



Working Right.

A Guide to the Cummins Employer Brand



Working Right.

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3 Introduction

Welcome

How to use the Style Guide

Working Right.

Welcome to the Cummins Employment Brand.

We've worked with our recruitment advertising agency to develop the Cummins Employment Brand Platform. It began with research in all corners of the globe – research that covered our internal workplace environment and our external reputation both as a leading employer and as a leader in engineering and manufacturing.

We worked with many of you to test concepts, ask opinions, provide feedback and help further refine the brand. The result is a comprehensive, cohesive message that will help us attract better candidates and help shape Cummins' reputation as a great place to build a career.

We'll use this brand to communicate job opportunities to potential candidates and to promote the employment experience we are creating and communicating for our employees. This style guide will give you everything you need to start living the brand today.

The Cummins employment brand is big, it's small, it's broad, and it's targeted. It's telling the world about what it truly means to be a part of Cummins.

Finding the right people is how we build better engines, build a better company, and, ultimately, build better communities. It's why we truly believe in Working Right.



How to use this style guide

In the following sections, you'll find a step-by-step guide to assist you with understanding and implementing recruitment communications for Cummins. Within these pages, you'll find an in-depth analysis of the Working Right brand positioning, including the positioning essence and statement, as well as the Cummins brand personality. You'll see how the new Working Right campaign comes together, including graphical elements like typography and photography, as well as the writing tone and style. In addition, campaign templates will illustrate how to assemble communications from ads to online banners to flyers. So with this style guide, you'll have everything you need to understand and execute recruitment communications that effectively illustrate and celebrate the Cummins brand.



6 Working Right.

Positioning Essence

Positioning Statement

Brand Personality

Creative Platform

Positioning Essence:

Depend On Me.



This positioning essence is meant to act as an underlying reference point for creative development and communication strategies. “Depend on Me” should never be used directly in communications.

Positioning Essence:

The positioning essence is used to provide a compass point, or North Star, for articulation of the employment brand through marketing and advertising vehicles. In other words, all marketing and advertising must convey a strong sense of the positioning essence as it relates to the employment experience at Cummins.

Cummins did extensive research into its corporate culture and its brand experience as it relates to both customers and to its role in the global community. From this, a corporate platform was conceived: “I am Cummins. You can depend on me.” This principle guides the entire Cummins organization, such as empowering employees to help achieve the

goals Cummins has both as a company and a global citizen. Or how Cummins demands that innovation permeate every aspect of its corporate culture. Or how Cummins makes strong environmental and social philosophies the cornerstone of its corporate vision.

Taking all of this into account, a clear choice for the positioning essence was easy to find: Depend on Me.

“Depend on Me” speaks not only to the relationship Cummins has with its customers, but also to the internal reality – that, for dependable, innovative employees, Cummins offers the values, support and commitment to allow them to achieve their full potential.

Positioning Statement

The positioning statement is an expansion of the positioning essence. It sums up the Cummins employment experience and serves as a foundation for all employment marketing communication materials.



This positioning statement is meant to act as an underlying reference point for creative development and communication strategies, and should never be used directly in communications.

Cummins is a team of dependable, innovative thinkers who are empowered to generate and deliver solutions for customers, community and environment, and who expect to develop their careers through the challenges only a diverse, global innovator can promise.

Cummins is a team of dependable, innovative thinkers who are empowered to generate and deliver solutions for customers, community and environment, and who expect to develop their careers through the challenges only a diverse, global innovator can promise.

Message Amplification

These are further definitions of key terms of the positioning statement to be utilized as messaging pillars in communications pieces.

Diverse – Not simply diverse by demographics, but also by the inclusion of and realized benefit in perspectives, experiences, education, vision and solutions.

Innovator – Innovators do more than merely “create new products;” they also influence thinking, improve processes and impact outcomes, from plant (manufacturing) to plant (nature, environment).

Brand Personality

The personality of the brand is exactly what it sounds like. This helps define the tone of the message, the attitude of the brand and how people feel when interacting with it.

Collaborative

unified, welcoming all perspectives



Dependable

a proven track record of innovation and responsible practices



Innovative

enthusiastic in our embrace of challenge and change



Pioneering

creatively approach all aspects of product and employee development

Responsible

determined to positively impact the lives of our people, our customers, and our environment

Brand Associations

The power of any positioning lies in the associations it starts to create in the minds of the target market over time. These associations are typically grouped in the following categories.

Functional

Economic

Psychological

Self-expressive

For Cummins, we will work to develop the specific associations outlined to the right.



These brand associations are meant to act as guides for developing messages, and should never be used directly in communications.

By joining Cummins, I can say:

I will have a role in Cummins' corporate responsibilities.

I will be challenged by an innovative environment.

I will be trusted to do what's right.

I will be part of a richly-diverse and global family.

I will be counted on to exceed the expectations.

Creative Platform

For the creative platform, we took the positioning essence and statement and infused them with the Cummins brand personality.

This was the end result:

It started with a commitment to building dependable products. And over our 90 years, we've added hundreds of new products, hired and promoted thousands of people, and expanded into 90 countries – but we still believe in the same things. We're totally committed to building partnerships with our people, our customers, our environment and our communities.

This is how we do business. And we call it

Working Right.



13 The Creative

Campaign Resources



Campaign Resources

So we know the research and thought process that went into Working Right, but what exactly does Working Right look like? What does it sound like? This section is where you'll find information about the various elements of the campaign creative. These elements include fonts, images, logos, and how each should be used in various layouts. We also have some pointers about the tone of the copy.



15 The Creative: Visuals

Anatomy of a Campaign

Typography

Logo usage

Colors

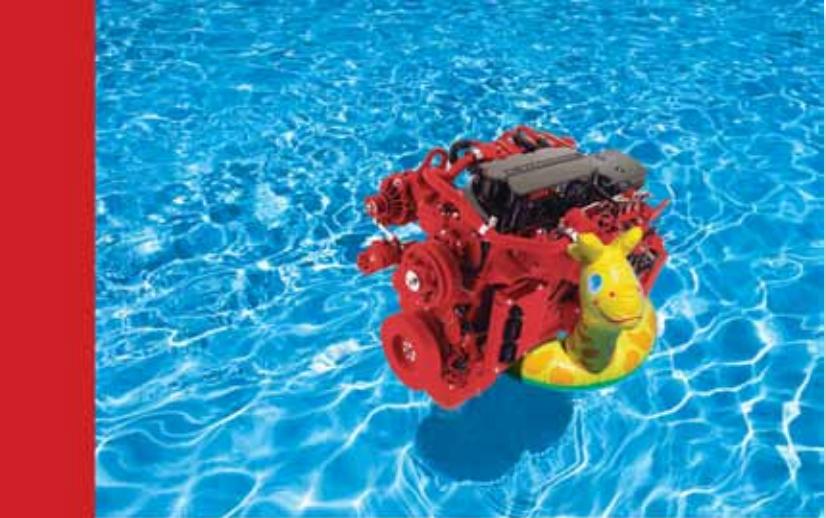
Photography

Anatomy of a campaign

As recruitment advertising is an extension of the Cummins brand, collateral must be created in accordance with the Cummins Brand Standards located at:

<http://brandstandards.cummins.com/>

Detailed in this toolkit is but one interpretation of how to use the campaign's imagery and language within Cummins' brand standards.



75% H

No, this isn't one of those ordinary jobs.

Every day, people depend on Cummins to do some extraordinary things. In some unusual places. Sometimes we're under the hood of a truck. Other times we're using generator exhaust to heat a swimming pool in China. This is a work environment where doing something exceptional and thinking beyond your desk is more than part of the job. It is the job. If you think you've never seen a company like Cummins before, just imagine what it's like to work here.

You'll find unique opportunities to do extra dairy things at careers.cummins.com.

Working Right. | careers.cummins.com

8% H

5% H

5% H

15% W

The Cummins logo is located in the bottom right corner of the advertisement.

How to use Working Right.

Working Right is more than just a tagline—it's a commitment to how we do business. So in order to maintain a consistent voice when using Working Right, we've developed the following guidelines.

First and foremost, Working Right is always capitalized—be it in headlines, body copy or banner ads. And when not used in body copy, Working Right should always be accompanied by a period.

The primary usage of the Working Right tag is in conjunction with the career site URL in employment communications pieces.

The type usage breaks down as follows:

Working Right. | careers.cummins.com

HELVETICA LIGHT
OBLIQUE

TWO SPACES
TWO SPACES
PIPE

HELVETICA
LIGHT

It may also be stacked when space is an issue. When used in this fashion, the URL is always to be 80% smaller than Working Right.

*Working Right.
careers.cummins.com*



Placement is typically after the main content of the communications piece.



Or in support of the headline.

All other Cummins brand standards should be adhered to when using Working Right outside of these executions. For example, when using Working Right on a poster without a headline, contrast between type and background must be maintained for legibility. As Working Right is not a headline, it should still be treated in Helvetica Light Oblique and ideally with the URL.

Typography

Helvetica is the approved typeface for all Cummins recruitment materials. For this particular engagement, hierarchy of typography should be used as follows:

Helvetica Neue Light: Headlines

Helvetica Neue Light: Body copy

Helvetica Neue Light: Tag line

Helvetica Neue Light Italic:

Working Right is always to appear in Helvetica Neue Light Italic with an initial capitalization and a period when not used in the body of a sentence.

Complete details for type usage can be found here:

<http://brandstandards.cummins.com/brand/content/298.htm>

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz

Helvetica Neue Light Italic

abcdefghijklmnopqrstuvwxyz

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz

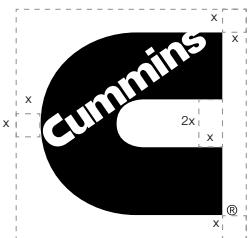
Logo

Logo usage must be consistent with Cummins' brand standards.

Please be considerate of logo proximity, placement, and legibility. Complete details for logo usage can be found here:

<http://brandstandards.cummins.com/brand/content/173.htm>

Do's



Do be mindful of the logo's lockup space.



Do be mindful of color usage:
White on PMS 485



Do be mindful of color usage:
White on Black

Don't

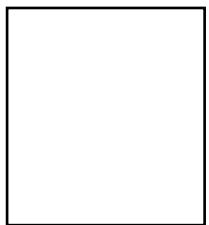


Don't use the logo on a background which is confusing. Be mindful of legibility.

Color

The approved color palette for all recruitment materials mirrors Cummins' brand standards: black, PMS 485 and white. Complete detailed standards for color usage within Cummins communications are found here:

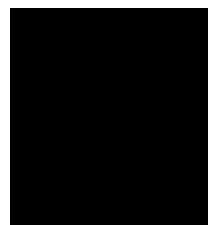
<http://brandstandards.cummins.com/brand/content/306.htm>



White



PMS 485



Black



Additional vignettes are currently in development, and this toolkit will be updated once they've met with approval.

Photography

Visuals for the campaign can be broken down into primary (or vignette) and secondary (or support) images.

Vignette Images

These are the centerpiece of the creative, a playful blend of the everyday with Cummins innovation – quite literally, engines and products placed in unexpected and fun scenarios. So far, three vignettes have been created and approved for usage:

Wagon: An image supporting Cummins' role within the community.

Prairie: An image supporting Cummins' understanding of its environmental impact.

Pool: An image supporting an aspect of Cummins' innovation.



Support Images

Secondary images are to be used in conjunction with vignette imagery in a support role. These images should primarily be employee focused, with adequate representation of diversity. Several images already exist within the image library and can be located here:

[https://host9.aprimo.net/
aprimoportal](https://host9.aprimo.net/aprimoportal)

Login:

username = WWID

password = Aprimo123

Localization

If you would like assistance in developing localized photographic content, please contact the Employment Brand Manager, Richard Whitney to determine the best course of action and to understand what is currently being developed.

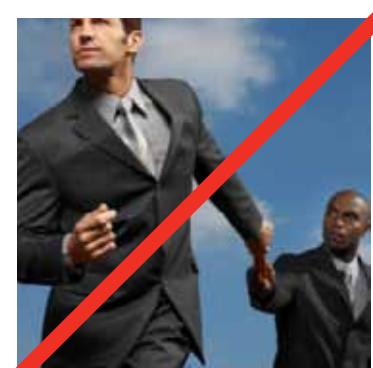
Do's and Don'ts

Vignette Images

Do extend backgrounds of photos to accommodate different sized layouts.



Don't create your own vignettes. These images have gone through an extensive approval process for usage. If you'd like a custom creation, please contact a regional creative representative (appendix I).



Support Images

Do have a professional photographer aid you in capturing images of your staff.

Do crop photography in fun and engaging ways.

Do include real, natural and engaged employees, while showcasing a diverse audience.

Do use local employees. You're the face of our organization, and we want to make sure that EVERYONE is represented.

Don't use models, overly staged or oddly lit photography.



22 The Creative: Copy

Writing
Copy Voice
Headlines
Sample Ad Copy

Copy Voice

The voice of the Cummins Employment brand mirrors the rest of the brand. As a company, Cummins is friendly and conversational, and while never boastful, it is proud of all of the accomplishments it has made in its illustrious 90-year history. So we always speak in an honest, confident manner about our accomplishments, without overtly bragging. After all, we're telling the world what it means to be part of Cummins.

Here's an example of copy that's written for all audiences. You'll see how the content speaks generally about Cummins, while not addressing any one specific audience:

Every day, people depend on Cummins to do some extraordinary things in some unusual places. Sometimes we're under the hood of a truck. Other times we're using generator exhaust to heat a swimming pool in China. This is a work environment where doing something exceptional and thinking beyond your desk is more than part of the job. It is the job. If you think you've never seen a company like Cummins before, just imagine what it's like to work here.



Headlines

Headlines in the campaign play off the striking visuals to illustrate the unique qualities of Cummins, from innovation to environmental responsibility. Similar to the copy voice, headlines are factual and confident, generating excitement about the amazing breakthroughs that happen every day at Cummins.

The headlines should always appear at the top of the red copy box. The headlines should also be the largest, most dominant copy on the page – attracting the eye of the reader and enticing them to read more.

Headline:

No, this isn't one of those ordinary jobs.

Body Copy:

Every day, people depend on Cummins to do some extraordinary things in some unusual places. Sometimes we're under the hood of a truck. Other times we're using generator exhaust to heat a swimming pool in China. This is a work environment where doing something exceptional and thinking beyond your desk is more than part of the job. It is the job. If you think you've never seen a company like Cummins before, just imagine what it's like to work here.

Headline:

You know, you'll also build communities.

Body Copy:

From your first day at Cummins you'll notice something different. First, you'll be counted on. And second, you'll be part of an organization that's just as focused on innovation as we are on helping our neighbors. You see, we've been like this since day one. Whether we're commissioning the world's leading architects to design buildings in our hometown, or reducing greenhouse gas emissions around the world, our goals go beyond our own success. Notice anything different about Cummins?

Headline:

Trust us, you've never worked at a place like Cummins.

Body Copy:

We aren't going out on a limb in saying Cummins offers a unique career environment. This is where ideas as crazy as a whisper-quiet, environmentally-friendly generator are dreamed up, built, and celebrated. In fact, this is where innovations that people depend on were born by our commitment to simply doing what's right for our customers, for our professionals, and for the planet. Yes, it's different here. And yes, you'll love it.

25 The Creative: Templates

Traditional Media

- Ads
- Brochure
- Flyers

Electronic Media

- Online Banners
- EJBs
- Email Templates



Templates

You now know all the thinking and requirements that go into making a Working Right recruitment communication for Cummins. And to make things even easier for you, we've already created several different templates developed in support of this campaign. Just add your specific messaging and you're ready to go. Source files and assets are located here for immediate usage. Please contact Employment Brand Manager, Richard Whitney for access.





Print Advertisements:
Full Page, Half Page, Quarter Page



Pocket Brochure



Flyers



Animated Banners

Formats: .gif, .fla

size a: 728x90

size b: 300x250



Email Template
Format: .oft, .html



EJB
Job Board Posting

30 Appendix

Global Creative Development Process

Contacts for assistance with creative development

Appendix

Global Creative Development Process

All existing creative collateral pieces are housed and viewable on www.TMPService.com for your reference.

Step #1:

Determine need and create business case for the development of new ad executions, digital/print collateral, career web site enhancements, or other recruiting or employee communications materials.

Step #2:

Contact your local TMP representative to discuss need, confirm scope of the project and request estimate. Local TMP representative to give local Cummins contact an approximate date of when they can expect the estimate.

Step #3:

TMP local representative to start the estimating process and send a brief outline of the request to the TMP Global Project Manager for inclusion in weekly global update given to Cummins Global Employer Brand Manager.

Step #4:

Local TMP contact to deliver and review estimate with local Cummins contact.
Within 5-7 days

Step #5:

Local Cummins contact to decide to move forward with project and approve estimate or decide not to move forward and let TMP representative know. Local TMP representative to give TMP Global Project Manager an update on the decision to move forward or not.

Step #6:

If estimate is approved, local TMP office to provide creative development timeline to local Cummins contact that outlines all deliverable dates.

For each step, we probably should provide some general turnaround times to help manage expectations, taking into account the time differences.

Step #7:

Local TMP office to provide first draft of creative development to TMP Global Project Manager for first review by Cummins Global Employer Brand Manager and TMP Global Creative Director.

Step #8:

Cummins Global Employer Brand Manager and TMP Global Creative Director to provide feedback to local TMP contact. Local TMP contact to make revisions based on that feedback and send to local Cummins contact for first local review.

Step #9:

Local Cummins contact to provide local TMP contact with feedback, and local TMP contact to review any feedback received from the Cummins Global Employer Brand Manager and TMP Global Creative Director with local Cummins contact.

Step #10:

Local TMP contact to provide revised creative to local Cummins contacts and review changes made. Any additional feedback and edit requests should be made.

Step #11:

Upon final local Cummins approval, local TMP contact to provide final approved version of project to TMP Global Project Manager for final review by Cummins Global Employer Brand Manager and TMP Global Creative Director.

Step #12:

Upon final global approval, TMP Global Project Manager to upload to TMPService.com for all regions to access and use as reference.

Appendix

Contacts for assistance
with creative development

Africa

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