



3M Brand Identity in Action

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3M Identity eNewsletter

Inspiring Business Growth

Welcome to the first quarterly issue of the **3M Brand Identity and Design eNewsletter!**

This eNewsletter is designed to strengthen the 3M Brand Identity and share efficient design practices by presenting the latest information about using 3M's Brand Identity Standards in Web, print, packaging and presentation applications.

It will provide you with a wealth of strategies for:

- creatively building business
- reducing design and production costs
- developing clear, consistent messaging
- executing memorable and effective promotions
- establishing impactful and influential emotional connections with your customers

To learn how you can experience the business growth that inspiration can bring, look for a new issue every quarter.

Success Stories

Quantified Identity System Efficiencies

Across languages, cultures and diverse markets, people around the world come to know 3M products and services through our well-recognized, consistent brand identity. Our ability to build a truly global brand depends on how well we all understand and use the 3M Brand Identity System. A recently deployed survey of suppliers who use the Brand Identity System proved that the system truly does provide effective tools to our suppliers to consistently deliver the brand promise.

It's no surprise to hear companies developing processes and systems to increase productivity on a factory or manufacturing level. What we've developed with our Brand Identity System is much like a "creative factory." In the survey, suppliers told us hands down that they were able to spend more time focusing on key messages rather than on design and layout. Because fewer layout concepts are required, and those concepts usually require less rework, design shops are discovering their efficiencies have improved.

In fact, the survey showed that when United States suppliers utilize the 3M Brand Identity System tools and processes, they achieve, on average, a 14-percent creative design productivity improvement - resulting in an overall cost savings in our total advertising and merchandising

Desktop Reference Guide



Make sure your branding efforts are using the full power of the 3M brand by using the new, easy-to-use Desktop Reference Guide, coming soon.

New Montage Tutorial Available

Download the new PowerPoint® presentation from the 3M Brand Identity Web site for a complete, start-to-finish tutorial on creating effective and eye-catching montages. The new [tutorial](#) has been enhanced to include:

- effective and ineffective design comparisons
- detailed design element explanations and examples
- in-use global communications
- improved site navigation
- links to additional resources

3M Brand Identity Checklists

Quickly make sure you're maximizing the use of the 3M Identity System with a [Brand Identity Checklist](#) for literature, advertising, packaging, and presentations.

budget. As the survey is replicated globally, the results are the same: Canadian suppliers claim a productivity improvement of 14 percent, too. The top reasons suppliers noted for the improved efficiencies were:

- templates to jump-start the process
- fewer design concepts required
- effective identity training

The 3M Brand Identity Standards provide tools for everyone to use. They are the foundation for building our global brand, helping communicate 3M leadership and build business success. Visit the [3M Brand Identity Web site](#) or call 651.733.5417 and learn how you can inspire your business's growth today.

Standards

Effective Creation of Promotions, Programs and Events

Promotions, programs and events present unique opportunities to generate excitement and launch new products and initiatives. The best promotions are memorable and can get people talking before the event even starts – and keep them talking long after it ends. 3M's Brand Identity Standards help you to:

- build off of 3M's brand recognition
- leverage the subject matter's value proposition, benefits, promise, or positioning statement and build off of these attributes to create a successful campaign
- maximize promotional investments by considering how the theme will apply to every touch point, including direct mail, advertising, handouts, signage, Web sites and more

When developing a promotion, program, or event, remember [these five simple steps](#) and consult the 3M Brand Identity Web site for guidelines regarding [Promotion and Program Applications](#), [Event Applications](#), and [Tradeshows and Exhibits](#).



Third-Party Relationships

Much of 3M's success is built via partnering with other leading companies to develop and market innovative products and services. Relationships help extend our market reach, increase our revenue streams, and reduce our costs. It's important that customers understand this relationship, and designing consistent communications goes a long way toward sending the right message. Find out how you can send the right message by reviewing the [3M Identity Standards for Third-Party Relationships](#).



**General Materials
Company**

3M
Authorized Dealer
Industrial Products