



BRAND GUIDE

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01 BRAND OVERVIEW

BRAND POSITIONING

The FUTURO™ Brand is uniquely designed to maximize your range of motion and minimize your joint and muscle pain for your active life.

BRAND HOUSE

FUTURO™ Brand



BRAND ASSETS

LOGO



COLOR

PMS: 116C
CMYK: 0, 16, 100, 0
RGB: 255, 204, 0
HEX: ffc000

ICON



[Click HERE to download Brand House](#)

BRAND TONE & VOICE

Our tone reinforces our consumers' love for adventure. It should be encouraging, optimistic and down-to-earth, without sounding unrealistic or over-exaggerated.

Think of the FUTURO™ Brand as a friend—the one that says, “one more time.” The friend that laughs through failure and celebrates humility alongside success. FUTURO Brand is with you every step, climb, push, rise and fall of the way. Because that's what friends do.



THE FUTURO™ BRAND TONE & VOICE:

IS

Strong
Premium
In Motion
Progressive
An Extension of You
Empowering
Forward Leaning

IS NOT

Hardcore Extreme
Everyday Leisure Activities
Lazy
Standardized
A Medical Device To Wear
Entitled
Me-Too

DO's

Be Inspiring
Stay Positive
Have Grit
Future Focused
Feel Awesome
Say "Yes"
Persevere

DON'Ts

Be Bland
Find Negatives
Stay in a Comfort Zone
Dwell on the Past
Wish for a Better Tomorrow
Find Reasons for "Why Not"
Quit

BRAND CHARACTER

THE SAVVY WINGMAN WITH AN ADVENTUROUS SPIRIT

As The Savvy Wingman With An Adventurous Spirit, we embrace everything life throws our way. We are confident, knowing that taking a chance today will set the stage for a more active and fulfilling tomorrow. We encourage those around us to reach their goals and their potential. And we understand that all of life's great adventures start with a simple "yes." Because new experiences are everywhere, we exist to make each one possible.



BRAND OVERVIEW:

BRAND TARGET:

MEET THE ALL-INS

This group of image-conscious risk takers is always up for a new adventure. They challenge themselves to do their best at the gym, at the office, and at home. And they always make time to work out because when they feel their best, they can better focus on what's next. An All-In understands that a healthy body fuels a healthy mind.



DEMOGRAPHICS

67% MALE

37 AVERAGE AGE

46% KIDS IN HH

MORE ON THE ALL-INS

- They set personal goals and let themselves down if they don't complete them
- They seek out new adventures, because they get a thrill from discovering something new
- They are brand experimenters; they like to try new technology
- They believe the healthier they are, the healthier the people around them will be

BRAND PURSUITS:

PURSUIT ONE

MAKE OUR PRODUCTS A BADGE OF HONOR AND BRING NEW PEOPLE TO THE CATEGORY.

EXAMPLE TACTICS

- Shift the conversation from pain to activity
- Move from “support” to “go-to gear” (to be your best you need the right equipment)
- Get our products where there is potential for pain or injury doing an activity
- Build a deeper emotional connection with All-Ins by appealing to their desire to explore

PURSUIT TWO

CREATE A DYNAMIC BRAND EXPERIENCE MAKING FUTURO™ BRAND THE GO-TO SOLUTION.

EXAMPLE TACTICS

- Updated packaging with new branding
- Re-examine the purchase process, looking for opportunities to make deeper connections with customers
- Be the source of education: digital, real-time, in context
- Provide consumer with tools beyond our products to help them perform better.
- Create tools that improve the performance of our products and our customers

BRAND BELIEFS

WE BELIEVE BEING ACTIVE FEEDS THE SOUL

Activity is in our nature. Just look at the science behind it: the more active we are, the healthier we become. But the benefits far exceed only physical gains, as being active pours into every facet of life. Things like connecting with like-minded individuals through friendly competition. Like fostering a greater sense of ambition day in, day out. And like our firm belief that, above all else, a truly active person feeds a truly happy soul.

WE BELIEVE IN INVESTING IN YOUR FUTURE SELF

People invest because they believe in worthwhile results. That's why we're solely focused on helping you invest in the greatest asset you will ever own— you. And to further trump economic logic, money won't get you too far in the field we're playing on. We believe in helping others to stay healthy, stay social, stay competitive and stay positive. Because with a strong mind, body and soul, your future self is guaranteed just that—a future. Let's make it a bright one.

WE BELIEVE AN AWESOME LIFE IS FULL OF POSSIBILITIES

Possibility is a powerful word. It expects more. And it's endless in that anything can happen. We believe in taking a chance on every possibility, which is why we help others tap into a life that's not afraid to turn on a dime. To go from exiting an elevator at 5:05pm to an impromptu pick-up game at 5:09pm. So let's raise a glass to friendly competition, knowing that a loss today will inform tomorrow's determination. Life is full of possibilities. We're here to make sure they're awesome.

02 BRAND ESSENTIALS

TRADEMARK AND BRANDMARK

TRADEMARK

It is extremely important to use the FUTURO™ Brand primary name and FUTURO Brand logo correctly to protect them as valuable assets. 3M's exclusive rights to these trademarks could be weakened through improper use. It is essential to use the appropriate trademark registration symbol with the FUTURO brand primary name.

BRANDMARK

The brandmark combines the FUTURO logo with the FUTURO icon. This is the preferred mark and should be used whenever possible.

The logo, descriptor and icon should always be in either black lettering or yellow lettering and appear preferably on a black, white, yellow or photographic background.

All other graphic elements should remain outside an invisible rectangle drawn surrounding the entire brandmark at a distance of ½ the height of the F in FUTURO.

[Click here to download logos.](#)

Trademark Examples:

The word FUTURO™ should appear in all caps.

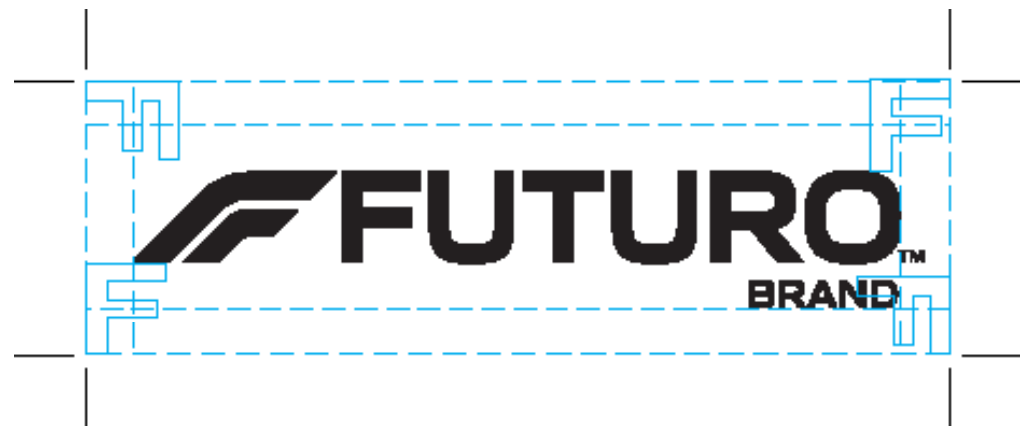
The word "FUTURO" must be followed by the trademark (™) symbol upon its first usage within marketing collateral. It must be followed by a product name and/or generic descriptor.

Once the trademark has been established, the trademark symbol can be dropped from the word "FUTURO" thereafter.

FUTURO™ Comfort Knee Support

FUTURO™ Products are supported by our expert panel of medical professionals and engineers.

FUTURO™ Brand offers a full line of braces and supports. The FUTURO Knee Braces are available with and without stabilizers.



NOTE: For Logo usage on packaging, refer to the FUTURO Production Style Guide.

BRANDMARK

ALTERNATE VERSION

In the cases where the preferred brandmark version does not work, such as digital banners where there may be space constraints, the FUTURO™ Brand logo can be used without the icon.

Or if the icon is used as a major graphical element in the creative, it does not need to be also used in conjunction with the FUTURO Brand logo.

The logo and icon should always be in either black lettering or yellow lettering and include a descriptor.



When icon is used as a major graphical element in the creative, do not include it locked up with the FUTURO Brand logo.

FUTURO™
PRODUCTS

FUTURO™
BRACES & SUPPORTS



[Click here to download logos.](#)

THE ICON



The Futuro icon

The FUTURO™ Brand icon embodies the motion, comfort and flexibility that the brand delivers. It is designed to be an icon that may be separated from the greater FUTURO Brand logo if an iconic look is desired. Alone, the icon can be used to frame or crop a photo, overlaid on a photo, or as its own graphic element.

If the icon is used as a graphic element, it must also be accompanied by an approved FUTURO Brand logo.

EXAMPLES



Overlay on photo



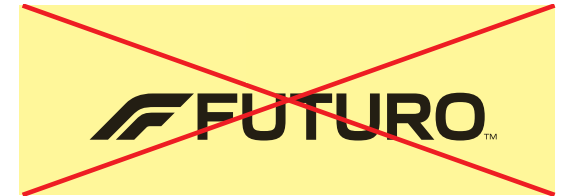
Graphic element with photo

[Click here to download the F icon.](#)

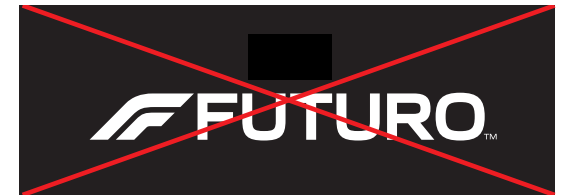
GLOBAL BRAND MARK DO NOTS



DO NOT repeat the FUTURO Brand icon on the same panel



Avoid using a solid background color other than the preferred primary brand equities of white, FUTURO Brand yellow or FUTURO Brand black. (A photographic background is acceptable with ample contrast and adherence to FUTURO Brand photography guidelines)



DO NOT reverse out the FUTURO Brand wordmark—the FUTURO Brand wordmark should appear in FUTURO Brand yellow and not white on a dark background

COLOR PALETTE

Yellow and black are FUTURO Brand's primary brand colors. When applicable, white and red can be used as secondary colors.

FUTURO Brand Primary Brand Equity Colors



FUTURO Yellow

Pantone: 116
C:0 M:16 Y:100 K:00
RGB: 255, 204, 0
WEB: ffcc00



FUTURO Black

Pantone: Black
C:00 M:00 Y:00 K:100
RGB: 35, 31, 32
WEB: 231f20

FUTURO Secondary Brand Equity Colors



3M Red

Pantone: 3M Red
C:00 M:100 Y:90 K:00
RGB: 255, 0, 0
WEB: ff0000



White

C:00 M:00 Y:00 K:00
RGB: 255, 255, 255
WEB: ffffff



FUTURO Gray

Pantone: 425
C:65 M:55 Y:53 K:29
RGB: 85, 87, 89
WEB: 55585a

FONTS

GOMME SANS EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

GOMME SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Ciudadella Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Ciudadella Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789***

Ciudadella Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Ciudadella Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789***

Ciudadella Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Ciudadella Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

Ciudadella Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Ciudadella Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

Ciudadella Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Ciudadella Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

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ASSETS

Find logo assets [here](#).

Find Brand Style Guide [here](#).

Find Brand House [here](#).

Find Brand Manifesto Video [here](#).

Find Packaging Production Guide [here](#).

