OLIVER
@3M

Studio Guide.

Contents.

Introduction

This guide was created with new studio starters in mind but we think it is a good handbook to keep safe and refer to at any time, even for the longer serving and more senior members of the OLIVER 3M team.

Our intention is to set out the processes by which we aim to work, our 'baseline' if you like.

Sometimes we all drift off that baseline when things get busy and the pressure is on, so following the simple guidance in this interactive PDF will help us all stay on track. When picking up one another's work we can then all be on the same page with regards to the process of working on a job that's in your schedule. Be it design, artwork or video – the process remains the same, standardised, easy and who knows... possibly even fun.
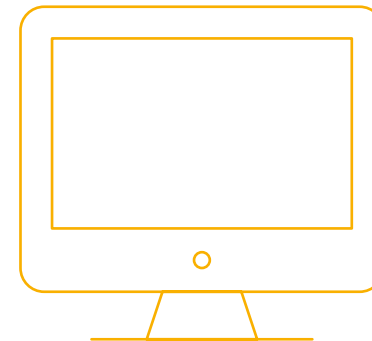
IT

Although your Mac or PC might belong to OLIVER, it will need to be 'enrolled' onto the 3M network. This procedure ensures the safeguarding of 3M's intellectual property. Being a very large science and technology company with millions of patents, security is of the utmost importance.

You will be given a 3M user name which will consist of a PIN as well as a password *e.g. ac19vzz*

These credentials will not only log you into your computer but also all other 3M services, including your Ms Office apps, the VPN and work servers, so keep them safe.

You will use an Adobe CC account provided by OLIVER.

Comms

The OLIVER@3M team uses Ms Outlook for email and Ms Teams for chat and calls to one another and to clients, this will be your own unique 3M account and will use the 3M credentials you've been given as the user name.

You can add your OLIVER email account to Ms Outlook so you can receive messages from head office and other contacts and colleagues within the Inside Ideas Group. However you won't be able to chat to or video call OLIVER contacts outside our team, you will need to use Zoom and your OLIVER account for this.

OLIVER staff at 3M are increasingly using Zoom for peer-to-peer comms due to its superior connection quality.

TIPS

Kit and services check-list
- ▶ 3M enrolled computer
- ▶ 3M credentials (username and password)
- ▶ OLIVER credentials
- ▶ OMG credentials
- ▶ SalesForce credentials
- ▶ CELUM credentials

3M IT contacts
Tommy Ryan is one of the 3M in-house Apple Mac specialists.

tryan3.cw@mmm.com

For servers call 01344 921177

OLIVER IT contact
helpdesk@oliver.agency

The team

Client Services

Hannah Ellis (mat. leave)
Ian Dalton (mat. cover)
Account Director

Philippa Robillard
Sr. Account Manager

Ece Ates
Account Manager

Studio

Mark Cleave
Associate Design Director (Studio Line Manager)

Andrew Longman
Sr. Designer

Teri Butchers
Creative Artworker

Lois Webb
Sr. Integrated Designer

Jake Peet
Creative Artworker

James Boardman
Integrated Designer
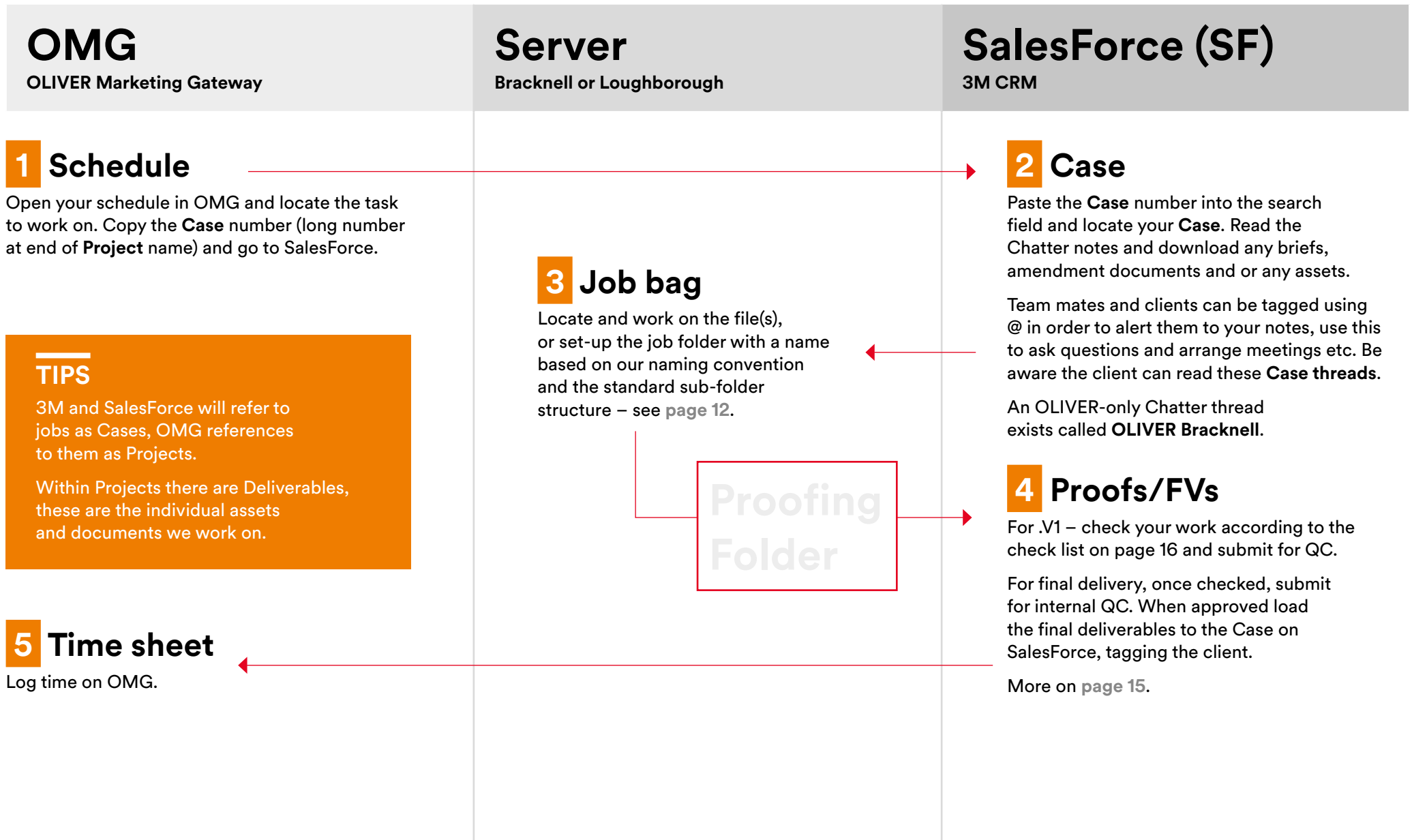
Vicki Marsh
Integrated Designer

TIPS

Core

This is the business-as-usual (BAU) model of billing we have traditionally always used, it is a sort of 'pay-as-you-go' set up and as of the finalising of this document, the majority of work comes through this channel.

CoLab

This is the new billing structure and branded creative offering OLIVER are rolling out to 3M. We're hoping it will become the main way of working with the client and eventually replace the Core model.

Process / *workflow*

OMG	Server	SalesForce (SF)
OLIVER Marketing Gateway	**Bracknell or Loughborough**	**3M CRM**

1 Schedule

Open your schedule in OMG and locate the task to work on. Copy the **Case** number (long number at end of **Project** name) and go to SalesForce.

TIPS

3M and SalesForce will refer to jobs as Cases, OMG references to them as Projects.

Within Projects there are Deliverables, these are the individual assets and documents we work on.

3 Job bag

Locate and work on the file(s), or set-up the job folder with a name based on our naming convention and the standard sub-folder structure – see **page 12**.

Proofing Folder

2 Case

Paste the **Case** number into the search field and locate your **Case**. Read the Chatter notes and download any briefs, amendment documents and or any assets.

Team mates and clients can be tagged using @ in order to alert them to your notes, use this to ask questions and arrange meetings etc. Be aware the client can read these **Case threads**.

An OLIVER-only Chatter thread exists called **OLIVER Bracknell**.

4 Proofs/FVs

For .V1 – check your work according to the check list on page 16 and submit for QC.

For final delivery, once checked, submit for internal QC. When approved load the final deliverables to the Case on SalesForce, tagging the client.

More on **page 15**.

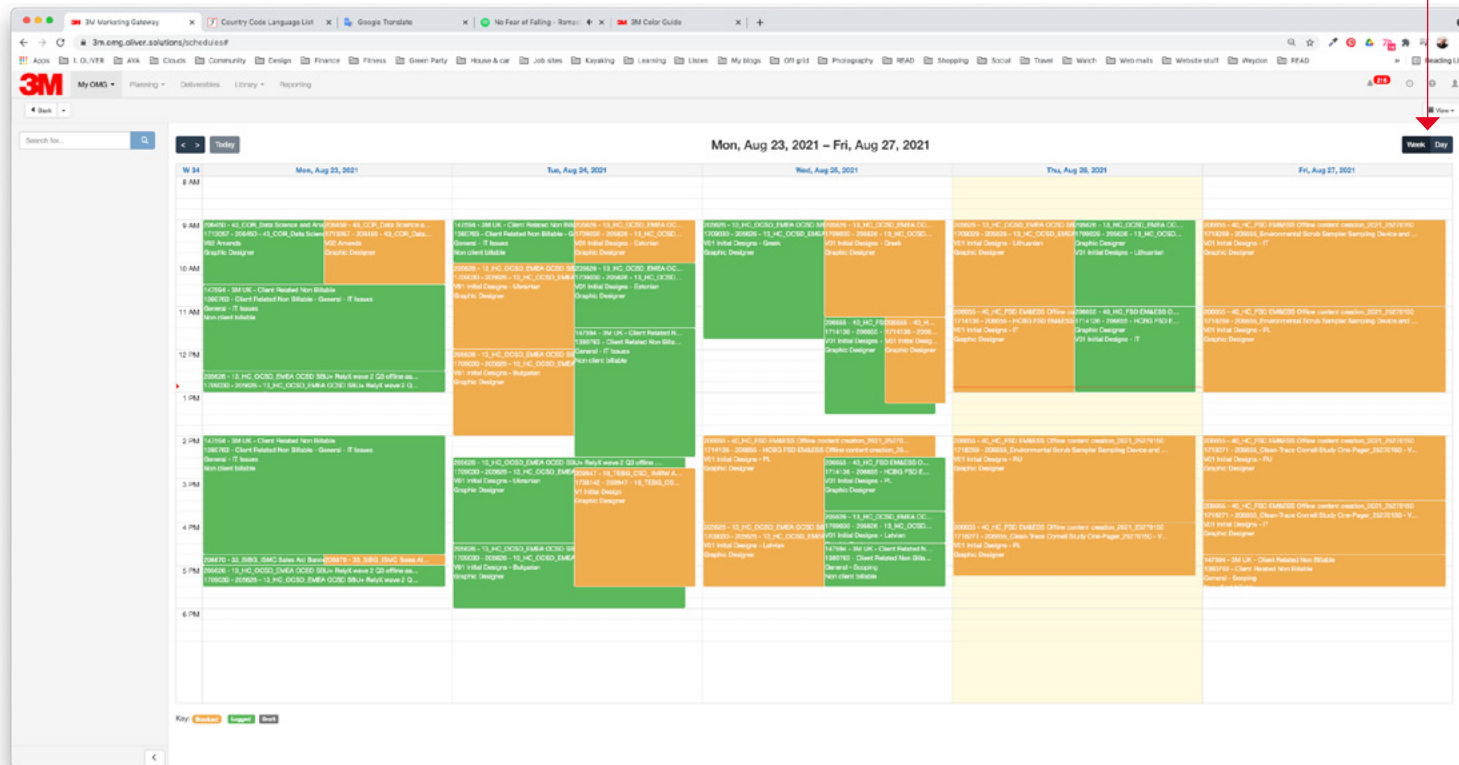**5 Time sheet**

Log time on OMG.

Process / OMG

Use OMG to view and plan your schedule and to timesheet your work at the end of each task.

This is the most used **My calender** view where we log the time spent on a **Deliverable**. It can be reached by logging on and going to **My OMG/My calender**.

Toggle between Week and Day view

TIPS

OMG stands for OLIVER Marketing Gateway and is a bespoke, multi-faceted Customer Relationship Management (CRM), Content Management System (CMS), project management and timesheet platform.

All OLIVER teams use OMG in some shape or form.

To log on visit:

https://3M.omg.oliver.solutions

You will be given a password by OLIVER staff.

Process / OMG

The orange blocks are the **Deliverables** you have been scheduled to work on. To officially log your time, click on the orange block and choose **Log time**.

If clicked, you will also notice an option to **View details**. This will allow you a closer look at the **Project** and **Deliverable** name should you need to.

The **Project** is the **Case** (SF), the **Deliverables** are the individual 'children' of the over-arching 'parent' **Project**. There can be just one or any number of **Deliverables** in a **Project**.
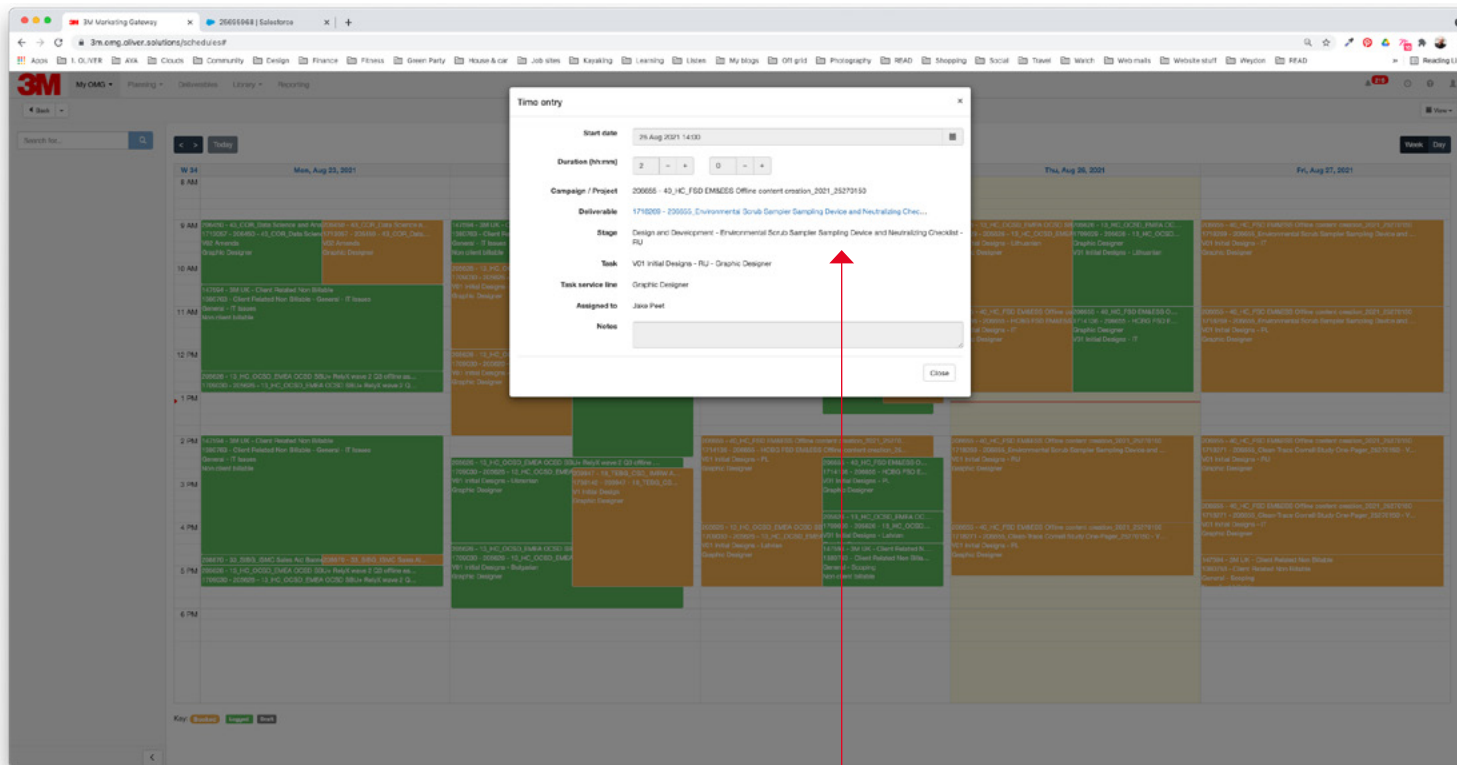
Everything you need to proceed will be here

TIPS

Account Managers (AMs) will always schedule 1.5hrs of non-billable time to each of us every day. Use this time to do those unexpected and unplanned tasks such as checking an FV or some internal feedback from a colleague. Just be sure to add in the correct job number for what it is you worked on, don't log the non-billable time.

OMG numbers are always pre-fixed with OMG. Some useful generic numbers are listed below.

Useful OMG job numbers

IT issues
147594 – Hit search and click the deliverable to expand and see IT and a host of other useful job numbers.

Other non billable such as holiday etc
144321

Process / *Server*

To connect to the work servers from your Mac, make sure you are logged into the VPN and it's running (see TIPS). Then, in Finder hit **cmd + K** and the *Connect to server* dialogue box will appear. The two servers we work from are Bracknell and Loughborough.
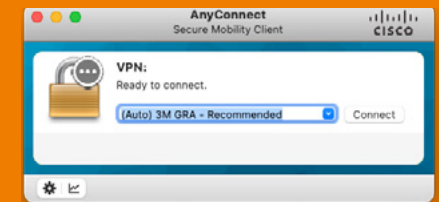
Bracknell (B-server)
smb://ukfile02.euro.mmm.com/shared$/UK/Bracknell/Oliver Marketing

or

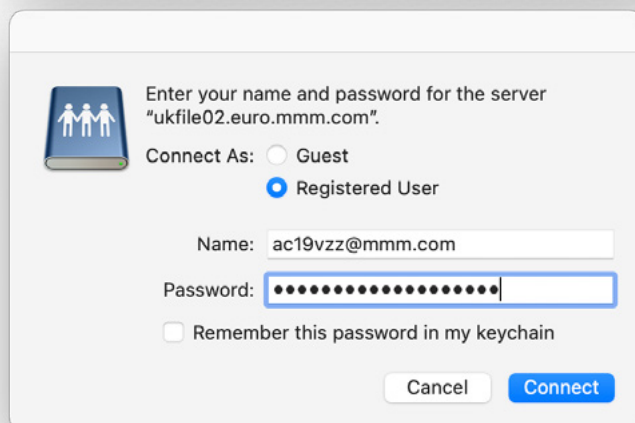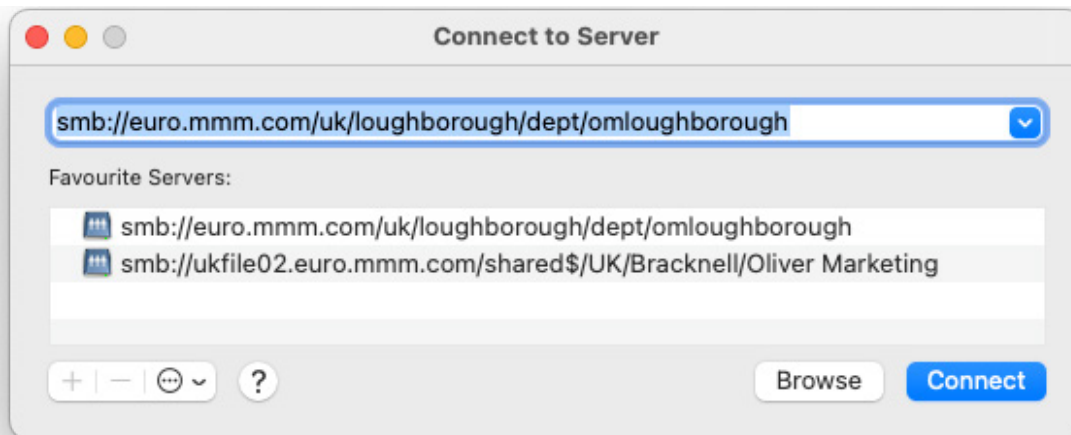smb://euro.mmm.com/uk/bracknell/oliver marketing

Loughborough (L-server)
smb://euro.mmm.com/uk/loughborough/dept/omloughborough

Connect to Server

smb://euro.mmm.com/uk/loughborough/dept/omloughborough

Favourite Servers:

🖥 smb://euro.mmm.com/uk/loughborough/dept/omloughborough
🖥 smb://ukfile02.euro.mmm.com/shared$/UK/Bracknell/Oliver Marketing

Browse | Connect

Enter your name and password for the server "ukfile02.euro.mmm.com".

Connect As: ○ Guest
● Registered User

Name: ac19vzz@mmm.com
Password: •••••••••••••••••••••

☐ Remember this password in my keychain

Cancel | Connect

You may need to 'log on' to the server, if so add your full 3M credentials as pictured here.
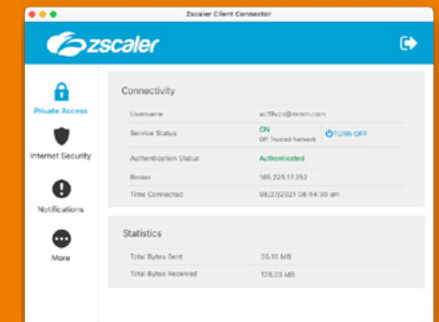
TIPS

Server connection will first require a VPN connection. Whether this is via CISCO AnyConnect or ZSCALER, please check with 3M IT if you're not sure which app you will need to use.
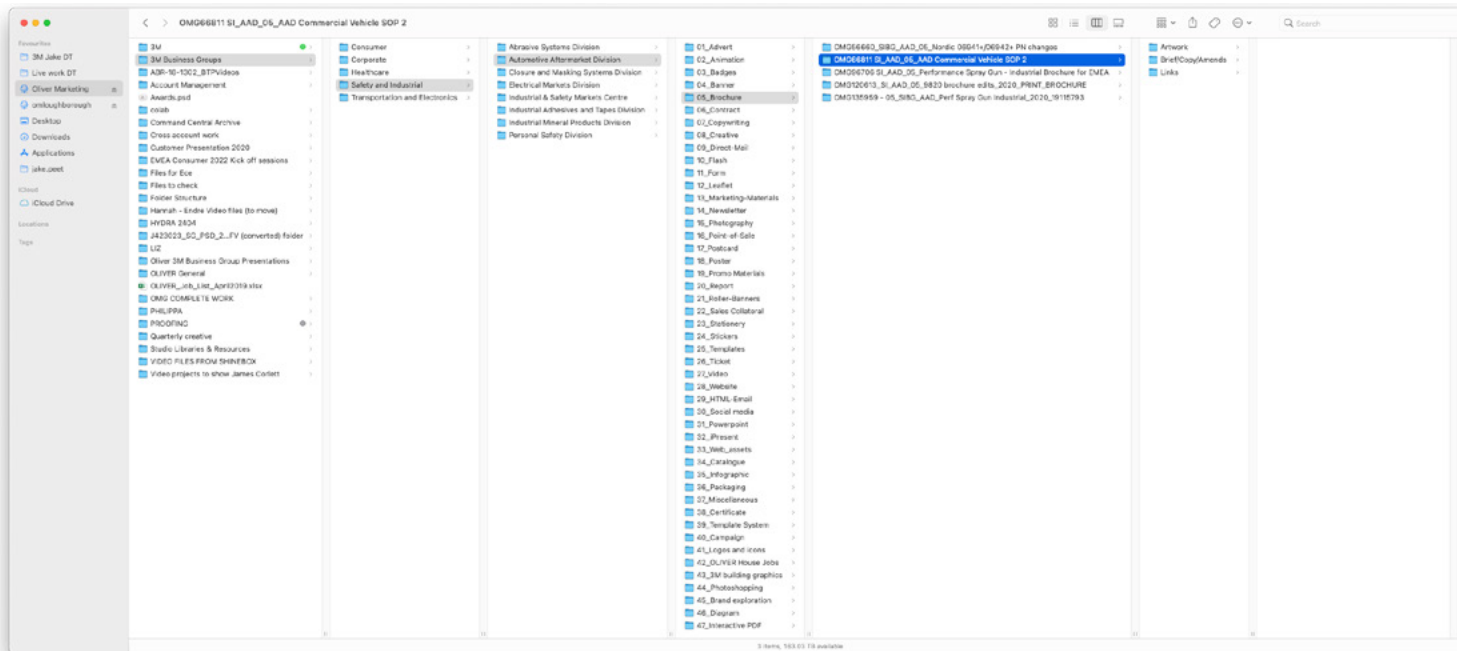
Process / *Server*

The server structure looks like this in columns view in Mac Finder. **Project** and file names contain all of the information needed to find the location of the job folder on the server, or to create one in the right place.

Process / *SalesForce*

This is the default interface for a **Case.**

All Chatter

Details is useful for reading the client brief

All Attachments can be seen here

Project Managers for the Case

TIPS

Take the **Case** number found at the end of the **Project** name and paste it into the search field in SalesForce, you should find the job you are looking for.

Read the **Chatter** to find out what your task is, if you struggle search for your name or read **Details** to see the original client brief.

Some people prefer to keep the email notification they received for the task, from there you can click the link and jump straight to the part of the thread that is relevant to you.

Process / *SalesForce*

Use the **OLIVER Bracknell Chatter** feed to tag colleagues asking for FV checks and any other info that needs to be shared and communicated.

This is a private group so our client can't read these posts.
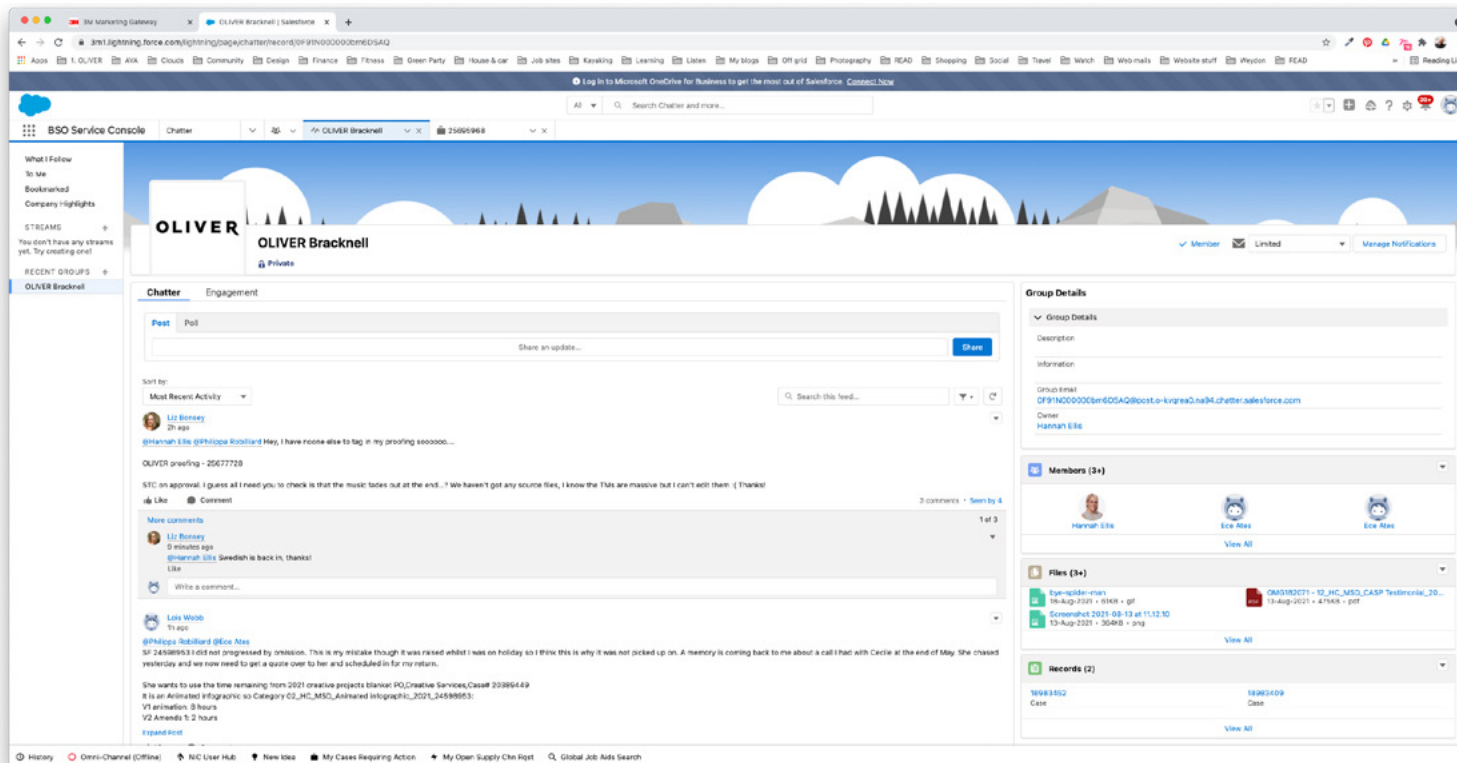
TIP

'@' your colleague to tag them in a post, this will send them an email.

If you put a '/' before a case number, it will link to the case so you can just click on it, rather than copy/paste to search.

Process / *Categories and groups*

To help us all categorise and name the jobs we work on, the following will need to appear in the job/file names of everything booked into OMG and filed on the work servers. Information on how to name jobs and files can be found on the **next page**.

Asset type category numbers

01.	Advert	26.	Ticket
02.	Animation	27.	Video
03.	Badges	28.	Website
04.	Banner print	29.	HTML email
05.	Brochure	30.	Social media
06.	Contract	31.	Powerpoint
07.	Copywriting	32.	iPresent
08.	Creative	33.	Web assets
09.	Direct mail	34.	Catalogue
10.	Flash	35.	Infographic
11.	Form	36.	Packaging
12.	Leaflet	37.	Misc
13.	Marketing materials	38.	Certificate
14.	Newsletter print	39.	Template system
15.	Photography	40.	Campaigns
16.	Point of sale	41.	Logos and icons
17.	Postcard	42.	In house jobs
18.	Poster	43.	Building graphics
19.	Events collateral	44.	Photoshopping
20.	Report	45.	Brand exploration
21.	Roller banner	46.	Diagram
22.	Sales collateral	47.	Interactive PDF
23.	Stationary		
24.	Stickers		
25.	Templates		

3M business groups and divisions of those groups

CBG – Consumer Business Group

- CHIMD – Construction and Home Improvement Markets Division
- CHCD – Consumer Health Care Division
- HCD – Home Care Division
- SOSD –Stationery and Office Supplies Division

HCBG – Health Care Business Group

- DDSD – Drug Delivery Systems Division
- FSD – Food Safety Department
- HISD – Health Information Systems Division
- MSD – Medical Solutions Division
- OCSD – Oral Care Solutions Division
- SPSD – Separation and Purification Sciences Division

SIBG – Safety and Industrial Business Group

- ASD – Abrasive Systems Division
- AAD – Automotive Aftermarket Division
- CMSD – Closure and Masking Systems Division
- EMD – Electrical Markets Division
- IMPD – Industrial Mineral Products Division
- IATD – Industrial Adhesives and Tapes Division
- PSD – Personal Safety Division

TEBG – Transportation and Electronics Business Group

- AMD – Advanced Materials Division
- AASD – Automotive and Aerospace Solutions Division
- CSD – Commercial Solutions Division
- DMSD – Display Materials and Systems Division
- EMSD – Electronics Materials Solutions Division
- TSD – Transportation Safety Division

COR – Corporate Services
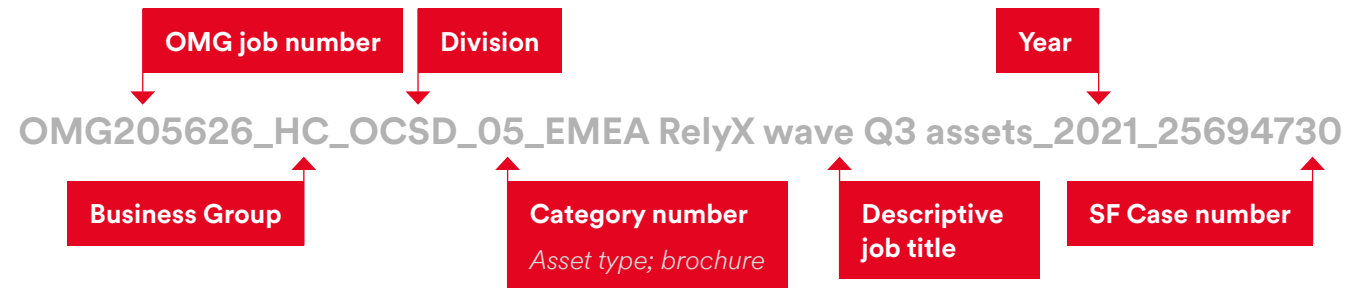
- Simply divided into categories

Process */ Job and file naming*

When naming job folders on the server and individual files within that folder, it is important to get it right. The name is a unique identifying code giving you everything you need to know about it's location on OMG, SalesForce and the server, think of it as a not just a postcode, but a full address.

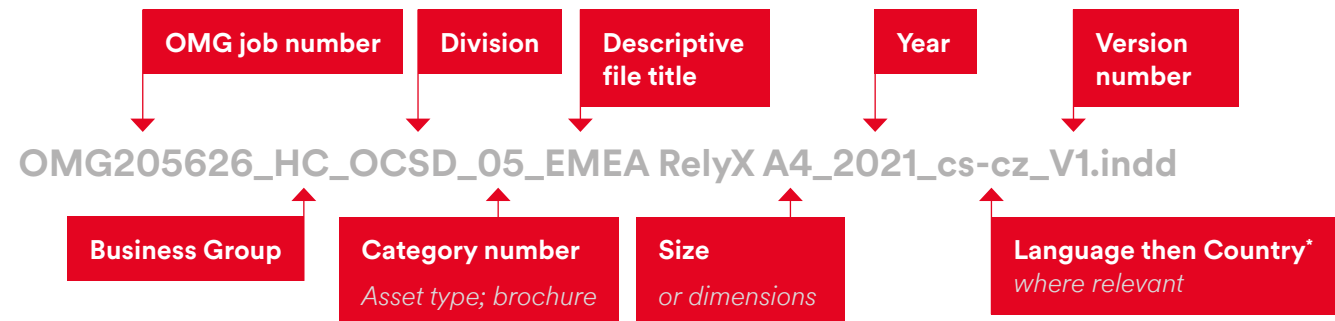The Project Name will form the name of the job folder on the server.

Project name
For OMG and server job folder

OMG job number	Division		Year

OMG205626_HC_OCSD_05_EMEA RelyX wave Q3 assets_2021_25694730

Business Group	Category number *Asset type; brochure*	Descriptive job title	SF Case number

File name
For the actual working version of the artwork/image/video asset

OMG job number	Division	Descriptive file title	Year	Version number

OMG205626_HC_OCSD_05_EMEA RelyX A4_2021_cs-cz_V1.indd

Business Group	Category number *Asset type; brochure*	Size *or dimensions*	Language then Country* *where relevant*

FV file name
For the actual final version of the artwork/image/video asset

Keep last version number	Append with FV

OMG205626_HC_OCSD_05_EMEA RelyX A4_2021_cs-cz_V3_FV.indd

Process */ V1 and FV*

V1

Once you have completed the work on version one of the artwork asset or design, make sure you go through the check-list found on **page 15**.

Once happy and ensuring the asset has a PROOF watermark, send a low resolution PDF, JPEG or MP4 to your allocated checker by email, asking them to sense check it.

The checking designer then sends it to the Account Manager(s) with any amendments they are suggesting for a second-pair-of-eyes check. You will hear back from the Account Manager(s) with approval or amends.

If you receive some amendment suggestions, action them carefully then return to the checking designer. Repeat until approved.

When you hear back with an "approved" you can upload the V1 asset to SalesForce tagging the client.

FV

When preparing assets for client delivery of any format, please work through the check-list found on **page 16**.

When you are satisfied it is of final delivery quality, place a delivery ready file in **Bracknell/Oliver Marketing/ PROOFING** creating a sub-folder named with the **Case** number.

In the **OLIVER Bracknell Chatter** state:

@(Those with approval authority)

(Case number) in OLIVER proofing.

Both Vicki and Lois should be notified on Chatter of any FV's put into the OLIVER Proofing folder. Always add Mark's name on Chatter in case either of them are out.

Someone will take it and reply "on it". If the checker spots anything they will comment on the PDF and move it into a sub folder called Amends, then reply to the original thread saying they have done so. If JPEGs or video, list the amends in the chatter.

The designer must then action those amends and resubmit to the folder, updating the thread once done.

Once approved, the checker moves the **Case** subflolder to the relevant folder – STC (Send to Client) or SPT (Send to Print). A note is put on the thread so that the initiating designer knows that it is ready to upload to the SalesForce **Case**. Upload a print ready PDF, a screen resolution PDF with suffix '_ForOfficeUse' and where relevant, a collected artwork zip.

Process */ QC checklist*

General

- ☐ Check copy/content against the brief, read all notes – V1 only
- ☐ Remove proof mark (watermark) – FD only
- ☐ Run InDesign preflight pre-set called Print PF or Screen PF – mainly checking for image resolution here
- ☐ Check all colours are brand CMYK or RGB for screen based assets – delete all unused
- ☐ Size is correct as per brief
- ☐ Correct bleed – if for print
- ☐ Small print – present and correct. Disclaimer, trademarks, correct year, OMG job number, etc
- ☐ Correct logo for piece

Copy and Type

- ☐ Consistent formatting eg. Bullet point lists – all to have a full stop at the end, or none at all
- ☐ Sentence case headings
- ☐ Full-stops at end of headings
- ☐ Triangular bullets
- ☐ Ragged lines – use NBS to tidy widows, orphans and short words
- ☐ Ligatures off
- ☐ Check all TM and R are superscript and Book (Find/Replace or use GREP)
- ☐ PLC in all caps
- ☐ Double space check – find and replace
- ☐ Where there is copy that includes a dash like this – with a space either side – use an En dash –
  not hyphen –
  not Em dash —
- ☐ Product names with 'single' inverted commas, never "double"
- ☐ Spell check to UK English

FV deliverable output

- ▸ InDesign package
- ▸ Screen PDF – use preset and append with _ForOfficeUse
- ▸ Print PDF – use preset
- ▸ JPEG (resolution 72dpi as standard)
- ▸ Video (output TBC by client)

TIPS

Copy this list to Apple Notes app and work from it when checking yours and other's work.

Notes
FV = final version, this is the file and we append it as such.

FD = final delivery, this is the process of making a file delivery ready for the client.

Extensive Proofing Checklist will shortly be added to Bracknell/ Oliver Marketing/Studio Libraries & Resources/

Resources */ Brand assets etc*

Brand assets

All creative, brand assets for working on the 3M brand can be found here:

Bracknell/Oliver Marketing/ Studio Libraries & Resources/

If you receive any new fonts, please create a sub-folder in the Fonts folder with the name of the font and add it so it is available to all. We use Font Suitcase to add to your Mac.

Other examples of what is stored here:

▶ Icons

▶ Maps

▶ Imagery

CC Libraries

Mark Cleave is the author of the CC Libraries we use and will invite all new starters by email.

As he does this, an explanation of the library assets will be provided.

Note

As a work-in-progress, we will be streamlining the **Bracknell/Oliver Marketing/Studio Libraries & Resources** folder with input from the whole team going forward.

Ways of working / *Essential gems*

Artwork

▸ To address large linked images, can we please reduce size of large images to 300dpi. or to JPEGs

▸ Use non-breaking space not soft-returns when type setting

▸ Use OLIVER 3M style sheets found here Bracknell/Oliver Marketing/Studio Libraries & Resources/Processes/Brand assets/Style sheets/3M stylesheets_V3.indd as these deal with ™ and ® as well as ligatures

▸ Set and use Adobe Colour Management policy

▸ Set and use INDD pre-flight profiles for Print and Screen

▸ All FV files to be appended _FV not _ART

▸ Set all INDD artwork to View/Display performance/Typical Display

▸ When resizing INDD use Adjust Layout not Page Tool

Client Services

▸ AMs will schedule 1.5 hours a day as OMG147594 – 3M UK – Client Related Non Billable. This allows creatives to work on feedback, FVs and other unexpected, unplanned pieces of work

▸ Push back on client when not following proper procedures

▸ Where possible, ask clients to mark up PDFs rather than supply PPTs and Excel docs showing amendments

Video (Adobe After Effects)

▸ When working on a project, good housekeeping is essential. Make sure layers are named clearly, and colour coded where relevant. Where possible, work on your desktop

▸ When done with a project, and before saving back onto the server, make sure to remove unused footage/files by selecting **File > Dependencies > Remove unused footage** (ensure the main comp is selected before doing this)

▸ When satisfied that the file is in a good state to handover, select **File > Dependencies > Collect files**. Then replace the folder on the server

▸ Ensure links to the Ae file remain in the 'footage' folder within the package, and not the 'links' folder in the job bag. That way we can just copy the package to our desktops. This helps when working with large files

That's all folks!