

3M Commercial Graphics

Colour Card Reference Guide



3M™ Envision™ Translucent Film Series 3730

3M™ Envision™ Translucent Films IJ3730-50, IJ3730-60

3M™ Envision™ Diffuser Films 3735-50, 3735-60

The first graphic films that optimize LED light

The 3M logo, consisting of the letters '3M' in a bold, red, sans-serif font.

Colour Card Reference



3730-20L



3730-015L

Pantone 116 C



3730-125L

Pantone 1235 C



3730-35L

Pantone 130 C



3730-44L



3730-43L

Pantone 1795 C



3730-53L

Pantone 200 C



3730-73L

Pantone 7621 C



3730-33L

Pantone 186 C



3730-106L



3730-156L

Pantone 348 C



3730-26L

Pantone 7727 C

High
Performance
for ElectroCut
illuminated

Guide



3730-127L



3730-337L



3730-167L

Pantone 2935 C



3730-97L



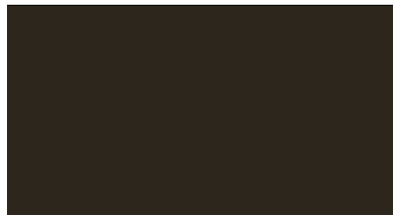
3730-157L



3730-36L



3730-137L



3730-22L

Pantone Black C



IJ3730-50 Inkjet printable film



IJ3730-60 Inkjet printable film



3735-50 Diffuser film



3735-60 Diffuser film

Films and printed graphics

All printed examples of colours are approximations of the original colours and are subject to fluctuations due to the printing process. To determine the exact colour or choice of colours, please request an original 3M colour swatch or individual colour samples of your preferred colours.



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Stay bright

3M technology makes it easy and practical to use LEDs. Get the same level of brightness using fewer light sources, reducing material and maintenance costs. Get more light transmission for vibrant, rich colour.

Go greener

3M™ Envision™ Translucent and Diffuser Films give your customers the opportunity to be more sustainable without sacrificing performance. They'll get an energy-saving, premium product backed by an industry-leading warranty. So they won't just look good – they'll feel good, too.

You win. They win. The environment wins.

Product Features

- **Suitable for interior and exterior applications**
- **Typical applications**
Illuminated advertising, illuminated strips, filling stations, shop-windows and restaurants. Wherever you wish to advertise, whether by day or by night. Colour fastness and dimensional stability ensure reliability, and the brilliance of the films ensures a high level of attention.
- **Suitable application surfaces and substrates**
3M™ Envision™ Translucent Graphic Film Series 3730 is excellently suited for application to glass and acrylic surfaces and will also ensure perfect presentation of your brand on 3M™ Flexible Substrates.
- **Graphic durability**
Up to 10 years*
- **Colour range**
20 luminous standard colours provide extensive design freedom. The option of requesting your individual special colours means that the special requirements of your corporate image can also be fulfilled.
The range is completed by Envision Diffuser Films 3735-50 and 3735-60 and version IJ3730-50 and IJ3730-60, which enable digital printing.
- **Application temperature range, wet-bonded**
from +16°C

Product Data

- **Suitable graphic production processes**
easily cut, thanks to polyester protective paper
- All colours with Pantone references are a simulation of a PANTONE®-identified colour standard.
Evaluation illuminant: D6500K as viewed in the Pantone® Viewing light.
Consult current PANTONE Colour Publications for accurate colour.
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*See relevant technical bulletin for full details. Further information and samples on request.

