

3M Red: The Basics

Make It Your First Choice

A 3M Red logo on white is a priority when designing 3M communications materials to provide instant recognition for 3M and its products.

3M Red Color Requirements

The 3M logo must be red when printing in two or more colors. Use spot color or four-color process.

The 3M logo may be black in one-color reproduction.

The 3M logo must never appear in white.

Technical Guidelines

3M Red CMYK formula:
0c100m90y0k

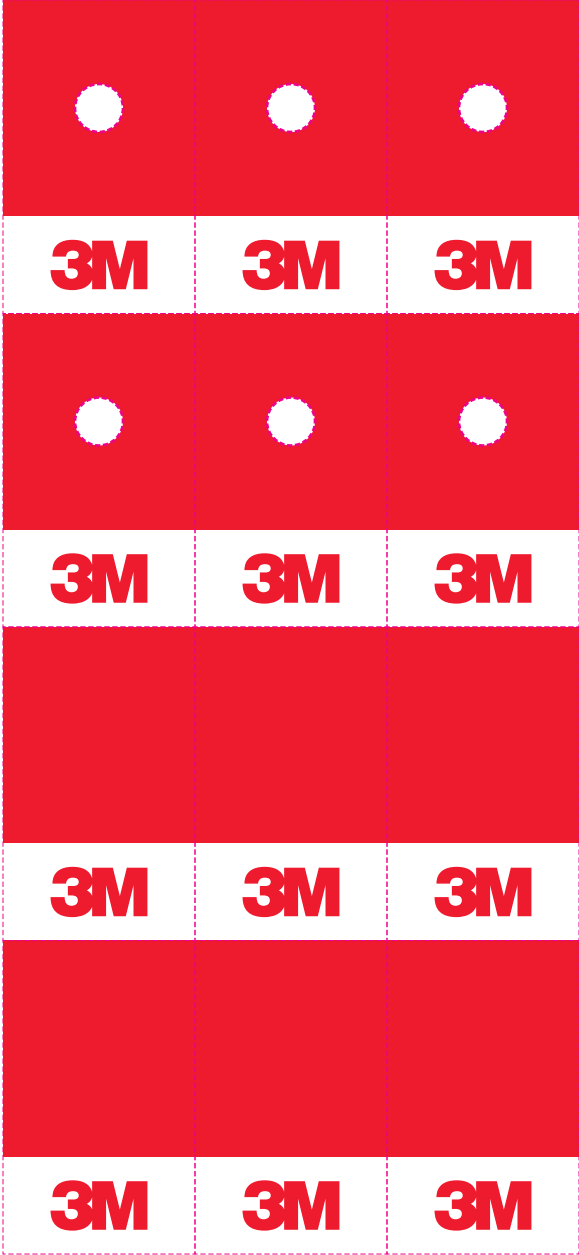
3M Red RGB values:
255r0g0b

3M Red web values:
Red FF green 0 blue 0

Do not use a PMS color match for printed materials. Use the L*a*b* color specification or match to a 3M Red swatch.

Visit the 3M Brand Identity web site at: www.3M.com/identity for other 3M Red information for other forms of media.

To order 3M Red Ink, contact Sun Chemical via email at sales@sunchemical.com.



3M Brand Identity and Design

3M Center, Building 0225-01-S-15
St. Paul, MN 55144-1000
651 733 5417 phone
www.3M.com/identity
identitysite@3M.com

L*a*b*

L* 45.74 a* 67.74 b* 46.80

Illuminate: D50 Observer Angle: 2°