

3M Red: The Basics

Make It Your First Choice

A 3M Red logo 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

3M Red is not specific to any PANTONE® Color. Use the L*a*b*CH color specification or match to a 3M Red swatch.

For other 3M Red information regarding other forms of media, visit the 3M Brand Central web site at:

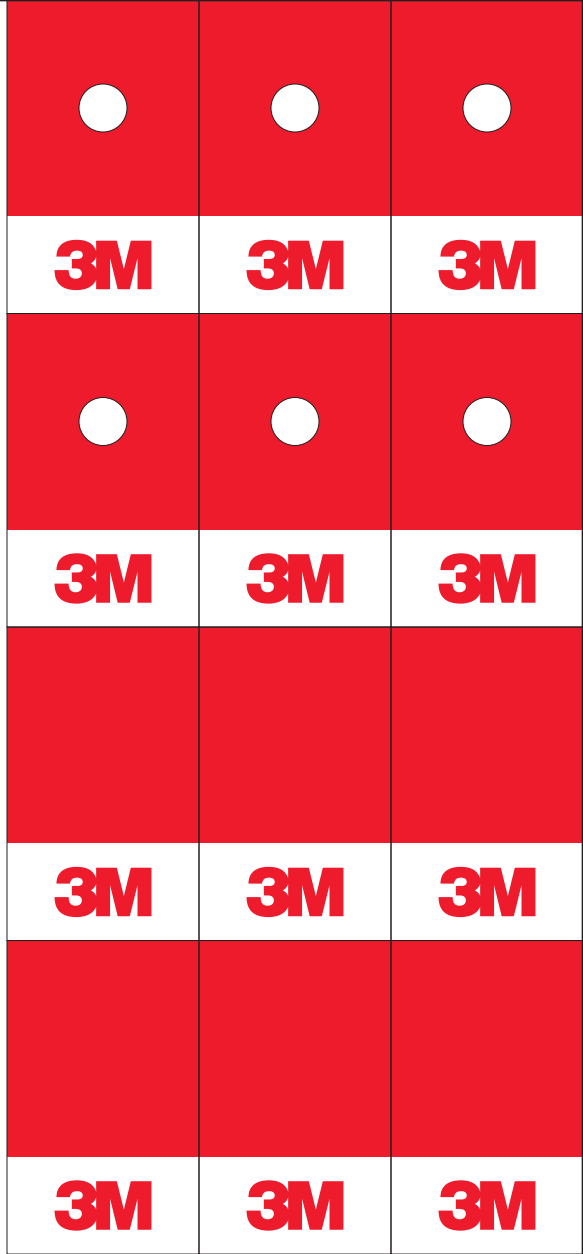
www.brand.3M.com

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



3M Design

3M Center, Building 0223-01-S-01
St. Paul, MN 55144-1000
www.brand.3M.com
brandcentral@mmm.com



L*a*b*CH

L* 45.74 a* 67.74 b* 46.80
C 82.34 H 34.64

Illuminate: D50 Observer Angle: 2°

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