



LMI TECHNOLOGIES

FactorySmart® Branding

BRAND IDENTITY GUIDELINES

lmi3d.com/company/corporate-brand-guidelines

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“a brand is unique”

WHAT IS A BRAND?

A product is something made in a factory; a brand is something that is bought by the customer.

A product can be copied by a competitor; a brand is unique.

A product can be quickly outdated; a successful brand is timeless.

Stephen King, Director, WPP Group, London

“live the brand”

BRANDING RESPONSIBILITY

We must embody the LMI Technologies brand in words and actions, in everything we do, every day. We are not only responsible for upholding brand standards, we must also assist each other in understanding how to “live the brand” at every customer touch point, whether online or offline, social or private.

BUILDING THE LMI TECHNOLOGIES BRAND

The objective of a brand exercise is to create **business communications that resonate** with our customers.

What are the main reasons to develop the brand?

TO FOCUS communications efforts on things that are important to our target audience versus things we think are important to them.

TO SERVE as a filter through which all marketing and communications activity passes, ensuring that our brand is conveying a consistent positioning in the marketplace.

TO HELP establish the longer-term promise of value that our company, as a brand, intends to make to our customers.

BRANDING OBJECTIVES

The American Marketing Association (AMA) defines a brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from the competition.”

Therefore, it makes sense to understand that branding is not about getting our target market to choose us over the competition, rather it is more about getting prospects to see LMI Technologies as the offering that provides the right set of solutions to their challenges.

THE OBJECTIVES THAT A GOOD BRAND WILL ACHIEVE INCLUDE:

- » Deliver the relevant message clearly
- » Confirm our credibility as a market leader
- » Motivate the buyer to act
- » Establish solid user loyalty

To succeed, we must always show that we understand the needs and wants of prospects and customers. We will do this by integrating brand strategy and communications throughout the company at every point of external contact.

WHO WE ARE

LMI Technologies advances quality and productivity with **award-winning sensors that power FactorySmart® 3D inspection** systems in the factory.

VISION STATEMENT

Advancing 3D Measurement with Smart Sensor Technology.

LMI BRAND STORY

LMI started in 1978 as a pioneer in the development of single-point laser displacement sensors. Through the years we've pursued the highest standard of technological performance and innovation. Today we offer a complete range of cutting-edge 3D scanning and inspection technologies for OEMs and System Integrators across the globe.

THE LMI ADVANTAGE

What makes LMI different from catalogue-based companies is that our sole focus is 3D technology. Four pillars support this specialized approach and drive our commitment to accelerate customer profitability by delivering the highest performance, most cost-effective 3D scanning and inspection solutions.

Chip Level Engineering

We design and deliver proven 3D technologies at the lowest cost.

Smart Technology

Smart sensors run standalone to produce inspection solutions out-of-the-box.

Simple User Experience

You don't need to be a rocket scientist to use our products—just point and click.

Progressive Partnerships

We build OEM solutions in support of our long term partnerships.

MESSAGE AND TONE

Following are some guidelines and suggestions to send the right message and create the right tone to best communicate LMI Technologies and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication. Customers must understand the benefits – the points of differentiation – that come from working with LMI Technologies, versus working with the competition.

- » **Always obtain approval** – All marketing communication must be reviewed and approved by Marketing before publishing to public domain.
- » **Be human** – Engage the audience by speaking in a common language. Base messages on the human experience, not in technical and corporate jargon.
- » **Be bold** – Our voice is confident, professional, upbeat and approachable.
- » **Be clean and crisp** – Use elegant, simple but effective communication. Less is more, both visually and verbally.
- » **Be conversational** – The message should speak with people, not talk at them.
- » **Be benefit-driven** – How does this product or service enhance people's lives?
- » **Be relevant** – Our target market will be industrial companies, such as precision machine builders, machine vision sectors as well as scanning and inspection systems integrators to name a brief cross section. Our communication must relate to these industries and their most relevant issues.
- » **Be sure** – Test the visual and verbal content with the audience to be sure that what you are communicating is what they want and need to hear.

OUR PERSONALITY

LMI Technologies uses a wide range of words/phrases to describe its products, technologies and services. The following is a shortlist of the taglines and terms you are most likely to use when creating any written LMI collateral.

1. TAGLINES (NOT FOR TRANSLATION)

- » FACTORYSMART®, FactorySmart®
- » Advancing Quality and Productivity with 3D Sensor Technology

2. MAIN TAGLINES (FOR TRANSLATION)

- » WELCOME TO FACTORYSMART®
- » IT'S BETTER TO BE SMART
- » COMPLETE 3D INSPECTION. BUILT-IN.

3. COMMON TERMS (CORRECT USAGE)

- » 3D SMART SENSORS (GOCATOR)
- » 3D LASER PROFILER(S) (G1, G2)
- » 3D LASER SCANNER (G200, chroma+scan)
- » 3D SCANNING
- » 3D METROLOGY (MIKROCAD)
- » LINE PROFILE SENSORS (G2)
- » POINT PROFILE SENSORS (G1)
- » MULTI-POINT PROFILE SENSORS (G200)
- » SNAPSHOT SENSORS (G3)
- » INLINE 3D INSPECTION
- » METROLOGY-GRADE
- » AUTOMATED QUALITY CONTROL
- » 100% QUALITY CONTROL
- » INDUSTRY 4.0 / SMART FACTORY
- » GOCATOR ECOSYSTEM
- » INDUSTRY APPLICATION
- » ALL-IN-ONE

This glossary is not a comprehensive list of terms. If you're not sure about the correct word/phrase to use, please ask a member of the LMI Marketing Communications department.

USE THE BRAND SELECTIVELY

Any time the brand is used, it should be considered a “product” that represents our company. Therefore, much care should be taken in how the brand is displayed. Be sure that whatever “product” you use carrying the LMI Technologies brand – a fax to a potential customer, or a shirt you’re wearing – displays the image proudly and properly.

USE THE COMPONENTS CORRECTLY

It is very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to guidelines detailed in the following sections to guarantee smooth and successful implementation of the LMI Technologies brand.

Above all, review LMI Technologies’ “Vision and Voice” statements, which are summarized by these words: LMI Technologies advances quality and productivity with award-winning sensors that power FactorySmart® 3D inspection systems in the factory. Make sure this message is conveyed in every LMI Technologies communication that goes out the door.

Every copy direction, every visual cue should do double duty – both fulfilling the goal of each assignment as well as communicating the brand promise. If it isn’t building brand value, then it is stealing from it. There is no neutral position on the brand value scale!

Now that we have written our branding identity, we can now complete the international image and begin with the elements of the campaign that will telegraph our uniqueness to our target audiences. Logo, colour, typography – all those elements, and more – will project and defend our core essence for the people who most matter to us. A strong brand image, when delivered consistently, will give our message high visibility and staying power.

OUR LOGO

The LMI Technologies logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.



LOGO PRIMARY

The LMI Technologies logo should never be recreated or typeset. Only official logo files should be used in communications.

The LMI Technologies logo is a very important asset of the brand. It is also the visual expression of our brand, and as such must be valued and used in accordance with these guidelines.

The logo is in black and gray for universal use and strength in all media.



A reverse version of the logo (known as the 'white' version of the logo) is shown as well.

The background where you are placing the logo should determine which version of the primary logo you use.



LOGO SECONDARY & ICON

LOGO PLACEMENT

The background where you are placing the logo should determine which version of the logo you use.



CORPORATE ICON

The 'LMI3D' icon can be used as a standalone brand element, but should in most cases be accompanied by the full logo somewhere else on the page.



LOGO IMPROPER USAGE

IMPROPER USE

Condensing or expanding the wordmark, or substituting another typeface.

Changing the colour of the logo. Reproducing the logo on a background that does not provide adequate contrast. Reproducing the logo on a background that results in a clash of colours.



COLOUR PALETTES

PRIMARY COLOUR PALETTE

Beyond our logo, colour is the most recognizable aspect of our brand identity. LMI Technologies's corporate colours reflect a focused, approachable, professional, driven, optimistic and a visionary company.

Pantone® 282
C:100 / M:081 / Y:044 / K:045
R:006 / G:043 / B:072
HEX:#062B48

Pantone® 300 C
C:100 / M:044 / Y:000 / K:000
R:000 / G:121 / B:193
HEX:#0079C1

Pantone® 123 C
C:001 / M:023 / Y:093 / K: 000
R252 / G197 / B049
HEX:#FCC531

Pantone® 123 C
C:000 / M:000 / Y:000 / K:085
R:077 / G:077 / B:079
HEX:#4D4D4F

TYPOGRAPHY

TYPEFACE

CORPORATE LEVEL / BUSINESS COMMUNICATIONS

Arial

The recommended standard font for LMI Technologies correspondence and internal documentation is Arial, to reflect the fact that we are a modern, progressive organization.

Arial is the recommended font to be used in all business communications, including PowerPoint presentations and in e-mail correspondence.

TYPEFACE FOR ONLINE COMMUNICATIONS

Arial or Proxima Nova

The primary fonts for email marketing are:
Arial; Regular and Bold

Complementary weights and styles of the same fonts may be used secondary usage.

Font family for corporate, support, downloads and learning center sites are:

Proxima Nova, Arial, Nimbus Sans and Sans Serif

Aa

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Aa

Gotham

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY MARKETING COMMUNICATIONS

Gotham

The primary fonts for collateral and promotional materials are:
Gotham; Light, Book, Medium, Bold and Black.

Complementary weights and styles of the same fonts may be used for secondary usage.

LOREM
IPSUM SIT

Me nest lanis
accumqu ationectia

Soloreperciat la doloriatum a
doluptate dolora exera.

Apid molupti atempor eiciis aut arum, tem quod molor
sunt et od quodis vendam facea debistiati doloria sus,
con recte pa pa pores moluptae reptatur si blabore
nimolores aliqui tem ipis mosandi tatestiam.

*Me nest lanis accumqu ationectia sequisti ulligendam harcien
stinim iliquo iduciaae culloraecto beator emquisq uibusam dolore
exerror fugia quid molutaque nonsedi gen.*

Title
Gotham Bold

Headline
Gotham Light

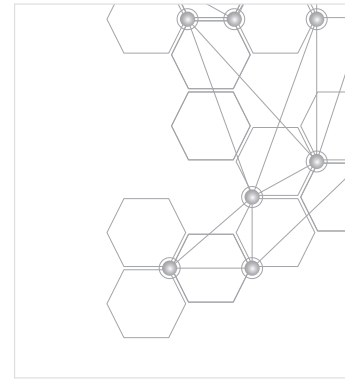
Sub-Headline
Gotham Medium

Copy
Gotham Book

Callout
Gotham Book Italic

GRAPHIC ELEMENTS

We have provided a variety of graphic tools that create a unique look and make us recognizable. These elements shouldn't be combined, but can be emphasized or played down individually to add visual interest and enhance our storytelling.



The Smart Cells and Facet pattern are the key brand elements used to provide consistency across all LMI marketing collateral—from web to printed materials.

Smart Cells is a visual representation of the unique capabilities of our 3D smart sensor technology. It is a living concept that is continuously expanding, evolving, and advancing as LMI develops new solutions for existing and emerging industry inspection challenges. It is a problem-solving network, where each cell represents a specific smart capability. This pattern is commonly used in corporate stationery and tradeshows.

Facet is inspired by a 3D point cloud viewed as a mesh. Point clouds are the backbone of our 3D technology. It also represents our world of 3D, including space, shape and depth. It is a secondary brand graphic pattern, used as a background for social media and print and web collateral.

Smart Cells and Facet graphic elements can be used in yellow, blue or grey-scale, as these colours are included in the LMI brand palette.

FACTORY SMART

THE CORRECT USAGE

The FactorySmart® tagline is a registered trademark. It captures the essence of LMI's unique approach to quality inspection. At its core, FactorySmart® communicates our commitment to designing and delivering 3D technologies that make automated quality inspection faster, easier, more robust and efficient for the modern factory.

FactorySmart® is not a corporate tagline. It is a solution-based tagline. It is a flexible term that can be used in isolation as a simple branding element, or combined with other keywords to convey a targeted message (see examples on the right).

FactorySmart® should always be used in marketing and trade show collateral to build and maintain brand recognition. And don't forget to use #FactorySmart® in all social media posts to spread the word!

FactorySmart®

#FactorySmart®

FactorySmart® Inspection

FactorySmart® Optimization

FactorySmart® Sensors

FactorySmart® Metrology

Welcome to **FactorySmart®**

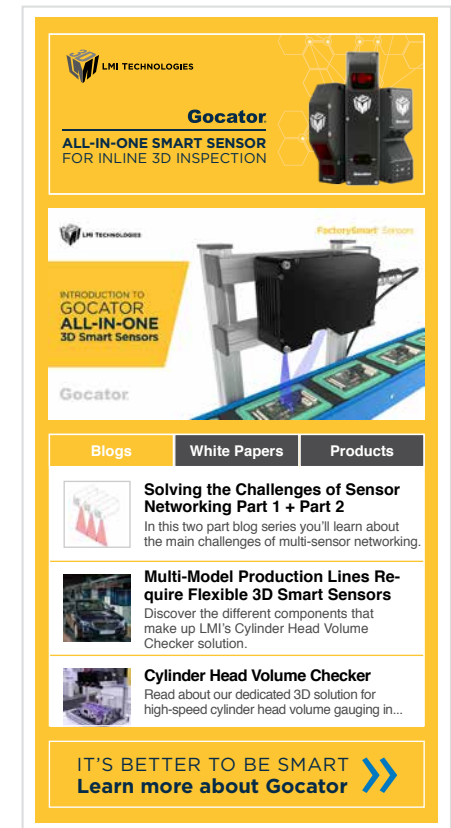
MARKETING COLLATERAL

The following are examples of typical designs and layouts used by LMI Technologies' Marketing Communications department, in developing and delivering creative collateral to meet the company's various advertising needs.

SAMPLE WEB ADVERTISEMENT

The following artwork is the approved execution of web advertisements.

In general, when possible, the LMI logo should be placed at top left corner. Only use the company corporate colours for typography and graphic elements. Black text is allowed.



SAMPLE EMAIL AND NEWSLETTER

The following artwork is the approved execution of marketing emails and the corporate newsletter. You are instructed to only use branded templates built by the marketing department.

In general, the LMI logo should be placed at top left corner, with the exception of the LMI Quarterly newsletter, which uses the logo cube at the top right corner of the header banner.

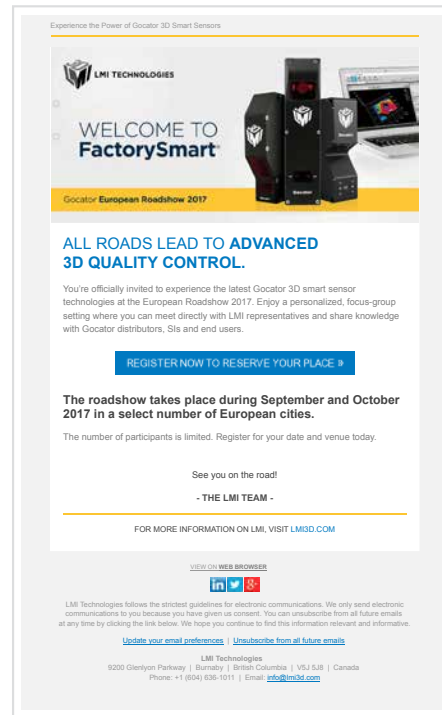
Colour:

The body background is specified as light grey #f2f2f2, and the email body is white. Use the light grey to help break up content sections. Only corporate colours and black are used for typography and graphic elements.

Call-to-action:

A simple CTA uses LMI blue or yellow for background colour with white text. Ideally, a guillemets symbol is used at the end of the CTA, suggesting taking action, moving forward.

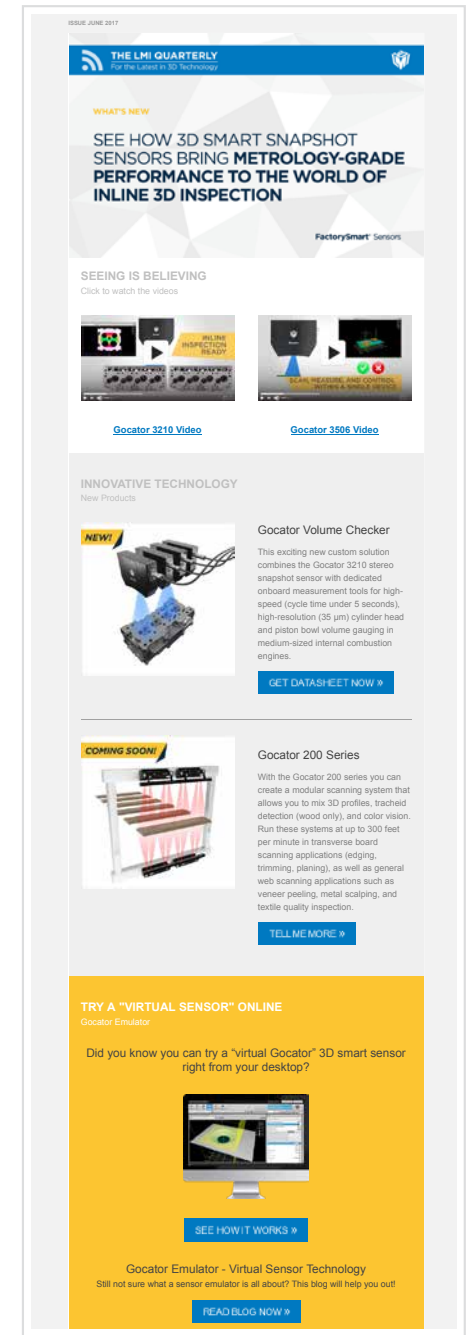
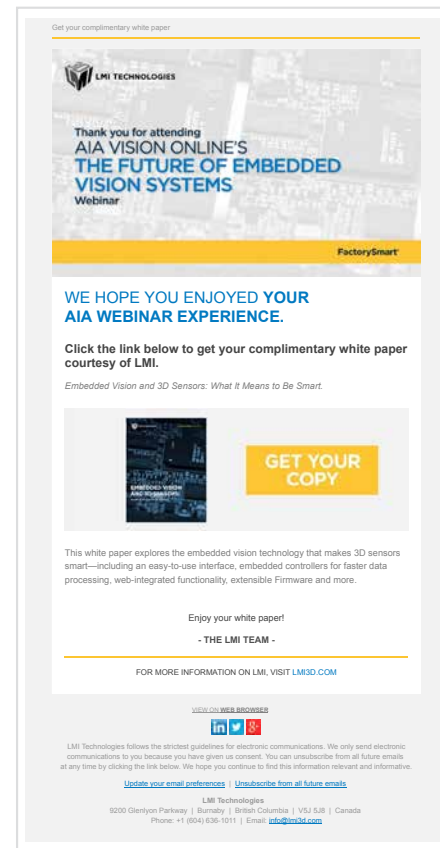
Collateral CTA is an image button. It is composed of the collateral cover and a simple yellow rectangle button with CTA text.



Typography:

Use Gotham for banner text and Arial for the email body. This way, we ensure that all emails are consistent across all operating system and mail clients.

All title and body paragraph styles are created and saved within the branded designed template. Use all title tags respectively.



SAMPLE CASE STUDY

The following artwork is the approved execution of the LMI case study. Please see the original source files/template for editing or creating new artwork.

In general, the LMI logo (white version) should be placed at the top left corner and partner's logo at the top right beside 'CASE STUDY'.

Title and Banner Background:

A subtle facet background render, in LMI blue, is used as an additional branded element.

Call-to-action and Footer:

The case study is closed with a simple call-to-action 'To learn more about...'. The footer is consistent with all brochures and white papers.

Typography:

Use Gotham for all text. All paragraph and character style sheets are created and saved within the case study template. Under no circumstance should these style sheets be overridden without marketing permission.



CASE STUDY 

BLUEWRIST MOUNTS GOCATOR 2300 SMART SENSORS ONTO ROBOTIC END EFFECTOR IN ITS WINDSHIELD INSERTION SYSTEM

ABOUT THE CLIENT
Bluewrist Inc., a long-term partner of LMI, is a systems integrator that develops and markets innovative industrial automation solutions and products in the areas of robotics and machine vision including 3D inspection, robot guidance, bin picking, 3D scanning and robot calibration.
+1 289-475-5211
www.bluewrist.com

The Challenge

Manual insertion of glass into car bodies is labour intensive and imprecise, with the opportunity for body damage and glass breakage leading to significant safety risks to assembly operators.

Alternatively, robotic insertion methods are complicated because the car body location is not precise, and therefore requires vision guidance to transform robot end effectors to compensate for body location variation and to optimize the position of the glass.



PHOTO CREDIT: TOPSCALE

The Solution

Bluewrist mounted 4 Gocator 2300 series 3D smart sensors on the robot end effector of their insertion system in order to monitor the location of 4 critical points on the windshield aperture. Technicians used Gocator's built-in Edge Tool to determine the 3D location of critical points on the aperture.

Gocator 3D measurements were then communicated to an external PC equipped with Bluewrist EzRG Advanced Robot Guidance Software, which calculates transformation data in 6 degrees of freedom and then sends its calculations to the robot controller. EzRG provides a wide range of robot guidance and user-frame calculation strategies, including Best-Fit of Measurement, 3-2-1 Fixturing, and a User-Frame Formulas Interpreter. The calculation takes less than 0.5 seconds and the guidance accuracy can achieve up to 0.2mm.



THE FOLLOWING IS THE SEQUENCE OF THE WINDSHIELD INSERTION OPERATION:

- Robot picks up glass from fixed location using suction cups on the end effector
- Robot moves glass to near nominal insertion point
- Sensors measure actual aperture position
- EzRG calculates translation values
- Robot moves to optimal position and inserts glass

"Gocator's built-in smart measurement and exposure control delivers a 3D solution at incredible value."
- Najah Ayadi, President of Bluewrist

ADVANTAGES OF THE GOCATOR 3D SMART SENSOR:

- Gocator's automatic exposure accurately measures all colors, essential for painted bodies
- Compact and rugged, sensors are easily mounted on the end effector without interfering with other components
- All-in-one design results in more room in the electrical panel for other critical components
- Immune to robot movement and vibration
- Gocator's light weight does not add significant mass to the end effector
- Gocator smart sensors' all-in-one design and simplified cabling allow it to integrate seamlessly with robotic machinery
- Built-in measurement tools eliminate image analysis software development



Gocator-Guided Windshield Insertion in Progress

ADVANTAGES OF THE BLUEWRIST WINDSHIELD INSERTION SYSTEM:

- Demonstrates 3D sensing integrated with robotic automation
- Automates insertion process with high accuracy and speed
- Replaces manual insertion process for components that are not precisely fixtured
- Improves quality and operator safety

POINTS TO HIGHLIGHT:

- Gocator easily mounts on robot end effectors for complex 6DOF guidance for assembly
- Long term partnerships lead to solutions for new applications

To learn more about Gocator All-In-One 3D Smart Sensors, please email contact@lmi3d.com

AMERICAS
LMI Technologies Inc.
Burnaby, BC, Canada

EMEAR
LMI Technologies GmbH
Teltow/Berlin, Germany

ASIA PACIFIC
LMI (Shanghai) Trading Co., Ltd.
Shanghai, China

LMI Technologies has offices worldwide. All contact information is listed at lmi3d.com/contact

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CASESTUDY_BLUEWRIST_WINDSHIELD_INSERTION_US-12

SAMPLE WHITE PAPER

The following artwork is the approved execution of the LMI white paper. Please see the original source files/ template for editing or creating new artwork.

In general, the LMI logo should be placed at the top left corner and 'FactorySmart®' at the top right on front covers.

The cover artwork for the white paper uses a topic-related image. The white paper back cover is different from other brochures in that it uses the light grey facet background vs the blue facet.

Look and Feel:

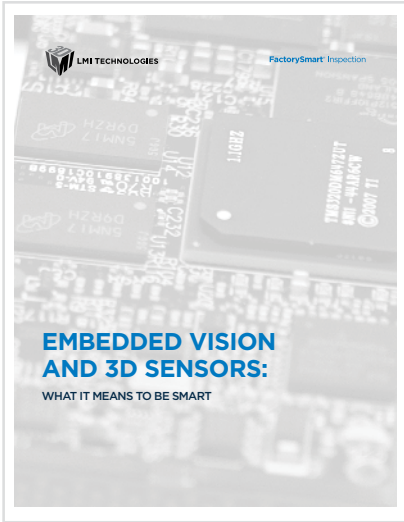
The content pages of the white paper contain a lot of white space. It's a text rich document, so a solid yellow panel for call-out text should be used.

Call-to-action and Footer:

The white paper is closed with a simple call-to-action 'It's better to be smart'. The footer is consistent with all brochures and case studies.

Typography:

Use Gotham for all text. All paragraph and character style sheets are created and saved within the working InDesign file. Under no circumstance should these style sheets be overridden without marketing permission.



SAMPLE BROCHURE

The following artwork is the approved execution of the LMI product brochure. Please see the original source files/ template for editing or creating new artwork.

In general, the LMI logo should be placed at the top left corner, accompanied by the FactorySmart® tagline on the front cover.

Look and Feel:

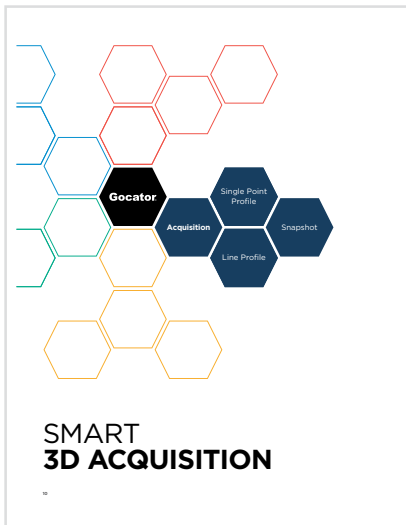
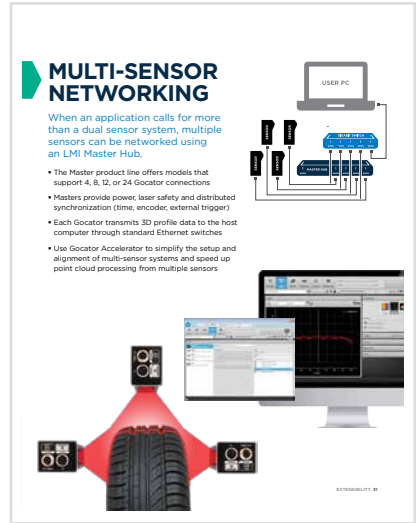
The cover artwork should have the following elements: title, product image, scan profile and product logo.

The back cover is different from the white paper format but the same as the industry solution brochure format, which uses the blue facet background. The footer is the same as other brochures.

The product brochure is image rich. The Smart Cells pattern is used for sectioning and as a decorative element.

Typography:

Use Gotham for all text. All paragraph and character style sheets are created and saved within the working InDesign file. Under no circumstance should these style sheets be overridden without marketing permission.



SAMPLE MAGAZINE ADS

The following artwork is the approved execution of LMI print advertisements. Please see the original source files for editing artwork.

In general, the LMI logo should be placed at the top left corner and 'FactorySmart®' at top right.

Look and Feel:

As a tech company, print advertisements should have a modern but timeless look and feel. This means a lot of white space combined with clean typography and a strong headline.

Call-to-action and Footer:

Print advertisements are closed with a strong call-to-action. The company web URL is always included beside the CTA.

Typography:

Use Gotham for all text.

Colour:

Only use corporate colours for text and vector graphic elements.

FactorySmart® Optimization

GET THE MODULAR EDGE

THE ALL-NEW GOCATOR 200 SERIES

Smart and Flexible 3D Scanners for the Modern Mill

With Gocator 200 series multi-dot scanners, you can create a scanning system based on a modular design that allows you to mix **3D profiles, tracheld detection, and color vision**, running at up to 300 feet per minute.

These flexible systems can start out with profile data for volume recovery and then easily be upgraded to add color for grade-based recovery. Or, start out with profile and tracheld scanning for a system that offers excellent grain angle and knot detection, and then add color for further defect recognition.



Height Map Profile

Tracheld Output

Color Image

Gocator 210	Gocator 230	Gocator 250	Gocator 205
ENTRY-LEVEL MODEL DELIVERS PROFILES EVERY 1" at 2 kHz	DELIVERS PROFILES EVERY 0.3" at 3 kHz	DELIVERS PROFILES EVERY 0.3" at 3 kHz WITH TRACHEID RUNNING AT 1.5 kHz	BOLT-ON COLOR AND LIGHTING MODULES DELIVER 0.5 x 0.25 mm RESOLUTIONS at 3 kHz

SEE GOCATOR 200 AT FOREST PRODUCTS EXPO 2017, BOOTH #1153

VISIT LMI3D.COM

FactorySmart® Inspection

Choose 3D for all of your inline inspection needs.

TOTAL QUALITY CONTROL FREAK



Gocator 3506
STEREO SNAPSHOT SENSOR

- » Inspects **stationary targets** inline
- » Blue LED full-field scans at 12 µm resolution
- » 3 Hz scan rate to meet production speed
- » Dual-core controller for fast data processing
- » Pick-and-place friendly for robotic inspection

Gocator 2410
LASER LINE PROFILE SENSOR

- » Inspects **moving targets** inline
- » Blue laser for cleaner 3D profiles
- » High speed (up to 5 kHz) for inline applications
- » High resolution (6 µm) for micro-feature inspection
- » Low latency, built-in 3D profiling

FOR INLINE 3D INSPECTION OF ELECTRONIC PARTS AND ASSEMBLIES

PREVENT DISASTER. TAKE CHARGE OF YOUR QUALITY CONTROL.

VISIT LMI3D.COM/GOCATOR

SAMPLE RETRACTABLE BANNER

The following artwork is the approved execution of LMI retractable banners. Please see the original source files for editing artwork.

In general, the corporate banner leads with the LMI logo at top left and closes with FactorySmart® and the company web URL.

Product banners lead with the product logo, and close with the LMI logo and web address.

Other banners might be created for special events such as 'Gocator Partner Conference'. These rules may be broken depending on the messaging strategy, but the artwork must first be approved by the HO marketing department.

Paring:

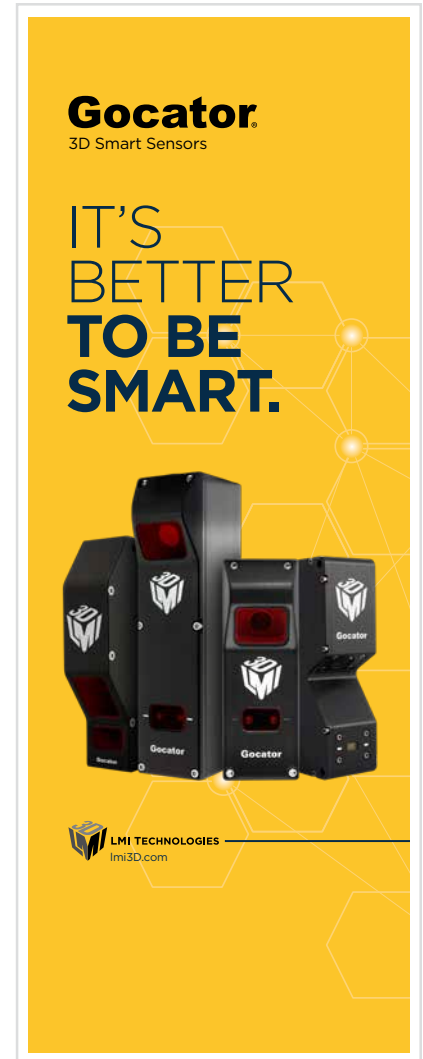
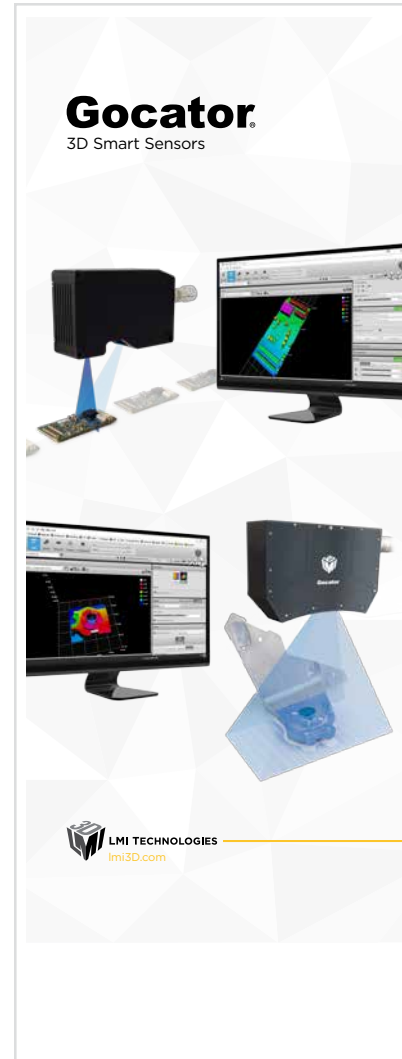
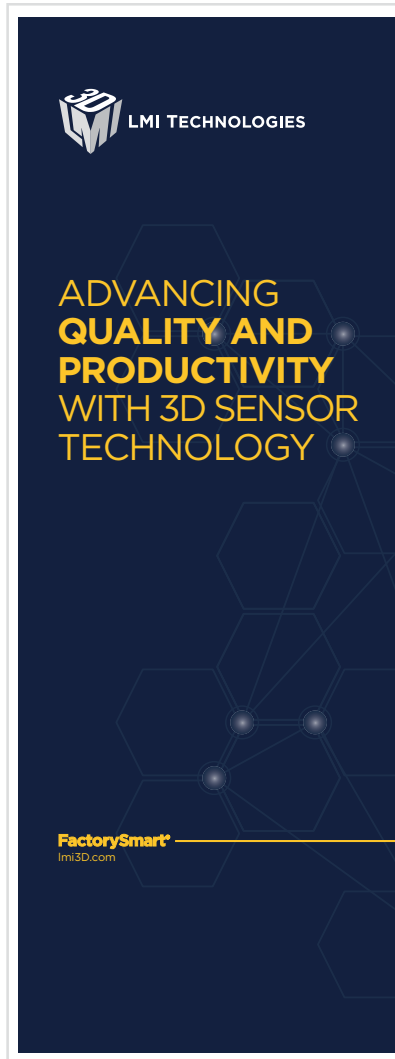
It is recommended that in a display, a minimum of two banners be used: one corporate level banner that features the LMI vision statement, and one product banner. More product banners can be added if necessary.

Typography:

Use Gotham for all text.

Colour:

Only use corporate colours for text and vector graphic elements.



VECTOR GRAPHIC STYLES

INDUSTRY ICONS

LMI Technologies is an industry-driven company, and each of these industries is represented by an icon. These icons can be used in black and white, or corporate colours. Below are some examples of LMI's roster of industry icons.



Automotive



Rubber & Tire



Manufacturing



Automation



Reverse
Engineering



Lab
Metrology



Electronics



Aerospace



Transportation



Wood Processing



Rapid
Prototyping



Dental

SOCIAL MEDIA

#FactorySmart®

SAMPLE PROFILE

The following artwork is the approved execution of the various LMI social media profiles.

The logo cube is always used as the profile image. The company public-facing statement, combined with FactorySmart® on the facet background, is used to portray cohesive branding.

#FactorySmart® should be used as a tag to every social media post.

Any social media profile relating to the LMI Technologies should not be published without approval from the Marketing Communications department.



TRADESHOW BOOTH DESIGN

SAMPLE BOOTH

The following approved artwork are examples of typical designs and layouts for tradeshow booth design.

Colours:

The booth should be mostly white, with a punch of corporate yellow on the feature wall/panel. Typography on white or yellow walls is usually rendered in LMI dark blue and light blue.

Typography:

Only Gotham is used.

Lighting:

The booth should be as bright as possible. Where applicable, light should be applied to the main feature demo messaging, tagline and logo.

Demos and Monitor:

Booth layout can be variable depending on feature demos. Demo sliding stations are typically displayed on a counter top. When working on demo messaging, always take into consideration the sliding station height to ensure that the demo message is not hidden. Monitor sizes are either 36" or 40" depending on the dimensions of the booth. Monitors should always be placed at eye level.

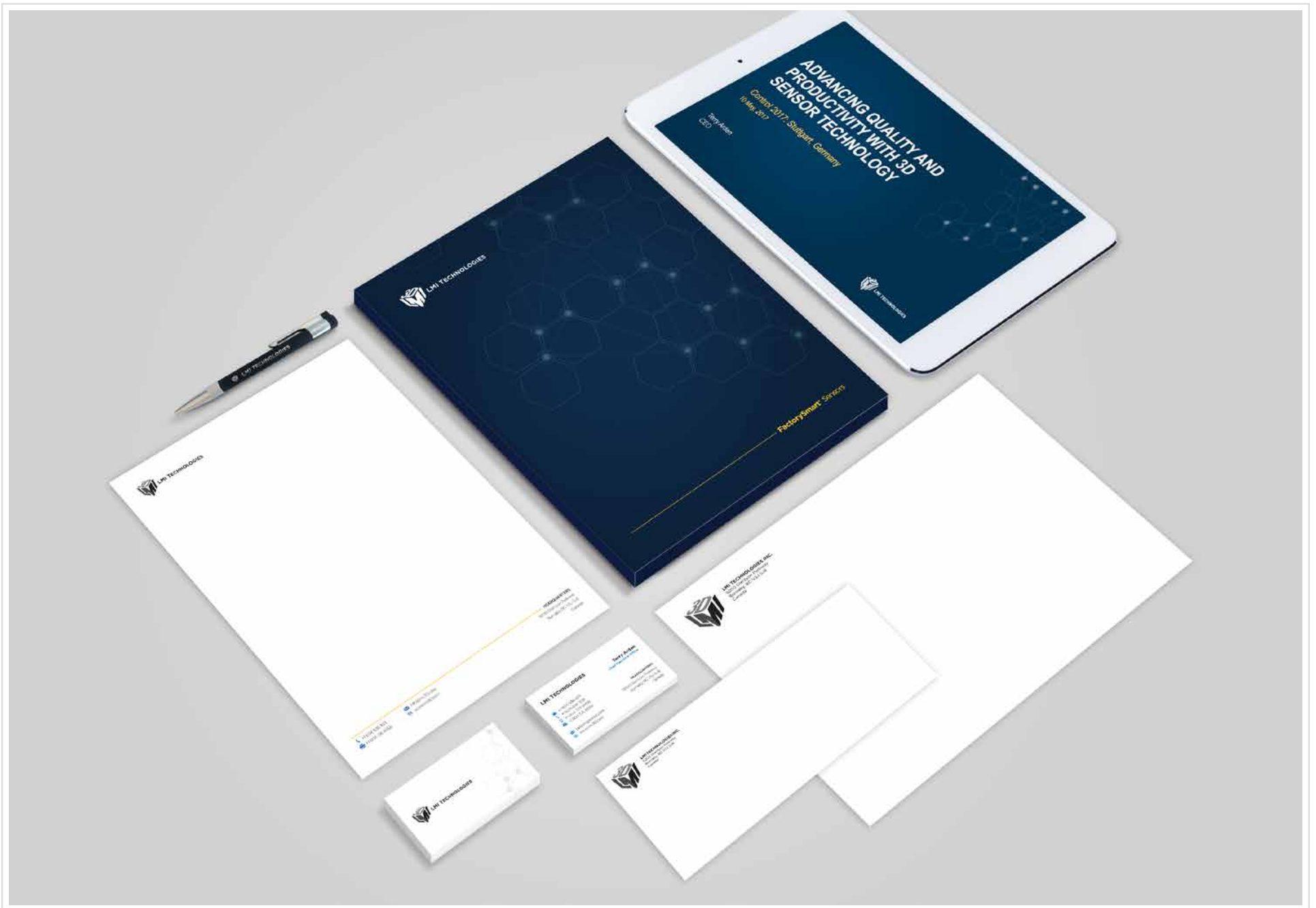


CORPORATE STATIONERY

The LMI Technologies stationery should never be re-created without marketing approval. The artwork working files can be obtained by contacting the Marketing Communications team. Only official files should be used in all corporate communications.

PowerPoint presentation templates and **letterhead templates** can be found on the company intranet. All typeface, font-sizes and styles are saved on these templates and should be used accordingly. For brand consistency, it is important not to break/override these styles.

Printed **business cards**, **presentation folders** and envelopes can be requested from the Marketing Communications department.





LMI TECHNOLOGIES
www.lmi3d.com