

Packaging Training

February 2016

Packaging at 3M

Packaging is one of the most prominent vehicles for marketing and selling 3M products. To help customers around the world easily locate, select or purchase 3M products, it is imperative that all packages clearly and consistently reflect the 3M brand within which the product is positioned.

From a cost and complexity perspective, packaging is one of the slowest touchpoints to transition when a branding change is made. This guidance is intended to show how the new 3M brand architecture, brand hierarchy and visual identity will apply to packaging. More detailed guidelines are in development.



Packaging Design

- Features
- Structure
- Material
- **Graphics**



The Basic 3M package.



A basic starting point: 3M branded product, 3 languages

Required Strategic Design Decisions

Answers pulled from the Marketing Plan, Design Brief, and Design Development

Brand/Tier

- What is the primary branding? What is the brand proposition here?
- What is the tier structure that this design supports?
- Is this product part of a system or portfolio?

Color

- What is the primary package coloring? Why? Does it differentiate from competitors?
 - How does it relate to other visible 3M products?
- How is color used to aid selection?

Generic Product Name

- Is the name consistent with purchaser/consumer needs?
- Is it easy for consumers to understand?
- How does the name communicate value proposition?

Selection Criteria

- What are the 2-3 benefits/differentiators critical for selection?
 - 1.
 - 2.
 - 3.
- How are they communicated? Is it consistent with other visible 3M products?

Imagery

- What imagery is needed? Product? Application? Feature?
- Is there already a style or convention?

Graphics

- How are graphics used? Trade Dress? Features/Attributes? Context?

Behavior

- What specific calls to action are desired?
- How is purchasing or re-ordering facilitated?



Generic Product Name

Générique Nom du produit

Nombre genérico del producto

6055i



A basic starting point: 3M branded product, 3 languages

Packaging Graphics

Primary Surface Hierarchy:

1. Brand
2. Product Name/Languages
3. Selection Criteria (order varies)
 - application
 - formulation
 - features/benefits
 - product image
 - quantity
 - model#
4. Weights & Measures

Other Required Information:

- Instructions
- Safety/Hazards
- Contents/Ingredients
- Barcodes
- Legal Statements
- Country of Origin
- Sustainability
- Business Address
- Warranty



Trifecta:

- 3M logo (not the tagline) in upper left
- All type typically left-justified, no all-caps
- 3M Circular font
- White or black type only, on same background
- Any of the 3 shape styles used per guidelines (or none)
- Photography/Illustration in-style
- Trifecta color palette
- Background/base can be any Trifecta color or an image
- No tints or shades of color
- No new visual languages (circles/hexes/chamfers/waves)

Generic Descriptors

- Must end in a noun
- May be italicized
- Can be in a banner
- Link as closely as possible to the primary brand logo
- Place model number after or at the end of the generic descriptor





Branding

At the product level, 3M has seven types of brands

3M Corporate

Expertise Categories

Automotive

Energy

Consumer

Transportation

Communications

Design and Construction

Health Care

Manufacturing

Safety

Commercial Solutions

Electronics

Mining, Oil and Gas

Products

3M Branded

3M + generic descriptor



3M + label

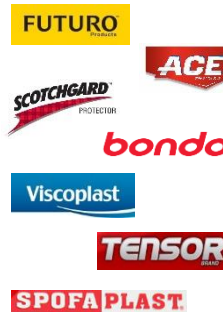


3M + sub-brand



3M Endorsed

Retail



High Potential



Iconic



Unaffiliated



3M Brand Design Hierarchy

Employing zones based on role

Brand Marquis

- 3M branding
- Sub-Brand
- Generic Descriptor

Selection/Differentiation

Anything that aids selection from within same line or from competition

Brand Experientials

Anything else that enriches and completes the brand experience

Logistical/Technical

Quantity, cautions, calls to action, contact points



Generic Descriptor

Selection/Differentiation

- Labels™
- Features/Benefits
- Icons/Graphics

Brand Experientials

- Messaging
- Photography
- Emotives

Logistical/Technical

Sub-Brand Design Hierarchy

Employing zones based on role

Brand Marquis

- 3M branding
- Sub-Brand
- Generic Descriptor

Selection/Differentiation

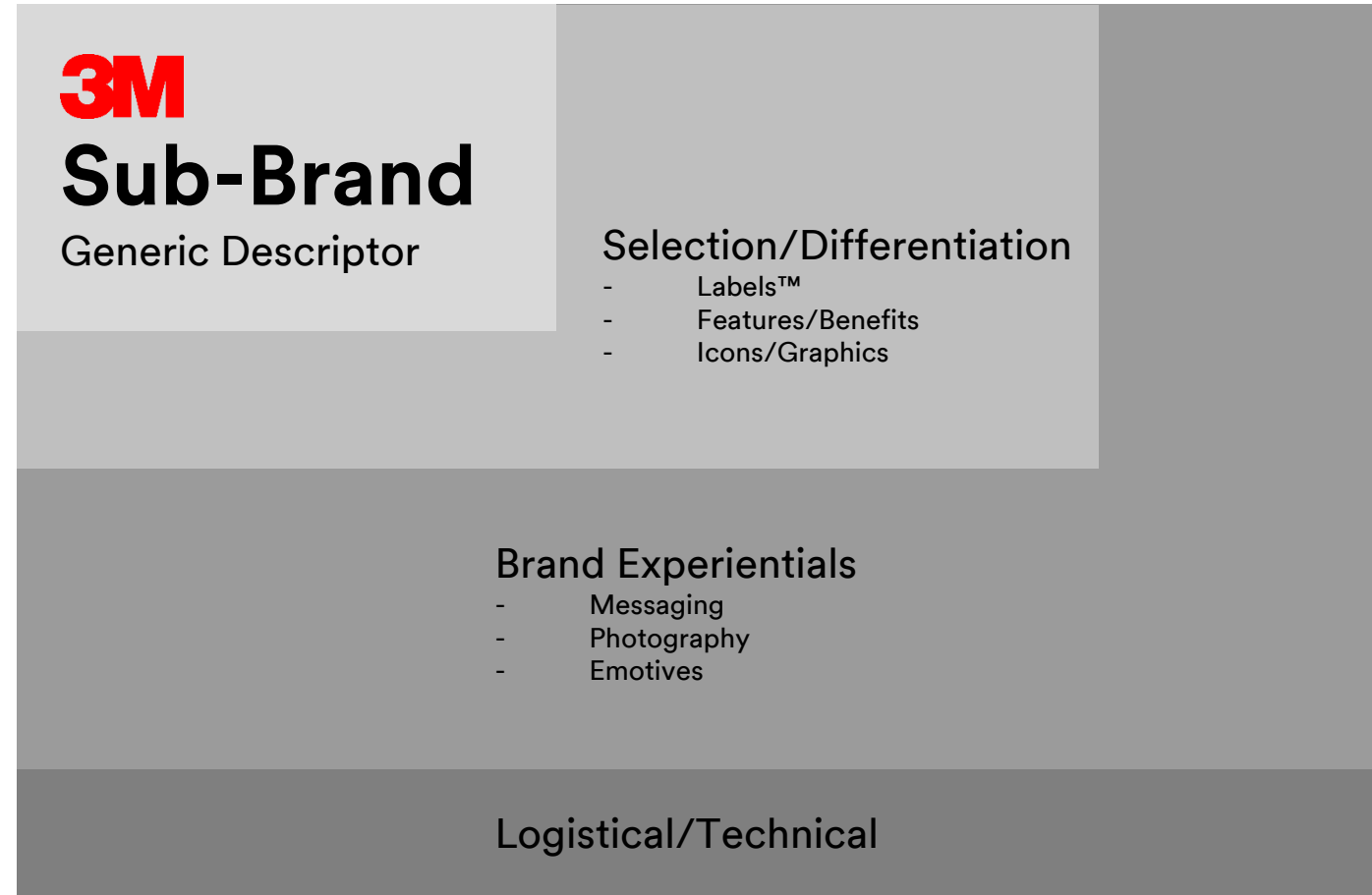
Anything that aids selection from within same line or from competition

Brand Experientials

Anything else that enriches and completes the brand experience

Logistical/Technical

Quantity, cautions, calls to action, contact points



3M + Generic Descriptor

Some brands capitalize on the equity of the Iconic 3M brand and are entirely reliant on 3M product brand assets.

They “empower success every day” by providing the tools customers need to confidently carry out their tasks and delight their customers. We help them get the job done correctly and efficiently the first time.

Vertical treatment



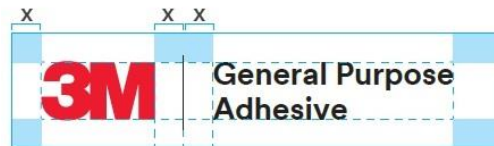
X is equal to 1/2 the height of the "M" in the 3M logo.

3M logo and product name are left aligned.

Product name should be typeset to fill the height of the 3M logo and use a 1.1 ratio for leading. Font is set as 3M Circular book or bold.

Single line text should use the same text size as if it were two lines of text.

Horizontal treatment



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

Product name should be typeset to fill the height of the 3M logo and use a 1.1 ratio for leading. Font is set as 3M Circular book or bold. Leading is set as 1.1 of font size. Single line text should use the same text size as if it were two lines of text.

3M logo and product name are separated with a rule. The rule is 0.5pt thick and 1.25 times the height of the 3M logo. The rule is centered horizontally with the 3M logo. The product name is left aligned and is centered horizontally with the 3M logo.

*Examples above show a logo height of 26pt.
Font is set at a size of 13.77pt with a leading of 15.15pt.*



3M + Label + Generic Descriptor

3M + label brands apply to all other existing product trademarks that do not meet the definition of any other category.

TMs in this category will be reviewed according to global sales, investment and awareness in order to determine future direction of the TM.

Vertical treatment



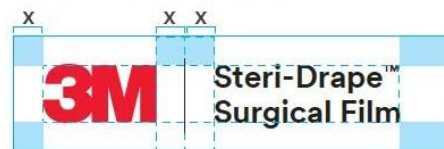
X is equal to 1/2 the height of the "M" in the 3M logo.

3M logo and product name are left aligned.

Product name should be typeset to fill the height of the 3M logo and use a 1.1 ratio for leading. Font is set as 3M Circular book or bold.

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3M logo and product name are separated with a rule. The rule is 0.5pt thick and 1.25 times the height of the 3M logo. The rule is centered horizontally with the 3M logo. The product name is left aligned and is centered horizontally with the 3M logo.

*Examples above show a logo height of 26pt.
Font is set at a size of 13.77pt with a leading of 15.15pt.*

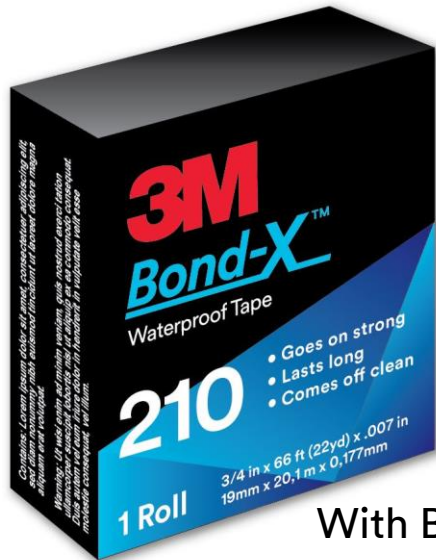


3M + Sub-Brand + Generic Descriptor

With 3M + sub-brand, 3M is the leading brand, but the Sub-brand is required to bring unique equities to the market that the 3M brand can't or shouldn't.

They are equally reliant on the 3M and sub-brand's product benefit promises and equities.

Both brands are important in the purchase decision process, but 3M is often the primary driver.



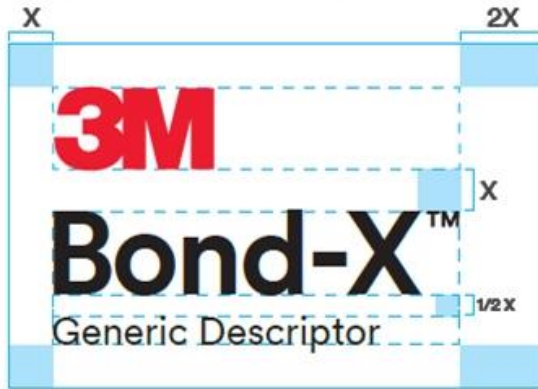
With Brand Mark



Without Brand Mark

3M + Sub-Brand + Generic Descriptor

Vertical treatment (left or center aligned)



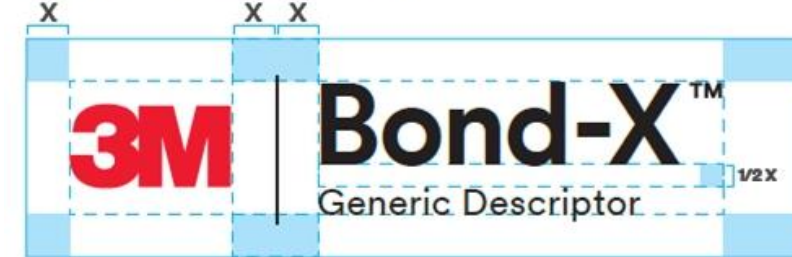
X is equal to 1/2 the height of the "M" in the 3M logo.

3M logo and product name are left aligned.

The large font is the same height as the "M" in the 3M logo. The small font equals 1/3 the point size of the large font (rounded to nearest 1/2 point size). Large font is set as 3M Circular bold. The "TM" and the small font is 3M Circular book.



Horizontal treatment



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

The large font is the same height as the "M" in the 3M logo. The small font equals 1/3 the point size of the large font (rounded to nearest 1/2 point size). Large font is set as 3M Circular bold. The (TM) and the small font is 3M Circular book.

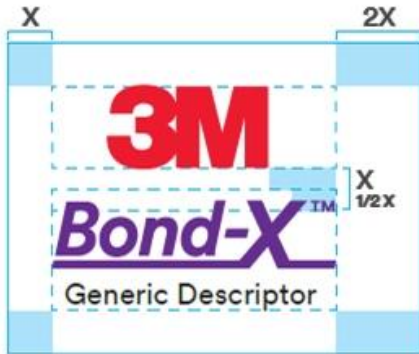
3M logo and product name are separated with a rule. The rule is 0.5pt thick and 1.75 times the height of the 3M logo. The rule is centered horizontally with the 3M logo and the product name.

*Examples above show a logo height of 26pt.
Large font is set at a size of 35pt. Small font is 12pt.*



3M + Sub-Brand + Generic Descriptor

Vertical treatment (left or center aligned)



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

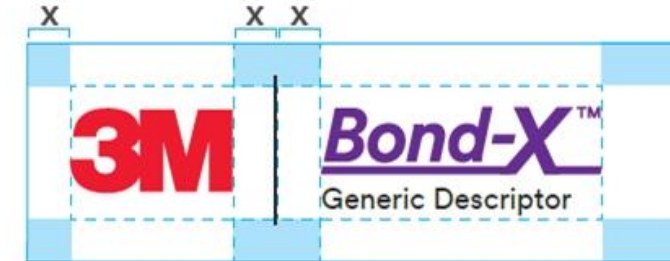
3M logo and Sub-brand logo can be left aligned or centered. Design expertise should be used when deciding its alignment.

The spacing between the 3M logo and the Sub-brand logo can range anywhere between $1/2 X - X$. Design expertise should be used when deciding its spacing.

The relationship between the 3M logo and the Sub-brand logo should be an approximate 60% / 40% visual relationship. It should be understood that 3M is the primary brand and the partnering logo is a sub-brand of 3M.



Horizontal treatment



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

The relationship between the 3M logo and the Sub-brand logo should be an approximate 60% / 40% visual relationship. It should be understood that 3M is the primary brand and the partnering logo is a sub-brand of 3M.

3M logo and Sub-brand logo are separated with a rule. The rule is 0.5pt thick and 1.75 times the height of the 3M logo. The rule is centered horizontally with the 3M logo and the product name.

Iconic Brand + Generic Descriptor

Iconic brands have a distinct promise and a different purpose than the 3M product brand.

These brands function as a top driver of the purchase decision.

The promise and equity of these brands also build awareness of and equity in the 3M corporate brand.



Post-it®
Notes Cube

High-potential Brand + Generic Descriptor

High-potential brands are unique and have a distinct brand promise offering a different purpose than the 3M product brand.

The promise and equity of these brands build awareness of and equity in the 3M corporate brand through endorsement.

We are committed to accelerating the growth rates of these products (versus the market) to achieve Iconic status.



Command™
General Purpose Hook

Unaffiliated Brand + Generic Descriptor

To compete in lower tiers, a fighter brand may be needed to block or compete in an entry-level position.

A portfolio of fighter brands (e.g. Highland™) should be used in these situations to replace inappropriately branded 3M products.

Unaffiliated brands also include acquired brands that have not been transitioned to the 3M brand family for strategic reasons (e.g. Meguiar's).



Highland™
Transparent Tape

Packaging Elements

- Generic Descriptor
- Environmental Information
- Features & Benefits
- Instructions for Use
- Package Inserts
- Safety/Hazards
- Product Ingredient Listing
- Country of Origin
- Bar Codes
- Package Contents Statement
- Multilingual Packaging
- Copyright Notice

Generic Descriptor

Generic descriptors are an important part of managing our brands and communicating effectively. They communicate our brand proposition as well as the features and uses of our products. Choose a product name that describes the product and embodies the trust, leadership and quality of 3M.



Standards

- Generic descriptors must be used with trademarks to clearly describe the product and necessary to legally protect the trademark.
- Use simple, descriptive words, not jargon, so customers can quickly compare products.
- Choose words that are clearly understood by customers worldwide.
- Avoid special characters (dashes, asterisks, slashes, commas).
- Do not use product numbers for a name.
- Use full words and avoid acronyms and abbreviations (double coated vs. DC).
- Capitalize only the first letter of each word in English and for most other languages except French, which uses uppercase for only the first letter of the first word.
- Use a generic term (tape, ribbon, film), perhaps combined with generic adjectives (pressure-sensitive), for a product name, so it is readily understood.

Environmental information

3M encourages the use of responsible environmental marketing claims on 3M product labels and packaging. Certain types of environmental marketing claims or symbols can be misleading to 3M customers or the general public, even though they may be technically accurate. This is a sensitive area, both legally and politically. Click on the [Environmental Marketing Claims Guide](#) to view more detail on Types of Claims, process to obtain new claims and related training.

It is important to follow your divisional approval process for all environmental claims stated on packaging.



Features & Benefits

Listing a product's key benefits on its label helps support the brand promise and can help differentiate the product from others, while reaching out to customers seeking those particular benefits. Examples include: "Cleans Quickly" and "Easy-to-Use Foaming Action."

Place emphasis on features and benefits that truly provide influence and differentiation.



Note:

Claims such as "New and Improved!" or "Free!" are called violators because they compete with the label design for attention. When a violator must be used, make sure it effectively supports the brand promise or product positioning and does not interfere with the design of the package.

Any claims on the package must be legally substantiated through lab testing. Any comparative claim against another product (including an existing 3M product) will require a qualifier somewhere on the package. Examples include "20% More*" with the qualifier "*than our regular product" or "Holds Longer*" with the qualifier "*than the leading national brand". Again, the lab responsible for the product must have tested the claim and have the results of the testing on file.

Work with your Tech Service and Legal representatives to ensure any benefits and claims are accurate and verifiable.



Examples: Works-in-progress

Packaging Graphics

Primary Surface Hierarchy:

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EU CHIM Concepts

Colors

GRIT



Coarse



Medium



Fine

FOR TOOLS



Icons

GRIT

320
GRIT/MEDIUM

150
FINE MEDIUM COARSE

GRIT/MEDIUM
150








DURATION

LASTS 15X* LONGER

LASTS 15X* LONGER*






USES

ROLL FOLD SHAPE






MATERIAL

WOOD METAL



WOOD METAL PAINT




Wood Paint Metal

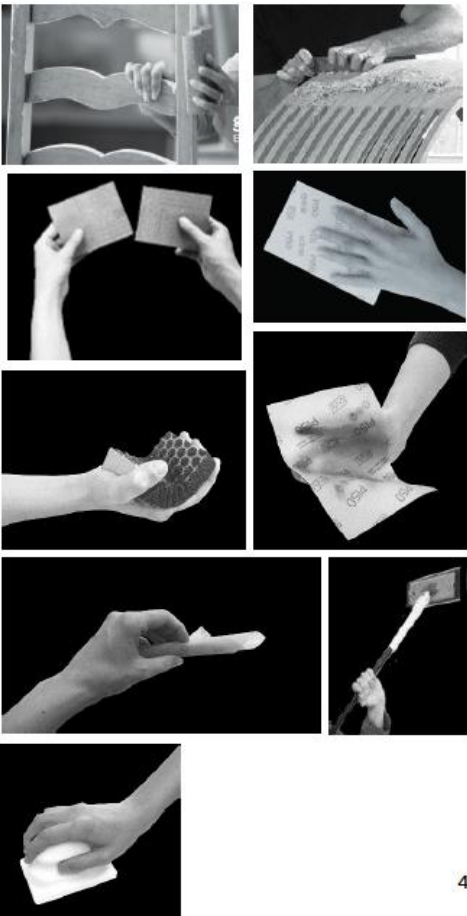
PROPERTIES

Wet/Dry Surfaces Clog Resistant

Channels Dust? Quick Change



Emotional Pictures



EU CHIM Concepts

3M Brand

Product Name

Grit color code

Duration icon

Grit

Main features pictures

Plus

Number of pieces

Materials

Emotional - A

3M

Ultra Flexible Sanding Sheets

177 mm X 114 mm

220

GRIT/FINE

LASTS 15X* LONGER

3M

Ultra Flexible Sanding Sponge

180

GRIT FINE

LASTS 5X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

180

GRIT FINE

LASTS 7X* LONGER

3M

Quick Change Sanding Block

230 X 80 mm

180

GRIT FINE

LASTS 7X* LONGER

3M

Quick Change Sanding Board

230 X 80 mm

180

GRIT FINE

LASTS 7X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

80

GRIT COARSE

LASTS 7X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

120

GRIT MEDIUM

LASTS 7X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

180

GRIT FINE

LASTS 7X* LONGER

Plus

Number of pieces

Materials

3M Brand

Product Name

Grit color code

Duration icon

Grit /intensity scale

Main features pictures

Plus

Materials

Number of pieces

Functional - C

3M

Ultra Flexible Sanding Sheets

177 mm X 114 mm

150

GRIT / MEDIUM

LASTS 15X* LONGER

3M

Ultra Flexible Sanding Sponge

120

GRIT MEDIUM

LASTS 5X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

120

GRIT MEDIUM

LASTS 7X* LONGER

3M

Quick Change Sanding Block

230 X 80 mm

120

GRIT MEDIUM

LASTS 7X* LONGER

3M

Quick Change Sanding Board

230 X 80 mm

120

GRIT MEDIUM

LASTS 7X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

80

GRIT COARSE

LASTS 7X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

120

GRIT MEDIUM

LASTS 7X* LONGER

3M

Quick Change Sanding Paper

230 X 80 mm

180

GRIT FINE

LASTS 7X* LONGER

Plus

Materials

Number of pieces

Global Avagard™ Brand Example : US Label



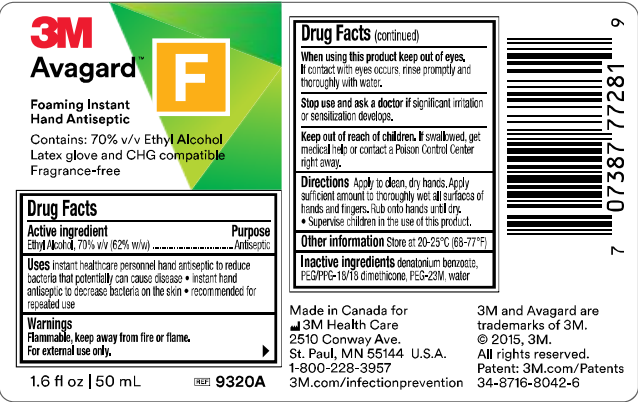
Use:
3M Avagard Sub-Brand
Logo Lock Up

Left Side of Label is White



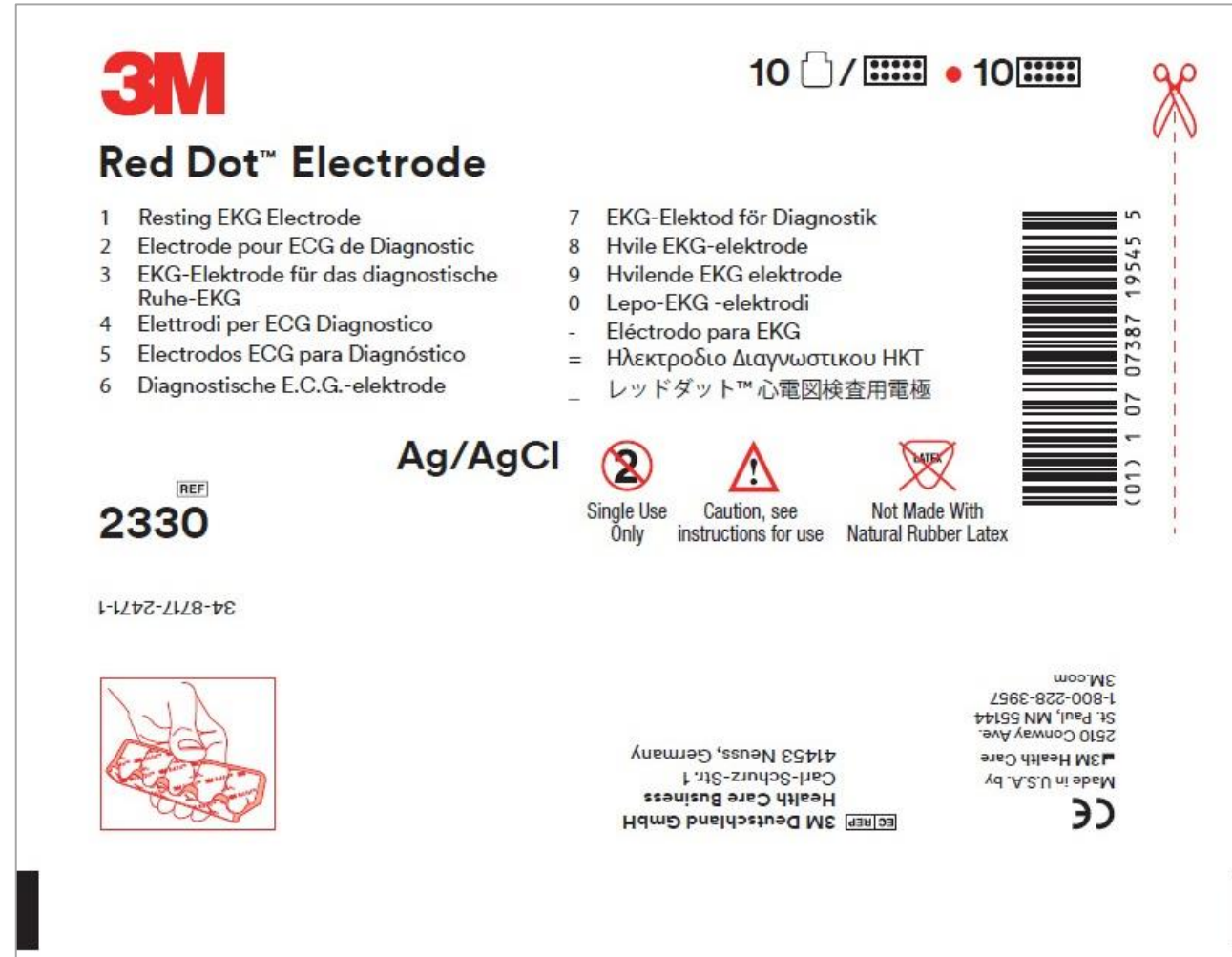
Right Side of Label Use:
Trifecta Design Element
Yellow & Green Mesh

Visual Formulation Identifier:
Colored Square or Rectangle
with white outline over-lapping
Trifecta Mesh

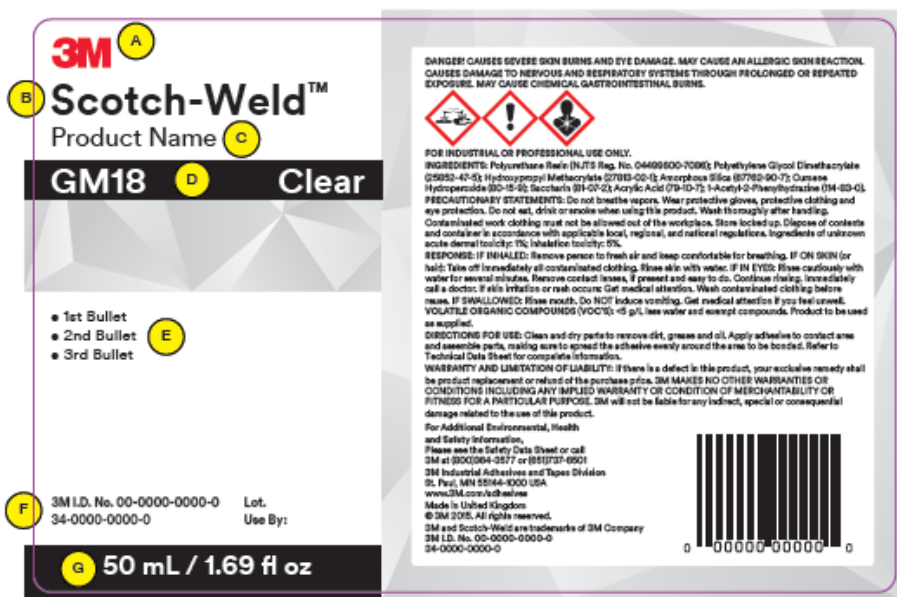




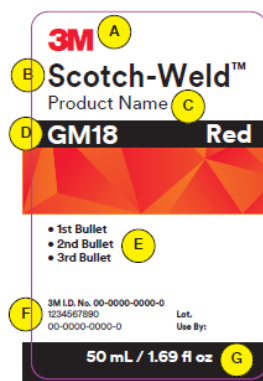
3M™ Red Dot™ Electrode



IATD Product Labels

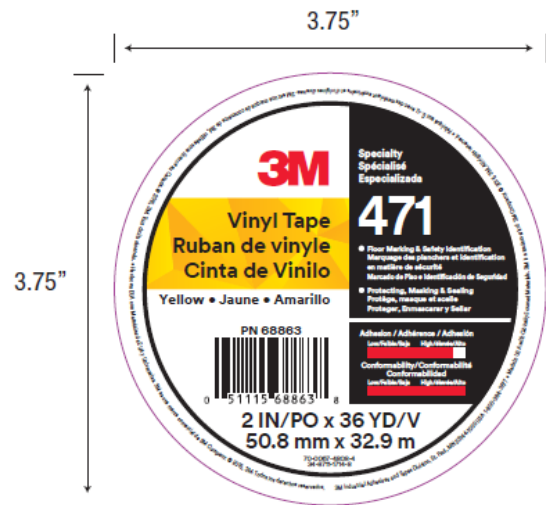


- A 3M Logo (22 pt Type)
- B Trademark (22 pt Type)
- C Generic Descriptor (12.75 pt Type)
- D Part Number / Color (17.5 pt Type)
- E Bullets (8 pt Type)
- F 3M I.D. No. Area (7 pt Type)
- G Measurements (13 pt Type)



- A 3M Logo (18 pt Type)
- B Trademark (18 pt Type)
- C Generic Descriptor (10 pt Type)
- D Part Number / Color (14 pt Type)
- E Bullets (6.5 pt Type)
- F 3M I.D. No. Area (5.25 pt Type)
- G Measurements (8.5 pt Type)

IATD Product Labels



Yellow / Light Orange - Trifecta



Light Blue / Dark Blue - Trifecta



Light Blue / Dark Blue - Trifecta

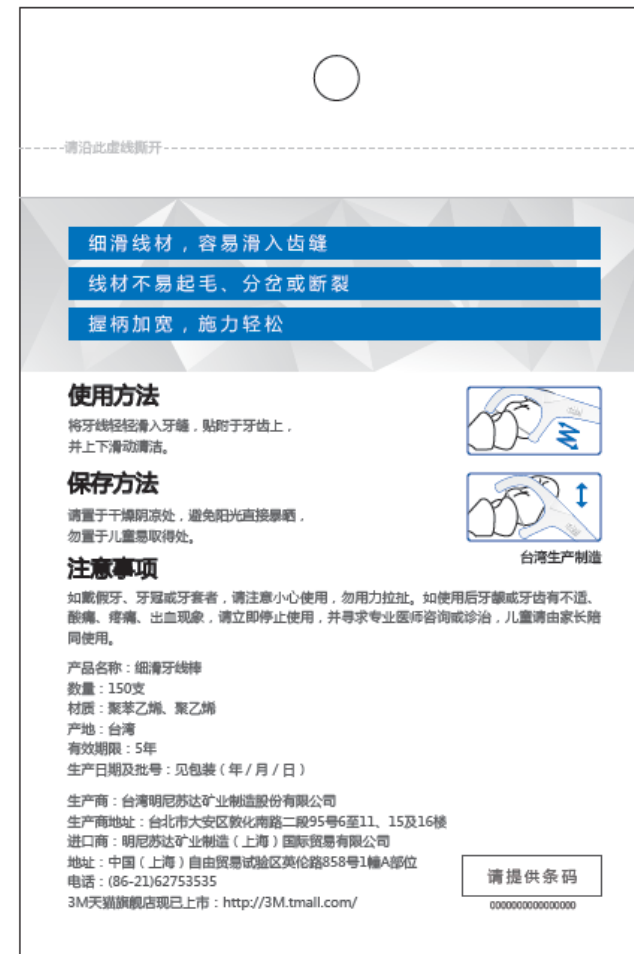


Light Green / Green - Trifecta



Medium Grayscale - Trifecta

3M™ Dental Flosser - China





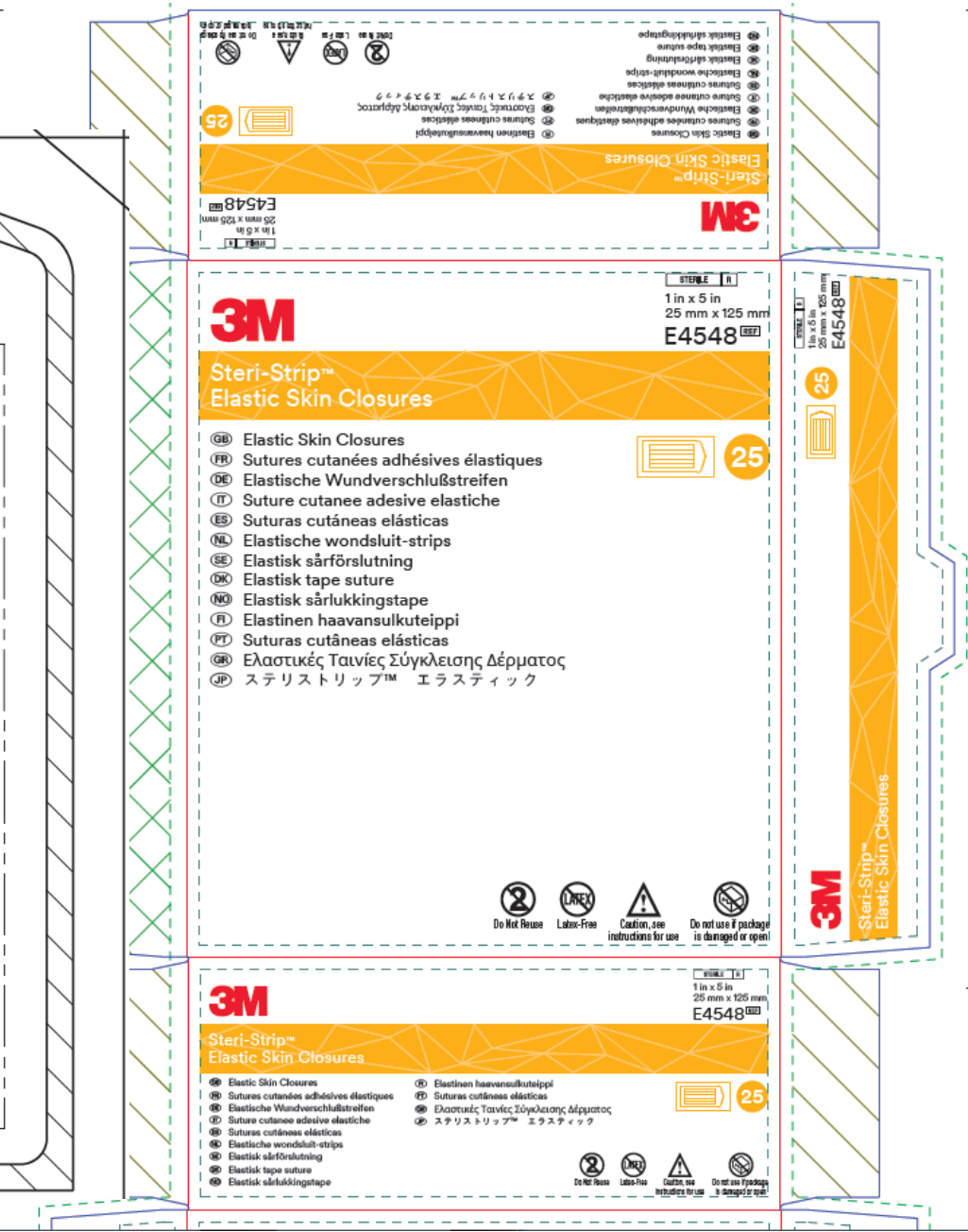
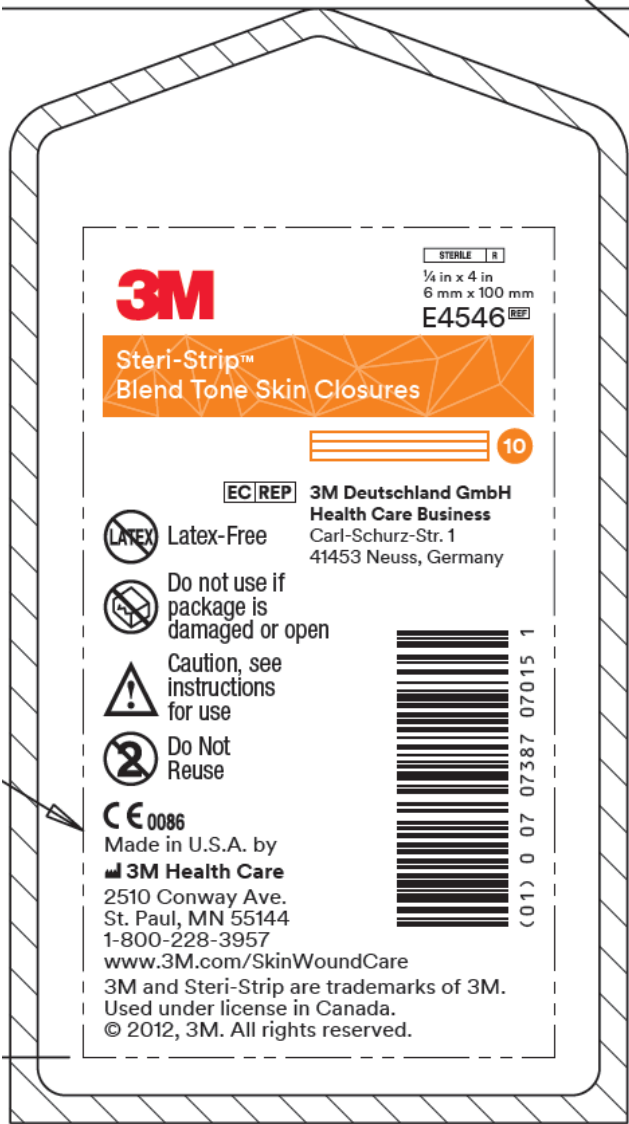
C3SD Packaging System



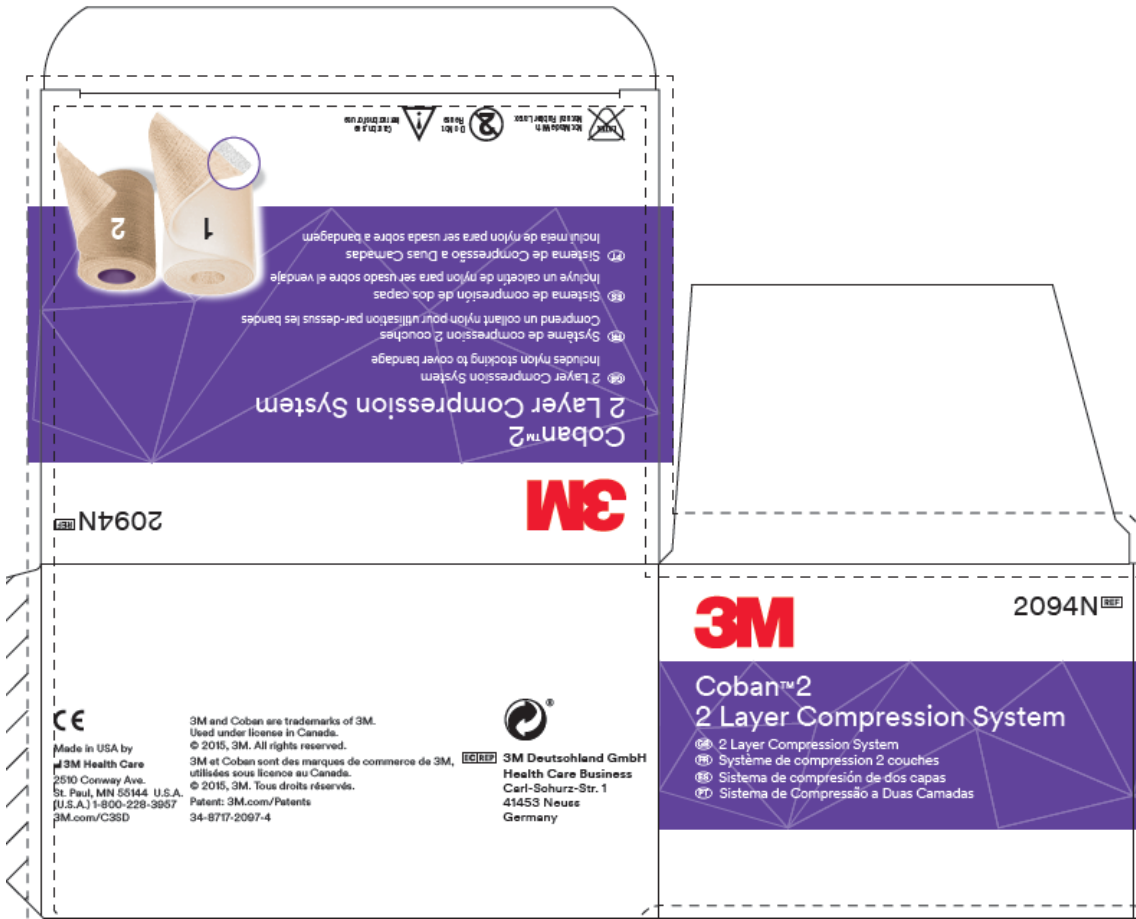
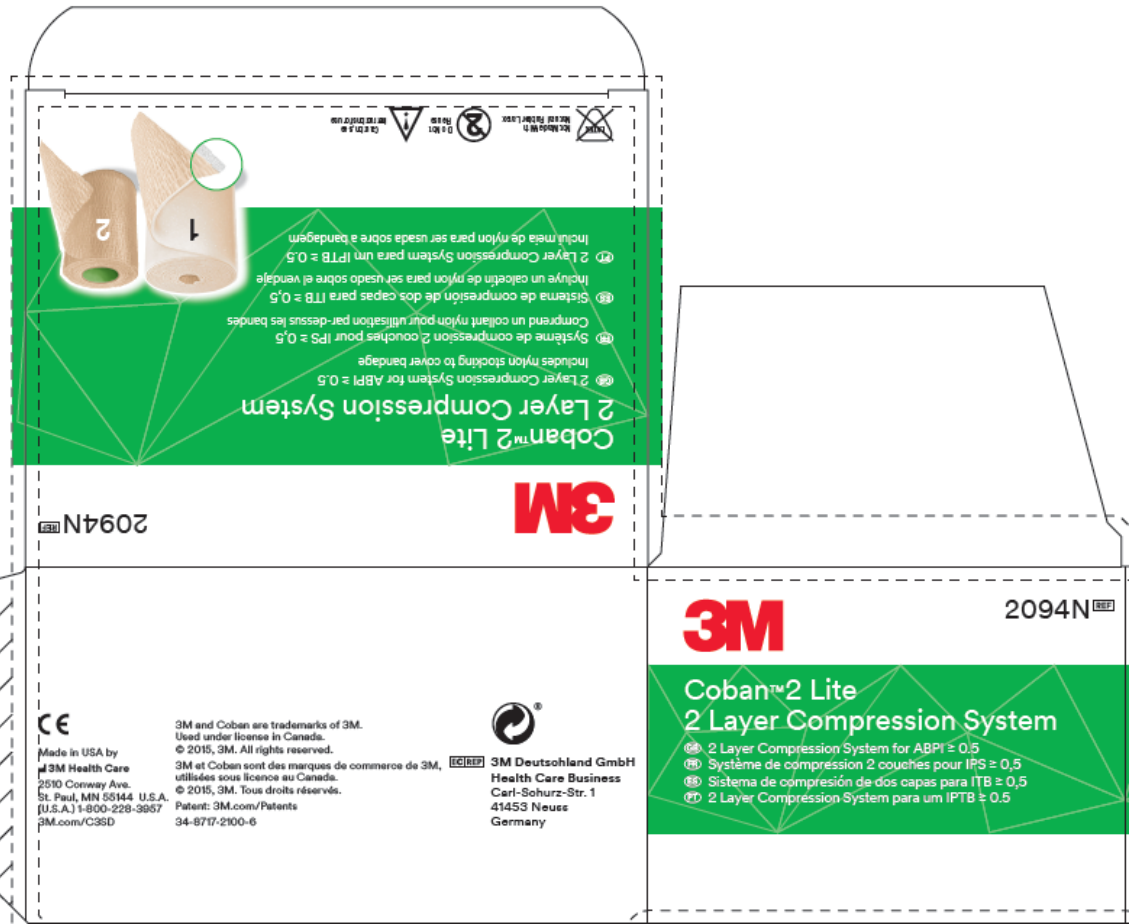
C3SD Packaging System



C3SD Packaging System



C3SD Packaging System



Thank you!

TOV/Verbal Identity

Amy Newton

anewton@mmm.com

Steve Bonfig

slbonfig1@mmm.com

Visual Identity/Design

Donna Root

droot@mmm.com

Creative Director

Cory Hanscom

cjhanscom@mmm.com

Co- and Sub-branding,
Packaging

Collin Hummel

chummel2@mmm.com

Digital and Experiential

Peter de Sibour

pbdesibour@mmm.com

Photography