



CAT[®] ECOMMERCE BRAND GUIDELINES



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Introduction

The Cat® brand is as powerful as the products that we make. It is a symbol of hard work, a get-it-done attitude and progress. This extends to Caterpillar eCommerce as we strive to make it even easier and more efficient to serve our global community of doers.

In order to guide our marketing efforts and bring clarity and consistency to Cat eCommerce, we have created a set of brand standards for our employees, dealers, partners and suppliers. These standards ensure that we communicate our brand worldwide in a way that represents our core values and resonates with our customers.

We aspire to create a unique, memorable and powerful message while remaining relevant and approachable. A message that showcases our customers, their work and the positive impact they are making around the world. It is an undertaking, but we are Caterpillar. Let's do the work to make our brand come to life.

The eCommerce branding should be used in a dignified and professional manner that aligns with our industry leadership position. Cat is not a caricature, pun, or suggestive. The Cat brand is strong and principled while remaining relatable and down-to-earth.

Our Brand

- Honors other companies' trademarks and copyrights
- Treats its competition with dignity and respect
- Does not portray sexual situations, connotations or innuendo
- Is inclusive of all protected classes (e.g., gender, race, religion, color, national origin, age, people with physical or mental handicaps)
- Is compassionate to animals
- Values personal and physical safety

- Does not irresponsibly represent the use of alcohol, drugs, tobacco and firearms
- Obeys and abides by the law

The guidelines in this book are intended to ensure consistency in the way the Cat brand is visually represented, but we have also built in a little flexibility. You will see some guidelines are "fixed" while some are "flexible". Fixed guidelines, such as the required use of a logo, are non-negotiable. Flexible guidelines, however, leave room for creativity while staying within the guardrails.

Cat eCommerce marketing and communication efforts should be professional while reflecting our brand, core values and principles we bring to our customers. They are at the heart of all we do.

The brand team is ready to collaborate with you to ensure your materials are creative and engaging while accurately representing the brand. Creative concepts and materials can be sent for review to the Brand Help Desk at brandreview.cat.com.

For more information, please visit the single safe source on all things brand: brand.cat.com.

PLEASE NOTE

For the purpose of this guide, we will refer to Cat eCommerce. Be aware that terminology is for internal use only. Refer to page 8 of this guide for best practices when speaking outside the Caterpillar enterprise.

OVERVIEW



What is Cat eCommerce?

WHAT IS ECOMMERCE AT CATERPILLAR?

It is a suite of digital solutions that allow dealers and customers to easily find, purchase and learn about Cat parts, services, products and more. eCommerce exists to improve the customer journey while creating new opportunities for dealers to leverage.

The Why

Customers expect and rely on convenience to keep their business running smoothly. The demand for smarter, simpler ways to engage with Cat parts and service is greater than ever before.

THE PLATFORMS

Cat eCommerce consists of four platforms:

Parts.cat.com

Customers deserve a simple and convenient parts buying experience, and that is exactly what parts.cat.com delivers. Whether they are shopping for an entire fleet or a single piece of equipment, customers can order parts from their smartphone or computer by using a variety of enhanced shopping tools to help save time while managing their equipment.

CatPeijian

CatPeijian offers a simple and convenient parts buying experience for Cat customers located in mainland China. The site provides customers with the information, support and parts they need, while supporting local user-friendly features such as mobile register, WeChat Pay and Alipay.

Cat® Central

The Cat® Central mobile app allows customers to shop parts.cat.com on the go. It provides a convenient and easy-to-use platform for customers to order Cat parts and access resources to maintain their equipment. Customers can order from their smartphone and track their order in real-time.

Cat Integrated Procurement (IP)

Cat IP integrates high-frequency customers' business systems with their Cat dealer's business system to provide a customized procurement process with real time part information, as well as control and visibility of spending. This streamlining saves customers both time and money in the procurement process.



What is Cat eCommerce?

VISION STATEMENT

Our platforms make it easier and more efficient than ever to do business with Cat dealers and support them along the way. We provide our customers with convenient access to the genuine Cat parts and support they need, when they need it.

WHY IS CAT ECOMMERCE SO IMPORTANT?

Customers today have many options and vendors to purchase their parts from. By making it easier and more efficient to do business with Caterpillar and Cat dealers, we can capture even more opportunities and provide a better overall experience to our customers. Additionally, when customers have even more ways to order and connect with dealers, there are new opportunities to be leveraged and explored.

When compared to customers who exclusively purchase over the counter, eCommerce customers:

- Spend more per order
- Order more often
- Are more loyal



BRAND ASSETS



Naming and References

BEST PRACTICES

We at Caterpillar refer to online parts buying and support as Cat eCommerce. That terminology should be avoided, however, when speaking outside of the Caterpillar enterprise. Instead, we focus on the ease, convenience and superior service that come with utilizing these digital platforms.

Additionally, when creating landing pages on parts.cat.com, the term parts.cat.com is never used within the content or headlines. Rather, use terminology like Cat parts, buy parts, or shop parts.

PARTS.CAT.COM

Usage of parts.cat.com in headlines should be limited. For all other written materials, the P is capitalized when beginning a sentence; otherwise, all letters are lowercase.

SAY

Parts.cat.com
parts.cat.com
PARTS.CAT.COM

DON'T SAY

Parts.Cat.Com
Parts.Cat.com
PCC

CAT® CENTRAL

When referring to the Cat® Central app in written materials, both Cs should be capitalized and a ® should always follow the word Cat when used in a headline, subhead or caption, as well as following the first mention in any body copy.

SAY

Cat® Central
CAT® CENTRAL
Cat® Central app
CAT® CENTRAL APP

DON'T SAY

Cat® central
Cat® Central App
Cat® central app
CC



Logo & App Icon

BEST PRACTICES

When it comes to visually expressing our story, consistency is key. The Cat and Caterpillar logos are recognizable worldwide, signaling to consumers that what they see is of the highest quality and value. As such, it is crucial to keep the integrity of our logos intact. The Cat and Caterpillar logos should always be downloaded from brand.cat.com and be displayed in a clear and dignified way.

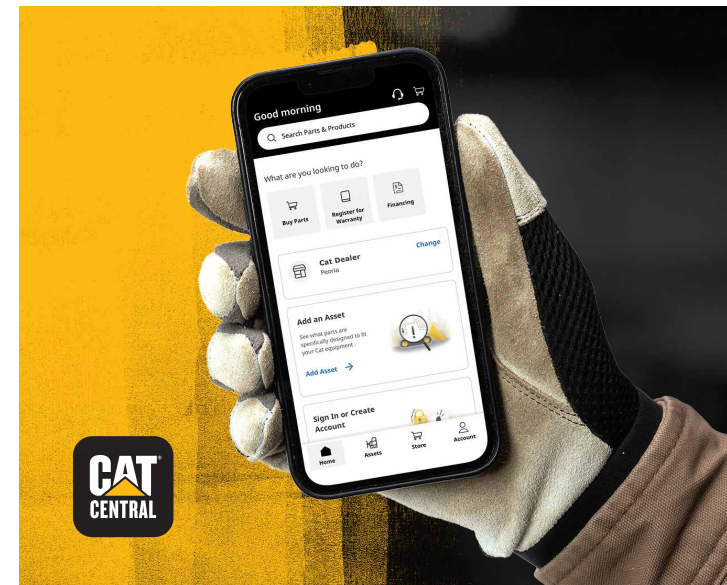


Note: Fixed logos should be surrounded by clear space equal to the width of the "C" in the logo. They should not be distorted or out of focus and should be large enough to be legible. Flexible logos should follow all clear space requirements, be clearly visible and not add any lines or boxes around the logo.

Logo Placement

Both the full color and all black and white Cat logos may be used on most high-contrast backgrounds. Please follow the placement guidelines below.

- Do not add any lines or boxes around the brand logo
- Follow all clear space requirements
- The logo must be clearly visible (the image cannot be disruptive to the logo)
- The logo must be kept distinct from the image (there must be a high contrast between the image and the brand logo to ensure the logo stands out and is highly visible)
- On black and white imagery, the two-color logo may be used, as well as the all-white or all-black logos
- On color imagery, only the all-white and all-black logos may be used or the two color logo with sufficient background contrast





Dealer Lock-Up Usage Standards

DEALER LOCK-UP CREATION & MANAGEMENT

All Caterpillar logos, including the Cat® dealer lockup, are created, approved and maintained by Caterpillar® Global Brand Management. If you are unsure whether you have the approved Cat dealer lockup artwork, you may request to have Caterpillar Global Brand Management provide an approved electronic copy.

TRADEMARK INFORMATION

Dealers are not permitted to apply for registration of Caterpillar® trademarks or elements of Caterpillar trademarks, including the Cat® dealer lockup. Additionally, all trademarks or elements of trademarks must be used in ways and for purposes that are approved by Caterpillar.

CONSISTENCY IS KEY

Universal identity standards help maximize our success and set us apart from our competition. When we present a unified, consistent image to our global customer base, all Cat® dealers benefit from marketing leverage. This is why it's essential to adhere to the following guidelines.



The Cat® dealer lockup should be surrounded with adequate clear space that is equal to the height of the "C" in the Cat logo.



When placing your Cat® dealer lockup on a Caterpillar® Corporate Yellow background, you must use the black and white version as shown. When using the wireframe, ensure the "Dealer Name" portion has a white background. The two color version may not be used on a Caterpillar Corporate Yellow background.



When placing the two color graphic on a solid black, gray, white or high color contrast background, the Cat® dealer lockup must be surrounded by the appropriate white keyline. Keyline thickness should always measure half the margin of space between the left black border and the "C" in the Cat logo.

Logo Misuse



Do not scale, wrap, alter, tilt or rotate the logo form.

The lockup ratio and colors constitute Cat® dealer trade dress, with or without graphics, names, logos and trademarks. Never alter your approved Cat dealer lockup.

Never change the color of the dealer name inside the Cat® dealer lockup. The dealer name and/or logo should always be black.

Never add design elements of any kind to the Cat® dealer lockup.



Do not place text or visual elements within the clear space of the logo.

Ensure the dealer name and/or logo does not exceed the allotted space.

Never use a Cat® dealer lockup with a modified Cat logo.

Never remove or replace the Cat® logo or the black portion of your Cat dealer lockup for any reason, including for the purpose of creating other business logos.



Color Palette

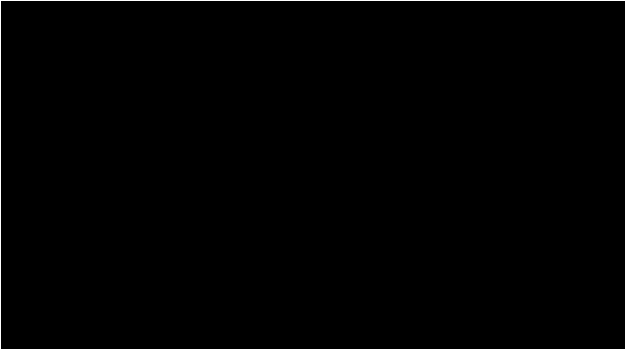
Color plays a crucial role in our brand’s visual identity. Proper use of the Cat color palette helps capture attention as well as encourages message retention. The color information listed here is for design reference only and should not be used for color matching. For color matching, request a Caterpillar Corporate Yellow swatch through the Brand Help Desk at brandreview.cat.com.

CATERPILLAR CORPORATE YELLOW



CMYK Gloss	C	0
	M	29
	Y	100
	K	0
CMYK Matte	C	0
	M	23
	Y	100
	K	0
RGB	R	255
	G	205
	B	17
HEX	#ffcc00	

BLACK



CMYK	C	50
	M	30
	Y	30
	K	100
RGB	R	0
	G	0
	B	0
HEX	#000000	



Typography

A consistent typography aids in Caterpillar brand recognition. While there is flexibility with our typeface, it should fall within the guidelines of our preferred fonts.

HEADLINE FONTS

KNOCKOUT

The headline font used is Knockout 68 in all caps and should be tightly tracked with compact leading.

SUBHEAD AND BODY COPY FONTS

Univers LT Pro

67 Bold Condensed

57 Condensed

47 Light Condensed

The fonts used for subhead and body copy are Univers 67, Univers 57 and Univers 47. This font is used for introduction text, as well as key points text.

SPECIFIC SUPPORTING FONTS

Roboto Condensed

Noto Sans



Call To Actions

BEST PRACTICES

When speaking of Cat® Central and parts.cat.com, we highlight the direct benefits of online parts shopping in our creative and messaging - putting Cat parts and equipment resources directly into customer hands. Our messages call out the most important customer benefits and the visuals give a snapshot into the user-friendly interface.

App Store

Cat® Central is a mobile app that provides customers easy access to Cat support and purchasing genuine Cat parts. It is available on the Apple App Store for iOS and Google Play Store for Android.

Website

On a smartphone or computer, parts.cat.com is the eCommerce site that provides customers with easy access for inquiries, support and purchasing of genuine Cat parts through their local dealer.

EXAMPLES

When it comes to promoting our eCommerce capabilities, consistency and accuracy are key. As such, the following provides phrases to avoid and what to use in their place.

SAY THIS

Find the right parts for your Cat equipment

Shop the largest selection of genuine Cat parts

Parts.cat.com

Cat® Central app

Your trusted source for quality Cat parts and support

NOT THAT

Find the right aftermarket parts at the right price for your Cat equipment

Shop more than 1.4 million parts online

New PartsStore™

Cat app

24/7 access to information on Cat parts, tools and materials

HYPERLINKS

When creating content that sends customers to parts.cat.com or to download the Cat® Central app, the following language should be used.

Buttons (link to parts.cat.com)

- Shop Now
- Order Now
- Buy Now
- Checkout Now

Cat® Central App (link to app store or landing page)

- Download Now
- Learn More



Call To Actions

CONTENT EXAMPLES

Cat eCommerce offers customers an easy and efficient way to do business. Our messaging should always reflect that level of convenience, as in the examples below.

Parts.cat.com

- With My Equipment, you know you're getting the right fit, every time. Just look for the green checkmark and shop with confidence when you shop online with Cat.
- Shop the largest selection of genuine Cat parts online to find the right fit for your equipment.
- Find everything you need to repair it yourself when you buy Cat Self-Service Repair Options online.
- Ready for an upgrade? Shop Cat parts and accessories online.
- Get the parts you need when you need them when you shop Cat online.

Cat® Central

- Stock up on filters and fluids from wherever you are when you order on the Cat® Central app.
- Get the parts you need when you need them with the Cat® Central app.
- Shop the largest selection of genuine Cat parts from the palm of your hand. Download the Cat® Central app today.
- Get 10% off your first order with the Cat® Central app.
- Tap into genuine Cat parts from wherever you are with the Cat® Central app.

ADDITIONAL RESOURCES

Additional Resources

We want everyone to feel confident when promoting the Cat eCommerce brand. To that end, Cat Global Brand offers brand education classes to ensure employees, dealers and agency partners are well versed in Cat and Caterpillar brand use, including Cat eCommerce brand use. These offerings range from 30 minute e-learning modules to instructor led classes. You can take advantage of these classes at brand.cat.com/training. Cat also provides ongoing learning through short, monthly webinars. To receive notifications about these webinars, become a Brand Advocate at advocates.cat.com.

For approval of your Cat eCommerce creative materials, you will need to route them through brandreview.cat.com. If you have additional questions regarding the approval process, you may contact the brand help desk at [+1-309-675-5135](tel:+13096755135).

For the most up-to-date information about the Global Brand Guidelines, additional material is available at brand.cat.com/communication.



