MicroLumen®
HIGH PERFORMANCE MEDICAL TUBING

BRAND IDENTITY

Our corporate identity is the face and personality we present to the community. It's as important as the products and services we provide. Our identity is the total effect of our work, products, logos, advertising, brochures, and presentations —everything that represents us.

Because the MicroLumen brand cannot be compromised, this guide has been created to provide all the pertinent specifications we need to maintain its integrity.

The guidelines in this document are not meant to inhibit, but to improve, the creative process. By following these guidelines, the materials you create will represent MicroLumen cohesively to the community. You can view an electronic version of this document on the MicroLumen website.

We have tried to provide guidelines that are easy to follow; whenever questions arise, look for more information on the web or contact MicroLumen Marketing Communications (see page 21).

Changes to this guide will be provided periodically, so be sure to keep your files updated when we send new information.

Thank you in advance for your help in following these simple rules.

CONTENTS

MicroLumen®
HIGH PERFORMANCE MEDICAL TUBING

MicroLumen®
HIGH PERFORMANCE MEDICAL TUBING

MicroLumen Nomenclature Misuse

Correct Wording/Spelling/Capitalization
MicroLumen
Capitalize the M & L
Write the complete name

Incorrect Wording/Spelling/Capitalization
~~Microlumen~~ *(always capitalize the M & L)*
~~ML~~ *(never abbreviate)*

MicroLumen Registered Marks

When referencing MicroLumen products and services, use the MicroLumen Mark as an adjective. Avoid using the MicroLumen Mark generically, as a noun or verb, and do not use it in the plural or possessive form. The first instance of the MicroLumen Mark should appear as shown below; after that, MicroLumen can be written without the registered trademark symbol (®). Also, be sure to follow the additional rules set out in the MicroLumen Trademark Rules section on this page.

The MicroLumen Mark that appears below with a registered trademark symbol (®) is registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries.

MicroLumen®

MicroLumen Trademark Rules

1. ### Use the MicroLumen Mark as an adjective, not a noun.
   Avoid using the MicroLumen Mark as a noun. A trademark is an adjective to be used with the noun it modifies. The MicroLumen wordmark should never be used alone.
   - ✓ MicroLumen® polyimide tubes are…
   - ✗ ~~MicroLumen® is the only tube…~~

2. ### Do not alter the MicroLumen Marks.
   - ✓ MicroLumen®
   - ✗ ~~Microlumen, microlumen~~

3. ### Use the proper symbol for the MicroLumen Marks.
   Always capitalize the product brand name and designate the trademark with the appropriate symbol.
   - ✓ MicroLumen®
   - ✗ ~~MicroLumen™~~

4. ### Use a Notice of Ownership and Disclaimer.
   A prominent notice should be used when the MicroLumen Mark appears on materials or websites. See the "Trademark Disclaimer" section for the appropriate trademark notice.

5. ### Do not alter the MicroLumen logos.
   Incorrect use of the MicroLumen logos compromises the integrity and effectiveness of the logos. To ensure accurate and consistent reproduction of the logos, never alter, add to or attempt to recreate the logos. Always use the approved digital work available from MicroLumen Marketing Communications (*Marketing@ MicroLumen.com*). You may only use the MicroLumen marks or logos if you have obtained prior approval from MicroLumen Marketing Communications and your use complies with these guidelines.

Trademark Disclaimer

Use of any of the MicroLumen Marks or imagery on printed materials and web sites must be accompanied by a trademark disclaimer identifying them as MicroLumen Marks as follows:

The MicroLumen logo is registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries – these and other marks of MicroLumen are used under license.

WHO WE ARE

WHAT WE OFFER

OUR MISSION

OUR VALUES
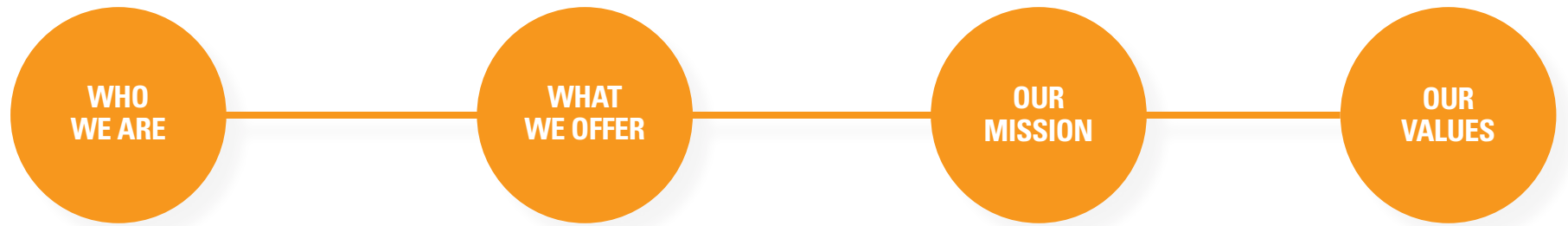
MicroLumen, Inc. has been a leading manufacturer of high performance medical products since 1987. Our shaft and tubing systems are used in a wide range of minimally invasive, critical OEM applications such as cardiovascular catheters, stent delivery systems, urological retrieval devices and drug delivery.

MicroLumen, Inc. offers innovative solutions and aids engineers in the design of very specialized medical devices. Our diversified product line and secondary operations include custom laser machining, etching, composite constructions, assembly, and reinforced shafts – all that solve specific tasks.

Our mission is to provide our customers the tools necessary to improve patient outcome while reducing recovery times and treatment costs.

- *Hard Work*
- *Visionary Leadership*
- *Dedication*
- *Passion*
- *Spirit*
- *Determination*
- *Success*
- *Superior Quality*
- *Innovative Solutions*

MicroLumen®
HIGH PERFORMANCE MEDICAL TUBING

The MicroLumen logo consists of four elements — the MicroLumen symbol, and the MicroLumen wordmark and tagline, separated by a vertical rule.

In the preferred version, the logo appears in gold (PMS 144) and dark blue (PMS 289). An alternate, vertical version is available only when necessary.

The logo should never be reversed so that the entire logo knocks out of the background. The only acceptable variation consists of the wordmark, tagline, and vertical rule reversed with the symbol remaining in MicroLumen gold and blue (page 7).

The MicroLumen logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power. In some instances when physically branding products (promotional items, packaging, etc.), where you are not able to optimally show the full MicroLumen logo due to space or process limitations, an exception may be made to allow use of the MicroLumen wordmark and/or MicroLumen symbol on its own.

This exception requires approval on a per-item basis by MicroLumen Marketing Communications.

PREFERRED LOGO

MicroLumen
Symbol

Wordmark & Tagline

MicroLumen®
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Logo

ALTERNATE VERTICAL LOGO

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Minimum Clear Space

To preserve the MicroLumen logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the MicroLumen logo and the alternate vertical logo is defined as the height of the capital "M" in the wordmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

PREFERRED LOGO

ALTERNATE VERTICAL LOGO

Minimum Size

The MicroLumen logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the legibility of the MicroLumen wordmark and tagline. For this reason, the logo should not be reproduced in a size smaller than 1.5-inch width for the preferred version and 1.25-inch width for the alternate version, as illustrated.

PREFERRED LOGO

1.5 in. width

ALTERNATE VERTICAL LOGO

1.25 in. width

The MicroLumen logo should be reproduced in color whenever possible. For specific color values to use when reproducing the logo (spot or PANTONE®, 4-color process, RGB), refer to the Color Palette section (page 16). White is the most effective background on which to reproduce the color logo because it provides

a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the logo should be grayscale or as a partial-reverse in white out of a color background. When the MicroLumen logo is placed on a photographic image, the image behind the logo must be light enough to provide

contrast for the positive logo or dark enough to provide contrast for the partial-reverse logo.

MicroLumen's logos, graphics, and backgrounds are all available for download on the MicroLumen website.
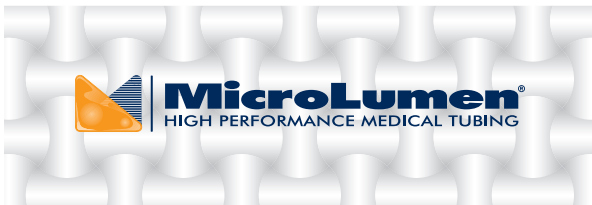

Spot logo, 4-color logo, RGB logo — for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction
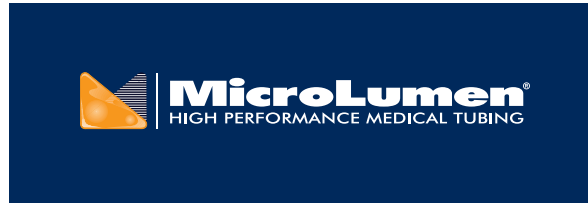
Partial-reverse logo — for use as a viable solution on dark or black backgrounds

Grayscale logo — for use when color reproduction is not an option, such as on promotional items


Spot logo, 4-color logo, RGB logo

Partial-reverse logo

Grayscale logo — for use on the solid, gold background (also used on single color promotional products)

Whenever possible, the MicroLumen logo should appear in the upper center, in full color, on a white background. Consistent placement in this location on communications materials helps build awareness of the MicroLumen brand. Clear space from the top right edge is equal to three times the height of the letter "M," as illustrated in the diagram.

If the logo cannot be placed in the upper center, an acceptable alternate placement is the lower right corner. Be sure to maintain the same amount of clear space from all edges.

PREFERRED PLACEMENT
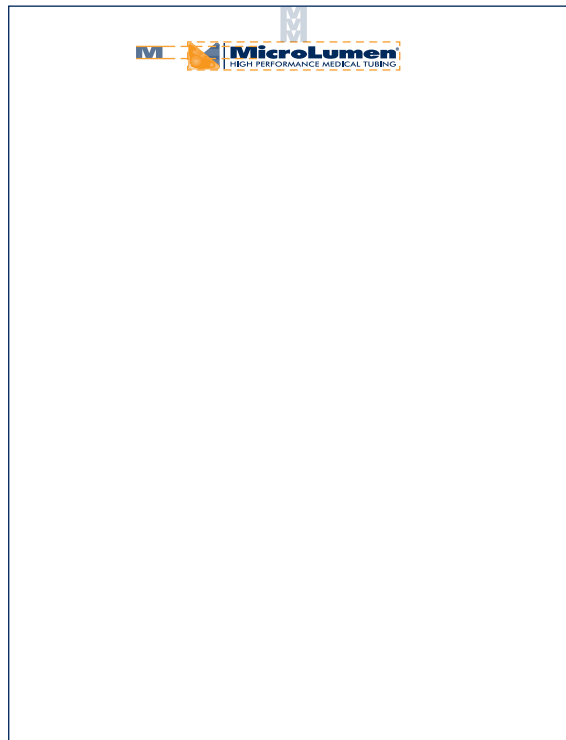
ALTERNATE PLACEMENT
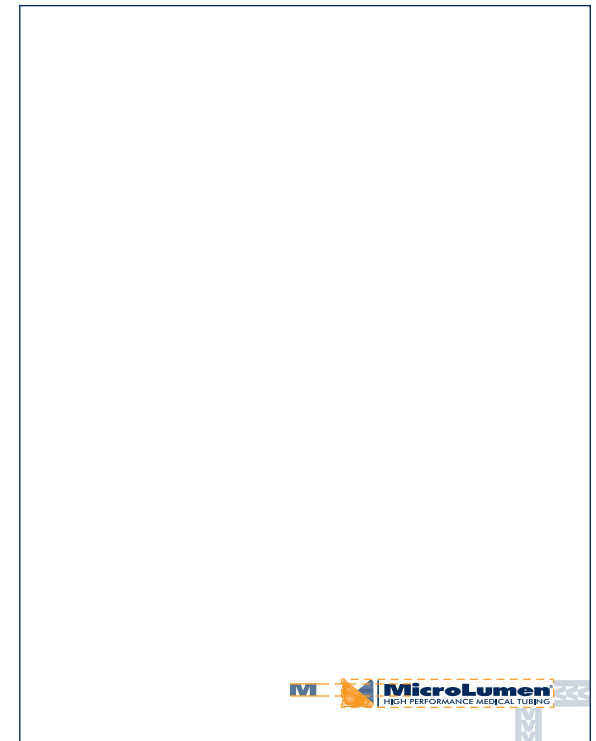
The standard stationery items are:

1 **Business Card** (3.5"x2")

2 **Letterhead** (US Letter - 8.5"x11")

3 **No. 10 Business Envelope** (Commercial Flap - 9.5"x4.125")

4 **Packing Slip** (US Letter - 8.5"x11")

Recommended print stocks:

Business Cards -130 lb. Cougar Double Thick Cover / Smooth / White

Letterhead - Strathmore 100T Ultimate White Lines / Super Smooth

No. 10 Envelope (Commercial Flap) - Ultimate White Lines / Super Smooth

Packing Slips - Strathmore 100T Ultimate White Lines / Super Smooth

When business cards are required for specific regions they can be recognized as illustrated.:

❶ Logo

Logo dimensions are 2.9495"w x 0.4186"h

Logo is placed .38" from the top of the page

Logo must be centered horizontally

❷ Information

Begins 0.38" from the bottom of the logo (must contain appropriate clear space - see page 6)

Employee Name: Univers Bold Condensed - 8 pt.

Basic Information: Univers Light Condensed - 8 pt.

Email / Web Address: Univers Light Condensed Oblique - 8 pt.

Information is placed .5" from the bottom of the page

Text must be centered horizontally

❸ Pattern

Must bleed off all edges

Middle of tube texture must be at the cropmarks

❹ Quick Response Code *(Optional)*

If a QR code is needed, it may be added to the back of the business card

Size of the QR code is 1.25"x1.25"

QR code must be centered within the business card
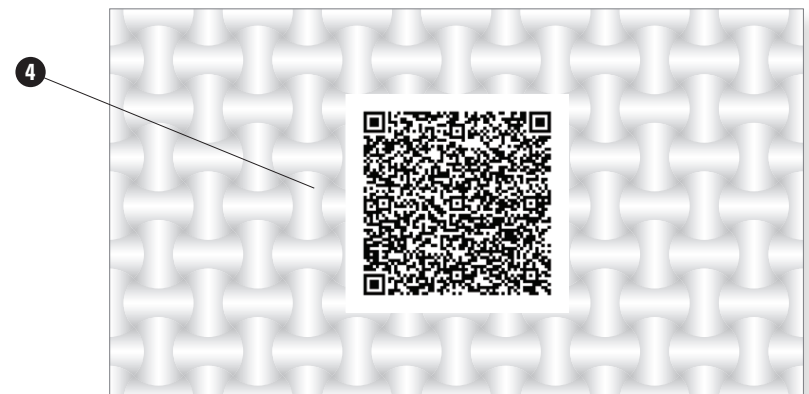
Print Specs:

PANTONE 289U, PANTONE 144U

Full Bleed, Double Sided

Final Size is 3.5"x2"

130 lb. Cougar Double Thick Cover / Smooth Finish

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John Smith
Manager

813-886-1200 Phone
813-886-3262 Fax
813-000-000 Cell

jsmith@microlumen.com
www.microlumen.com

One MicroLumen Way
Oldsmar, FL 34677 USA

When letterheads are required for specific regions they can be recognized as illustrated.:

❶ Header

Logo dimensions are 3.0199"w x 0.4186"h
Logo is placed .5" from the top of the page
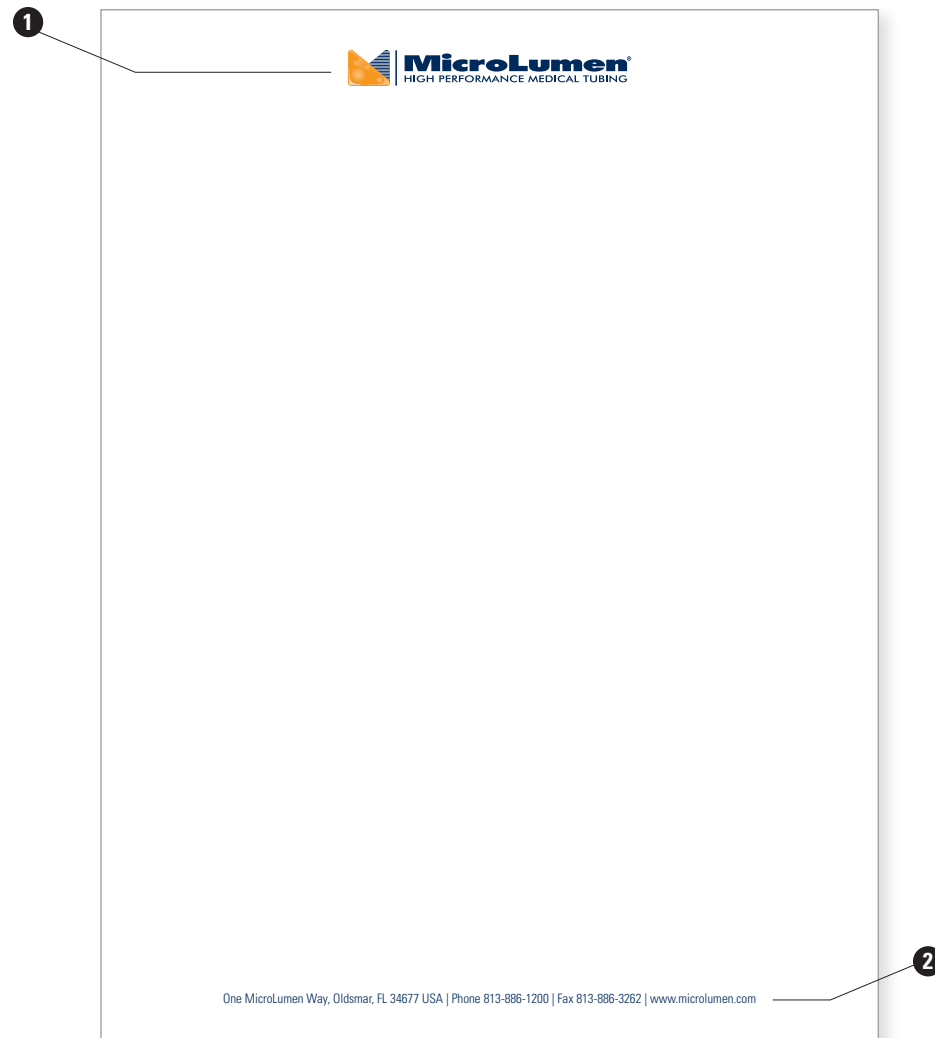Logo must be centered horizontally

❷ Footer

Univers Light Condensed - 11 pt.
Information is placed .5" from the bottom of the page
Text must be centered horizontally

Print Specs:

PANTONE 289U, PANTONE 144U
Final Size is 8.5"x11"
Strathmore 100T Ultimate White Lines / Super Smooth

❶

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❷

One MicroLumen Way, Oldsmar, FL 34677 USA | Phone 813-886-1200 | Fax 813-886-3262 | www.microlumen.com

When business envelopes are required for specific regions they can be recognized as illustrated.:

❶ Logo

    Logo dimensions are 3.0199"w x 0.4186"h

    Logo is placed .32" from the top of the envelope front

    Logo is placed .32" from the side of the envelope front

❷ Return Address

    Begins 0.2" from the envelope fold

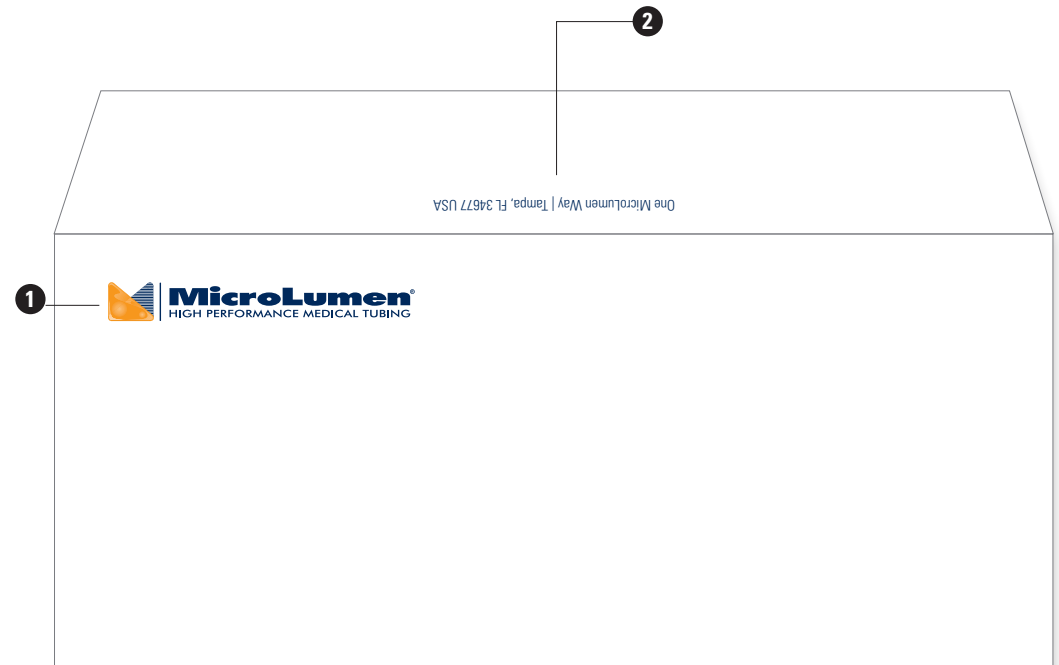   Univers Light Condensed - 10 pt.

    Address must be centered horizontally

Print Specs:

PANTONE 289U, PANTONE 144U

Final Size is 9.5"x4.125"

No. 10 Envelope (Commercial Flap) - Ultimate White Lines / Super Smooth

One MicroLumen Way | Tampa, FL 34677 USA

When packing slips are required for specific regions they can be recognized as illustrated.:
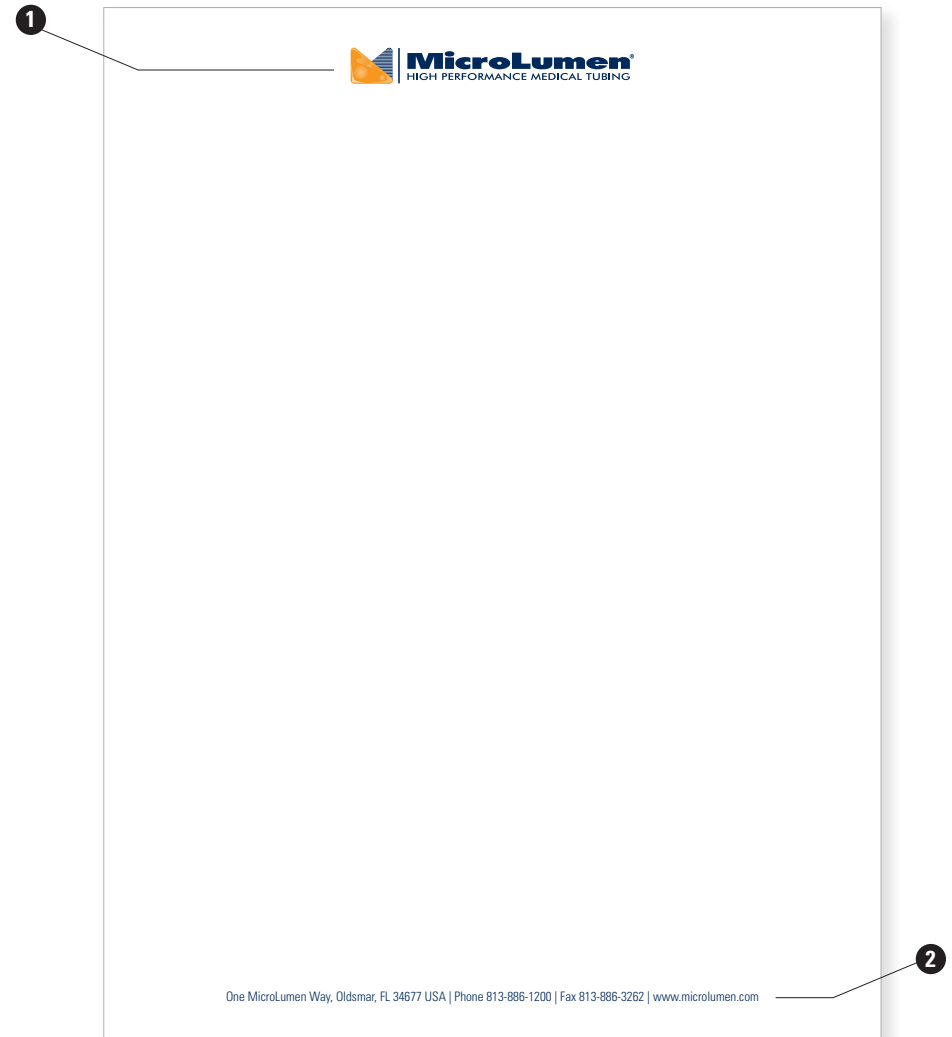
1 **Header**

Logo dimensions are 3.0199"w x 0.4186"h
Logo is placed .5" from the top of the page
Logo must be centered horizontally

2 **Footer**

Univers Light Condensed - 11 pt.
Information is placed .5" from the bottom of the page
Text must be centered horizontally

Print Specs:

PANTONE 289U, PANTONE 144U
Final Size is 8.5"x11"
Strathmore 100T Ultimate White Lines / Super Smooth

1

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2

Incorrect use of the MicroLumen logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the MicroLumen logo.

To ensure accurate, consistent reproduction of the MicroLumen logo, never alter, add to, or attempt to recreate it including the typeface, proportions, colors, elements, or location of any of the text contained within.

Do not animate, morph, or otherwise distort its perspective or two-dimensional appearance. Always use the approved digital artwork, available from MicroLumen Marketing Communications.

Don't typeset the wordmark.

Don't use a pattern within the logo.

Don't combine the logo with other text.

Never change the symbol's colors.

Don't change the color of the logo.

Don't remove the registered trademark (®) from the logo.

Don't change the proportions of logo elements.

Never remove the tagline.

Don't rearrange elements of the logo.

Don't stretch the logo disproportionately.

Don't use the logo with the trademark (™).

Never angle the logo.

MicroLumen®
HIGH PERFORMANCE MEDICAL TUBING

Colors, like typefaces, lead to easy recognition when used consistently. The MicroLumen color palette was carefully chosen to give a cohesive identity to everything we design.

The logo colors, PMS 144 and PMS 289, are the primary colors in the MicroLumen palette. These colors are rich and easily readable in a variety of media. Black is also part of the palette. These colors are equivalent to the PANTONE color values cited in the table, the standards for

which may be found in the current edition of the PANTONE Color Formula Guide.

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, websites, intranets, extranets), refer to the RGB/HEX values specified. Variations in color may occur, but try to match the MicroLumen color palette as closely as possible.

For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own formulas for matching PANTONE colors in 4-color process, but the goal should always be to match the PANTONE standard of the MicroLumen color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software applications being used.

	PRIMARY COLOR PALETTE				SECONDARY COLOR PALETTE		
Color	●	●	○	●	●	●	●
PANTONE®	289 Coated/ Uncoated	144 Coated/ Uncoated	—	—	653 Coated 2945 Uncoated	Cool Gray 6 Coated Cool Gray 5 Uncoated	1797 Coated/ Uncoated
CMYK (Print)*	100 64 0 60	0 48 100 00	0 0 0 0	100 100 100 100	100 45 0 14	0 0 0 30	0 100 99 4
RGB	0 43 92	248 151 29	255 255 255	0 0 0	0 105 170	190 192 194	277 27 35
Hex (Web)	001143	FBAD4F	FFFFFF	000000	00539F	B3B3B3	C9282D

*There are always variations in the CMYK equivalent for the above mentioned PANTONE colors. In order to achieve the closest color match, we suggest you use these values.
Please always use the PANTONE chip for absolute color matching accuracy.

To help provide a consistent, unified look in the MicroLumen brand's use of typography, the Univers typeface should be used on all communications for MicroLumen products and services. The quality of Univers' sans serif characters is simple yet distinctive and supports the straightforward, no-nonsense attitude of the MicroLumen brand.

The recommended weights of Univers are Light Condensed, Light Condensed Oblique, Condensed, and Condensed Oblique. Light Condensed and Light Condensed Oblique can be used for body copy, while Condensed is more suitable for headlines or captions.

To use Univers, you must obtain a copy of the font from MicroLumen Marketing Communications.

In the case of Word documents or PowerPoint presentations, the Arial Narrow font may be used if the Univers font is unavailable. The Franklin Gothic Book font family is also an acceptable alternative.

RECOMMENDED WEIGHTS

Univers Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Univers Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Univers Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

ADDITIONAL WEIGHTS

Univers Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Univers Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Univers Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

JPEG/JPG

(JOINT PHOTOGRAPHIC EXPERTS GROUP)

JPG files are bitmaps[1] that can be stored with various levels of image compression. The more compression, the smaller the file and the poorer the image quality. Repeatedly saving an image in the JPG format results in some data loss so this function should not be repeated. JPG images are generally not a suitable quality for printed materials and are most commonly used as photographs and other continuous-tone images for the web and for multimedia presentations. After you compress a JPG file, the original image cannot be recovered. Do not use JPG files if you need to modify the image or if you need a high-resolution format.

PNG

(PORTABLE NETWORK GRAPHICS)

PNG files use lossless compression of data such that the format compress the images so that you will not be able to detect degradation of quality. PNG files are bitmaps[1] that are typically used for Microsoft Office, internet and email applications. This file type is ideal for multimedia and web applications. However, because of the lack of support for the CMYK color space, and the fact that there can be no color separations, the PNG file is not a good fit for print production.

GIF

(GRAPHIC INTERCHANGE FORMAT)

GIF images are viewed by web browsers. This is the file format that is used when converting vector[2] graphics for web use and is best for graphics that are composed of solid colors, as opposed to continuous-tone images. Use GIF images in web pages at full size only; never reduce or enlarge them.

TIFF/TIF

(TAGGED IMAGE FILE FORMAT)

TIF files can be formatted for PC or Macintosh systems. Try not to enlarge images saved in TIF format. Reducing TIF files can produce acceptable results. TIF is the recommended format for high-quality printing applications.

BMP

(WINDOWS BITMAP FILES)

BMP is commonly used to store bitmaps[1] on a PC but can also be used on a Macintosh. Images saved in this format are suitable for high- or low-resolution applications. The RGB palette of a BMP file is suitable for slide or multimedia presentations.

EPS

(ENCAPSULATED POSTSCRIPT)

A high-resolution vector[2] file requiring PostScript language to draw its image. You must have a specific software application to create an EPS file, and are often used when exchanging vector[2] graphics (e.g. logos) that are only to be read but not edited by the receiver.

EPS-BITMAP

(ENCAPSULATED POSTSCRIPT) BITMAPPED FILES

A bitmapped EPS file is saved from Adobe Photoshop. These high-resolution images are typically used in the form of duotones for printing posters, data sheets, brochures and other collateral.

PDF

(PORTABLE DOCUMENT FORMAT)

PDF files can be read on PC and Macintosh systems. Create a PDF file from any word processing or graphics program. PDF files are ideal for sharing, reviewing and editing documents, as anyone can view and print a PDF file as long as Adobe Acrobat Reader is installed on the receiver's computer. This software is available for free at *www.adobe.com.* PDF files can be compressed, with text and graphics embedded.

1. BITMAPPED FORMATS

Bitmapped images are best used at the size in which they were created, without enlargement or reduction. They cannot be significantly enlarged without showing graininess, fuzziness or jagged edges, but can be reduced in size using proper software. Most web browsers can view three types of bitmapped images: JPG files, PNG, and GIF files.

2. VECTOR FORMAT

Vector graphics, commonly known as EPS files (encapsulated post script), can be enlarged or reduced without loss of image quality. They are commonly used for line drawings, solid color drawings, technical illustrations and hard-edged graphic elements such as logos. Vector graphics cannot be viewed by web browsers.

Bitmap:
Any text, character or image composed of pixels.

Bleed:
When a graphic element, image or color extends beyond the edge or edges of a page and the excess is trimmed off, allowing for full page coverage.

Clear Space:
The space between any graphic element or logo and text, where nothing else should appear.

CMYK:
A color system based on cyan, magenta, yellow and black, used to identify colors for print. Also known as 4-color process printing.

Descender:
The part of a lowercase letter that extends below the baseline.

Font:
A type design of specific size, weight and style.

Knockout:
A portion of an image that has been removed. When two colors overlap, they don't normally print on top of each other. The bottom color is knocked out of - not printed - in the area where the other color overlaps.

Logo:
A unique and distinctive name, symbol or trademark of a company, designed for easy recognition.

Logotype:
A unique and distinctive design of type or characters for a word.

Pantone Matching System (PMS):
A worldwide standard of ink formulas to produce specific colors.

Reverse Out:
Tones of an image or type are white, or a light color, on a black or dark colored background.

RGB:
A color system based on red, green and blue, seen through light on a monitor or screen.

Subscript:
Letters or numbers set smaller than the body text and placed on the baseline.

Superscript:
Letters or numbers set smaller than the body text and raised to the height of capital letters.

Typeface:
A collection of type designs belonging to a common type family.

"X" Height:
The height of a lowercase character without ascenders or descenders, (using "x" or "a" as models).

Throughout this guide we attempted to explain everything you need to know in order to successfully design and produce materials representing MicroLumen's brand and products. Naturally, questions will arise. When they do, first review the materials to see if the answer may lie in another area.

If the information in this guide doesn't answer your specific question, call MicroLumen Marketing Communications for assistance. We want to help you in every way possible to implement MicroLumen brand standards into your projects.

If questions arise that are outside the expertise of MicroLumen Marketing Communications, they should be directed to Allen Harris Design, our Marketing and Brand Management partner. Allen Harris Design can be reached at 727-347-9206.

MicroLumen Marketing Communications

One MicroLumen Way, Oldsmar, FL 34677
Phone: 813-886-1200
Fax: 813-886-3262
Email: *Marketing@MicroLumen.com*

Allen Harris Design

1126 Central Ave, Suite 100, St. Petersburg, FL 33705
Phone: 727-347-9206
Fax: 800-968-9014
Email: *Design@AllenHarrisDesign.com*

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