



# Lava™ Crowns and Bridges

## Brand Guidelines for Dental Lab Partners

Create powerful marketing communications for your lab that build on the strength of 3M ESPE and the Lava™ brand by following these simple guidelines.



- Do not recreate or modify.
- Do not change proportions.
- Preferred size on a standard 8.5 x 11 inch layout is 1.25 inch high. Minimum size is 0.5 inch high.
- Download Lava™ Mark at the Authorized Lava™ Milling Center extranet site: [3MESPE.com/uspartner](http://3MESPE.com/uspartner)

**5** Authorized Lava™ Milling Center

### Stand out in a crowd with Lava™ Crowns and Bridges **3** from 3M ESPE

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Call to action  
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**3M ESPE**  
**Lava™**  
Crowns and Bridges **2**

**1** [ lab logo ]

**4**

Full page ad example

### Stand out in a crowd with Lava™ Crowns and Bridges from 3M ESPE

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**3M ESPE**  
**Lava™**  
Crowns and Bridges

[ lab logo ]  
Authorized Lava™ Milling Center

3M ESPE and Lava™ are trademarks of 3M or 3M ESPE AG. Used under license in Canada.

1/4-page ad example

- 1** Your logo and messaging should be the main focus.
- 2** Use the Lava™ Mark as indicated at left.
- 3** Use the approved name for the first and subsequent references as outlined on page 2. If using the name as a headline, the word “Lava™” should be three times as large as the generic descriptor “Crowns and Bridges.”
- 4** Brand copyright /attribution.
- 5** It is to your advantage to clearly communicate that you are an Authorized Lava™ Milling Center.

# Lava™ Crowns and Bridges Brand Guidelines for Dental Lab Partners

## Trademark usage

“Lava™” can never appear alone and should always appear in one of the approved formats below.

### First reference per surface

#### PREFERRED

Lava™ Crowns and Bridges from 3M ESPE

#### ACCEPTABLE

Lava™ (Generic Descriptor) from 3M ESPE  
Example: Lava™ Frameworks

### Every subsequent reference per surface

#### PREFERRED

Lava crowns and bridges

#### ACCEPTABLE

Lava (generic descriptor)  
Example: Lava frameworks

### Not approved

LAVA™ Crowns & Bridges

Lava™ Crowns & Bridges

3M™ Lava™ Crowns and Bridges

## Authorization statement

In advertising that comes from 3M ESPE we explain that to obtain Lava™ Crowns and Bridges from 3M ESPE, you simply need to contact an “Authorized Lava™ Milling Center.” To add further clarity to your communications you may use the following text.

Authorized Lava™ Milling Center

## Copyright / attribution

The following must be included on all marketing materials that communicate about the Lava™ Brand in 7 pt. type in a lower corner of the page.

3M, ESPE and Lava are all trademarks of 3M or 3M ESPE AG. Used under license in Canada.

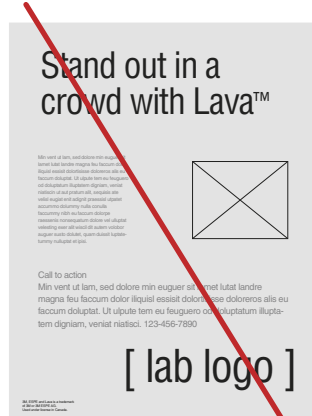
## Headline size ratio

If using the name as a headline, the word “Lava™” should be three times as large as the generic descriptor “Crowns and Bridges.”

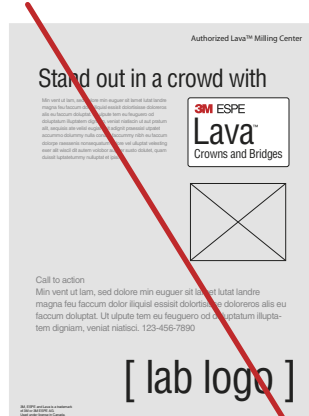
## Product claims

Use features, benefits and claims copy as written and published in 3M ESPE marketing materials. If the 3M ESPE claim has a superscript or asterisk referring to a qualifier statement, your materials must include it as well. 3M ESPE strictly prohibits any change or modification of product claims and use instructions.

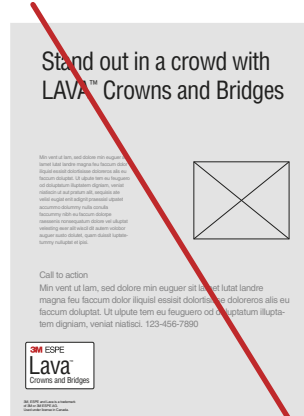
## Incorrect advertising



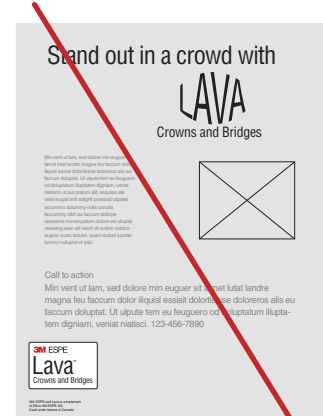
**DO NOT** use the “Lava™” alone. It must always be followed by “Crowns and Bridges from 3M ESPE.”



**DO NOT** use the Lava™ Mark as a text read-through. The preferred location of the Lava™ Mark is the lower left corner.



**DO NOT** use all upper case for “Lava™” or treat the word specially within the text.



**DO NOT** create a new type treatment or logo. When referring to the product simply typeset it like the rest of the text. Use Lava™ Mark in lower right corner.

**3M ESPE**

### Dental Products

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St. Paul, MN 55144-1000  
USA

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Canada  
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