



MICRO-LAM BRAND IDENTITY GUIDELINES

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SECTION 1

Introduction

COMPANY PROFILE


Micro-LAM, Inc. emerged in Portage, Michigan in 2017, and offers award-winning machining technology through a retro-fit system that equips ultra-precision diamond turning machines with a hybrid laser-diamond system to efficiently machine difficult to cut materials, such as infrared materials, tungsten carbide, ceramics and even glass. The company expanded its facility in 2017 and has grown further through strategic acquisitions. Today, Micro-LAM does business in over 20 countries and serves the markets of consumer electronic, automotive, defense, aerospace, medical and more.

Three Brands, One Vision: Diamond-Turning Excellence

OPTIMUS

Optimus T2 is a next-level, laser-assisted machining device that leverages the deterministic nature and flexibility of your existing diamond-turning machine, transforming it into a versatile platform that can fabricate complex optical surfaces made out of challenging materials. In addition, this technology enables the machining of conventionally non diamond turnable materials.

603OPTX

603OPTX  was founded in 2018 in Keene, New Hampshire, and focuses on turnkey optical component manufacturing such as mirrors and lenses used in a wide range of industries. Now part of Micro-LAM, the brand provides a full range of optical components from blanks to complete fabrication including complex precision optical components made from nonferrous materials, IR crystalline materials, polymer substrates and glass.

M10 Edge

Machine operators always strive for precision, repeatability, perfection. The M10 Edge brand of diamond cutting tools helps you deliver. We provide customers with the strongest cutting edge as defined by the highest number on the Mohs Hardness Scale.

ATTRIBUTES/ KEY VALUES

Here's what's
important to
us, and how
we want people
to perceive us.

Customer-Driven

We exist to serve our customers. Which means we listen, discover, collaborate, and deliver.

Our sales engagement philosophy: Go with an open mind.

Listening carefully to the machine operators – the users – leads to truly customer-driven solutions, regardless of technology.

Integrity

As engineers and business owners, we value integrity on three levels:

1. **Solution Integrity.** Every product, strategy or approach we suggest is a tightly engineered solution.
 2. **Organizational Integrity.** We represent the coming together of multiple businesses committed to optics excellence. We each have our areas of specialty, yet we all see beyond our projects and products, serving customers with an eye on big picture.
 3. **Personal Integrity.** Honesty is our only policy. We're not here to compete with our customers. Transparency and reliability are the hallmarks of our people and products.
-

Bold

From calculated risks to market-changing moves, our intrepid outlook drives innovation. We've learned the rules, and earned the right to break them. That means diamond turning tungsten carbide, steel, glass. Just because it's never been done doesn't mean it can't be done. Our cross-industry team brings experience and ideas that go beyond traditional optics-industry thinking. We say no to the status quo, and yes to what's next.

Innovative

Customers count on us for advanced solutions. That's why we steer clear of commodity offerings. We own the IP and deliver a competitive edge, or else we don't get into it. More important, anyone within the organization can bring innovation ideas to the fore. Where there's promise, we find the resources to explore it.

Diversity

Our diversity of ideas can only come from a diversity of people and backgrounds. Our team includes professionals from 7 different countries, PhDs in 5 different applied sciences, specialists from multiple industries, disciplines and cultures. All so we can maintain open minds and find innovation for unexpected challenges.

SECTION 2

brand voice and positioning

MARKETING MANIFESTO (INTERNAL RALLYING CRY)

**Micro-LAM
stands for
innovation.**

Micro-LAM stands for innovation. Bold innovation in three spaces – laser-assisted machining, ultra-precision diamond tools, and custom optics. Our vision for advancing optics manufacturing is a relentless adoption of what’s best, and fearless exploration of what’s next. Why? To give customers an ongoing competitive edge. More than improving speed, productivity, and quality, we’re redefining what’s possible.

BRAND POSITIONING

**Bold Innovation
in Optics
Manufacturing** 

With patented technology in three critical categories of optical manufacturing, Micro-LAM is a single source for bold, pioneering diamond-cutting technology tailored to the world's most highly specialized industries, including optics, photonics, defense and aerospace.

BRAND POSITIONING

Three Brands,
One Purpose:
Bold Innovation
in Optics
Manufacturing



TAGLINE

Leading at Every Turn

- **Honest**
- **Own-able**
- **Consistent**
- **Clever, but not too cute**

Why it Works:

Diamond turning is a highly specialized, high-precision business that's growing more competitive every year. **Differentiation requires innovation.** With pioneering applications and strategic acquisitions covering multiple facets of the business, Micro-LAM is truly a leader in the industry. Which makes this tagline – **Leading at Every Turn** – a believable claim with a memorable double entendre leveraging the word “turn.”

Leading at Every Turn connotes all the speed and precision of a racetrack, yet stays open-ended, ready for whatever comes next for Micro-LAM. It works as a guiding principle internally, and as a defining promise for prospects and customers in the optics business and beyond.

SECTION 3

logos

OUR LOGO STORY

The Micro-LAM brand and sub-brands are represented by simple, recognizable logos that will grow in strength and equity through proper usage on all internal and customer-facing communications.

Using the Greek symbol for "micro" in our logo speaks directly to our audience of engineers. For those who are not familiar, it provides a valuable conversation starter.



The simple, yet eye-catching red graphic represents a hot diamond cutting with extreme precision.

OUR BRANDS



Next Level Diamond Turning

Put simply, OPTIMUS is a breakthrough. It's next-level, laser-assisted machining devices that leverages the deterministic nature and flexibility of your existing diamond-turning machines, transforming them into a platform that can fabricate complex optical surfaces.



Ultra-Precision Diamond Cutting Tools

Unleash your competitive edge. Machine operators always strive for precision, repeatability, perfection. The M10 Edge brand of diamond cutting tools helps you deliver. Our name conveys our mission: to provide customers with the strongest cutting edge as defined by the highest number on the Mohs Hardness Scale. Built to a higher standard, M10 Edge tools give you multiple competitive advantages.



Custom Optical Components, Uncompromised Quality.

As part of Micro-LAM, the innovative 603OPTX team specializes in precision optical components made from metals, IR crystalline materials, polymer substrates and glass. Capabilities to diamond turn more exotic materials and complex geometries are further expanded with the in-house capability of laser-assisted machining from blanking to coating, they provide turnkey optical components, on time and on budget.

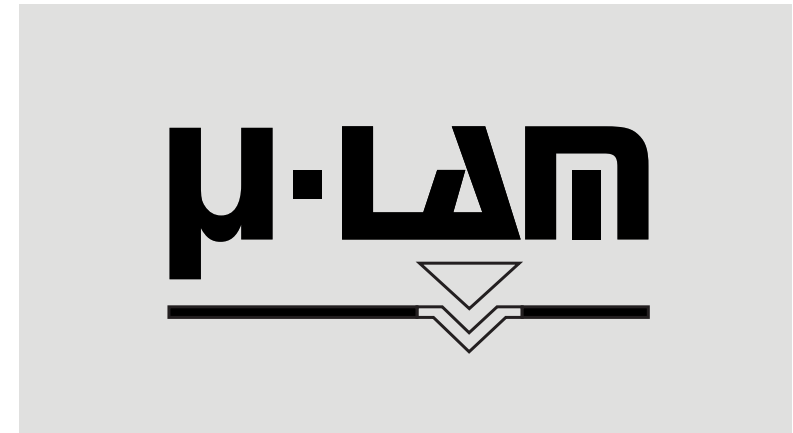
MICRO-LAM LOGO

These are all of the official versions of the Micro-LAM logo. They are the only allowable colors for the logo. Please do not recreate or modify. To ensure correct scale and maintain consistency throughout the system, use only files supplied to you by our marketing team.

**For official logo
artwork, contact:**
marketing@micro-lam.com



Color Positive



Black



Color Negative



White

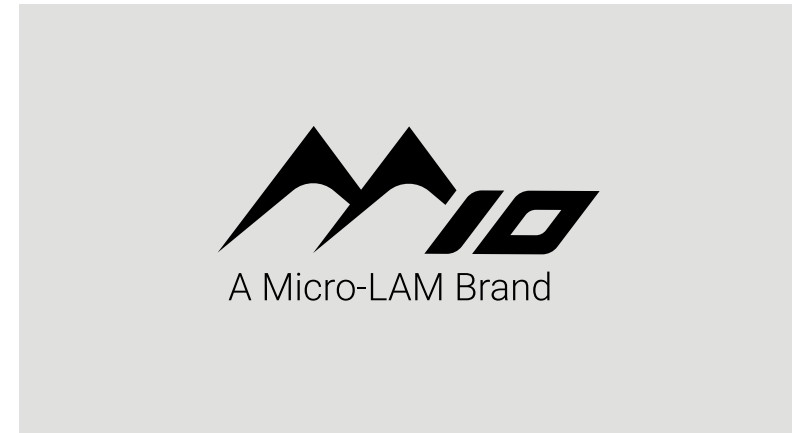
M10 LOGO

These are all of the official versions of the M10 logo. They are the only allowable colors for the logo. Please do not recreate or modify. To ensure correct scale and maintain consistency throughout the system, use only files supplied to you by our marketing team.

**For official logo
artwork, contact:**
marketing@micro-lam.com



Color Positive



Black



Color Negative



White

603OPTX LOGO

These are all of the official versions of the 603OPTX logo. They are the only allowable colors for the logo. Please do not recreate or modify. To ensure correct scale and maintain consistency throughout the system, use only files supplied to you by our marketing team.

For official logo artwork, contact:
marketing@micro-lam.com



Color Positive



Black



Color Negative



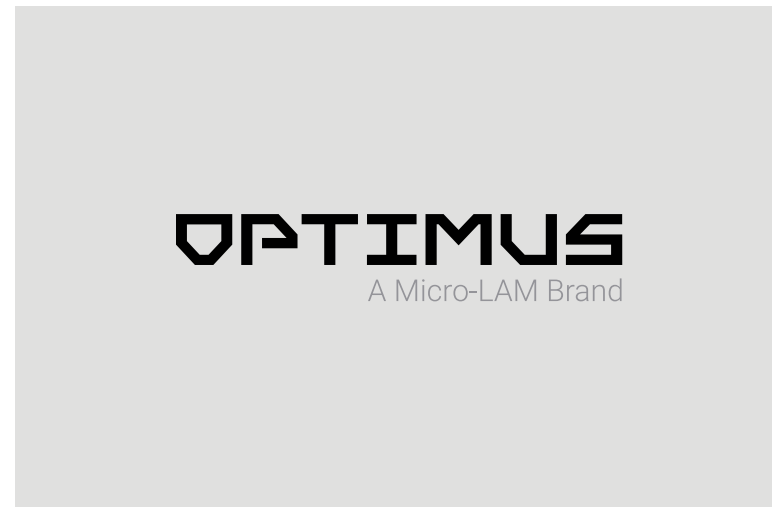
White



OPTIMUS LOGO

These are all of the official versions of the OPTIMUS logo. They are the only allowable colors for the logo. Please do not recreate or modify. To ensure correct scale and maintain consistency throughout the system, use only files supplied to you by our marketing team.

For official logo artwork, contact:
marketing@micro-lam.com



Color Positive



Color Negative

SECTION 4

graphic elements

LASER RED
CMYK: 12/100/100/0
RGB: 209/36/44
HEX: D1252B

PRECISION BLUE
CMYK: C100/M90/Y10/K0
RGB: 35/66/139
HEX: 24428D

CARBON BLACK
CMYK: C30/M30Y30/100
RGB: R0/G0/B0
HEX: 000000

PRIMARY COLORS

FAST BLACK

CMYK: C70/M0/Y15/K90

RGB: 19/42/50

HEX: 132A32

INNOVATION GOLD

CMYK: C0/M45/Y100/K0

RGB: 240/163/31

HEX: F0A31F

GRAY 1

CMYK: C54/45/Y45/K10

RGB: 122/122/122

HEX: 7A7A7A

GRAY 2

CMYK: C0/M0/Y0/K30

RGB: 188/188/188

HEX: BCBCBC

GRAY 3

CMYK: C0/M0/Y0/K15

RGB: 223/223/223

HEX: DFD FDF

SECONDARY COLORS

PRIMARY
HEADLINE

Oswald

AaBb
123

EXTRA LIGHT
LIGHT
REGULAR
MEDIUM
SEMIBOLD
BOLD

AaBbCcDdEeFf GgHh
IiJjKkLlMmNnOoPp
QqRrSsTt UuVvWw
XxYyZz 1234567890
&@# \$!%*?/

PRIMARY TEXT

Roboto

AaBb
123

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

AaBbCcDdEeFf GgHh

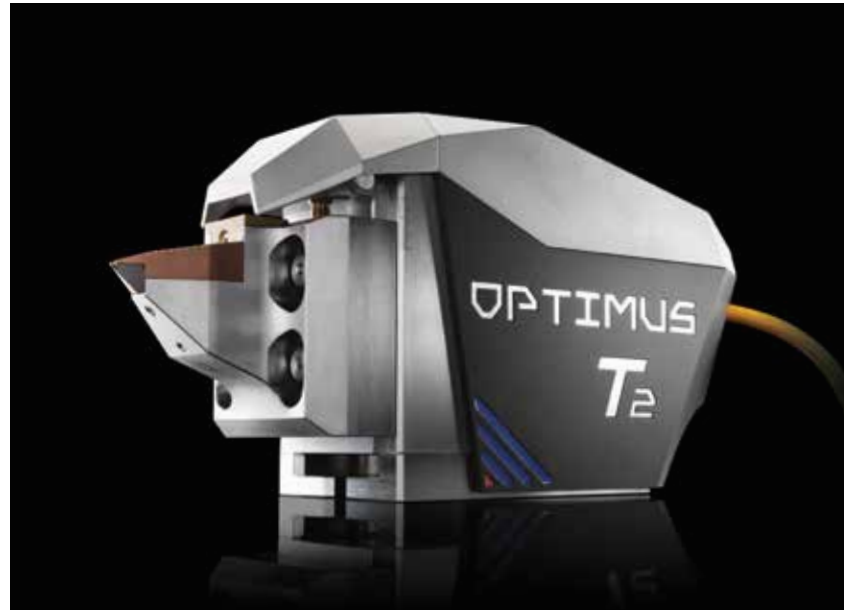
IiJjKkLlMmNnOoPp

QqRrSsTt UuVvWw

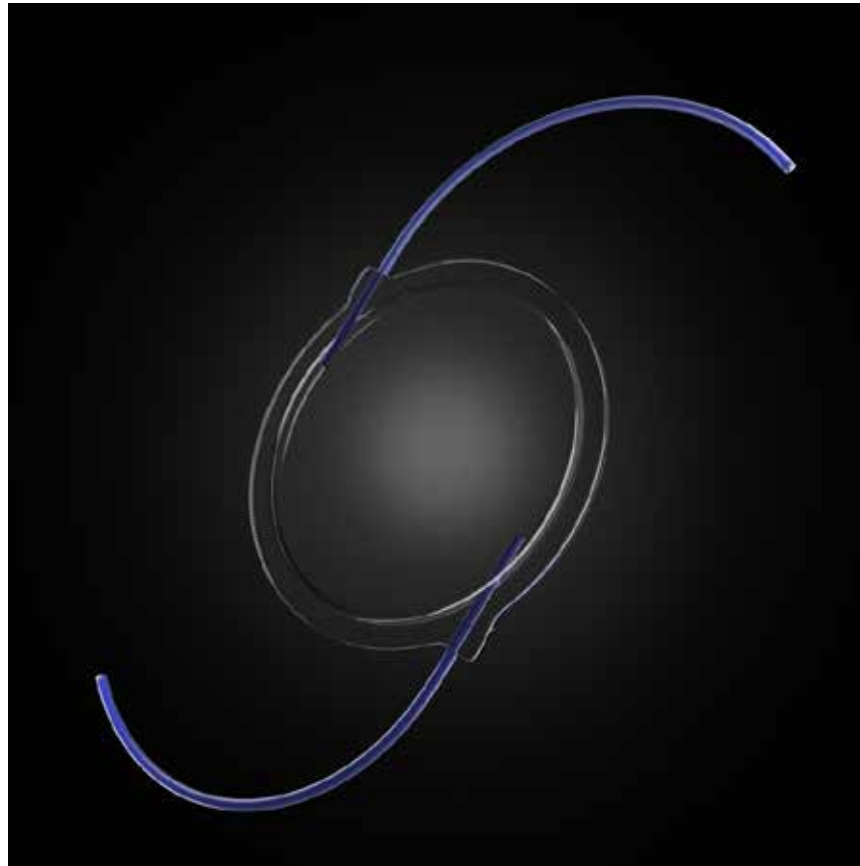
XxYyZz 1234567890

&@# \$!%*?/

PRODUCT STUDIO PHOTOGRAPHY



PRODUCT 3D RENDERING



PEOPLE AND FACILITIES



ICON SETS

PRODUCT BENEFITS



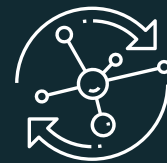
IMPROVE PART QUALITY



EXTEND TOOL LIFE



BOOST PRODUCTIVITY



REVOLUTIONARY
MATERIAL CAPABILITIES

INDUSTRIES



OPTICS



PHOTONICS



DEFENSE



AEROSPACE



CONSUMER
ELECTRONICS



DEFENSE AND ARMOR



SEMICONDUCTOR



AUTOMOTIVE



MEDICAL



SAFETY & SECU-

SERVICES



FEASIBILITY
ANALYSIS



PROCESS
DEVELOPMENT



SYSTEM
CUSTOMIZATION



INSTALLATION
AND SUPPORT



PROTOTYPING AND
PREPRODUCTION

ICON SETS

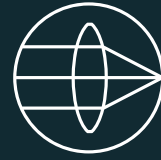
COMPANY OFFERINGS BY CATEGORY



PRODUCTS



CAPABILITIES



OPTICS & PHOTONICS

M10 COMPETITIVE ADVANTAGES



CONSISTENT
PERFORMANCE



KNOWLEDGE
TRANSFER



ACCELERATED
DELIVERY



APPLICATIONS
AND R&D SERVICES



SPEEDY
SERVICE



UNMATCHED
SUPPORT

3X THE INNOVATION



ULTRA-PRECISION DIAMOND TOOLS



LASER-ASSISTED MACHINING



CUSTOM OPTICS



MATERIALS

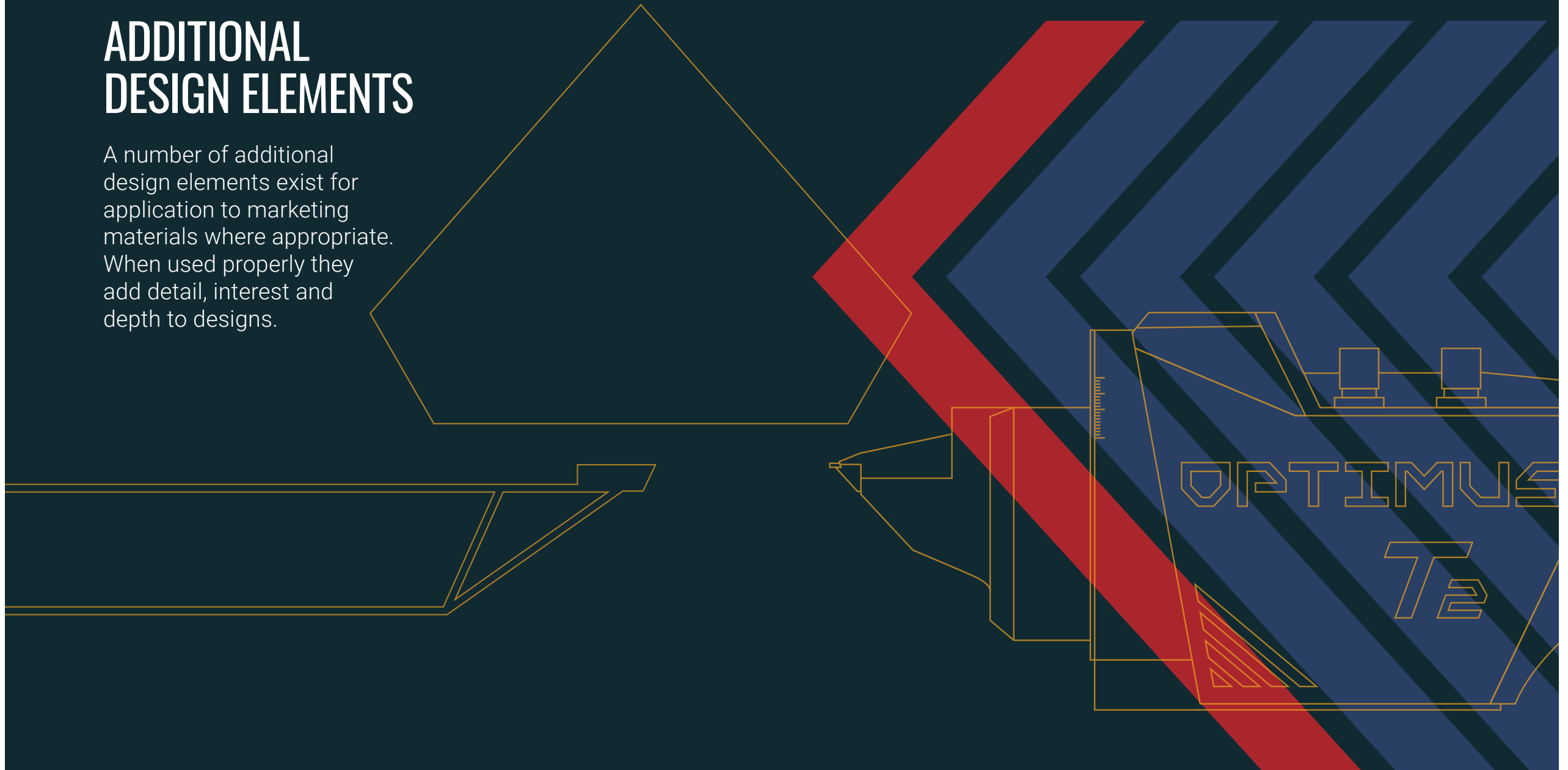


GEOMETRIES

5 AXIS MILLING

ADDITIONAL DESIGN ELEMENTS

A number of additional design elements exist for application to marketing materials where appropriate. When used properly they add detail, interest and depth to designs.



SECTION 5

our brand in action

WEBSITE



WEBSITE

μ-LAM MICRO-LAM

HOME OPTIMUS DIAMOND TOOLS OFFICE CAPABILITY NEWS CONTACT

WHERE PROBLEMS GO TO BECOME OPPORTUNITIES.

Imagine a place where your toughest challenges are transformed into revenue-generating opportunities. A global proving ground equipped with a diamond-turning lab, metrology, metal working and more. Our 22,000 sq. ft. facility located in the Great Lakes state of Michigan can replicate virtually any scenario you need to take your own R&D and manufacturing facilities to the next level. Hands-on training, testing, demonstrations, problem-solving, you name it, we'll help you get them.

IF YOU CAN'T MEASURE IT, YOU CAN'T IMPROVE IT.
-PETER DRUCKER

μ-LAM MICRO-LAM

HOME OPTIMUS DIAMOND TOOLS OFFICE CAPABILITY NEWS CONTACT

603OPTX
A Micro-LAM Brand

CUSTOM OPTICAL COMPONENTS, UNCOMPROMISING QUALITY

In 2018, several experienced engineers identified a gap in the optical fabrication/diamond turning industry — the need for precision prototypes and custom components. The 603OPTX brand was created.

Now part of MicroLAM, the innovative 603OPTX team specializes in precision optical components made from metals, IR crystalline materials and polymer substrates. Capabilities to diamond turn most exotic materials and complex geometries are further expanded with the in-house capability of laser-assisted machining. From blanking to coating, we provide turnkey optical components, on time and on budget.

[TALK TO AN ENGINEER](#)

WE USE, OFFER AND SERVICE A VARIETY OF SPECIALIZED EQUIPMENT. DON'T SEE WHAT YOU'RE THINKING HERE? ASK US. CHANCES ARE, WE CAN MEET YOUR EQUIPMENT NEEDS.

μ-LAM MICRO-LAM

HOME OPTIMUS DIAMOND TOOLS OFFICE CAPABILITY NEWS CONTACT

M10
A Micro-LAM Brand

UNLEASH YOUR COMPETITIVE EDGE
High-Pressure Diamond Cutting Tools

Machine operators always strive for precision, repeatability, perfection. The M10 Edge brand of diamond cutting tools helps you deliver. Our name conveys our mission: to provide customers with the strongest cutting edge as defined by the highest number on the Mohs Hardness Scale. Built to a higher standard, M10 Edge tools give you multiple competitive advantages.

[TALK TO AN ENGINEER](#)

- CONSISTENT PERFORMANCE**
Expect no quality trading with an unmet level of precision, accuracy and repeatability. We focus on reliability, proven and tested capabilities every time.
- UNMATCHED SUPPORT**
Technical support backed with our award-winning knowledge in web-enabled tool manufacturing, metrology, optical design and diamond turning.
- ACCELERATED DELIVERY**
Guaranteed lead time backed by our financing, jet service and optimized design.
- EXPEDITIOUS SERVICE**
- APPLICATIONS AND R&D SERVICES**
- KNOWLEDGE TRANSFER**

μ-LAM MICRO-LAM

HOME OPTIMUS DIAMOND TOOLS OFFICE CAPABILITY NEWS CONTACT

OPTIMUS
NEXT-LEVEL DIAMOND TURNING

OPTIMUS T₂

What It Is
The world's OPTIMA T2 is a breakthrough. It's a compact, easy-to-use machine that brings the diamond-turning and flexibility of your existing diamond turning machine, redefining it into a platform that can fabricate complex optical surfaces. Keep your proprietary optical IP secure. Plus, keep an eye on Micro-Lam for new, groundbreaking machines. We continue to set the standards for diamond turning technology.

Your Competitive Edge
Building on the success of the T1, the OPTIMA T2 is a patented system that makes your existing investment in ultra-precision machines even more valuable. Launched in 2020, it maximizes productivity for challenging diamond turned machines. What's more, it adds future capabilities for diamond turning laser plus, PCT Service and more.

- OPTICS
- PRECISION
- EXTREME
- ACCURACY
- ALTERNATIVE

- KEEP MORE WORK IN-HOUSE
- REDUCE OVERALL COSTS
- BOOST PRODUCTIVITY

Application Reports for Materials Tested

[8 OPTICS](#) [SUBJECT OPTICS](#) [SLIDE](#)

TRADESHOW



PRINT



**CUSTOM OPTICAL COMPONENTS,
UNCOMPROMISING QUALITY**

We specialize in custom optical manufacturing. That means complex geometries. Precision prototypes. Even total manufacturing processes for challenging optics components. Here's how:



DIAMOND TURNING AND METROLOGY CAPABILITIES

- 2 to 5 Axis Diamond Turning
- Laser-Assisted Diamond Turning
- Turnkey Diamond Turning Solutions
- DFM (Design for Manufacturability)
- LUPHOScan 260HD 3D Surface Profilometry
- White Light Interferometry
- Zygo Fizeau Interferometry
- Form Talysurf PGI
- Optical Microscopy
- On-Machine Metrology

exceed expectations every time.



COMPLEMENTARY CAPABILITIES

- Optical Blanks
- Heat Treatments
- Post Polishing
- Reflective Coatings
- AR Coatings
- Hard Carbon Coatings
- Nickel Plating
- Optical Assembly

In 2018, several experienced engineers identified a gap in the optical fabrication/ diamond turning industry — the need for precision prototypes and custom components. The 603OPTX brand was created.

Now part of Micro-LAM, the innovative 603OPTX team specializes in precision optical components made from metals, IR crystalline materials and polymer substrates. Capabilities to diamond turn more exotic materials and complex geometries are further expanded with the in-house capability of laser-assisted machining. From blanking to coating, we provide turnkey optical components, on time and on budget.



UNLEASH YOUR COMPETITIVE EDGE
Ultra-Precision Diamond Cutting Tools



CONSISTENT PERFORMANCE

Count on quality tooling with an unmatched level of precision, accuracy and repeatability. We focus on innovation, so you can exceed expectations every time.



UNMATCHED SUPPORT

Dedicated support backed with specialized industrial knowledge in ultra-precision tool manufacturing, material science, optical design and diamond turning.



ACCELERATED DELIVERY

Guaranteed lead time backed by one free re-ship per tool on any shipment delays.



SPEEDY SERVICE

Quick turnaround on all repairs with a maximum of 3 days for tool re-ship.



APPLICATIONS AND R&D SERVICES

Assistance in custom projects, diamond turning process development, tool characterization, tool design and tests.



KNOWLEDGE TRANSFER

Educational workshops to highlight current innovations, tips to minimize tool wear, design cutting tools, identifying types of tool wear and more.

Machine operators always strive for precision, repeatability, perfection. The M10 Edge brand of diamond cutting tools helps you deliver. Our name conveys our mission: to provide customers with the strongest cutting edge as defined by the highest number on the Mohs Hardness Scale. Built to a higher standard, M10 Edge tools give you multiple competitive advantages.



NEXT-LEVEL DIAMOND TURNING
Si | CaF₂ | ZnS | ZnSe | And More



What It Is

Put simply, OPTIMUS T2 is a breakthrough. It's a next-level, laser-assisted machining device that leverages the deterministic nature and flexibility of your existing diamond-turning machine, transforming it into a platform that can fabricate complex optical surfaces. Keep your proprietary optics in house.

Plus, keep an eye on Micro-LAM for new, unconventional materials announcements as we push the boundaries of diamond turning technology.

Your Competitive Edge

Building on the success of the T+1, the OPTIMUS T2 is a patented system that makes your existing investment in ultra-precision machines even more valuable. Launched in 2020, it maximizes productivity for challenging diamond-turned materials. What's more, it adds future capabilities for diamond turning fused silica, BK7, Zerodur and more.



OPTICS



PHOTONICS



DEFENSE



AEROSPACE



AUTOMOTIVE



https://www.linkedin.com

Search

Micro-LAM, Inc.
Destroy your competition! Sometimes it's ok to have an unfair advantage.
Nanotechnology - Portage, Michigan - 820 followers
See all 25 employees on LinkedIn

+ Follow Visit website More

Home About Posts Jobs People Events Videos

About
Micro-LAM Technologies offers cutting edge technology through its state-of-the-art retrofitable system that is set to be a game changer in the advanced manufacturing industry. The hybrid laser-diamond cutting tool system provides profitable solutions for machining hard and brittle materials.
see more

https://www.linkedin.com

Search

603 OPTX a Micro-LAM Company
Diamond turning of non-ferrous metals, crystalline materials and polymers.
Defense & Space - Keene, New Hampshire - 242 followers
See all 4 employees on LinkedIn

+ Follow Visit website More

Home About Posts Jobs People Videos

About
603OPTX is your diamond turning shop for prototype, low volume and production optical components. A wide variety of optical and mechanical shapes can be processed in non-ferrous metals, IR crystalline materials and polymers. We can provide a turn-key optical component from blanking to coating. We will also work with...
see more

https://www.linkedin.com

Search

M10 Edge, Ltd a Micro-LAM Company
M10, Ltd Edge is a manufacturer of ultra-precision diamond tools. Supplying the strongest cutting edge on the market.
Mechanical Or Industrial Engineering - Stevenage, Hertfordshire - 183 followers
See all 3 employees on LinkedIn

+ Follow Visit website More

Home About Posts Jobs Life People Events Videos

About
M10 Edge, Ltd is a manufacturer of ultra-precision diamond tools based in the UK. M10 was founded in 2019 by our successful American parent company, Micro-LAM. Our mission is to always provide customers with the strongest cutting edge on the market. Our years of diamond tool making experience combined with the latest...
see more

PREMIUM ITEMS



thank you