

# Progress Rail Services Corp.

Identity Standards

Standards for Use



*A Caterpillar Company*

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## It's Our Corporate Signature

Progress Rail Services' company logotype or "logo" is our corporate signature.

It identifies the products, services, service parts, facilities, documents or other objects on which it appears as having originated from Progress Rail.

Our logo identifies who we are and differentiates us from our competitors around the world. It is our identity.

Just as our products and services have value, our identity is valuable and must be protected.



The purpose of these standards is to demonstrate how to use our signature to project a consistent identity for the company wherever it is seen.

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## Trade Names

Definition: A trade name is the full legal name of a company (formal corporate trade name) or a shortened name by which the company becomes known (commercial trade names).

A trade name identifies a company and may represent the source of products and services. It is the name under which a business is known in the marketplace.

### **Our trade names are:**

Progress Rail Services Corporation

**DO NOT** use trademark notation with trade names.

### **Correct Example**

Progress Rail Services will announce a new service next year.

### **INCORRECT Example**

Progress Rail Services® will announce a new service next year.

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## Trademarks

Definition: A word, symbol or letter used alone or in combination that identifies the products of a particular company, and distinguishes them from the products of any other company.

Trademarks serve as identifiers by which customers recognize, select and buy a company's products and services. As indispensable marketing tools, they symbolize a company's value, quality, and reputation.

Trademark rights can last forever, but incorrect use can result in trademark rights being lost. Guarding against misuse is the key. The way to legally protect a trademark is to recognize what is is and how it should be used.

Do not imitate another company's names, slogans, or trade dress.

- Be an original, not an imitation. Copying another company's ideas not only invites risk of infringement, but points out lack of creativity. It may even make the customer think of the other company.
- Respect trademarks of others. As a courtesy, identify another company's mark with the proper trademark notice directly after the mark's first use and follow up with the appropriate ownership line.

Follow corporate policy and procedures before creating new names and trademarks. See Contact List, Appendix C.

**Use the appropriate trademark notation (™, ™, ®) on first or most prominent use in a document.**

Use trademarks in a dignified way.

- Avoid cartoons, caricatures, or pun uses
- Avoid suggestive or undignified uses
- Avoid generic implication

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## Word Marks

Definition: A word or combination of words used as a trademark or service mark.

### Word Marks:

[Insert word mark(s)]

### Display trademarks consistently.

- Do not modify a word mark's spelling.

**Use the appropriate trademark notation (™, SM, ®) on the first or most prominent use per document.**

### Use word marks as proper adjectives

- Always accompanied by a generic term
- Never use as a noun, verb, plural, or possessive

### Correct Example

[wordmark noun]

### Incorrect Example

[insert incorrect example]

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## Design Marks

Definition: Trademarks that are graphic designs or symbols used for identification of product services.

Consistent use of design marks enhances their protection and guards against dilution and risk of loss. Follow the standards listed below. Use approved artwork and follow the standards shown.



### Display design marks consistently.

- Always use original electronic artwork in the proper format for your application.
- Do not modify a design mark's appearance

**Use the appropriate trademark notation (™, <sup>SM</sup>, ®) on the first or most prominent use on each document.**

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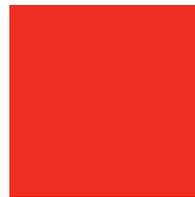
## Color Standards

Consistent use of the Progress Rail Services color palette (Pantone 485C and Black) reinforces our identity and builds recognition. Provide advertising agencies, printer, painters, artists, and other suppliers with the information below and require them to adhere to the color standards.

### CMYK Process Printing

#### Pantone Red 485C

C	22
M	100
Y	100
K	15



#### Black

C	70
M	68
Y	64
K	75



## Progress Rail Services Design Mark Color Options

### Color design mark

#### Positive

The positive color design mark incorporates Pantone 485C and Black color palette. It is to be used on multi color print applications and against a solid white background.



### One-color design mark

#### Positive

Use this version for black and white communications and also on any background colors that are not solid white.



### One-color design mark

#### Reverse

Use this version for black and white communications and also on any background colors that are not solid black. (Black rectangle shown here for illustration only.)



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## **Design Mark Quality Control**

**Always** make sure that there is sufficient contrast between the design mark and the background it is featured on.

**Always** use trademarks in a dignified way.

**DO NOT** create new artwork.

**DO NOT** add drop shadows or 3D effects.

**DO NOT** outline descriptors

**DO NOT** combine the CPS descriptors with a facility name or division name.

**DO NOT** use gradient color

**DO NOT** alter shape or proportions.

**DO NOT** use redrawn or poor reproductions.

**DO NOT** link descriptors with other logos, graphics or text by punctuation.

**DO NOT** display descriptors at an angle or vertically.

**DO NOT** use unauthorized animation.

**DO NOT** add effects to give appearance of animation.

**DO NOT** create or use unauthorized combinations of descriptors with any logo, graphic, or text.

**DO NOT** trivialize a descriptors by using it repetitively or decoratively.

**DO NOT** modify or alter the artwork in any way.

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**Design Mark Clear Space**

Always surround the trademark with adequate clear space. Clear space should be equal to one capital "P" (the same size as the "P" in the word "Progress").

**Size**

Ensure that the design mark is always a legible size.



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## Typography

Progress Rail standard typefaces are styles from the Arial family. The preferred Arial styles are:

- Arial
- Arial Narrow
- Arial Black
- 

Because of the visual variety desirable in promotional applications such as ads, direct mail pieces, sales letters, and posters, it is permissible to use typestyles in addition to Arial. Select alternate typefaces from classic families, such as Times, Scala, Helvetica, etc. They are readily available and easily readable, so they are ideal for headlines and text.

### Arial

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrst  
vwxyz  
1234567890

### Arial Narrow

ABCDEFGHIJKLMNOPQR  
STUVWXYZ  
abcdefghijklmnopqrstuvwxy  
z  
1234567890

### Arial Black

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890**

### Times

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
z  
1234567890

### Times Bold

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890**

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**Trade Dress (Product Identity)**

This section is related to the distinctive styling, consistent marking and clear nomenclature of your product. When applied consistently, they become powerful tools for protecting our brand equity and corporate image.

This section is not applicable to Progress Rail Services.



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**Endorsement Line**

Progress Rail Services is authorized to use the endorsement line:

- A Caterpillar Company



*A Caterpillar Company*

The authorization for use has been approved for business cards, stationery and forms, and approved licensed merchandise.

Currently approved for:

- Business cards
- Stationery & forms
- Merchandise



**US Format**

2 x 3-1/2 inches

**International Format**

54x88 mm (non-U.S.)

**Color**

Pantone 485C

Black

25% Black - watermark

**Type**

Employee name: 11 pt./ 7 pt. / Arial Narrow Bold

Employee title: 8 pt./Arial Narrow Regular

Address block: 7 pt/7 pt. leading/  
Arial Narrow RegularInformational block: 7 pt/7 pt. leading/  
Arial Narrow Regular**Paper Stock**

Hammermill Cover/Antique White

80 lb. or equivalent

**Reproduction**

2/C offset printing process

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**Compliment Cards**

Not currently applicable.

**Envelopes**

**US Format**  
4-1/8 x 9-1/2 inches.

**International Format**  
110 x 220 mm

**Color**  
Pantone 485C  
Black

**Type**  
  
Company legal name: 8 pt./  
Arial Narrow Bold  
  
Address block: 8 pt./8 pt. leading/  
Arial Narrow Regular

**Paper Stock**  
Hammermill Bond/White  
20 lb. or equivalent

**Reproduction**  
2/c offset printing process



**Fax Cover Sheets**

**US and International**  
8-1/2 x 11 inches or A4

**Color**

Use **ONLY** your 1-color artwork

**Type**

Company & Address block: 10 pt. /  
Arial Narrow Regular

**Paper Stock**

basic paper stock

**Reproduction**

1/c printing process and electronically  
generated

 <p>A Caterpillar Company</p>	Department Address 1 Address 2 City, State, ZIP PHONE: xxx.xxx.xxxx FAX: xxx.xxx.xxxx
<b>Fax Cover</b>	
TO: _____	
FROM: _____	
DATE: _____	
SUBJECT: _____	
No. of PAGES: _____	
MESSAGE:	
<small> <p><b>Confidential Communication</b> This message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged or confidential. If the reader of this message is not the intended recipient or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately, and return the original message to us at the above address. Thank you.</p> </small>	

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## **Forms Identification Masthead Elements**

Specific requirements govern the design and production of business forms used worldwide. Special consideration must be taken when designing electronic forms for use on computers to ensure that the electronic version replicates the existing form exactly. Whenever paper based forms are revised, the corresponding electronic forms must be modified simultaneously.

The following layout standards govern the design of all Progress Rail Services corporate, subsidiary, and profit center business forms.

1. All external forms **MUST** bear the Progress Rail Services design mark with a ® in the left side of the form. Align the design mark flush with the left margin of the form.
2. Identify all forms with a title whenever possible, either a one- or two-line arrangement, located at the top of the form, to the right or below the design mark.
3. If using a form number system, to make it easier to find the form number, consistently place the form number in the lower left side of the document.
4. Place the corporate, subsidiary, or profit center name and/or address on the form when the function of the form requires this information and sufficient layout space is available.
5. Print forms in black ink on white paper with adequate margins on all four sides of the form. You may use colored ink and paper when they serve a vital function.
6. Use Arial Narrow Regular for general information and Arial Narrow Oblique to emphasize information. Use a limited number of type sizes to keep the form simple.

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### **Caution**

All external forms **MUST** bear the Progress Rail Services design mark.

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**Invoices**

Contact the Corporate Communications  
Department for further instructions.

**Contact Information:**

Susie Hilsman

Communication Manager

1605 Progress Dr.

P.O. Box 1037

Albertville, AL 35950

Phone: 256-505-6015

Fax: 256-505-6051

Email: [shilsman@progressrail.com](mailto:shilsman@progressrail.com)

**Letterhead**

8-1/2 x 11 inches or 210 x 297 mm

**Color**

Pantone 485C

Black

**Type**

Company legal name: 10 pt. / Arial Narrow  
Regular / 50 tracking

Company Address: 10 pt/Arial Narrow  
Regular / 50 tracking

Separated by a bullet, 1" from the bottom of  
the page.

**Paper Stock**

Hammermill Bond/White

20 lb. or equivalent

**Reproduction**

2/c offset printing process

**Mailing Labels**

2-5/16 x 5 inches.

**Color**

Pantone 485C

Black

**Paper Stock**

Standard printing adhesive stock

**Reproduction**

2/C offset printing process

Sample:

 <small>A Caterpillar Company</small>	<b>PROGRESS</b> RAIL SERVICES	<b>Progress Rail Services Corp.</b>
<b>CORPORATE OFFICES</b>		Shipping Address: 1605 Progress Drive Albertville, AL 35950
Phone: 256.593.1260		Mailing Address: P O Box 1037 Albertville, AL 35950
<b>TO:</b>		

Sample:

 <small>A Caterpillar Company</small>	<b>PROGRESS</b> RAIL SERVICES	<b>Progress Rail Services Corp.</b>
<b>ADDRESS:</b> 4711 Bair Avenue Lincoln, NE 68504		<b>LINCOLN AXLE SHOP</b>
		Phone: 402.476.0022
<b>TO:</b>		

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**Memos**

Not currently applicable.

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**News Releases**

Not currently applicable.



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## Promotional Merchandise

Here are examples of typical promotional items. Refer to the Corporate Identifiers Section 1 for basic graphic standards.

Examples of applications

- Hats
- Mugs
- Pens
- Shirts

Promotional merchandise should be exclusively ordered through:

### **Overture Promotions**

Chicago, IL

Contact: Frank Mixer

Phone: 888.456.9564

E-mail: frankm@overture.com

or

### **Junior Davis & Associates**

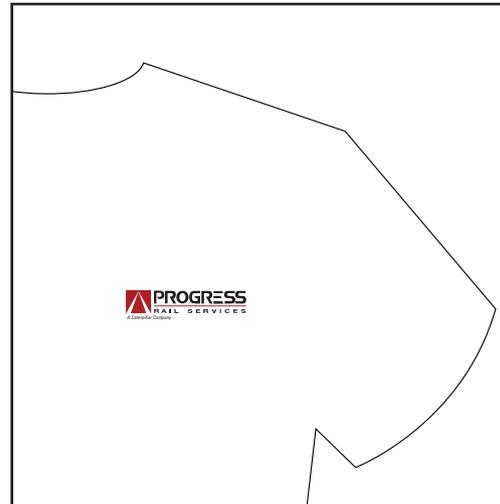
Birmingham, AL

Contact: Norris Hamer

Phone: 205.620.9961 ext. 240

E-mail: nhamer@juniordavis.com

All exceptions to our merchandise standards must be approved by the Corporate Communications Department prior to production.





**Brand**

A brand is a promise of the quality and nature of the experience one will have when using or working with a company or product—represented by a trademarked name and/or identifier (symbol, design mark, etc.). Other examples of brands are Nike, Coca-Cola, McDonald's and Starbucks.

**Branded**

A distinctive mark or trade dress applied to another product or service, indicating that the product or service meets the same qualifications or expectations as the brand it's associating with.

**Branding**

The practice of promoting brands through a variety of marketing or advertising techniques.

**Brand Architecture**

The organization and structure of a company's brand portfolio. Specifies the role of each brand and the relationships between brands.

**Brand Asset**

Any one of a wide range of elements of intellectual property typically used to bring attention to the products or services of a company. Normally associated with visual trademarks, brand assets may or may not be registered as trademarks. Elements include but are not limited to trade names, design marks, word marks, symbols, logos and logotype, trade dress, colors, descriptors, and endorsement lines. Brand assets may be visual, audible, tactile or otherwise sensory-based stimulation intended to develop associative meaning with the source of the product or service in question.

**Brand Attribute**

Brand attributes can take three forms: corporate characteristics, product attributes, and personality traits. Corporate characteristics are statements about the corporation that represent potential drivers of brand preference (e.g., Offers a broad range of financial products and services). Product attributes are statements that

describe a product (e.g., product or functional characteristics) or how you relate to it (e.g., emotional connection or emotional projection). A personality trait is a statement of how a brand is perceived (e.g., conservative, trustworthy).

**Brand Voice**

The sum of a brand's expression—encompassing its core identity, visual expression, marketing communications, and behaviors. Caterpillar's "voice" includes its values, competencies, attributes and positioning. Collectively, they help define the brand personality. The brand voice is a consistent means of expressing that personality.

**Clear Space**

The area surrounding a graphic element that must be kept free of any other graphic element, typography, or field edge.

**Co-branding**

The use of two or more brands on a venture, product, or service.

**Derivative Mark**

A trademark (registered or unregistered) or "logo" derived from an existing word mark, design mark, or logo. These marks use characteristics - colors, design elements, logotypes, text etc. - that reference or reflect the original mark and are intended to borrow equity from or create a visual or verbal link to the original mark.

**descriptors**

A descriptors is an authorized graphic element consisting of the Progress Rail Services design mark plus a word or words, arranged in a specific format. Designed for external marketing purposes, the descriptors functions as a descriptive subbrand.

**Design Mark**

A distinctive graphic trademark. See logo

**Differentiation**

Differences in presentation, characteristics, competencies, and reputation that distinguish a company, product, or service from competitors.

**Font**

A typographic term meaning a complete set of all letters, numbers and characters of one typeface.

**Logo**

A logo is a unique identifier intended for repetitive, consistent use and used to differentiate from its competitors, a company, organization, product, service or program. A logo can be comprised of:

- Only specially drawn or stylized letter forms
- Only a graphic design or symbol
- A combination of the above

**Logotype**

Specifically drawn letters.

**Name**

A word or phrase that constitutes the distinctive designation of a thing.

**Nomenclature**

A set or system of words, phrases, numbers, or terms that serve as names for a single thing or a group of related things, such as a company, its functions, products, or services.

**Novelty**

An item of trademark merchandise.

**Positive Design Mark**

A design mark printed on a white or light-colored background.

**Promise Statement**

A concise statement of the business description, personality, and desire positioning of a brand—its essential promise to employees, customers, and other stakeholders.

**Reverse Design Mark**

A white or unprinted design mark created so that the image is shown in "negative: or unprinted form".

**Reverse Signature**

A white or unprinted corporate signature created so that the image is shown in "negative: or unprinted form".

**Service Mark**

A service mark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of a service of one party from those of others. —US Patent and Trademark Office

**Screen**

A device used in printing that decreases color intensity by reproducing fine dots of the color. Example: a 50% screen of black produces a medium grey.

**Support Typography**

A selected typestyle used with either the Progress Rail Services design mark, usually in permanent media applications. Examples: a selected typestyle used in address copy on stationary, or for information copy on signs.

**Trademark**

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods or services of one party from those of others. —US Patent and Trademark Office. Note: Not all trademarks are brands. Trademarks, unlike Patents, never expire.

**Tradename**

Names are used to identify the company, its products and services.

**Word Mark**

A trademarked word used in any letterstyle --most often where the trademark is used in the same typestyle as its surrounding body of text.



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**Progress Rail Services**

Susie Hilsman

Communication Manager

1605 Progress Dr.

P.O. Box 1037

Albertville, AL 35950

Phone: 256-505-6015

Fax: 256-505-6051

Email: [shilsman@progressrail.com](mailto:shilsman@progressrail.com)

**Caterpillar Corporate Identity Help Desk**

[brand@cat.com](mailto:brand@cat.com)

Phone: (309) 675-5135

**Caterpillar licensed Merchandise**

Contact names and titles are located under the licensed Merchandise section of [brand.cat.com](http://brand.cat.com).