

POST-IT® BRAND GUIDELINES QUICK REFERENCE GUIDE

Post-it® Brand Mark Usage

The Post-it® logo has been simplified to enhance its iconic standing and affirm the Post-it® brands' status as a global leader, while at the same time simplifying the printing process required for production. Two streamlined notes, casually arranged, now encompass the Post-it® wordmark, showcasing the most common usage of the flagship, square, yellow notes.

Available in 3 color variations, the Post-it® logo should be used consistently, in the most capable form, across all media executions.

Please use the Post-it® Brand logo in full color wherever possible, and include the word Brand in the lockup.

Size Relationship

In all instances, the sizing relationship between the 3M logo and the Post-it® logo should be determined by setting the height of the 'M' in 3M equal to the distance from the bottom of the outside of the Post-it® 'o' to the top of the counter (inside) of the 'o'.



FULL COLOR

BLACK : 100%
PANTONE 109 C : 100%
PANTONE 109 C : 40%



GRAY SCALE

BLACK : 100%
BLACK : 20%



ONE COLOR

BLACK : 100%



When using the Post-it® logo with a product descriptor, i.e. Post-it® Notes, the word notes should be lower case. When using the Post-it® logo with a global campaign name, i.e. Post-it® Think Loud, please capitalize the first letter in each name of the campaign.



Primary Brand Colors

pantone 109 c

CMYK: 00/16/100/00
RGB: 255/209/000

black

CMYK: 00/00/00/100
RGB: 000/000/000

white

CMYK: 00/00/00/00
RGB: 255/255/255

3M red

CMYK: 00/100/90/00
RGB: 237/027/047

Typography

The Cera Pro family of fonts are the only typefaces needed to communicate within the new Post-it® packaging system.

Cera Pro

BOLD:

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

0123456789

REGULAR:

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

0123456789

Cera Compact Pro

BOLD:

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

0123456789

REGULAR:

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

0123456789

Cera Condensed Pro

BOLD:

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

0123456789

REGULAR:

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

0123456789

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Don'ts of Post-it® Brand Visuals

Post-it® Brand Logo

The Post-it® Brand logo should always appear in its original form. Any deviation from the established standard is prohibited.



Do not use the logo in any color other than the approved colors.



Do not link any text (other than the generic descriptor) to the left, right or top of the logo. Do not use the logo in headlines or sentences.



Do not skew, stretch or otherwise alter the shape of the logo. Do not rotate, invert, spin, angle or pivot the logo.



Do not reverse the logo to white.

3M Logo

The 3M logo should always appear in its original form. The logo should only appear once on a visual surface. Any deviation from the established standard is prohibited.



Do not use the logo in any color other than 3M Red, or apply the logo on low-contrast backgrounds.



Do not use the logo with, or as part of, another logo or symbol, or create a logo-like graphic that competes with the logo.



Do not link any text to the left, right or top of the logo. Do not use the logo in headlines or sentences.



The Post-it® Brand is considered an Iconic Brand for 3M. Therefore, the Post-it® Brand does not utilize the 3M Science Applied to Life logo or design guideline elements.

General Guidelines

Things to Do:

- Always use the Post-it® Brand with the ® sign beside the trademark 'Post-it'.
- Always use the Post-it® Brand as an adjective to modify the generic name of the product we are referencing: e.g., Post-it® Notes, Post-it® Index, Post-it® Dispensers, etc.
- Always use the complete product name following the Post-it® Trademark each time the trademark is used.
- Make certain each use of the Post-it® Brand will be accompanied by a legend specifying that the Post-it® trademark is owned by 3M: "Post-it is a trademark of 3M"
- Treat the Post-it® Brand in a distinctive way. The Post-it® Brand should be set apart from other words in the surrounding text to inform the consumer that the Post-it® Brand has a special significance as a trademark.

Things to Not Do:

- Never use the Post-it® Brand as a noun: e.g., "A Post-it," "Post-its," etc.
- Never use the Post-it® Brand as a verb: e.g., "Post-it to the wall," etc.
- Never use the Post-it® Brand in a way that suggests it is a common, descriptive, or generic term for all types of sticky notes, whoever makes them. The Post-it® Brand is not a substitute for the terms "notes," "adhesive notes," or "sticky notes."
- Never use trademarks/descriptors/slogans/terms/etc. that incorporate the Post-it® Brand in a descriptive fashion (e.g., "Stick It," "Flag It," "Write It," "Capture It," "Note-It," "Post to Remember," "Care to Note-it," etc.)
- Never do anything that denigrates or is otherwise detrimental to 3M's reputation or that of the Post-it® Brand
- Never remove, distort or alter any element of the Post-it® Brand. That includes modifying it through hyphenation or making it into a verb, noun, or longer word, e.g. Post-its, Post-itmania, Post-iting, Po-stit, Post-it War, Post-itwar. Do not shorten, abbreviate, or create acronyms out of the Post-it® Brand
- Never use the Post-it® Brand in a manner that is misleading, unfair, infringing, obscene, offensive, illegal or otherwise in a way that conflicts with 3M's publicly stated corporate values.
- Never capitalize the 'i' in "Post-it"

Do's and Don'ts of the Post-it® Brand

Correct Usage:

Post-it® Notes

Post-it® Super Sticky Notes

Post-it® Pop-up Dispenser Notes

Post-it® Full Stick Notes

Post-it® Flags

Post-it® Big Notes

Post-it® Page Markers

Post-it® Super Sticky Easel Pad

Post-it® Dry Erase Surface

Incorrect Usage:

Post-its

Post-it

Post IT

Post-It

POST IT

Posties

3M Stickies

Sticky Notes

Post-it Film

Do's and Don'ts of the Post-it® Brand

Photography

Do not photograph subjects looking straight on into the camera lens.

Do not direct subjects in overly posed situations. Ensure products are the main focus.

Do not hide products in the background. Make sure images are sharp and crisp.

Do use bright photography and never photograph in black and white.

