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# Corporate Identification Guidelines

***ELECTRO MOTIVE®***

## It's Our Corporate Signature

The Electro-Motive company logotype or "logo" is our corporate signature.

It identifies the products, services, service parts, facilities, documents or other objects in which it appears as having originated from Electro-Motive.

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.

***ELECTRO MOTIVE®***

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

## Consistent Image Worldwide

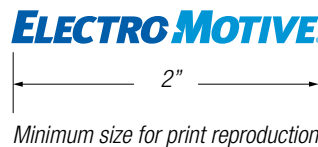
### Basic Elements of the Logo

The sample on the opposite page shows the Electro-Motive logo. This logo is the primary identifier for Electro-Motive worldwide.

The elements are displayed in the preferred sizes for most publications. The logo should never be displayed smaller than shown in the minimum size.

### Isolation

The logo should always be displayed in a manner that will provide maximum visual impact. For this reason, the logo should always be isolated from any other elements by an amount of white space at least equal to the height of the Electro-Motive logo.



# Color Standards

Consistent use of the Electro-Motive color palette (Pantone PMS 286 and Pantone PMS 2925) reinforces our identity and builds recognition. Provide advertising agencies, printer, painters, artists and other suppliers with the information shown and require them to adhere to the color standards.

## CMYK Process Printing

Pantone dark blue PMS 286

C	94%
M	63%
Y	7%
K	0%

Pantone light blue PMS 2925

C	87%
M	23%
Y	0%
K	0%

## Web Colors

Dark blue PMS 286 - #0064A7

Light blue PMS 2925 - #0097D7

**ELECTRO**MOTIVE®



PMS 286  
#0064A7



PMS 2925  
#0097D7

## Design Mark Color Options

### Color design mark positive

The positive color design mark incorporates Pantone 286 and 285. It is to be used on multi-color print applications and against a solid white background.



### One-color design mark positive

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



### Black design mark

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



### Black and grey design mark

Use this version for black and white communications on white background. Black with grey (60% black).



### 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.)



## 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. 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 ( ® ) on the first or most prominent use on each document.**

***ELECTRO*MOTIVE®**

**IVE®**

## 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 use redrawn or poor reproductions.
- DO NOT modify or alter artwork in any way.
- DO NOT display at an angle or vertically.
- DO NOT use gradient color.
- DO NOT outline.
- Always use the logo as the corporate signature, never as decoration.
- Never use the logo as part of or in close visual association with cartoons or other free-standing graphic elements.
- Keep the logo visually separated from headlines and text.
- Make the logo large enough to be clearly read.
- Use only approved, camera-ready logo reproduction sheets or electronic logo art distributed from Marketing Communications.

## Common Application Mistakes

These examples show the commonly made mistakes of logo application.

Sized Too Small

**ELECTRO MOTIVE**

Wrong Proportions

**ELECTRO MOTIVE**

Hand Created

**ELECTRO - MOTIVE**

Partial or Incomplete  
(missing ®)

**ELECTRO MOTIVE**

Adding Unauthorized Tag Lines

**ELECTRO MOTIVE**  
Department or Organization

Boxed Logo

**ELECTRO MOTIVE**

**ELECTRO MOTIVE**

Used in Line with Text

**ELECTRO MOTIVE** builds locomotives that are in operation worldwide.

Angled or Rotated

**ELECTRO MOTIVE**

## Specialty Marks

Creating logos for work teams, work groups, or facilities is not authorized.

Such logos dilute the strength of our corporate logo and ultimately confuse our customers and employees.

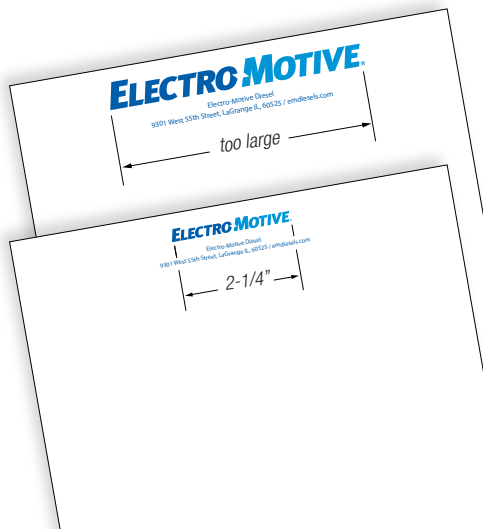
Electro-Motive's corporate business strategy may require special marks or trademarks to be developed as new products and programs are introduced. Examples shown below.

Electro-Motive marketing and legal counsel, design, approve and register all new logos and trademarks prior to their use.



**ELECTRO-MOTIVE®**

Below is the logo used on company correspondence.



The logo on our company business card.



## Sources of Logo Art

To protect Electro-Motive's image, use only camera-ready logo reproduction sheets or electronic logo art distributed from Marketing Communications.

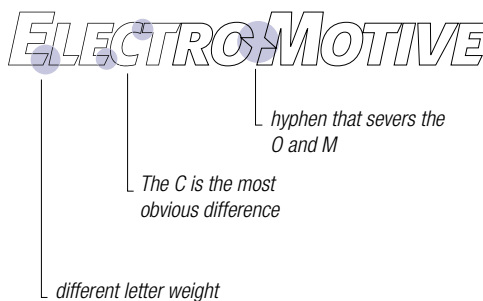
The logo file is available in either jpg, pdf or png formats for download from the EMD Intranet.

If other formats are required for signage or special applications contact Marketing Communications.

## Identifying Incorrect Logo

Several variations of the logo have surfaced in the past. Here is how to identify the incorrect version.

### Incorrect logo



### Official logo outline



### **For further information**

For information or guidance regarding  
proper logo applications and usage,  
contact:

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Electro-Motive Diesel  
9301 W 55th St.  
LaGrange, IL 60525  
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[emdiesels.com](http://emdiesels.com)

***ELECTRO MOTIVE***

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