

3M Certified Graphics Installation Company Brand Guidelines

3M Certified Graphics Installation Company: Represents the highest level of achievement in the industry. Companies that hold this title have passed an on-site, in-person audit to review records and policies. They employ at least one installer that has passed advanced testing for Fleet, and Window, Walls and Floors at the 3M Testing Facility in Saint Paul, Minnesota.



Stand out in your industry

Being a 3M Certified Graphics Installation Company and using its emblem is a valuable tool for promoting that 3M and the United Application Standards Group (UASG) recognizes you as a professional graphics installation company.

These guidelines explain how to use the title and emblem to promote your business and your commitment to excellence through verbal, print and digital options. Please take time to familiarize yourself with these guidelines before using your new tools.

Consistent use of the title and emblem build a strong identity that your customers will quickly relate to quality and reliability. With your help, 3M will audit and control the use of these tools, which will help strengthen and maintain its integrity in the marketplace.

Emblem

This emblem may be used as specified in this guideline document only by the business that has earned this credential.

When used as described in these guidelines, the company is not required to obtain 3M approval for every instance of use. However, any variation to these guidelines must be approved by 3M.

Always ensure the emblem is sized dynamically, is easily readable, and is displayed on a white or black background. Text color must be white or black depending on background color.

The Fleet, and Windows, Walls and Floors specialty emblems should accompany the 3M Certified emblem as these credentials are a part of the certification process. They may reside below or to the right side of the logo, as space permits.

In the event of using this logo for merchandise, digital communications, apparel, it is acceptable to use the logo without the specialty emblems or the text below the Certified emblem, as shown to the right.

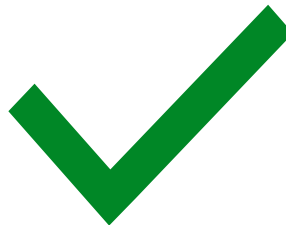
3M Certified Graphics Installation Company



3M Certified
Graphics Installation
Company



3M Certified
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3M Certified
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OR



(merchandise only)

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The Certified logo is available by logging into your [UASG account](https://uasg.org) at:

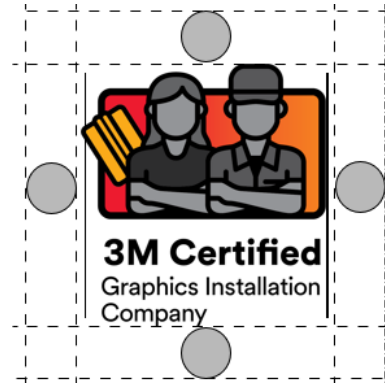
<https://uasg.org/documents-downloads/>

When adding these emblems to your company's website, the Fleet, Windows, Walls and Floors emblems should accompany the 3M Certified Graphics Installation Company emblem. The spacing required is 25% the size of the emblem. This rule applies to all 3M emblems.

When adding additional emblems, they should follow the existing Fleet and Windows, Walls and Floors emblems.

 = 25% size of emblem circle

3M Certified Graphics Installation Company – Vertical Layout Examples



3M Certified
Graphics Installation
Company



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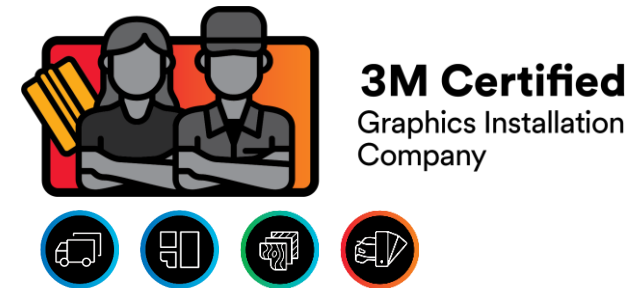
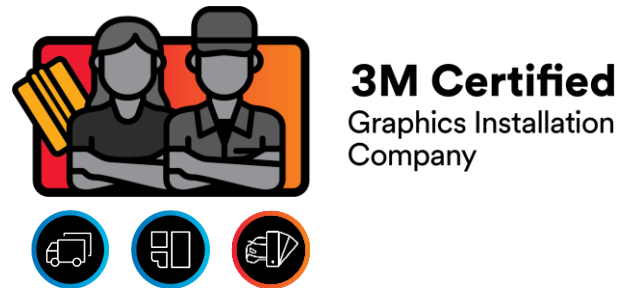
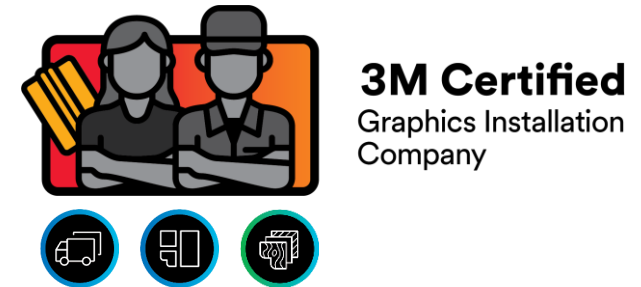
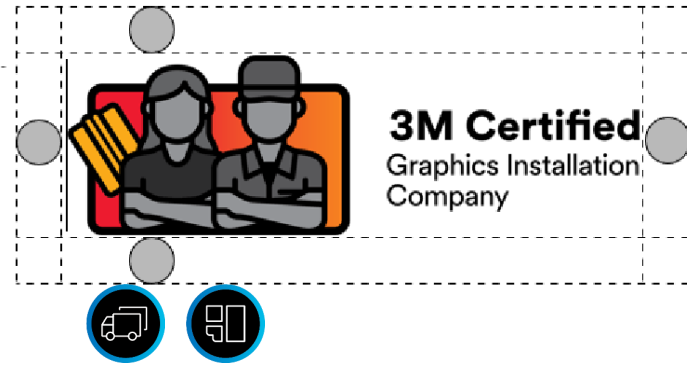
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3M Certified Graphics Installation Company – Horizontal Layout Examples



Emblem

It is important that you use the 3M Certified Graphics Installation Company emblem (and other specialty emblems) correctly. To the right are things to keep in mind on incorrect ways to use these emblems in relation to the 3M brand and your own.

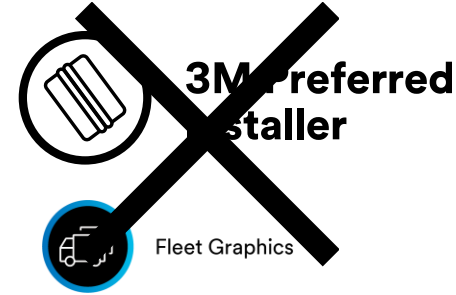
Do Not Do



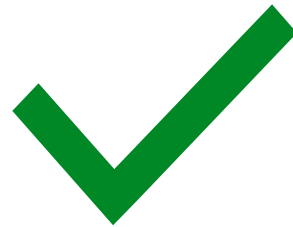
Do not use the 3M company logo, or any emblem that includes the 3M logo.



Do not use the previous version of the 3M Certified Graphics Installation Company emblem.



If your company is 3M Certified Graphics Installation Company, then use the 3M Certified Graphics Installation emblem (shown below).



3M Certified
Graphics Installation
Company



Emblem

It is important that when your logo is on the same surface as the 3M Certified Graphics Installation Company emblem, that your company's logo is above and not attached to this emblem.

In most cases, your logo should be equal to or larger than the 3M Certified Graphics Installation Company emblem.

Hierarchy

The Wrap Shop

DO NOT attach your logo to the 3M Certified Graphics Installation Company emblem.



3M Certified
Graphics Installation
Company



OR



3M Certified
Graphics Installation
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Examples

If you choose to make your own branded merchandise, such as hats, shirts and coffee mugs, please refer to these guidelines.

There are certain instances where it is acceptable to use just the emblem without the descriptor to the right. These include, but are not limited to, apparel, digital, and print where the descriptor is not necessary, and the emblem is only being used to identify the certification.

Emblems can be used on dark/black backgrounds. Only change the descriptor text to white in these instances.

Merchandise

