

## **Second Level Distribution**

# **AMD (Distributors Supporting Marine Engines) Identity**

Standards for Use



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The identity elements on this page are the only identity elements AMD dealers are allowed to display. The Intellectual Property Agreement each AMD dealer signs with Caterpillar Inc. addresses this requirement clearly.

The following standards will guide you regarding proper use of these identity elements (logos).

### SLD Identity Element

The primary identity of the AMD program is the Cat logo reversed out of a black square. This identity element is unique to both Caterpillar dealers and Second Level Distributors (SLDs) such as AMDs. Controlling its presentation is extremely important to its legal existence and stability. Through proper usage, the SLD identity element provides a strong visual link between the two entities and should serve as the cornerstone of your connection with Caterpillar.



SLD Identity Element



AMD Identity Element

### AMD Identity Element

A specific "Marine Power" AMD identity element exists for purposes of clarifying your capabilities and offerings.

### AMD Authorized Sales & Service Identity Element

This identity element is for exterior signs and window clings only because it becomes difficult to read when scaled down.



AMD Authorized Sales & Service Identity Element

## Contact

For program details and approved artwork, contact your sponsoring Cat dealer. For identity questions, contact the Corporate Identity Help Desk U.S. tel. (309) 675-5135 or e-mail [brand@cat.com](mailto:brand@cat.com).

**Clarity & Recognition**

Make sure customers focus on your company name/logo. Your company logo must appear in the primary/dominant position with respect to the approved SLD identity element. An example of proper proportions in which your company logo and the SLD identity element may be displayed is shown on this page.



Your company name

**Presentation**

When displaying the SLD identity element with other manufacturers' logos, always present them equally following all identity standards in this manual.



SLD identity element

**Proportional Sizing**

Always place your company name/logo in the most prominent position and size it larger than the SLD identity element and other manufacturers' logos.



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### Primary Cat Dealer Lock-up Format

A distinctive yellow band and markings are used by Caterpillar's primary dealers. This dealer lock-up design is reserved for use by Caterpillar's full-line dealers. All other use, including use by AMD SLDs, is strictly prohibited.



The Caterpillar logo identifies Caterpillar Inc. Any use of this trademark is strictly prohibited.



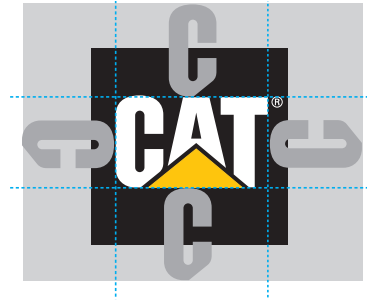
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### Contact

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**Clear Space Requirement**

Always surround the SLD identity element with adequate clear space. Clear space must be equal to the height of the letter "C" in the SLD identity element



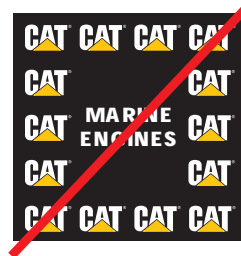
**Combining Logos**

Do not create or use unauthorized combinations of the SLD identity element with any other logo, graphic, or text



**Decorative Use**

Do not use the SLD identity element repetitively or as a decorative element. Repeating the SLD element diminishes its value.



Do not use the SLD identity element in headlines, body copy, or taglines.



Correct example

Introducing the new Cat® marine engine

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**Backgrounds**

The SLD identity element should appear on a white background whenever possible. Alternative backgrounds must provide a nondisruptive, uncluttered location for the element that enables ample contrast.

Do not place the SLD identity element on any background, including photographs, illustrations, or various colored or patterned backgrounds, that will disrupt its legibility.



**Positioning**

The SLD identity element must always be placed in the horizontal position.

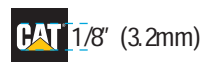


**Size**

To assure top-quality reproduction, the SLD identity element must be at least 1/8" (3.2mm) tall.

When using the SLD identity element with descriptive text, it must be at least 3/16" (4.8mm) tall.

Minimum size



Minimum size with descriptor



**Reproduction Control**

Controlling the graphic representation of the SLD identity element is extremely important to its legal existence and stability. The same applies to the SLD identity elements with descriptive text.



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## Caterpillar Corporate Yellow

It is important to note that Caterpillar Corporate Yellow is not the same as the paint color on Cat® machines. Also, Pantone® 123 and Pantone® 116 are **NOT** correct matches for Caterpillar Corporate Yellow. Instead use a swatch and/or color tools for a visual match.

### Special Match Color

Always use the Caterpillar Corporate Yellow swatches for an accurate, visual color match. Color swatches are available from Caterpillar Corporate Literature by calling 309-266-0942 or 800-566-7782.

### Process Printing

If the use of a match color is not feasible, use the appropriate values for process printing, depending on final paper type.

### Multi-Media

Always use RGB (R 255 / G 205 / B 17) color values for multi-media reproduction. For proper color balance, be sure to calibrate your monitor regularly.

### Web Design

A dither, which approximates a color by combining two or more colors, is the best way to match Caterpillar Corporate Yellow in a web environment. The two web safe colors to dither are #FF CC 00 (R 255 / G 204 / B 0) and #FF 99 00 (R 255 / G 153 / B 0). For HTML text or thin lines, use the darker hexadecimal color #FF 99 00 (R 255 / G 153 / B 0).

**NOTE:** Color swatches may fade due to long exposure to light; therefore, store your swatches in a light-secured area and remember to replace them periodically.

#### CMYK • Gloss

C	0
M	29
Y	100
K	0

#### CMYK • Matte

C	0
M	23
Y	100
K	0

#### RGB • Multi-Media

R	255
G	205
B	17

#### WEB

Hexadecimal - #FF9900

#### NCS

0775-Y14R

#### Lab Values

L*	= 77.71
a*	= 18.08
b*	= 75.36

For calibration purposes

\*All values according to CIE D65, 10°

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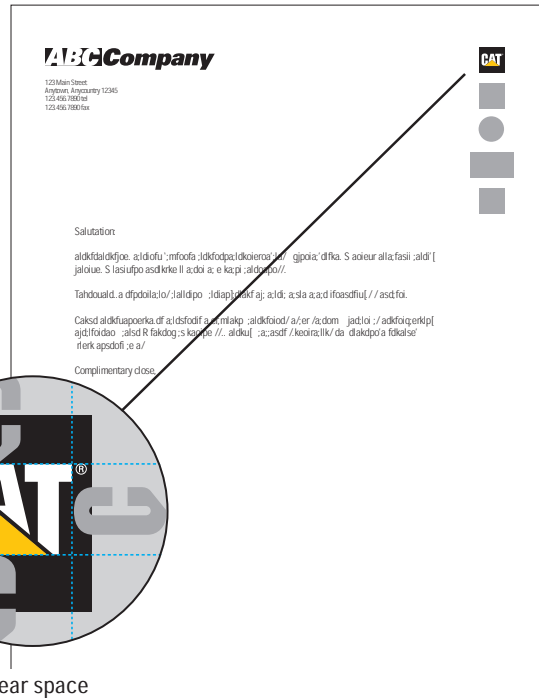


**Clarity & Recognition**

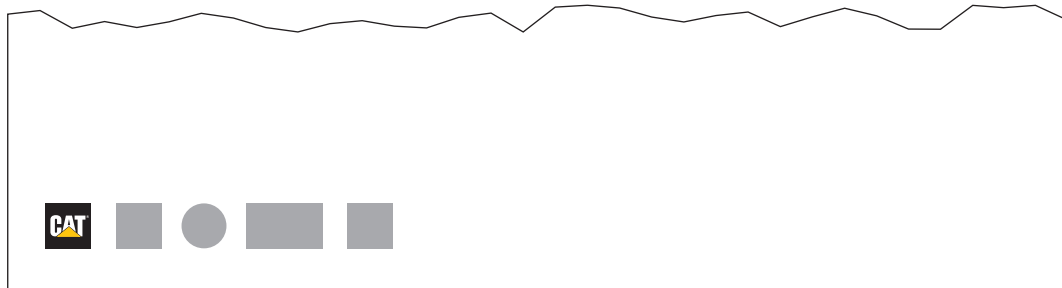
Provide sufficient clear space around all logos and present them in an orderly fashion.

**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD identity element, which must be equal to other manufacturers' logos.



Minimum clear space requirements around the SLD identity element apply to all applications.



Alternate positioning at bottom of page

**Contact**

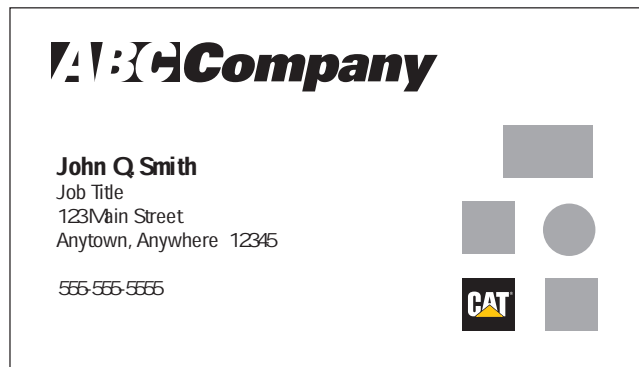
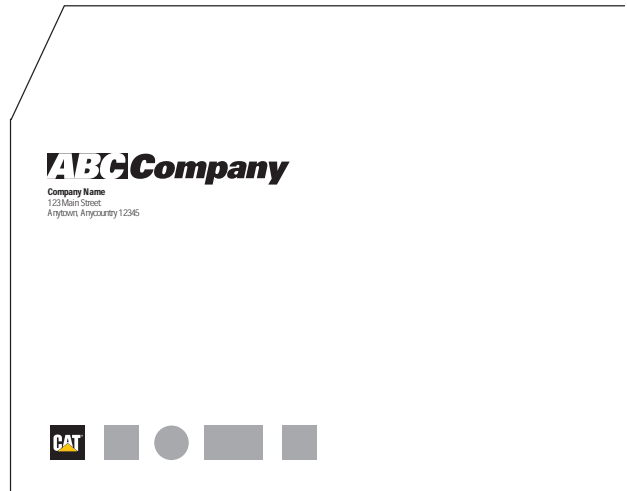
For program details and approved artwork, contact your sponsoring Cat Dealer. For identity questions, contact the Corporate Identity Help Desk U.S. tel. **(309) 675-5135** or e-mail **brand@cat.com**.

**Clarity & Recognition**

Provide sufficient space around all logos and present them in an orderly fashion.

**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD identity element, which must be equal to other manufacturers' logos.



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**Clarity & Recognition**

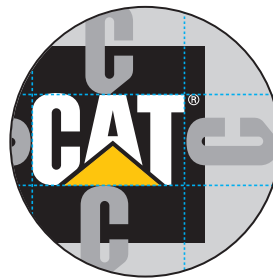
Provide sufficient clear space around all logos and present them in an orderly fashion.

**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD identity element, which must be equal to other manufacturers' logos.



Example of yellow pages ad



Minimum clear space requirements around the SLD identity element apply to all applications.



Example of small space ad

**Contact**

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Visitors to your site are constantly looking for confirmation of where they are, and your company identity should be the prominent brand on every page.

**Clarity & Recognition**

Provide sufficient clear space around all logos and present them in an orderly fashion.

**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD identity element and other manufacturers' logos. Do not imitate or copy the primary Cat dealer format.

The SLD identity element must be used in an equal size to any other product brands included on your site. You must adhere to the minimum size specifications described in the "Identity Standards" section of this document.

**Color**

Always use the approved artwork in the correct color format. For more information on these standards, please see the "Color Standards" section of this document.

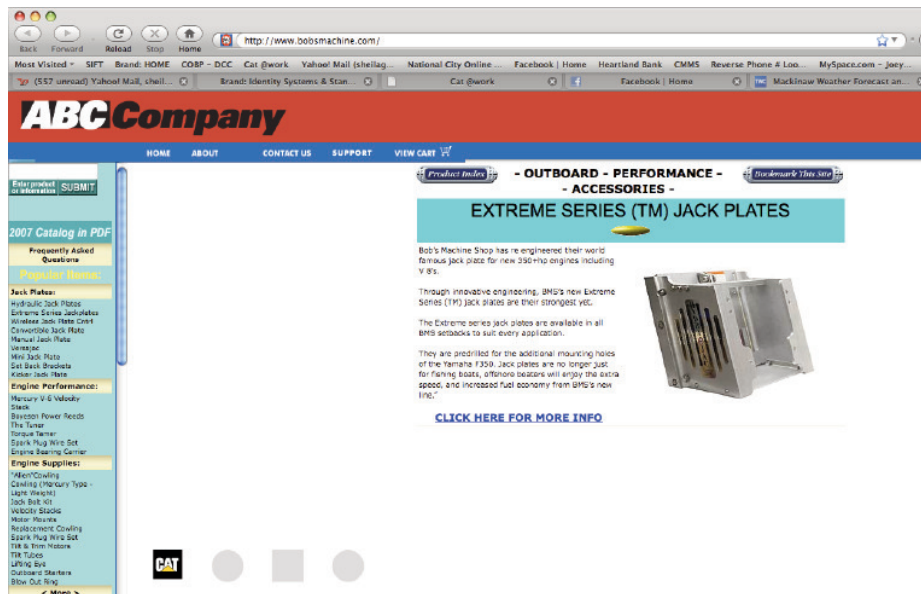
**Photography**

Select photography and images that add value and increase the clarity of information on your website. For the Cat product brand portion of your website, work with your sponsoring Cat dealer to obtain appropriate and approved artwork.

Never, under any circumstances, copy images from another website, including Caterpillar owned websites, without expressed written permission from the website content owner.

**Domain Names**

The use of Caterpillar or Cat as a part of your domain name is strictly prohibited. Pick a name that best describes all the products and services your company offers.



**Contact**

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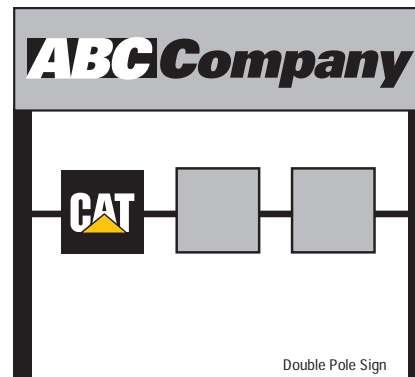
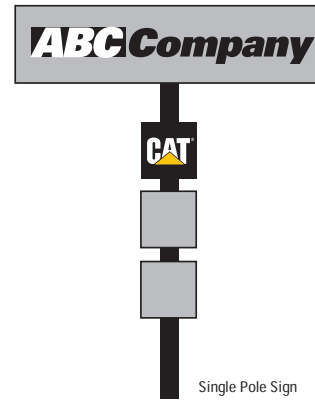
There are only two styles of exterior signs available to AMD dealers. Caterpillar recommends using the SLD identity element without descriptive text because this logo is often used next to other directly competitive engine manufacturer logos. Signs must be sourced through a Caterpillar Inc. approved supplier. See "Approved Suppliers" section of this document

**Clarity & Recognition**

Provide sufficient clear space around all logos and present them in an orderly fashion.

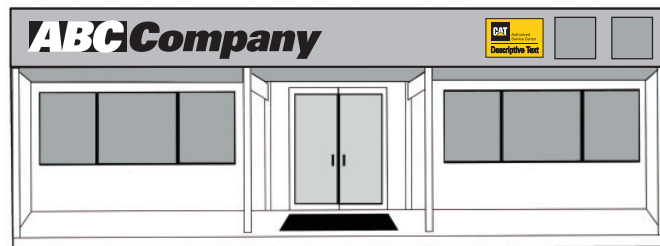
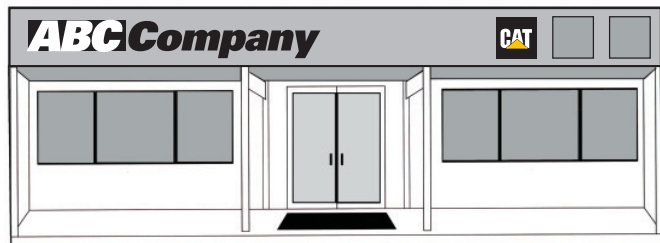
**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD identity element, which must be equal to other manufacturers' logos. Do not imitate or copy the primary Cat dealer format.



**Secondary Wall Sign**

Secondary wall signs can only be used in support of a company's primary identity like "ABC Company." It cannot serve as the location's only identity sign. You must select one style of signage for the secondary position. You must select either the Engines identity element or the Engines identity element with authorized service center text



Secondary Wall Sign

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There are only two styles of vehicle decals available to AMD dealers. They are shown on this page. Caterpillar's recommends using the SLD identity element without descriptive text because this logo is often used next to other directly competitive engine manufacturer logos. Decals must be sourced through a Caterpillar Inc. approved supplier. See "Approved Suppliers" section of this document.

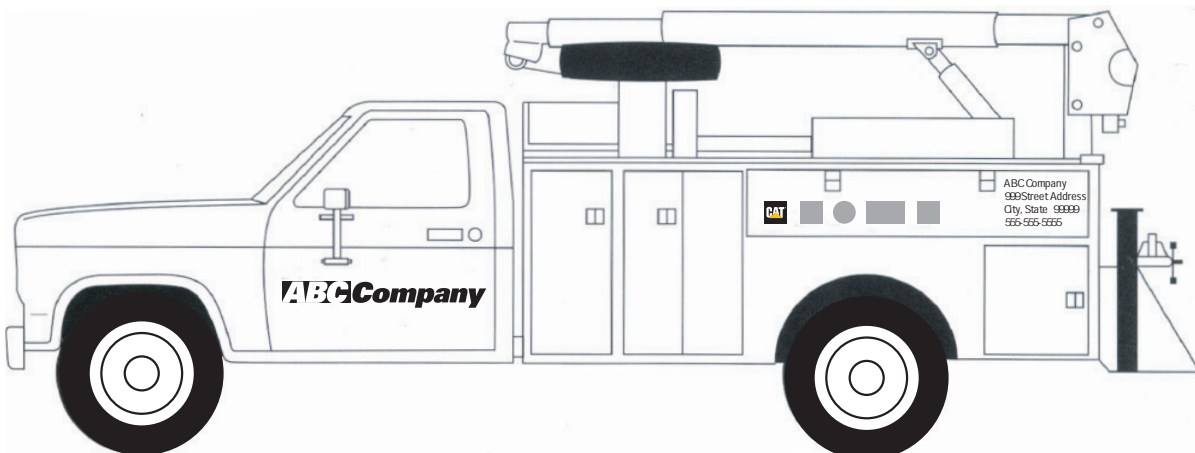
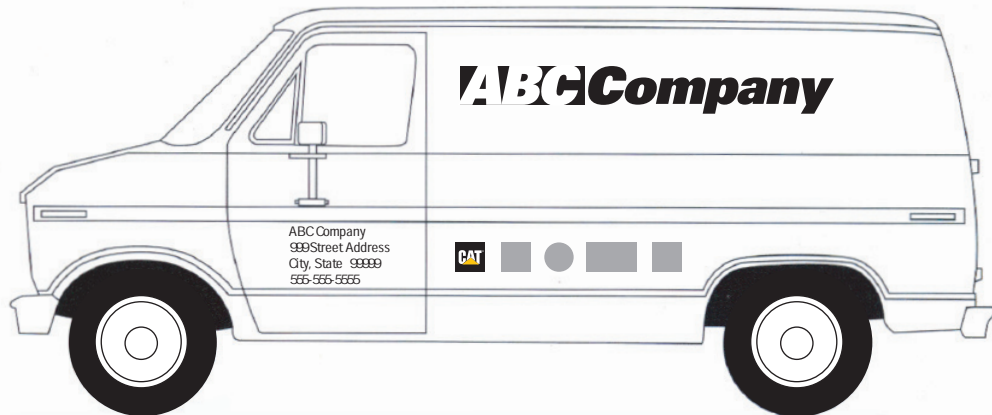
**Clarity & Recognition**

Provide sufficient clear space around all logos and present them in an orderly fashion.

**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD or AMD identity element, which must be equal to other manufacturers' logos.

Addresses, phone numbers, and web addresses are often necessary. When adding these elements, pay close attention to their scale and position. Caterpillar recommends 2" letter/number height. Provide clear space as shown in these examples.



Branded merchandise must be sourced through companies licensed by Caterpillar. To obtain a current list of companies licensed to produce Cat branded merchandise, send an e-mail to [TML\\_Feedback@cat.com](mailto:TML_Feedback@cat.com).



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**Legally Protecting Caterpillar Trademarks**

Regardless of where in the world you may see Cat trademarks, they are recognized as a standard of excellence for the products and services on which they are used. They distinguish Caterpillar from our competitors and signify a reputation based on quality, reliability, durability, and so much more.

AMD dealers are authorized to utilize the Cat logo in association with their sales and product support services.

**Two major areas of concern should be guarded closely:**

- Ensure trademarks are used properly in sentence structure.
- Ensure the Cat logo is never altered.

**Recognizing Trademarks in a Sentence**

Test your ability to recognize a trademark by removing the trademark from the sentence. If the sentence still has meaning, then the trademark has been used properly in a legally protective manner. If the sentence has no meaning with the trademark removed, the generic noun for the product or service of reference should be added after the trademark.

**Proper Trademark Use in a Sentence**

To preserve against generic misuse:

***Do not use the trademark as a noun for the generic name of a product.***

**Incorrect:** The Cat is designed to help you...

**Correct:** The Cat engine is designed to help you...

***Do not use the trademark as a plural to imply it is a common word (unless the mark itself is plural).***

**Incorrect:** The owner / operator preferred Cats.

**Correct:** The owner / operator preferred Cat equipment

***Do not use the trademark as a possessive to imply it is a noun.***

**Incorrect:** The Cat's engine reliability...

**Correct:** The Cat engine's reliability...

**Incorrect:** Get the most out of your Cat.

**Correct:** Get the most out of your Cat engines.

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**Protecting the AMD Identity Element**

Ensuring the SLD identity element is correctly displayed graphicly is important to its legal existence and stability. Any alteration could put our logos at risk of loss. Close representations or poor print resolution of logos are not acceptable for use. Recreating logos for electronic computer generation or desktop publishing should not be attempted. Do not attempt to scan and then use versions of the SLD identity element.

Contact the Corporate & Dealer Identity Help Desk (309-675-5135) if you require our approved artwork.



Always use high quality, approved artwork.



Do not use bitmapped (jagged) image



Do not use soft or blurred copies, photostats or scans



Do not redraw, modify, stretch, distort or alter

**Contact**

For program details and approved artwork, contact your sponsoring Cat dealer. For identity questions, contact the Corporate Identity Help Desk U.S. tel. (309) 675-5135 or e-mail [brand@cat.com](mailto:brand@cat.com).

### Use Trademarks in a Dignified Way

Trademark protection requires a dedicated team effort, and your role in helping Caterpillar protect trademarks is important.

A trademark's image should not be compromised as it symbolizes a company's value, quality, and reputation. Any use that compromises the integrity of our trademarks, and any association with generic implication, is strictly forbidden.

Pitfalls to avoid in protecting the Cat and Caterpillar trademarks against generic implications are listed here.

For situations not addressed in this manual, contact your primary dealer contact or Corporate & Dealer Identity at Caterpillar Inc.

1. **Do not** associate the Caterpillar trademark with the worm-like larva or a butterfly itself, incorrectly implying the trademark is synonymous with such things.
2. **Do not** associate the Cat trademark with a member of the feline family, incorrectly implying the trademark is synonymous with felines.
3. **Do not** use the terms "non-Cat" or "non-Caterpillar" to describe products made by other companies.
4. **Do not** use the terms "Caterpillar-type" or "Caterpillar-style" to refer to a product similar to those made by Caterpillar.
5. **Do not** use the Cat name at sentence end. It mistakenly gives the appearance of being an abbreviation rather than a word that stands on its own. Either substitute the Caterpillar name or rearrange the sentence.
6. **Do not** divide the Caterpillar name at a column end. It must run as one word on the same line of text.

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**Exterior Signs**

Exterior signs must be sourced through a trained, approved supplier:

**North America**



**Dualite Sales & Service, Inc. (black signs)**

**Phone:** (513) 536-3194



**Magna Sign International (yellow signs)**

**Phone:** (800) 916-0077

**Europe**

**Skyltgruppen**

**Phone:** 46-8-301260

**Decals**

Decals must be sourced through a trained, approved supplier:

**North America**

**Modagraphics**

**Phone:** (847) 481-5334

**Europe**

**VGL**

**Phone:** 44-1189-221300

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**Contact**

Our supplier network and contact information change periodically. If you should experience any difficulties reaching these suppliers, please contact the Corporate Identity Help Desk U.S. tel. **(309) 675-5135** or e-mail **brand@cat.com**. Your authorizing Cat dealer can also assist you.