



# Identity Strategy Quick Reference Guide

## The Top 10 Ways You Can Help Enhance and Protect Our Company’s Image

### Get These 10 Right and You’re Well on Your Way

We have opportunities every day to consistently communicate our unique and innovative 3M personality.

Whether you are communicating internally or externally, this overview

will show how you can help enhance and protect our company’s image.

Consistency in all our communications, from business letters and Web pages to technical papers and brochures, will

help build customer loyalty to 3M and to our brands, products and services. By building customer loyalty, every one of us can have an impact on achieving our key objective – sustained, profitable growth.

### 1 Handle Our Logo with Care

Because the 3M logo is one of our most valuable and recognized assets, it must be used with care. It is a custom-crafted piece of art and should be reproduced using only the approved artwork.

- Do not scan or create the logo from ordinary type.

- Do not use the logo as part of any other symbol or enclose it in a shape.
- Never use the logo for personal, political or nonbusiness purposes.
- Never use the logo within a sentence. Any reference to 3M should appear in the same typeface as the rest of the sentence.

- Limit its use to one logo per viewing page or surface.



### 2 Use 3M Red

The 3M logo is most recognizable when it appears in our signature color, 3M Red. Red is associated with excitement and new ideas. It is bold and reflects our global reputation for innovation. 3M Red is a custom color – always match it to a 3M Red color swatch.

The 3M logo should always appear in red. The only exceptions are when one-color printing is used and when printing is done in two colors and the second color is used for functional color coding. In these cases, the logo may be printed in black.



### 3 Measure the “M”

The height of the letter “M” in the 3M logo acts as an important unit of measure. Separate the logo from all other text and graphics by a space

equal to at least half the height of the “M” in the logo. This space around the logo helps make it more prominent and enhances its visibility.



# 4

## Bring Meaning to the Logo

Linking the 3M logo to our core attribute – Innovation helps to define our company image and distinctive personality. The logo can also be linked to a title or product name. The logo should not be linked to operating unit names except when it is part of the address system.

There are special cases in which the logo can stand alone, such as on 3M signs, stationery and branded merchandise.



Our core attribute – Innovation is always set in Times Roman Italic non-bold.



Any type linked to the logo is set in Times Roman.

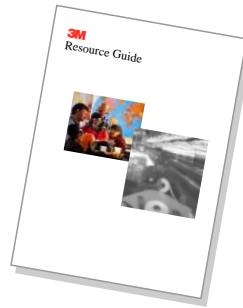
# 5

## Position it Properly

It's easier to recognize our logo when it appears consistently and prominently. The logo linked to a product name or title generally appears in the upper left corner of communications.

The logo linked to innovation appears as a “signature” on communications and generally appears in the lower right corner.

An example of the upper left placement of the 3M logo linked to a title.



An example of the lower right placement of the 3M logo linked to innovation.



# 6

## Use Our Type

Typography helps bring a consistent 3M image to our communications. Times Roman is the primary typeface we use. Helvetica is the secondary typeface. These typefaces were chosen because of their clarity, legibility and availability worldwide. In general, use uppercase and lowercase type, as studies show type set in all uppercase is more difficult to read.

### Primary Typefaces:

Times Roman

*Times Roman Italic*

**Times Bold**

***Times Bold Italic***

*Note: Times New Roman is an acceptable alternative for Times Roman. Arial is the functional equivalent of Helvetica. Verdana is recommended for Web text.*

### Secondary Typefaces:

Helvetica Light

*Helvetica Light Italic*

Helvetica Regular

*Helvetica Regular Italic*

**Helvetica Bold**

***Helvetica Bold Italic***

**Helvetica Black**

***Helvetica Black Italic***

Helvetica Regular Condensed

**Helvetica Bold Condensed**

**Helvetica Black Condensed**

# 7

## Communicate Positive Messages

The right words can create positive impressions. They can enhance our company image and personality. There are specific 3M Key Messages that have been developed to help us communicate our distinctive personality.

Our Key Messages give people a consistent impression of our company.

3M's culture has fostered creativity and given employees the freedom to take risks and try new ideas. With no boundaries to imagination and no barriers to cooperation, one innovative idea leads to another.

## 8 Visually Express Our Personality

Images can help us communicate our innovative 3M personality. Choose photographs or illustrations that appeal to your audience and show benefits –

whether social, intellectual, emotional or functional. Good images communicate in ways that are familiar and down-to-earth.



## 9 Protect Our Trademarks

Proper use of our 3M trademarks is the key to legally protecting these valuable assets and achieving a consistent expression of 3M products and services worldwide. The only way to protect our trademarks is to use them properly and in the manner in which they are registered.

- Always use a trademark as an adjective followed by a noun which is approved for the trademark.
- Model or product numbers follow the full product name.
- To ensure that we do this correctly, refer to the *3M Trademark Usage Guidelines* when creating any communications – print, verbal or electronic – in which 3M trademarks appear.

The *3M Product and Service Directory*, available in print or electronic form, is another resource to use for finding accurate trademark names.

TM ®

## 10 Need to Know More?

### 3M Identity Strategy Resources

Whether you need guidance in applying 3M's Identity Strategy, are looking for examples of communications excellence, or just need to download the logo, access the URL below.

### Internet Site

The 3M Identity Strategy and Standards Web site contains the most up-to-date information you'll need.

### Printed Version

To order the printed version of the Quick Reference Guide, 78-6900-8321-3, use a 3M Central Supply Store Requisition Form 8804 or order on-line via OSOP (Office Supply Order Procedure).

Note: Only 3M employees can order from Central Supply. Suppliers must ask their 3M contact to order items. Route all international orders through your local export representative.

[www.3M.com/identity](http://www.3M.com/identity)

## Assistance

Additional help is available from your local 3M corporate identity representative, marketing communications department

or the Corporate Identity, Design and Communications Department at 651 733-5417 or fax 651 737-9903.

**3M**

Corporate Identity, Design and Communications  
3M Public Relations and Corporate Communications

3M Center, Building 0225-01-S-05  
St. Paul, MN 55144-1000

