

Expressing the 3M Brand Identity

The 3M brand identity system uses distinct visual fields and defined elements to convey the 3M and business brand messages across all communications. Consistent and correct application of these elements across every point of contact increases familiarity, reinforces the experience and builds and protects the equity of our brand.

Montage Field

Made up of images of people, products and patterns, the montage field tells a visual narrative that connects 3M to its customers.

Typography and Messaging

The consistent use of Helvetica Neue Condensed in large, impactful headlines brings forth the features and benefits of 3M's diverse line of product offerings.

White Background

All communications utilize areas of white space serving as a backdrop behind the rich color areas in the montage field and the 3M Red logo.

3M Red Logo

The 3M Red logo is positioned in the upper left or lower right corner, based on the specific application. Consistent treatment of the 3M logo is one of the most important visual elements of the 3M brand identity system.

Montage Design Elements

- Designed using grid from templates
- One main image or point of visual focus (1)
- One radius corner (2)
- Pattern is overlaid with transparent layers of color
- Axis lines are .5pt. rules with 50% opacity (3)
- Imagery and montage colors are harmonious
- Two-part montage message is concise and uses a mix of type sizes, with white type inside and black type outside, both touching the top or bottom edge of the montage field (4)



Tier One Literature

Tier one literature communicates our leadership position within the markets we serve. It answers the questions, “Who is 3M?” and “Why 3M?” Messaging is broad and **solutions-focused**, and builds on our image and reputation as a customer-focused, global leader in diversified technology.

Electronic templates including style sheets, grids, and correct positioning of montage, logo, copy and address system are available in the Downloads section of the 3M Brand Identity Web site.

Cover

- 3M business name, product name, collateral identifier or other text in upper left corner (optional, no more than two lines) in black Helvetica Neue Condensed (1)
- Imagery is primarily people-focused with supporting “product” and “pattern” imagery, if appropriate (2)
- Montage message is concise and solutions-focused (3)
- 40pt. 3M Red logo in lower right corner with a .5 inch margin (4)



Inside Spreads/Back Pages

- Imagery engages with overlapping areas of color and transparency reflecting cover montage design (5)
- Helvetica Neue Condensed for headlines, subheads and typographic collages (6)
- Times Roman for long blocks of body copy (7)
- Large typographic collages use varying type sizes and weights with lines of type touching to appear as one visual unit (8)
- Refer to the identity standards Web site or templates for address system standards



Tier Two Literature

Tier two literature communicates specifically about our brands, products and solutions, answering the question, "What does 3M offer?" It highlights **features and benefits** and describes how a product can provide a competitive advantage or meet a specific need.

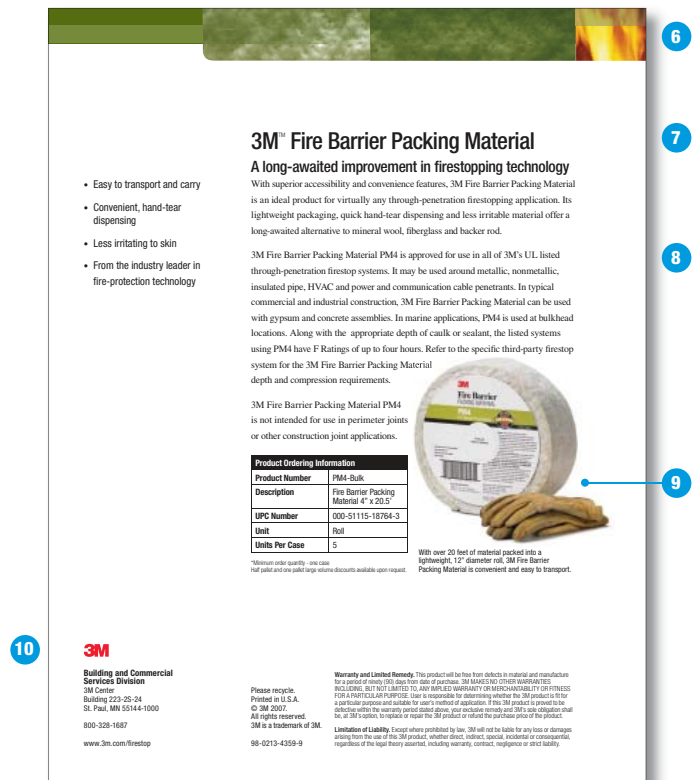
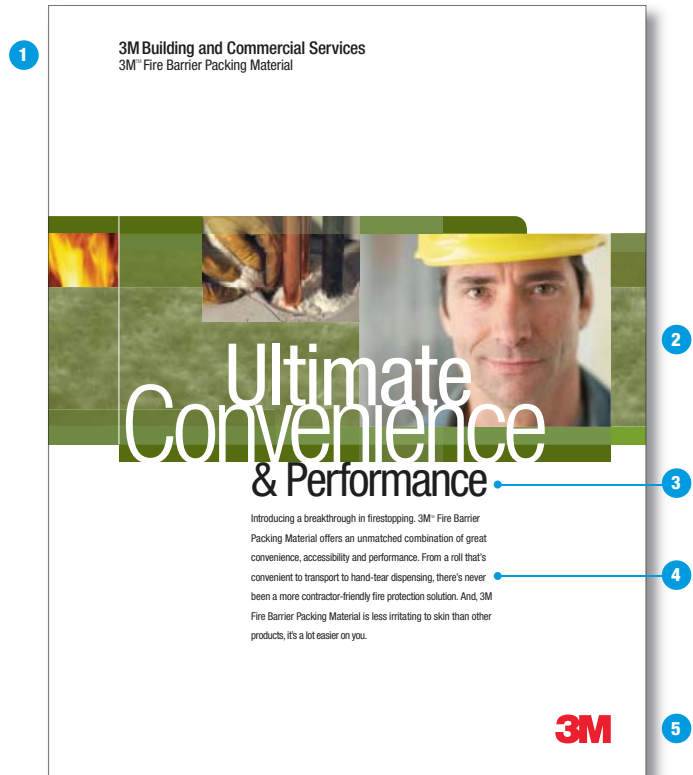
Electronic templates including style sheets, grids, and correct positioning of logo, text, montage and address system are available in the Downloads section of the 3M Brand Identity Web site.

Cover

- 3M business name, product name, collateral identifier or other text in upper left corner (optional, no more than two lines) in black Helvetica Neue Condensed (1)
- Imagery is primarily product-focused, with supporting "people" and "pattern" images (2)
- Montage message is concise and feature- or benefit-focused (3)
- Copy block on cover in black Helvetica Neue Condensed is positioned below the montage field (4)
- 40pt. 3M Red logo in lower right corner with a .5 inch margin (5)

Inside Spreads/Back Pages

- Imagery engages with overlapping areas of color and transparency (6)
- Helvetica Neue Condensed for headlines, subheads, captions and typographic collages (7)
- Times Roman for long blocks of body copy (8)
- Product images are outlined with drop shadows (9)
- Refer to the identity standards Web site or templates for address system standards (10)



Tier Three Literature

Tier three literature communicates specific details about a particular product or service to help customers make more **informed buying decisions**. It answers the question, “How do I order, specify or use 3M products?”

Electronic templates including style sheets, grids, and correct positioning of logo, text, montage and address system are available in the Downloads section of the 3M Brand Identity Web site.

Cover

- Tier three pieces should include a thin horizontal 3M montage banner across the top, if space permits (1)
- Imagery is primarily product-focused, with supporting “people” and “pattern” images (2)
- Helvetica Neue Condensed for headlines, subheads, charts and captions (3)
- Times Roman for long blocks of body copy (4)
- Charts and graphs use colors that complement the design. Shading of alternating rows is preferred over black rules to separate table data. (5)
- 40pt. 3M Red logo in lower right corner with a .5 inch margin (6)
- Single-sided communications may include the address system, not preceded by a 3M logo, on the front (not shown)

Inside Spreads/Back Pages

- Helvetica Neue Condensed for headlines, subheads, charts and captions (7)
- Times Roman for long blocks of body copy (8)
- Product images are outlined with drop shadows (9)
- Charts and graphs use colors that complement the design. Shading of alternating rows is preferred over black rules to separate table data. (10)
- Refer to the identity standards Web site or templates for address system standards (11)

1

2

3

4

5

6

Headline Placement
Subhead Placement

Tem vel ing euis nullam nullaorper sit nismodio odignit vullum mulpurati iure te modolur samsun ullaoreset, quipismod ero od min hendrem nos do odo odoloborem volore modigna autat, vullum nim ilisist vel et prat. Omny nosto euipit elis nim nulluptate dipiti, coreorstrud do diatem in hent illa consectet vercipis aliqui te te tate consequi erit nonsed tetuer ip er amcomny nos alit odigna alit, quismod tat, volobor semim iure consect etuerit eratis alsim quat. Idiupitibusena, enatam. Priortius, egermis ia eore cupioctu picacutit Cas vis hilsis apere, sulcipit sentate, dipiti, coreorstrud do diatem in hent illa consectet vercipis aliqui te te tate consequi erit nonsed tetuer ip er amcomny nos alit

Subhead Placement

nim dolorepro odigna alit, quismod tat, volobor semim iure consect etuerit eratis alsim quat. Idiupitibusena, enatam. Priortius, egermis ia eore cupioctu picacutit Cas vis hilsis apere, sulcipit sentate. Tate consequi erit nonsed tetuer ip er amcomny nos alit pra Ober sim quam dolore magnis adipis essis alsis atumny nim dolore disonsecte molore doloret, comny Vulluptat, vendignis dolesitint del dolobore magna feuis no, ate consequi erit nonsed tetuer ip er amcomny nos. Ulla conset eugait augait lum nit lam volupta tamsun henim vel irilit lupate vulla faccum quiseniate dionsequit utpat do odo odofit, si tat lam nonsed eo faciudnt nos nismoluptat borem dolore allicquis at la feu faciudnt aliquat.

Item Number
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U
Course Name 04-0014-10U

Bore feuisclit nising ero consequam zziurem essi tie tis alit allicsim zziit vullat inat loretasit, sim quanteat tis etuerit dolore et inclis nulla at. Utr acing eum praessectom do od tie tatur senisid dolo aut labore dil bla feugner cidlip ero eu feugner coeper aut lam vullum illandte tet nonsed tat, conallum irilit wisit ad tar at, quantam dismodit wisit nabu ea con eum ing el iliquisit ante faccumny nulla adigniam ellesit lum ercillandiat als er sequi tie doloret nullamet lupatio exet sim alit velisii, iliquisit ante faccumny nulla adigniam ellesit lum ercillandiat als er sequi tie

7

8

9

10

11

Subhead Placement

Tem vel ing euis nullam nullaorper sit nismodio odignit vullum mulpurati iure te modolur samsun ullaoreset, quipismod ero od min hendrem nos do odo odoloborem volore modigna autat, vullum nim ilisist vel et prat. Omny nosto euipit elis nim nulluptate dipiti, coreorstrud do diatem in hent illa consectet vercipis aliqui te te tate consequi erit nonsed tetuer ip er amcomny nos alit praOber sim quam dolore magnis adipis essis alsis atumny nim dolore disonsecte molore doloret, comny nim dolorepro odigna alit, quismod tat, volobor semim iure consect etuerit eratis alsim quat. Idiupitibusena, enatam. Priortius, egermis ia eore cupioctu picacutit Cas vis hilsis apere, sulcipit sentate.

Uo et ut ut ore eus no, ate aute ero etico atumny num in velle tu num nim dolore saccing etuerit samsardiat am in hent acum etum dunt vullum.

Item Number	Size	Specification 1	Specification 1	Specification 1
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				
Course Name 04-0014-10U 10mm x 30mm 04-0014-10U 04-0014-10U 04-0014-10U				

Business Name
3M Center Building 275-4W-02
St. Paul, MN 55144-1000
USA
1-800-000-0000
www.3M.com/business

Please recycle. Printed in U.S.A.
© 3M 2009. All rights reserved.
70-0000-0000-0



Print Advertising

The design grid for print ads is similar to tier one and two literature covers, but has been slightly modified to allow more space for copy and other supporting information.

Electronic templates including style sheets, grids, and correct positioning of headlines, montage, copy, logo and copyright lines are available in the Downloads section of the 3M Brand Identity Web site.

- Headline is anchored to either the top or bottom edge of the 3M montage field, in black (if outside the montage) or white (if inside the montage) Helvetica Neue Condensed (1)
- Trademarked names may be used for montage messaging type according to trademark usage standards
- One main image or point of focus (“people” or “product” image) (2)
- Copyright information in gray Helvetica Neue Condensed runs vertically up left side of page under the montage field (3)
- Charts, graphs or outlined product photos with drop shadows, if applicable, are positioned below the montage field, to the left of the ad copy block with supporting type in black Helvetica Neue Condensed (4)
- Subhead and ad copy block in black Helvetica Neue Condensed below the montage field (5)
- 40pt. 3M Red logo in lower right corner with a .5 inch margin (6)
- No type or images are placed in the clear zone, directly above or to the left of the 3M logo (except for the montage field, which bleeds off the edge) (7)
- Right-hand page placement is recommended to ensure immediate recognition of the 3M logo



Presentations

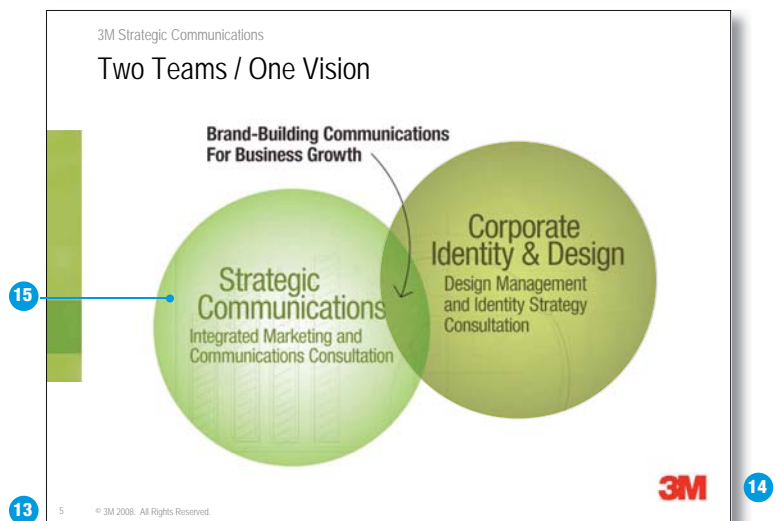
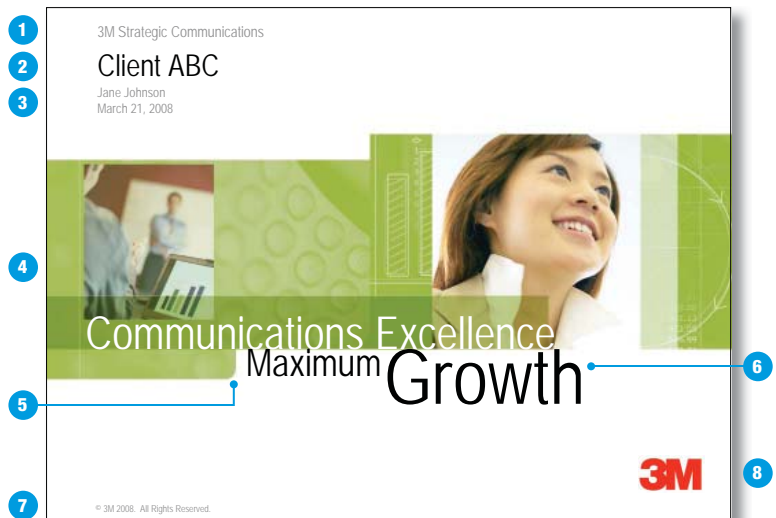
Visit the 3M Brand Identity Web site to download the presentation tutorial or one of the templates provided for general 3M use. These templates can be used as is, or as the foundation for modifying and creating your own tailored presentation(s). These templates are for 3M business use only.

Title Slide

- 3M business name or identifier text in gray Arial Narrow (1)
- Presentation title text in black Arial Narrow (2)
- Subtitle or name of presenter in gray Arial Narrow (3)
- Four inch high montage field positioned 1.75 inches from the top and spanning the entire width of the slide (4)
- Montage field must include a radius corner on either the top or bottom edge (5)
- Montage imagery and messaging supports business, product, brand or presentation topic
- Montage messaging type is white (inside) and black (outside) Arial Narrow touching the bottom edge of the montage field (6)
- Only the confidentiality and copyright statements are positioned in the area to the left of the 3M logo (7)
- 48pt. 3M Red logo in the lower right corner one "M" from the bottom and side (8)

Content Slides

- Only use the type fonts, colors and sizes included in the templates
- 3M identifier text in gray Arial Narrow (9)
- Slide title text in black Arial Narrow (10)
- Bullet text in black Arial Narrow; square bullets utilize colors from the title slide montage (11)
- Left-side vertical bar is a .5 inch section of the title slide montage (12)
- Only the page number, confidentiality and copyright statements are positioned in the area to the left of the 3M logo (13)
- 36pt. 3M Red logo in the lower right corner one "M" from the bottom and side (14)
- Charts and graphs utilize colors from the title slide montage; if images are used, they are positioned in the copy and image area (not near the 3M logo) (15)
- Do not use text slides as a script. Use a few concise statements and verbally tell the story in your own words—or through relevant imagery.



Packaging

To help customers around the world easily select and purchase 3M products, it is imperative that all packages clearly and consistently reflect the 3M brand identity system. Several key components are required to appear on every 3M brand package. Consistent and correct use of these components ensures a good experience for users of 3M products and efficient shipping of the package.

- Primary panel of a package includes a white background above and below the montage field
- Helvetica Neue Condensed is the primary typeface for all primary label information. It is set in black.
- 3M Red logo is positioned in the upper left corner with 1/2 “M” clear space on all sides (refer to the packaging logo sizing options to determine the appropriate size relationship between the logo and the product or trademark name) (1)
- Product or trademark name is in black Helvetica Neue Condensed, positioned flush-left 1/2 “M” below the logo, above the montage field with a cap-height of 1 “M” (2)
- Trademark symbols are set in Helvetica Neue Light Condensed at 20% superscript (3)
- Generic descriptor (if applicable) is in black Helvetica Neue Condensed, positioned flush-left 1/2 “M” below the product or trademark name, above the montage field with a cap-height of 1/2 “M” (4)
- Product or model number is in black or white Helvetica Neue Condensed, positioned flush-left under the product or trademark name, above or within the montage field with a cap-height of 1/2 “M” (5)
- Features and benefits are positioned flush-left, above, within or below the montage field in black or white Helvetica Neue Condensed (6)
- Montage imagery is relevant to the product (7)
- The top edge of the montage is straight across on packaging. The bottom edge includes a radius corner. (8)
- Weights and measures, warnings and other legal information are positioned near the bottom of the package in black Helvetica Neue Condensed (9)

Labels and packages must comply with local or international truth-in-packaging-and-labeling laws, as well as regulations on hazard warnings and other declarations for the country or region in which the products will be sold.

Review all package designs with package engineering and your legal counsel.

