

3M Science.
Applied to Life.™

Case Study 2023
Bancolombia Group

**Enabling
a dynamic
rebrand to
lead a global
future.**



A practical and revitalizing solution for both interior and exterior space.

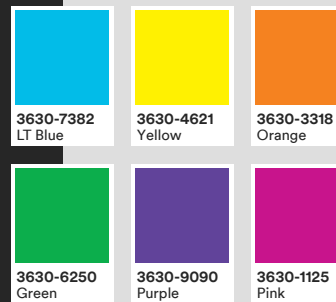
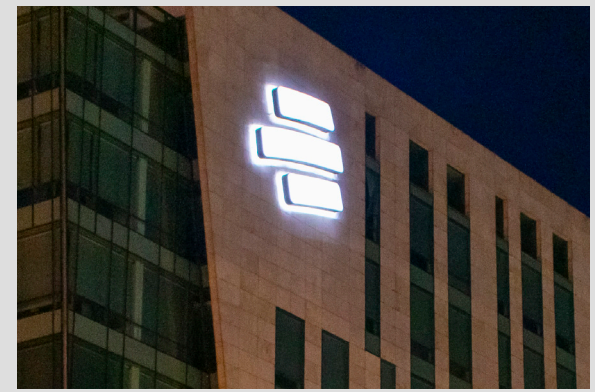
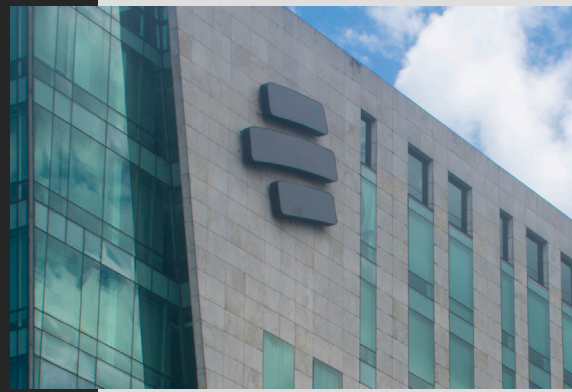
Bancolombia is a leading Financial Group with more than 146 years of experience with almost 30,000 employees and has locations in Colombia, Panama, Guatemala and El Salvador. This transformation intended to transition Bancolombia's brand, that was made up of the colors of the Colombian flag and expand the brand with their international vision, and evolve, through new colors and without borders, representing the emotions, interests, ideals, and above all, the diversity of people.

According to Bancolombia, the key differentiators to select 3M™ products were: global presence, warranty, durability, willingness to execute the project to match brand guidelines, and the sustainability factor that allowed them the ability to reuse current materials.

3M created an integral solution with colored films to fulfil the customers needs by area. Customer (Bancolombia) selected 3M™ Panagraphics™ III since it's translucent properties allow for even light diffusion when used with a backlit sign. The Bancolombia logo was cut out from the 3M™ Blockout Film 3635, which creates the desired day-to-night transformation and is protected by our 3M™ Scotchcal™ Overlaminates that provides long-term durability and protection.

3M™ DI-NOC™ Architectural Finishes were chosen to resurface the existing areas to bring a new life to the space. The ATMs for example, were covered using 3M™ DI-NOC™ PS-504 Black and PS-1443 Yellow and were successful matches to the company's re-brand color requirements. The quick installation with the ability to transform more than 600 branches without having to close their doors was a critical decision-making factor. Along with 3M's broad range of products that allowed for brand consistency that are all covered by 3M™ warranty.

The new branding included 6 colors, all appearing on the signage of the company's large window areas. To ensure Bancolombia's branding was consistent, custom colors were created specifically for this project. The new selected colors also included white and black, symbolizing transparency and simplicity in actions. 3M™ Scotchcal™ Translucent Graphic Film 3630 Series were chosen due to its proven durability of up to 10 years.



"We were looking for a cost-effective application to change the look and feel of our network of offices both internally and externally, with a high-quality installation."

Bancolombia Group

Within the bank interior office space, whilst the large, glazed panels maximized light, the meeting rooms lacked privacy, something which is critical for day-to-day banking and the need for concealing confidential operations. 3M™ Dusted and Frosted Crystal Glass Finishes were selected to be applied to the full-length panels where full privacy was needed. In the open areas, the film was applied in the middle section of the glazed window, to create division whilst not restricting the fluidity of the space.

The 3M™ finishes are simple to install with innovative 3M™ adhesive technology and are easy to maintain, with a service life of up to 15 years. They are also a fraction of the cost of traditional glass installation methods.

As part of the update to the bank interior, the customer areas were refurbished using a combination of 3M™ Print Wrap Film IJ180mC and 3M™ Scotchcal™ 8520 to create a bold wall design, which not only compliments the new color palette but is hard-wearing, easy to clean and maintain compared to traditional décor. With little mess and no chemicals used in the application, the installation time is significantly less than traditional methods.

Before



After



Before



After



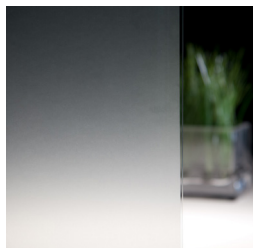
Before



After



3M™ Crystal Glass
Finishes 7725SE-324
Frosted Crystal



3M™ Crystal Glass
Finishes 7725SE-314
Dusted Crystal



“The combination of 3M solutions allowed us to refresh our corporate identity from the exterior façade to the interior office space, without disrupting the day-to-day workings.”

Bancolombia Group

CASE STUDY SUMMARY

Overview: Bancolombia was looking for a more international and all encompassing brand image and making the transformation with these new colors was the way to go. Alternatives were sought with other suppliers of vinyl films, even finished materials, such as furniture. 3M™ created a custom solution to fulfil the customers needs by area, with sustainable options and reliable implementation with certified converters and 3M™ MCS™ Warranty.

Challenge: Supporting the rebranding of the interior and exterior office space at Bancolombia. Transforming the banking space with the new brand identity using innovative and durable materials for high traffic areas. The client wanted material for the glass windows that provide a sense of openness and privacy.

Benefits: 3M offered innovative finishes to a fully operating workspace whilst providing a solution that lowers upkeep costs and maintains durability over time. The quick installation was a key decision-making factor. Working with a broad range of 3M™ products enabled brand consistency and a high-quality result, all being covered by the 3M™ MCS™ Warranty.

3M™ Panagraphics III is used for the exterior signage to deliver day-to-night brand visibility with illuminated signage installed. 3M™ Dusted and Frosted Crystal Glass Finishes are used in the center of the window, which blocks the line of sight. The film provides both privacy and openness. The use of DI-NOC™ Architectural Finishes, especially in areas prone to scratches and stains, has improved the ease of maintenance.

Product Selection: 3M™ Panagraphics III, 3M™ Scotchcal™ Translucent Graphic Film 3630 Series, 3M™ Blockout Film 3635, Scotchcal™ Overlaminates 8520, 3M™ Print Wrap Film IJ180mC, 3M™ DI-NOC™ Architectural Finishes, 3M™ Scotchcal™ Dusted and Frosted Glass Finishes.

IMPORTANT NOTICE: The results and outcomes of case studies or testimonials should not be interpreted as a guarantee or warranty of similar results. You are responsible for evaluating the product and determining whether it is suitable for your application. *Please refer to 3M published specifications for product and warranty information.*