



**Branding Standards of Post-it® Brand
Promotional Products from 3M
for Distributors**

Printing Restrictions

Do not use the Post-it® Brand in a way or on a product that conflicts with 3M's publicly stated corporate values.

For example, 3M will not allow the following to be printed on Post-it® branded products:

- **Pornography:** The guideline we use — if the body part is normally covered up, do not print it. **Exception:** Pharmaceutical or medical with authorization from 3M Management.
- **Tobacco:** 3M does not allow printing for tobacco products, names or endorsements on branded promotional products.
- **Racial and ethnic, religious, or other slurs** are not allowed under any circumstances. If it is questionable, do not print it.
- **Swear words and inappropriate language:** If you cannot say it on network TV, do not print it.
- **Disparaging comments** against any person(s), organization, company, ethnic group, etc. are not allowed.

This list is for illustrative purposes only and is not inclusive.

Co-Branding is Not Allowed

Co-branding is an umbrella term for many relationship branding connections between two or more companies in which the brands are shown with relatively equal prominence. Co-branding with 3M brands is **not allowed** in advertising, on products, or on product packaging without specific written approval from 3M and a separate co-branding agreement signed by the parties.

PROTECTING THE BRAND

Print nothing that
is detrimental to
3M's reputation
or the Post-it® Brand.

Not sure?

When in doubt, contact
3M PMD Sales or Customer
Service Representative at
1-800-328-2407.

For 3M Distributors

Reselling of Custom Printed Post-it® Products

Make your identity the most prominent. It should be easy for customers to understand that your communications are from you — not 3M. The Post-it® Brand in its text and logo forms is the exclusive property of 3M and must only be used with authorization of 3M.

Authorized Correct Usage Options:

1. Seller of Custom Printed Post-it® Products.
2. Distributor of Custom Printed Post-it® Brand Products.
3. Purchase Custom Printed Post-it® Brand Products here.

PROTECTING THE BRAND

Brand Integrity

Protect the Post-it® Brand and its brand integrity. Use these standards and you'll help to ensure we continue to build on the trust and satisfaction that consumers have in the Post-it® Brand. The brand can best be protected by:

- Consistent application of trademark and brand identity elements
- Clear communication of product benefits/messages
- Consistently high quality

Do not use the Post-it® Brand in any way that implies a relationship or affiliation with or sponsorship or endorsement by 3M unless otherwise specifically set forth in a separate agreement with 3M.

Employee Identification

If your employment company is questioned always respond with the company name you work for and that you are a Representative selling 3M Promotional Markets Products.

Verbal Communications

Add the word “brand” (or another language noun equivalent) after “Post-it” **every time** it is spoken. It is a verbal substitute for the “®” symbol.

STANDARDS FOR GENERAL USE

*Always identify the
Post-it® Brand Logo
as a trademark.*

General Written Communications and Public Relations

- The *Complete Trademark for Every Use* rule applies to all written communications including press releases.
- Do not precede the Post-it® trademark with “3M” or “3M™”.
- Capitalize the generic descriptor (i.e., Notes, Notes Cubes) each time you use the product name.
- Under the Post-it® Brand Logo, always identify the Post-it® trademark with the following statement: “Post-it is a registered trademark of 3M and used under license.”
- DO NOT picture Post-it® Brand original note sheets on a vertical surface.

Authorized Correct Usage Options:

Post-it® Notes	Post-it® Flags
Post-it® Super Sticky Notes	Post-it® Tabs
Post-it® Pop-up Notes	
Post-it® Notes Cubes	
Post-it® Dry Erase Surfaces	

Incorrect Examples:

Post-its	Posties
Post-it	3M Stickies
Post IT	Sticky Notes
Post It	3M Post-it® Notes
POST IT	

Web and Social Media

- No use of Post-it® Brand in URL
- No use of Post-it® Brand in internet domain names
- Do not incorporate the Post-it® Brand into company product name, service names, brands, logos, keywords, user names (including, but not limited to Facebook, Twitter, YouTube, Google+ or Instagram account names), or company names.
- **Note:** All links from URLs and search terms must go to Post-it® Brands only and display an image of the Post-it® Brand backsheet. You may download the image from the Distributor Tools section on our website.

STANDARDS FOR GENERAL USE

Capital “P”
 Lowercase “i”
 Hyphenated
 Registered trademark symbol



Image available for download

Using Post-it® Brand in Written Format

DO NOT use the Post-it® Brand in a way that suggests it is a common, descriptive, or generic term for all types of sticky notes or other comparable products. The Post-it® Brand is not a substitute for the generic terms “adhesive notes,” or “sticky notes”.

Correct Claim

Authorized Correct Usage Option:

Post-it® Notes Repositionable Self Stick Notes

Incorrect Example:

~~3M Post-it Notes bring convenience to the office.~~

Correct Product Names:

Post-it® Notes
Post-it® Super Sticky Notes
Post-it® Pop-up Notes
Post-it® Notes Cubes
Post-it® Dry Erase Surfaces
Post-it® Flags
Post-it® Tabs

When listed in content or a product catalog, metric marks are not used. It should be written out.

U.S. Authorized Correct Usage:

Post-it® Note Pads, yellow, 3 in x 4 in

Metric Authorized Correct Usage:

Post-it® Note Pads, yellow, 76 mm x 101 mm

When referring to quantity, size or color of product with other products of the same type, they should be written before the product name

Authorized Correct Usage Options:

[6 in x 8 in] Post-it® Notes

Dimensions and generic descriptions may be used in brackets.

STANDARDS FOR GENERAL USE

- ✓ Is the Post-it® Brand used correctly?
- ✓ Did you include the trademark (brand) identity statement? “Post-it® is a registered trademark of 3M and used under license.”

Logo Usage

The Post-it® Brand in its text and logo forms has earned a great deal of familiarity and favor in the minds of customers. The logo cannot be used unless licensed by 3M. Do not remove, distort or alter any element of the Post-it® Brand in either its text or logo forms. Examples of improper modifications include modifying the text 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) and changing shape, color, or font of the logo. Do not shorten, abbreviate, or create acronyms out of Post-it® Brand.

Color System

The Post-it® Brand Logo must be reproduced either in four colors or in black and white. If any color is used in the communication, the four color logo must be used. Clear varnishes may be used on logo.



A		Post-it® Brand Yellow	Use this color for the brand mark.	Pantone 1235c Pantone 116u	255R, 143G, 0B	35% M 100%Y
B		Post-it® Brand Process Yellow	Use this color for the brand mark.	Process Yellow Process Yellow	225R, 225G, 51B	100%Y
C		Post-it® Brand Complement Yellow	Use this color for the brand mark.	Pantone 109c Pantone 108u	225R, 204G, 51B	10% M 80%Y
D		Post-it® Brand Hero Yellow	Use this color for the product.	Pantone 120c Pantone 127u	100R, 93G, 48B	5% M 50%Y
E		Black	Use this color for the brand mark or 3M Logo.	Process Black	0R, 0G, 0B	100%B

STANDARDS FOR TRADE DRESS

Never create your own version of the Post-it® Brand Logo out of ordinary type. Use the authorized reproduction artwork found on **brand central at 3M.com**. You will need to request access if you do not already have login information.

The Post-it® Brand Logo is designed to stand out, even when surrounded by bright colors.

Avoid using Yellow as a background color.

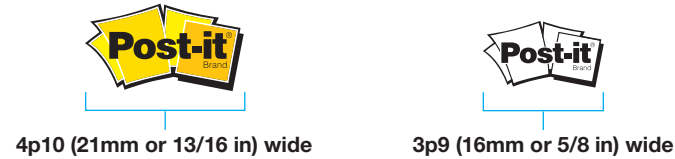


Logo Usage *cont.*

STANDARDS FOR TRADE DRESS

Size — Two options for minimum size brand marks

- Four-color
- Black and white



Control Area

Minimum clearance equal to the width of the “i” should be maintained between the brand mark and any other design elements, including the brand identity statement.



Authorized Correct Usage Options

Linking generic product names to the brand:



Lateral signature format



Stacked signature format

Logo Usage *cont.*

Unique Artwork

The logo must not be rotated, altered or recreated in any way. Use the authorized reproduction artwork found on brand central at 3M.com. You will need to request access if you do not already have login information.

Unacceptable Post-it® Brand Logo Usage Examples:



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.



Do not create a pattern out of the logo or use more than one logo on a single surface. *Exception: Post-it® Note Backsheets.*

STANDARDS FOR TRADE DRESS

Questions?

Contact the 3M PMD Sales or
Customer Service Representative
at 1-800-328-2407.