

3M Science.
Applied to Life.™

3M™ Wrap Film Series 1080

Identity Guidelines



A branded identity for another leading 3M product.

When it comes to branding, simple is better. That's why we dropped the Scotchprint brand from the name of this popular line of wrap films and have the 3M brand standing solo.

Learn how you can grow your wrap business by including this 3M™ Wrap Film Series 1080 Emblem in your wrap marketing program.

Who should use the 3M™ Wrap Film Series 1080 Emblem?

- Installers
- Graphic manufacturers
- 3M Authorized Distributors
- 3M Authorized Resellers

What is the 3M™ Wrap Film Series 1080 Emblem?

This Emblem may be placed on the wrapped surface of your 3M™ Wrap Film Series 1080 installation or used in your marketing collateral. These guidelines help to ensure that each and every exposure to the Emblem is positive, and that you maintain a clear and consistent identity in the minds of your customers and potential customers.



3M

Wrap Film Series 1080

Consistent use of the 3M™ Wrap Film Series 1080 Emblem builds a strong identity and recognition.

About these guidelines

Consistent use of the Emblem builds a strong identity that your customers will quickly associate with quality and reliability. Familiarize yourself with these Guidelines before using this Emblem in any communications. With your help, 3M will attempt to audit and control the use of this Emblem, which will help strengthen and maintain its integrity in the marketplace.

Terms of usage

As specified in these Guidelines, the Emblem may only be used by installers, graphic manufacturers, 3M Authorized Distributors and 3M Authorized Resellers. When used as described in these Guidelines, your company is not required to get 3M approval for every instance of its use. However, any variation to these Guidelines must be approved by 3M.

The 3M logo is displayed in a large, bold, black sans-serif font. The '3' and 'M' are connected, with the '3' having a distinctive shape where the top and bottom loops are not fully closed.The text 'Wrap Film Series 1080' is displayed in a large, bold, black sans-serif font. 'Wrap Film' and 'Series' are in a regular weight, while '1080' is significantly larger and bolder, emphasizing the product series number.

How to use the Emblem

The Emblem is a visual tool that will become easily recognizable by your customers as a symbol of your commitment to provide industry-leading products and service using 3M materials.

Opportunities for use

- Websites
- Social media
- Marketing literature
- Tradeshows and exhibits
- Vehicles



Correct Emblem usage

- Always make sure the Emblem is sized dynamically, is easily readable and stands out clearly by placing it on a white or transparent background. All aspects of the Emblem must be legible to the naked eye in the context in which it is used.
- The Emblem must be black. If Emblem appears on black or dark surface, Emblem can be white. Etching or embossing may be used for non-print applications.
- Use the Emblem as a whole as it is provided.

Incorrect Emblem usage

- Use the provided vector artwork (EPS file) **LOCKED**. Do not try to break apart or recreate the Emblem under any circumstances.
- Do not compress or stretch the Emblem, add shadows, borders or reflections, change words or use the Emblem with a trademark symbol.
- The Emblem must be black. If Emblem appears on black or dark surface, emblem can be white. No other colors are allowed, including red.

Correct use



3M
Wrap Film
Series **1080**



3M
Wrap Film
Series **1080**

Incorrect use



~~**3M** Wrap Film
Series **1080**~~



~~**3M**
Wrap Film
Series **1080**~~



~~**3M**
Wrap Film
Series **1080**~~



~~**3M**
Wrap Film
Series **1080**~~



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Wrap Film
Series **1080**~~



~~**3M**
Wrap Film
Series **1080**~~

Emblem standards

Minimum clear space

Surrounding the Emblem with adequate clear space ensures maximum prominence and recognition. Though some applications call for more, always maintain clear space at least equal to the height of the “M” around all sides.

Standards

Position the Emblem on a white or transparent background.

Apply only one Emblem per visual surface (cover of a brochure, web page, presentation slide, apparel, etc.).

Minimum size

The Emblem must be legible to the naked eye in the context in which it is used. The absolute minimum width of the Emblem is 1 inch.



1 inch is the minimum width



Maintaining your identity

Relationship of emblems

To maintain your individual or company identity, the nature of the relationship must be clear: 3M provides only a component to the service or products you offer.

The Emblem can appear below or to the right of your personal or company identity, or can be used alone. The Emblem should be 1/2 to 1/3 the size of your personal or company identity.



**General Materials
Company**

3M

Wrap Film
Series **1080**



**General Materials
Company**

3M

Wrap Film
Series **1080**

The Emblem is available to download

The Emblem is available in JPEG, Tiff or EPS format.

Download the files by clicking the Emblem to the right or go to 3Mgraphics.com/1080.

The 3M logo and 3M lockup

This Guideline does not authorize use of the 3M logo (3M red or black logo) in any of your communications, other than exactly and only as it appears on this Emblem.

The 3M logo or 3M lockup (3M logo + tagline) by itself may be used only by customers who have a specific contractual relationship with 3M, such as a licensing agreement.

3M contact information

For questions on appropriate use of the Emblem described in this document or any other 3M graphics product name, brand or logo, please contact 3M Commercial Solutions at 1-800-328-3908 and ask to speak to the Marketing Communications Manager.



Wrap Film Series 1080

Click Emblem to download art



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