbers.
Standards / Packaging / Package Type / Envelopes

Paper envelopes for parts show the Cummins logo, Genuine Parts banner and Genuine Parts message in seven languages. The graphics are black on a brown envelope.

Labels may be attached to tags or to the back of the envelope.

Refer to the “Specification Standards” for available sizes and package numbers.
Standards / Packaging / Package Type / Corrugated Backer Boards

Corrugated backer boards are available in a single uncut size or 40 in x 40 in (1 m x 1 m). These pads can be cut to various sizes and used as a backer for gaskets and other flat material to be shrink-wrapped.

The repeat pattern shows the Cummins logo and Genuine Parts banner. Because of the need for a small pattern, the Genuine Parts message in seven languages is not included for reproduction reasons.

Refer to the “Specification Standards” for the package number.
Standards / Packaging / Package Type / Pre-Pack Labels

Standard pre-pack labels measure 3 1/4 in x 2 in (83 mm x 51 mm).

Imprinted type can vary in size, but should follow the format shown in the sample below with the part number always in the first position in a larger size and the description always at the bottom of the label. Consistent placement of these two elements makes label reading easier.

Use Helvetica Neue 55 Regular, flush left in all caps for the words “PART NUMBER,” “DESCRIPTION,” etc., and Helvetica Neue 85 Heavy for the actual part number, name of part, etc. Imprints can be made using Arial if Helvetica is not available. The preprinted red stripe represents new parts, while the black stripe is used only for ReCon® parts.

If more room is needed for additional information or translations, use a larger standard size or create a larger label using the same design. If a second label is needed, it should be printed on a blank without the stripe and logo and placed directly under or to the right of the first label.
**Standards / Packaging / Package Type / Kit Labels**

Standard labels measure 4 in x 6 1/2 in (102 mm x 165 mm) and are available in both vertical and horizontal formats. These labels are used for kits and packing cartons with multiple parts.

Imprinted type can vary in size, but should follow the format shown in the samples below with the part number always in the first position in a larger size, and the description always at the bottom of the label. Consistent placement of these two elements will make label reading easier.

Use Helvetica Neue 55 Regular, flush left in all caps for the words “PART NUMBER,” “DESCRIPTION,” etc., and Helvetica Neue 85 Heavy for the actual part number, name of part, etc.

The preprinted red stripe represents new parts, while the black stripe is used only for ReCon® parts.
Standards / Packaging / Package Type / Blister Pack

Special packaging, such as a blister pack, that is more retail in appearance can be created as needed.

Similarities to other Cummins packages, such as typestyle, placing the logo on a red background in the upper-right corner and putting emphasis on easy-to-read part numbers and descriptors, must be maintained as much as possible to create a look compatible with other Cummins packaging.

To order artwork or initiate new packaging, refer to the “Order Artwork” section.
Standards / Packaging / Type Font

Consistent use of type fonts is an important part of maintaining a common standard look for all Cummins packaging. Listed below are the specific type font standards for the elements illustrated on the right.

The “Genuine Cummins Parts” type is set in Helvetica Neue 95 Black, flush left. Substituting other fonts is not permitted. This type is set in seven languages. Refer to the “Translations” section for examples of all language translations.

The “GENUINE PARTS” graphic is set in Impact, all caps. This is the only permitted use of this font on Cummins packaging. Substitute fonts and alterations to the proportions or letterspacing are not permitted.

The standard fonts for imprinted type on labels are Helvetica Neue 55 Regular and Helvetica Neue 85 Heavy. Substitutions for the fonts are allowed, but only fonts that resemble Helvetica, such as Arial or Univers, should be used.

Additional copy such as “THIS END UP” is set in Helvetica Neue 65 Medium, all caps. When placed in the center of a lid, the type is centered. If used in a corner, the type is flush left. Substituting other fonts is not permitted.
Standards / Packaging / Color

With several hundred different package sizes, the cost of multiple ink colors is prohibitive and since red can’t be used to print the Cummins logo, black is the approved ink color for cartons, chipboard boxes, poly bags and envelopes.

The most cost-effective package materials are brown corrugated and white chipboard, which are the approved colors for cartons and boxes.

Red is used on labels for new parts and black is used for labels on ReCon® parts.

Only brown or clear box tape is approved for use.
Standards / Packaging / Language Translations

The message “Genuine Cummins Parts” appears on packaging in English, Portuguese, German, Spanish, French, Mandarin Chinese and Arabic. The type may be arranged in two or three columns, if necessary, to fit different-shaped boxes and to avoid being covered by tape, but should not be changed in any other way from the example shown below. This is an art element that must not be re-created with different letterspacing or fonts.

The Genuine Cummins Parts message should always be used unless there is insufficient room, or unless the type is too small to be legible. Removing the Cummins logo and Genuine Cummins Parts graphic is not permitted.
Standards / Packaging / Specification Standards

Detailed specifications for materials, strength requirements, sizes, part numbers, printing requirements and procedures for all Cummins packaging are contained in the Packaging Specification Standards. Contact Leroy Shirk, Manager, Cummins Worldwide Packaging FE, for a copy.

Ordering and contact information are included.
Standards / Packaging / Ordering Artwork

A central database for all Cummins packaging artwork is being created to control costs, limit duplication of sizes and ensure that brand design standards and specifications are met.

Regional creation of artwork for packaging is no longer permitted.

Procedures are in place to simplify the process of creating and initiating the production of packaging and are contained in the Packaging Specification Standards. Contact Leroy Shirk, Manager, Cummins Worldwide Packaging FE, for a copy.

Note: Any carton art or printing created outside of the approved process that does not conform to precise packaging brand standards will be re-done, and the costs absorbed by the parties involved.