

SCOTCHGARD™

PROTECTOR

Brand Identity Guidelines

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Introduction

Scotchgard™ Trademark

Trademark usage is a component of our printed, verbal and electronic communications. Keep in mind that Scotchgard™ is a trademark and is the exclusive property of 3M. To protect the Scotchgard trademark, it must be used properly and in the manner in which it is registered as a trademark. These guidelines ensure clear identification of the Scotchgard trademark, protect its brand equity and promote correct and consistent use in all 3M and customer communications.

Brand Identity

Brand identity encompasses the total image of a product or brand. It consists of all the identifying visual elements that people associate with a brand. For the Scotchgard brand, these elements include: trademark, secondary design element, logotype, generic descriptor, 3M logo, product descriptor, relationship descriptor, typeface and color system.

The graphic components of the brand identity have been rendered and grouped to create a unique piece of artwork. **To maintain distinctiveness and visual unity, these elements must not be altered or recreated in any way.** Consistent, strategic use of brand identity elements strengthens Scotchgard brand loyalty by assuring instant visual recognition.

Trade Dress Elements

Trademark

The trademark is a word or other device used to identify and distinguish the source of a product from that of competitors in the product category.

Scotchgard™

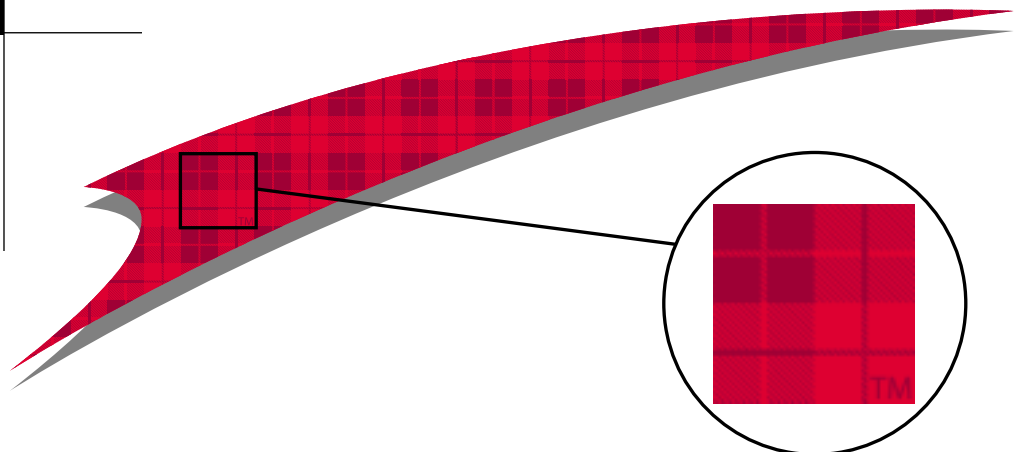
Logotype

The logotype is the unique typographic treatment of the trademark or brand name. It should never be altered or distorted. The logotype will always appear in black.

SCOTCHGARD™

Secondary Design Element

The secondary design element is used in conjunction with the logotype to create the brand mark. Within the secondary design element is the four-block 3M registered Tartan plaid design, which is a trademark of 3M company. The Tartan plaid in the secondary design element will always be red.



Trade Dress Elements *continued*

Brand Mark

The brand mark combines the Scotchgard™ logotype and the secondary design element.



Generic Descriptor

The generic descriptor is a noun that describes the product. The Scotchgard brand mark must always be linked with the generic descriptor. "Protector" is the primary generic descriptor for the Scotchgard trademark. The generic descriptor will always be black.



Alternative Brand Mark

Unique to products in cans and other specific applications.



NOTE:
If your application requires use of the alternative brand mark, contact your 3M representative.

Trade Dress Elements

continued

3M Logo

This mark is the graphic expression of the corporate endorsement. A 3M endorsement should be present in all applications, but it should be used in a subordinating position when endorsing the Scotchgard™ brand mark.



Trade Dress

The logotype, secondary design element, generic descriptor and 3M logo combine to form the Scotchgard brand trade dress.



Color System

To produce the color 3M Red, always match to a 3M Red color swatch. To order coated or uncoated swatch sheets, contact your 3M representative.

3M employees may order up to six sheets each of coated and uncoated swatches. Call central supply at 651-575-1444. Reference the following order numbers:

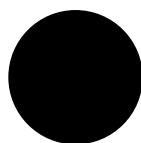
Coated Paper Swatch Sheet:
78-6900-6462-7

Uncoated Paper Swatch Sheet:
78-6900-6461-9

Do not use a PMS color that is close to 3M Red. 3M Red is a special ink color mix. Pre-mixed ink is available from Kohl & Madden Ink Company:

Kohl & Madden Ink Company
Technical Services Department
800 367-4657 or 612 378-9000
for local and outside U.S. calls

Scotchgard brand trade dress is almost instantly defined by the use of these colors:



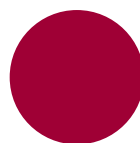
100% Black



3M Red

4 Color Process:
C: 0%
M: 100%
Y: 90%
K: 0%

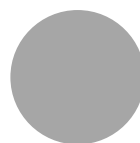
RGB Formula:
R: 255
G: 0
B: 0



Plaid Dark Red

4 Color Process:
C: 0%
M: 100%
Y: 61%
K: 43%

RGB Formula:
R: 142
G: 0
B: 28



50% Black

Background Colors

The Scotchgard brand trade dress must always appear on white.



Trade Dress Elements *continued*

Helvetica Family
Times Family
Times New Roman

Typefaces

For 3M collateral, the only fonts used with the Scotchgard™ brand identity are Helvetica and Times. Since Helvetica is used for the Scotchgard brand mark and its generic descriptor, it's preferred that it is also to be used in headlines and subheads.

Minimum Size

The Scotchgard™ brand mark should not be less than 1.375" in length, measuring from the left most edge of the secondary design element to the outside right edge of the generic descriptor.

1.375 inches (1³/₈ inches)
34.93 mm
8 picas



Control Area

For clarity and impact, keep a clean area around the Scotchgard™ brand mark. Placing it too close to other type or graphic elements detracts from its visual impact.

In order to establish the minimum control area outside the brand mark, the "H" in the brand mark is used as a standard measurement. A distance equal to the height of the "H" should be measured from the left most edge of the secondary design element to the outside right edge of the generic descriptor. This distance should be maintained between the brand mark and any other design element or edge, including the edges of die-cut shapes.



Trade Dress Elements

continued

Color and Printing Options

4 Color Process & RGB



SG_4C.eps

1-Color

Black and white is the only acceptable one-color option.



SG_1C.eps

Flexo and Screen

Colors are the same, but the diagonals are different. One-color and 4 color process versions are available.



SG_4C_Flexo.eps

Note:

If you are printing processes outside the applications shown here, contact your 3M representative.

Note:

Artwork files also available in JPG format.



SG_1C_Flexo.eps

Ingredient Branding

Introduction

Ingredient branding refers to a product or brand name licensed to a customer for inclusion and use with their "host" brand product, which is marketed, promoted and sold by that customer. The Scotchgard™ brand is an ingredient brand for many host brand products today.

Strategic Rationale for Ingredient Branding

3M's strategic rationale for Scotchgard ingredient branding is to:

1. Educate and inform end-user customers that they are using products that deliver the Scotchgard brand promise
2. Increase sales of Scotchgard products
3. Reach markets outside Scotchgard's current distribution channels
4. Increase market penetration
5. Help maintain Scotchgard's brand as the market leader
6. Build brand equity in new markets
7. Leverage the strength of Scotchgard's brand
8. Leverage the strength of the "host" brand

Ingredient Brand Policy

To protect and enhance Scotchgard brand equity, 3M has established the following mandatory policies:

- Selection of marketing partners and host products must be consistent with the category management brand strategy and brand promise of the Scotchgard brand.
- Approval by the Scotchgard Brand Management Committee must be obtained before proceeding with an ingredient branding partnership.
- The ingredient branding plan (strategy and tactics) must be reviewed by the Corporate Brand Manager and Intellectual Property Counsel.
- The Corporate Brand Policy Committee must approve the use of the brand as well as the business arrangement.
- A legal contract between 3M and the host product customer must be obtained, specifying the provisions of the partnership and how it is to be implemented.
- 3M's Legal Issues Review Committee (LIRC) must approve the agreement.

Ingredient Branding

Use of Encapsulated Brand Unit

Encapsulated Brand Unit

(EBU)

The encapsulated brand unit (EBU) is an integral part of the overall Scotchgard™ brand identity and used in ingredient brand applications.

The EBU combines the Scotchgard logotype, the secondary design element, the generic descriptor (PROTECTOR) and the 3M logo—all within the black oval shape on a white field. No background colors or other elements should appear within the oval shape.

On dark backgrounds where the black oval shape is indistinguishable, a thin white line should surround the black oval shape.



SG_4C_EBU.eps



Note:

Artwork files also available in JPG format.

Not Shown Here

SG_1C_EBU.eps (For 1 color version)

SG_4C_EBU_Flexo.eps (For 4 color Flexo and Screen Printing)

SG_1C_EBU_Flexo.eps (For 1 color Flexo and Screen Printing)

Elements of the EBU

The ingredient signature consists of three primary elements:

1. Encapsulated Brand Unit (EBU)
2. Relationship Descriptor
3. Product Descriptor (optional)



1

2

3



For Leather

Ingredient Branding

Use of Ingredient Signature (EBU)

continued

Relationship Descriptors

Featuring
Contains
With

Note:

Artwork files also available in JPG format.

To help identify Scotchgard™ as an ingredient brand, the word "Featuring" is preferred for use as a relationship descriptor. Other acceptable options include the words "Contains" and "With". The relationship descriptor may be used as part of the brand mark when it appears on customer products, customer advertising, customer press releases and customer packaging.

The relationship descriptor should appear slightly above the EBU, left-justified with the left apex of the oval. The typeface should always be either Helvetica Italic or Helvetica Medium Italic.

Descriptor not to exceed 3/4 the height of the H in Scotchgard.

Featuring



SG_4C_EBU_Featuring.eps

Not Shown Here

SG_1C_EBU_Featuring.eps (For 1 color version)

SG_4C_EBU_Featuring_Flexo.eps (For 4 color Flexo and Screen Printing)

SG_1C_EBU_Featuring_Flexo.eps (For 1 color Flexo and Screen Printing)

Descriptor not to exceed 3/4 the height of the H in Scotchgard.

Contains



SG_4C_EBU_Contains.eps

Not Shown Here

SG_1C_EBU_Contains.eps (For 1 color version)

SG_4C_EBU_Contains_Flexo.eps (For 4 color Flexo and Screen Printing)

SG_1C_EBU_Contains_Flexo.eps (For 1 color Flexo and Screen Printing)

Descriptor not to exceed 3/4 the height of the H in Scotchgard.

With



SG_4C_EBU_With.eps

Not Shown Here

SG_1C_EBU_With.eps (For 1 color version)

SG_4C_EBU_With_Flexo.eps (For 4 color Flexo and Screen Printing)

SG_1C_EBU_With_Flexo.eps (For 1 color Flexo and Screen Printing)

Ingredient Branding

Use of Ingredient Signature (EBU)

continued

Product/Application Descriptors

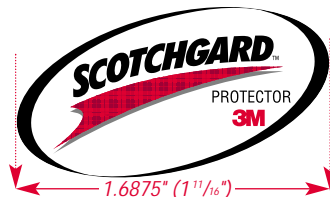
The product descriptor helps describe the specific attributes of the Scotchgard ingredient being used, or to better describe how the Scotchgard ingredient will benefit the host product. Product descriptors that are used with the Scotchgard brand mark must be approved by Scotchgard brand management and appear in an approved typeface (Helvetica or Times New Roman). The product descriptor should appear centered, below the EBU.



Minimum Size

1.6875 inches (1¹¹/₁₆ inches)
42.86 mm
10 Picas

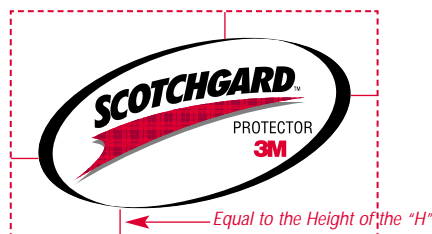
The ingredient signature of the Scotchgard™ brand mark should not be less than 1.6875" in length.



Control Area

For clarity and impact, keep a clean area around the Scotchgard ingredient signature. Placing it too close to other type or graphic elements detracts from its visual impact.

In order to establish the minimum control area outside the ingredient signature, the "H" in the brand mark is used as a standard measurement. A distance equal to the height of the "H" should be measured from the apex of each side of the oval or from the outside edge of any descriptors (whichever is greater). This distance should be maintained between the brand mark and any other design element or edge, including the edges of die-cut shapes.



Placement & Prominence

The ingredient signature must be sized so that the Scotchgard brand mark is visually less prominent than the "host" company's logo or brand mark.

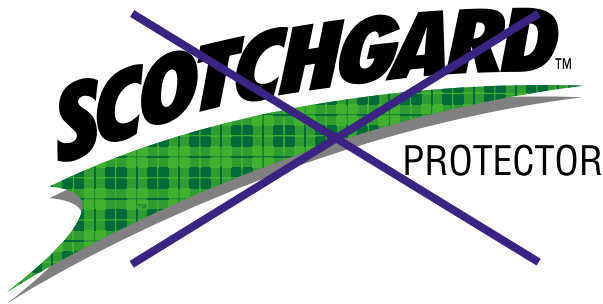
- The "host" company's logo or brand mark must have visual prominence on all product display surfaces.
- The ingredient brand mark must be used in adherence with the brand and trade dress guidelines.
- Host product artwork must be approved by 3M's Business Unit Marketing Manager, the Marketing Communications Manager for the brand and the Intellectual Property Counsel.

Incorrect Brand Mark Use

Examples of Incorrect Use



The white background inside the oval of the Encapsulated Brand Unit may not be changed to another color, pattern or texture.



The Tartan plaid of the Secondary Design Element may not be changed to another color; it is always red.



The Scotchgard brand trade dress must always appear on white. The logotype and the generic descriptor must always print in black.



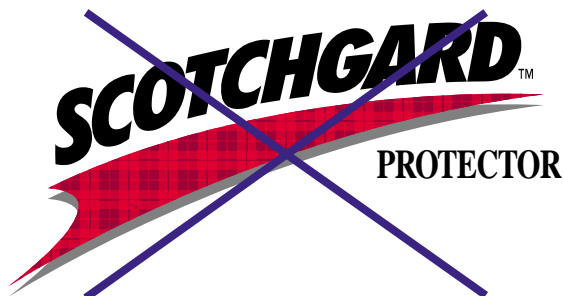
The Secondary Design Element must always contain the Tartan Plaid. It may not be changed to solid red.

Incorrect Brand Mark Use

continued

Examples of Incorrect Use

The generic descriptor, Protector, must always be in Helvetica font.



The positioning of the 3M logo in the Scotchgard trade dress cannot be altered.



The oval outline of the encapsulated brand unit must be black.



All elements of the Scotchgard trade dress must be scaled proportionately.

