3M Science.
Applied to Life.™

Signage and Wayfinding Guidelines – Interior

Overview

Overview

This set of reference and high-level guidelines showcases environmental design considerations for a range of facilities across the globe including Innovation Centers, Service Centers, Technical Centers, corporate offices, manufacturing facilities, and all the spaces, in which our audiences interact. This set of guidelines includes signage and wayfinding for interior design elements and graphics.

In its purpose, the visuals should be rooted in the new 3M brand system, provide consistency, function as clear identification, inspiration and just enough color, texture and material to serve long-term brand evolution.

Within this set are varying levels of recommendations, priorities and options to phase in design changes. All tactical examples are planned with a holistic approach and should be reviewed in conjunction with other initiatives and future plans.

Interior spaces at 3M are intentionally designed to reflect the company brand and mission. We need to create spaces that integrate our visual language to only enhance the experience and complement the architectural finishes, materials, furniture, lighting, and other interior design elements.

Within signage and wayfinding, the attention to detail and consistency is paramount for functionality and for anyone to navigate a 3M space. This includes ADA, accessibility, and unique considerations for the wide range of audiences. And from these important details, our audience will also gain a brand impression from the combination of every element.

Overall, we need to convey our story through a consistent experience. And express our brand with integrity through every element integrated into our spaces. Advancing and protecting our brand starts with the minute our audience encounter a 3M space.

Sign specifications

Typeface

Functionality and visibility are paramount for interior signage and wayfinding applications and all other brand requirements follow. 3M Circular Bold is the primary font to be used for most applications. Refer to the sign type section for detailed specification regarding font size, color, and alignment.

Also refer to the 3M Visual Identity Guidelines for more specific requirements on typeface usage and application.

3M Circular Black has been added to the overall Visual Identity system and, for signage, can be utilized for instances for higher visibility are required.

3M Circular Regular

a b c d e f g h i j k l m n o p q r s t u v q w x y z
A B C D E F G H I J K L M N O P Q R S T U V Q W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) > <

3M Circular Bold

a b c d e f g h i j k l m n o p q r s t u v q w x y z
A B C D E F G H I J K L M N O P Q R S T U V Q W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) > <

3M Circular Black

a b c d e f g h i j k l m n o p q r s t u v q w x y z
A B C D E F G H I J K L M N O P Q R S T U V Q W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) > <
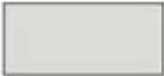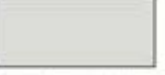
Color and material

Film | **Code**
Clear matte acrylic | (2225)
1/8" thick | ACR-8

Rowmark ADA Alternative in Black | (401)

3M™ Scotchcal™ Vinyl Matte White | 7725-25
3M™ Scotchcal™ Vinyl Matte Black | 7725-20

ACR-8

Rowmark ADA
Alternative in
Black (401)

3M™ Scotchcal™
Vinyl, Matte White

Paint | **Code**
Benjamin Moore Paints | BMP

Chantilly Lace | (OC-65)

Sherwin Williams Black Magic | SW 6991

3M™ VHB Tape | VHB

Chantilly Lace (OC-65)

Sherwin Williams
SW 6991
Black Magic

Paint

SATIN RED:
AKZO 409-E-4
w/ APPROVED SAMPLE

SATIN BLACK

T/M 3M 7725-11
PEARL GRAY, SATIN

Opaque vinyl

3M 7725-13
TOMATO RED
DOOR VINYL & LOBBY LETTERS

3M 7725-10
WHITE
DOOR VINYL

3M 7725-12
BLACK
LOBBY LETTERS

3M 7725-11
PEARL GRAY
FLEX FACE OVERLAY

3M 3635-22B
BLACK
BLOCKOUT
FLEX FACE OVERLAY

Translucent vinyl

3M 3630-33
RED
INT. ILLUM. PFCL SIGNS

Overlaminate vinyl

3M 3660
MATTE
INT. ILLUM. PFCL SIGNS

Reflective vinyl

3M 3932
HIGH INTEN-
SITY RED
NON-ILLUM. P & P SIGNS

3M 3930
HIGH INTEN-
SITY WHITE
NON-ILLUM. P & P SIGNS

3M 680-10
REFLECTIVE
WHITE
NON-ILLUM. P & P SIGNS

3M 680-85
REFLECTIVE
BLACK
NON-ILLUM P & P SIGNS

3M 3990
DIAMOND GR.
WHITE
NON-ILLUM P & P SIGNS

Primary tactile pictographs

This set of pictographs are the primary set to be used for any signage developed for 3M. Approval is to be granted by 3M or a 3M representative to use any other set of pictographs.

See the Sign Types section for detailed specifications regarding pictogram size, color, and placement.

Men

Women

All Gender

Accessible

Mother's Room

Wellness

Stairs
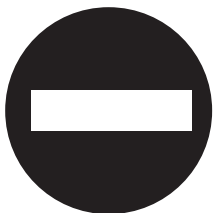
Emergency Exit Only

In Case of Fire Use Exit

Fire Extinguisher
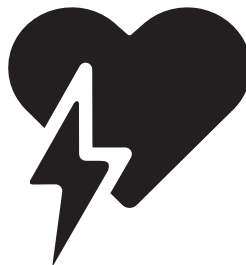
AED Blade Identification

First Aid

Shelter Area

Secondary tactile pictographs

This set of pictographs are a secondary set to be used only if circumstance require it. Approval is to be granted by 3M or a 3M representative to use this set of pictographs.

See the Sign Types section for detailed specifications regarding pictogram size, color, and placement.

Men

Women

All Gender
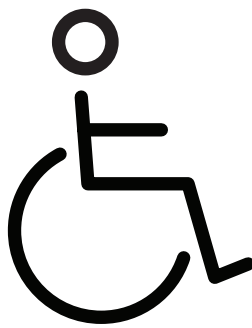
Accessible

Mother's Room

Wellness
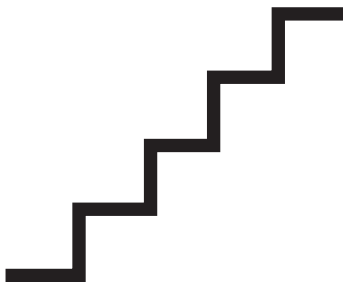
Stairs
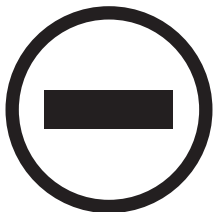
Emergency Exit Only

In Case of Fire Use Exit
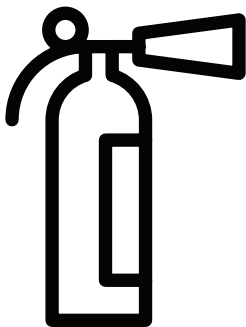
Fire Extinguisher
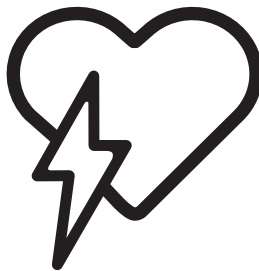
AED Blade Identification

First Aid

Shelter Area

Sign types

Code (C)
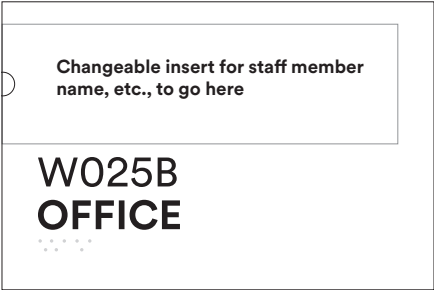
IN CASE OF FIRE

ELEVATORS ARE
OUT OF SERVICE
USE EXIT

Room changeable (RC) (C)

Changeable insert for staff member
name, etc., to go here

W025B
OFFICE

Room not changeable (R) (C)

5075
**COMMUNICATION
ROOM**

Symbol signs (S)

STAIRS

Work stations (WS)

Changeable insert for staff member
name, etc., to go here

6R58

Wayfinding (W)

❮ **West**

Flag signs (F)

AED

Pucks (P)

PULL
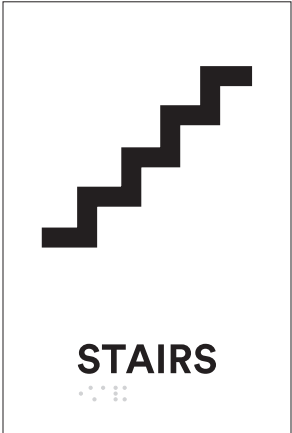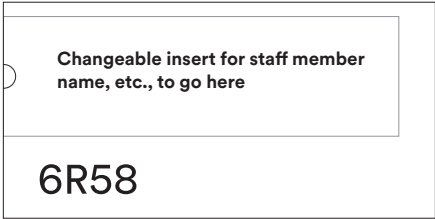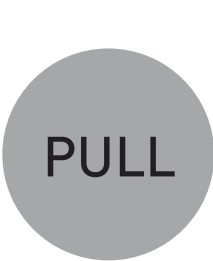
Sign installation

Sign content and characters to adhere to the Americans with Disabilities Act Accessibility Guidelines (ADAAG) for Buildings and Facilities and will use all uppercase letters.

See the Sign Locations section for sign locations. Sign mounting location and height to adhere to the Americans with Disabilities Act Accessibility Guidelines (ADAAG) for Buildings and Facilities:

Wall Mounted Signs
4.30.6 Mounting Location and Height. Where permanent identification is provided for rooms and spaces, signs shall be installed on the wall adjacent to the latch side of the door.

Where there is no wall space to the latch side of the door, including at double leaf doors, signs shall be placed on the nearest adjacent wall.

Mounting height shall be 48" above the finish floor to the baseline of the sign.

Mounting location for such signage shall be so that a person may approach within 3" of signage without encountering protruding objects or standing within the swing of a door.

Overhead or Protruding Sign
4.4.2 Head Room.
Walks, halls, corridors, passageways, aisles, or other circulation spaces shall have 80" minimum clear head room.

If vertical clearance of an area adjoining an accessible route is reduced to less than 80" (nominal dimension), a barrier to warn blind or visually-impaired persons shall be provided.

Mounting
Flush-mount all panel signs to wall or glass surface using 3M VHB tape, sufficient to securely hold sign on a permanent basis.

For signs mounted on glass, as noted in the message schedule, provide matching 1/16" thick acrylic back panel on opposite side of glass to hide tape-mounting.
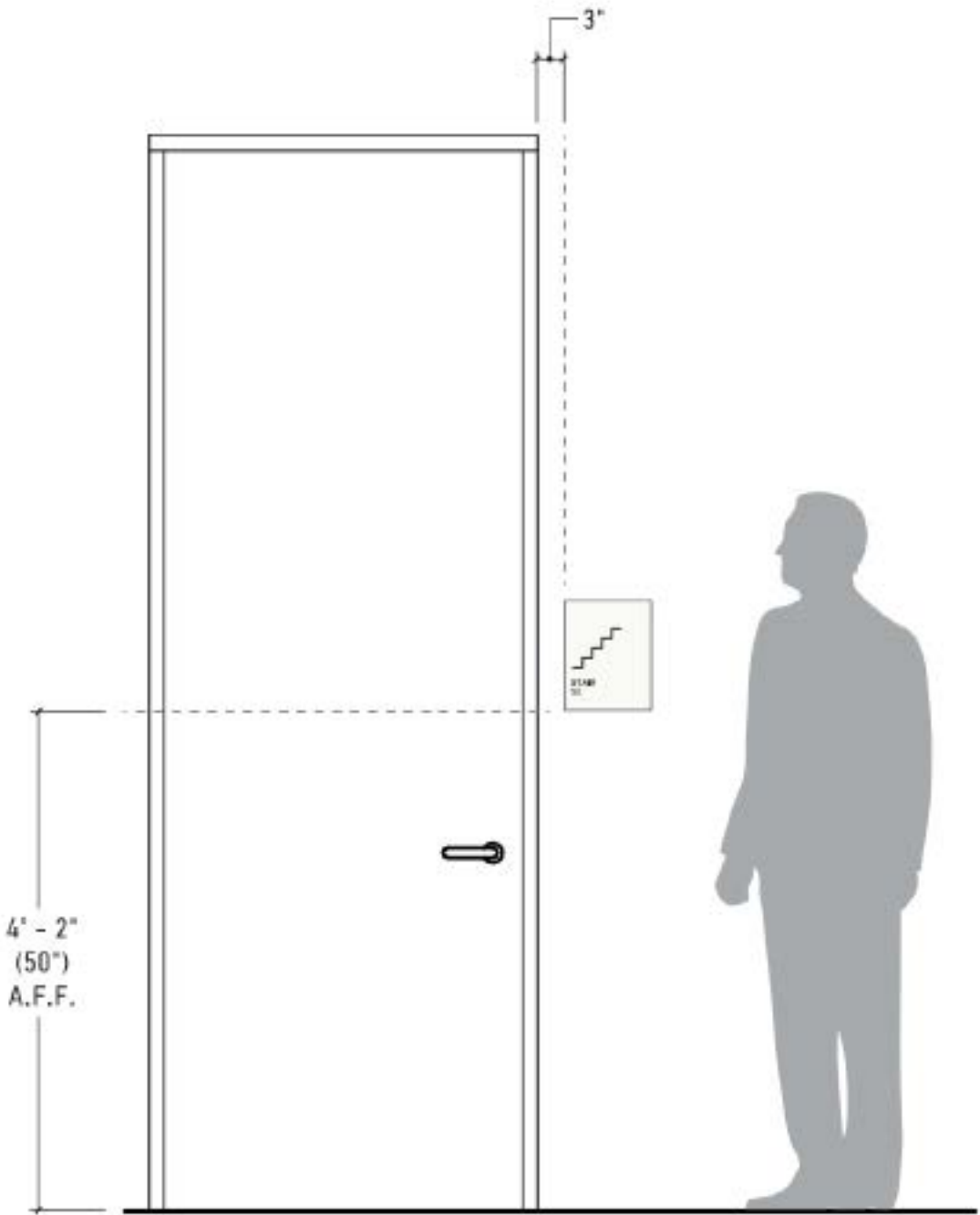
Code signage

Restroom (men)

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised (1/32" minimum) Rowmark
　　　　symbol
Size　　4" high (men)
Color　　Black (401)
Align　　Left within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font　　3M Circular Bold
Style　　Uppercase
Size　　5/8" high (based on
　　　　uppercase "I")
Color　　Black (401)
Align　　Left 3/4" from left edge
　　　　with baseline at 1-1/4" from
　　　　bottom of sign; Braille should
　　　　align left with copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.

Restroom (men ADA)

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised   (1/32" minimum) Rowmark
         symbol
Size   4" high (men) and 3" high
         (accessibility)
Color   Black (401)
Align   Left within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
         uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge
         with baseline at 1-1/4" from
         bottom of sign; Braille should
         align left with copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.

Restroom (women)

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised   (1/32" minimum) Rowmark
          symbol
Size   4" high (women)
Color   Black (401)
Align   Left within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
          uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge
          with baseline at 1-1/4" from
          bottom of sign; Braille should
          align left with copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.
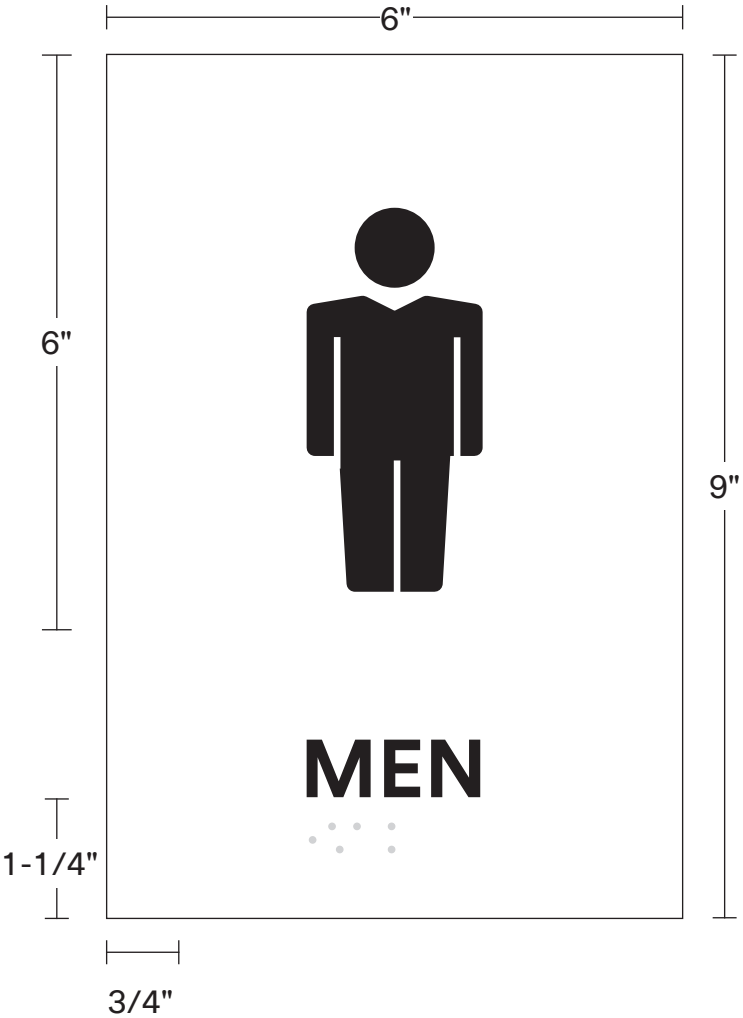
Restroom (women ADA)

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised   (1/32" minimum) Rowmark
         symbol
Size   4" high (women) and 3" high
         (accessibility)
Color   Black (401)
Align   Center within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
         uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge
         with baseline at 1-1/4" from
         bottom of sign; Braille should
         align left with copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.
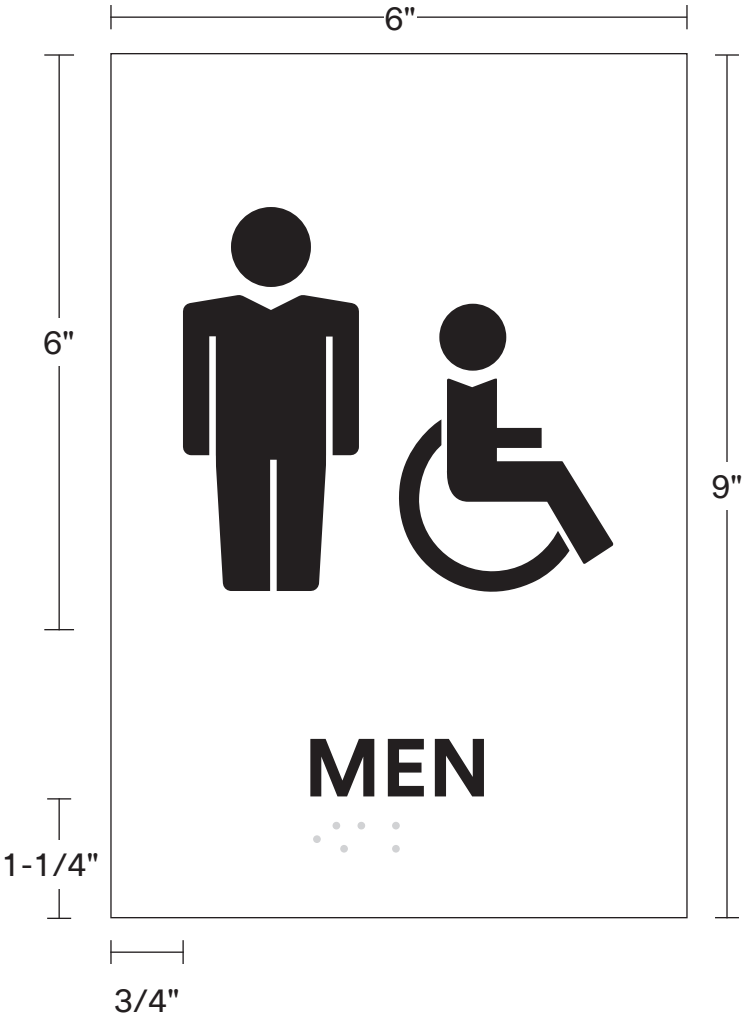
Restroom (gender neutral)

Materials
Acrylic clear with matte finish, 1/8" thick (ARC-8).
Benjamin Moore paint in Chantilly Lace (OC-65).
Rowmark ADA Alternative in Black (401).

Fabrication
Back paint acrylic panel with BMP OC-65.

Pictogram
Raised   (1/32" minimum) Rowmark symbol
Size   4" high
Color   Black (401)
Align   Left within 6" field

Characters
Raised Rowmark lettering (1/32" minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge with baseline at 1-1/4" from bottom of sign; Braille should align left with copy

Braille
Clear, raised Grade 2 Braille (1/32" minimum). To adhere to the Americans with Disabilities Act Accessibility Guidelines (ADAAG) for Buildings and Facilities.
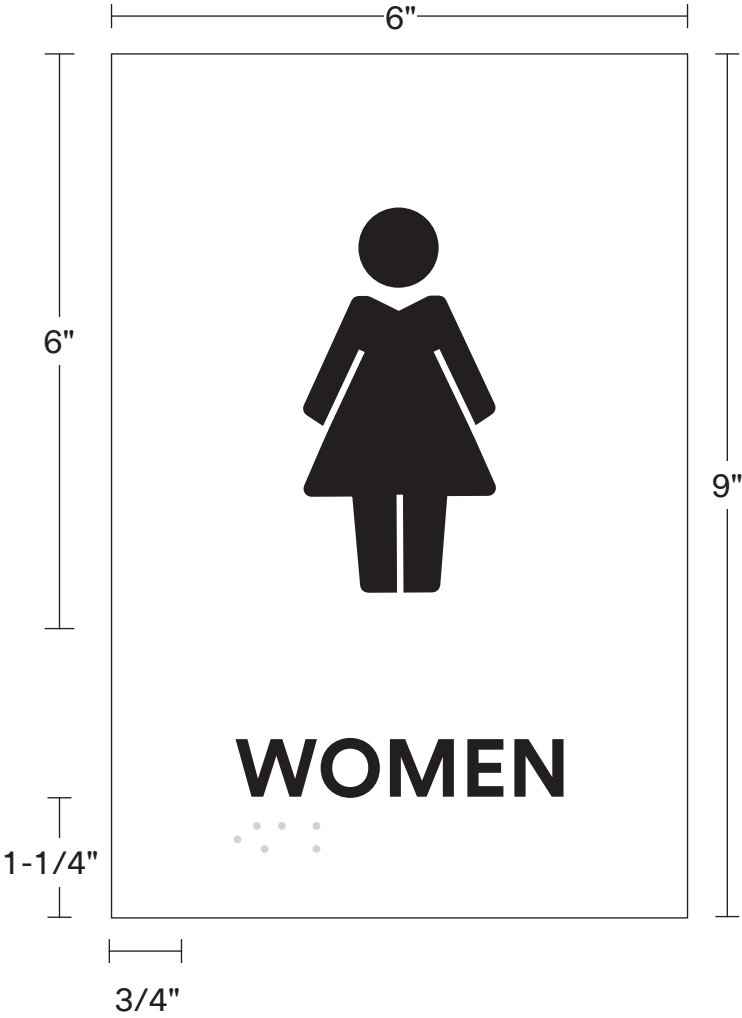
Restroom (gender neutral ADA)

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised (1/32" minimum) Rowmark
         symbol
Size   4" high
Color   Black (401)
Align   Left within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on uppercase
         "I")
Color   Black (401)
Align   Left 3/4" from left edge with
         baseline at 1-1/4" from bottom of
         sign; Braille should align left with
         copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.

Shelter area

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised (1/32" minimum) Rowmark
         symbol
Size   4" high (shelter area)
Color   Black (401)
Align   Center within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
         uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge
         with baseline at 1-1/4" from
         bottom of sign; Braille should
         align left with copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.

SHELTER
AREA

Stairs

Materials
Acrylic clear with matte finish, 1/8" thick (ARC-8).
Benjamin Moore paint in Chantilly Lace (OC-65).
Rowmark ADA Alternative in Black (401).

Fabrication
Back paint acrylic panel with BMP OC-65.

Pictogram
Raised (1/32" minimum) Rowmark symbol
Size   4" high (stairs)
Color   Black (401)
Align   Center within 6" field

Characters
Raised Rowmark lettering (1/32" minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on uppercase "I")
Color   Black (401)
Align   Left (3/4" margin from edge) with
         baseline of text 1-1/4" from bottom of
         sign; Braille should align left with copy

Braille
Clear, raised Grade 2 Braille (1/32" minimum).
To adhere to the
Americans with Disabilities Act Accessibility
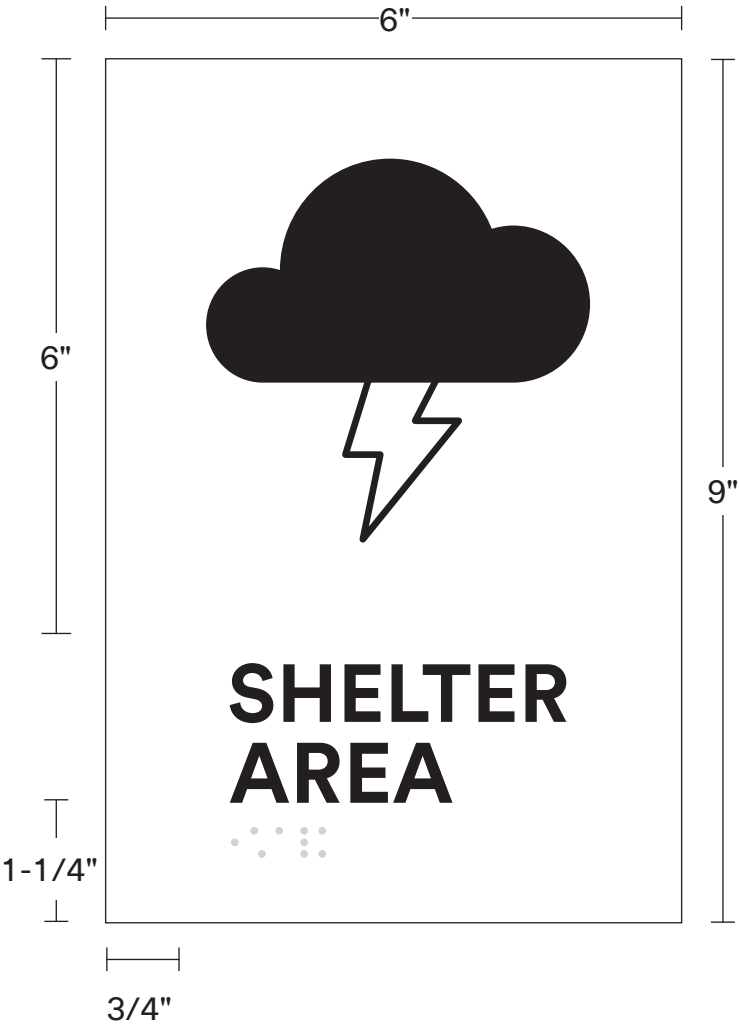Guidelines (ADAAG) for Buildings and Facilities.

STAIRS

Stairwell

Materials
Acrylic clear with matte finish, 1/84"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with
Benjamin Moore OC-65.

Characters
Raised Rowmark lettering (1/32"
minimum).
Style: Uppercase
Color: Black (401)

Line 1 (STAIR A)
Font   3M Circular Bold
Size   5/8" high (based on
        uppercase "I")
Align   Left 3/4" from left edge and
        top of characters to be 3/4"
        from top of sign

Line 2 (FLOOR)
Font   3M Circular Book
Size   5/16" high (based on
        uppercase "I")
Align   Left with line 1, with baseline
        at 2-1/2" from top of sign

Line 3 (6)
Font   3M Circular Bold
Size   5" high (based on uppercase
        "I")
Align   Left below line 2

Lines 4–6
Font   3M Circular Book (lines 4-5)
        and Bold (line 6)
Size   5/16" high (based on
        uppercase "I")
Align   Left with line 1
        Baseline of line 6 should be
        1-3/4" from bottom of sign;
        Braille should align left with
        copy

Braille
Clear, raised Grade 2 Braille
(1/32" minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG) for
Buildings and Facilities.

12"

1-1/2"

5"

18"

3-1/2"

STAIR A

FLOOR

6

FLOORS B–6
ROOF ACCESS
EXIT ON 1
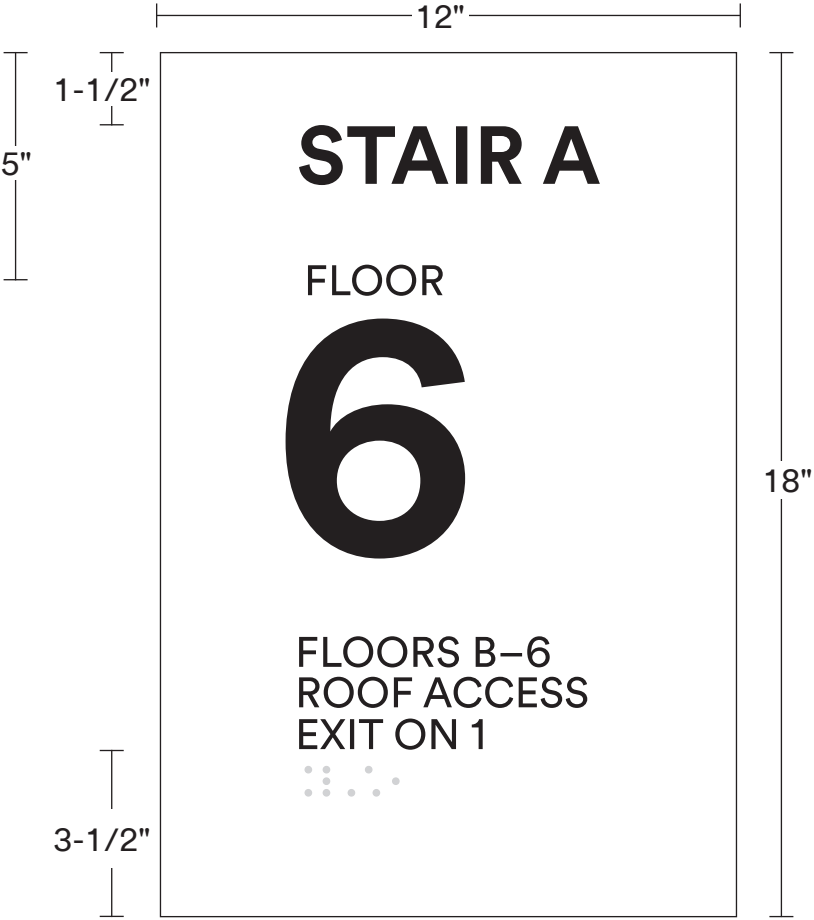
Stairwell

Use only as required by code

Fabrication
Use white sign for white walls. If wall is not white, confirm with client or architect to use white or black.

1. 1/4" acrylic photopolymer painted BM Chantilly Lace Satin Finish

2. Raised tactile painted Wells Fargo Black Satin Finish

3. Grade 2 Braille

1

STAIR A

FLOOR

2

6

3

FLOORS B−6
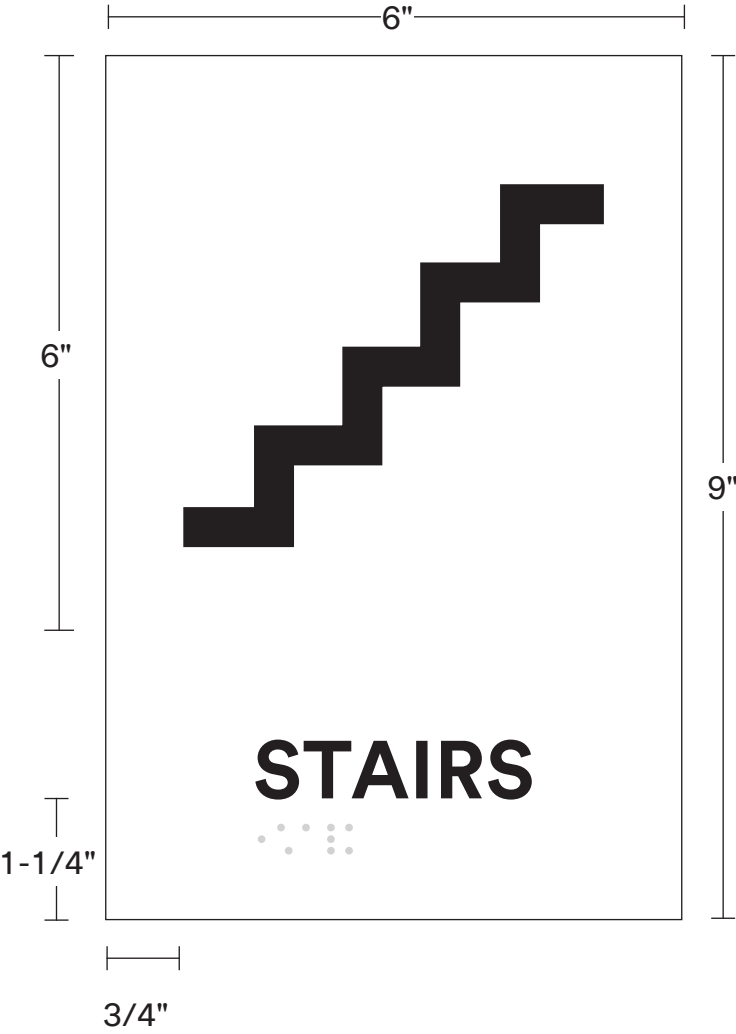ROOF ACCESS
EXIT ON 1
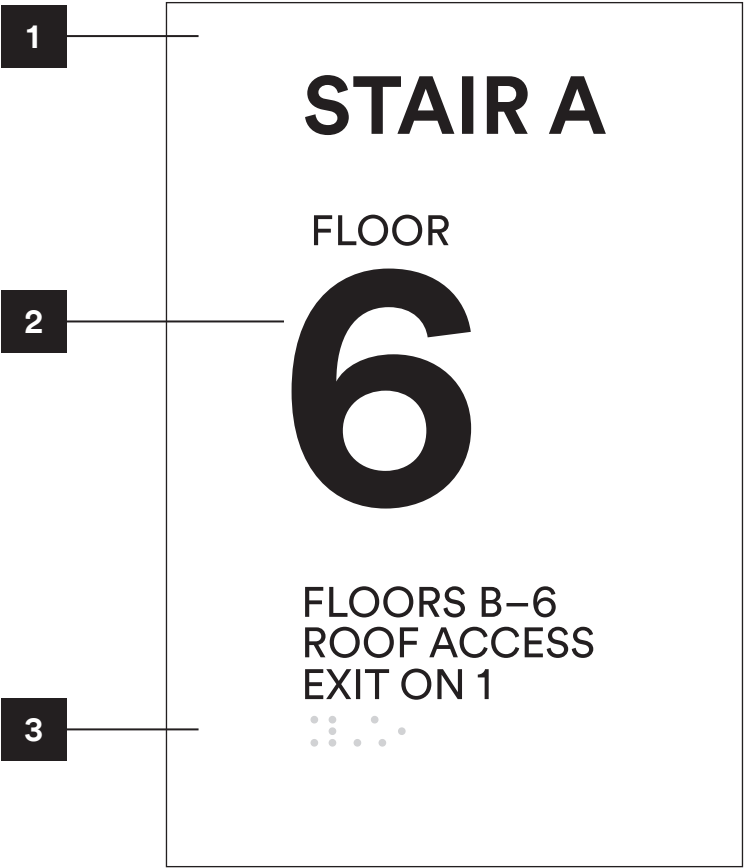
Use exit

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with
Benjamin Moore OC-65.

Pictograph
Digitally—or screen—printed symbol.
Size: 4" high
Color: Red and black
Align: Center within 6" field

Characters (IN CASE OF…)
Raised Rowmark lettering
(1/32" minimum).
Font   3M Circular Book
Style   Uppercase
Size   5/16" high (based on
           uppercase "I")
Color   Black (401)
Align   Left with "USE EXIT" (3/4"
           from left edge) and top of
           text 3/4" from top of sign

Characters (USE…)
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
           uppercase "I")
Color   Black (401)
Align   Left with baseline at 1-1/4"
           from bottom of sign; Braille
           should align left with copy

Exit only

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with BMP
OC-65.

Pictogram
Raised   (1/32" minimum) Rowmark
            symbol
Size   4" high (stairs)
Color   Black (401)
Align   Center within 6" field

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
            uppercase "I")
Color   Black (401)
Align   Left (3/4" margin from edge)
            with baseline of text 1-1/4"
            from bottom of sign; Braille
            should align left with copy

Braille
Clear, raised Grade 2 Braille (1/32"
minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG)
for Buildings and Facilities.
April 2020 Version 1.1

EXIT ONLY
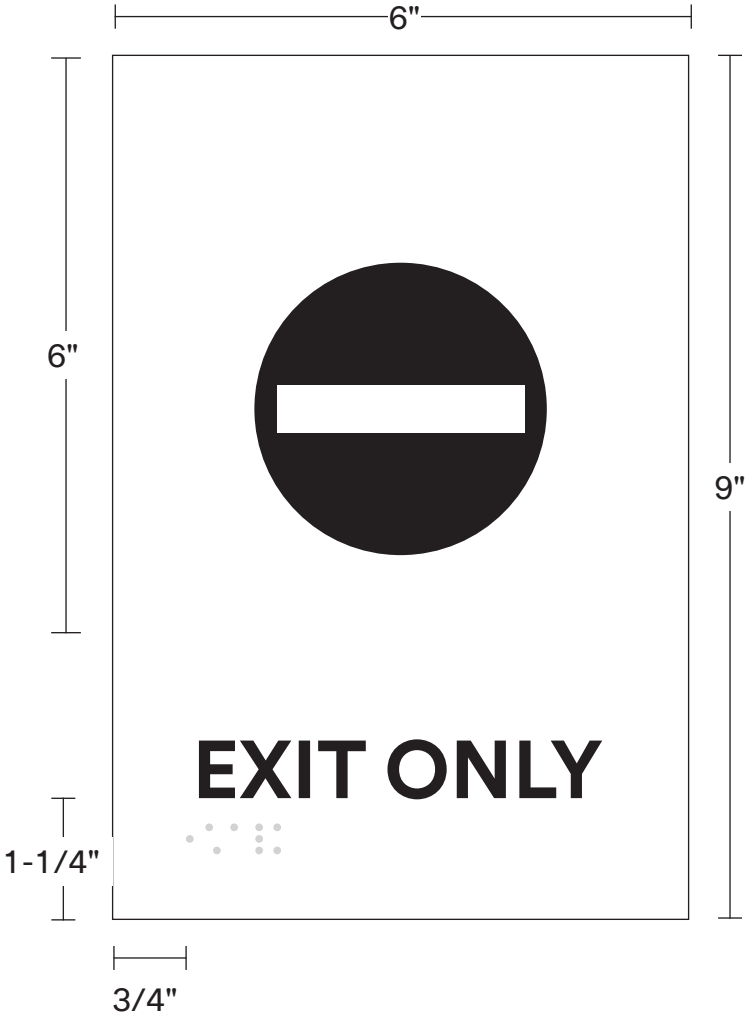
Flag signs

Use only as required by code

Materials
Acrylic clear with matte finish, 1/84" thick
(ARC-8).
Benjamin Moore paint in Chantilly Lace
Satin Finish (OC-65).
Sherwin Williams Black Magic
(SW 6991)
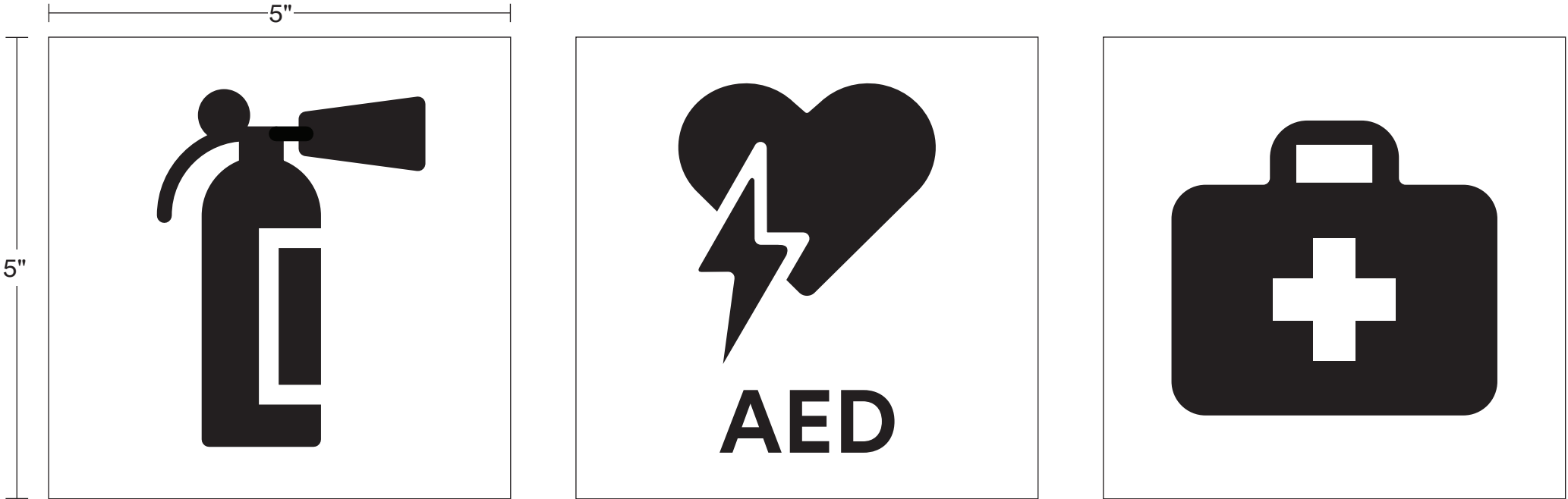
Flag signs

Use only as required by code

Fabrication
Use white sign for white walls. If wall is not white, confirm with client or architect to use white or black.

1. 1/8" aluminium break form painted Chantilly Lace Satin Finish

2. Icon masked and painted Wells Fargo Black

3. Counter-sunken screws with vinyl discs placed over painted Chantilly Lace

Back paint acrylic panel with BMP OC-65. Screen print characters onto sign.
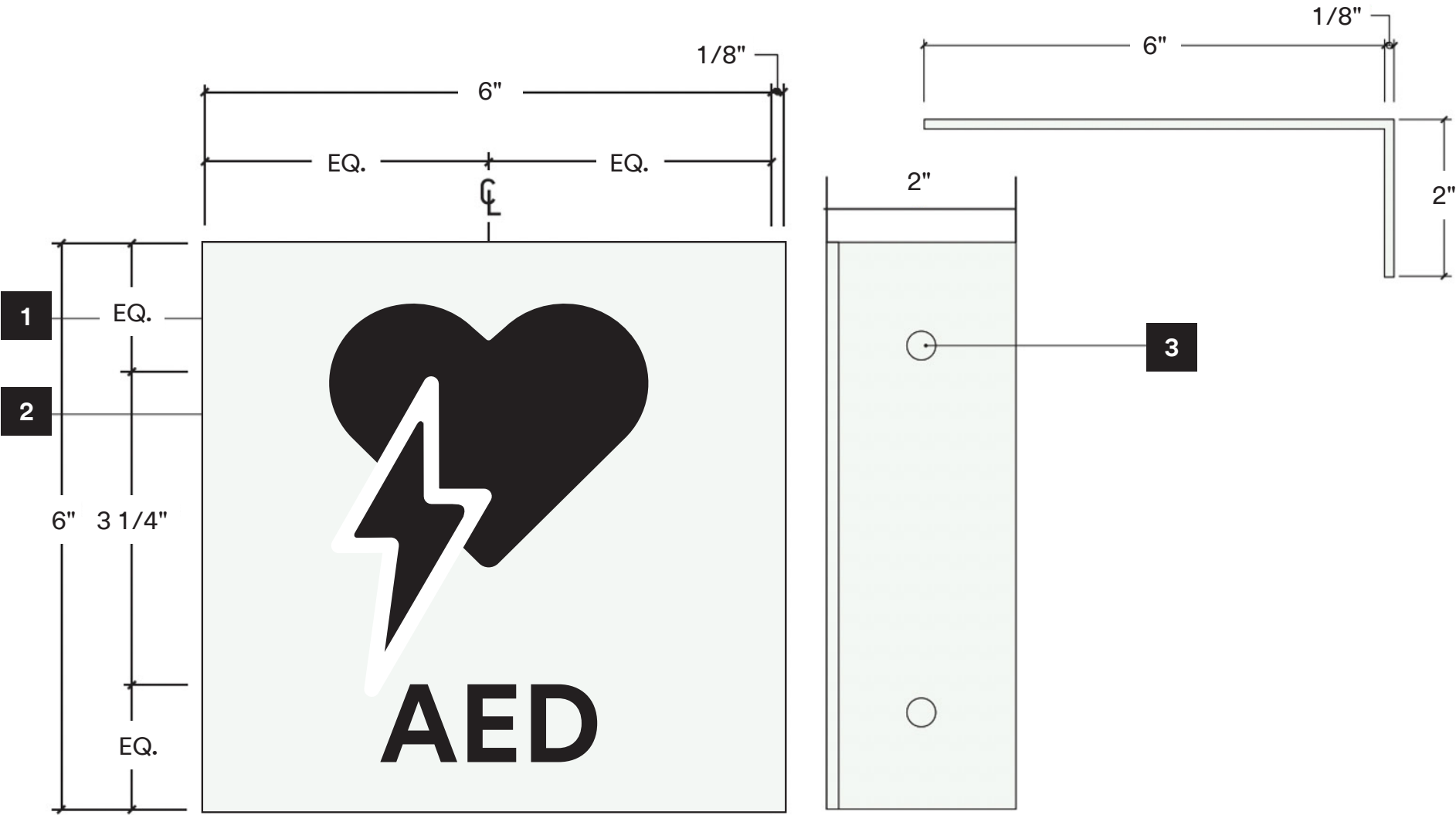
Flag signs

Placement and angle

Flag signs are positioned for optimal
visibility from all angles of approach.
Utilize perpendicular orientation for
dual approach visibility. For multiple
approach utilize a 45° angled
orientation sign. All flags are placed
in stacked positioning.

1/2"

7'0"

Graphic

Graphic

Wall
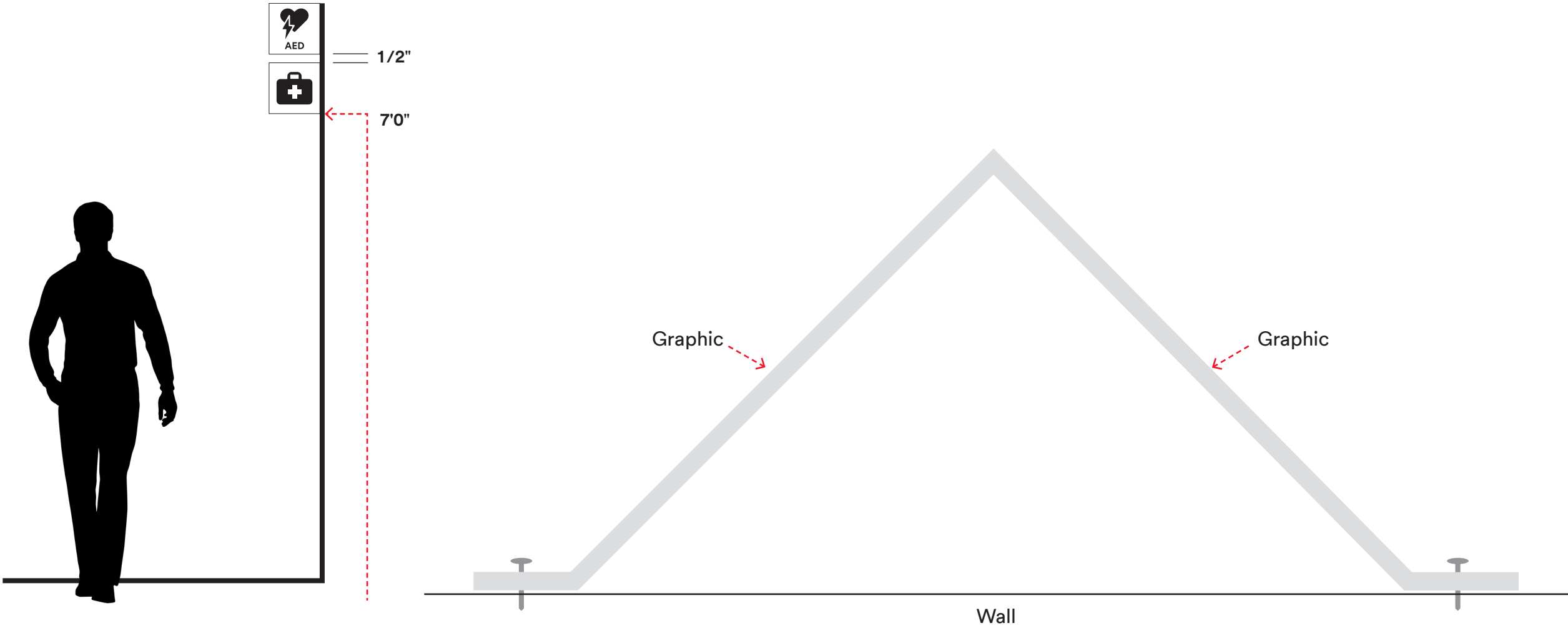
Crash bar

Materials
3M™ Scotchcal™ Cast Opaque Vinyl in red.

Fabrication
Cut vinyl to shape characters. Confirm color
with architect or client.

Characters
Font   3M Circular Bold
Style   Title Case
Size   2" high (based on uppercase "I")
Align   Per instructions on elevations

Mounting
Apply to panic bar handle.

Room signage and workstations

# Non-changeable

Room name only, no room number

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Paint: Benjamin Moore in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with
Benjamin Moore OC-65.

Characters
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
        uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge
        with baseline at 1-1/4" from
        bottom of sign; Braille should
   align left with copy

Braille
Clear, raised Grade 2 Braille
(1/32" minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG) for
Buildings and Facilities.

9"

6"

**MAXIMUM
OCCUPANCY #**

1-1/4"

3/4"

9"

6"

**FREIGHT
ELEVATOR**

1-1/4"

3/4"

Non-changeable

Room name and number

Materials
Acrylic clear with matte finish, 1/8" thick (ARC-8).
Benjamin Moore in Chantilly Lace (OC-65).
Rowmark ADA Alternative in Black (401).

Fabrication
Back paint acrylic panel with BMP OC-65.

Characters (Room Number)
Raised Rowmark lettering (1/32" minimum).

Font	3M Circular Bold
Style	Uppercase
Size	5/8" high (based on uppercase "I")
Color	Black (401)
Align	Left 3/4" from left edge, with baseline at 3" from bottom of sign

Characters (Room Name)
Raised Rowmark lettering (1/32" minimum).

Font	3M Circular Regular
Style	Uppercase
Size	5/8" high (based on uppercase "I")
Color	Black (401)
Align	Left 3/4" from left edge with baseline at 1-1/4" from bottom of sign; Braille should align left with copy

Braille
Clear, raised Grade 2 Braille (1/32" minimum). To adhere to the Americans with Disabilities Act Accessibility Guidelines (ADAAG) for Buildings and Facilities.

9"

5075
COMMUNICATION
ROOM

6"

3"

1-1/4"

9"

6L59, 6059
CONFERENCE
ROOMS

6"

3"

1-1/4"

Changeable

Room name and number

Materials
Acrylic clear with matte finish, 1/8" thick (ARC-8) and spacer 1/16" Benjamin Moore paint in Chantilly Lace (OC-65).
Rowmark ADA Alternative in Black (401).

Fabrication
Three layers of acrylic to accommodate transparent opening for viewing paper insert (8.5" wide x 2-3/4" high, a letter-size sheet folded into quarters).

Mask front layer of 1/8" acrylic to create transparent opening (8 3/8" wide x 2-1/2" high) and back paint with Benjamin Moore OC-65. Adhere front panel to matching 1/8" back panel (also back-painted with OC-65), including 1/16" acrylic spacer between the front and back panels to create the cut-out area for paper insert. Insert changed by sliding it in or out from the side; include a cut-out thumb notch on the front panel. Sign should be fabricated to ensure ease of changing insert and proper fit/placement of paper.

Characters (Room Number)
Raised Rowmark lettering (1/32" minimum).
Font   3M Circular Book
Style   Uppercase
Size   5/8" high (based on uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge with baseline leaving 1/4" of space above character text

Characters (Message Text)
Raised Rowmark lettering (1/32" minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge with baseline at 1-1/4" from bottom of sign; Braille should align left with copy
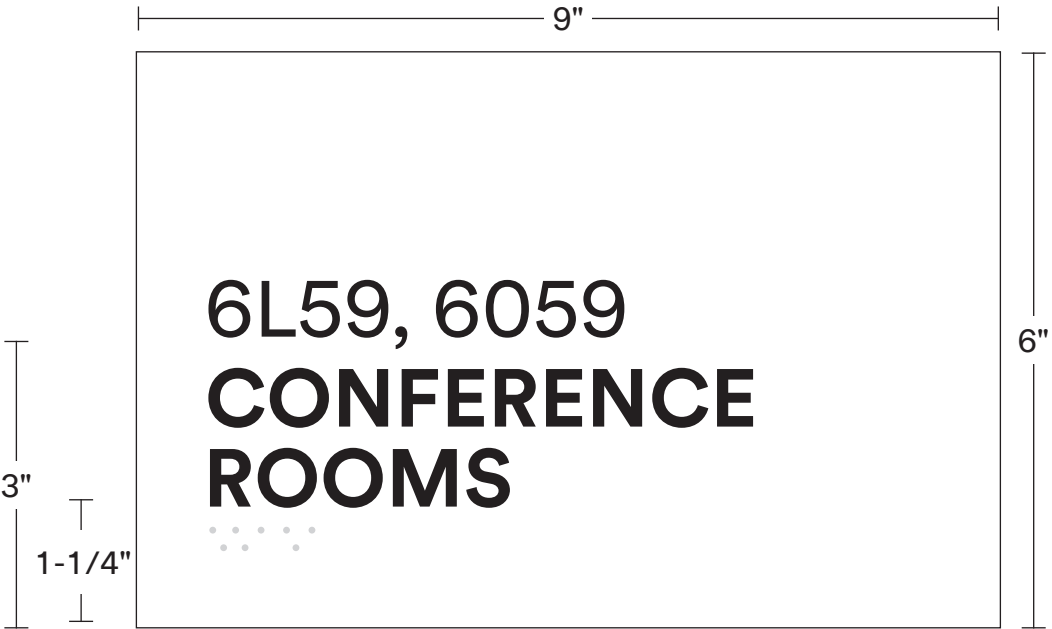
Braille
Clear, raised Grade 2 Braille (1/32" minimum). To adhere to the Americans with Disabilities Act Accessibility Guidelines (ADAAG) for Buildings and Facilities.

Note: Changeable insert by 3M staff, using template from MSR Design.

Changeable insert for staff member name, etc., to go here

W025B
OFFICE

8-1/2"
8-1/4"
2 1/2"
2-3/4"
6"
1-1/4"
9"

Changeable

Room number only

Materials
Acrylic clear with matte finish, 1/8" thick (ARC-8) and spacer 1/16" Benjamin Moore paint in Chantilly Lace (OC-65).
Rowmark ADA Alternative in Black (401).

Fabrication
Three layers of acrylic to accommodate transparent opening for viewing paper insert (8.5" wide x 2-3/4" high, a letter-size sheet folded into quarters).
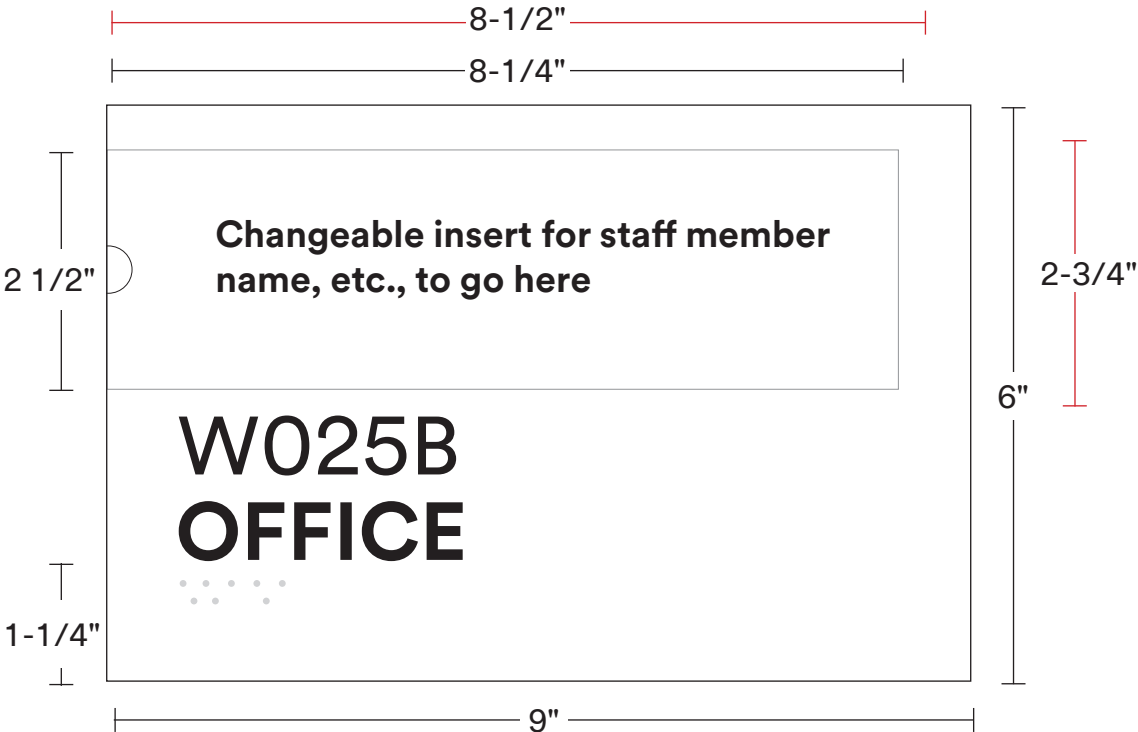
Mask front layer of 1/8" acrylic to create transparent opening (8 3/8" wide x 2-1/2" high) and back paint with Benjamin Moore OC-65. Adhere front panel to matching 1/8" back panel (also back-painted with OC-65), including 1/16" acrylic spacer between the front and back panels to create the cut-out area for paper insert. Insert changed by sliding it in or out from the side; include a cut-out thumb notch on the front panel. Sign should be fabricated to ensure ease of changing insert and proper fit/placement of paper.

Characters (Room Number)
Raised Rowmark lettering (1/32" minimum).
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge with baseline at 1-1/4" from bottom of sign; Braille should align left with copy

Braille
Clear, raised Grade 2 Braille (1/32" minimum). To adhere to the Americans with Disabilities Act Accessibility Guidelines (ADAAG) for Buildings and Facilities.

Note: Changeable insert by 3M staff, using template from MSR Design.

Changeable insert for staff member name, etc., to go here

6R58

Workstation

Materials
Acrylic clear with matte finish, 1/8" thick (ARC-8) and spacer 1/16" Benjamin Moore paint in Chantilly Lace (OC-65).
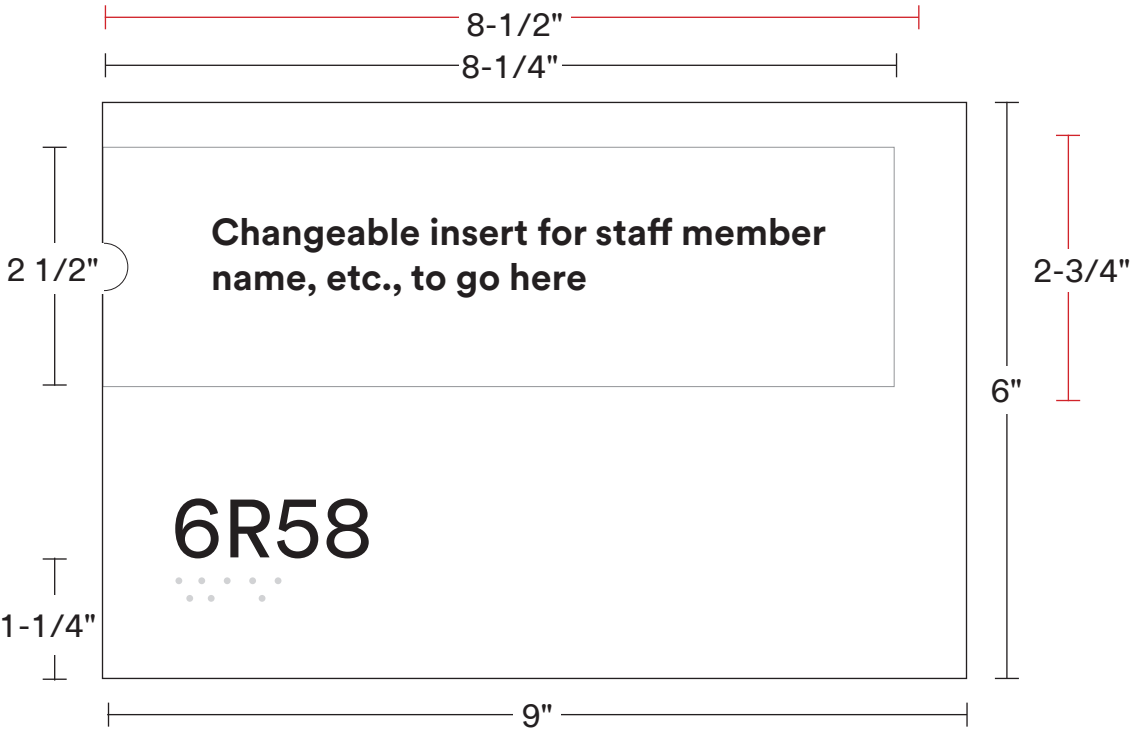Rowmark ADA Alternative in Black (401).

Fabrication
Three layers of acrylic to accommodate transparent opening for viewing paper insert (8-1/2" wide x 2-3/4" high, a letter-size sheet folded into quarters).

Mask front layer of 1/8" acrylic to create transparent opening (8 1/4" wide x 2-1/2" high) and back paint with Benjamin Moore OC-65. Adhere front panel to matching 1/8" back panel (also back-painted with OC-65), including 1/16" acrylic spacer between the front and back panels to create the cut-out area for paper insert. Insert changed by sliding it in or out from the side; include a cut-out thumb notch on the front panel. Sign should be fabricated to ensure ease of changing insert and proper fit/placement of paper.

Characters (Station Number)
Raised Rowmark lettering (1/32" minimum).

Font	3M Circular Bold
Style	Uppercase
Size	5/8" high (based on uppercase "I")
Color	Black (401)
Align	Left 3/4" from left edge with baseline at 1-1/4" from bottom of sign; Braille should align left with copy

Note: Changeable insert by 3M staff, using template from MSR Design.

Changeable insert for staff member name, etc., to go here

6R58

8.5"
8.25"
2.5"
4.5"
3"
9"

Department sign

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8) and spacer 1/16"
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
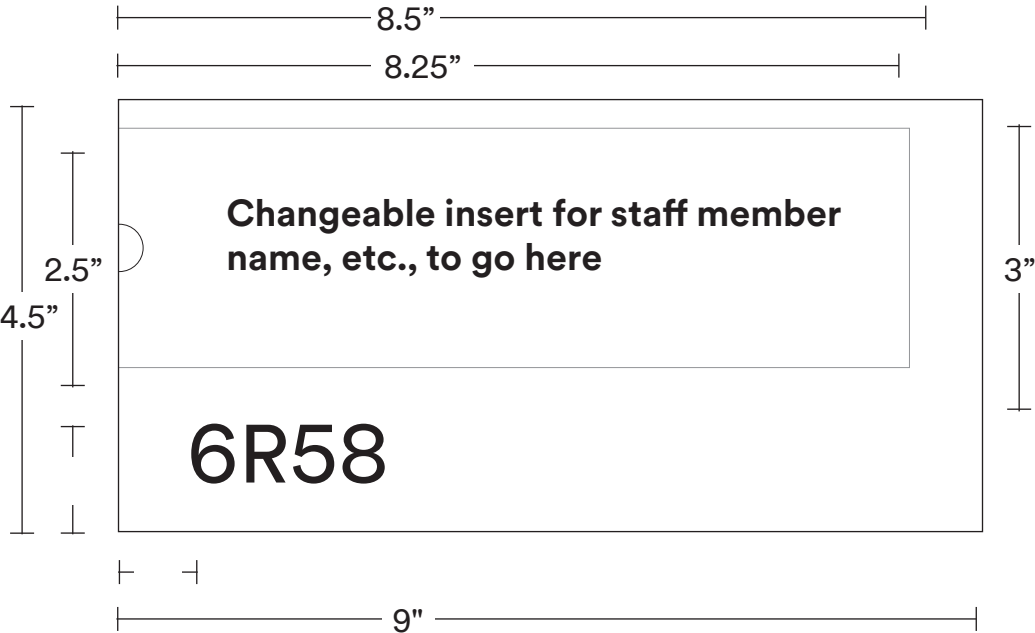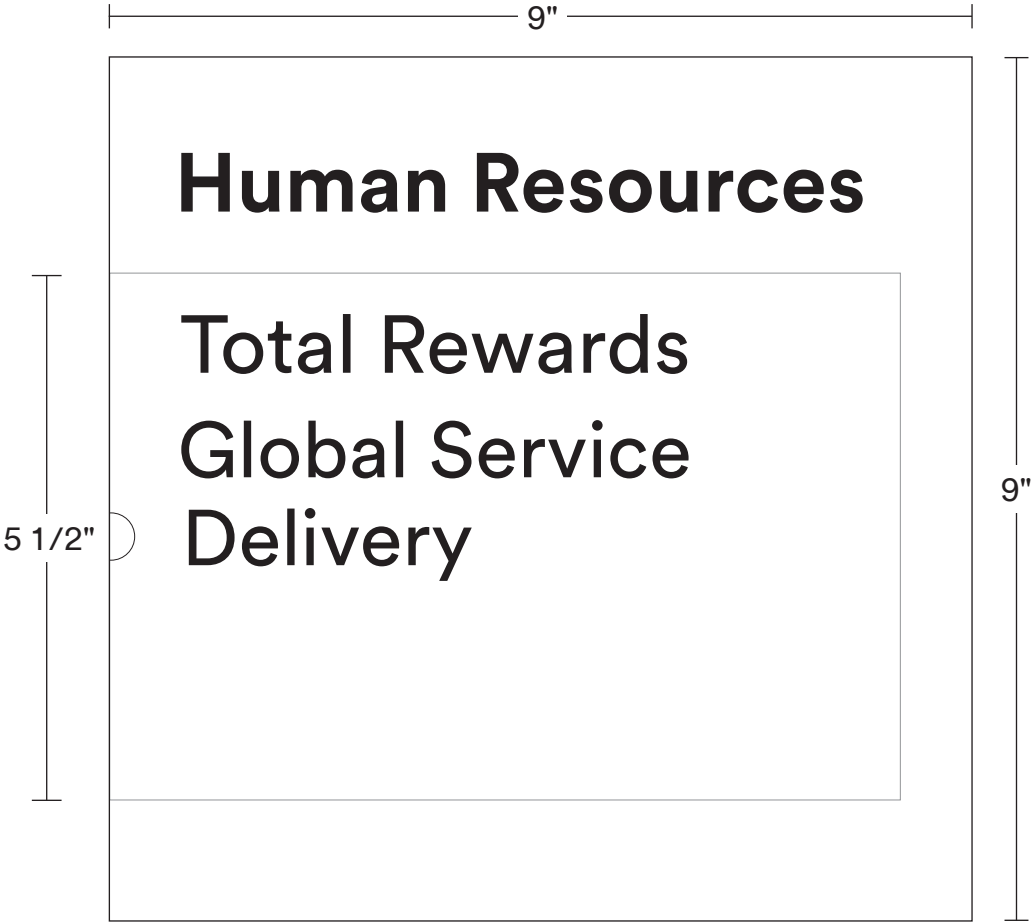(401).

Fabrication
Three layers of acrylic to
accommodate transparent opening
for viewing paper insert (8.5" wide x
5-1/2" high, a letter-size sheet folded
in half).

Mask front layer of 1/8" acrylic to
create transparent opening (8 3/8"
wide x 5-1/2" high) and back paint
with Benjamin Moore OC-65. Adhere
front panel to matching 1/8" back
panel (also back-painted with OC-
65), including 1/16" acrylic spacer
between the front and back panels
to create the cut-out area for paper
insert. Insert changed by sliding it in
or out from the side; include a cut-out
thumb notch on the front panel. Sign
should be fabricated to ensure ease
of changing insert and proper fit/
placement of paper.

Characters (Message Text)
Raised Rowmark lettering (1/32"
minimum).

Font	3M Circular Bold
Style	Uppercase
Size	5/8" high (based on uppercase "I")
Color	Black (401)
Align	Left 3/4" from left edge with baseline at 1-1/4" from bottom of sign; Braille should align left with copy

9"

Human Resources

Total Rewards
Global Service
Delivery

5 1/2"

9"

Lab signage

Lab signs

For existing 3M Center only

**Changeable Portion
Materials**
Acrylic clear with matte finish, 1/8"
thick (ARC-8) and spacer 1/16"
Benjamin Moore paint in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Three layers of acrylic to
accommodate transparent opening
for viewing paper insert (11" wide x
4.25" high, a tabloid-size sheet folded
into quarters). Mask front layer of
1/8" acrylic to create transparent
opening (10.75" wide x 3.25" high)
and back paint with BMP OC-65.

Adhere front panel to matching 1/8"
back panel (also back-painted with
OC-65), including 1/16" acrylic
spacer between the front and back
panels to create the cut-out area
for paper insert. Insert changed by
sliding it in or out from the side;
include a cut-out thumb notch on the
front panel. Sign should be fabricated
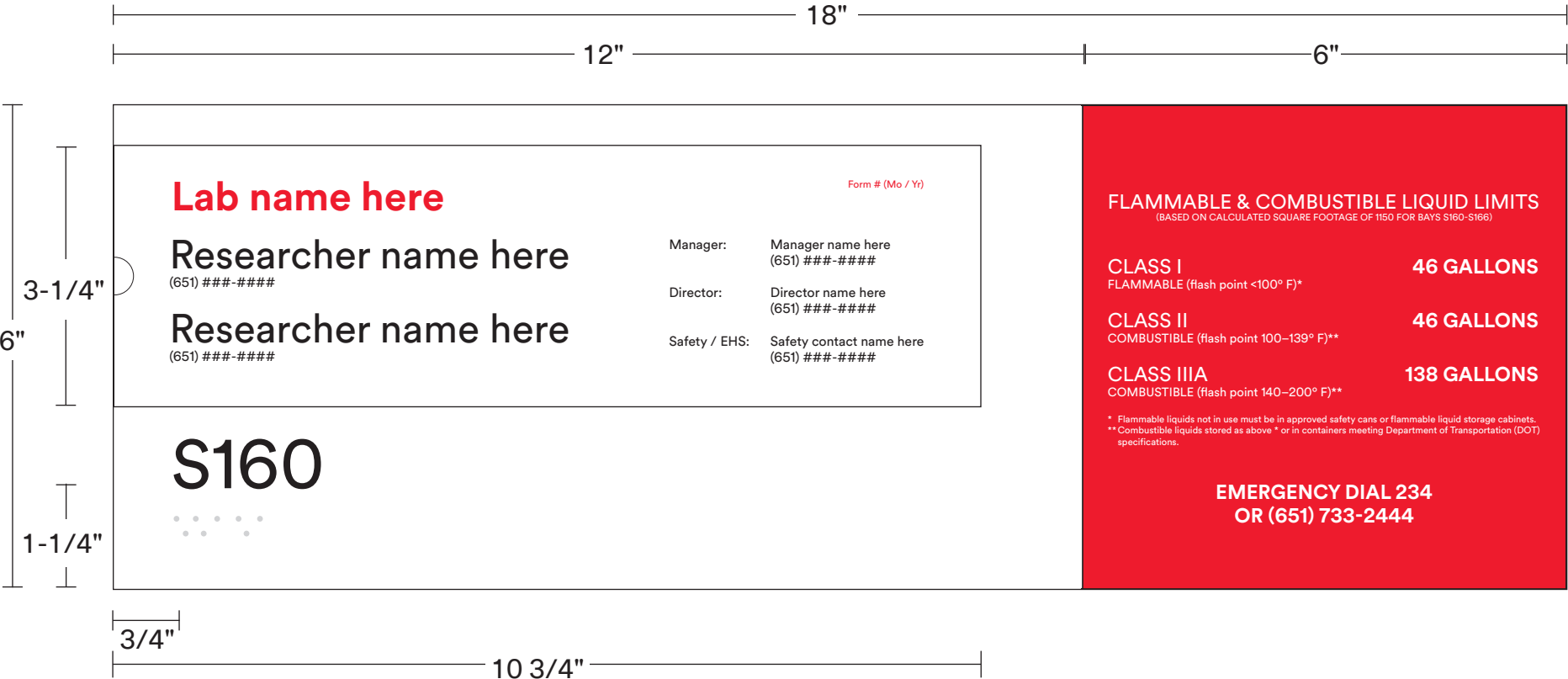to ensure ease of changing insert and
proper fit/placement of paper.

Characters (Room Number)
Raised Rowmark lettering (1/32"
minimum).
Font   3M Circular Book
Style   Uppercase
Size   5/8" high (based on
        uppercase "I")
Color   Black (401)
Align   Left 3/4" from left edge
        with baseline at 1-1/4" from
        bottom of sign; Braille should
        align left with copy

Braille
Clear, raised Grade 2 Braille
(1/32" minimum). To adhere to the
Americans with Disabilities Act
Accessibility Guidelines (ADAAG) for
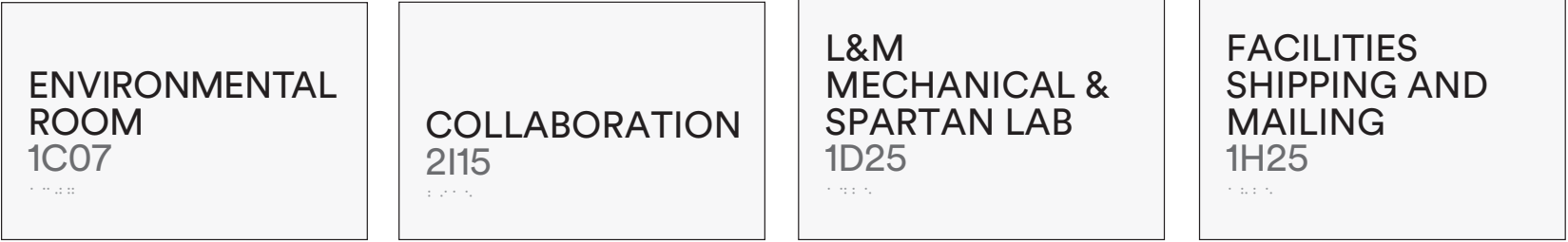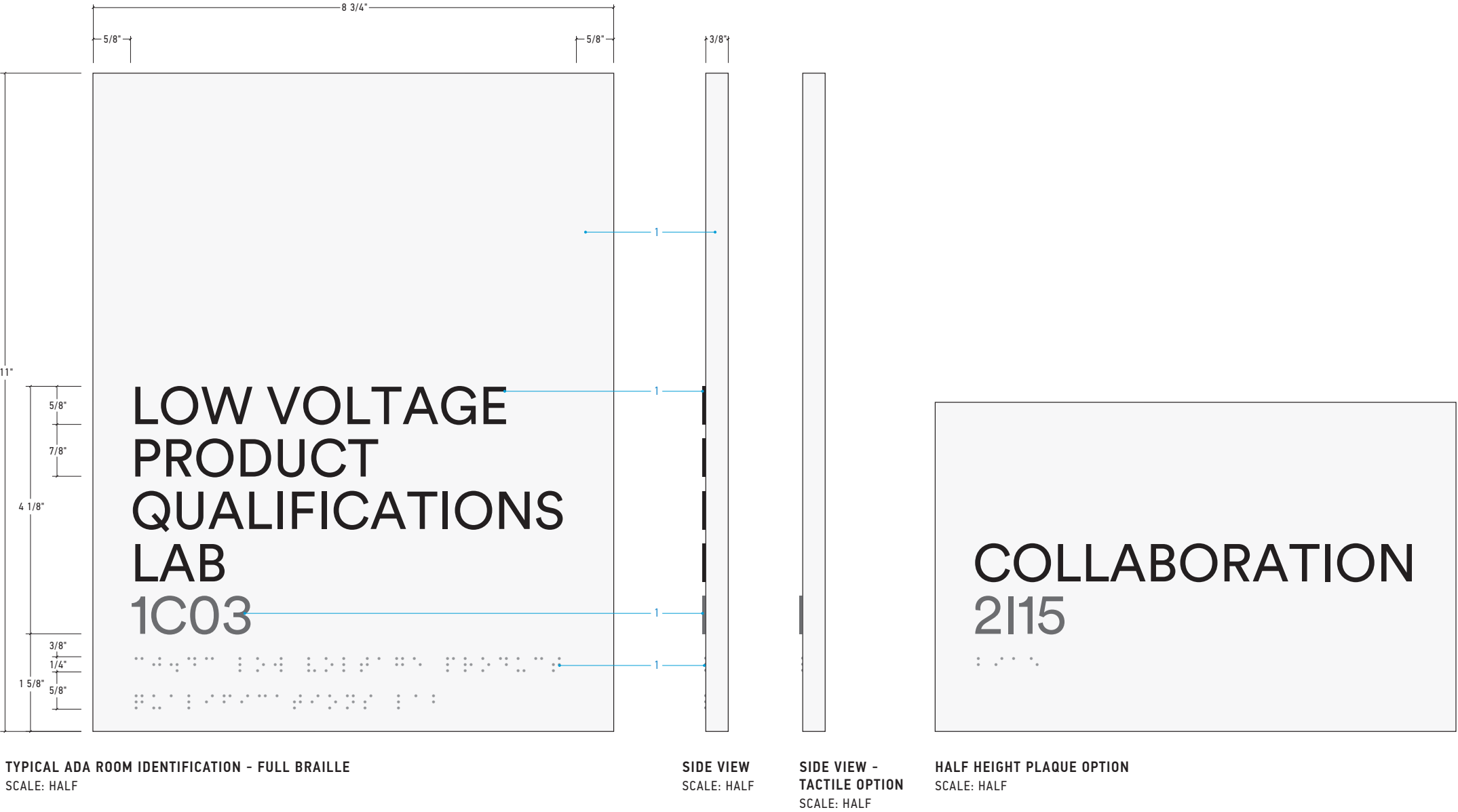Buildings and Facilities.

Note: Changeable insert by 3M staff,
using template from MSR.

**Limits Portion
Materials**
1/8" acrylic front layer and 1/16" and
1/8" acrylic laminated to form back
layer (to achieve thickness to match
Changeable portion).

Fabrication
Digital print. Adhere to back panel,
behind front layer of acrylic. Combine
with Changeable portion to appear as
one integrated sign.

Lab name here

Researcher name here
(651) ###-####

Researcher name here
(651) ###-####

Form # (Mo / Yr)

Manager: Manager name here
            (651) ###-####

Director: Director name here
            (651) ###-####

Safety / EHS: Safety contact name here
                (651) ###-####

S160

FLAMMABLE & COMBUSTIBLE LIQUID LIMITS
(BASED ON CALCULATED SQUARE FOOTAGE OF 1150 FOR BAYS S160-S166)

CLASS I   46 GALLONS
FLAMMABLE (flash point <100° F)*

CLASS II   46 GALLONS
COMBUSTIBLE (flash point 100–139° F)**

CLASS IIIA   138 GALLONS
COMBUSTIBLE (flash point 140–200° F)**

*   Flammable liquids not in use must be in approved safety cans or flammable liquid storage cabinets.
** Combustible liquids stored as above * or in containers meeting Department of Transportation (DOT)
    specifications.

EMERGENCY DIAL 234
OR (651) 733-2444

Lab signs

8 3/4"

5/8" 5/8" 3/8"

11"

LOW VOLTAGE PRODUCT QUALIFICATIONS LAB
1C03

5/8"
7/8"
4 1/8"
3/8"
1/4"
1 5/8" 5/8"

TYPICAL ADA ROOM IDENTIFICATION – FULL BRAILLE
SCALE: HALF

SIDE VIEW
SCALE: HALF

**SIDE VIEW –
TACTILE OPTION**
SCALE: HALF

COLLABORATION
2I15

HALF HEIGHT PLAQUE OPTION
SCALE: HALF

ENVIRONMENTAL ROOM
1C07

COLLABORATION
2I15

L&M MECHANICAL & SPARTAN LAB
1D25

FACILITIES SHIPPING AND MAILING
1H25

TYPICAL ADA ROOM IDENTIFICATION – ADDITIONAL LAYOUTS
SCALE: 3" = 1'-0"

Lab signs

8 3/4"

5/8"   7 1/2"   5/8"

5/8"

4

11"

5/8"

5/8"

7/8"

4 1/8"

3/8"

1/4"

1 5/8"   5/8"

1

4

LOW VOLTAGE PRODUCT QUALIFICATIONS LAB

1C03

2

2

3

TYPICAL ADA ROOM IDENTIFICATION – FULL BRAILLE
SCALE: HALF

SIDE VIEW
SCALE: HALF

Lab signs

8 3/4"

3/8"
1/16"

11"

1

5/8"

7/8"

LOW VOLTAGE PRODUCT QUALIFICATIONS LAB

4 1/8"

2

1C03

2

3/8"
1/4"
1 5/8"   5/8"

3

1/4"

5/8"

5/16"

1/2"

Lorem ipsum dolor sit amet, laoreet adipiscing elit, sed diam nonummy et erat quam euismod tincidunt ut dolore.

2 11/16"

1/2"

5/8"

MESSAGE LAYOUT
SCALE: HALF

SIDE VIEW
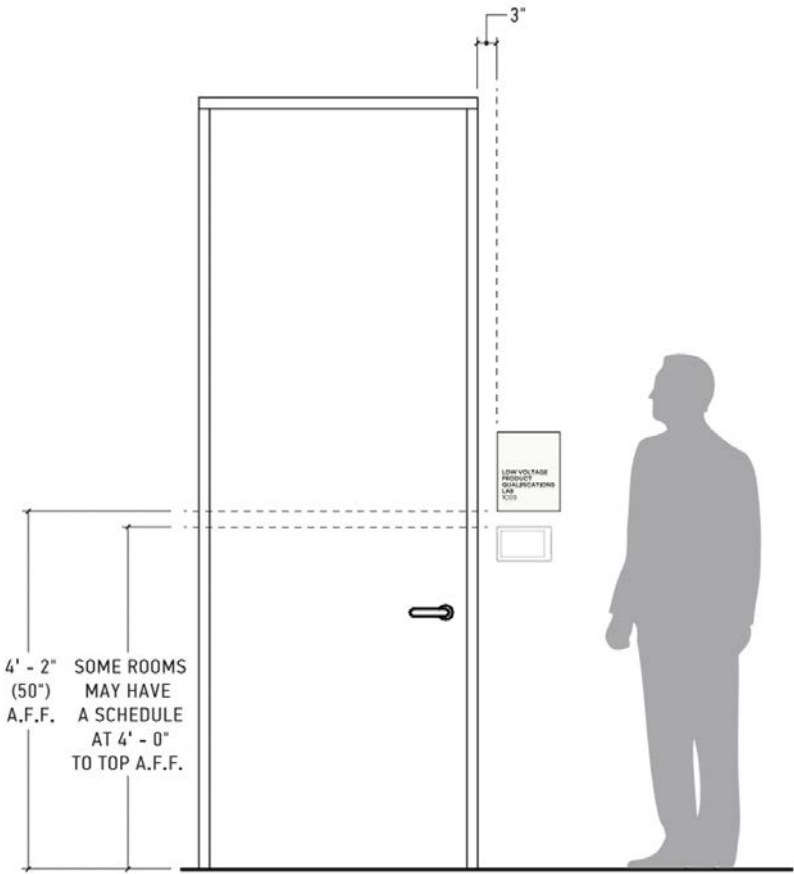SCALE: HALF

Lab signs

Use only as required by code

Fabrication
Use white sign for white walls. If wall is not white, confirm with client or architect to use white or black.

1. 1/4" acrylic photopolymer painted BM Chantilly Lace Satin Finish

2. Raised tactile painted Wells Fargo Black Satin Finish

3. Grade 2 Braille

1

8 3/4"

3/8"
1/16"

11"

2

5/8"

7/8"

4 1/8"

LOW VOLTAGE
PRODUCT
QUALIFICATIONS
LAB
1C03

3

3/8"
1/4"
1 5/8" 5/8"

1/4"

5/8"
5/16"
1/2"
2 11/16"
1/2"
5/8"

Lorem ipsum dolor sit amet, laoreet adipiscing elit, sed diam nonummy et erat quam euismod tincidunt ut dolore.

MESSAGE LAYOUT
SCALE: HALF

SIDE VIEW
SCALE: HALF

3"

4' - 2"
(50")
A.F.F.

SOME ROOMS
MAY HAVE
A SCHEDULE
AT 4' - 0"
TO TOP A.F.F.

LOW VOLTAGE
PRODUCT
QUALIFICATIONS
LAB
1C03

Wayfinding

Identification

Vinyl Lettering (White)
Vinyl Lettering (Black)

Materials
3M™ Scotchcal™ Cast Opaque Vinyl in
Matte White.
3M™ Scotchcal™ Cast Opaque Vinyl in
Matte Black.

Fabrication
Line length not to exceed 20
characters—including spaces—unless
specified in sign schedule.

Color (black or white) to be determined
buy client or architect based on specific
project.

Characters
Font   3M Circular Bold
Style   Numerals with chevron
Size   5" high (based on chevron)
Align   Per elevation

‹ 225

Identification

Vinyl Lettering (White)
Vinyl Lettering (Black)

Materials
3M™ Scotchcal™ Cast Opaque Vinyl
in Matte White.
3M™ Scotchcal™ Cast Opaque Vinyl
in Matte Black.

Fabrication
Line length not to exceed 20
characters—including spaces—
unless specified in sign schedule.

Color (black or white) to be
determined buy client or architect
based on specific project.

**Characters (Directions and
Divisions)**
Font   3M Circular Bold
Style   Title Case
Size   3" high (based on
          uppercase "I")
Align   Per elevation, with 2nd line
          of copy at 60" OC AFF and
          chevron 13" from edge of
          wall

Characters (Conference Rooms)
Font   3M Circular Bold
Style   Title Case
Size   1-1/2" high (based on
          uppercase "I")
Align   Per elevation

Direction   ‹ **West**

Division   ‹ **Construction and
                   Home Improvement
                   Markets Division**

Conference Rooms

**Conference Rooms:
4B43, 4D44, 4F03, 4J27**

Identification

Chevron
to be same
thickness as
capital "i"

2-1/2"

2" from
wall edge

2"

1-3/4"

2-1/2"

2-1/2"

3"

1- 1/2"

Construction and Home Improvement Markets Division

68-1/2" A.F.F.

64-1/4" A.F.F.

60" A.F.F.

Conference Rooms:

4B43, 4D44, 4F03, 4J27

Identification

East **〉** 2" 2"

**Construction and 〉
Home Improvement
Markets Division**

Conference Rooms:

4V43, 4Y42

Identification

‹ West

‹ **Construction and
Home Improvement
Markets Division**
Conference Rooms:
4843, 4D44, 4F03, 4J27

First Line 60"
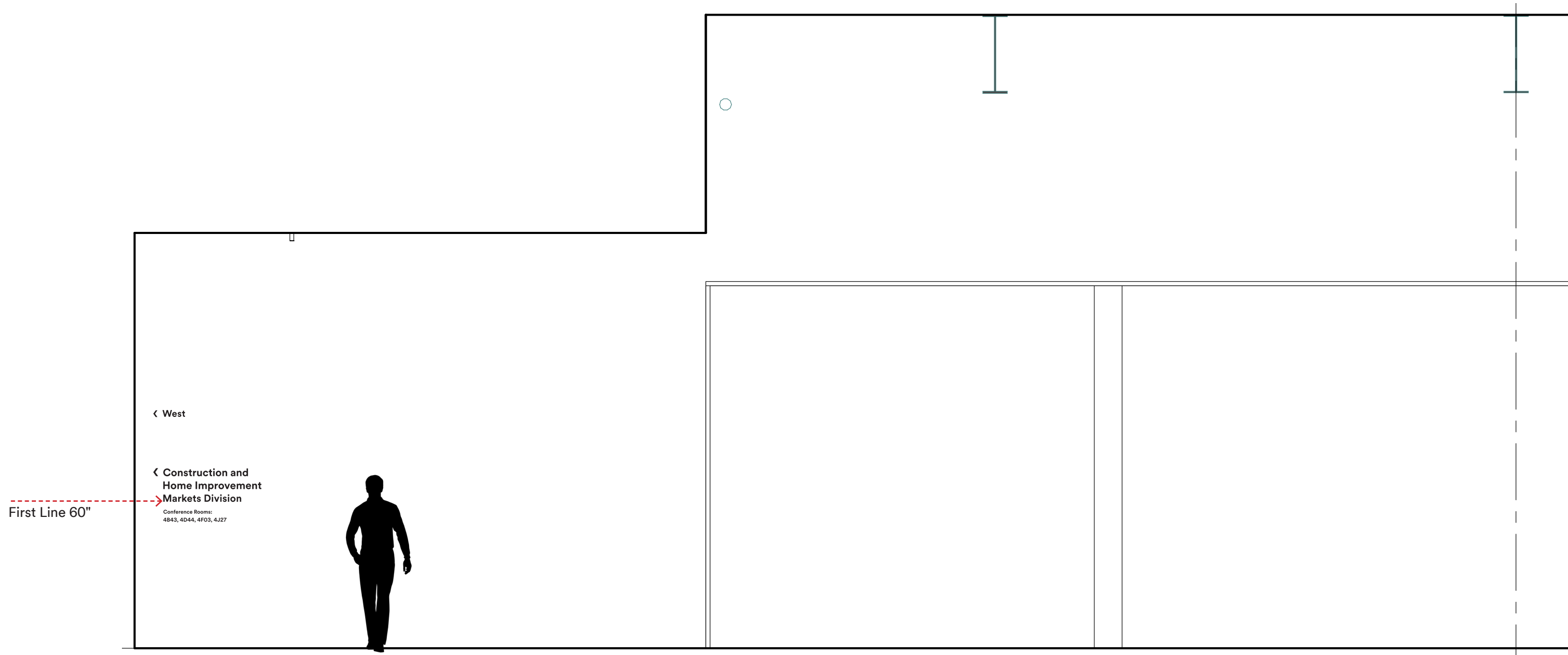
Directional identification

Materials
Acrylic clear with matte finish, 1/8"
thick (ARC-8).
Paint: Benjamin Moore in Chantilly
Lace (OC-65).
Rowmark ADA Alternative in Black
(401).

Fabrication
Back paint acrylic panel with
Benjamin Moore OC-65.

Characters
Font   3M Circular Bold
Style   Uppercase
Size   5/8" high (based on
          uppercase "I")
Color   Black (401)

Mounting
See sign installation page

Look for future guidance and more
detail on additional directional
identification and map wayfinding.
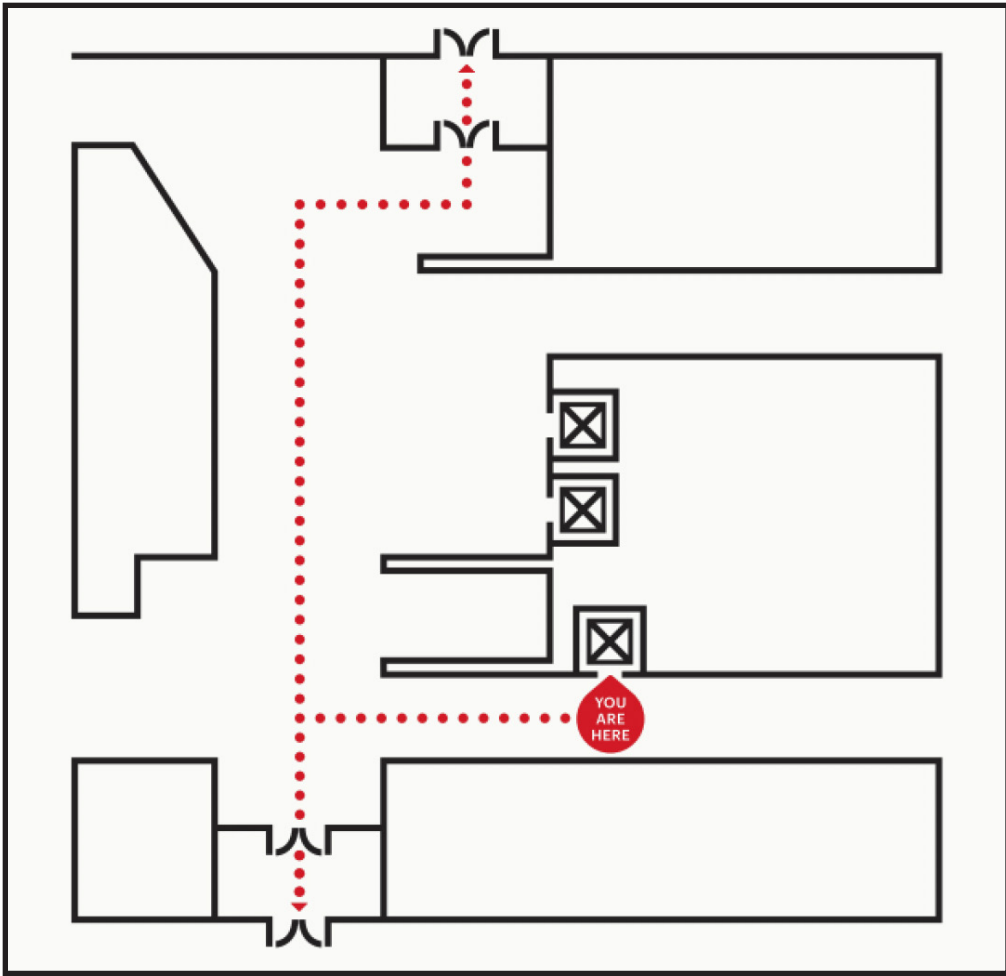
Elevators

Fabrication
Confirm with client, architect or manufacturer to align with 3M expectations and with previous signage and ongoing sign standards.

1. 1/16" acrylic photopolymer painted Wells Fargo Black Satin Finish

2. Raised tactile painted Chantilly Lace Satin Finish

3. Grade 2 Braille
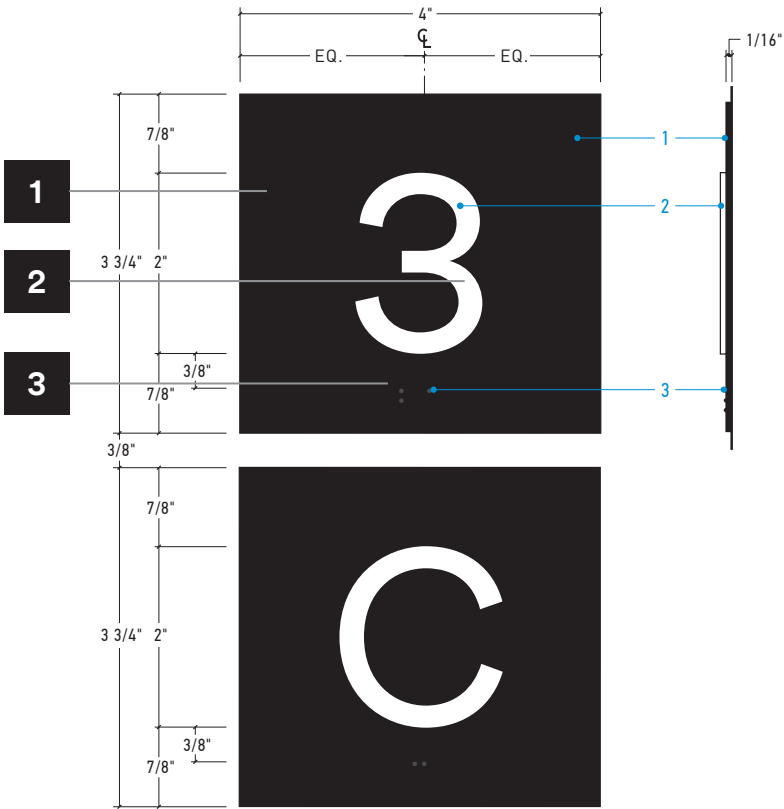
ELEVATOR JAMB – FRONT VIEW
SCALE: HALF SCALE
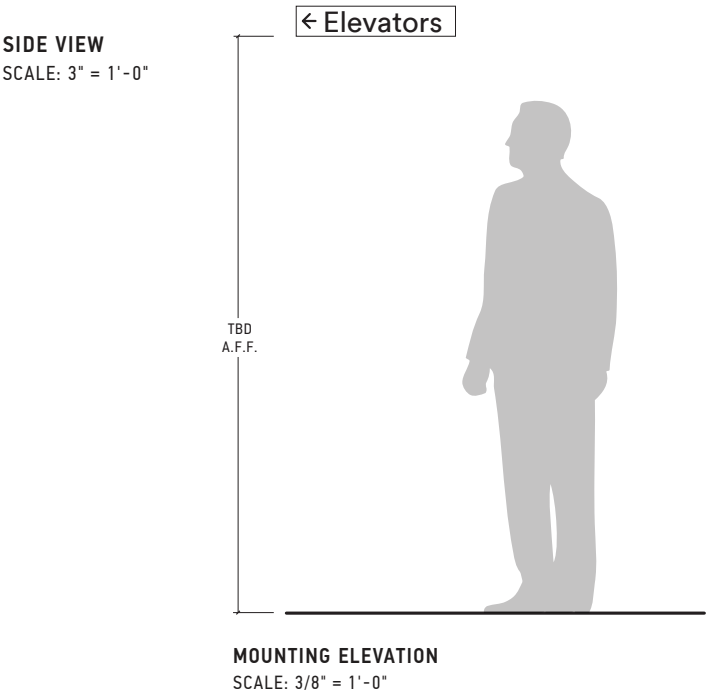

ADDITIONAL LAYOUT
SCALE: HALF SCALE

5'-0"
TO CENTERLINE
OF TEXT
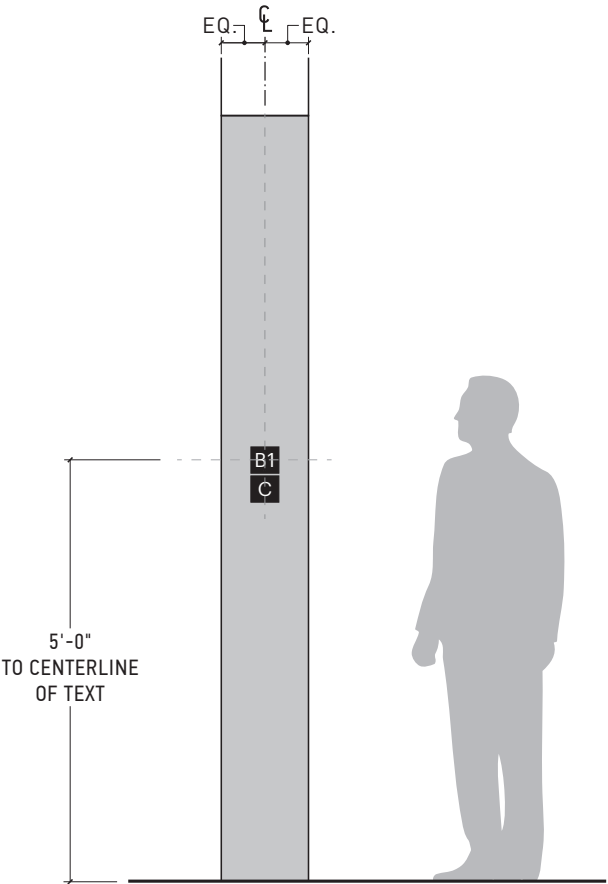
Elevators

CORRIDOR WAYFINDING - FRONT VIEW
SCALE: 3" = 1'-0"
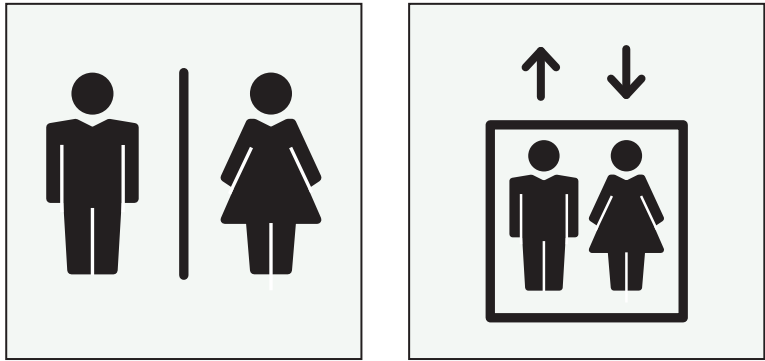
Alternate layout utilizing pictographs

SIDE VIEW
SCALE: 3" = 1'-0"

← Elevators

TBD
A.F.F.

MOUNTING ELEVATION
SCALE: 3/8" = 1'-0"

Pucks

Materials vary from aluminium to vinyl, confirm with 3M or architect for placement of door pucks.

Materials
1/16" Brushed Aluminium with black laser engraved copy (922-354)

Characters
3M Circular Bold
Style: Uppercase
Size: 3/8" high

Text TBD per project. Confirm with 3M or architect.

PUSH   PULL   SLIDE
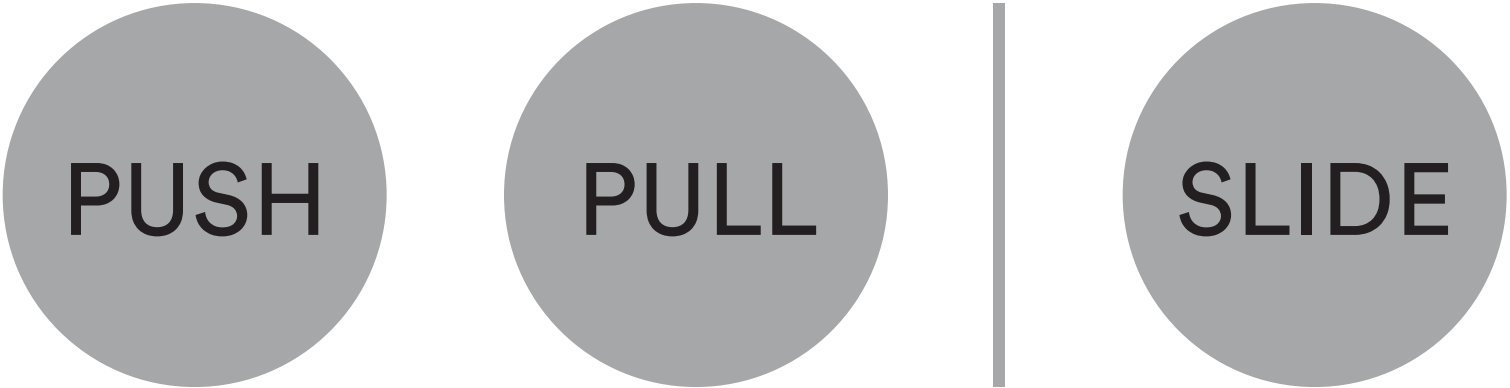
Pucks

Fabrication
Confirm with client, architect or manufacturer to align with 3M expectations and with previous signage and ongoing sign standards.

1. 1/8" aluminum vertically brushed with polished returns

2. Symbol etched and filled with Wells Fargo Black

Each location represents a set of 2, one for *Push* and one for *Pull*.
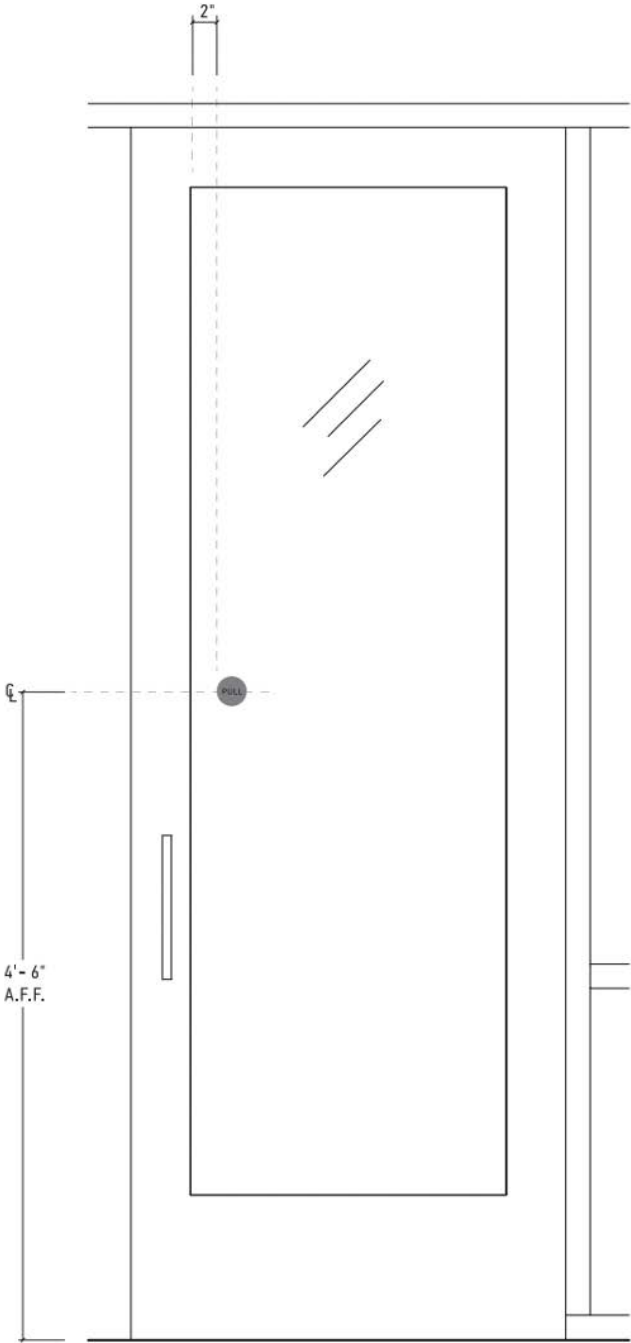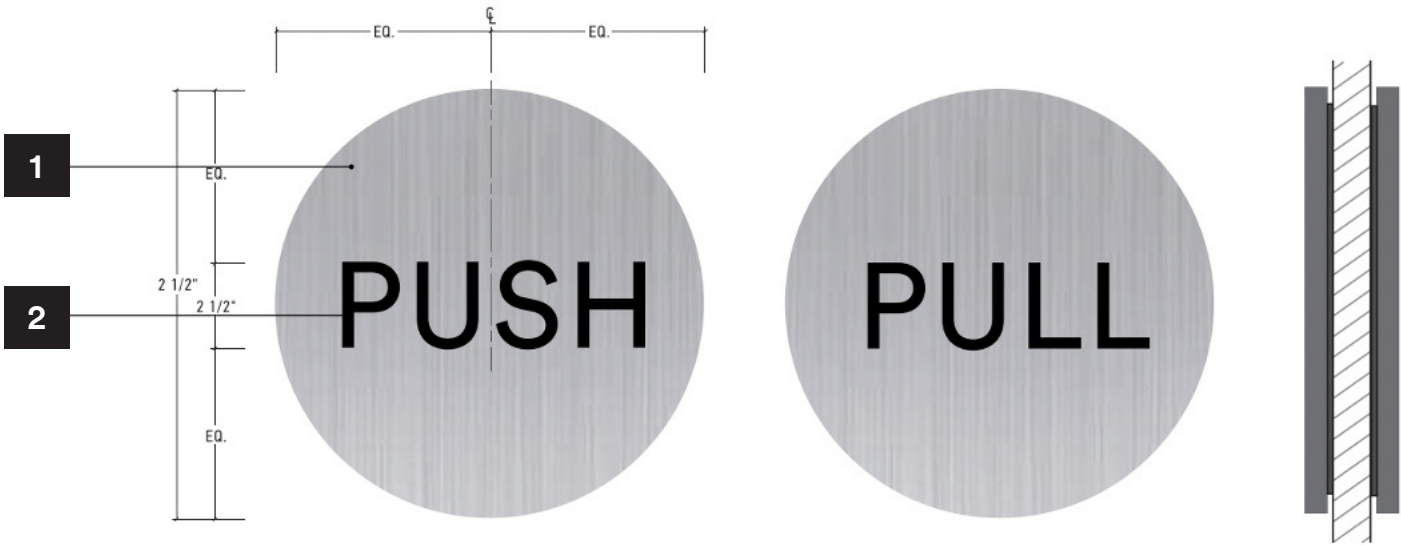
Branding

Identity

Entrances and lobbies
All 3M facilities are required to display the 3M logo and tagline within main entrances. It is not required to repeat the 3M identity throughout the rest of a space and should not be used as wayfinding. It is only for identification purposes. 3M Red should be used primarily for the 3M brand and all type is either black or reversed to white. Do not recreate 3M logo and tagline and only used the approved file for large applications, which utilizes a small TM. Refer to the 3M Visual Identity Guidelines for more detailed requirements and unique applications.

Specifications
1" thick acrylic for 3M logo painted 3M Red

1/2" thick acrylic for letterforms painted Wells Fargo Black

Stud-mounted flush to wall
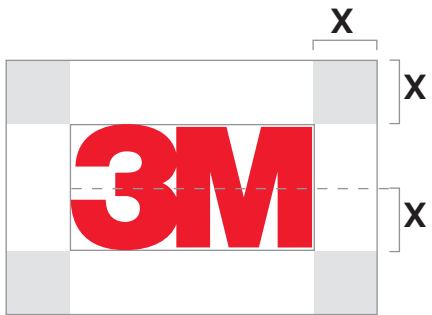
Painted 3M Red and Wells Fargo Black

TM can be applied as vinyl film

Placement should be at eye-level and in the upper left quadrant of space for brand prominence
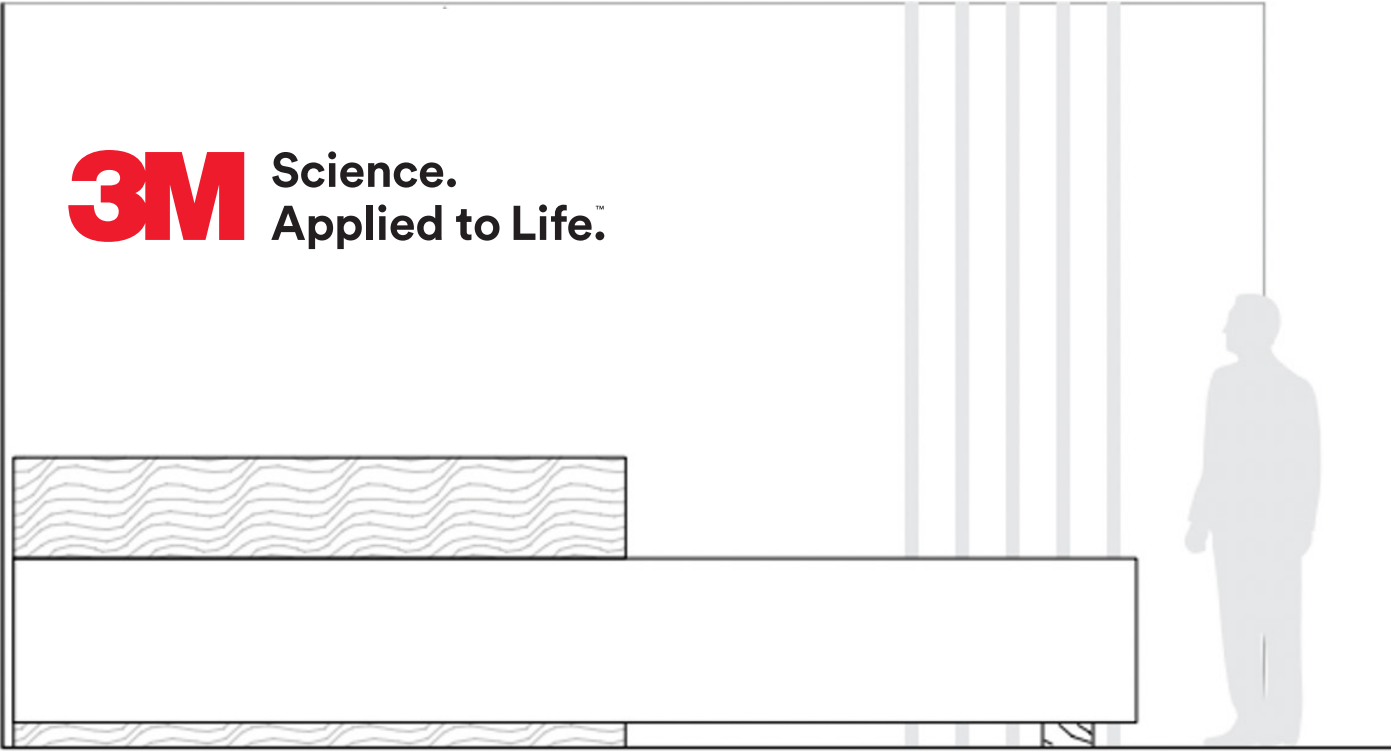
Exact size, placement, and mounting location to be determined by individual space dimensions and proportions

Lockup for large applications (uses a smaller TM)

Always maintain clear around 3M logo

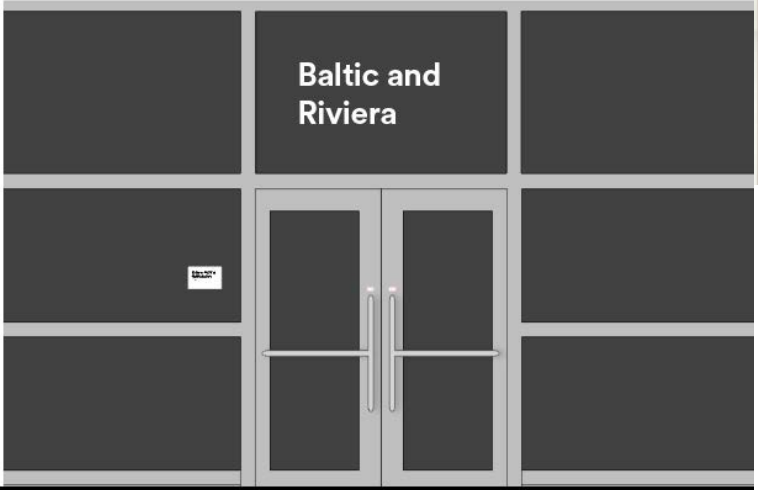X is equal to 1/2 the height of the 3M logo

Putting it all together

Putting it all together

These examples showcase signage standards and best practices for interior wayfinding and highlighting our 3M brand. Using our visual guidelines consistently and clearly in all our locations worldwide will create a unified structure for all our audiences.
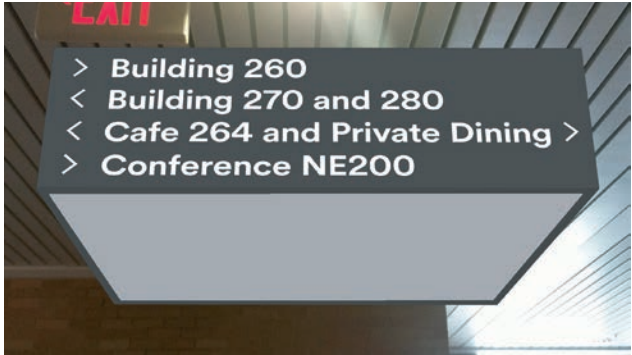
Contact

Contact

For any additional questions and approval please contact:
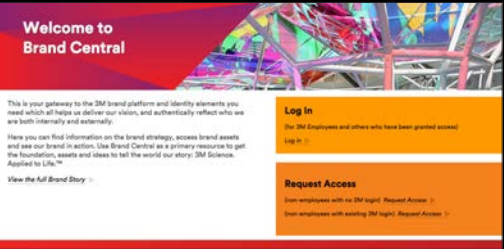
3M Brand Design
brandcentral@mmm.com

Facilities & Services

For more questions please refer to these
3M Brand Training & Tools:

- Interior Graphics Policy and Process
- Interior Graphics Request Form
- Brand Architecture & Hierarchy
- Brand Glossary and Definitions
- Brand Guide for Leaders
- Brand Identity Quick Checklist
- Channel Relationships Guidelines
- Co-branding and Licensing Guidelines
- Digital Visual Identity Guidelines
- Employment Brand Guidelines
- SMARTguide for Co-Branding & Licensing
- SMARTguide for Product Generic Naming
- Social Visual Guidelines
- Trademark Creation Guidelines
- Trademark Protection and Guidelines
- Verbal Style Guide
- Visual Identity Guidelines
- Video Guidelines

We are constantly improving our guidance documentation and
need your feedback...

Brand Central