

**MICROSCAN<sup>®</sup>**

# Corporate Identity

A Brand Guidelines

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# Corporate Brand

The Microscan name and trademark are among our most valuable corporate assets. They are displayed and recognized globally and have helped establish our identity in multiple markets.

This document is your resource for correct use of the Microscan logo. All projects that use the logo and corporate trademarks must follow the specific guidelines outlined here. Adherence to these guidelines will create a consistent brand identity that our customers and partners will readily recognize. This is an official, approved document and must be followed without exception.

## Affected Materials

Our logo lets people know who we are. It's our calling card.

These standards apply to all Microscan materials, documentation, and communication, including:

- ♦ User documentation
- ♦ Software
- ♦ Product labels
- ♦ Marketing materials
- ♦ Internal documents
- ♦ Email, email auto-signatures, and faxes
- ♦ Business cards and letterhead
- ♦ PowerPoint presentations
- ♦ Any other document which will be seen by customers or partners

# Logo Appearance

Logo

Typography

Showcase

The Microscan logo must always appear exactly as below, in red or black on a white background.

# MICROSCAN®

# MICROSCAN®

## CLEAR DISTANCE

Blank space equivalent to a minimum of the height of the **M** or logo must surround the logo on all sides. This area must not contain text, tagline, graphics, or colors.

## MINIMUM SIZE

In print, the logo should never appear smaller than 1" (25 mm).

On-screen, it must appear at least 70 pixels wide.

Minimum Blank Distance



Minimum Size

**MICROSCAN.**  
On-screen: 70 pixels  
Print: 1" (25 mm)

## COLOR VALUES FOR DIGITAL & PRINT

Each color has been optimized for on-screen (RGB or HEX) or print reproduction (CMYK or PMS). The color palette at right demonstrates the correct color and type combinations for use on-screen.

### RED

RGB: 175, 39, 47  
HEX: #993333

CMYK: 5, 96, 80, 22  
Pantone 1805

### BLACK

RGB: 0, 0, 0  
HEX: #000000

CMYK: 33, 33, 33, 100

### WHITE

RGB: 255, 255, 255  
HEX: #FFFFFF

CMYK: 0, 0, 0, 0

# Logo Appearance on Products

Logo

Typography

Showcase

While most of the same standards stated on previous page apply here, there is somewhat more flexibility in logo appearance on product labels. Software products, however, must follow the standards precisely and no variations from the RED on BLACK logo is allowed. Acceptable variations of the logo on product labels include:



**MICROSCAN®**

1. Red on white



**MICROSCAN®**

2. Black on white



**MICROSCAN®**

3. White on red box or white on red field

## No Exceptions

BLACK on RED is NOT acceptable  
WHITE on BLACK is NOT acceptable  
RED must be Pantone 1805

Must include ® symbol  
Must use exact logo height/width proportions  
Must use high-enough image resolution for visually-crisp reproduction

Review and approval of all Microscan logo use on any products (on labels, software, or other) must be conducted by the Microscan Marketing VP or Director.

# Incorrect Appearance & Usage

Logo

Typography

Showcase

The following are examples of incorrect appearance and usage. Exceptions for specific projects may be allowed after review by Microscan Marketing.



Don't stretch or compress width of the logo.



Don't stretch or compress height of the logo.



Don't enlarge logo so it becomes blurry or distorted.



Don't use graphics with logo, i.e. borders.



Don't place red logo on a black or color background.



Don't type MICROSCAN to use as a logo.



Don't place black logo on a colored background.



Don't type identifying statement or tagline beneath logo.



Don't place white logo on black or colored background.



Don't add effects like shadow, gradients, and symbols on or beneath the logo.

# Other Logos & Trademarks

Logo

Typography

Showcase

## Approved Corporate Logos

**MICROSCAN.**  
**PartnerAlliance**

**MICROSCAN.**  
**IntegratorAlliance**

**MICROSCAN.**  
**PartnerAlliance**  
**ID PLUS**

**MICROSCAN.**  
**PartnerAlliance**  
**VISION SELECT**

**MICROSCAN.**  
**PartnerAlliance**  
**VERIFICATION**

**MICROSCAN.**  
**CERTIFIED**  
**TRAINING PROGRAM**

## Approved Trademarks

**Acuity®** - For use in reference to Acuity® brand and technologies acquired by Microscan® through Siemens Machine Vision Business acquisition in 2008.

**AutoVISION®** - For use in reference to AutoVISION® Software.

**CDI®** - For use in reference to NERLITE® CDI® Illuminators.

**CloudLink®** - For use in reference to CloudLink® Web UI.

**Cloudy Day®** - For use in reference to Cloudy Day® Illuminator (CDI®) technology for diffuse lighting.

**DOAL®** - For use in reference to NERLITE® DOAL® Illuminators.

**ESP®** - For use in reference to ESP® Software.

**Intellifind®** - For use in reference to the Visionscape® Machine Vision Software Intellifind® Tool.

**I-PAK®** - For use in reference to I-PAK® Multi-Camera Inspection System.

**LVS®** - For use in reference to LVS® Barcode Verifiers and Print Quality Inspection Systems.

# Product Logos & Trademarks

Logo

Typography

Showcase

## Approved Product Logos



## Approved Trademarks

**LVS®** - For use in reference to LVS® Barcode Verifiers and Print Quality Inspection Systems

**MicroHAWK®** - For use in reference to MicroHAWK® ID and MV products.

**NERLITE®** - For use in reference to NERLITE® Precision Lighting Products.

**PanelScan®** - For use in reference to PanelScan® PCB Traceability System.

**Powervision®** - For use in reference to legacy Powevision® Machine Vision Software.

**Quadrus®** - For use in reference to legacy Quadrus® barcode readers and verifiers.

**SCDI®** - For use in reference to legacy NERLITE® SCDI® Illuminators.

**Vision HAWK®** - For use in reference to the Vision HAWK® Smart Camera.

**Vision MINI®** - For use in reference to the Vision MINI® Smart Camera and the Vision MINI® Xi Smart Camera.

**Visionscape®** - For use in reference to Visionscape® Software and Visionscape® systems or cameras.

**WebLink™** - For use in reference to Microscan's WebLink™ Web UI.

# Typography

Keep it simple. Limit type fonts to three. Keep it flush left. Use sentence case. We use ITC Franklin Gothic, Helvetical Neue LT Std,

and Raleway completely custom font family created for Microscan that has become a longstanding core element of our visual identity. Raleway is the font that's used for body copy, on-screen and digital executions. ITC Franklin Gothic and Raleway is the font that's used for print and graphic executions.

## Font-Family Usages

These standards apply to all Microscan materials, documentation, and communication. In general, the following rules apply to communications across the company.

- ◆ **ITC Franklin Gothic**
- ◆ Helvetical Neue LT Std
- ◆ Raleway

# Typography: Font-Family

We use these three fonts, a completely custom type family created for Microscan that has become a longstanding core element of our visual identity. Raleway is the font that's used for body copy, on-screen and digital executions. All three of these fonts that's used for print and graphic executions.

## ITC Franklin Gothic

Book - subheader or copy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&\*

Demi - headline  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Z abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$%&\***

## Hevlvetical Neue LT Std

Thin - headline or subheader  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&\*

Roman - headline  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&\*

## Raleway

Regular - body copy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$%&\*

Bold - subheader & bullets  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$%&\***

# Type Specifications & Language

In general, the following rules apply to communications across the company.

Size and weight

- Limit type to no more than three sizes.
- Use Bold for large headlines.
- Use Regular or Semibold for increased legibility at small sizes or over backgrounds.
- Use Semibold for subheads, but not for headlines.

Case

- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Don't use all-lowercase type.

Justification

- Type should be set flush left or center.
- Font-Family should never be justified.
- Avoid widows, orphans, and lines that end with hyphens.

Text style	Line spacing	Letter spacing*
Body text Raleway Regular 8–14 pt	120% minimum	0
Subhead text Hevlvetical Neue LT Std Thin or Roman 14–36 pt	110% minimum	-15
Headline text ITC Franklin Gothic 36 pt and above	120% minimum	-15

\* Raleway is designed so that letter spacing and word spacing are set by default to 0. When text is larger, spacing will need to be adjusted. Make sure that letters never touch one another.

Typography from around the world

We recommend specific fonts for use around the world. If subsidiaries have identified alternative third-party fonts that they feel align better with Raleway, please send us your suggestion..

Language	Print	On-screen
Latin, Greek, Cyrillic	Raleway	Raleway
Hebrew, Armenian, Georgian	Raleway	Raleway
Indian languages	Raleway	Raleway
Thai	Tahoma	Tahoma
Indigenous American	Leelawadee	Leelawadee
Chinese (Simplified)	Gadugi	Gadugi
Chinese (Traditional)	YaHei	YaHei
Korean	JhengHei	JhengHei
Japanese	Malgun Gothic	Malgun Gothic
Lao	Meiryo	Meiryo
Khmer	DaunPenh	DaunPenh

# Product Line

Barcode Readers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est vel neque ultrices, vitae aliquam est pretium. Nulla blandit ipsum eget hendrerit ultrices.

Morbi quam massa, rhoncus sit amet ornare vel, pulvinar et nisi. Phasellus feugiat vehicula ultrices. Aenean eros lacus, pellentesque ut eleifend viverra, porttitor in diam. Nam nunc justo, imperdiet sit amet nisl in, placerat consectetur erat. Nunc laoreet mattis velit, blandit luctus nisi finibus at.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est vel neque ultrices, vitae aliquam est pretium. Nulla blandit ipsum eget hendrerit ultrices.

Morbi quam massa, rhoncus sit amet ornare vel, pulvinar et nisi. Phasellus feugiat vehicula ultrices. Aenean eros lacus, pellentesque ut eleifend viverra, porttitor in diam.

**MICROSCAN.**

# สายผลิตภัณฑ์


## เครื่องอ่านบาร์โค้ด

มอบเครื่องมือที่ช่วยให้ออกแบบป้ายชื่อและแท็กผลิตภัณฑ์ กำหนดค่าและเชื่อมต่อกับแหล่งข้อมูลและระบบธุรกิจ และเปิดใช้คำสั่งพิมพ์จากระบบ ระบบปฏิบัติการหรืออุปกรณ์ใดก็ได้ได้อย่างง่ายดายและมีประสิทธิภาพ ซึ่งจะช่วยให้คุณดำเนินการพิมพ์โดยอัตโนมัติ

ตรวจสอบสถานะการพิมพ์และอุปกรณ์เปลี่ยนแปลง และเพิ่มความคล่องตัวในการผลิต ในขณะที่มอบการควบคุมกระบวนการพิมพ์อย่างสมบูรณ์และปลอดภัย และยังสามารถรับรองการพร้อมใช้งานของระบบการพิมพ์ทั้งหมดด้วยการตรวจสอบและรายงาน

บังคับและแนวทางปฏิบัติมาตรฐานที่เปลี่ยนแปลงอยู่ตลอดเวลา บริษัทต่างๆ ทั่วโลกได้มอบความไว้วางใจให้ ช่วยควบคุมให้เป็นไปตามความต้องการเหล่านี้ด้วยเทคโนโลยีที่ยืดต่อการปรับใช้ มีความปลอดภัย และสามารถกำหนดค่าได้ ต่อไปนี้คือตัวอย่างเพียงเล็กน้อย:

ตรวจสอบสถานะการพิมพ์และอุปกรณ์เปลี่ยนแปลง และเพิ่มความคล่องตัวในการผลิต ในขณะที่มอบการควบคุมกระบวนการพิมพ์อย่างสมบูรณ์และปลอดภัย



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# 语声 你的心意 说出

라벨, 카드, 자기대 카드 등을 디자인하고 인쇄합니다. 모든 프린터나 표시 장치의 인쇄 속도에 최적화됩니다. 데이터 검증을 제공하는 데이터 입력 양식을 디자인하고 키보드나 바코드 스캐너로부터 인쇄 시 입력을 할 수 있습니다.

파일, 데이터베이스 및 Excel의 데이터를 읽습니다. 인쇄용 레코드를 쉽게 검색하고 선택합니다. 라벨을 인코딩합니다.

를 이용하여 수백 개의 별도 문서를 만들고 유지할 필요 없이 유연한 라벨 디자인을 광범위하게 생산할 수 있습니다.

단일 데이터 원본 또는 데이터베이스 필드나 여러 조건에 따라 템플릿, 레이아웃 그리고 개체에까지 '인쇄 시기'를 알립니다. 암호로 보호된 레이아웃이 무단 편집을 방지합니다.

모든 문서에서 증가하는 일련 번호 등과 같은 전역적 데이터 필드를 공유합니다.

**MICROSCAN.**

of your grid. You can further divide each square into 10×10 smaller units to be used as margins and gutters for the alignment of typography and images. While there are many possibilities in the size and style of type, here are some proven relationships for using a in composition.

[illegible]

# Showcase

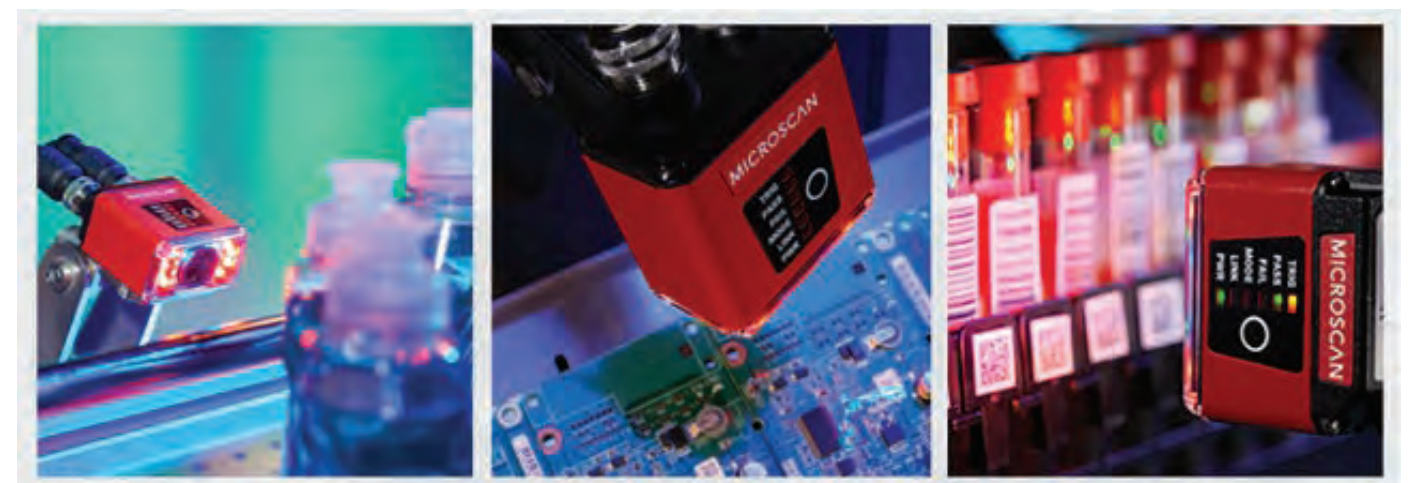
The impact of our imagery depends upon how authentically we tell our stories. With every image, we look to tell our audience of people's passion as they realize it through the use of our products.

We're inspired by people's drive for life and their enthusiasm for the future. Here's how we put it all together. Our brand elements from our principles of color to imagery, layout, motion, and sound... all come together to tell stunning stories to do business.

**Here are some great examples of our brand at work.**

## Imagery & Brand Elements

The Microscan brand needs to work harder than ever. That means building stronger connections and associations across all we do. We've worked to keep these guidelines to a sensible minimum, so you know exactly what's what.



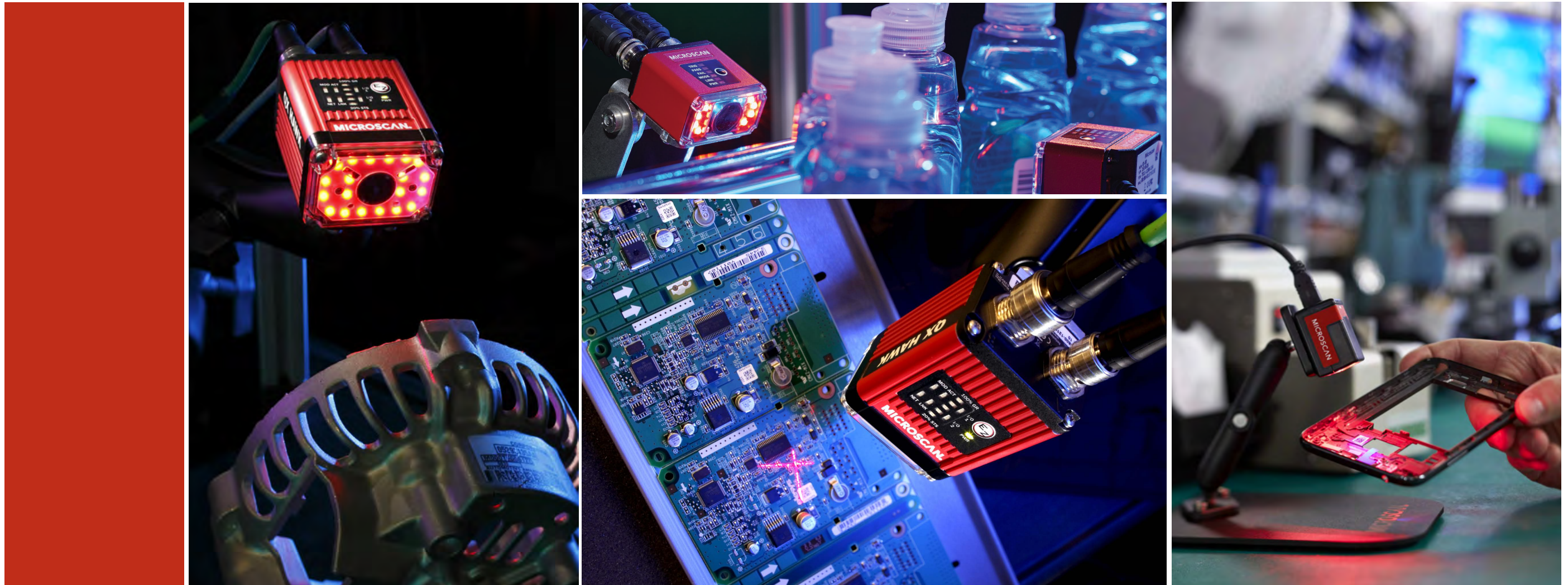
# Product Photography

Logo

Typography

Showcase

An expansive set of manufacturing environment and product photography is available for use in Microscan communications. Avoid purchasing stock photography whenever possible.



# Product Imagary

Logo

Typography

Showcase

An expansive set of manufacturing environment and product photography is available for use in Microscan communications.



Barcode Verification



2D Barcode Readers



Handheld Barcode Reader



NERLITE Machine Vision Lighting

Use the Microscan logo on all communications

MICROSCAN

## Calibration Card

CAL

Calibration Card  
 Karte d'Etalonnage  
 Kalibrierungskarte  
 Kalibrations Karte  
 Tarjeta de Calibración  
 Cartão de Calibração  
 Scheda di Calibrazione



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CALIBRATION CARD

(LOT) 04-4 AS2205



AS22123406




4.100 5.100 1.00 5.100

Exp./Valid Until 2006-02-02

02310403 Rev. A



# Auto ID Handheld Readers

## Product Line Card

Microscan's Auto ID Handheld Readers feature the latest technology for decoding 1D and 2D symbols. From tasks such as simple data tracking for inventory control to aggressive reading of the toughest direct part marks (DPM), we have a handheld solution for any track, trace and control application.

### Mobile Hawk DPM Imager

Best in class decoding and advanced lighting to reliably read the most challenging low contrast direct part marks with only one touch.

### HS-51X Wireless DPM Reader

Wireless decoding of linear and 2D symbols, including direct part marks.

### HS-51 Wireless Barcode Reader

Designed for reading linear and 2D symbols with a wireless Bluetooth interface.

### HS-41X DPM Reader

Decoding capabilities include high density linear and 2D symbols, including simple direct part marks.

### HS-21 Barcode Reader

Economical choice for reading linear and high contrast 2D symbols.

### HS-1 Linear CCD Scanner

Low cost linear barcode scanner.

Read Range	1D	2D	DPM	Wireless	IP Rating
0-2 inches 0-51 mm	●	●	●		IP54
1.6-7.7 inches 41-196 mm	●	●	●	●	IP54
1.6-7.7 inches 41-196 mm	●	●		●	IP54
1.6-7.7 inches 41-196 mm	●	●	●		IP54
1.6-7.7 inches 41-196 mm	●	●			IP54
1-14 inches 25-356 mm	●				IP20

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# MICROSCAN

www.microscan.com | +1 425.226.5700

Product Information: info@microscan.com  
Technical Support: helpdesk@microscan.com

# Presentation

Logo

Typography

Showcase



# Responsive Web

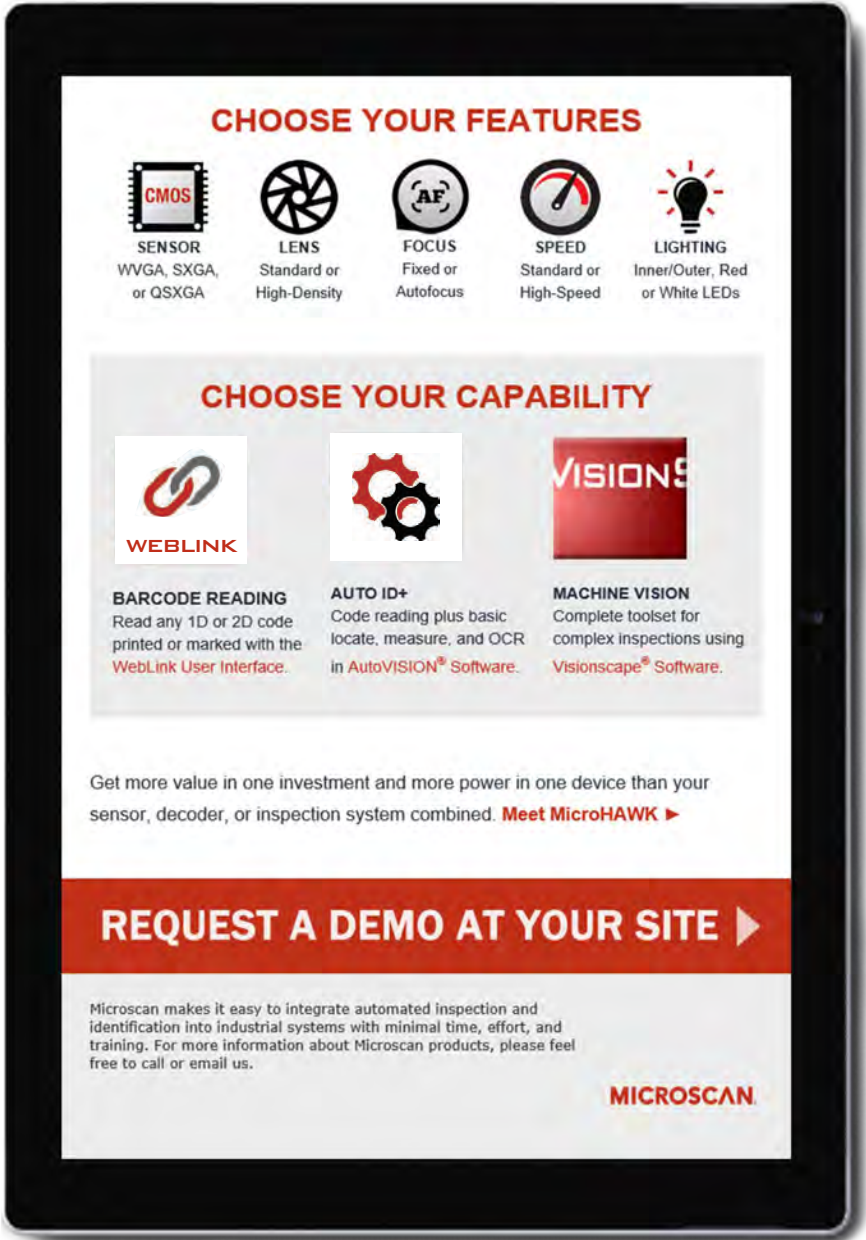
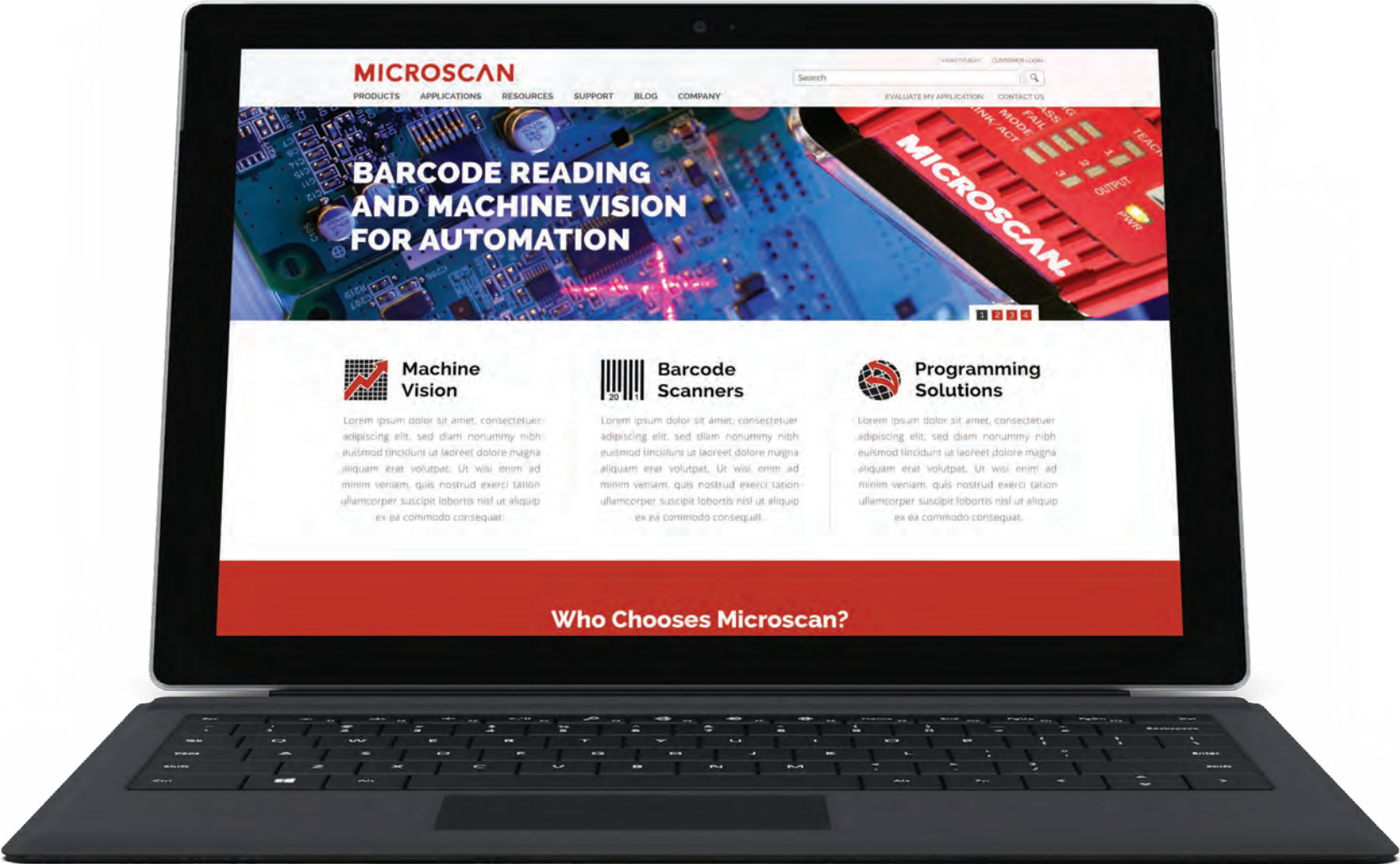
Logo

Typography

Showcase



# eNewsletter/Onsite Demo



# Brochure Booklet

Logo

Typography

Showcase



# Event Promotion

Logo

Typography

Showcase





■ Corporate Headquarters  
700 SW 39th St.  
Renton, WA 98057  
United States

■ European Headquarters  
Lemelerberg 17  
NL 2402 ZN Alphen aan den Rijn  
The Netherlands

■ Asia Pacific Headquarters  
31 Kaki Bukit Road 3 #05-08  
TechLink, 417818  
Singapore

# Thank you.

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Microscan communications will be stronger for it. If you have any questions, contact us online for more information at:

**[www.microscan.com](http://www.microscan.com)**

# MICROSCAN®

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