



3M Social Media Visual Guidelines



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Designing for Social Media

This section of the 3M Social Media Visual Guidelines provides high-level direction for the creation of 3M branded social media posts. This content assumes you are already familiar with [3M's Visual Identity Guidelines](#).

Any and all work for a 3M asset needs to be rooted in 3M's Visual Identity Guidelines to ensure consistency and maintain the integrity of the 3M brand. This includes color, 3x3 grid, photography, and tone of voice. For questions or concerns, reference the [contact information](#).

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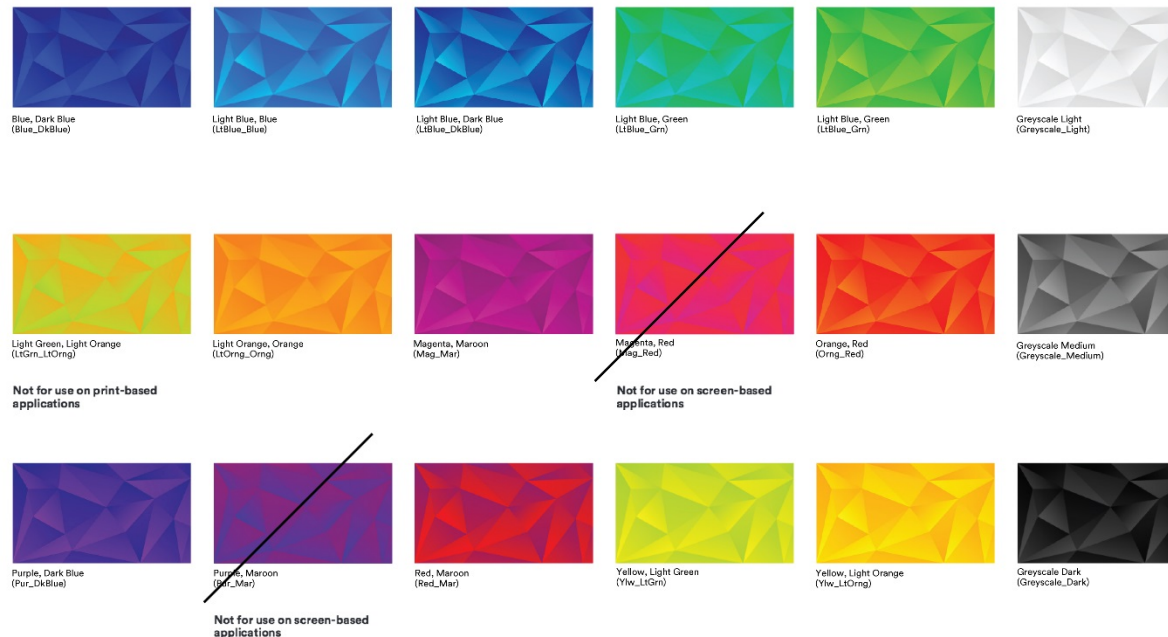
Web-Safe Color

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The 3M Brand Identity utilizes color in a variety of ways. This page addresses mesh backgrounds, solid colors and gradients. For more specific instruction on the variety of color options and specific guidelines for usage, please see [3M's Visual Identity Guidelines](#).

For web applications, all solid colors are approved, but some mesh restrictions apply. This page provides all of the information on approved mesh options for web.

Mesh Options



Solid Color Options

Name: CMYK , RGB

Ylw: 0/0/100/0 , 255/240/0

LtOrng: 0/35/100/0 , 250/170/25

Orng: 0/60/100/0 , 245/130/30

LtGrn: 35/0/100/0 , 170/230/0

Grn: 85/0/100/0 , 0/180/50

LtBlue: 75/0/5/0 , 0/200/230

Blue: 100/50/0/0 , 0/60/230

DkBlue: 100/100/0/15 , 30/30/150

Pur: 75/88/0/0 , 130/40/180

Mar: 35/100/5/20 , 140/0/110

Mag: 18/100/0/0 , 220/20/170

Red: 0/100/90/0 , 255/0/0

Gradient Options

Ylw, LtGrn, Grn

LtOrng, LtGrn, Grn

LtGrn, Grn, LtBlue

Grn, LtBlue, DkBlue

Grn, LtBlue, Blue

LtBlue, Blue, DkBlue

Blue, DkBlue, Pur

LtBlue, DkBlue, Pur

DkBlue, Pur, Mar

Pur, Mar, Red

Pur, Mar, Mag

Mar, Mag, Red

Mag, Red, Orng

Mar, Red, Orng

Red, Orng, LtOrng

Orng, LtOrng, LtGrn

Orng, LtOrng, Ylw

LtOrng, Ylw, LtGrn

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Grid + Logo

It is necessary to always follow the 3x3 grid when creating assets for 3M. The grid is simple and adjustable to assets of any dimension. Be sure to utilize the structure of this grid for text with or without a background image.

For social posts, begin with a logo of 45 px high to build the gutter and grid.

If the logo lock-up is used, the lock-up front color (either black or white) must be consistent with any superimposed copy (black or white).

The visual lock up must be used as is. No visual can use a drop shadow, blur or any other visual effect under the logo.



Do not use a drop shadow



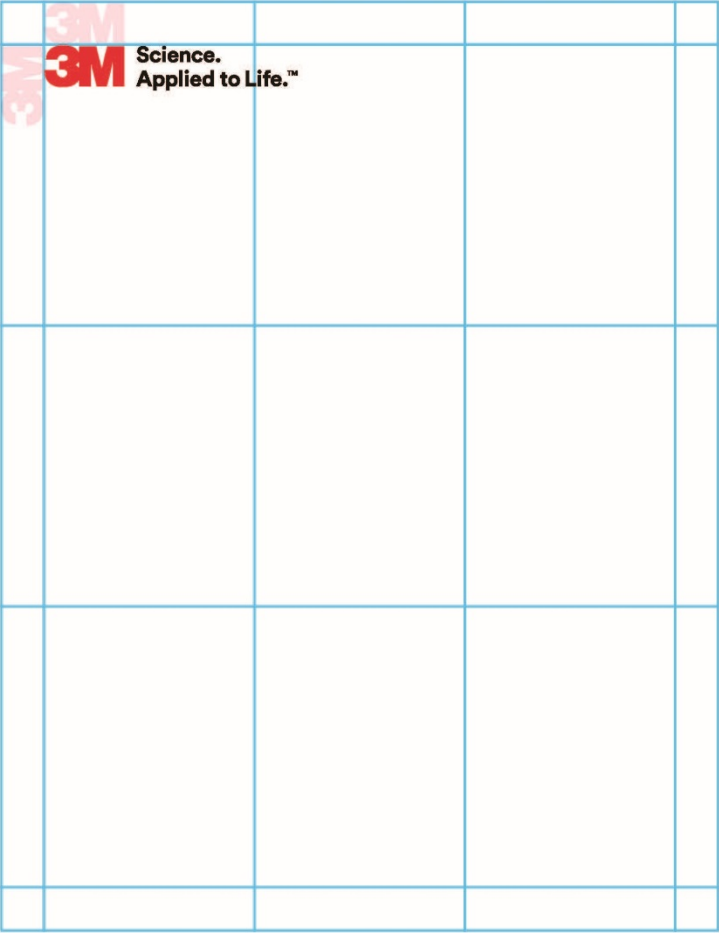
Do not use an outer glow



Do not use a low resolution or blurry logo



Do not change the color of the logo



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Social Networks Specs

Below are the specifications for the main social networks.* We recommend testing for updates often and speaking with a [media specialist](#) for any paid specifications. A suggested up-to-date resource:

<https://sproutsocial.com/insights/social-media-image-sizes-guide>

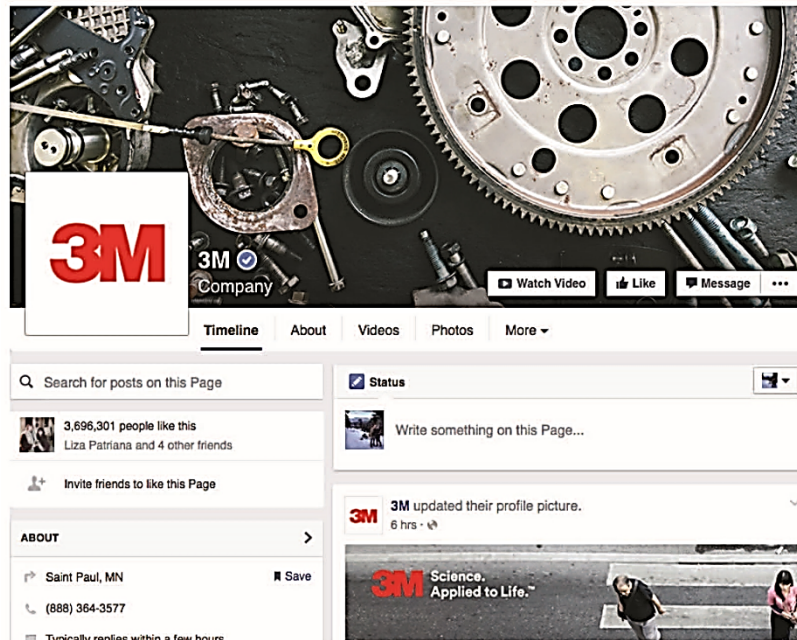
Reference each social network's business and help sites for additional detail:

- <https://www.facebook.com/help>
- <https://business.instagram.com>
- <https://business.twitter.com> or <https://support.twitter.com/>
- <https://business.pinterest.com>
- <https://businesshelp.snapchat.com>
- <https://business.linkedin.com/>
- <https://www.thinkwithgoogle.com/>, <https://support.google.com/>,
<https://creatoracademy.youtube.com> or <https://youtube.com/yt/advertise/>

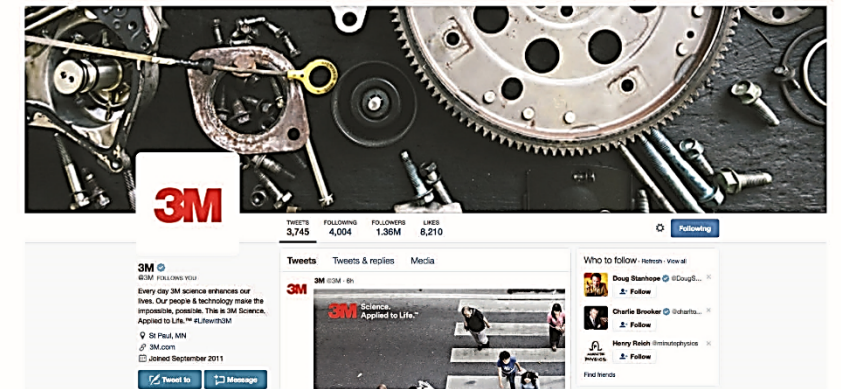
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Cover Photo

For all 3M properties use brand approved photography as the cover photo. Avoid marketing copy or visual overlay.



Facebook example



Twitter example

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Style Options

A variety of style options may be used to post to any of the social media platforms. The following section lays out form and style for each category.

General Stills

General Stills + Visual Overlays

Photography GIFs

Video

Image + Text Overlay

Text + Non-Photo Background

Illustration

Illustration GIFs

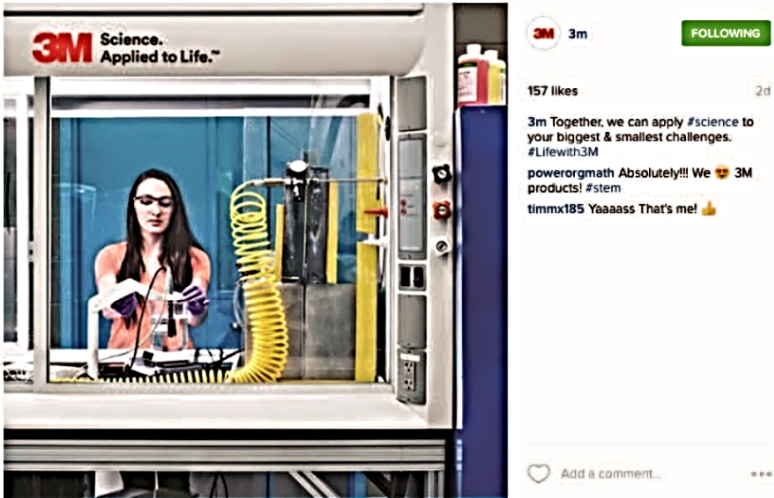
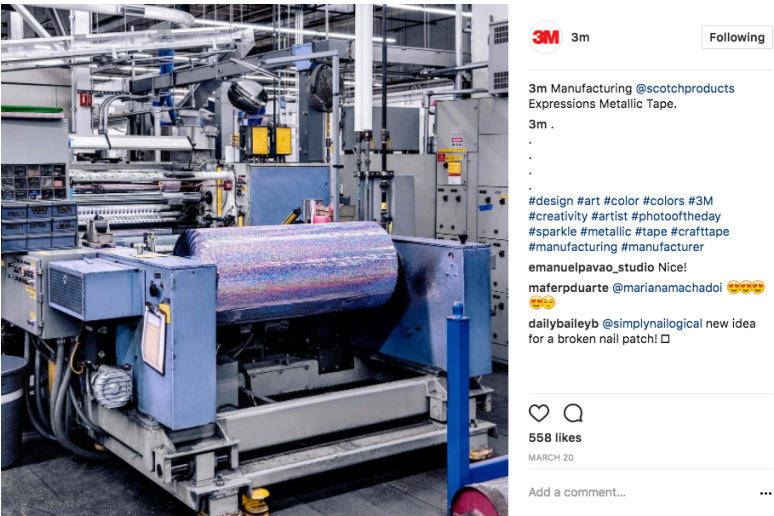
Product Photographs

User Generated Content (UGC) Style Photography

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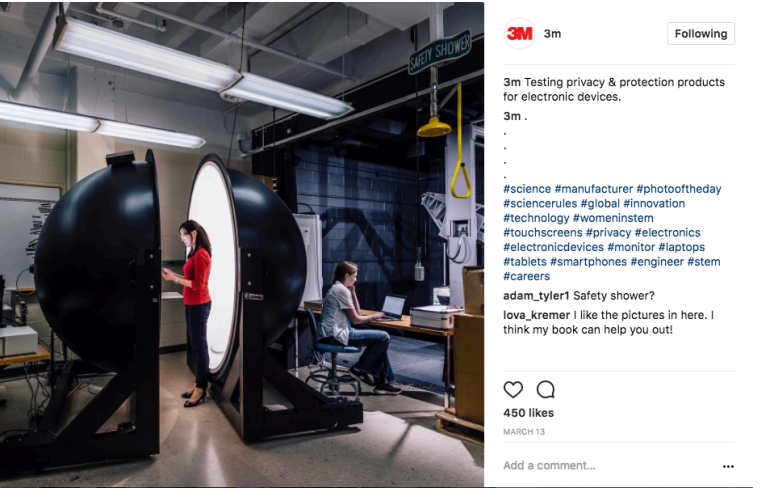
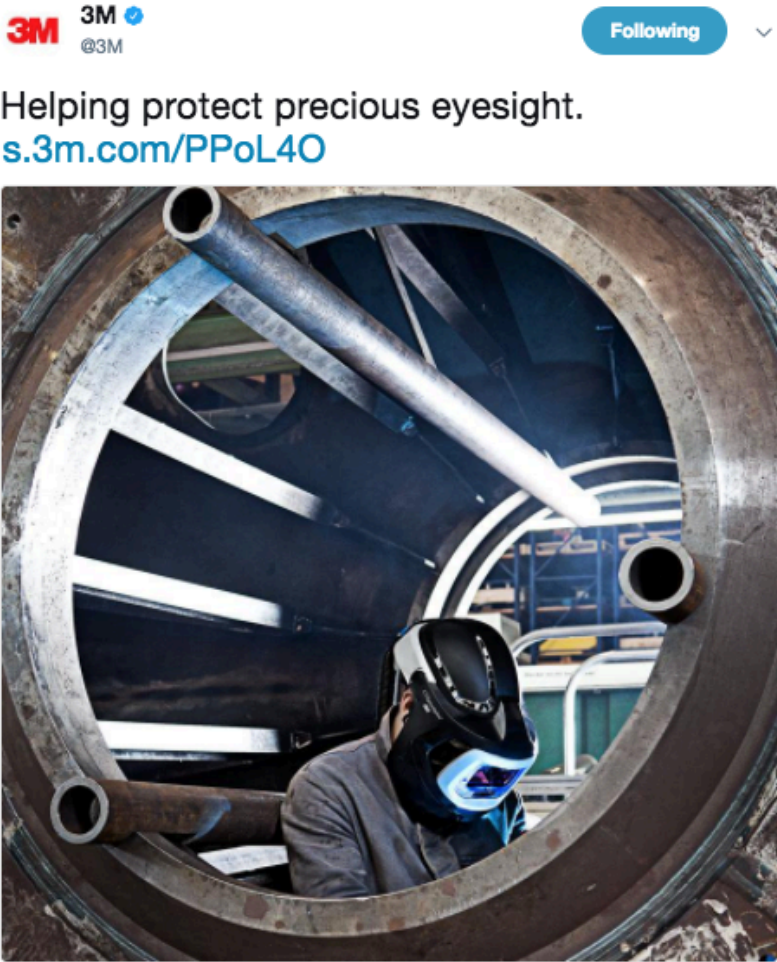
Style Options: General Stills

For general stills, use a photo that meets 3M photo standards. If the lock-up is used, it must be in the top left corner, following proper placement requirements.



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Style Options: General Stills (continued)



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Style Options: General Stills + Visual Overlays

For general stills that incorporate a visual overlay, the graphic itself must be a 1-2 px width solid white line. Specific areas of an image can be highlighted using a circle of the same line weight.

3M @3M · Mar 16
Live life in every season, especially #snow, with the help of #science.
s.3m.com/eVDLP8



3M 3m Following

3m Helping deliver, save & re-imagine the world's #energy. #improvinglives (Link in bio)

wamco_sarl @issamireille @f.aizarani
@issarealestate @sagr_omar
@livelovelebanon 3mindustrial

wamco_sarl @3mindustrial

rodrigobastidas.zs @ramonbastidas64 es algo que tengo en la cabeza y no logro sacarmelo padre, porque rama irme...

rodrigobastidas.zs quiero que seamos socios en un futuro muy cercano @ramonbastidas64

rodrigobastidas.zs y tengamos nuestras princesas día a día. ayudandonos en un proyecto. @ramonbastidas64

ramonbastidas64 Debes ver las líneas de productos que tiene la marca...a mi me



176 likes

NOVEMBER 23, 2015

Add a comment...



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Style Options: Image + Text Overlay

If using the lock-up with 3M approved photos, lock-up should be in the upper left position, with text left aligned, anchored to the 3x3 grid, and in the same color as the lock-up text.

Spontaneous glass explosions are rare, but they happen. Can [#science](https://www.3m.com/VPObYv) help? [s.3m.com/VPObYv](https://www.3m.com/VPObYv)



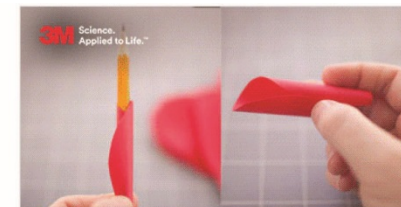
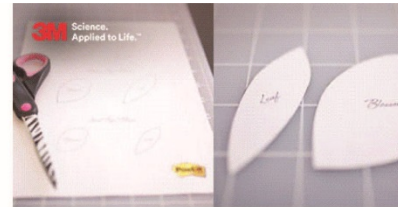
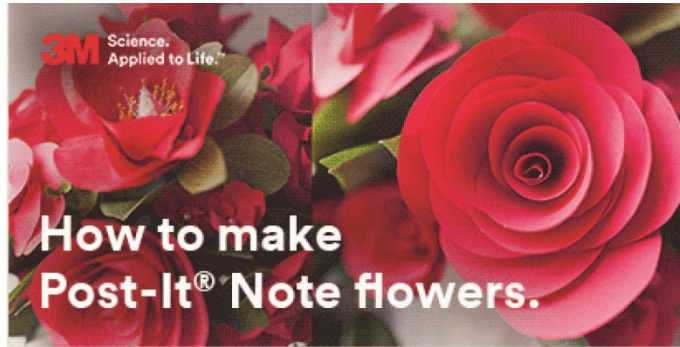
What would you do if an IV dressing could move with you? Now it can. [#LifeWith3M](https://www.3m.com/bgzTk) [#healthcare](https://www.3m.com/bgzTk) [s.3m.com/bgzTk](https://www.3m.com/bgzTk)



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Style Options: Photography GIFs

For photographic GIFs, use the 3M photo standards. If you choose to use the lock-up, it must be in the top left corner, following proper placement requirements.



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Style Options: Video

All video footage must meet 3M video standards. Similar to photography standards, images must include ample natural light, authentic subjects, graphic composition and clear focus.

In addition, video for social media should follow platform best practices. These specifications tend to change often so please reach out to a [media specialist](#) for the most up-to-date strategic and creative considerations. To learn more, view the [3M Social Media Video Guidelines](#).

3M

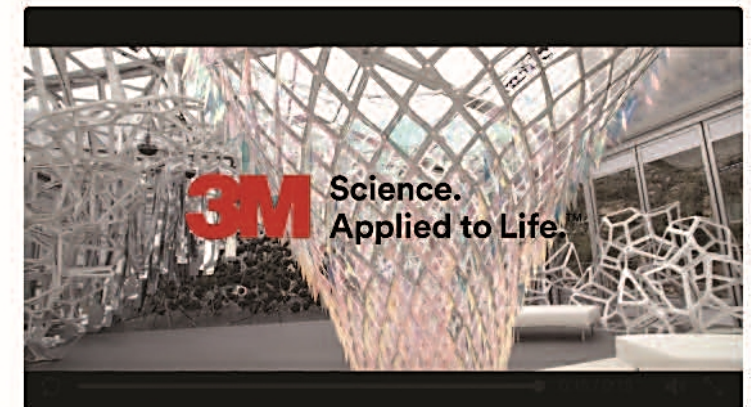
What can we do as a population to decrease waste levels? [#improvinglives](#) [#sxsw](#)



Link:
<https://www.youtube.com/watch?v=wIKBnSsuWw>

3M

Experience the role each of us has in the big picture & the power of what 9 billion could do working together. [#sxsw](#)



Link:
<https://www.youtube.com/watch?v=-lHkm9qKdew>

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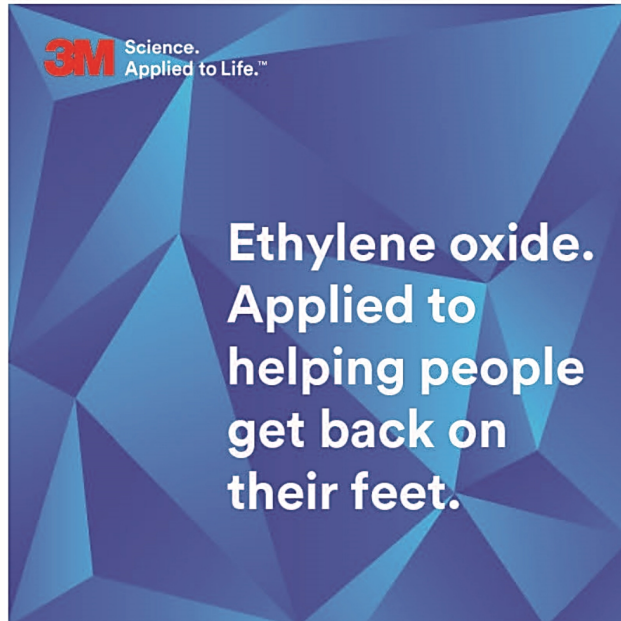
Style Options: Text + Non-photo Background

Using a colored mesh or a solid colored background is welcomed, especially when lacking appropriate photos.

Lock-up, if used, should be in the upper left position, with text left aligned, anchored to the 3x3 grid, and in the same color as the lock-up text.

When using quotations, design with hanging punctuation in mind.

Reduced infections. Better patient care.
#LifeWith3M s.3m.com/9nmL



#WednesdayWisdom from our former CEO,
William L. McKnight.



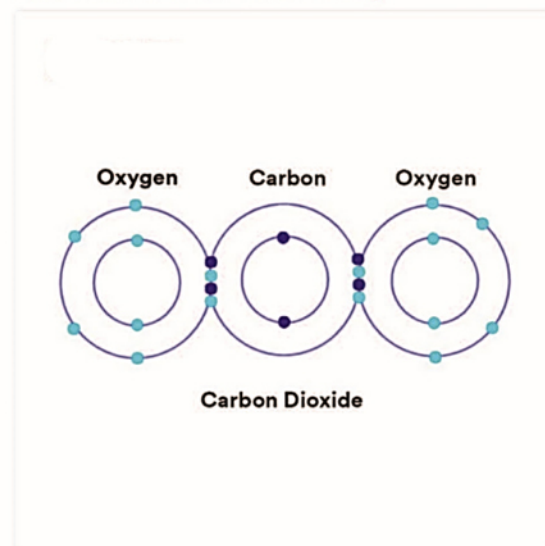
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Style Options: Illustration

Leveraging illustration design in storytelling is a great alternative to photography – especially stock photography – as it not only brings 3M's brand to life in a fun, whimsical way, but helps our stories stand out in a crowded marketplace.

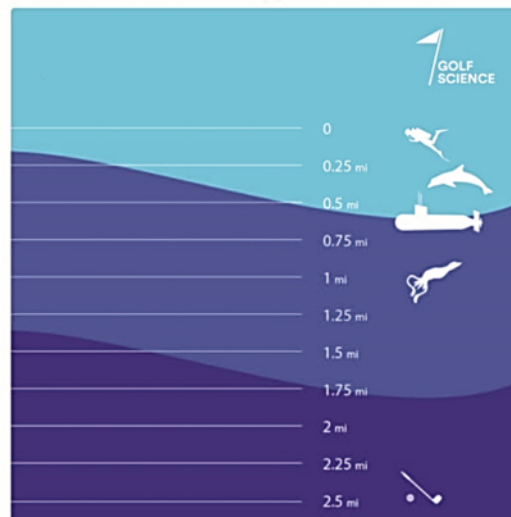
3M @3M · Feb 4

Good friends share. Be a covalent [#bond](#), not an ionic bond. [#friendsday](#)



3M @3M · Feb 10

The pressure from a pro [#golf](#) swing is equal to the pressure 2.5 miles under the sea. [#ATTProAm](#) [#3Mgolf](#)



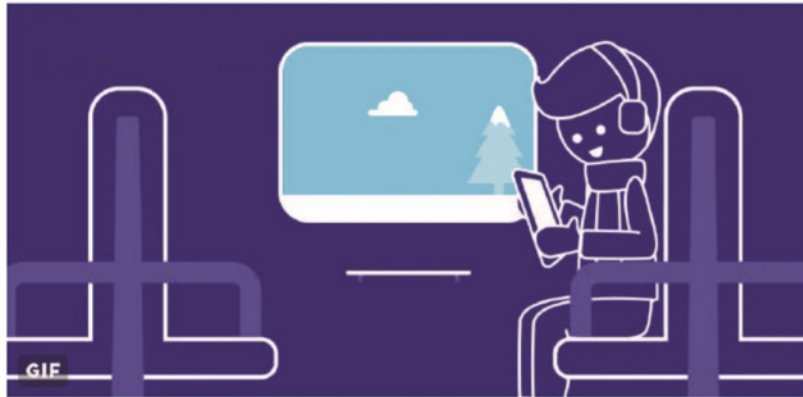
Polished to
perfection.



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Style Options: Illustration GIFs

When creating animated social media designs, like GIFs, 2- or 3-color illustrations are an effective solution.



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Style Options: Product Photographs

Product photographs should follow 3M visual standards. Products should be well lit and placed upon a white background.



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Style Options: User-Generated Content Style Photography

For certain projects it may be best to take a UGC style approach to your content, which can include the removal of the logo from the image. 3M photography guidelines are still required, including ample natural light and clear focus.



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Style Options: Live and Real Time Platforms

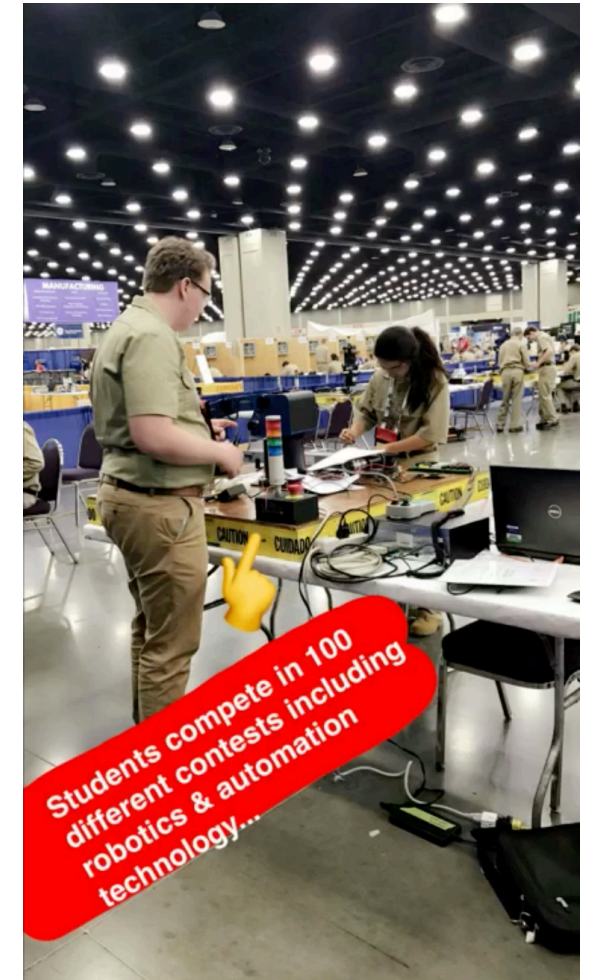
Snapchat and Instagram Stories focus on “in the moment” sharing with content captured live or uploaded after.

Leverage the platform’s unique features such as geofilters, emoji’s, text, and stickers when creating the story but be mindful of not making it too cluttered or hard to understand.

Focus on behind-the-scenes or event content, especially for organic content.

Save content shot live to export later or reuse.

Keep in mind you only have 24 hours to view & screenshot the metrics on a story.



Co-branded Sponsorship Content

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Use this approach when designing logo lock-ups for co-branded sponsorships. This may also apply to: collaboration, co-sponsorship, alliance, etc.

3M Dominant means that the content will be heavily influenced by the 3M brand. Partner Dominant will allow for heavy influenced by the partner brand.

Clearly communicate the relationship between the two brands in the message and content.

Co-branded logo lock-ups are built as outlined on this page and applied to the grid, using the top left gutter to align the logos.

All content published by a 3M account must adhere to [3M Brand Visual and Verbal Identity Guidelines](#).

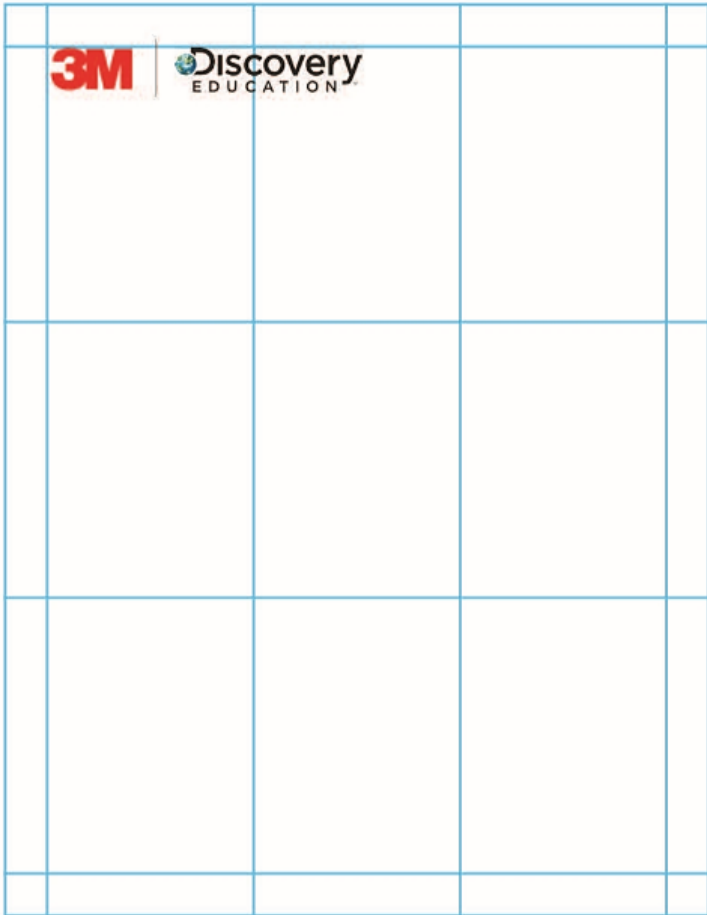
3M Dominant Content



Partner Dominant Content



Co-branding Layout



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Breaking Brand Standards

The following examples contain one or more issues that break brand visual standards. Please avoid making these mistakes. For additional brand information please review [3M's Visual Identity Guidelines](#).



Issue: The check mark symbols and copy color are a mismatch. All copy, including logo lock-up, must be the same color. Also, stock photography should be used sparingly to prevent scenarios where the setting or products featured do not align with industry regulations.



Issue: The trifecta line weight is heavy and its placement does not align with the grid.



Issue: Inauthentic work environment. Stock photography should be used sparingly. Avoid using any photography that is forced or cliché. For example, where the subject is looking at the camera. Put authenticity first when sourcing images outside of Brand Central.



Issue: The color of the logo lock-up font is not consistent with the superimposed copy. Font must be black or white.



Issue: The background is completely out of focus. Photography should be sharp and in focus from foreground to background.



Issue: Dramatic lighting. Keep away from scenic photography that overemphasized the use of light. Look for a clear focus and balanced natural light.

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Additional Resources

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For more information about 3M Brand Guidelines, visit [brand.3M.com](https://brand.3m.com). For more information about 3M Social Media Guidelines, visit [go.3M.com/SocialMedia](https://go.3m.com/SocialMedia).

To ensure visual consistency and reinforce the integrity of 3M's brand, please follow [3M's Visual Identity Guidelines](#) and abide by the [3M Social Media Policy](#) and related documents.

If you are working with partner brands, please reference the social media portion of the [3M Co-branding and Licensing Guidelines](#).

For questions regarding social media, please contact corporatesocialmedia@mmm.com

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Platforms

Below are the specifications for the main social platforms.* We recommend testing for updates often and speaking with a [media specialist](#) for any paid specifications. A suggested up-to-date resource:

<https://sproutsocial.com/insights/social-media-image-sizes-guide>

LinkedIn

Company logo: 400 x 400
Company Cover: 646 x 220
Update post: 698 x 400
Profile Banner: 1000 x 425 Min
4000 x 4000 Max
Profile Picture: 400 x 400

Instagram

Profile photo: 180 x 180
Photo post: 1080 x 556 Min
1080 x 1350 Max
Character count: Recommendations vary
2,200 Max

Twitter

Cover photo: 1500 x 500
5 MB Max
Profile photo: 400 x 400
2 MB Max
Uploaded image: 506 x 253 Recommended
440 x 200 Min
1024 x 512 Max
Up to 5MB (Including GIF)
Uploaded video: 15MB Size Limit
00:05 - 00:30 Duration
32 x 32 and 1280 x 1024
Character count: 70 - 100 Recommended
140 Maximum
Image Uses 24
Link Uses 23
No more than two #

Facebook

Cover photo: 828 x 315 on PC
640 x 360 on Smart Phones
Use an RGB JPG less than 100 KB
Profile photo: 180 x 180
160 x 160 on PC
140 x 140 on Smart Phones
Uploaded image: 1200 x 630
Shared link image: 1200 x 627
Tab image/icon: 111 x 74
Uploaded video: 1.75 GB
00:45 Max
MOV or MP4
Character count: 40-50 Recommended
62,206 Maximum

Snapchat

Uploaded images or video: 2:3 or 9:16

*All sizes in pixels.
Updated May, 2016.

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