



CAT[®] PHONES

BRAND COMMUNICATIONS GUIDELINE

CAT[®] PHONES **APPROVAL PROCESS**



PLANNING

When developing marketing material to support the Cat[®] phone brand, please allocate **10 BUSINESS DAYS** into your time for the approval process. While all parties involved strive to respond as soon as possible, time must be allowed for changes to be made.

REQUESTING APPROVAL

E-mail files for submission to your channel marketing manager. All submissions will be reviewed by the Cat brand manager. With Cat approval, the concept will be submitted to the Caterpillar Licensed Product Management team for authorization to proceed. Communication back and forth will occur as needed until all requirements for approval are met.

WHAT TO SUBMIT:

1. PDF / JPEG's of the artwork to be created (preferably not print-ready but in medium 'proofing' resolution).
2. A clear description of the activity planned and context for where the artwork will be placed.
3. If submitting materials in a language other than English, please ALWAYS provide full translation.
4. We recommend using the submissions template PDF form provided by Bullitt-Group.

PROJECT COMPLETION

After production, please submit 4 printed copies of the completed material. If the product is large format or non-print, please present a photo representation. File should be high resolution of the entire piece, as well as close up images of the retail flag logo and legal lines. Forward all materials to the approval contact at the following address:

SUBMIT ARTWORK AND ITEMS TO:

Bullitt Group
Attn: Adrienne O'Hare
80 Orville Rd Suite 100
Bohemia, NY 11704

PROPER USE OF THE CAT[®] RETAIL FLAG LOGO



Primary logo to be used on color materials



Secondary logo only to be used on black and white materials

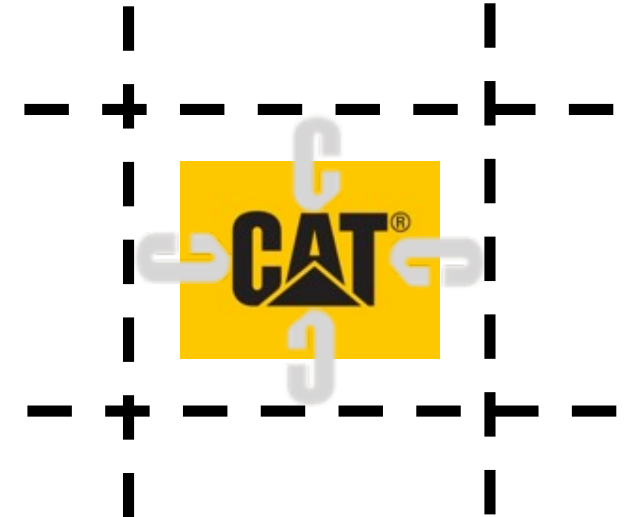
Where possible, any other logo used with the cat logo should be 80% of the size of the cat logo.

MINIMUM SIZE:

Never reproduce in a size less than .5" (12.7mm) in height

CLEAR SPACE:

Always surround the logo with adequate clear space. Clear space must be great than or equal to half the height of the "C" in the retail flag logo. The clear space must not contain any text or other graphic elements that would interfere with the readability or interpretation of the logo.



ALWAYS USE CLEAR SPACING

To the equivalent height of the capital 'C' of Cat (minus the ® Registered Trademark symbol)

ALWAYS USE ORIGINAL ARTWORK



- Do not use / create variations of the logo.
- Do not separate the words.
- Do not distort the logo or change the colours.
- Do not put elements in front of logo.
- Do not add text to alter.
- Do not alter the proportion or add 3D effects.



Do not create variations or alternative versions.



Do not distort logo in any way.



Do not add text to alter.



Do not put elements in front of logo.

BACKGROUND CONTROL



- ✓ In order to maintain the power and integrity of the retail flag always ensure that the clear space provides contrast with the logo and does not disrupt that clarity of the mark.
- ✓ Wherever possible, the Cat Retail Flag should be positioned in the top right corner of the artwork.



UNACCEPTABLE BACKGROUND



ACCEPTABLE BACKGROUND

PROPER USE OF THE CAT PHONES LOGO



PRIMARY LOGO (FULL COLOR)



SECONDARY LOGO (NO COLOR)



USAGE:

The Cat phones logo must only be used for **large format printing or event stands**.

MINIMUM SIZE:

Never reproduce in a size less than .5" (12.7mm) in height.

CLEAR SPACE:

Always surround the logo with adequate clear space. Clear space must be greater than or equal to half the height of the "C" in the Cat logo. The clear space must not contain any text or other graphic elements that would interfere with the readability or interpretation of the logo.

APPROVAL:

Any material which uses this logo must still be submitted to Cat (via Bullitt-Group) for approval before production.



LOGO COLOR PALETTE



Color identifies our company and create powerful impressions about the brand. This color does not have a Pantone. Provide these specifications to your print or web source to ensure proper representation of the color.

CATERPILLAR CORPORATE YELLOW

PANTONE® 1235 C

CMYK

	Gloss	Matte
Cyan	0	0
Magenta	29	23
Yellow	100	100
Black (K)	0	0

RGB

Red	255
Green	205
Blue	17

BLACK

Black
K100

Four Color Black	
Cyan	50
Magenta	30
Yellow	30
Black	100

IMAGES & GRAPHICS



Only the approved product images and campaign images can be used in any marketing materials. All images are available on Dropbox. Please speak with you channel marketing manager for access.



Product images should NOT be obstructed or covered by any other images / graphics



The image of the product should never be distorted.



- ✓ **Always display clearly.**
- ✓ **Drop-shadows are optional.**
- ✓ **Only use approved wallpapers.**

TYPOGRAPHY



A consistent use of typography can aid brand recognition and also positively impact the readability of your marketing materials. The official brand font families include:

Headlines

PREFERRED FONT

Univers

Univers 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATE FONT

Arial

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Subheads and Text

PREFERRED FONT

Univers

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATE FONT

Arial

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Times New Roman (text only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Acceptable Fonts

Univers 55 Roman

Univers 55 Oblique

Univers 65 Bold

Univers 65 Bold Oblique

Univers 75 Black

Univers 75 Black Oblique

Univers 85 Extra Black

Univers 85 Extra Black Oblique

Univers 53 Extended

Univers 53 Extended Oblique

Univers 63 Bold Extended

Univers 63 Bold Extended Oblique

Univers 73 Black Extended

Univers 73 Black Extended Oblique

Univers 93 Extra Black Extended

93 Extra Black Extended Oblique

PROPER USE OF WORD MARK AND PRODUCT NAMES



1. When referring to Cat[®] phones, use the superscript ® (ALT-R on MAC / HOLD ALT + 0174 on PC) in the first instance of 'Cat' on each page. Thereafter, you do not have to use the registered trademark symbol. More info how to create these symbols [here- https://techwelkin.com/registered-symbol-type-registered-sian-in-ms-word-html](https://techwelkin.com/registered-symbol-type-registered-sian-in-ms-word-html)

2. Do not capitalize the P in "phones".

3. The Cat name should be presented with a capital 'C' and lowercase 'at.'

CAT IS ONLY ACCEPTABLE WHEN A HEADLINE / STATEMENT IS ALL PRESENTED IN CAPITAL LETTERS.

- ✗ Incorrect: CAT[®] B15 smartphone is....
- ✓ Correct: Cat[®] B15 smartphone is...
- ✓ Correct: CAT[®] B15 SMARTPHONE IS...

4. Never use the Cat name as a possessive.

- ✗ Incorrect: Cat's B15 smartphone is....
- ✓ Correct: The Cat[®] B15 smartphone is....

5. Never use the Cat Retail Flag in text or headlines in place of the word Cat

- ✗ Incorrect: The  B15 smartphone is waterproof.
- ✓ Correct: The Cat[®] B15 smartphone is waterproof.

PROPER USE OF WORD MARK AND PRODUCT NAMES



6. Always capitalize the letter in a product model name

✗ Incorrect: Cat® s50 phone

✓ Correct: Cat® S50 phone

✗ Incorrect: Cat® b15q smartphone

✓ Correct: Cat® B15Q smartphone

7. Adjectives must be placed before or after the proper name conventions for the phones

✓ Correct: Cat® B15 smartphone

✓ Correct: Cat® B25 phone

✓ Correct: rugged Cat® B15 smartphone

8. Never capitalize any adjective placed before or after the product name. This could lead to confusion about the correct product name.

✗ Incorrect: Cat® B15 Smartphone

✓ Correct: Cat® B15 smartphone

SOCIAL MEDIA APPROVAL GUIDELINES



All Social Media activity must be approved prior to posting!

1. All intended use of social media to promote Cat merchandise by licensees or distributors must be submitted for approval. The site cannot go live until final production approval has been given.
2. The concept submission for approval should contain the following: Name of URL (should follow format of domain); Proposed layout of pages and tabs. Any other proposed content and images/videos.
3. Plan for management of media site (monitoring, updating, responding to posts). Any proposed links to other sites.
4. All images, ads, etc. placed on the site should be previously approved marketing material.
5. Retail licensees should use the Cat Retail Flag as their profile picture. Licensees can use images of approved Cat retail merchandise.
6. The "About Us" section should be included where information about the Cat brand is represented.
7. 8. No words in the legal lines may be hyphenated.
8. The company overview should contain a statement that the company is an authorized distributor of an authorized licensee for Caterpillar, Inc and include copyright notice.

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PRINT MEDIA APPROVAL GUIDELINES



Printed materials include advertisements, promotional support, catalogs and brochures. The Cat phones Marketing Department develops creative campaigns to support the brand globally. Files are made available through your Bullitt-Group, please consult with your channel marketing manager.

1. All publications must be approved and reviewed before ad placement will be made
2. When submitting advertisements, please complete the Brand Submission Form
3. The copyright notice must always appear in a font size that may be read clearly. Copyright dates should reflect the year of publication:
 - a. ©2018 Caterpillar. CAT, CATERPILLAR, their respective logos, "Caterpillar Yellow," the "Power Edge" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission. www.cat.com / www.caterpillar.com Bullitt Mobile Ltd a licensee of Caterpillar Inc.
 - b. Product exception / limitations come after the legal lines, for example:
**Battery door must be correctly fitted and all ports sealed securely. Waterproof to 1M for 30 minutes.*
4. A distributor line must always appear at the end of the legal line:
<DISTRIBUTOR NAME>is an authorized distributor of Bullitt Mobile Ltd, a licensee of Caterpillar Inc.
5. No words in the legal lines may be hyphenated.
6. Choose an clear font colour for legal lines.
7. The Licensed Merchandise Logo (LML) must always appear to the left of the legal lines. Please see the example on the next page.

LEGAL LINES & LICENSED MERCHANDISE LOGO



MUST BE INCLUDED ON ALL PRINT ACTIVITY:



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www.cat.com / www.caterpillar.com Bullitt Mobile Ltd a licensee of Caterpillar Inc.

Place secondary product limitations / exceptions away from main legal copy:

*Battery door must be correctly fitted and all ports sealed securely. Waterproof to 1M for 30 minutes.

MUST BE ON ALL WEB / DIGITAL ACTIVITY FEATURING A CAT PHONES PRODUCT:



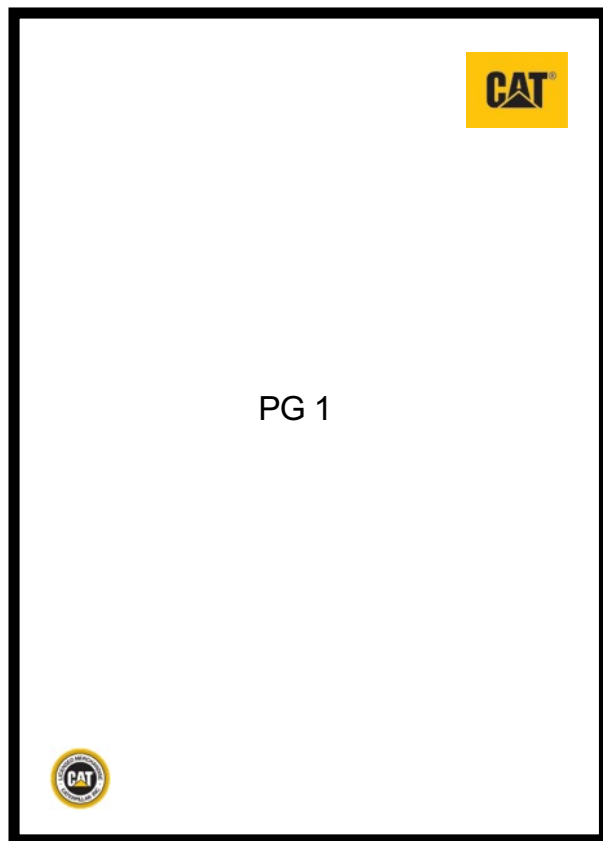
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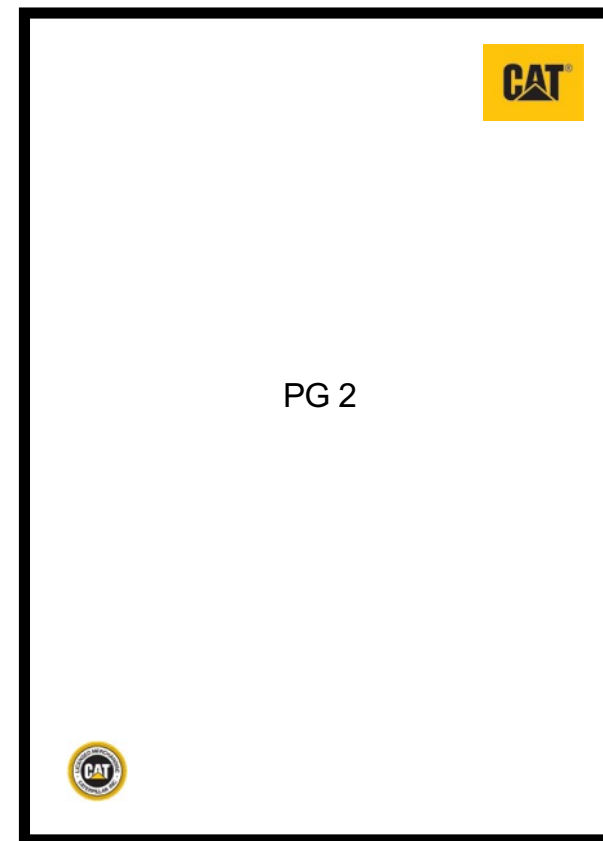
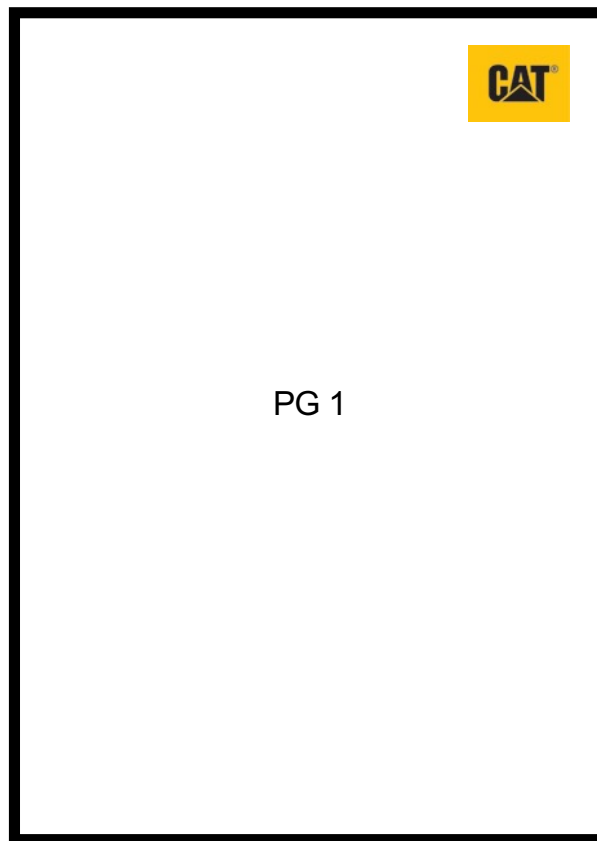


Secondary logo option only to be used on black and white materials

COMMON PRINT TEMPLATES



SINGLE PAGE LAYOUT



MULTIPLE PAGE LAYOUT



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