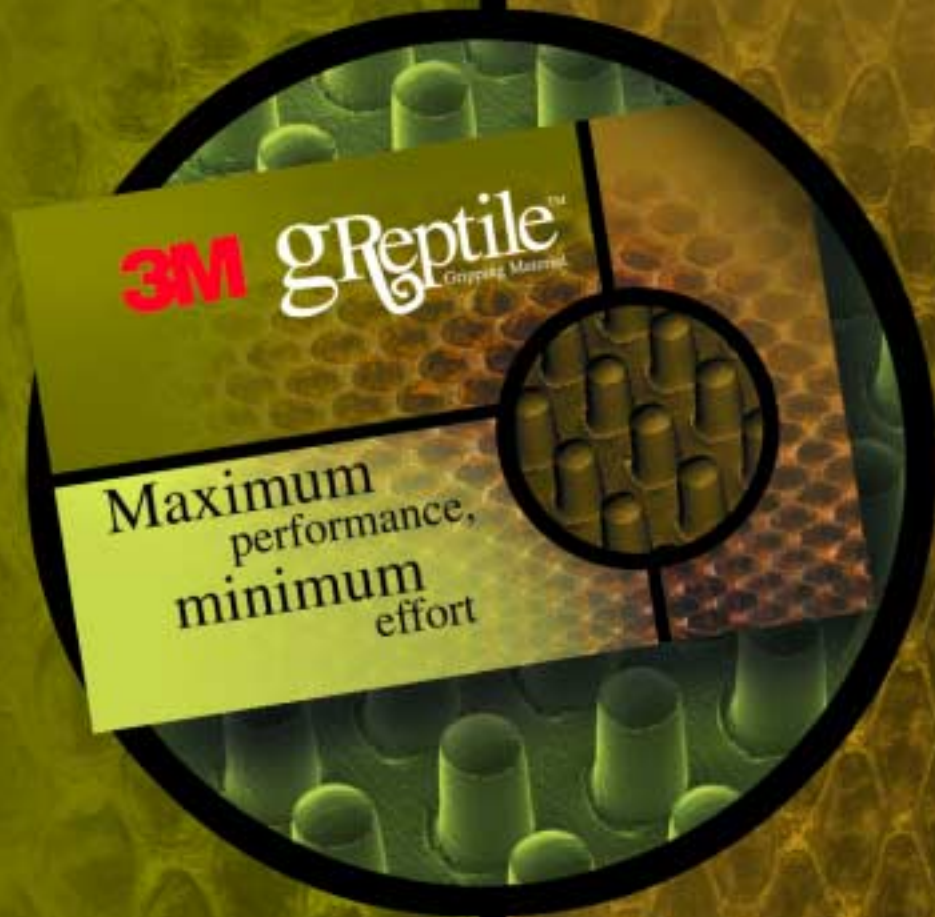


Identity  
Guidelines for  
3M™ Greptile™  
Gripping Material



Maximum  
performance,  
minimum  
effort

# Protecting the brand

## Introduction

Nothing triggers a more receptive attitude among potential customers than a strong brand name. But nothing erodes the equity of a brand or weakens its competitive advantage more than using it incorrectly. That's why it's so important to always use the 3M™ Greptile™ Gripping Material brand identity properly and consistently.

These guidelines provide a quick reference for using Greptile gripping material logos, hang tags and trademarks correctly in common situations. Please refer to them when creating communications that reference or showcase the Greptile gripping material brand name.

## TRADEMARK

The trademark is the legally protected brand name (Greptile). But the trademark is not complete until linked with its host brand, 3M. Trademark protection covers graphic treatment, use in copy and use in speech.

## LOGO

The Greptile gripping material logo is the unique, protected visual representation of its brand identity. It should always be linked to the 3M logo, and include the “™” and generic descriptor in order to protect its trademark and establish consistent identification and recognition for manufacturers and consumers.

## GENERIC DESCRIPTOR

The descriptive noun that categorizes the product (in this case, “gripping material”) and protects the brand name from becoming generic.



# Guidelines for Usage in Copy

- 3M™ should always precede Greptile™ Gripping Material in the first mention in all copy. On materials produced by 3M, the 3M™ may be omitted after the initial use. On materials produced by companies other than 3M, the full trademarked name should be used in all references.
- Each time the 3M™ Greptile™ Gripping Material brand name is used in independently produced materials, the “™” should be present and all initial letters capitalized (i.e., “3M™ Greptile™ Gripping Material”). But, unlike the logo, the “r” in Greptile should be lowercase.
- The trademarked brand name “Greptile” must always be used as an adjective followed by the noun “Gripping Material” (the generic descriptor). The brand name should never be used as a noun or verb.
- Never omit the generic descriptor (“gripping material”).
- In cases where you can’t set the trademark symbol “™” in superscript, use parentheses, as in 3M(TM) Greptile(TM) Gripping Material.
- For all materials produced by companies other than 3M, add a credit line at the bottom of the printed piece noting, “3M and Greptile are trademarks of 3M company.”

## Spoken Trademarks

(Television, radio, multimedia presentations, trade show videos and other verbal communications.)

- Substitute the word “brand” in place of the “™” the first and last time you say the full product name. Example: “Greptile brand Gripping Material from 3M has revolutionized the sporting goods industry.”
- Always use the generic descriptor along with the brand name.

# Logo Usage

When reproducing the 3M™ Greptile™ Gripping Material logo, use only authorized reproduction artwork. The Greptile logotype and position of the 3M logo and generic descriptor must remain constant. Remember, the Greptile gripping material logo must always be linked to the 3M logo. Camera-ready logos and artwork are available on disk. The Greptile logo should always be reproduced from original artwork—never typeset—in black and white or PMS 385 and 3M Red.

## **Do not:**

- Attempt to create your own version of the logo from ordinary type.
- Distort the logo in any way (e.g., adding drop shadows).
- Use the logo with, or as part of, another logo or symbol.
- Use colors other than black and white or PMS 385 and 3M Red for the logo.

## Ink colors

If you're printing the hang tag in artwork form, four-color process should be used, instructing the printer to "print to match" the PMS colors. If you are printing black and white, the tag background is grayscale and the logo and text are white.

When creating other promotional materials, PMS 5787 and PMS 112 are suggested green accent colors. But when using the Greptile logo on such materials, use only black and white or PMS 385 (green) and 3M Red.

## Approved logos



## Questions

If you have questions or need further assistance, please contact:

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10% post-consumer waste paper

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