

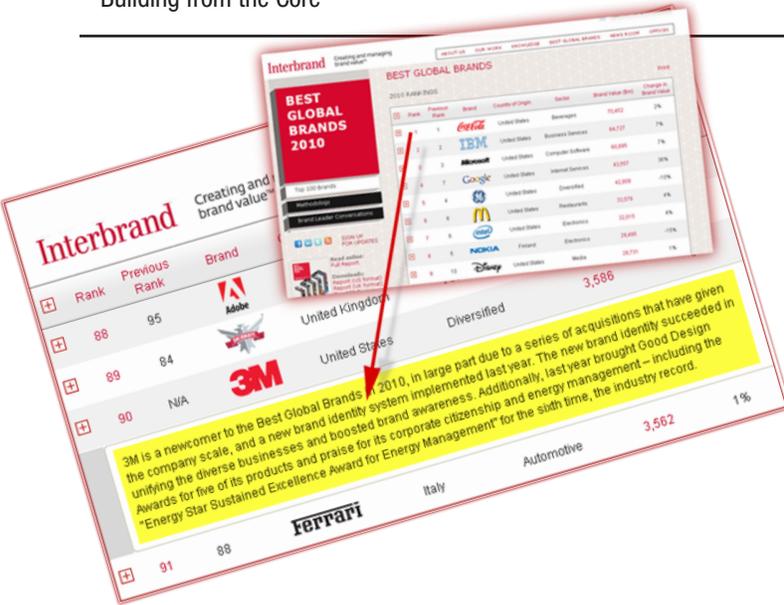


# Brand Identity in Action

3M Brand Identity eNewsletter  
Issue 8 • Third Quarter 2010

## In this issue:

- 3M Makes Interbrand’s List of Best Global Brands 2010!
- New and Improved! 3M’s Packaging and Labeling website gets enhanced.
- Extending the 3M Brand Identity Strategy to the Social Media Space: Building from the Core
- 3M Brazil: Innovations in Brand Management
- 3M-Owned Image Library Continues to Grow!
- 3M Brand Identity Training: We’re Always Ready to Meet Your Needs!



## 3M Makes Interbrand’s List of Best Global Brands 2010!

“3M is a newcomer to the Best Global Brands in 2010, in large part due to a series of acquisitions that have given the company scale, and a new brand identity system implemented last year. The new brand identity succeeded in unifying the diverse businesses and boosted brand awareness. Additionally, last year brought Good Design Awards for five of its products and praise for its corporate citizenship and energy management - including the ‘Energy Star Sustained Excellence Award for Energy Management’ for the sixth time, the industry record.”

[Click here to read the full story.](#)

A big thank you to 3Mers and our valuable suppliers for using the 3M brand identity system to help bring unity to our image worldwide!

## New and Improved! 3M’s Packaging and Labeling website gets enhanced.

The Packaging and Labeling section of the 3M Brand Identity Web site has been redesigned to give the 3M marketing and communications communities a thorough and up-to-date overview of packaging processes and standard design elements. It communicates graphically, many of the concepts and specifics used in 3M packaging and labeling projects.

“The new section of the site is a great resource for 3M employees and our suppliers who produce packaging concepts in structure and design,” says Rollie Swanson, 3M Safety Security and Protection Services and Display and Graphics packaging manager. “Plus, as more packaging is being controlled within regions/countries, it’s important that this knowledge is available, in an easy-to-find, usable format.”

Because of these enhancements, the packaging section has been secured. Anyone with access to 3M systems such as the Digital Media Repository (DMR),



Virtual Private Network (VPN), Electronic Data Interchange (EDI), Integrated Packaging Management (IPM) will be able to use their login information. For information on how to obtain access credentials, people can contact the 3M Brand Identity and Design Department in the United States or their Corporate Marketing and Public Affairs representative.

Some of the expanded content areas include:

## Digital Assets

This area is the go-to repository for commonly used icons, pictograms, regulatory and material-use symbols, with EPS and TIFF files available to designers as needed. This enables repurposing of content and minimizes guessing about correct size or format.

## Design Criteria

“The updated content speaks to everything from product lifecycle to design timelines to examples of mockups and bluelines,” Cory Hanscom, brand identity and design manager says. “It’s really packaging design 101.”

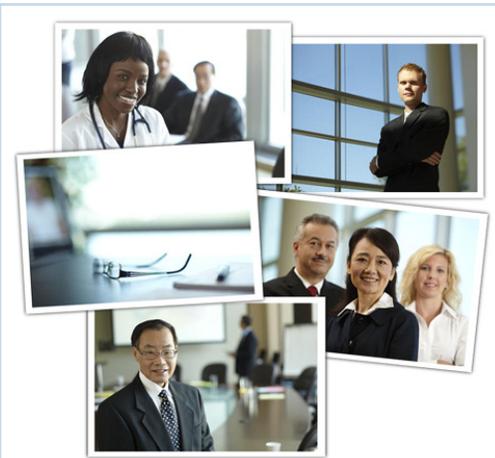
## Design Components

Here you can find visual examples of variable text, brand and trademark components, copyright notices, generic descriptors and bar codes. Plus, you can find contact information for subject-matter experts within the company.

## Color Management

Color is becoming a more critical factor in our brand/tier strategies. To accommodate montages and other new identity elements, more color is being used on packaging – and because color is a critical component, this section highlights guidelines and controls to ensure color consistency across multiple packaging materials.

To get to the new content, visit the [3M Brand and Identity Website](#). For more information about 3M’s packaging design process, contact [Rollie Swanson](#). And if you need help implementing 3M’s Brand Identity guidelines on marketing or communication tactics—packaging or otherwise – contact [Cory Hanscom](#) and the 3M Brand Identity and Design team.



## 3M-Owned Image Library Continues to Grow!

When 3M Health Information Systems was in need of new imagery, rather than purchase stock imagery, they partnered with the 3M Brand Identity and Design team to shoot an entire portfolio of original, 100% 3M-owned images featuring bona fide 3M employees AND state-of-the-art products - plus VIDEO! Better still, these images - many depicting “general office” settings - are now available to ALL 3M businesses around the world, to use indefinitely and with no restrictions!

You can find these (and more!) in the 3M Brand Identity Catalog on 3M’s Digital Media Repository.

Do YOU have an upcoming need for new imagery? Contact Dale Bohnert, 3M Brand Identity and Design Department, to see if shooting original is a viable option for YOUR business!

\* Note: To access the 3M-owned image library, go to the 3M Brand Identity Catalog (first job jacket on the DMR, then open “Image Library”). For general questions about the DMR, contact either [John DeMarco](#) or [Andrew Kwong](#).

# Extending the 3M Brand Identity Strategy to the Social Media Space: Building from the Core

Delving into online spaces such as Facebook, Twitter and YouTube can be both exhilarating AND overwhelming all at once: Where to start? What to say? How to best represent the brand and the company?

It's a lot to think about. One way to simplify your efforts is to rely on the foundation of 3M's Brand Identity Strategy to guide decisions related to the overall site design.

In the social media space, focusing time and effort on developing the right content for your strategy is critical. But when it comes to site design, you can keep it simple by staying consistent with 3M's brand identity.

As in all tactics - be they a tradeshow or a new package – the key question to ask is, "When visitors come to this page, will they instantly recognize 3M?" Research has always shown that when our customers recognize us, they trust us. A great way to make sure they recognize us is to start with the 3M Identity Strategy.

"As we increase our emphasis on building awareness of 3M innovations and how we help our customers everyday, the use of the 3M Identity Standards in the social media space really helps our investments add up for each business as well as the whole company," emphasized Jeff Lavers, vice president of Marketing, Sales and Corporate Communications.

"3M's brand identity strategy was designed specifically to help define and differentiate 3M and to communicate a consistent message to all key audiences across virtually any communications platform, from packaging to websites. It's a natural next step to apply 3M brand identity principles to the social media space as we explore additional opportunities around exposure and impact for the brand," said Dale Bohnert, 3M Brand Identity and Design manager.

In partnership with 3M corporate marketing, the 3M Brand Identity and Design team is currently in the process of creating practical, step-by-step guidelines to help businesses identify ways to design social media sites based on 3M brand identity principles.

"With the vast array of options that social media presents as a visual and interactive marketing channel, thoughtful strategy and messaging around site design are critical. These identity guidelines are being designed to provide 3M employees with a step-by-step process for establishing a social media presence that builds the 3M brand," said Stephanie Sanderson, communications and marketing manager.

Remember, partnership with 3M Corporate is key. Even as these foundational standards are being developed, 3M Corporate Marketing teams are working together with 3M businesses that are either just getting started in social media, or looking to better align the sites they have with the 3M Brand Identity Strategy.

If you are interested in learning more, contact Lindsay Schultz, 3M Integrated Marketing Development at 651-733-1530 or [lkschultz@mmm.com](mailto:lkschultz@mmm.com); Katie Staiger, 3M e-Productivity at 651-736-7268 or [kstaiger@mmm.com](mailto:kstaiger@mmm.com); or send an inquiry via "Contact Us" on the 3M Brand Identity website.



## 3M Brand Identity Training: We're Always Ready to Meet Your Needs!

Whether you're new to the 3M Brand Identity Strategy, in need of a refresher for you or your staff, OR wanting a session tailored to a specific topic or issue, the 3M Brand Identity and Design team in St. Paul is ready to help!

For more information, or to schedule a training session customized to meet your needs, 3M employees please contact Dale Bohnert, 651-733-8404 ([drbohnert@mmm.com](mailto:drbohnert@mmm.com)); 3M suppliers contact Nancy A. Nelson, 651-733-5025 ([nanelson3@mmm.com](mailto:nanelson3@mmm.com)); or simply send a request via "Contact Us" on the 3M Brand Identity Web site.

Please use Subject Line: **3M BRAND IDENTITY TRAINING** when sending requests.

# 3M Brazil: Innovations in Brand Management

When Luiz Serafim became brand manager for 3M Brazil, he had a vision for refocusing 3M's reputation for innovation. He creatively re-thought how Corporate Marketing works within the company – not as a separate unit, but as a component of EVERY division.

“Professional managers in every corporation already recognize 3M as one of the most innovative companies in the world,” Serafim says. “And it is Corporate Marketing's job to make sure this message comes across loud and clear.”

But before he and his team could TALK about innovation, Luiz knew they had to BE innovative: refocusing on how they saw themselves, making big changes in the way they work.

- 1) From media campaigns to individual customer contact, he wanted to make sure that EVERYTHING Corporate Marketing did had “business impact.”
- 2) He wanted his team to think of themselves not just as “support people,” but as employees “co-responsible” for the sale of all brands, and for the marketing of all divisions.
- 3) He also wanted his people to understand that they are, in effect, employees in all divisions. “We're not a separate division, isolated from everyone else,” he says. “We work inside all Big B's. One day we are in IATD. Another day it's ESPE.”



“The biggest challenge for us in the beginning was to make people understand this new culture, that our people needed to own the successes,” Serafim says. “We needed to turn everyone in the divisions into ‘corporate communications’ people.”

The culture change made it easier for everyone to get on board with ideas to generate business impact. After a 12-year hiatus from advertising in major media outlets, Serafim and his team reached 12,000,000 Brazilians with a recent corporate campaign called ‘From 3M’. The campaign was a 3M Communication Award winner and the website presented an “Idea Factory” inside the website. “Our ‘Idea Factory’ invited people to practice their creativity in generating innovative ideas to make a better world. We received 150 excellent ideas in the month-long campaign.” His team also created a program of seminars that discussed innovation management to top companies and universities, reaching more than 3000 people each year.

Luiz says that much of the Brazil team's success is thanks to a strong, close working relationship with the 3M Brand Identity Team in St. Paul – namely Cory Hanscom, 3M Brand Identity and Design manager. According to Paula Franceschini, 3M corporate marketing specialist – whose contributions in training and leading internal teams and suppliers are highlighted by Luiz – “Many times we count on Cory's experience to give us a solution or an insight for montage artwork or a creative solution.”

Recent results of this international partnership include a new service program for 3M Building and Commercial Services Division called “Central de Tapetes,” and an updated version of the 3M Brazil Innovation Web site.

For more information on 3M Brazil's Corporate Marketing efforts, contact [Luiz Serafim \(leserafim@mmm.com\)](mailto:leserafim@mmm.com) or [Paula Franceschini \(pf franceschini@mmm.com\)](mailto:pf franceschini@mmm.com).