3M Science. Applied to Life.™

3M Channel Brand Activation Toolkit for Channel Partners

External version

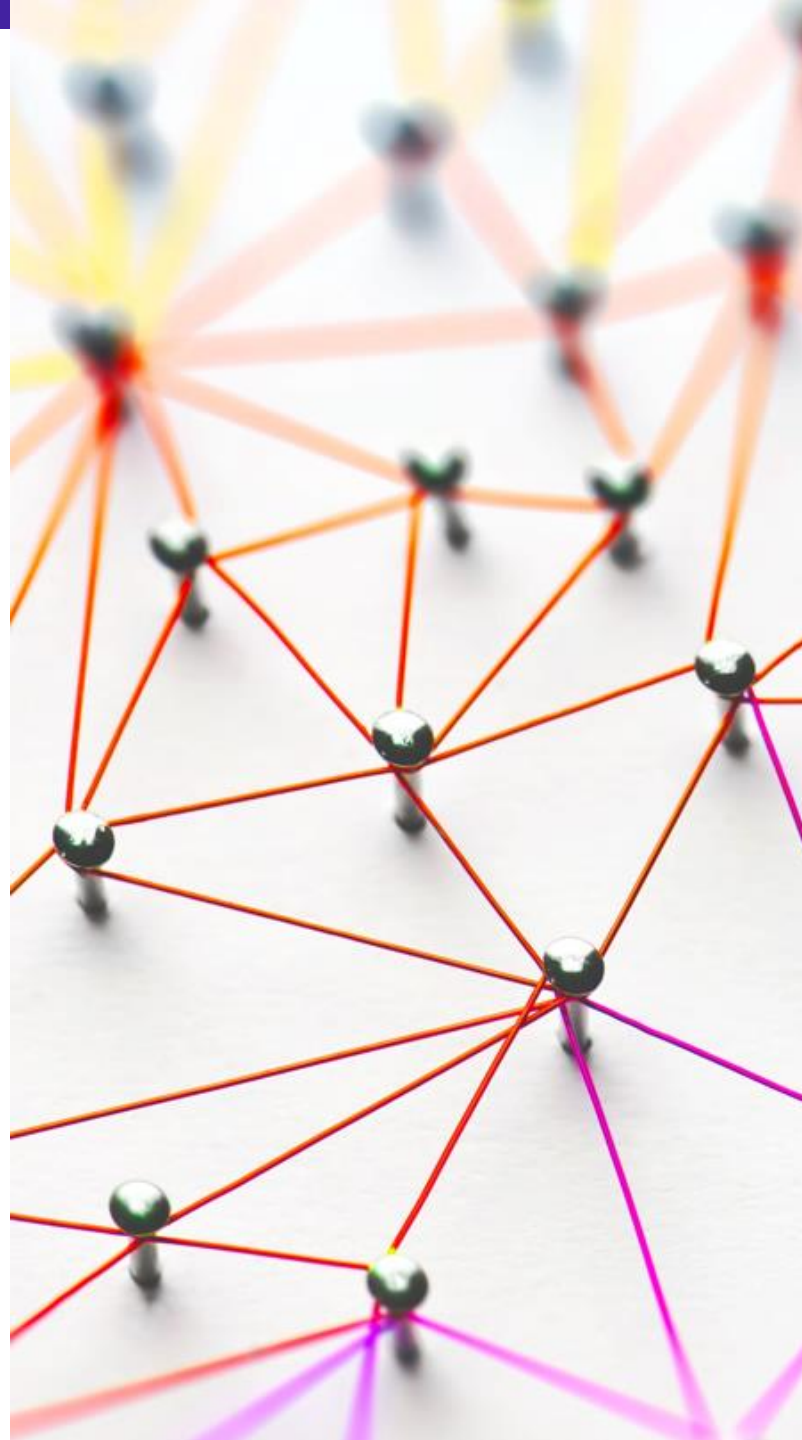


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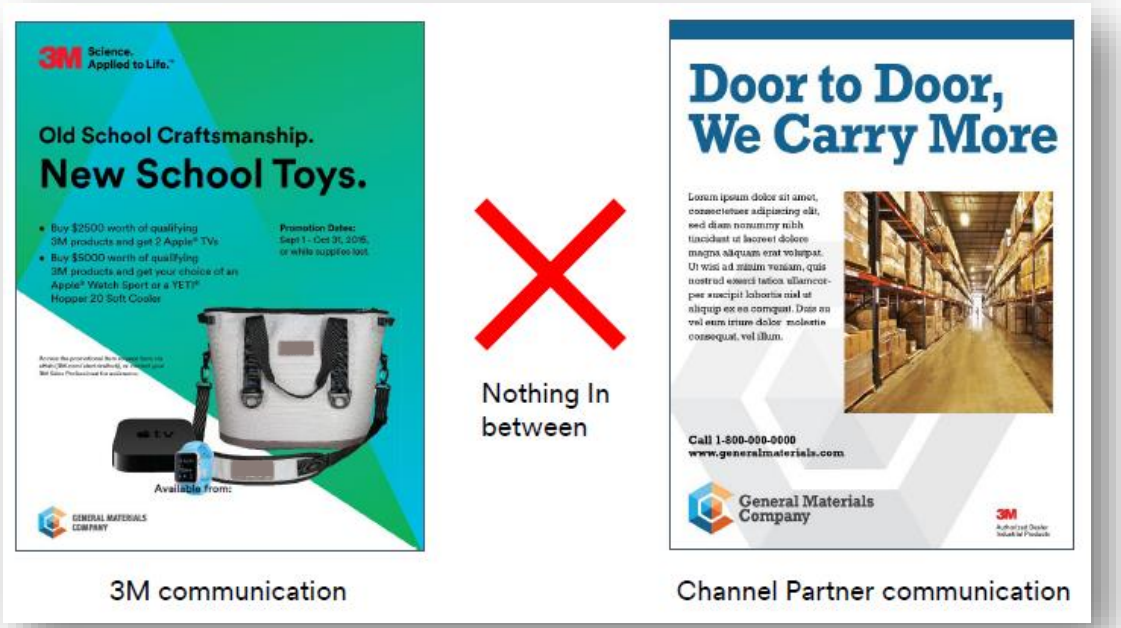
Branding Essentials

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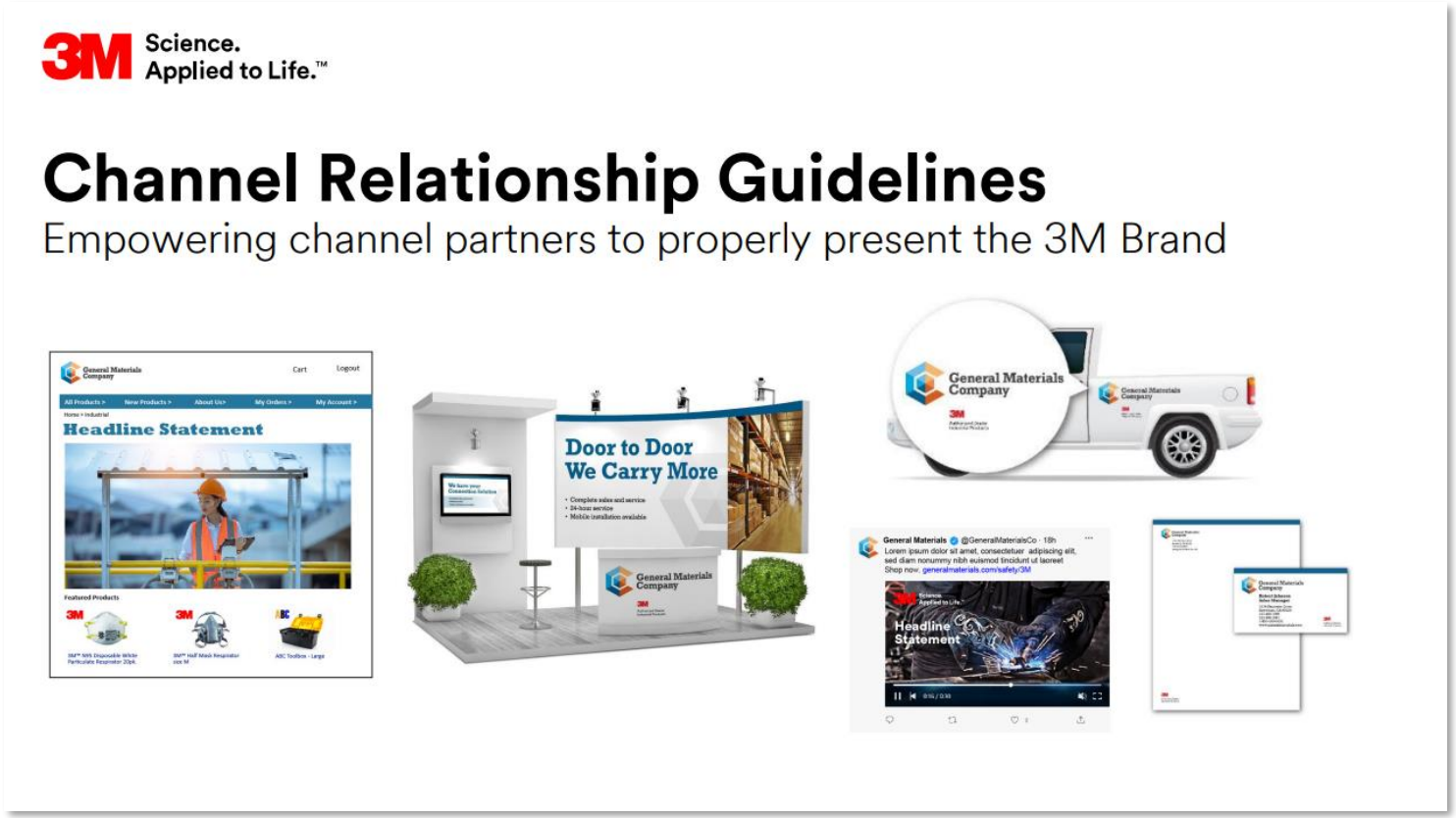
Top 5 things to remember

- Make the relationship clear
  - ❑ Use your corporate identity e.g. fonts / colours
  - ❑ Use the correct relationship descriptor
  - ❑ Make your logo most prominent and clearly separated from the 3M logo
- Display the 3M logo correctly
- Do not use 3M graphic elements e.g. font / trifecta design
- Use 3M provided imagery / assets only for 3M-focused content
- Do not alter 3M copy or product claims



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Channel Relationship Guidelines - New



For full guidelines on how to leverage the 3M logo and 3M provided content in different asset types, please refer to the new channel relationship guidelines HERE.

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EMEA Safety & Industrial specific brand guidelines

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Channel partner communications using 3M brand alone – Key branding takeaways

1. **Font & colors usage:** your own

2. **Logo usage:** Channel partners should use the official 3M logo (not replicated or modified) and always with a descriptor that clarifies they are an "Official Distributor". The descriptor used depends on the legal agreement between the channel partner and 3M. "Safety & Industrial products" is the official descriptor to be used, unless 3M determines a different descriptor based on your individual contract.

For ALL assets type

3M Official Distributor Safety and Industrial Products

Black text version to use on white or light backgrounds.

3M Official Distributor Safety and Industrial Products

White text version to use on dark backgrounds

For Social media ONLY

3M Official Distributor

3M Official Distributor

Same logo to use on both light & dark backgrounds

3. **Logo size:** The channel partner logo should be more prominent and 2-3x bigger than the 3M logo (or 2x the height of the 3M logo and descriptor).



4. **Logo placement:** The channel partner logo and 3M logo should not be merged. We recommend placing your logo at the top, and the 3M logo at the bottom. Both logos shouldn't be positioned too close and in a clear separated space.

⚠ Only one 3M logo (incl. descriptor) per communication/asset

DOWNLOAD THE 3M LOGO HERE

Available in the following languages:

For full guidelines on each asset type and applicable logo rules & positioning, please refer to channel relationship guidelines.

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Channel partner communications using 3M grouped with other brands – Key branding takeaways

1. **Font & colors usage:** your own
2. **Logo usage:** The 3M Logo (no tagline) should be used. The descriptor "Official Distributor" should be removed from the 3M logo.

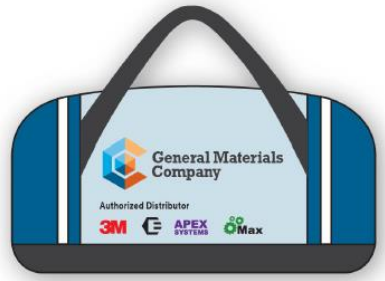
Primary usage

The black logo (Limited usage) can only be used in 1 color applications.

An overall descriptor applying to all brands displayed should be used e.g., "Authorized Dealer", "Official Distributor" etc. Never use the word "partner".



3. **Logo size:** All brands should be similarly sized. The channel partner logo should be more prominent and 2-3x bigger than the 3M logo.



4. **Logo placement:** The channel partner logo and 3M logo should not be merged. We recommend placing your logo at the top, and the 3M logo at the bottom. Both logos shouldn't be positioned too close and in a clear separated space.

DOWNLOAD THE 3M LOGO HERE

Available in the following languages:

For full guidelines on each asset type and applicable logo rules & positioning, please refer to channel relationship guidelines.

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Accessing 3M Approved Content

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EMEA SIBG approved content

Product content should be taken from the product syndication data. Channel partners should not amend products names and must ensure they use the trademarks as supplied.

1 **How to access product content and syndication files?**

a) All channel partners based in 3M SAP deployed countries can access bCom and download as per need any syndication content they need directly in bCom.

b) All 3M marketing channel programs' activation toolkits communicated to channel partners include direct links to the **Salsify catalogs** relevant to the marketing program. Accessible directly through bCom or through the direct links of the Salsify catalogs communicated within the channel marketing program activation toolkits. For a few countries where the bCom portal isn't offered yet, the Salsify catalogs can be accessed through the 3M marketing landing page.

- Available in local priority languages (all the content is translated in local language)
- Syndication content can be extracted for all products or selected products only as a zip file or excel file
- Possible copy and paste directly of the approved Salsify catalog content
- High resolution images, data sheets, and any other assets created by 3M available for each product

c) All 3M marketing channel programs' activation toolkits communicated to channel partners include an excel file containing "**raw content**" with direct links to the main application images, hero products, application description, products key bullet points etc.

2 **How to access key application images?**
3M has created a Channel Celum collection of images for the main applications of the priority channel marketing programs: accessible HERE

Contact your local channel marketing representative if you can't access these files, links etc.

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3M Channel Marketing Asset Generator Tool

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SIBG Channel Marketing Asset Generator



- Interactive PDF with links to download each asset generator/template → Microsoft PowerPoint format
- 9 templates + 1 Call to Action icon library to chose from
- Guidelines and step-by-step instructions to create each asset
- 2 versions of the tool available for download: Windows & Mac
- Available in 9 languages

Benefits...

Channel Partners to create assets to promote 3M products in their own brand and style while protecting the 3M brand & in a matter of minutes!

- No need for design software or graphic design skills
- Minimum support needed from 3M Marketers
- Ensure that channel partners are complying with 3M co-branding guidelines

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Sales & Marketing know how

Channel Marketing Asset Generator Tool

Tool to enable 3M's channel partners to easily create digital marketing assets.

1 Scope …

Focus

- Channel Partner using syndication files to create their own assets
- Typically, Small and Medium Channel Partners

Goal

- Simplify creation of marketing assets for Channel Partners to make it easier to promote 3M products to their end-users while being compliant with 3M branding guidelines

2 Benefits…

Channel Partners to create assets in their own brand and style…

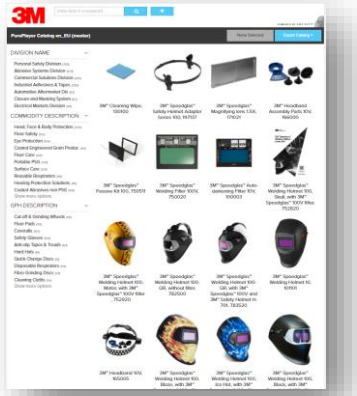
- Portfolio based assets used by Channel Partner for their end-customers
- No need for design software or graphic design skills
- Guidelines and step-by-step instructions to create each asset
- Several templates: banners, social media content, emailers, flyers in multiple formats
- No 3M Brand elements, but 3M Descriptor: "3M Official Distributor"

…in a matter of minutes!

Request more info:
Contact your local representative

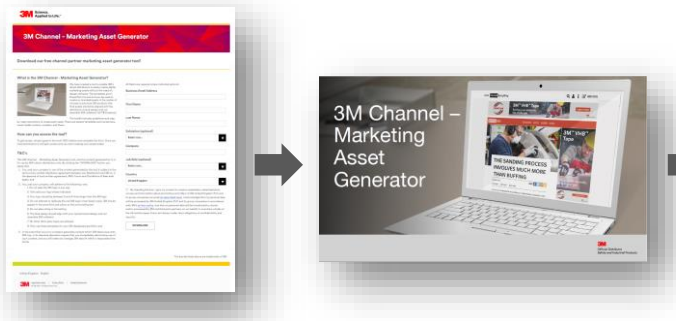
3 How…

Use 3M Syndication content



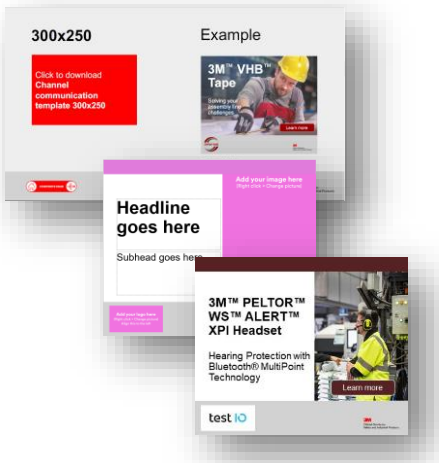
1. Salsify catalogs
2. bCom download .ppfd
3. Xls
4. Raw content excel file – EMEA Golden Programs

Access the tool



1. Go to bCom, or use the direct local tool links in the next slide (#15), or to the 3M marketing landing page for non-priority countries
2. Agree to the tools T&C's
3. Complete the form
4. Download the tool

Create your assets



1. Select your asset & layout
2. Follow the step-by-step guidelines

… Your asset is ready!

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Access your local Channel Marketing Asset Generator

	Language	Links to your local Channel Marketing Asset Generator
	English	https://engage.3m.com/Channel_Asset_Generator
	French	https://engage.3m.com/Channel_Asset_Generator_FRE
	German	https://engage.3m.com/Channel_Asset_Generator_DE
	Spanish	https://engage.3m.com/Channel_Asset_Generator_ES
	Swedish	https://engage.3m.com/Channel_Asset_Generator_SE
	Italian	https://engage.3m.com/Channel_Asset_Generator_ITA
	Polish	https://engage.3m.com/Channel_Asset_Generator_PoL
	Dutch	https://engage.3m.com/Channel_Asset_Generator_NL
	Turkish	https://engage.3m.com/Channel_Asset_Generator_TUR



Register & access the 3M Channel Marketing Asset Generator Tool Webinar recording HERE.

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Asset branding approval process

For Channel Partners

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3M Branding approval process – For channel partners

- If channel partners leverage 3M approved content and the **Channel Marketing Asset Generator tool**, following the exact step-by-step and guidelines without any major modifications, channel partners do not need to submit their assets to their local channel marketing representative for approval.
- If channel partners create any assets outside of this asset generator frame (e.g., communications using 3M along with other brands) or make major modifications to it, they must **submit their assets for approval to their local channel marketing representative** before leveraging these assets.
- In general, we recommend you share your assets for approval with your 3M local marketing contact before any external usage.

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Contact your local channel representative if you have any questions.