

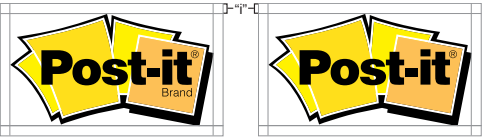
Brand Mark Usage

Three options are available for linking to a generic descriptor as shown at right.

The height of the letter "P" and the width of the letter "i" in the brand mark are standard measurements for its application. The Post-it® brand mark may be reproduced either in four colors (see color specification below) or in black and white. When ever possible, the four-color option should be used.

Control Area

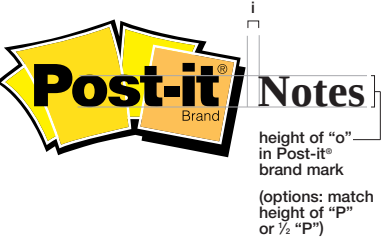
Minimum clearance equal to the width of the "i" should be maintained between the brand mark and any other design elements.



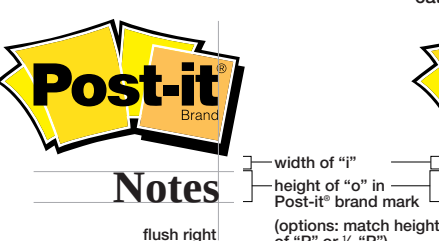
The word "brand" may be removed from the brand mark for international applications where translation is required.

Three options for linking generic product names to the brand.

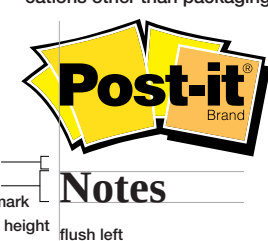
1. Lateral signature format.



2. Stacked signature format (required for packaging).



3. Stacked signature format (an additional option for communications other than packaging).



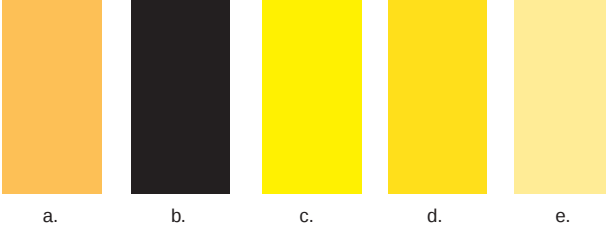
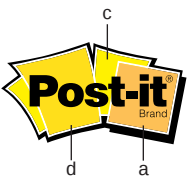
Unique Artwork

The brand mark must not be rotated, altered, or recreated in any way. Downloadable artwork for the brand mark is available on-line for 3M employees and approved external agencies at www.3M.com/identity

Color System

Post-it® trade dress is almost instantly defined by the use of these colors:
a. Post-it® Brand Yellow
b. Black
c. Post-it® Brand Process Yellow
d. Post-it® Brand Complement Yellow
e. Post-it® Brand Hero Yellow (use this color to represent the canary yellow note color)

The Post-it® brand mark may be reproduced either in four colors (see color specification below) or in black and white.



Color Simulation Guide

a.	Post-it® Brand Yellow	Use this color for the brand mark.		Pantone® 1235c <i>Pantone® 116u</i>	35%M 100%Y	RGB value: 255R, 143G, 0B
c.	Post-it® Brand Process Yellow	Use this color for the brand mark.		Process Yellow <i>Process Yellow</i>	100%Y	RGB value: 225R, 225G, 51B
d.	Post-it® Brand Complement Yellow	Use this color for the brand mark.		Pantone® 109c <i>Pantone® 108u</i>	10%M 80%Y	RGB value: 225R, 204G, 51B
e.	Post-it® Brand Hero Yellow	Use this color for the product.		Pantone® 120c <i>Pantone® 127u</i>	5%M 50%Y	RGB value: 100R, 93G, 48B

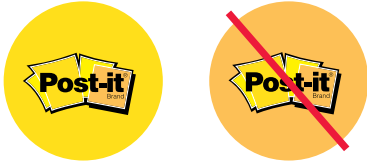
Italicized numbers represent match colors for use on uncoated paper

Backgrounds

With its black outline, the four-color version of the brand mark is designed to stand out, even when surrounded by bright background colors.



If a yellow background is desired, use Post-it® Brand Complement Yellow. It's part of the trade dress system, and it displays the brand mark well. Avoid using Post-it® Brand Yellow as a background color – it tends to overpower the brand mark.



Brand Mark Sizing

Two options for minimum size brand marks.

1. Four-color minimum size



4pt10 (21mm or 3/4") wide

2. Black & white minimum size



3pt9 (16mm or 5/8") wide

3M Logo Standards

Every communication about the Post-it® brand must include the 3M logo which identifies 3M as the authority brand. The 3M logo should be used by itself on packaging, news release letterhead, and in the division address system for literature. The 3M Innovation signature should be used for all literature and advertising.

Control Area

No other design elements may come within a distance equal to 1/2 the height of the "M."

Size Relationship

Maintaining the following size relationship is necessary to preserve the integrity of both brands:
3M logo = 1/2 height of "P" in the Post-it® brand mark



Typography

Three typefaces are utilized in the trade dress of the Post-it® brand: Times, Helvetica, and Post-it® Brand Informal. Use Times or Post-it® Brand Informal for headlines. Use Times or Helvetica for subheads and body copy. Post-it® Brand Informal is a proprietary font designed exclusively for communication about the Post-it® brand.

The three typefaces may also be used in the weights and variations shown at right.

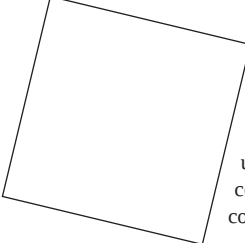
Typefaces

Times Roman
Times Roman Italic
Times Bold
Times Bold Italic

Post-it® Brand Informal
Post-it® Brand Informal Bold

Helvetica Light
Helvetica Light Italic
Helvetica Regular
Helvetica Regular Italic
Helvetica Bold
Helvetica Bold Italic
Helvetica Black
Helvetica Black Italic
Helvetica Regular Condensed
Helvetica Bold Condensed
Helvetica Black Condensed

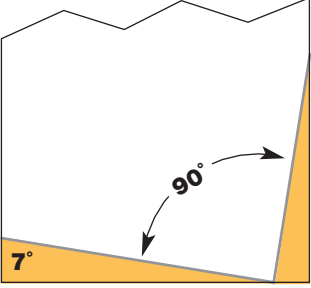
Shape



Within the new brand mark is the original tilted square shape that has always been a symbol of the Post-it® brand. It's the deepest yellow square on the right side of the brand mark. This shape can be used in a variety of creative ways to add color, personality, and distinctiveness to communication designs.

The Tilted Square Border

This is an optional design element that should be printed in either Post-it® Brand Yellow or Post-it® Brand Complement Yellow. The shape should come to a point at the bottom of the page, at approximately one inch from the right side of the page.



Signature Artwork

As key components of the Post-it® brand identity strategy, signature artwork helps communicate and visually express the brand promise as well as the brand personality. The elements shown here are so recognizable that they create instant awareness of the Post-it® brand.



This image is so well recognized that it may be used as a "hero signature" and substituted for the brand mark in certain cases.



This product image may be used for visual concepts which use the product as the "hero."

The Post-it® brand promises:

Fast, friendly, repositionable communication and organization tools that help get the job done.

Personality:

What is the "personality" of the Post-it® brand, its unique style?
• informal
• colorful
• friendly, creative, and clever
• for people on the run
• contemporary

Values:

What personal core values of the customer does the Post-it® brand deliver?
• a sense of accomplishment

Rewards:

What are the benefits the customer expects when they use Post-it® Products?
• helps them get the job done

Functional Benefits:

What are the advantages of using a Post-it® branded product? Why are they important to the customer?
• easy to use
• fast
• for communicating and organizing

Features:

When we deliver the features customers want, we give the brand credibility. Features that a Post-it® branded product must have include:
• attention getting
• repositionable



Writing Copy for the Post-it® Brand

A good way to test Post-it® brand copy is to read it aloud. Does it flow easily as you speak it? It should if it is brief, friendly and informal. Does it give you a sense of satisfaction? It should if it is clever, simple and well-organized. Remember that Post-it® Products have an immediate appeal. Messages about Post-it® Products should have the same immediate appeal.

As you are crafting your communication, refer to the Post-it® brand key messages and find ways to incorporate their meaning into your message.

Remember that it is always important to use the Post-it® trademark correctly in copy.

Post-it® Trademark Usage Guidelines

General Guidelines

- ☐ Use the Post-it® trademark only as an adjective
- ☐ Use a generic descriptor
- ☐ Treat the Post-it® trademark in a distinctive way
- ☐ Be consistent and professional when using the Post-it® trademark
- ☐ Always use the complete product name each time it's used

Post-it® Brand Communication Checklist

Does the Communication Support the Brand?

To ensure the continued strength of our brand and the reinforcement of our brand promise, we should ask ourselves the following important questions every time we interact with our customers—whether through our products, services, or communications. Our job isn't complete until we can check, without hesitation, all of the boxes that apply to our interaction.

- ☐ **Brand Promise:** Does it reflect the brand promise of “fast, friendly, repositionable communication and organization tools that help get the job done?”
- ☐ **Post-it® Brand Personality:** Does the communication reflect the personality of the brand (informal, colorful, friendly, creative, for people on the run, contemporary)?
- ☐ **Unity:** Does it visually complement other Post-it® Product communications?
- ☐ **Trade Dress:** Does it make accurate maximum use of trade dress?
- ☐ **Corporate Endorsement Promise:** Does it reflect the 3M promise of innovative, quality products and services that make your life easier and better, from a company you can trust?
- ☐ **Tone:** Does it speak to customers in a language that they can understand and relate to?
- ☐ **Visuals:** Do the visuals complement the trade dress? Do they help to strengthen the impact of the communication? Are they involving and exciting?
- ☐ **Clarity:** Is the information clear, accurate and presented in an organized fashion?
- ☐ **Key Messages:** Does it include benefit-oriented copy consistent with our Key Messages?
- ☐ **Identity Standards:**
 - Is the Post-it® brand mark used correctly?
 - Is the 3M logo used correctly?
 - Is the typography style correct?
 - Are 3M's trademarks properly used?
 - Are the elements organized according to an acceptable grid system?
 - Is the 3M address properly displayed?
 - Have the 3M recycled paper usage recommendations been observed?



50% Pre-consumer waste paper
10% Post-consumer waste paper

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3M

Office Supplies Division

 3M Center, Building 223-3S-03
St. Paul, MN 55144-1000

Trade Dress Applied

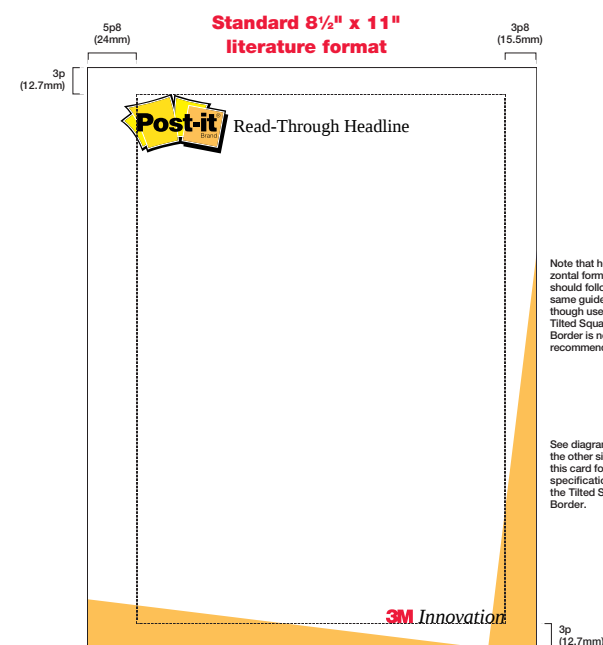
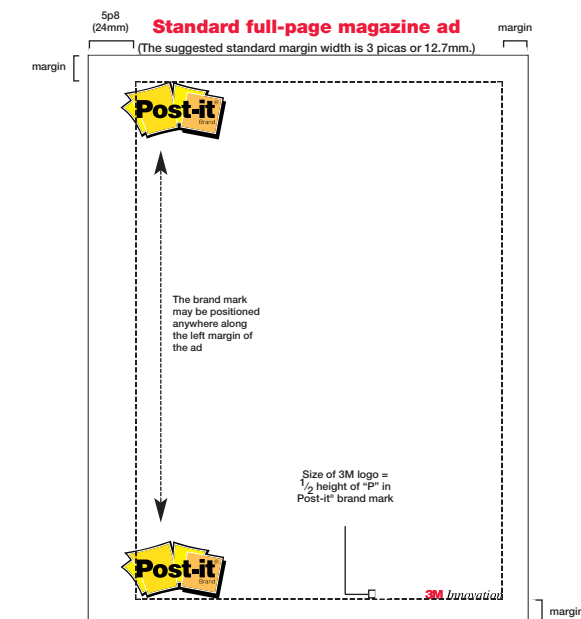
Creative and consistent use of the trade dress elements allows designers to customize the message while creating and maintaining visual unity, worldwide. It reinforces the distinct personality of the brand. Trade dress creates a stronger impression than a brand mark can, by itself. Consistent use helps to separate Post-it® products from other note products.

For more information about applying Post-it® trade dress to advertising, literature, and packaging, see the guidelines below. Detailed information about managing the Post-it® brand, including trade dress guidelines and downloadable graphic files, is posted on 3M's Intranet (accessible by 3M employees). For additional information about the 3M corporate identity, visit the following Web site: www.3M.com/identity

Advertising and Literature Guidelines

Use creative words and images to reinforce the brand promise and bring the Post-it® brand personality to life. Use colorful imagery and messages that relate to people who are productive, creative, organized, on-the-run.

Consistent use of trade dress in advertising and literature helps to make the brand memorable. This template is a general guideline for brand identification of both literature and advertising. When producing a full-page ad or an 8 1/2" x 11" piece of literature, the 3M Innovation signature should be located in the lower right corner. The height of the “M” in 3M should be half the height of the “P” in the Post-it® brand mark.

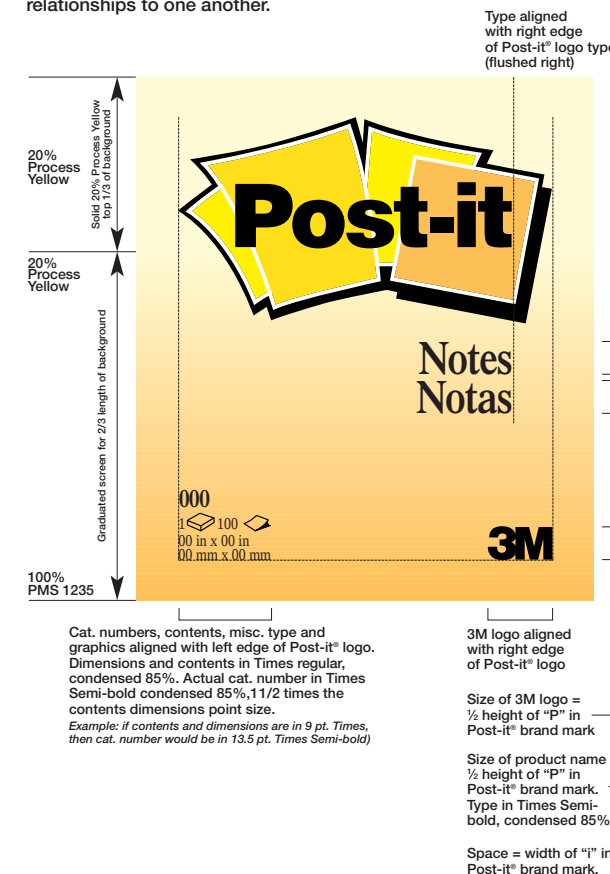


Packaging Guidelines

The Post-it® brand packaging guidelines were created to maintain the integrity of the brand image, while satisfying unique and varying worldwide packaging requirements.

Packaging Basics

This diagram shows the primary package design elements and their relationships to one another.



This example shows Post-it® packaging guidelines applied to a retail package.



Trade Dress Quick Reference Guide


3M Innovation