



# GOEM BRAND STANDARDS

January 2023

**POWERED  
BY**  
**Cummins**  
**G-DRIVE**

# BRAND STANDARDS FOR GENERATOR NEW AND ORIGINAL EQUIPMENT MANUFACTURERS

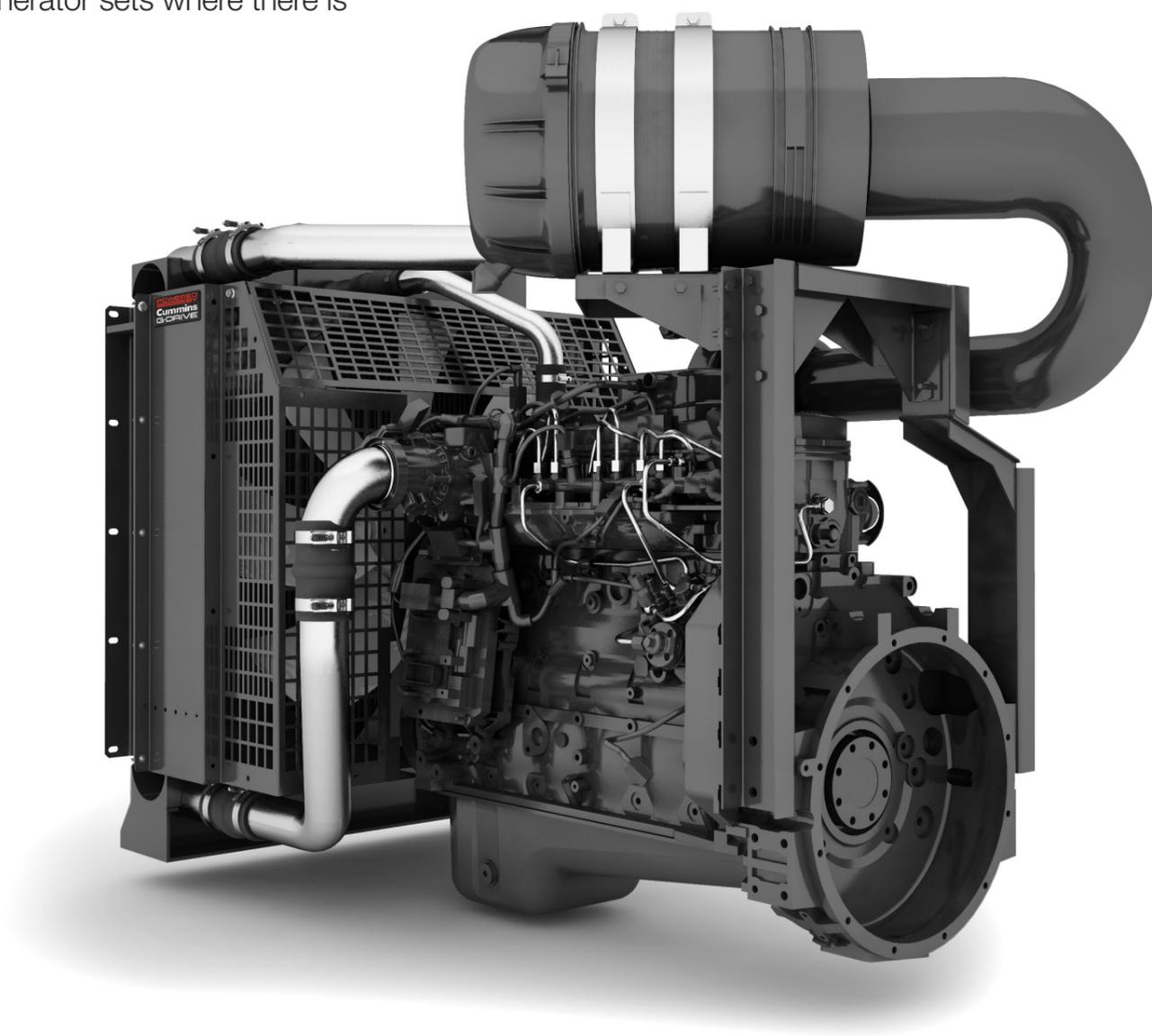
Cummins Inc.'s trademarks and trade names are extremely valuable in part because they represent the standards of excellence associated with the Cummins® brand. The goal of these standards is to establish a reference document to facilitate the consistent and correct use of Cummins Inc.'s trademarks and trade names by generator new and original equipment manufacturers (GOEMs).



**“Powered by Cummins G-Drive”  
official badge**

# USE OF “POWERED BY CUMMINS G-DRIVE” BADGE

The badge can be used on both open and enclosed/canopy generator sets where there is space to do so.



## BADGE SIZING

	Inches	Millimetres
Large	11.69 x 6.81	296.81 x 172.8
Medium	8.267 x 4.72	209.98 x 122.25
Small	5.83 x 3.39	148.08 x 86.21

# HOW TO USE “POWERED BY CUMMINS G-DRIVE” BADGE



## Rights and limitations of usage

- Cummins Inc. develops, protects, and enforces its intellectual property (patents, trademarks, etc.) relating to Cummins® technologies, offerings, and services, such as engines.
- Absent written permissions from Cummins Inc., GOEMs shall not use any intellectual property rights of Cummins Inc. or its affiliates, including marks or advertisements which may appear to or otherwise might trade off, be confusing with, or be similar to, in any manner, the commercial marks of Cummins Inc. and Cummins Power Generation Inc.
- GOEM will neither register nor assist or induce another to use, promote, or register any marks, trademarks, tradenames, commercial advertisements or promotions, social or electronic presence, digital assets, etc. that may use, be confusing with, suggestive of, or similar to, in whole or part, trademarks or business of Cummins Inc.

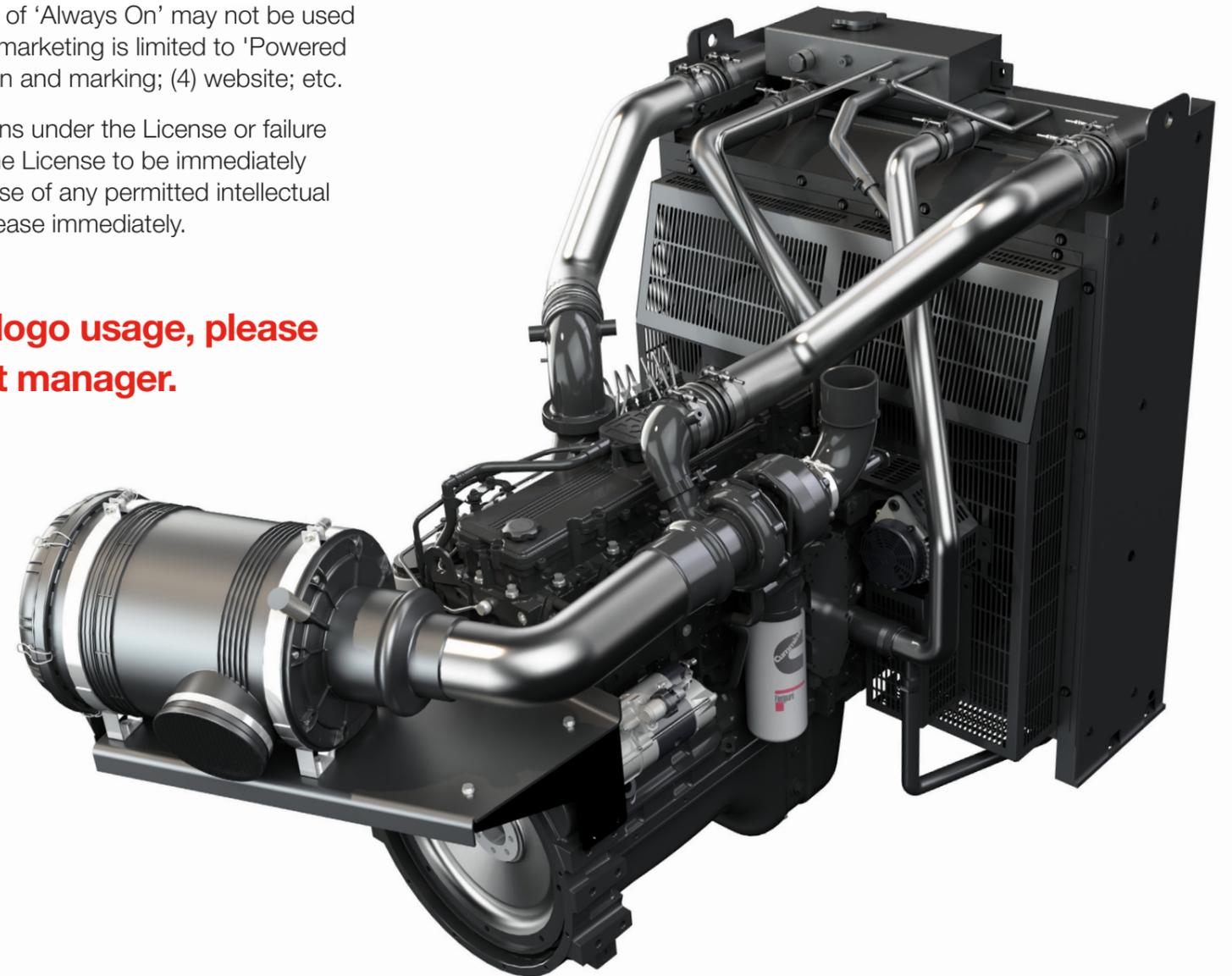
- GOEM agrees to notify Cummins Power Generation of any perceived misuse, misappropriation, advertising, passing off, infringement or other unauthorized use of intellectual property of Cummins Inc.
- Specific intellectual property of Cummins Inc. shall be identified in the License and it shall be only that intellectual property which is subject to the limited license right, where the use shall be permitted subject to compliance with use and guideline policies. Limited to the scope of the license as outlined in the agreement
- Specific limitations may be included such as: (1) Literature – only use for product marketing associated with 'Powered by Cummins G-Drive' message; (2) Themes of 'Always On' may not be used by GOEM; (3) GOEM Product marketing is limited to 'Powered by Cummins G-Drive' indication and marking; (4) website; etc.
- Any breach of GOEM obligations under the License or failure to pass an Audit shall cause the License to be immediately revoked and the prior limited use of any permitted intellectual property of Cummins Inc. to cease immediately.

## Powered by Cummins G-Drive badge

When GOEMs choose to leverage Cummins brand equity they can do so following the guidelines.

- Authentic and approved identity (brand)
- Consistent branding across our products
- 'Powered by Cummins G-Drive' collateral available for GOEMs to utilize
- Branded certificates of approval for GOEMs

**For questions about logo usage, please contact your account manager.**



The trademark “Cummins®” is synonymous with high-quality, reliable and dependable products and services. Throughout the world, thousands of products are produced every year under trademarks of Cummins Inc. Consequently, Cummins Inc. trademarks are extremely valuable because they represent the high level of quality associated with Cummins Inc.

#### Cummins corporate logo trademark usage

The Cummins Logo and the Cummins Power Generation Logo trademarks, POWERED BY CUMMINS (hereinafter referred to collectively as the Cummins Logos) are to be used exclusively by Cummins Inc. to identify Cummins® products or services. Use of Cummins Logos is confined to the logo decal supplied on the engine at time of original purchase.

- The Cummins Logos may only be used on products produced, manufactured and sold by Cummins Inc., its related companies and licensees.
- The Cummins Logos may not be applied to any goods, literature or advertising by OEMs without express written permission from Cummins Inc.
- Permission to use the Cummins logo is not implied simply because an OEM is selling Cummins® parts or using Cummins® engines in OEM assembled gensets.
- OEM must not use the Cummins Logo in brochures, web sites, products, packaging, facilities, tradeshow and other text or literature without express written permission from Cummins Inc.
- The Cummins Logos may not be used in any OEM company name, product name, service name, domain name, web site title, publication title, or the like.
- The Cummins Logos may not be imitated or used as a design feature in any manner.



**Use of Cummins Trademarks is strictly prohibited without express written permission from Cummins Inc.**

## Proper Usage Guidelines of “Cummins®” mark by others (non-Cummins Inc.)

### Correct:

- ✓ Powered by Cummins® G-Drive

### Incorrect:

- ✗ Cummins® Genset
- ✗ Cummins® Series Genset
- ✗ Cummins® Generator(s)
- ✗ Cummins® authorized Genset(s)
- ✗ Cummins® certified Genset(s)
- ✗ Cummins® range of Genset(s)

## Proper usage of Cummins G-Drive badge

### Correct:

- ✓ collateral
- ✓ product identification
- ✓ signage
- ✓ tradeshow

## Examples of Unauthorized GOEM use of “C” and “CPG” logo

- Stationery
- Signage
- Flags
- Merchandise – exceptions granted on a case by case basis with written approvals
- Facilities – exterior and interior
- Uniforms
- Vehicles
- Packaging
- Product identification
- Tradeshow – exceptions for ‘powered by’ product boards

## Additional guidelines for advertising collateral and marketing

- Do not imitate Cummins Logos, designs, trade dress, or other elements of Cummins Inc.’s products and websites in any of your materials, including advertising, product packaging, web sites, and promotional materials.
- Do not use Cummins Inc.’s trademarks in any manner that expresses or implies Cummins Inc.’s affiliation, sponsorship, endorsement, certification, authorization or approval of your product or company.
- Do not place your company name, trademarks, service marks, or product names next to (or combine them) with a Cummins Inc. trademark on collateral materials or advertisements.
- Retain all trademark and trade name notices in your documentation and update in a timely manner any changes Cummins Inc. makes to these notices.
- If requested, you must supply Cummins Inc. with samples of finished product marketing materials containing Cummins trademarks prior to shipping
- If you are aware of any trademark infringement actions that arise from your use or others’ use of Cummins Inc. trade names or trademarks that you may become aware of, advise Cummins Inc. promptly.