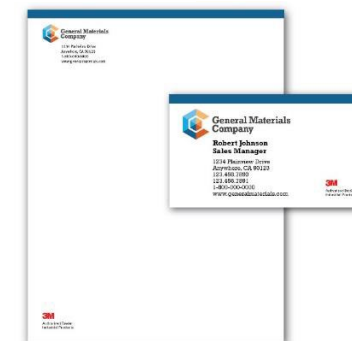
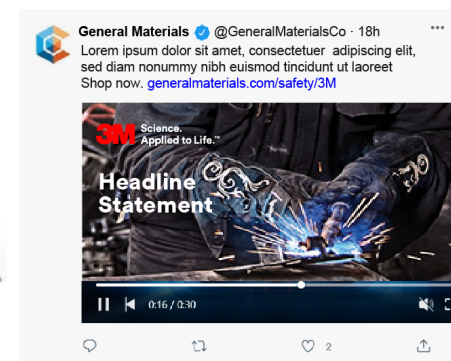
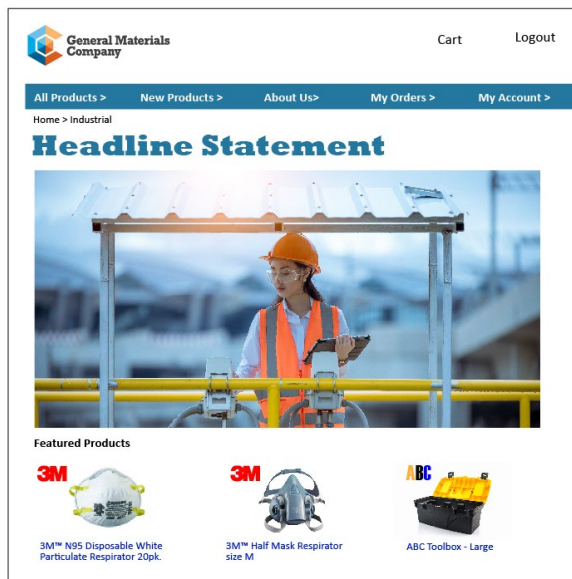


Channel Relationship Guidelines

Empowering channel partners to properly present the 3M Brand



Contents

3 Introduction

- 4** Top 5 things to remember
- 5** Key Idea: Is it a 3M or a Partner Communication?
- 6** 3M assets for use by Channel Partners
- 7** Writing about 3M and 3M products and brands
- 8** Which to Use: 3M Logo or relationship graphic?
- 9** Do not use 3M assets as your own

10 Channel Partner communications using 3M brand alone

- 14** Web sites
- 17** Emails
- 18** Social media
- 22** Web banner ads
- 23** Print ads
- 24** Directory Listings
- 25** Exhibits and displays
- 26** Literature and flyers
- 27** Presentations
- 28** Promotional items
- 29** Signage and storefronts
- 30** Stationery
- 31** Vehicles

32 Channel Partner communications using 3M grouped with other brands

- 34** Web site, emails and banner ads
- 35** Social media
- 36** Print ads, directory listings
- 37** Exhibits and displays
- 38** Flyers/literature and presentations
- 39** Promotional items
- 40** Signage and storefronts, stationery
- 41** Vehicles

42 Using 3M Sub-brands

By working together to market our products and services, 3M and our affiliates can extend market reach, increase revenue streams, and reduce costs. For both parties to benefit, the customer needs to understand the relationship between 3M and the channel partner.

The guidelines and examples in this document will help you correctly and effectively represent the 3M and channel partner brands.

The following pages demonstrate that proper use of the 3M brand depends on:

- The communication format/medium
- Whether it is a 3M communication or a channel partner's communication
- The presence of any additional brands

Top 5 things to remember

[Back to Table of Contents](#)

1. Make the relationship clear

Is the communication coming from 3M or the channel partner?

2. Display the 3M logo correctly

3. Do not mix design elements from the 3M and the channel partners' brand identities.

4. Use 3M imagery/assets only for 3M-focused content

5. Do not alter 3M copy or add new product claims

Key Idea: Is it a 3M or a Channel Partner communication?

[Back to Table of Contents](#)

Co-branded materials fall into 2 main categories:

- **3M communications** are created by 3M using its visual brand identity. They can reference a channel partner and be provided to them for their use.
- **Channel partner communications** are created by the partner, using their visual brand identity and referencing their relationship with 3M.



3M communication



Nothing In between



Channel Partner communication

The relationship between 3M and the channel partner must be clear. Will a customer understand 3M is the manufacturer and the channel partner is the seller?

3M Assets for use by Channel Partners

[Back to Table of Contents](#)

3M owned and licensed assets can be provided to channel partners. They must always be used in whole (not modified) and only for the purpose of marketing 3M products or services.

Photography

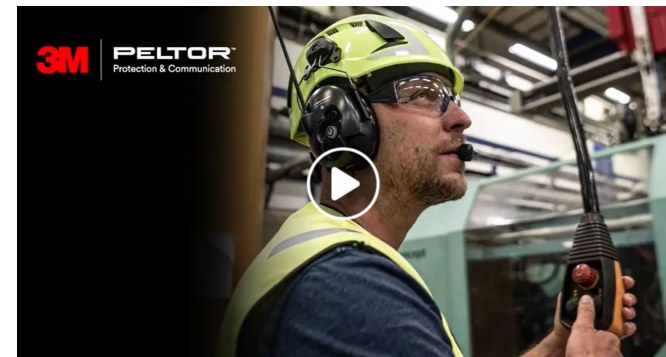
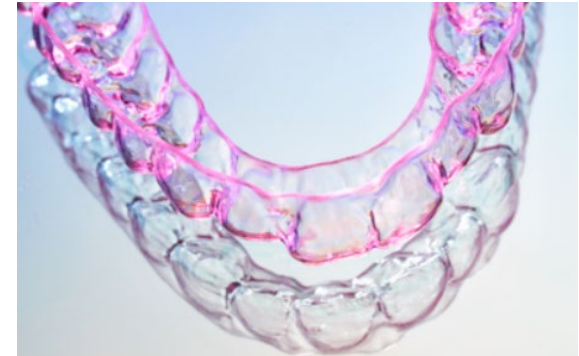
- 3M can share 3M-owned/produced photography
- 3M cannot share stand-alone stock images
- Stock imagery embedded in a 3M communication/ad is OK to share
- Cropping of images provided is acceptable

Video

- Channel partners can use video assets for which 3M owns rights to directly promote 3M products and amplify the reach of 3M campaigns
- Videos can be embedded in or linked from, the channel partner's website while clearly identifying/presenting the video as 3M content
- 3M videos should not be posted on channel partners' YouTube channels
- Channel partners must not perform any video editing or co-brand 3M video intros/outros (an "end card" free space can be added for the partner to add their brand)
- 3M cannot share raw footage or soundtracks/music

Copy

- 3M copy has been carefully developed for accuracy and compliance with regulatory and legal authorities. Do not alter or add claims for any 3M product or service
- Do not change or alter any brand or product names



Writing about 3M and 3M products and brands

[Back to Table of Contents](#)

1. When “3M” is used as a product brand in any manner in copy, it requires the ™; when referring to the company, do not use a ™.
2. When 3M trademarks are included in any communications not created by 3M, a *credit line* must be added at the bottom of the printed communications noting: “3M is a trademark of 3M Company.”
3. First use of full product name ‘3M™ Harvest RC Chromatographic Clarifiers’ is required on each visual surface of an asset. (A visual surface is defined as what can be seen at once. For example, a spread of a brochure would be considered one visual surface.) If only the logo lockup is used on an asset due to space constraints (i.e. a banner display ad), the first use of the full product name should quickly follow on the subsequent asset.
 - a) The red 3M logo may **NOT** be used in a sentence. In a sentence, **ONLY** use “3M” in text form.
 - b) 3M owned trademarks are always used as adjectives and are ***always followed*** by a generic descriptor that ends with a ***noun***: i.e. 3M™ Scotchlite™ Reflective Materials vs 3M™ Scotchlite™ Reflective
 - c) Trademarks are never used as nouns, possessives, in plural form, or as verbs.
 - d) Never highlight, make bold, or increase prominence of the trademarks in body copy.

Which to Use: 3M Logo or relationship graphic?

[Back to Table of Contents](#)

3M Logo (no tagline)



- Channel partner/retailer communications featuring a dedicated 3M page or a 3M product information/listing
- Any channel partner/retailer communications or activations with 3M grouped with additional brands
- Events or promotions where 3M is a basic or co-sponsor

3M + Authorized descriptor



**Authorized Distributor
Industrial and Safety Solutions**

- Channel partner applications/communications to communicate the relationship between the two companies

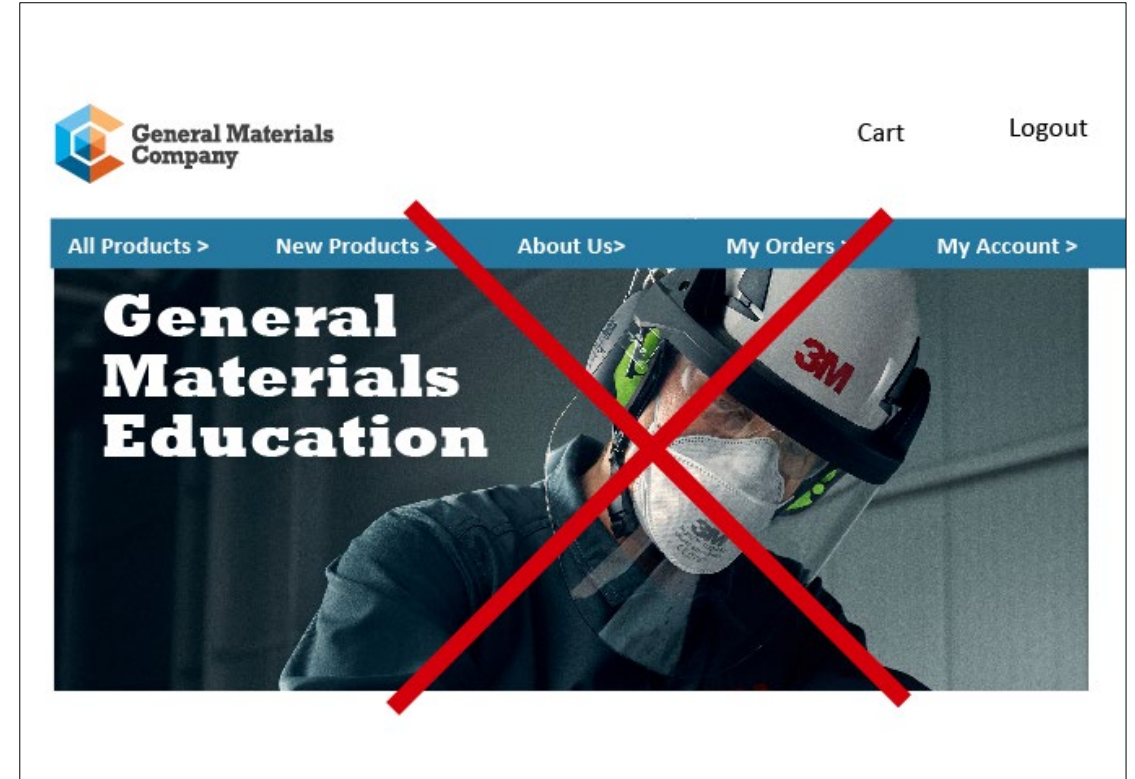
3M Science. Applied to Life™ tagline



- Should **NOT** be used by channel partners, this is exclusively for 3M owned / created communications

Do not use 3M assets as your own

[Back to Table of Contents](#)



Do not use 3M design elements such as the trifecta mesh in the example above within your own graphics

Do not use 3M photography in materials not specifically featuring 3M without written permission

Channel Partner Communications

3M Brand Alone

These guidelines are for channel partner communications that feature only their relationship to 3M (no other brands).

Channel Partner communications leveraging the 3M Brand

[Back to Table of Contents](#)

It's common for channel partners to feature the 3M brand in their ads and other communications.

Use channel partner's brand in the lead/primary position

Guidelines and examples in this section are designed to make it easy for customers to tell communications are coming from the channel partner and not from 3M. Channel partners should lead with their typical visual identity while referencing the relationship to 3M.

Make the channel partner's brand (name and logo) more prominent than 3M's

- The channel partner's logo should be roughly 2-3x the size of the 3M logo (by overall area or visual weight)
- The channel partner logo and 3M logo should not be merged. They should be spaced apart with the channel partner logo typically being at the top of the design area.

2x prominence



1x prominence

Displaying the 3M Logo and using Relationship Descriptors

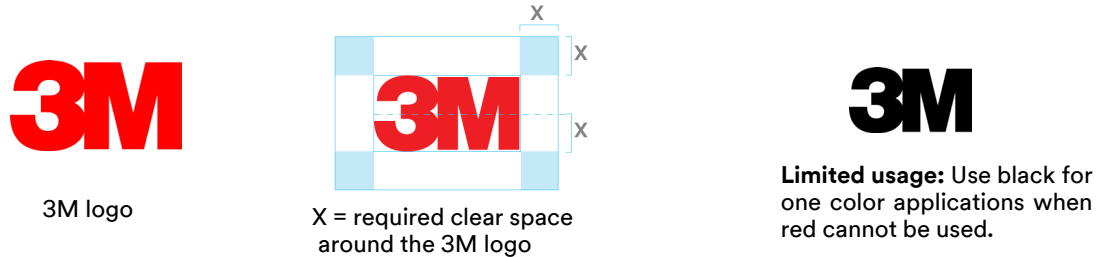
[Back to Table of Contents](#)

Channel partners should use only the official 3M logo (not replicated or modified) and always with a descriptor that clarifies they are an “Authorized Distributor”, “Authorized Dealer”, etc.

Displaying the 3M logo

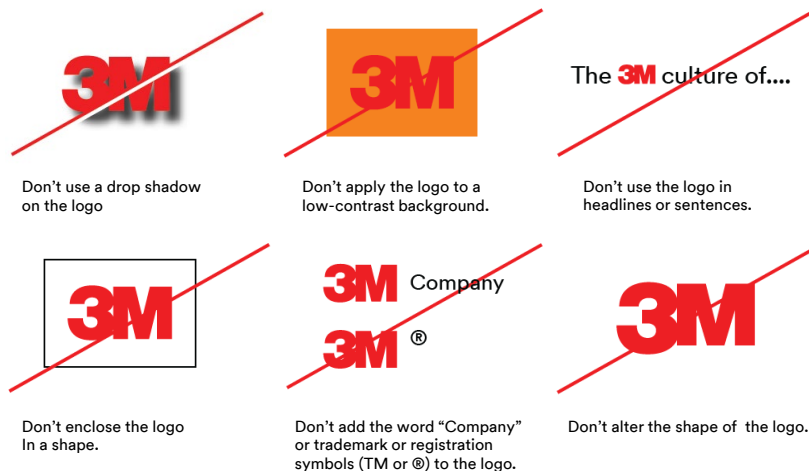
Marketing materials should follow the host’s brand identity and design standards allowing for the following when the 3M logo is used as described:.

1. Use the correct 3M logo and provide a clear space around it:



2. The 3M logo must appear in the specified 3M red color whenever possible.
3M Red: RGB = 255r0g0b CMYK = 0c100m90y0k

3. Do not alter the 3M logo in any way:



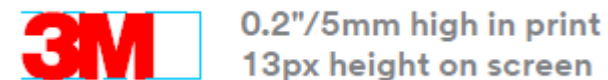
Clarify the Relationship

Display the 3M logo in a way that best reflects the relationship (whether it is placed in an area that clearly communicates a transactional or collaborative relationship) and/or include a small descriptor such as “provided for” or “in collaboration with” or whatever terminology is most descriptive.



Minimum size

The minimum size for the logo is 0.2"/5mm high in print, and 13px height on screen.



Channel partner Relationship Descriptors

[Back to Table of Contents](#)

Always clarify the channel partner's relationship via a “descriptor” displayed with the 3M logo.

Text describing the partner's relationship to 3M should be stacked underneath the 3M logo as shown in the examples here. (Retailers are exempt from this requirement.)

- 3M Red logo preferred; black 3M logo allowed for one-color printing requirements (see page 12)
- Use 3M Circular Book font for the descriptive text
- Use uppercase and lowercase (not all caps)
- Black text on white or light backgrounds
- White text on dark backgrounds
- Specify which 3M products or services (e.g., Medical Products or Industrial Products) but do not use a 3M business unit (division, department, project, etc.)
- Only one 3M logo + descriptor per visual surface
- Never use the word “partner”

Use an Accurate Descriptor



Correct



Authorized Distributor
Industrial and Safety Solutions

Incorrect



Authorized Distributor
Industrial ~~Division~~

The descriptor used depends on the legal agreement between the channel partner and 3M.

Examples:

- Authorized Distributor
- Authorized Applicator
- Approved Sealer
- Manufacturer's Representative
- Authorized Fabricator
- Approved Converter
- Authorized Reseller

Channel partner websites with 3M Brand

[Back to Table of Contents](#)

Channel partners can develop websites to feature 3M products

Identify the 3M Affiliation

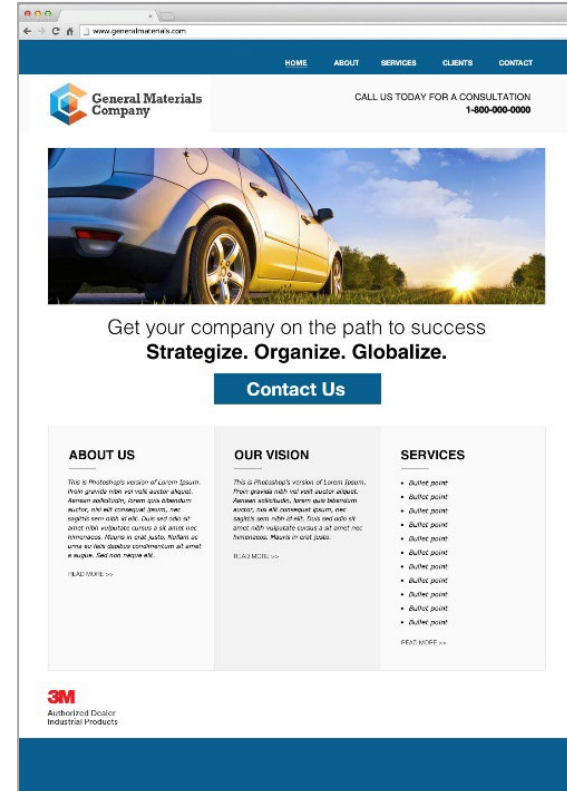
- Channel partners cannot frame a 3M website within their own site
- The 3M logo or a 3M product name cannot appear in the website header banner; homepage banner, or page header
- Display the 3M logo in 3M Red (R: 255/G: 0/B: 0) and always with identifying copy (e.g., “Authorized Dealer”) in either black or white. The logo with descriptor can be an image map linking to 3M.com
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type and color as the surrounding text

Get Permission for Imagery

- Graphic images from 3M.com can only be used with permission from 3M

Do Not Include 3M in the Domain ID

- 3M or a 3M product name must follow the domain slash separator to avoid implying to the user the partner is part of 3M



Correct: no logo in text
Select window films from 3M.

Incorrect: no logo in text
Select window films from ~~3M~~

Correct URL Identifier

www.generalmat.com/3mwindowfilm

Correct: text as link

3M.com

Incorrect URL Identifier

www.3mwindowfilm/generalmat.com

Incorrect:

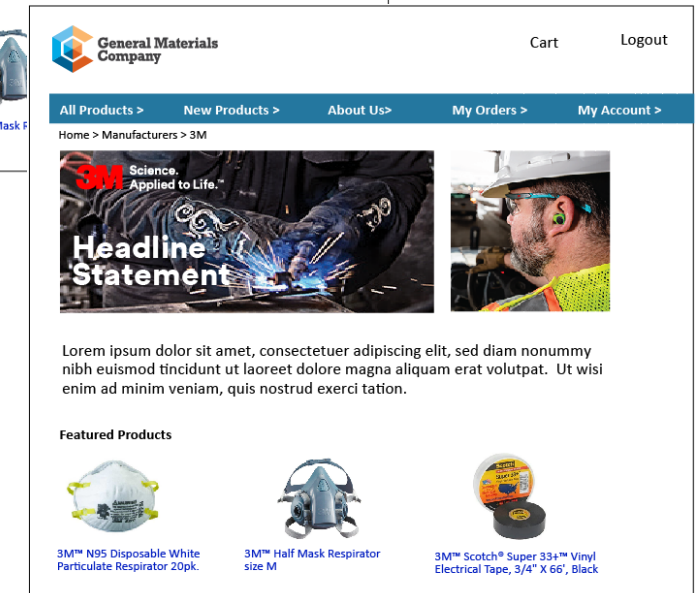
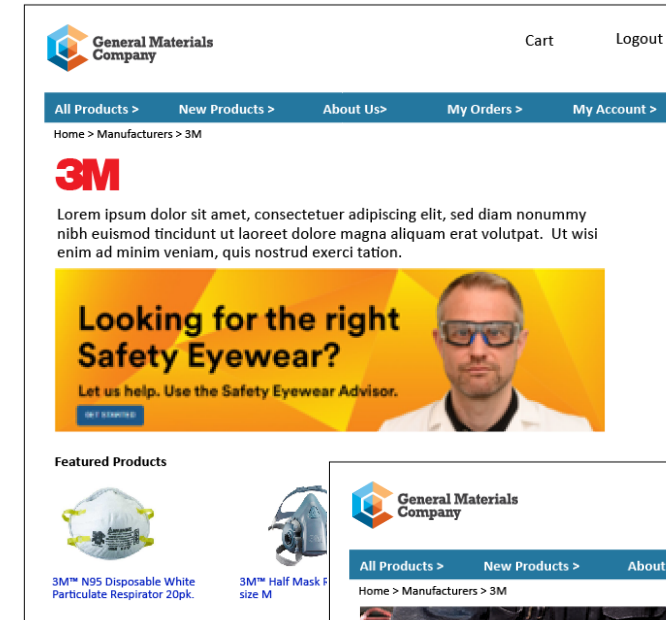
~~3M.com~~

Channel partner websites with a dedicated 3M landing page

[Back to Table of Contents](#)

Channel partners can include dedicated 3M pages within their site

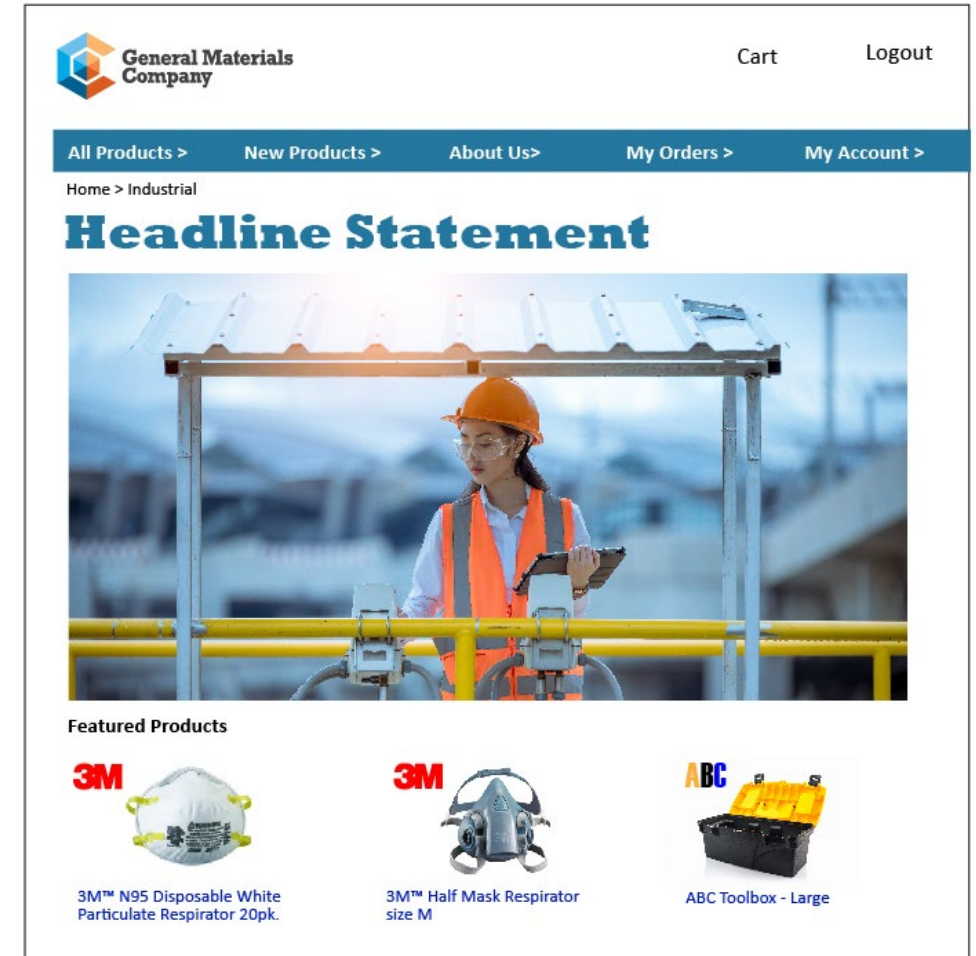
- Size of the 3M logo may be larger than the typical channel relationship because it is the brand featured on the dedicated page.
- The 3M logo can be included in the content zone, always in 3M Red (R: 255/G: 0/B: 0), and the logo can be an image map linking to 3M.com.
- Content (copy, banners) for a dedicated 3M page should be 3M branded and supplied by 3M. If the 3M logo is displayed at the top of the content zone, the banner below does not need another 3M logo.
- Do not use the 3M logo within text or as part of a text hot link; any references/hot links made to 3M within text should appear in the same type and color as the surrounding text.
- 3M or a 3M product name must follow the domain slash separator to avoid implying to the user the partner is part of 3M.



Channel partner websites with mixed product content on a page

[Back to Table of Contents](#)

- Keep the header and top content area in your brand.
- The 3M logo can be included in the product listing, always in 3M Red (R: 255/G: 0/B: 0).
- A 3M logo can be used with each 3M product image if that is the product branding convention for all listings.
- Do not use the 3M logo within text or as part of a text hot link; any references/hot links made to 3M within text should appear in the same type and color as the surrounding text.



Channel Partner emails with 3M Brand

[Back to Table of Contents](#)

Channel Partners can use the 3M brand in emails featuring/promoting 3M products and services

Maintain channel partner brand identity

- The final design always should look like a channel partner email rather than an email from 3M.
- The channel partner logo should be more prominent and 2-3x larger than the 3M logo in the 3M + relationship descriptor artwork.

Identify the 3M Affiliation

- Channel partners cannot frame a 3M website within their email
- The 3M logo/product name cannot appear in the email header
- Display the 3M logo in 3M Red (R: 255/G: 0/B: 0) and when using the relationship descriptor (e.g., “Authorized Dealer”), use in either black or white. The logo with descriptor can be an image map linking to 3M.com.
- Do not use the 3M logo within text; any references made to 3M within text should appear in the same type and color as the surrounding text.

Get Permission for Imagery

- Graphics and images from 3M may only be used with permission from 3M.



Example A:
Whole email dedicated to 3M. Using 3M + Authorized descriptor logo



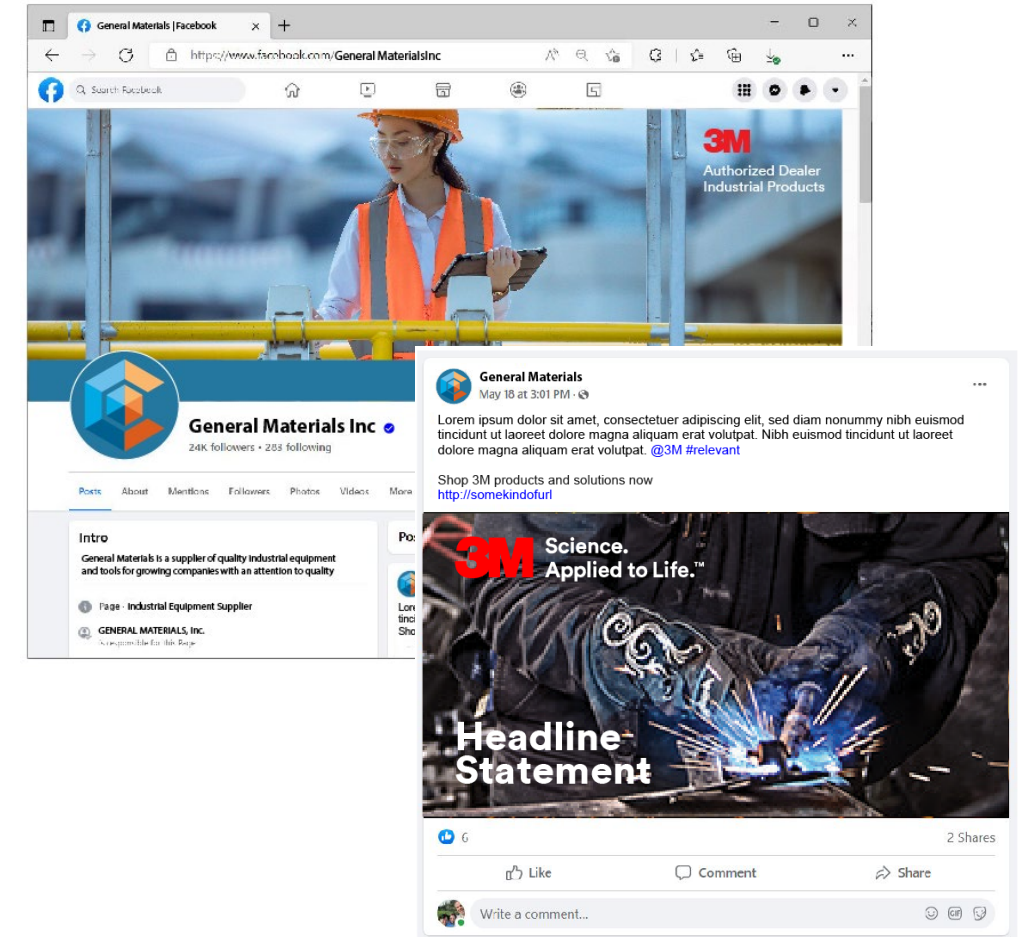
Example B:
3M product featuring in a channel partner email – can use 3M logo with product image

Channel Partner social media accounts, ads and posts with 3M

[Back to Table of Contents](#)

Channel Partners can post 3M content that is clearly 3M branded

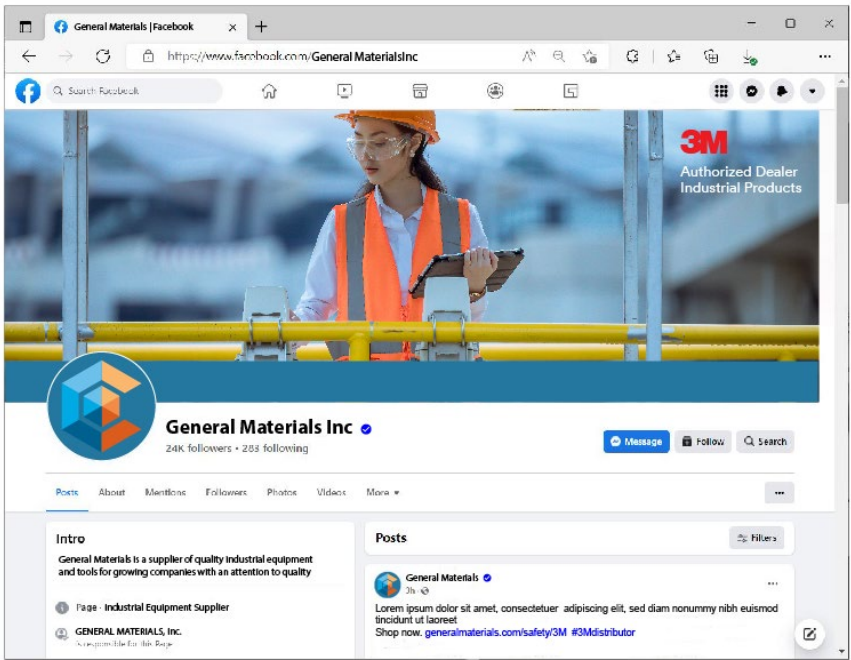
- The account profile picture should be specific to the partner and not incorporate the 3M logo.
- The 3M logo + relationship descriptor can be used in the account's header image but should be smaller than the account logo. The 3M logo and relationship descriptor can be used as an image map linking to 3M.com
- The 3M Science. Applied to Life™ tagline is only to be used embedded in 3M materials.
- Do not use the 3M logo within text or as part of a text hot link; any references/hot links made to 3M within text should appear in the same type and color as the surrounding text
- Tag “@3M” in the body of the post and use the “#” relevant to the 3M marketing programs and products being promoted.



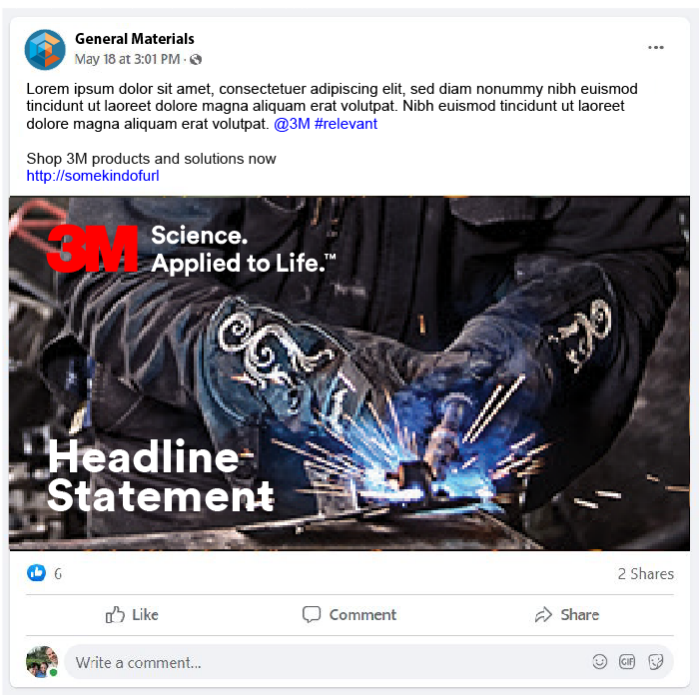
Channel Partner social media posts and ads with 3M Brand

Back to Table of Contents

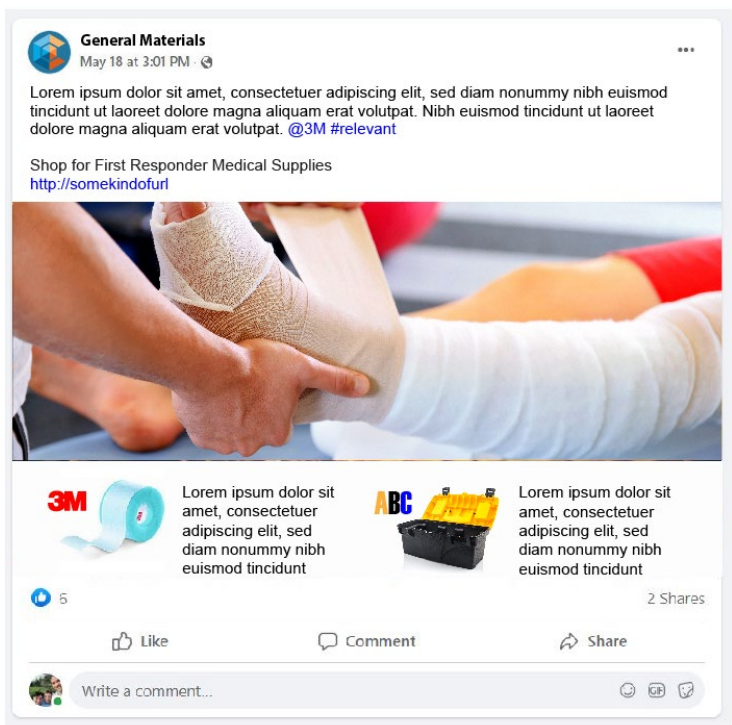
Facebook options leveraging 3M brand



Facebook home page using the 3M logo + authorized descriptor in the header image



Post with 3M provided content



Post with mixed product content

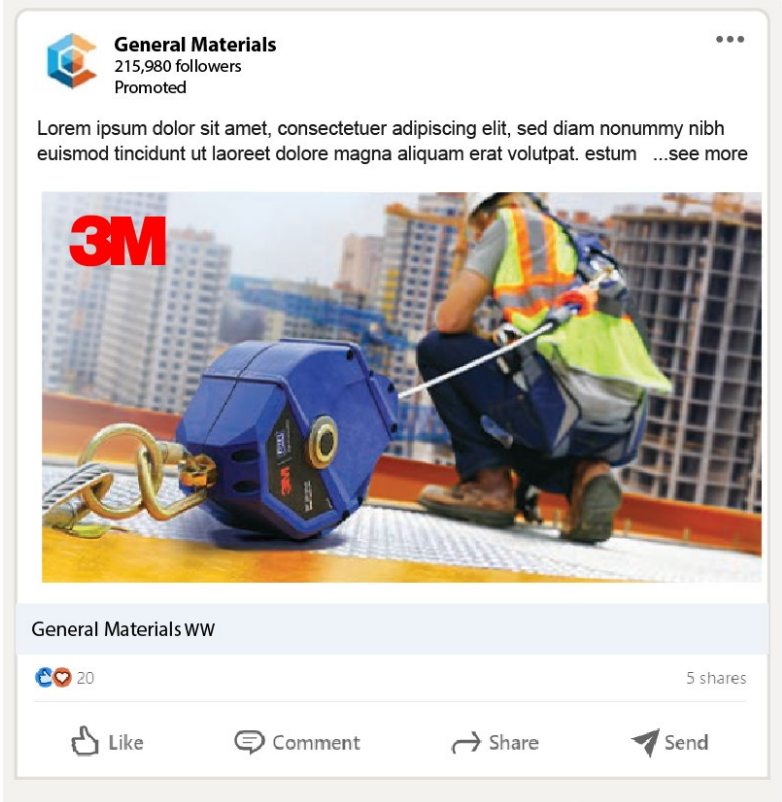
Channel Partner social media posts and ads with 3M Brand

[Back to Table of Contents](#)

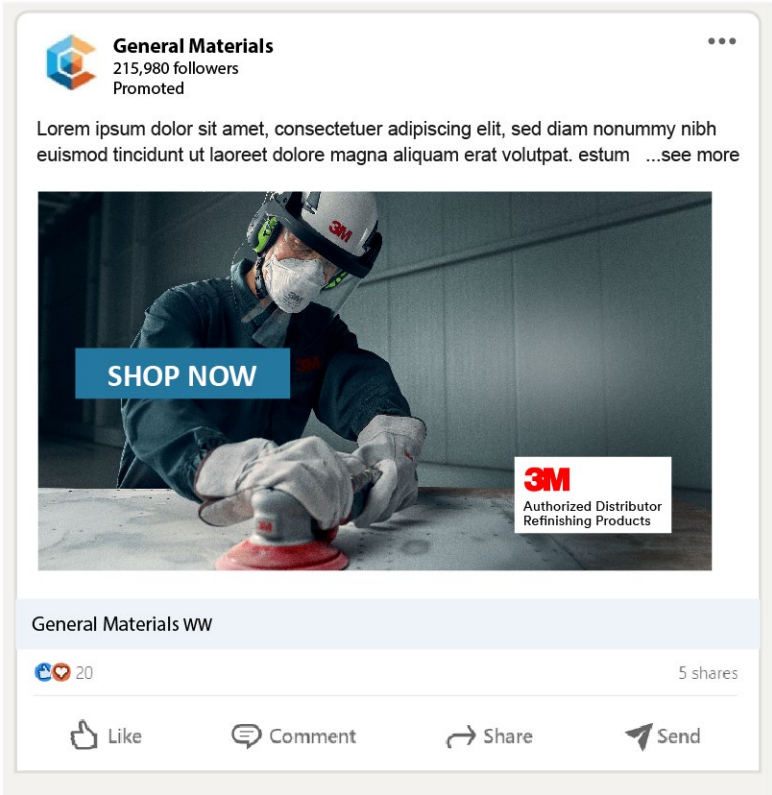
LinkedIn options leveraging 3M brand



Post featuring 3M video



Post featuring 3M product line

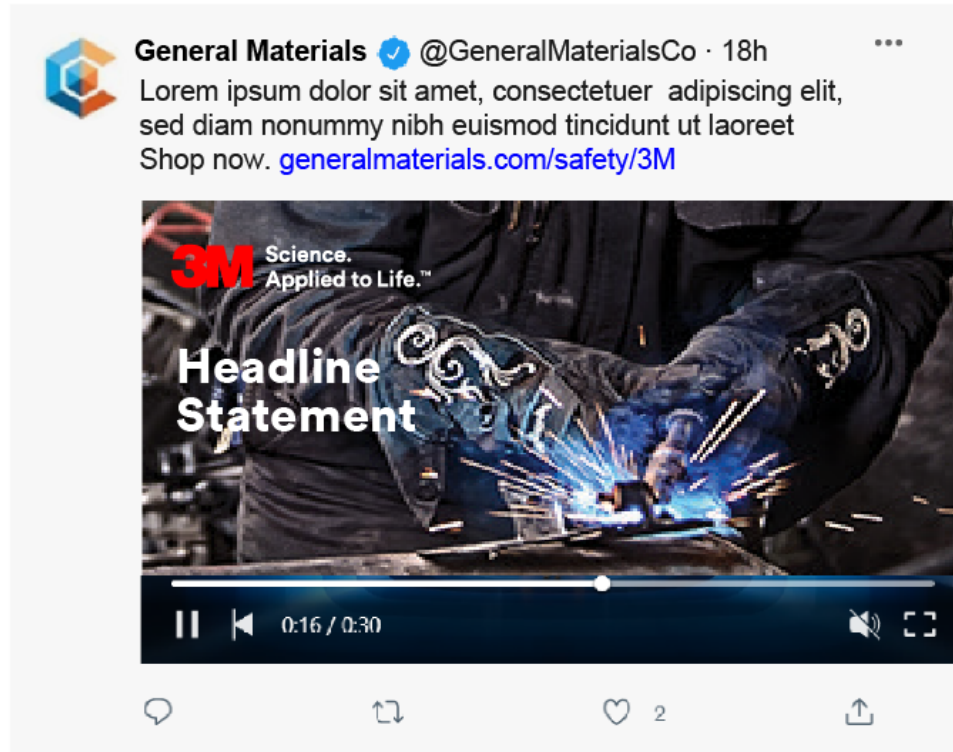


Post featuring relationship with 3M

Channel Partner social media posts and ads with 3M Brand

[Back to Table of Contents](#)

Twitter options leveraging 3M brand



Tweet featuring 3M video



Tweet featuring 3M product line

Channel Partner web banner ads with 3M Brand

[Back to Table of Contents](#)

Web ads are an option for highlighting the channel partner's relationship with 3M

- The final design always should look like a channel partner advertisement rather than an ad from 3M. This means it should follow the usual brand identity and design of the partner.
- The channel partner logo should be more prominent and 2-3x larger than the 3M logo.
- The 3M logo should always include the proper descriptive text (e.g., Authorized Distributor) below it. The 3M logo and descriptor can be used as an image map linking to 3M.com.
- Do not use the 3M logo within text or as part of a text hot link; any references/hot links made to 3M within text should appear in the same type and color as the surrounding text.



Correct: no logo in text
Select window films from 3M.

Incorrect: no logo in text
Select window films from ~~3M~~.

Correct: text as link
[3M.com](https://www.3m.com)

Incorrect:
~~[3M.com](https://www.3m.com)~~

Correct URL Identifier
www.generalmat.com/3mwindowfilm

Incorrect URL Identifier
~~www.3mwindowfilm/generalmat.com~~



Channel Partner print ads with 3M Brand

[Back to Table of Contents](#)

Advertisements are a key tool for communicating partner relationships

The final design always should look like a channel partner advertisement rather than an ad from 3M. This means it should follow the usual brand identity and design of the channel partner.

The channel partner logo should be more prominent and 2-3x larger than the 3M logo.

The 3M logo should always include the proper descriptive text (e.g., Authorized Distributor) below it.



Channel Partner directory listings with 3M Brand

[Back to Table of Contents](#)

Channel partners can highlight their relationship with 3M in directory listings

In addition to the general guidelines for the use of the 3M logo with descriptor:

- Directory listings always should appear under the channel partner name; do not use 3M or a 3M product name for the listing entry
- The channel partner name/brand should be emphasized by printing it in boldface type or in the largest size within the listing
- Provide the 3M logo and descriptor as supporting information at the bottom



Channel Partner exhibits and displays with 3M Brand

[Back to Table of Contents](#)

Authorized artwork (3M logo and descriptor) can be used to highlight relationship with 3M

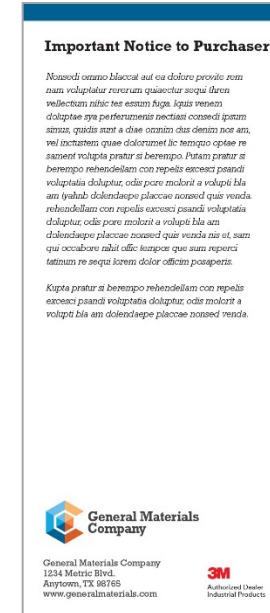
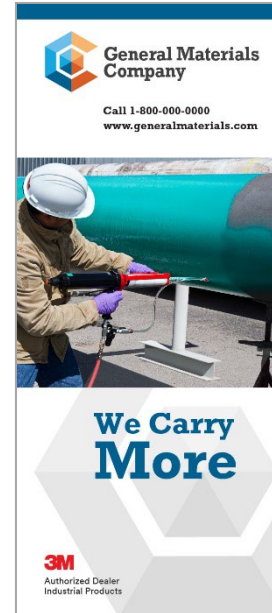
- Always use the 3M logo with descriptor (e.g., “Authorized Distributor”).
- The channel partner logo/brand should be more prominent in terms of placement and size (2-3x larger or 2x the height of the 3M logo + descriptor).
- The 3M brand should be more at “eye level” than “sky level”, meaning the channel partner brand should get the primary positioning with the 3M brand lower.



Channel Partner literature and flyers with 3M Brand

[Back to Table of Contents](#)

- Always use the 3M logo with descriptor (e.g., “Authorized Distributor”).
- The channel partner logo/brand should be more prominent in placement (at the top or higher than 3M) and size (2-3x larger).



2x prominence



1x prominence

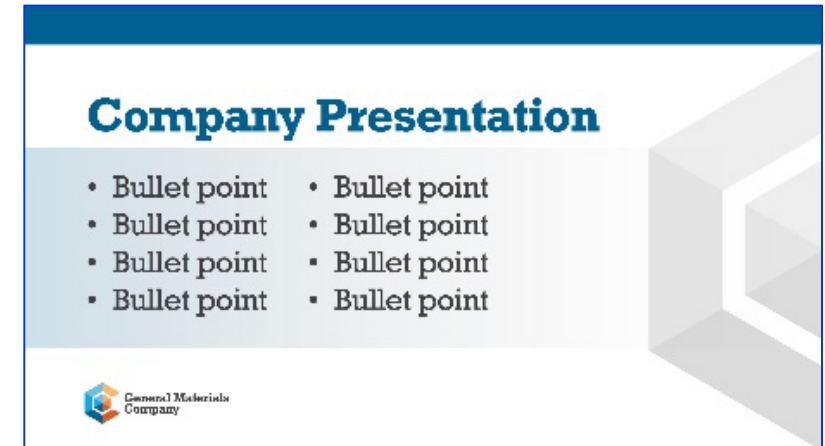
Channel Partner presentations with 3M Brand

[Back to Table of Contents](#)

Presentations offer an opportunity to highlight channel partners' relationships with 3M

In addition to the general guidelines throughout this document, the following applies to partner videos, Microsoft PowerPoint® presentations, and other multimedia platforms:

- Always show the 3M logo in 3M Red
Print: C:0; M:90; Y:100; K:0
Onscreen: R: 255; G: 0; B: 0
- Display the 3M logo + relationship descriptor on the title slide, introductory slide, and/or closing slide or frame
- Do not display 3M within a header or footer throughout the presentation



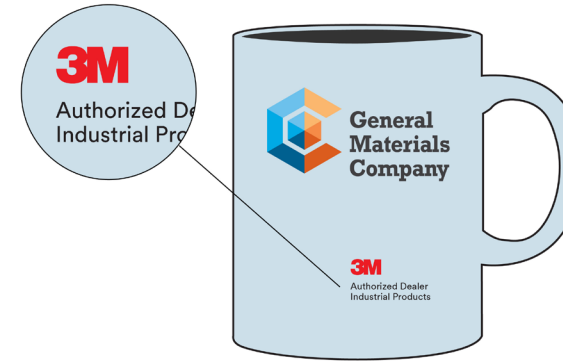
Channel Partner promotional items with 3M Brand

[Back to Table of Contents](#)

3M logo + relationship descriptor may be used on channel partner-branded merchandise.

The channel partner logo should be more prominent and should appear above the 3M logo if on the same side.

Logos can be on opposite sides as appropriate (sizing can then be a bit more equal)..



Front



Back



Channel Partner signage and storefronts with 3M Brand

[Back to Table of Contents](#)

Storefronts and signage follow same guidelines as other Channel Partner communications.

Always include the channel partner logo and/or business name (if no logo used). The channel partner logo should be more prominent: typically, 2-3x larger than the 3M logo and 2x the height of the 3M logo + descriptor artwork.

The 3M logo should always be presented in combination with the descriptor (e.g., “Authorized Distributor”) so it's clear that the location isn't 3M store or facility.



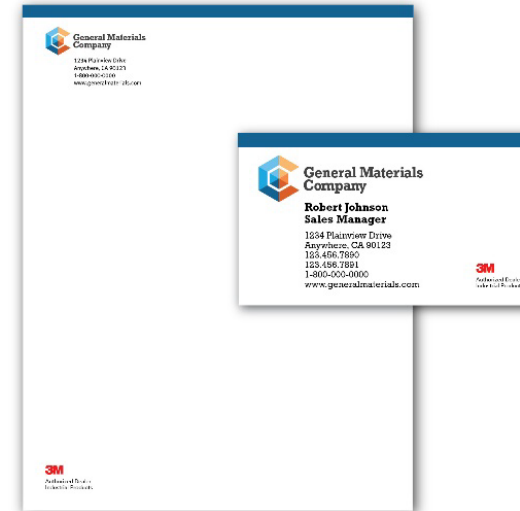
Channel Partner stationery with 3M Brand

[Back to Table of Contents](#)

Maintain separation between Channel Partner and 3M brand on stationery

The channel partner logo should be more prominent: typically, 2-3x larger than the 3M logo + descriptor artwork. The 3M logo should always be presented in combination with the descriptor (e.g., “Authorized Distributor”).

- Placement should be in a secondary position to the primary Channel Partner branding.
- The 3M logo cannot be used on channel partner envelopes
- The 3M logo and descriptor cannot be used on partner invoices or personal communications



Incorrect



Incorrect



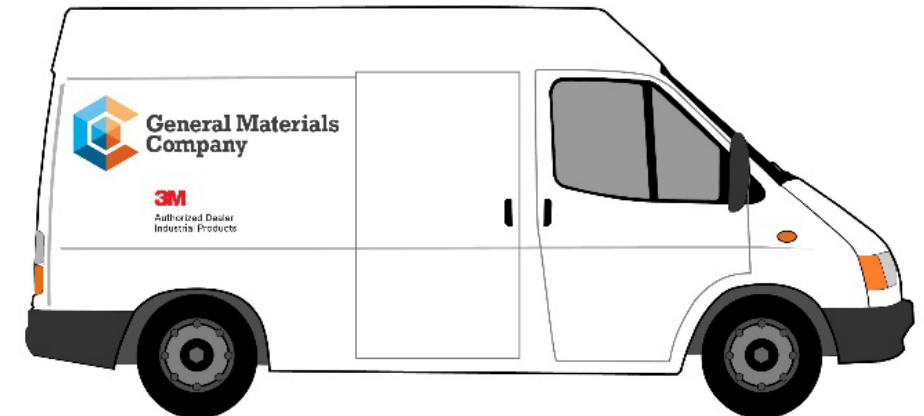
Channel Partner vehicles with 3M Brand

[Back to Table of Contents](#)

The 3M brand affiliation can be presented on vehicles

The channel partner logo should be more prominent: typically, 2-3x larger than the 3M logo and 2x the height of the 3M logo + descriptor artwork.

The 3M logo should always be presented in combination with the descriptor (e.g., “Authorized Distributor”).



Channel Partner Communications

3M grouped with Other Brands

These guidelines are for channel partner communications that include 3M as one of multiple brands featured.

Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

Channel partners may highlight multiple brands they carry or work with on a given communication.

In these instances, the guidelines in the previous section (page 12) for displaying the 3M brand still apply with one significant difference: you'll use the 3M logo without a relationship descriptor (e.g. "Authorized Dealer") below it.

An overall descriptor applying to all brands displayed should be used, and all brands should be similarly sized.



Authorized Dealer

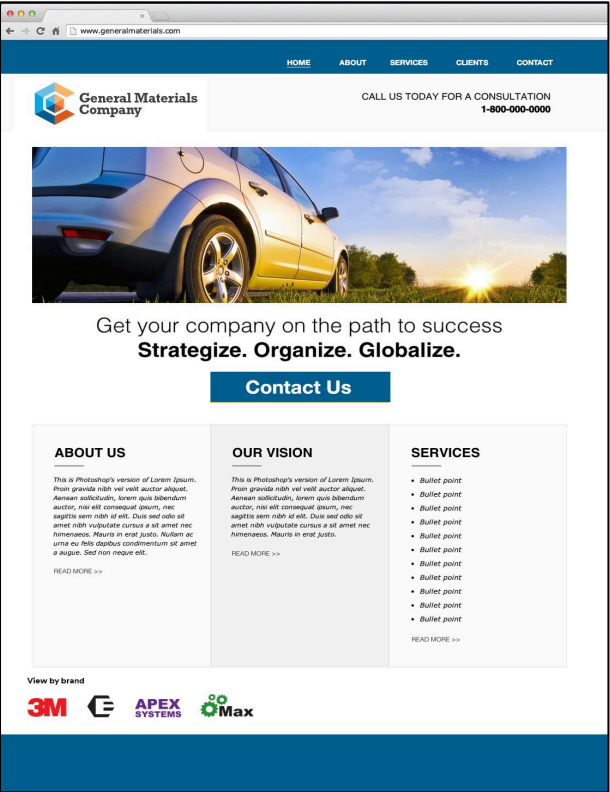


Channel Partner communications including 3M grouped with other brand(s)

Back to Table of Contents

This page and the following pages show examples of various channel partner communications and activations featuring multiple brands grouped together including 3M.

Website



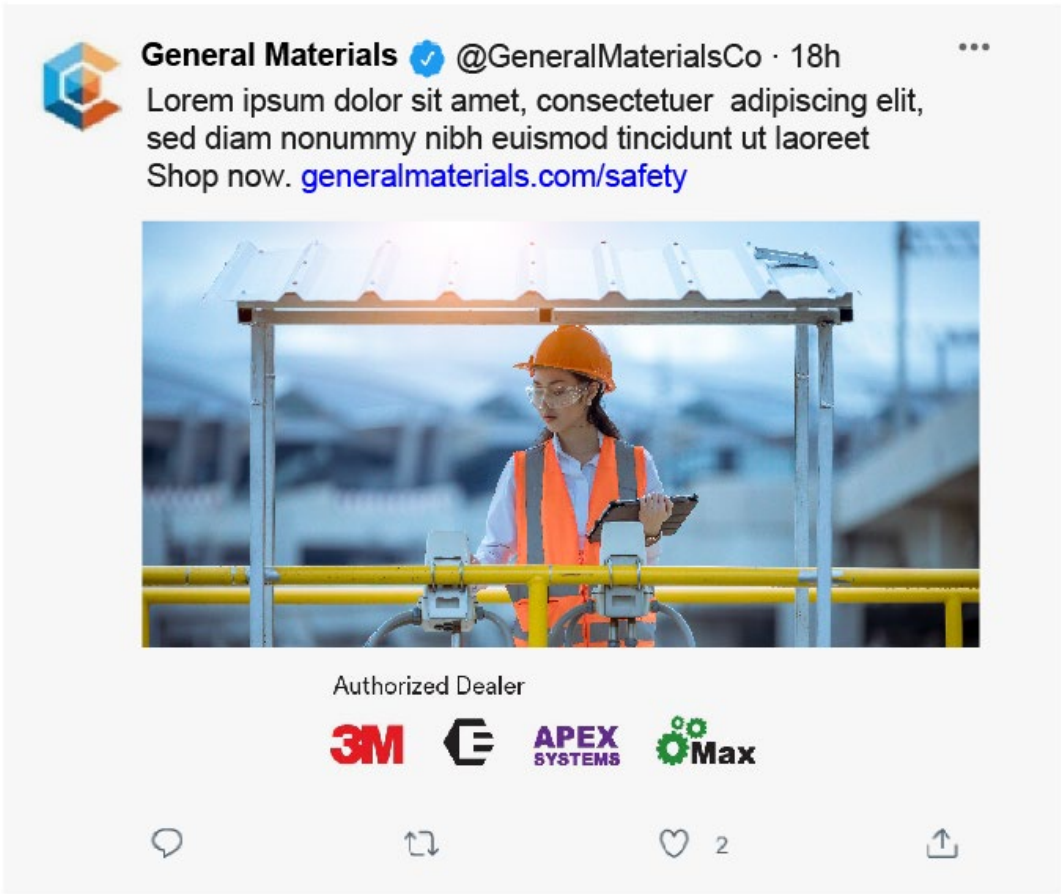
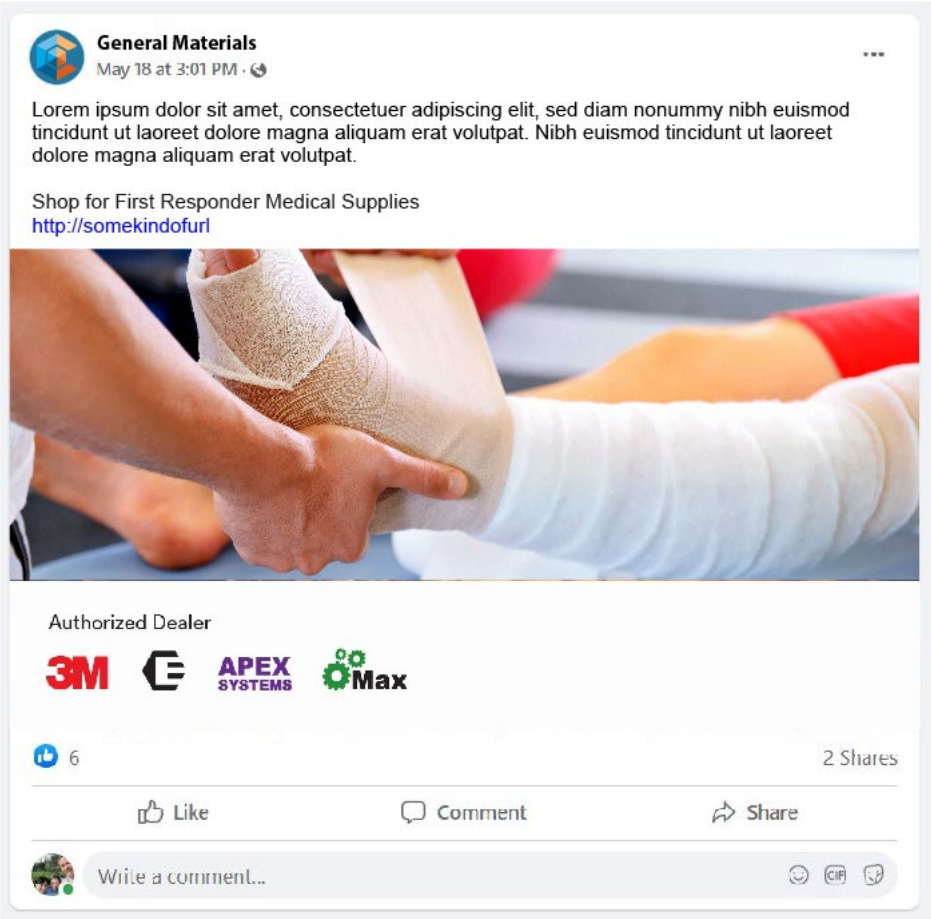
Emails and web banner ads



Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

Social Media



Channel Partner communications including 3M grouped with other brand(s)

Back to Table of Contents

Print ads

Door to Door, We Carry More

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea comquat. Duis au vel eum iriure dolor molestie consequat, vel illum.



Call 1-800-000-0000
www.generalmaterials.com




General Materials
Company

Authorized Distributor



Directory listings






General Materials
Company

- Complete sales and service
- 24-hour service
- Mobile installation available

1234 Plainview Dr. • Anywhere
Phone..... 123-4567

Authorized Dealer



Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

Exhibits and displays



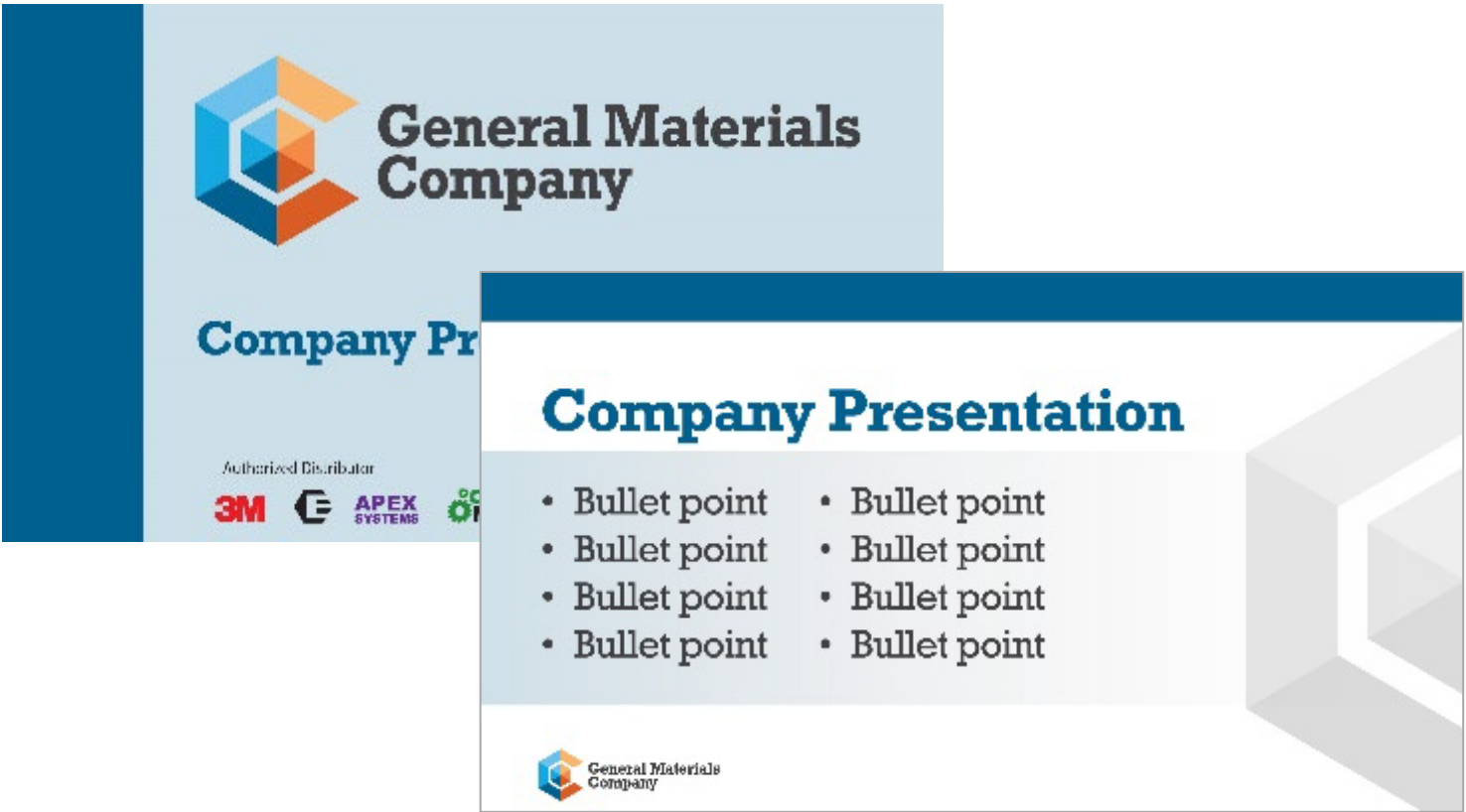
Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

Flyers/Literature



Presentations



Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

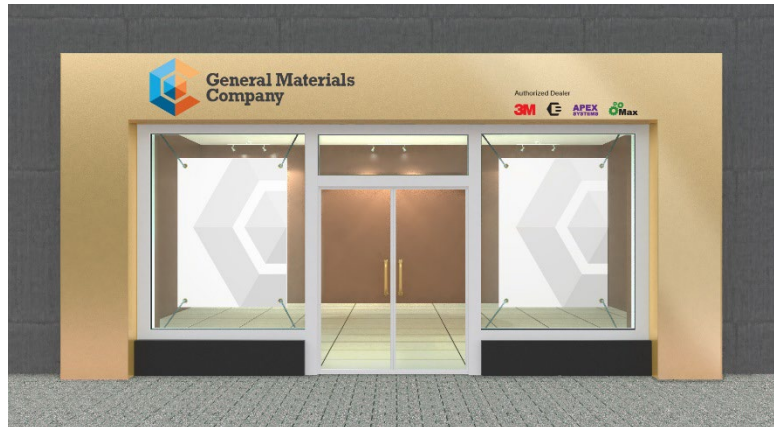
Promotional Items



Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

Signage and Storefronts



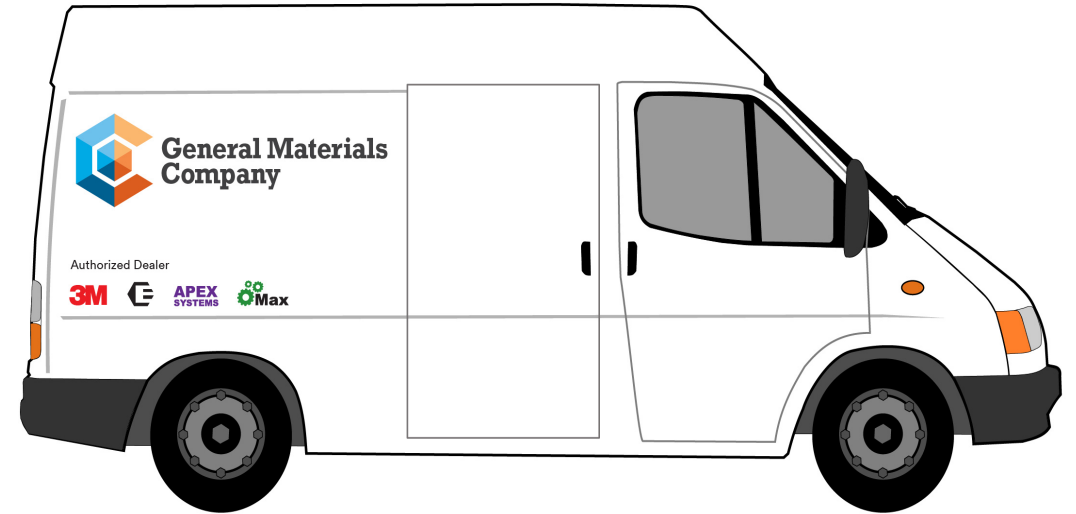
Stationery



Channel Partner communications including 3M grouped with other brand(s)

[Back to Table of Contents](#)

Vehicles



3M Sub-brands

Product brands featured in partner communications

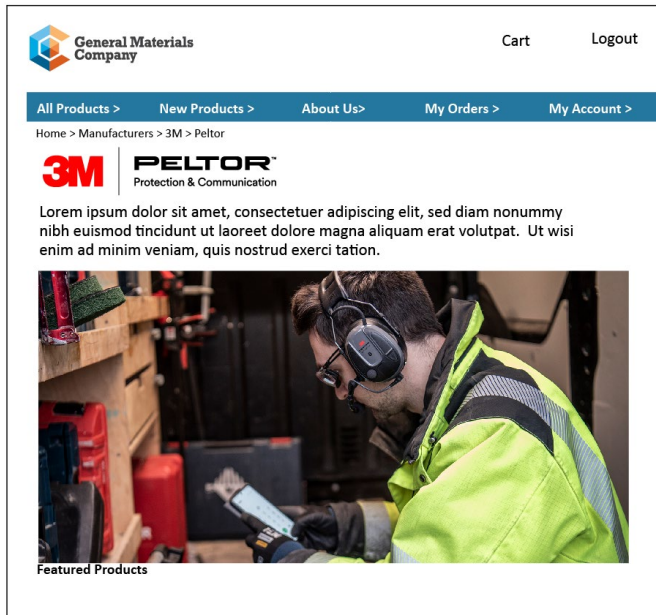
Channel partner communications using a 3M Sub-brand

[Back to Table of Contents](#)

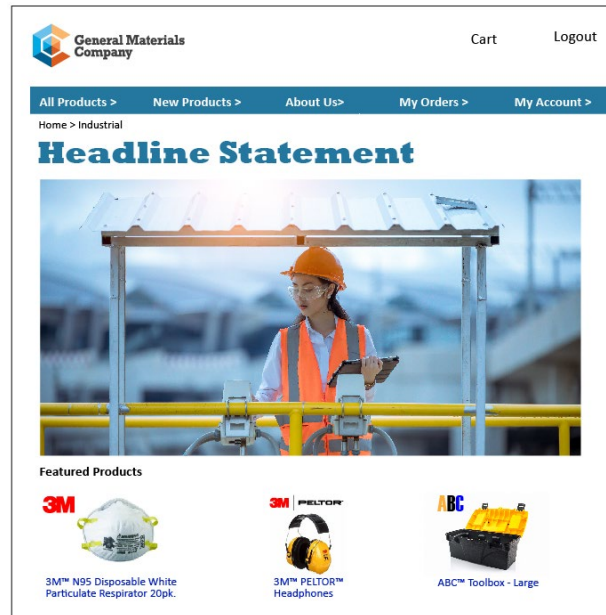
- All direction provided in these guidelines for the 3M brand apply to use of 3M Sub-brands
- Use the artwork provided by 3M
- Always use the 3M + Sub-brand lockup and descriptors as appropriate. Never use the Sub-brand logo alone

Examples:  

- Iconic brands like Scotch® and Scotch-Brite® may be used alone (ask your 3M representative for guidance)



GenMat web site featuring a dedicated 3M™ Peltor™ Brand page



GenMat web site featuring mixed product content



GenMat Tweet featuring 3M™ Speedglas™ Brand video