

## **Second Level Distribution**

**Identity Standards for:**

# **ISD SLDs**

**(Distributors Supporting Industrial Engines Parts & Service)**



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**SLD Identity Element**

The primary identity of the ISD 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 ISDs. 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

**ISD Identity Element**

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

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

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



ISD Authorized Service Center Identity Element

**Contact**

To verify current approval procedures, or to receive assistance, contact the Brand Help Desk U.S. tel. **(309) 675-5135** or e-mail **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.

**Presentation**

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

**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.



Your company name



SLD identity element



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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 ISD SLDs, is strictly prohibited.

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



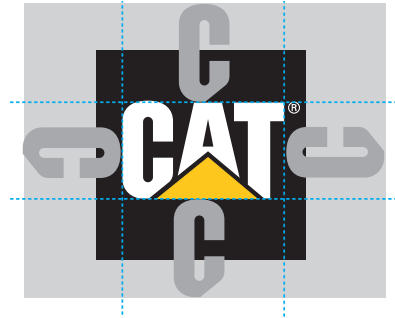
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**Clear Space Requirement**

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 element diminishes its value, reducing it to nothing more than a decoration.



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



Correct example

Introducing the new Cat® industrial 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.

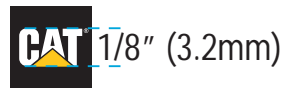
**Positioning**

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.



**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 element with descriptive text.



**Contact**

To assure high-quality, accurate reproduction of the ISD Program element, contact the Brand Help Desk U.S. tel. (309) 675-5135 or e-mail [brand@cat.com](mailto:brand@cat.com) to obtain the approved artwork.

## 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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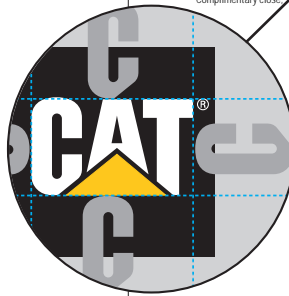
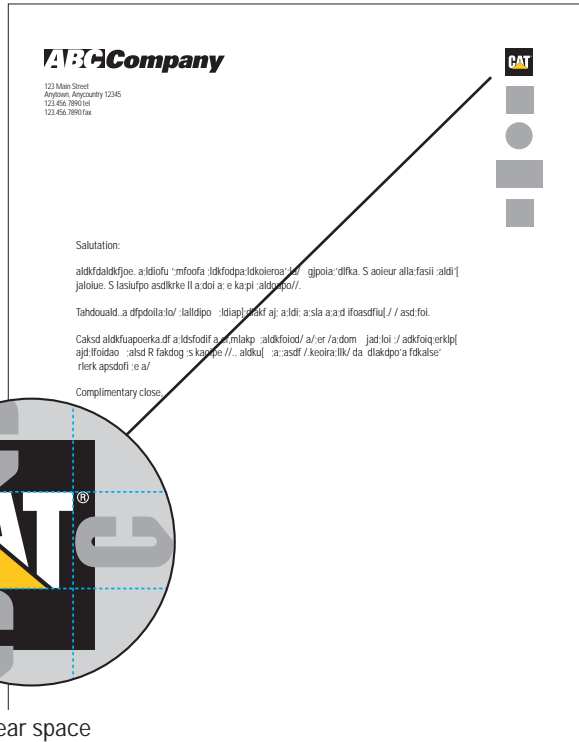


**Clarity & Recognition**

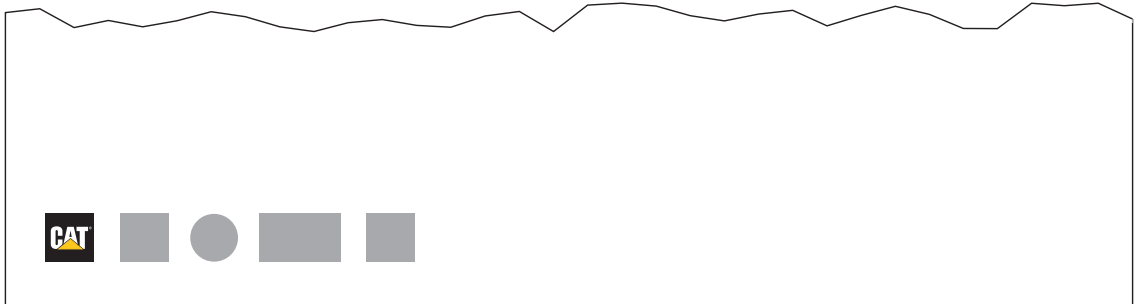
Provide sufficient clear space around all logos and present them in an orderly fashion.

**Proportional Sizing**

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



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



Alternate positioning at bottom of page

**Contact**

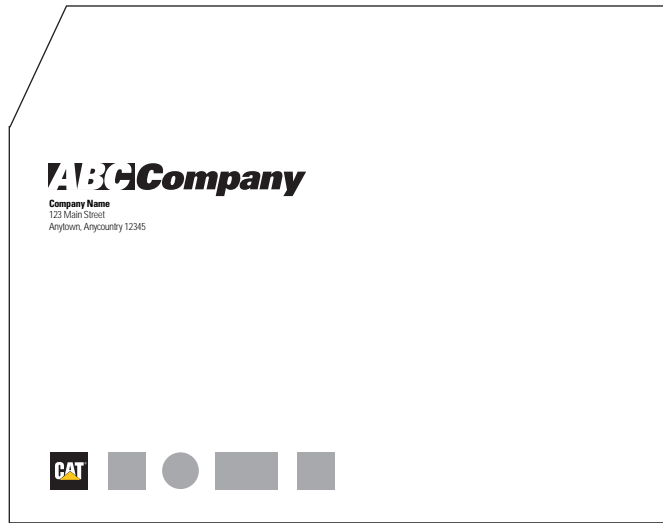
To verify current approval procedures, or to receive assistance, contact the Brand Help Desk U.S. tel. (309) 675-5135 or e-mail [brand@cat.com](mailto:brand@cat.com).

**Clarity & Recognition**

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

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



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**Clarity & Recognition**

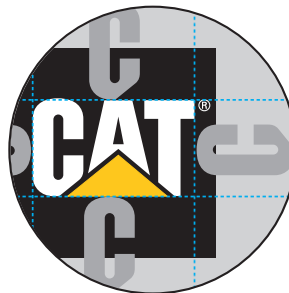
Provide sufficient clear space around all logos and present them in an orderly fashion.

**Proportional Sizing**

Keep your company name/logo in the most prominent position and larger than the SLD identity element and 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

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There are only two styles of facility signs available to ISD 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.



SLD Identity Element

**Clarity&Recognition**

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

**ProportionalSizing**

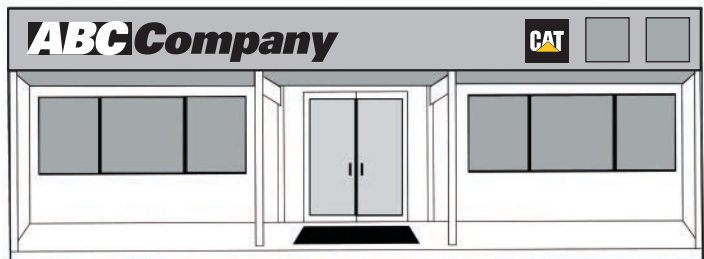
Keep your company name/logo in the most prominent position and larger than the SLD identity element and other manufacturers' logos. Do not imitate or copy the primary Cat dealer format.



ISD Authorized Service Center Identity Element

**SecondaryWallSign**

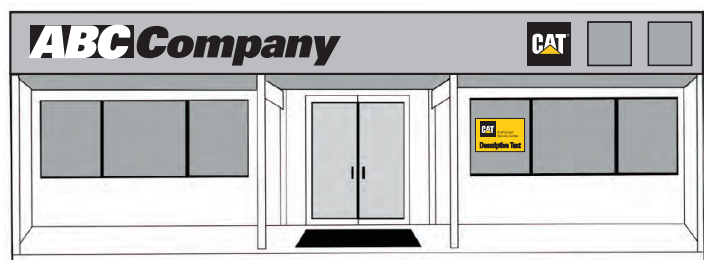
Secondary wall signs can only be used in support of a company's primary identity like "ABC Company." It cannot serve as the location's only identity sign.



Secondary Wall Sign

**SecondaryWindowCling**

The SLD Authorized Service Center identity element is also available as a window cling from the approved decal suppliers.



Window Cling

**Contact**

For program details and approved artwork, contact your sponsoring Cat dealer. For identity questions, contact the Brand Help Desk U.S. tel. +1 309.675.5135 or submit a question at <https://brandreview.cat.com>.

There is only one style of vehicle decal available to ISD dealers.

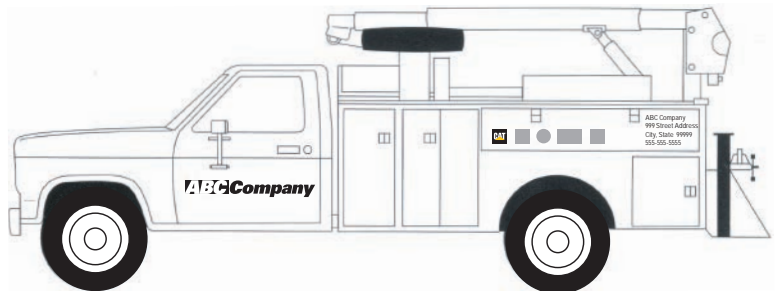
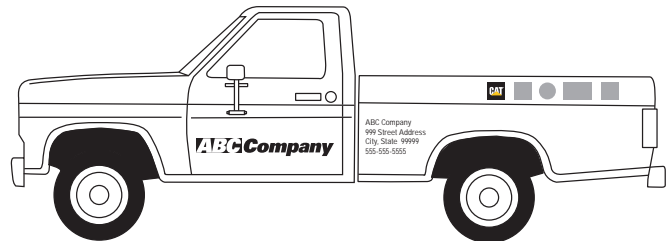
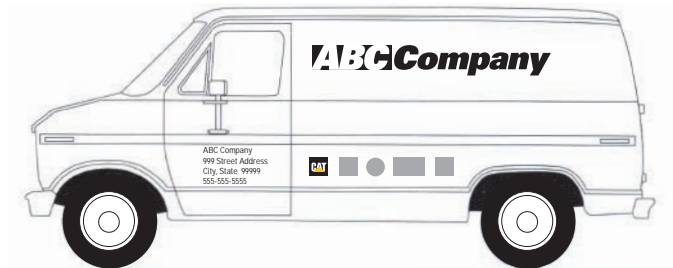
**Clarity & Recognition**

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.

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.

ISD dealers are authorized to utilize the SLD identity element 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 SLD Identity Element**

Ensuring the ISD Programtity 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.



Do not use bitmapped (jaggy) image



Do not use soft or blurred copies, photostats or scans



Do not redraw, modify, stretch, distort or alter

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### 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.

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 and Decals**

Exterior signs and decals must be sourced through a trained, approved supplier.

For a current list of approved suppliers, please visit **dealer.cat.com**

If you are unable to access brand.cat.com, please contact the Brand Help Desk at **+1 309.675.5135** or submit a request at **<https://brandreview.cat.com>**

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**Contact**

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