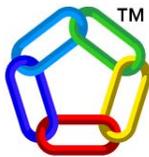


# 3M™ MCS™ Warranty



## Identity Guidelines For Certificate and Logo

*Insure your reputation.  
Offer your customers peace of mind.  
Trust the gold standard in warranties,  
the 3M™ MCS™ Warranty*



**3M™ MCS™ Warranty**

### Terms of Usage

The Certificate of 3M™ MCS™ Warranty and its 5-link logo are valuable tools for promoting the fact that 3M recognizes you as a graphics manufacturer with the capability to produce finished graphics covered by the 3M™ MCS™ Warranty. Both graphics manufacturers and their customers have asked for this tangible proof of commitment to producing graphics of the highest quality. We are pleased that you have chosen to register your use of this powerful and admired brand that has been giving peace of mind to customers for more than 20 years.

This guide explains how you can use the Certificate and logo to promote your services and your commitment to excellence through verbal, print and multi-media options. Please take time to familiarize yourself with this guide before using your new tools.

Consistent use of the 3M™ MCS™ Warranty brand and logo builds a strong brand identity that your customers will quickly identify with high quality, finished graphics backed by the strength of 3M. With your help, 3M will audit and control the use of this brand and logo, which will help maintain its integrity in the marketplace and will continue to strengthen the brand.

The Certificate of 3M™ MCS™ Warranty and its logo may be used for a term of one year from the date of issue, as stated on the Certificate. When registering, you agreed to discontinue use of these materials within 30 days in all verbal, written and electronic media if the Certificate is revoked by 3M, not renewed by you in a timely manner, or if you can no longer offer graphics covered by the 3M™ MCS™ Warranty for any reason.

## 3M Commercial Graphics

Identity Guidelines for Certificate of 3M™ MCS™ Warranty and Logo - Page 2

### How to Use the Certificate of 3M™ MCS™ Warranty

Along with this guide, you received a customized electronic Certificate with a serial number on the lower left corner. Through its stated effective period, you can print the Certificate and give to your customers, display it in your business, and use it in promotional materials. It can be used in any size that is readable, but no components of it may be altered in any way.

You and your customers can also download or print a copy of your current Certificate(s) directly from a 3M web page. Just give them your serial number(s) and direct them to [www.3Mgraphics.com/WarrantyRegistration](http://www.3Mgraphics.com/WarrantyRegistration).

### How to Use the 3M™ MCS™ Warranty Logo

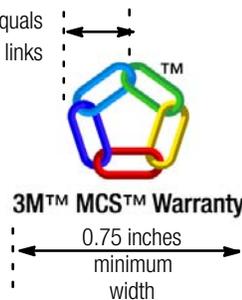
The logo is another visual tool that is easily recognizable by the graphics industry as a symbol of 3M's finished graphics warranty. It's a fast, concise message that is ideal for use on web pages, business stationery, business cards, catalogs and advertising. Do not use this logo within a body of text.

You have received the logo with black type for a white background and white type for a dark background. Both versions are in EPS and JPG. Use the logo in its entirety without altering it. It can be sized dynamically to a minimum width of 0.75 inches, measured at the text.

A blank margin around the entire logo, equal to one half the width of the logo, must be maintained.

Print the logo in full color or gray tones.

Margin around complete logo equals  
1/2 width of the logo links



### Using the 3M Logo

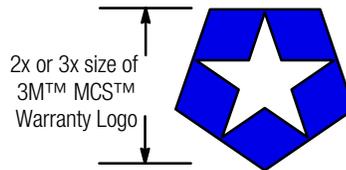
This guideline does not authorize use of the 3M logo (brand mark) in any of your communications, other than exactly and only as it appears on the Certificate. Use of the 3M logo in any other form must be authorized in a separate communication and is available only to third parties with a contractual relationship with 3M.

## 3M Commercial Graphics

Identity Guidelines for Certificate of 3M™ MCS™ Warranty and Logo - Page 3

### Maintaining Your Identity

To maintain your company's identity, display your brand mark two to three times larger than the 3M™ MCS™ Warranty logo. The logo can appear before, after or below your company identity. The nature of the relationship must be clear – 3M is the supplier of the warranty and not the manufacturer of a final product.



General  
Materials Group

### Using the 3M™ MCS™ Warranty Brand Name in Your Communications

The 3M™ MCS™ Warranty is an important 3M brand name. When you reference our warranty, all three words must be used and fully trademarked in at least the first occurrence in your communication and in any reference that includes the brand name MCS. For all subsequent occurrences on the same page, you may use 3M's warranty, or this warranty, if you prefer.

When used in copy, the brand name should be in the same type face as the body copy, but may be set apart with bold type. Use the same capitalization as you see in this document, do not add shadows or borders, and do not omit or shorten any of the words.

*Important Note:* "MCS" is a brand name and does not mean anything, per US trademarking rules. Do not attempt to interpret it or spell it out, which dilutes the power of the brand name.

### Key Messages

These key messages are a starting point for use in your communications. Remember that setting the right tone when describing the 3M™ MCS™ Warranty and the significance of your certification is essential to maintaining its strength, respect and personality, as well as its value to your business.

- The Certificate of 3M™ MCS™ Warranty affirms that 3M will stand behind graphics made with 3M products and processes—a promise that extends to us, the graphic manufacturer, and our customers.
- The Certificate of 3M™ MCS™ Warranty demonstrates our commitment to providing you with quality 3M graphics that stand the test of time.
- The Certificate of 3M™ MCS™ Warranty provides assurance that we can offer you a comprehensive, preferred warranty solution for finished graphics.
- The 3M™ MCS™ Warranty set the industry standard more than 20 years ago and is still solid gold. It covers finished graphics using products designed and tested for optimal compatibility and performance for jobs that demand the very best.
- As a graphics manufacturer, we are proud to be certified by 3M as being able to offer the 3M™ MCS™ Warranty on finished graphics that meet their exacting requirements. While this Certificate is not required by 3M, it does demonstrate our commitment to excellence, and helps give you greater peace of mind. We can supply you with a copy of the Certificate, or you can go to [www.3Mgraphics.com/WarrantyRegistration](http://www.3Mgraphics.com/WarrantyRegistration) and enter our serial number to download or print a copy of our current Certificate.



## 3M Commercial Graphics

Identity Guidelines for Certificate of 3M™ MCS™ Warranty and Logo - Page 4

### Using the Brand in Verbal Communications

For verbal communications such as TV, video and radio, substitute the word “brand” for ™. Example: 3M’s MCS brand warranty.

### Crediting the Brand in All Communications

In all forms of communication, the 3M™ MCS™ Warranty and its logo should be identified as belonging to 3M. Example: 3M, MCS and the 5-link logo are trademarks of 3M.

### Text of Agreement You Signed On-line

I, (Contact Name), as a legal representative of (Graphics Manufacturer), certify that all the information provided in this form is accurate and complete to be best of my knowledge.

I confirm that all graphics that are represented by my company to the graphics owner as being covered by the 3M™ MCS™ Warranty will be made only with the materials and applications recommended in the 3M Product Bulletin(s)

that is current at the time the materials are purchased for the 3M base film or substrate being used, and such graphics will be processed, finished and applied according to 3M’s current and applicable Instruction Bulletins.

I understand that I, but not 3M, can provide my customers with a unique serial number that allows them to download a copy of my Certificate directly from a 3M web page at any time during the Certificate’s effective period.

I understand that this Certificate is in effect for one year from the date of is-sue, but that 3M can, at its discretion, revoke the Certificate at any time or refuse to reissue the Certificate. I agree that if the Certificate is revoked or not renewed for any reason, that (Graphics Manufacturer) will remove any and all references to the Certificate in all printed, spoken and digital media within 30 days of receiving an email notice from [MCwWarranty@mmm.com](mailto:MCwWarranty@mmm.com).

### 3M Contact Information

For questions on appropriate use of the Certificate of 3M™ MCS™ Warranty and 5-link logo or the 3M logo, please contact us by e-mail at [MCSwarranty@mmm.com](mailto:MCSwarranty@mmm.com).



#### Commercial Graphics

3M Center, Building 220-12E-04  
St. Paul, MN 55144 USA  
General & Technical 1-800-328-3908  
Fax 1-651-736-4233

#### 3M Canada

PO Box 5757  
London, Ontario  
Canada N6A 4T1  
General 1-800-265-1840  
Fax 519-452-6245

#### 3M México S.A. de C.V.

Av. Santa Fe No. 55  
Col. Santa Fe, Del. Alvaro Obregón  
México D.F. 01210  
General 5255-5270-0400  
Fax 5255-5270-2277

#### 3M Puerto Rico, Inc.

350 Chardon Avenue  
Suite 1100  
San Juan, PR 00918  
General 787-620-3000  
Fax 787-620-3018

*3M and MCS are trademarks of 3M Company.*

©3M 2013. All rights reserved.  
[www.3Mgraphics.com](http://www.3Mgraphics.com)