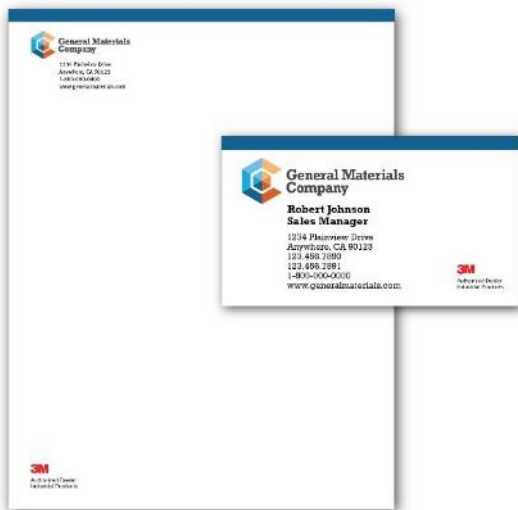


Channel Relationships



Contents

Channel Relationships 3

Third-Party Communications Leveraging 3M..... 4

3M Communications Mentioning a Third Party..... 34

General Guidelines 39

Channel Relationships

By partnering with other leading companies to develop and market innovative products and services, we both can extend market reach, increase revenue streams and reduce costs. For both parties to benefit, it is important that the customer understands the relationship between 3M and the third party.

Looking at any communication with a third-party relationship, can you easily answer this question:

Is it a 3M communication, or a third-party communication?

3M Science.
Applied to Life.™

**Old School Craftsmanship.
New School Toys.**

- Buy \$2500 worth of qualifying 3M products and get 2 Apple® TVs
- Buy \$5000 worth of qualifying 3M products and get your choice of an Apple® Watch Sport or a YETI® Hopper 20 Soft Cooler

Promotion Dates:
Sept 1 - Oct 31, 2015,
or while supplies last.

Access the promotional item request form via eHub (3M.com/electricalhub), or contact your 3M Sales Professional for assistance.

**GENERAL MATERIALS
COMPANY**

Door to Door, We Carry More

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea conquat. Duis au vel eum iriure dolor molestie consequat, vel illum.

Call 1-800-000-0000
www.generalmaterials.com

**General Materials
Company**

3M
Authorized Dealer
Industrial Products

If you aren't sure, then the customer won't be sure either.

Why does this matter? Because if there is a problem or question, customers need to understand who is responsible and who can help them. Also, a clear relationship is critical to protecting 3M's brand assets. Whether you come from a 3M business or from a third-party affiliated company, we've provided standards, examples and tools to guide the creation of your communications.

[Third-party Communications Leveraging 3M \(pg.3\)](#)

How authorized affiliates can leverage and protect the 3M brand

[3M Communications Mentioning a Third-Party \(pg.25\)](#)

How 3M professionals can communicate about relationships with authorized third-party affiliates

[General Guidelines \(pg.29\)](#)

How to use the 3M logo and trademarks, as well as manage the third-party relationship

Third-Party Communications Leveraging 3M

[3M Alone: Applications](#)

[3M with Other Third Parties: Applications](#)

If you are an authorized affiliate who wants to leverage your relationship with 3M, this section is for you.

Make Your Identity the Most Prominent

The examples and standards outlined here are designed to make it easy for customers to tell that your communications are from *you* — not from 3M. While it is beneficial to you, to 3M and to your customer to show your relationship with 3M, your identity should be the most prominent.

Your brand, company name or logo should be more visible than 3M's. To make sure of this, show your company's logo at least 2 times the M-height of the 3M logo, and ideally 3 or 4 times the M-height. Usually, your logo should be 2 times the height of the 3M authorized relationship artwork, as shown in the example below.



Explain Your Affiliation with 3M

Always clarify your relationship to 3M when you use the 3M logo. The text that describes this relationship should appear stacked underneath the 3M logo, as shown in the artwork below. (Retailers are exempt from this requirement).

Set the descriptive text in 3M Circular Book, uppercase and lowercase. Show the descriptive text in black on white or light backgrounds and in white on dark backgrounds. Use 3M Red for the 3M logo whenever possible. Use black for the 3M logo only when one-color reproduction is required.



The following are some of the descriptive phrases you might use. The final selection is determined by the legal arrangements you have with 3M:

- Authorized Distributor
- Authorized Applicator
- Approved Sealer
- Manufacturer's Representative
- Authorized Fabricator
- Approved Converter

Indicate the 3M products or services that you represent. However, do not use a 3M business unit designator, such as a division, department or project.

Correct



Authorized Distributor
Industrial Products

Incorrect



Authorized Distributor
Industrial ~~Division~~

Even if you represent more than one 3M business or product, there should be only one 3M logo displayed or linked to a category in your communications.

3M Alone

Most of the time, when companies show their relationship with 3M, it is as a sole reference. The company is only communicating its own identity and their specific affiliation with 3M – not with 3M and a group of other companies or brands.

The applications linked here illustrate this sole reference situation.

Applications

[Advertising](#)

[Directory Listings](#)

[Email](#)

[Exhibits and Displays](#)

[Literature and Promotional Flyers](#)

[Presentations](#)

[Promotional Items](#)

[Signage and Storefronts](#)

[Social Media](#)

[Stationery](#)

[Websites](#)

[Web Banners](#)

[Vehicles](#)

3M Alone: Advertising

Well-executed and thoughtfully placed advertising has a significant impact on any company’s identity. So advertising merits special attention when communicating third-party relationships.

- The final design always should look like a third-party advertisement, not an ad from 3M. Avoid placing the 3M logo and descriptor in a corner that can be perceived as the sign-off or originator of the ad.
- Make sure the 3M logo doesn’t dominate yours. Show your company’s logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M authorized relationship artwork, as shown in the example below.
- Explain your affiliation with 3M using the proper authorized-relationship artwork.



3M Alone: Directory Listings

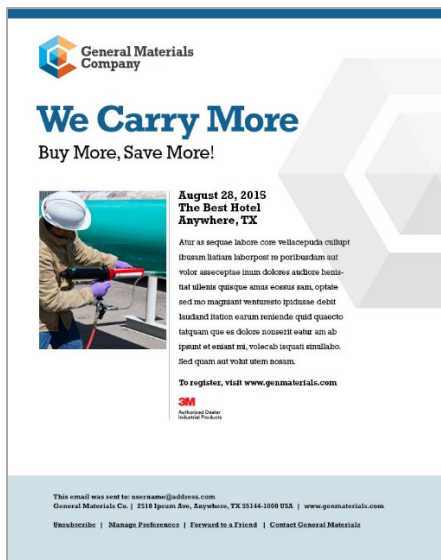
In addition to the general guidelines for third-party communications, keep these standards in mind:


- Directory listings always should appear under the third-party company name
- Emphasize your company name by printing it in boldface type or in the largest size within the listing
- Do not use the name 3M or a 3M product name for the directory listing



3M Alone: Email

If you are a 3M authorized dealer, distributor or fabricator developing an email that features 3M products and services, the following guidelines will help you to use 3M assets and standards correctly.



- The final design always should look like a third-party email, not an email from 3M
- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M-authorized relationship artwork, as shown in the example here. 
- Explain your affiliation to 3M using the proper authorized-relationship artwork
- Note that it is very important that you do not frame a 3M website within your email
- Remember, the 3M logo should never appear in your email banner
- The text identifying your relationship to 3M may be anywhere other than on your banner; the 3M logo or a 3M product name should never appear within your email banner
- Always display the 3M logo in 3M Red – On-screen values = R: 255/G: 0/B: 0
- The text identifying your relationship to 3M may be black or reversed to white; avoid red text
- Do not use graphic images from 3M.com without first obtaining permission from your 3M contact
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text

Correct: no logo in text

Select window films from 3M.

Incorrect: no logo in text

Select window films from ~~3M~~.

- Only use the 3M logo with identifying copy (e.g., “authorized dealer”); the 3M logo with identifying copy can be an image map that links to 3M.com



- Do not use the 3M logo as part of a text hot link; hot links to 3M.com that appear in text format should appear in the same type as the surrounding text

Correct: text as link

3M.com

Incorrect:

~~3M.com~~

- Never use 3M or a 3M product name as your domain identifier – it must follow the domain slash separator; using 3M or a 3M product name in your domain identifier implies to the Web user that you are part of 3M

Correct URL Identifier

www.generalmat.com/3mwindowfilm

Incorrect URL Identifier

~~www.3mwindowfilm/generalmat.com~~

3M Alone: Exhibits and Displays

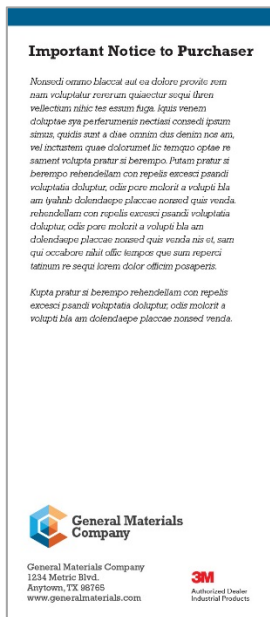
- Use the authorized 3M artwork at your trade shows and other displays to promote your relationship with 3M.
- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M authorized relationship artwork, as shown in the example below.
- The 3M affiliation is more appropriate at eye level, rather than at "sky" level.



3M Alone: Literature and Promotional Flyers

These examples reflect the application of the basic guidelines for communications from a third party:

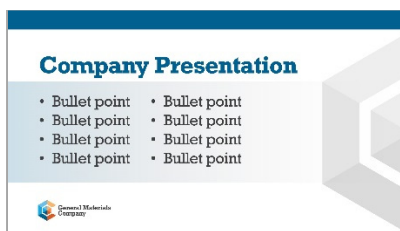
- The final design always should look like third-party literature, not literature from 3M.
- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M-authorized relationship artwork, as shown in the example here.
- Explain your affiliation to 3M using the proper authorized-relationship artwork.



3M Alone: Presentations

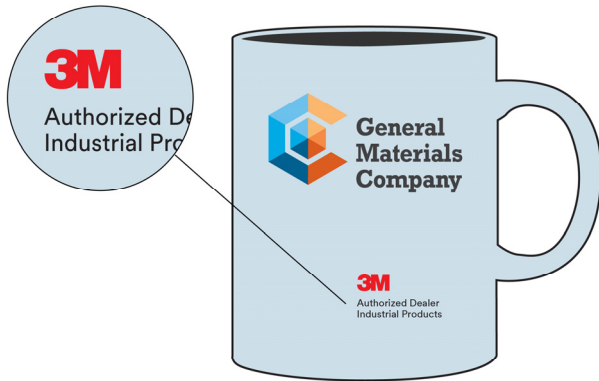
Presentations – so much a part of day-to-day business – offer an often overlooked opportunity to build brands. In addition to the treatments outlined in our General Guidelines, the following standards apply to third-party videos, Microsoft PowerPoint® presentations and other multimedia platforms.

- Always show the 3M logo in 3M Red (Print: C:0; M:90; Y:100; K:0 or Onscreen: R: 255; G: 0; B: 0)
- Use the 3M affiliation on:
 - Title or introduction
 - Closing slide or frame
- Do not show 3M within a header or footer element throughout the presentation



3M Alone: Promotional Items

The 3M-authorized artwork may be used on branded merchandise when your company logo also is displayed more prominently.



Front



Back



3M Alone: Signage and Storefronts

These examples reflect the application of the basic guidelines for communications from a third party:

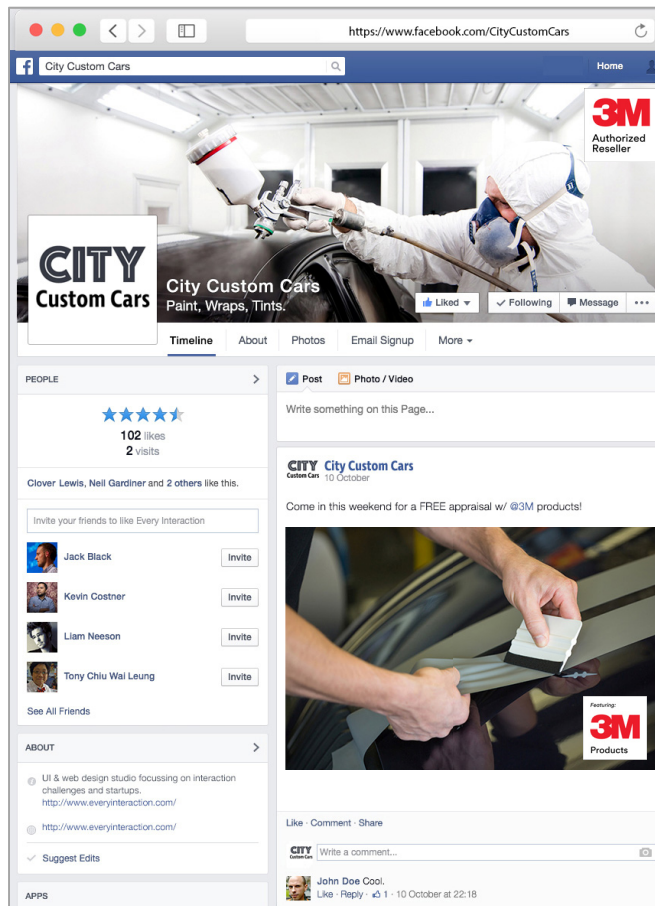
- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M authorized relationship artwork, as shown below.
- Explain your affiliation to 3M using the proper authorized-relationship artwork. Make sure that the signage design incorporates the third-party logo or at least the business name, if no logo is used. Don't create the impression that the third-party location is a 3M store or facility.



3M Alone: Social Media

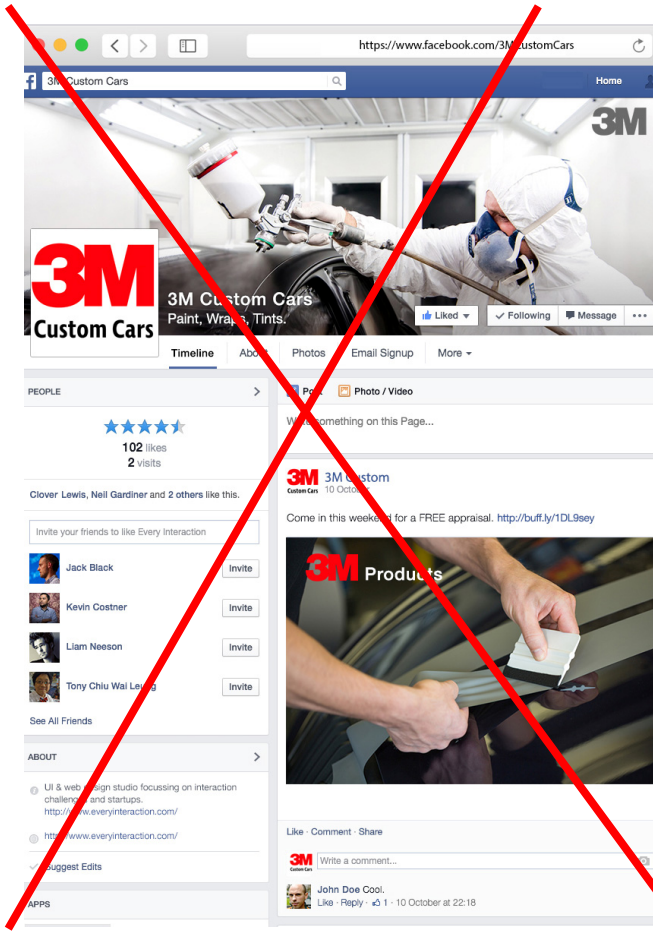
Social Media Pages

If you are a 3M authorized dealer, distributor or fabricator developing social media pages that feature 3M products and services, the following guidelines will help you to use 3M assets and standards correctly.

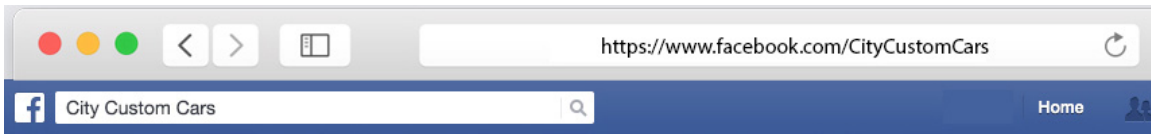


- Explain your affiliation to 3M using the proper authorized-relationship artwork
- Include this affiliation in the upper right hand side of the profile image
- Tag @3M in social post copy and images
- Include the appropriate 3M branding in social content; see the next section for details
- Always display the 3M logo in 3M Red – On-screen values = R: 255/G: 0/B: 0
- The text identifying your relationship to 3M may be black or reversed to white; avoid red text
- Do not use graphic images from 3M.com without first obtaining permission from your 3M contact
- Make sure the 3M logo doesn't dominate yours. Your logo should be noticeably larger than the 3M-authorized relationship artwork

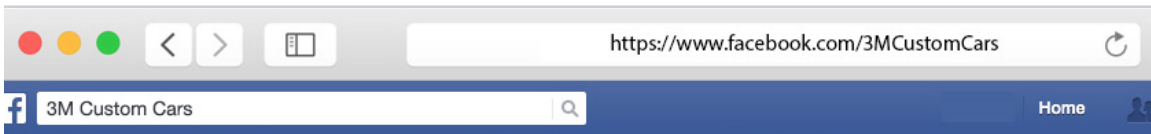
- Do not misrepresent your affiliation with 3M
Incorrect:



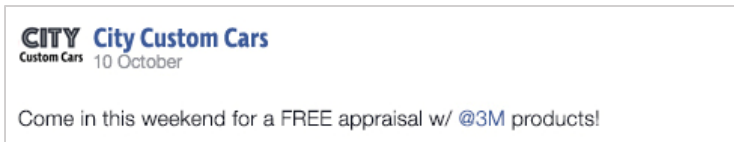
- Do not include 3M or other trademarks in your URL or profile name
Correct:



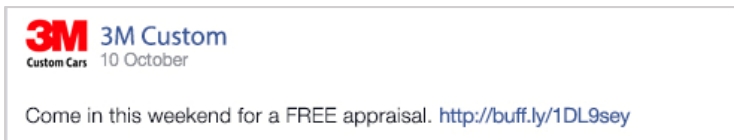
Incorrect:



- Do not use the 3M logo as your social profile image, or as part of it
Correct:



Incorrect:



- Do not improperly utilize and position 3M branding in social content; see the next section for details.

Correct:



Incorrect:



- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text

Correct: no logo in text

Select window films from 3M.

Incorrect: no logo in text

Select window films from ~~3M~~.

- Only use the 3M logo with identifying copy (e.g., “authorized dealer”); the 3M logo with identifying copy can be an image map that links to 3M.com



- Do not use the 3M logo as part of a text hot link; hot links to 3M.com that appear in text format should appear in the same type as the surrounding text

Correct: text as link

3M.com

Incorrect:

~~3M.com~~

Social Media Content

If you are a 3M authorized dealer, distributor or fabricator developing social media content that features 3M products and services, the following guidelines will help you to use 3M assets and standards correctly.

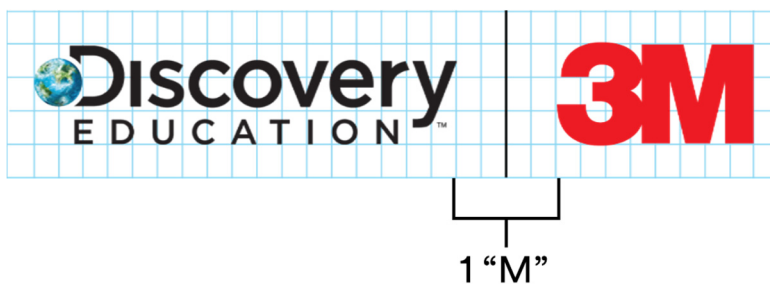
- **“3M Authorized Reseller” Placement:** As an authorized reseller, you have branding options. Use the 3M Authorized Reseller logo lockup, or the 3M logo. Placement is recommended in the lower third on the left or right.



- **“Featuring 3M Products” Placement:** Authorized resellers can utilize the Featuring 3M logo lockup, the 3M logo, or simply display the 3M product prominently in the image; logo placement is recommended in the lower third, left or right side.



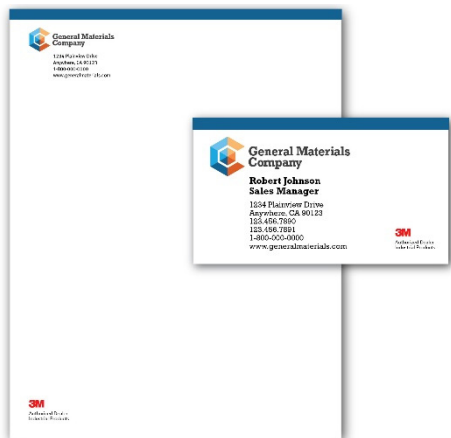
- **Dominant Brand Sponsorship:** When you are the dominant brand in an authorized sponsorship you can use the guide below to build an official sponsorship logo lockup; placement is recommended in the upper left corner



3M Alone: Stationery

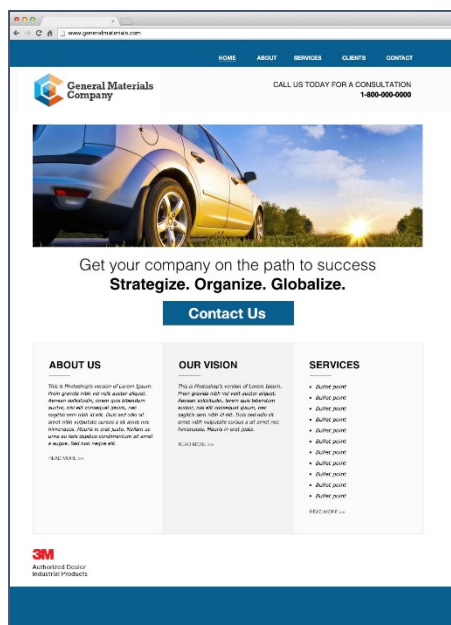
These examples reflect the application of the basic guidelines for communications from a third party:

- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M authorized-relationship artwork, as shown in the example below.
- Explain your affiliation with 3M using the proper authorized-relationship artwork. Expressing the relationship with 3M is not allowed on third-party invoices, nor recommended for personal communications.
- Do not use the 3M logo on third-party envelopes.



3M Alone: Websites

If you are a 3M authorized dealer, distributor or fabricator developing a website that features 3M products and services, the following guidelines will help you to use 3M assets and standards correctly.



- Note that it is very important that you do not frame a 3M website within your site
- Remember, the 3M logo should never appear in your website banner
- The text identifying your relationship to 3M may be anywhere other than on your banner; the 3M logo or a 3M product name should never appear within your home page banner or page headers
- Always display the 3M logo in 3M Red – On-screen values = R: 255/G: 0/B: 0
- The text identifying your relationship to 3M may be black or reversed to white; avoid red text
- Do not use graphic images from 3M.com without first obtaining permission from your 3M contact
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text

Correct: no logo in text

Select window films from 3M.

Incorrect: no logo in text

Select window films from ~~3M~~.

- Only use the 3M logo with identifying copy (e.g., “authorized dealer”); the 3M logo with identifying copy can be an image map that links to 3M.com



- Do not use the 3M logo as part of a text hot link; hot links to 3M.com that appear in text format should appear in the same type as the surrounding text

Correct: text as link

3M.com

Incorrect:

~~3M.com~~

- Never use 3M or a 3M product name as your domain identifier – it must follow the domain slash separator; using 3M or a 3M product name in your domain identifier implies to the Web user that you are part of 3M

Correct URL Identifier

www.generalmat.com/3mwindowfilm

Incorrect URL Identifier

~~www.3mwindowfilm/generalmat.com~~

3M Alone: Web Banners

If you are a 3M authorized dealer, distributor or fabricator developing a web banner that features 3M products and services, the following guidelines will help you to use 3M assets and standards correctly.



- The final design always should look like a third-party web banner, not a web banner from 3M.
- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M-authorized relationship artwork, as shown in the example here.
- Explain your affiliation to 3M using the proper authorized-relationship artwork.
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text.



Correct: no logo in text

Select window films from 3M.

Incorrect: no logo in text

Select window films from ~~3M~~.

- Use the 3M logo only with identifying copy (e.g., “authorized dealer”); the 3M logo with identifying copy can be an image map that links to 3M.com.



- Do not use the 3M logo as part of a text hot link. Hot links to 3M.com that appear in text format should appear in the same type as the surrounding text.

Correct: text as link

3M.com

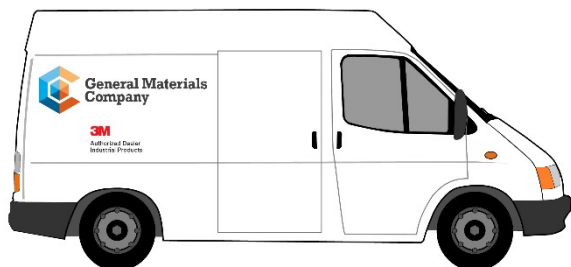
Incorrect:

~~3M.com~~

3M Alone: Vehicles

These examples reflect the application of the basic guidelines for communications from a third party.

- Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M authorized relationship artwork, as shown below.
- Explain your affiliation to 3M using the proper authorized-relationship artwork.



3M with Other Third Parties

Sometimes companies refer to 3M in a group of affiliates. When 3M is referenced as part of a group, different standards apply than those for 3M as sole reference.

The applications linked here illustrate this group reference situation.

Applications

[Advertising](#)

[Promotional Items](#)

[Directory Listings](#)

[Signage and Storefronts](#)

[Email](#)

[Stationery](#)

[Exhibits and Displays](#)

[Websites](#)

[Literature and Promotional Flyers](#)

[Web Banners](#)

[Presentations](#)

[Vehicles](#)

3M with Other Third Parties: Advertising

Well-executed and thoughtfully placed advertising has a significant impact on any company's identity. So, advertising merits special attention when communicating third-party relationships.

- The final design always should look like a third-party advertisement, not an ad from 3M or any of the other affiliates
- Do not use the authorized-relationship artwork; instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos include a clarifying statement about the type of relationship, such as "Authorized Dealer" or "Manufacturers' Representative"
- Make sure that the host third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size, and group them away from the host third-party logo

**Door to Door,
We Carry More**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea conquat. Duis au vel eum iriure dolor molestie conseqat, vel illum.

Call 1-800-000-0000
www.generalmaterials.com

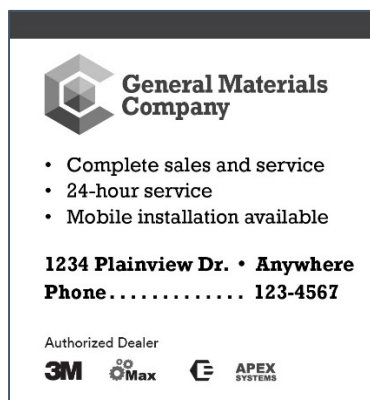
General Materials Company

Authorized Distributor
3M Max APEX SYSTEMS

3M with Other Third Parties: Directory Listings

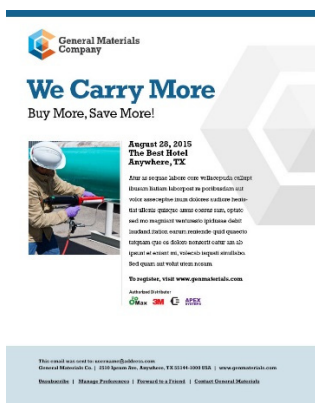
In addition to the general guidelines for third-party communications referring to groups of affiliates, keep these standards in mind:

- Directory listings always should appear under the third-party company name
- Emphasize your company name by printing it in boldface type or in the largest size within the listing
- Do not use the name 3M or a 3M product name for the directory listing



3M with Other Third Parties: Email

If you are a 3M authorized dealer, distributor or fabricator developing an email that features 3M products or services in conjunction with those from other affiliated companies, the following guidelines will help you to use 3M assets and standards correctly.



- The final design always should look like a third-party email, not an email from 3M or any of the other affiliates
- Near the group of affiliated logos include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Do not use the authorized-relationship artwork; instead, always display the 3M logo in 3M Red (R: 255/G: 0/B: 0)
- The 3M logo can be an image map that links to 3M.com, or to content about 3M products within the third-party site
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies

- Scale the 3M logo and the other affiliate logos in a similar size and group them away from the third-party logo
- Note that it is very important that you do not frame a 3M website within your email
- The 3M logo or a 3M product name should never appear within your email
- Do not use graphic images from 3M.com without first obtaining permission from your 3M contact
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text

Correct: no logo in text

Incorrect: no logo in text

Select window films from 3M.

Select window films from ~~3M~~.

- Do not use the 3M logo as part of a text hot link; hot links to 3M.com that appear in text format should appear in the same type as the surrounding text

Correct: text as link

Incorrect:

3M.com

~~3M.com~~

- Never use 3M or a 3M product name as your domain identifier — it must follow the domain slash separator; using 3M or a 3M product name in your domain identifier implies to the Web user that you are part of 3M

Correct URL Identifier

www.generalmat.com/3mwindowfilm

Incorrect URL Identifier

~~www.3mwindowfilm/generalmat.com~~

3M with Other Third Parties: Exhibits and Displays

The 3M logo can be used in conjunction with the logos of other affiliated companies to promote multiple relationships. Display your company’s logo 2 or 3 times larger than the 3M logo and the other affiliated logos.



3M with Other Third Parties: Literature and Promotional Flyers

This example illustrates third-party literature where 3M is one of a number of affiliations that are shown together.

- Do not use the authorized relationship artwork; instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos, include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size and group them away from the third-party logo



3M with Other Third Parties: Presentations

This example illustrates a third-party presentation visual where 3M is one of a number of affiliations that are shown together. Use this approach for a group reference situation within third-party videos, Microsoft PowerPoint® presentations and other multimedia platforms.

- Do not use the authorized relationship artwork. Instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies. Scale the 3M logo and the other affiliate logos in a similar size and group them away from the third-party logo
- Use the 3M affiliation on:
 - Title or introduction
 - Closing slide or frame
- Do not show 3M within a header or footer element throughout the presentation



3M with Other Third Parties: Promotional Items

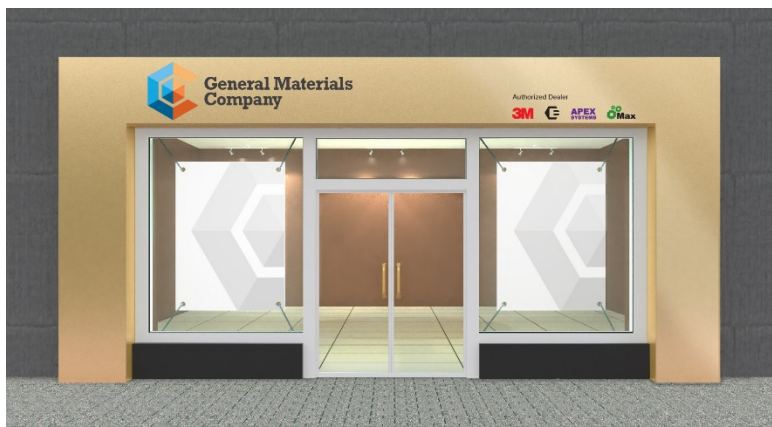
The 3M logo may be used on branded merchandise with the logos of other affiliated companies when your company logo also is displayed more prominently.



3M with Other Third Parties: Signage and Storefronts

This example shows a third-party sign where 3M is one of a number of affiliations that are shown together.

- Do not use the authorized relationship artwork; instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size and group them away from the third-party logo



3M with Other Third Parties: Stationery

These examples reflect the application of the basic guidelines for communications from a third party when 3M is one of a number of affiliations that are shown together.

- Do not use the authorized relationship artwork; instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos, include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size and group them away from the host third-party logo
- Expressing the relationship with 3M is not allowed on third-party invoices, nor recommended for personal communications



- Do not use the 3M logo on third-party envelopes

Incorrect



3M with Other Third Parties: Websites

If you are a 3M authorized dealer, distributor or fabricator developing a website that features 3M products or services in conjunction with those from other affiliated companies, the following guidelines will help you to use 3M assets and standards correctly.



- Do not use the authorized-relationship artwork; instead, always display the 3M logo in 3M Red (R: 255/G: 0/B: 0)
- The 3M logo can be an image map that links to 3M.com, or to content about 3M products within the third-party site
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size and group them away from the third-party logo
- Note that it is very important that you do not frame a 3M website within your site
- The 3M logo or a 3M product name should never appear within your home page banner or page headers
- Do not use graphic images from 3M.com without first obtaining permission from your 3M contact
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text

Correct: no logo in text

Select window films from 3M.

Incorrect: no logo in text

Select window films from ~~3M~~.

- Do not use the 3M logo as part of a text hot link; hot links to 3M.com that appear in text format should appear in the same type as the surrounding text

Correct: text as link

3M.com

Incorrect:

~~3M.com~~

- Never use 3M or a 3M product name as your domain identifier — it must follow the domain slash separator; using 3M or a 3M product name in your domain identifier implies to the Web user that you are part of 3M

Correct URL Identifier

www.generalmat.com/3mwindowfilm

Incorrect URL Identifier

~~www.3mwindowfilm/generalmat.com~~

3M with Other Third Parties: Web Banners

If you are a 3M authorized dealer, distributor or fabricator developing a web banner that features 3M products or services in conjunction with those from other affiliated companies, the following guidelines will help you to use 3M assets and standards correctly.



- The final design always should look like a third-party web banner, not a web banner from 3M or any of the other affiliates
- Do not use the authorized-relationship artwork; instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Make sure that the host third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size, and group them away from the host third-party logo
- Do not use Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text

Correct: no logo in text

Select window films from 3M.

Incorrect: no logo in text

Select window films from ~~3M~~.

- Only use the 3M logo with identifying copy (e.g., “authorized dealer”); the 3M logo with identifying copy can be an image map that links to 3M.com



- Do not use the 3M logo as part of a text hot link; hot links to 3M.com that appear in text format should appear in the same type as the surrounding text

Correct: text as link

3M.com

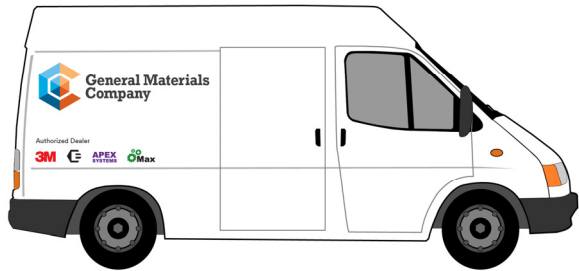
Incorrect:

~~3M.com~~

3M with Other Third Parties: Vehicles

These examples illustrate a third-party vehicle where 3M is one of a number of affiliations that are shown together.

- Do not use the authorized relationship artwork; instead, use just the 3M logo in 3M Red
- Near the group of affiliated logos, include a clarifying statement about the type of relationship, such as “Authorized Dealer” or “Manufacturers’ Representative”
- Make sure that the third-party logo is more prominent than the 3M logo or the logos of the other affiliated companies
- Scale the 3M logo and the other affiliate logos in a similar size and group them away from the third-party logo



3M Communications Mentioning a Third Party

The examples and standards outlined here are designed to make it easy for customers to tell that the original communication is from 3M – with an accommodation for the third-party affiliate.

There are two general approaches to showing a third-party affiliation within 3M communications. A minimal third-party reference simply identifies the third-party relationship with a descriptor and the affiliate's logo. The other approach leverages a defined zone to communicate the third-party connection, offering more space and latitude to incorporate messages and visuals about the third party.

No matter which approach you take, certain standards always will apply:

- Make the 3M identity the most prominent
- Follow general 3M identity standards for the communication you are creating
- Clarify the relationship between 3M and the affiliated company based on the precise legal arrangements in place

Use of the tagline: 3M Science. Applied to Life™

The 3M tagline is used to tell the 3M story and is typically not meant to represent 3M in mixed company like in co-branding. It can be used when the event or touchpoint is exclusively 3M.



When the tagline can be used in co-branding

- In areas or applications where 3M is the host
- In a 100% dedicated space for 3M branding by a channel or retailer host
 - an ad space
 - a web page or catalog page/section dedicated to 3M
 - a point-of-sale area or display
- When 3M is a title sponsor of an event

When the tagline should not be used

- On packaging of any kind
- When 3M is a basic or co-sponsor sponsor of an event
- When 3M is in a group of other companies or brands as featured by a retailer
- On business cards, stationery, signage or vehicles of any other company

Minimal Third-Party Reference – Simple identification of the third-party relationship

Most of the time, 3M communications mentioning a third party will simply identify the relationship with copy and the affiliate's logo. These applications illustrate this simple identification, or Minimal Third-Party Reference, approach.

Applications

[Advertising](#)

[Literature and Promotional Flyers](#)

[Packaging](#)

Third-Party Zone – Creating a defined zone to communicate the third-party connection

A specified zone is created to communicate the third-party connection. The zone offers more space and the latitude to incorporate messages and visuals about the third party beyond a logo.

Applications

[Advertising](#)

[Literature and Promotional Flyers](#)

Minimal Third-Party Reference: Advertising

This example shows Minimal Third-Party Reference, or simple identification, of a third-party relationship in 3M advertising.

- Make the 3M identity the most prominent
- As with any 3M communication, follow general 3M identity standards for the advertisement that you are creating
- Clarify the relationship between 3M and the affiliated company based on the precise legal arrangements in place
- Place the third-party logo and relationship copy (such as “Distributed by”) in a location clearly separated from the 3M logo
- Scale the third-party logo at 1/2 to 3/4 the M-height of the 3M logo; the goal is to maintain the prominence of the 3M logo and make clear that the ad is from 3M, and not the third party



Minimal Third-Party Reference: Literature and Promotional Flyers

This example shows a Minimal Third-Party Reference, or simple identification, of a third-party relationship in 3M literature.

- Make the 3M identity the most prominent
- Clarify the relationship between 3M and the affiliated company based on the precise legal arrangements in place
- Place the third-party logo and relationship copy (such as “Distributed by”) in a location clearly separated from the 3M logo; this preserves 3M's prominence
- Scale the third-party logo at 1/2 to 3/4 the M-height of the 3M logo



Minimal Third-Party Reference: Packaging

This example shows Minimal Third-Party Reference, or simple identification, of a third-party relationship on 3M packaging. Packaging typically will not employ the other approach, where a defined zone is leveraged to communicate the third-party connection.

- Make the 3M identity the most prominent
- As with any 3M communication, follow general 3M identity standards for the package that you are creating
- Clarify the relationship between 3M and the affiliated company based on the precise legal arrangements in place
- Place the third-party logo and relationship copy (such as “Distributed by”) in a location clearly separated from the 3M logo; if the 3M logo is in the upper left hand corner, put the third-party information in the lower right
- Scale the third-party logo at 1/2 the M-height of the 3M logo or smaller; the goal is to maintain the prominence of the 3M logo and make clear that the product is from 3M, and not the third party



Package with logo

Third-Party Zone: Advertising

These examples show identification of a third-party relationship in 3M advertising via a Third-Party Zone. A special zone is created to contain elements beyond the third-party logo. This zone can include color, a tag line, illustrations, photographs and contact information specific to the third party.

The zone always will be a strip along the bottom of the ad. On a full-page, letter size ad, the strip is 1 inch tall by the full 8.5 inches wide, so a ratio of 10 to 1 is established between 3M “real estate” and that of the third party. Other ad formats may use different proportions. The goal is to make the 3M identity most prominent and make clear that the ad is from 3M, and not the third party.



As with all communications mentioning a third party:

- Follow general 3M identity standards for the ad that you are creating
- Clarify the relationship between 3M and the affiliated company based on the precise legal arrangements in place

Third-Party Zone: Literature and Promotional Flyers

These examples show identification of a third-party relationship in 3M literature via a Third-Party Zone. A special zone is created to contain elements beyond the third-party logo. This zone can include color, a tag line, illustrations, photographs and contact information specific to the third party.

The zone always will be a strip along the bottom of the cover or front panel of the literature. On a letter size document (like the one shown here), the strip is 1 inch tall by the full 8.5` inches wide, so a ratio of 10 to 1 is established between 3M “real estate” and that of the third party. Other literature formats may use different proportions. The goal is to make the 3M identity most prominent and make clear that the literature is from 3M, and not the third party.



As with all communications mentioning a third party:

- Follow general 3M identity standards for the literature that you are creating
- Clarify the relationship between 3M and the affiliated company based on the precise legal arrangements in place

General Guidelines

Managing the Relationship

Actively managing relationships with authorized third parties is key to mutual success.

Find out what is needed

Typically, a third-party affiliate will contact 3M with a request for assistance in communicating their 3M relationship. Calls and inquiries to 3M general offices should be referred to the business that manages the product or product family.

Confirm third-party status

Once the 3M business learns of the third-party request, the authorized status of the third party must be confirmed. Legal agreements and the exact nature of the relationship should be clear. Then a proof-of-purchase check through billing and accounting should be conducted. This will confirm that the third party really is distributing, applying or otherwise buying 3M products. Once the business has determined the appropriateness of the request, Brand Design can assist both the business and the third party with tools and recommendations.

Don't provide the logo without a license

The 3M logo may not be used by a third party without a trademark license. Existing official distributor agreements include a trademark license. However, if the affiliation is not via a distributor agreement, a simple, standard trademark license needs to be established.

Contact your legal representative for the right documents and advice.

Monitor their messages

The 3M business must monitor the communications created by the third party that mention the 3M relationship.

Make sure that their message is accurate, correctly expresses their affiliation with 3M, and is consistent with the licensing agreement. Be aware of language used in marketing materials that may make unfounded claims or confuse the reader. For example, all such communications should avoid the word "partner," since this has legal connotations that are broader than most third-party affiliations.