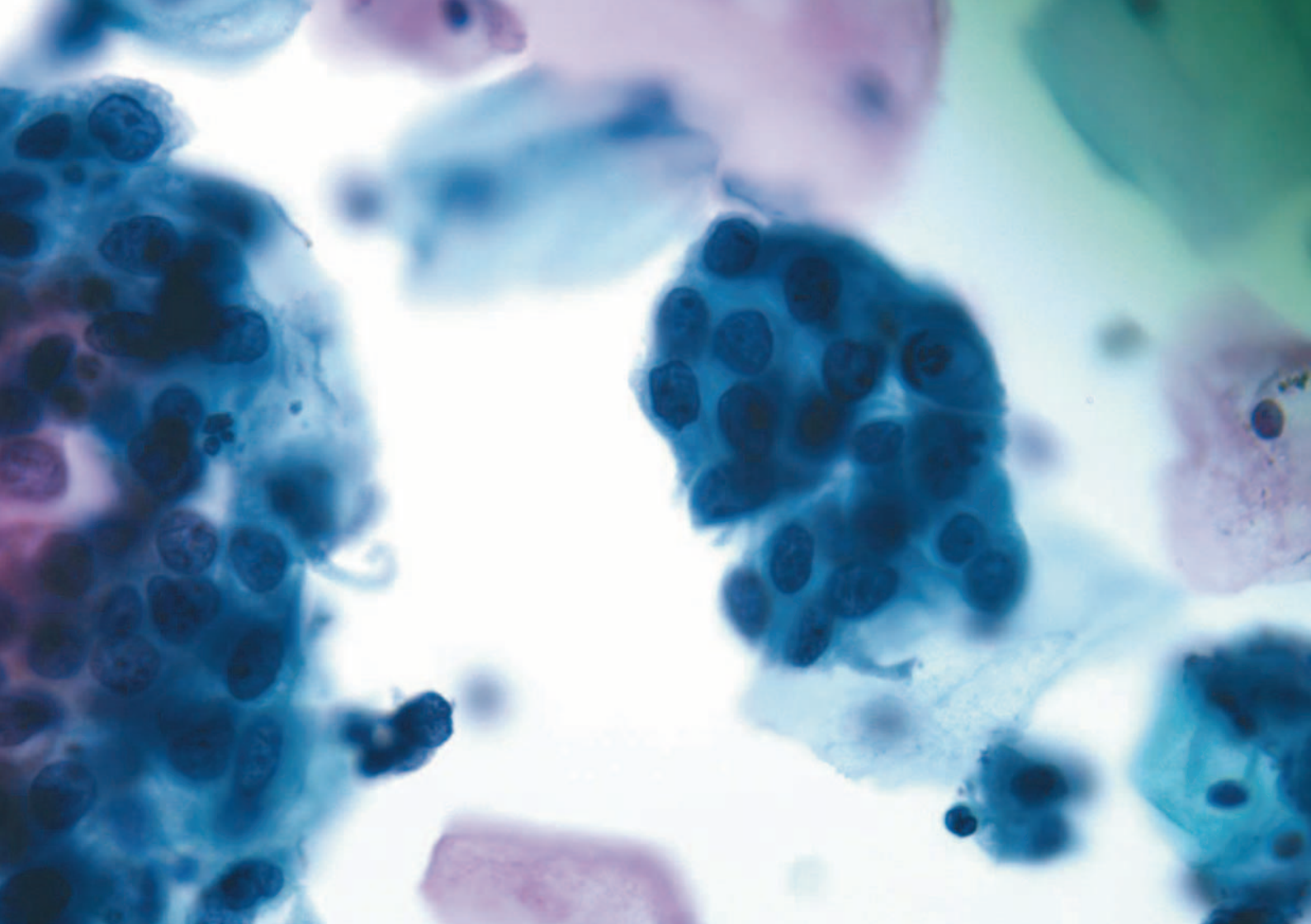


**Our Brand**

Leica Microsystems



# Our Brand

## Leica Microsystems

Living up to Life



**Preface** Living up to life - living up to our brand | **The company** With the user, for the user | From Wetzlar to the world | A history of innovation | The Leica family history | **The brand** The position of our brand in relation to our competitors | A distinctive brand personality | The importance of our users | Our values: 1 · Pioneering | Our values: 2 · High-end Quality | Our values: 3 · Team Spirit | Our values: 4 · Dedication to Science | Our values: 5 · Continuous Improvement | Our slogan: Living up to Life | **Brand marketing** Product design as a message | Logo and slogan | Typography and color | Visual language and photo style | Integrated communication | **Imprint**



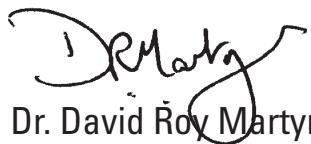
## Living up to life – living up to our brand

Working “with the user, for the user” (Ernst Leitz) has been the traditional basis of our drive to innovate and the success of Leica Microsystems for over 100 years. That closeness to our users and our joint development work is at the heart of our new brand vision.

This brand book is designed to provide a simple, concise overview of the Leica Microsystems brand – to promote an understanding of its unique identity, its special merits, its added value, and the consistent, measurable quality it represents. Our brand is a promise to be fulfilled time and again.

This brand book describes the foundation and individual elements of our brand, the essential characteristics of our company and its history, our position relative to the competition, the structure of our brand personality, and its design and visual language.

Our mission is to live up to our brand and communicate it convincingly, both as a lasting motivation for our employees and an illustration of our commitment to our customers and partners. Our slogan – Living up to Life – reflects the magnitude and potential rewards of this effort.

A handwritten signature in black ink, appearing to read 'Dr. Martyr', with a stylized, flowing script.

Dr. David Roy Martyr

President Leica Microsystems

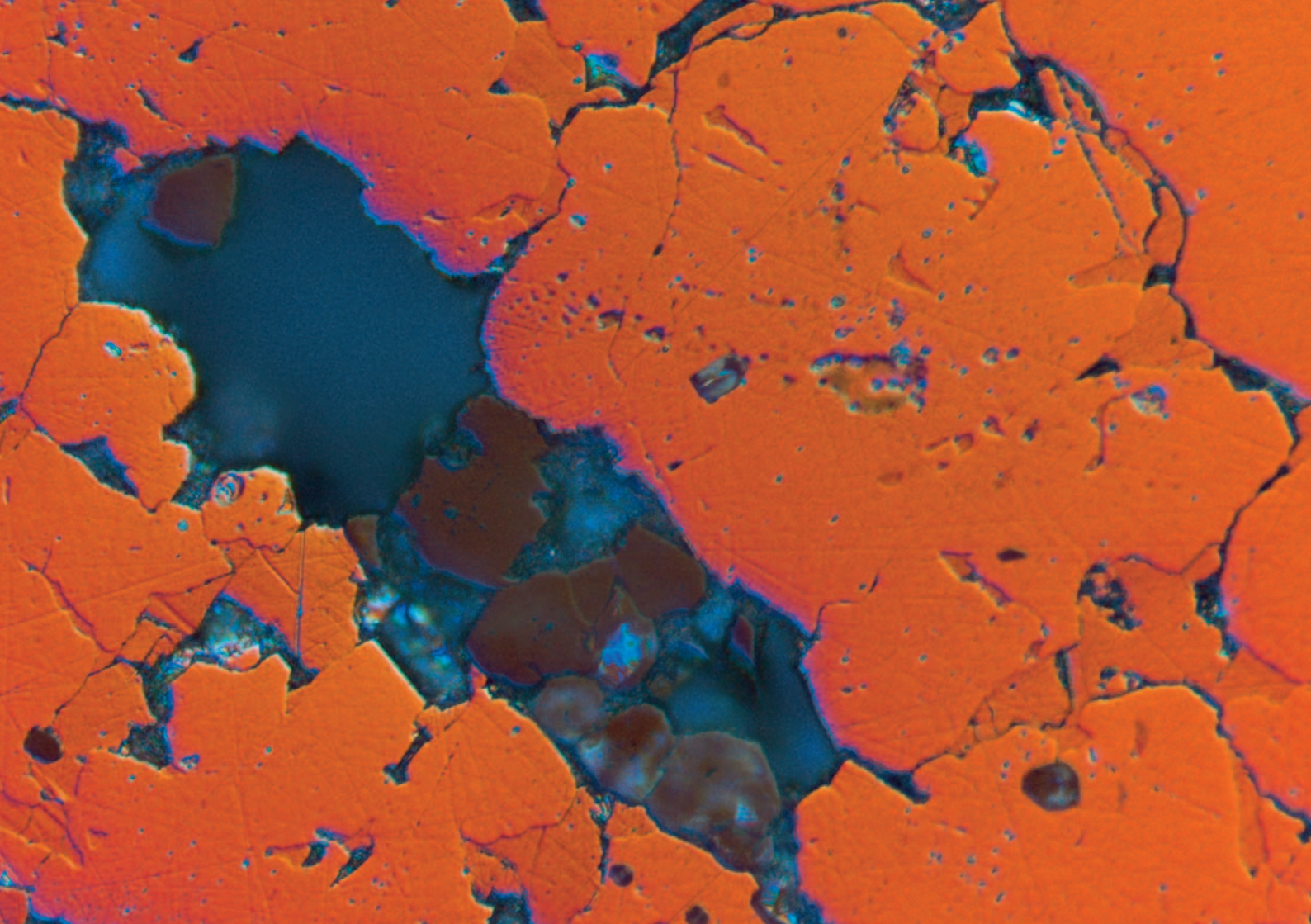
A handwritten signature in black ink, appearing to read 'Wolf Otto Reuter', with a stylized, flowing script.

Dr. Wolf-Otto Reuter

Chairman Leica Microsystems









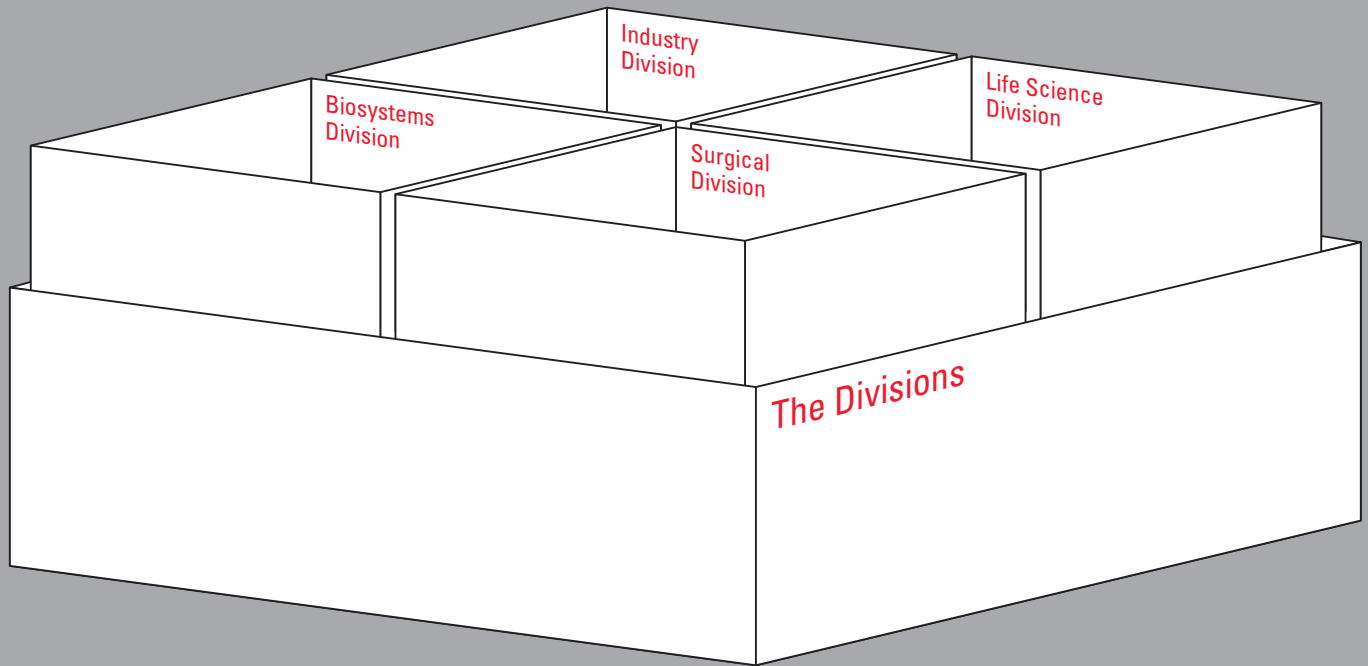


The company

## With the user, for the user

Leica Microsystems is a world leader in microscopes and scientific instruments. Founded as a family business in the nineteenth century, the company's history was marked by unparalleled innovation on its way to becoming a global enterprise present in over 100 countries. Today, Leica Microsystems belongs to Danaher Corporation, a publicly-traded company in the United States.

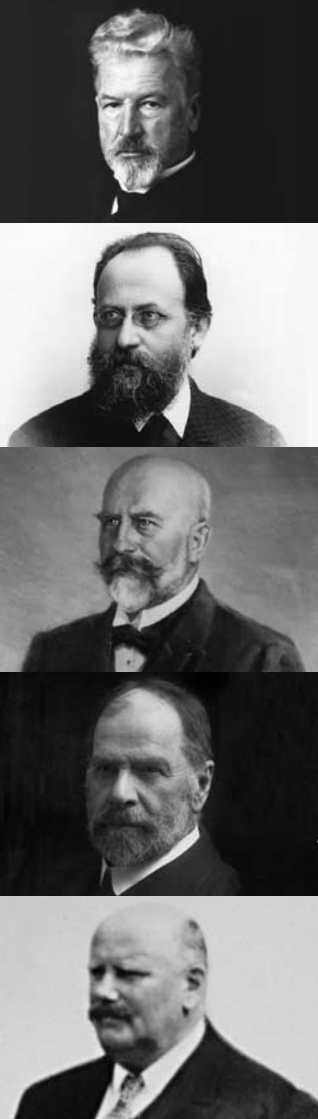
Its historically close cooperation with the scientific community is the key to Leica Microsystems' tradition of innovation, which draws on users' ideas and creates solutions tailored to their requirements. At the global level, Leica Microsystems is organized in four divisions, all of which are among the leaders in their respective fields: the Life Science Division, Industry Division, Biosystems Division and Surgical Division.



# From Wetzlar to the world

From the outset, the scientific and technological competence of Leica meshed closely with its entrepreneurial spirit. In 1869, Ernst Leitz I took over the Optisches Institut from Carl Kellner in Wetzlar. In 1907, the company's 100,000th microscope was delivered to the bacteriologist Robert Koch. The integration of renowned companies broadened the Leica portfolio. The 1970s and 1990s witnessed quantum leaps on the way to becoming a global technology enterprise. Today, the fields of light microscopy, stereomicroscopy, microsurgery – and recently, clinical pathology – offer the most insightful perspectives into the Leica Microsystems world.

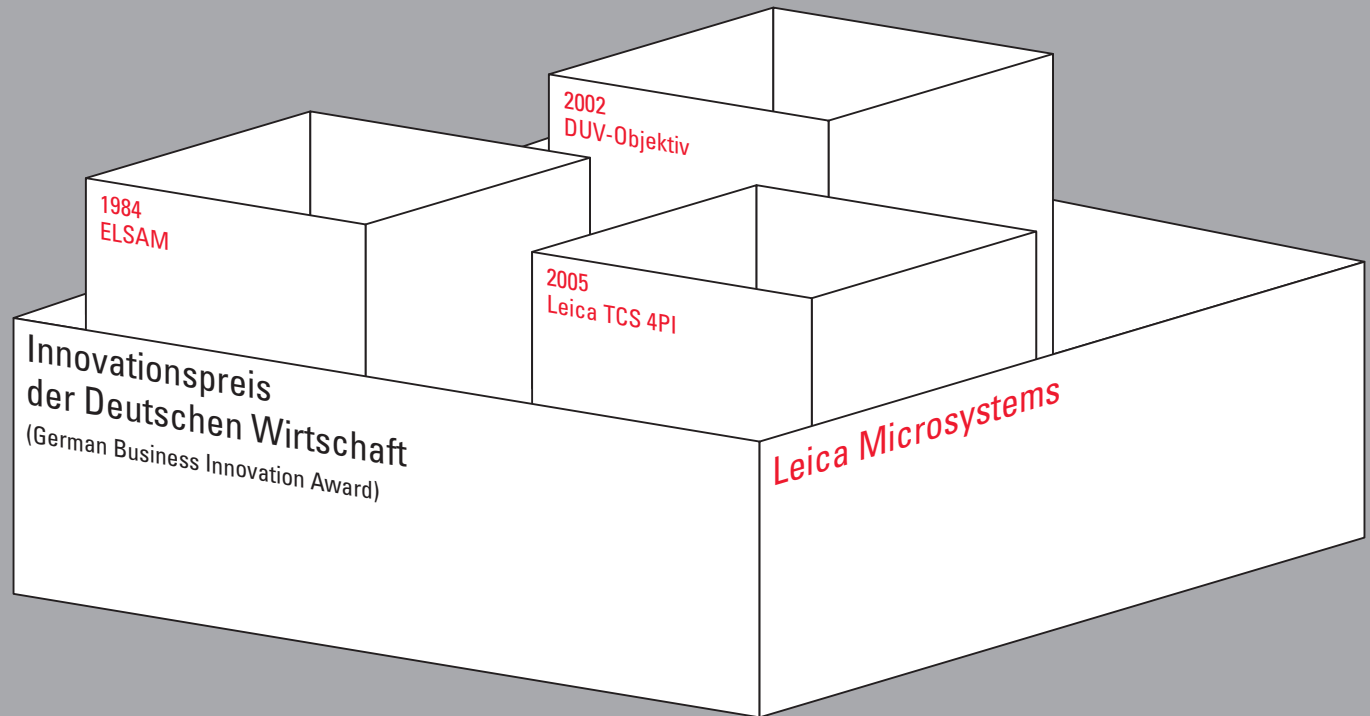
The founding fathers of Leica Microsystems: Ernst Leitz I (Ernst Leitz), Rudolf Jung (R.Jung), Carl Reichert (C. Reichert), Horace Darwin (Cambridge Instruments) and Heinrich Wild (Wild Heerbrugg)



## A history of innovation

In 2005, Leica Microsystems received the prestigious German Business Innovation Award for the third time. It was to honor the Leica TCS 4PI high-end fluorescence microscope – an invention by Professor Stefan Hell of the Max Planck Institute for Biophysical Chemistry in Göttingen, Germany, that we developed into a mature product. In 2006, the Deutscher Zukunftspreis – Germany's „innovation Oscar“ – also went to Prof. Hell for inventing stimulated emission depletion (STED) microscopy, a new ultrahigh-resolution technology.

The continuous inventive dialog at the heart of such award-winning product developments is the essence of our history of innovation, bringing forth technological milestones such as the first truly usable binocular microscope, digital image analysis, and the confocal systems of the future. In addition to conventional microscopy, confocal laser microscopy and image analysis, we are also among the market leaders in specimen preparation and microsurgery.

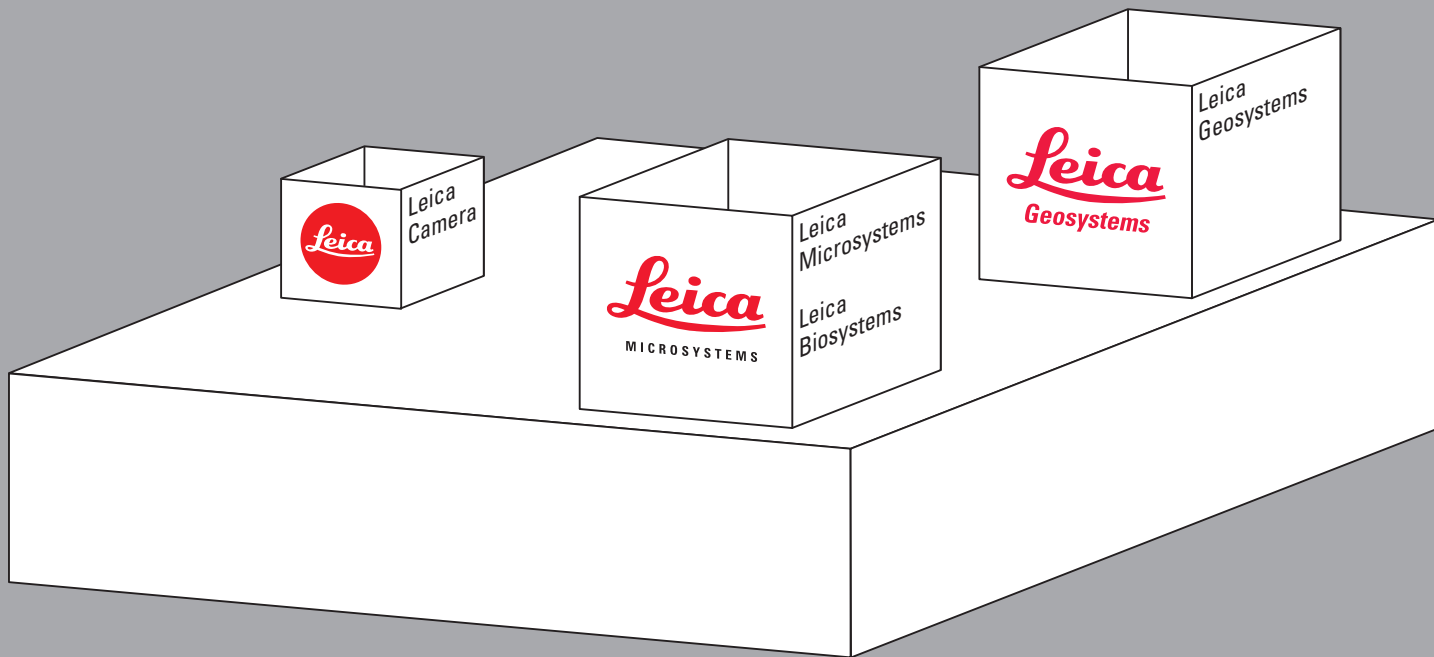


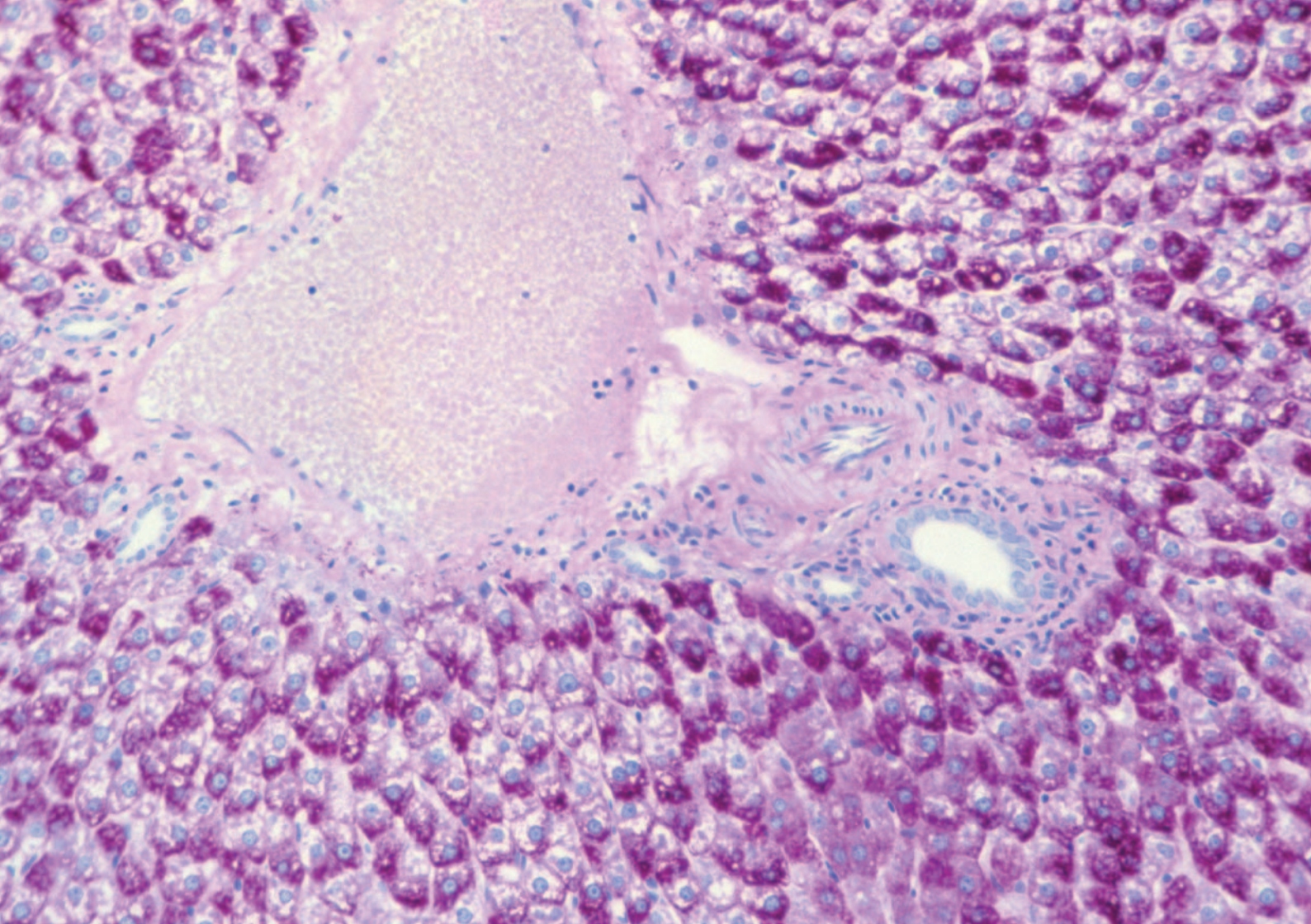


# The Leica family history

To a considerable degree, technical progress in microscopy has been founded on successful synergies with photography. Pioneering achievements such as the development of the Leica 35mm camera by Oskar Barnack are integral to the history of the company. In the 1990s, three independent companies with distinct product ranges emerged from the Leica Group: Leica Microsystems, Leica Camera and Leica Geosystems.

Three companies with a shared family history – and three unique brand personalities with individual character traits and qualities.





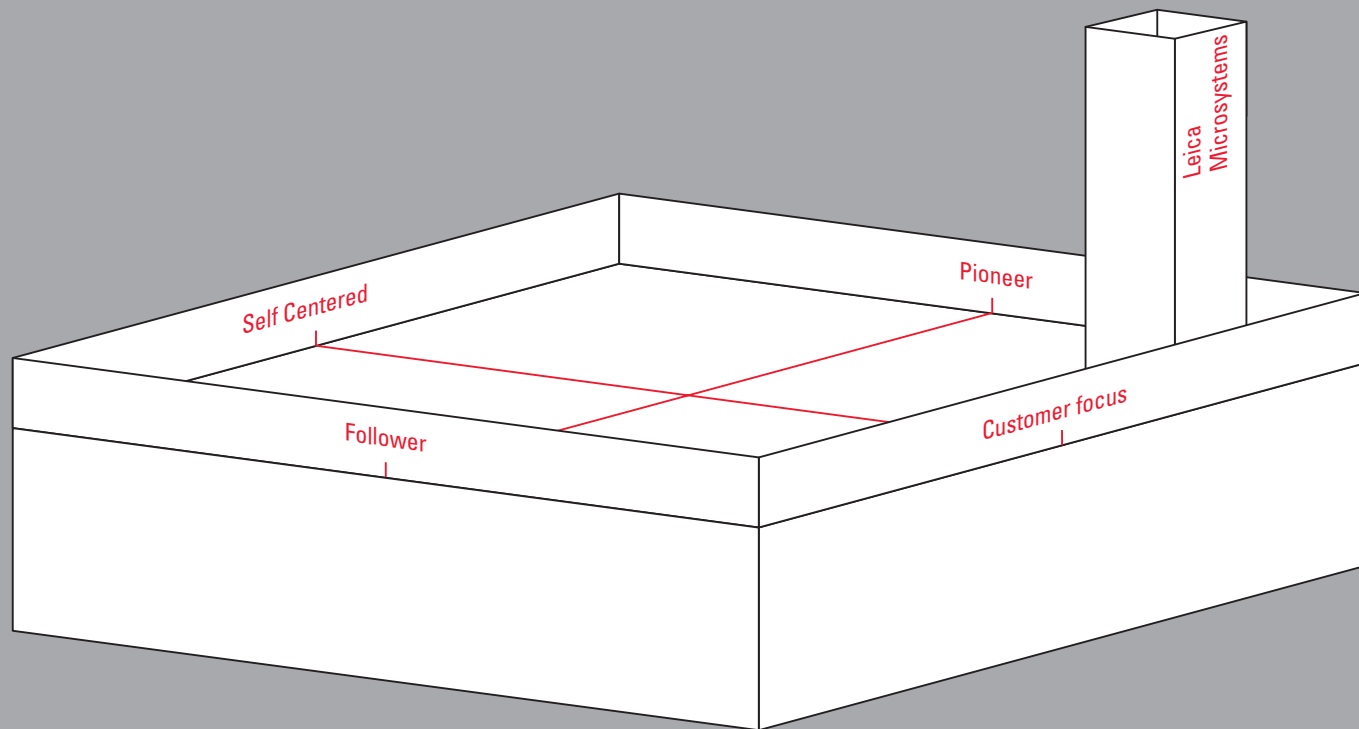


The brand

## The position of our brand in relation to our competitors

A brand vision should promote simplicity, clarity and orientation. Establishing the brand's position in relation to its most important competitors is an essential precondition. What are the central criteria relevant to Leica Microsystems' competitive standing? Where do we have the edge over our competitors? Where do we have room for improvement? And finally, which criteria can help promote a fascination with Leica Microsystems that both distinguishes and motivates us?

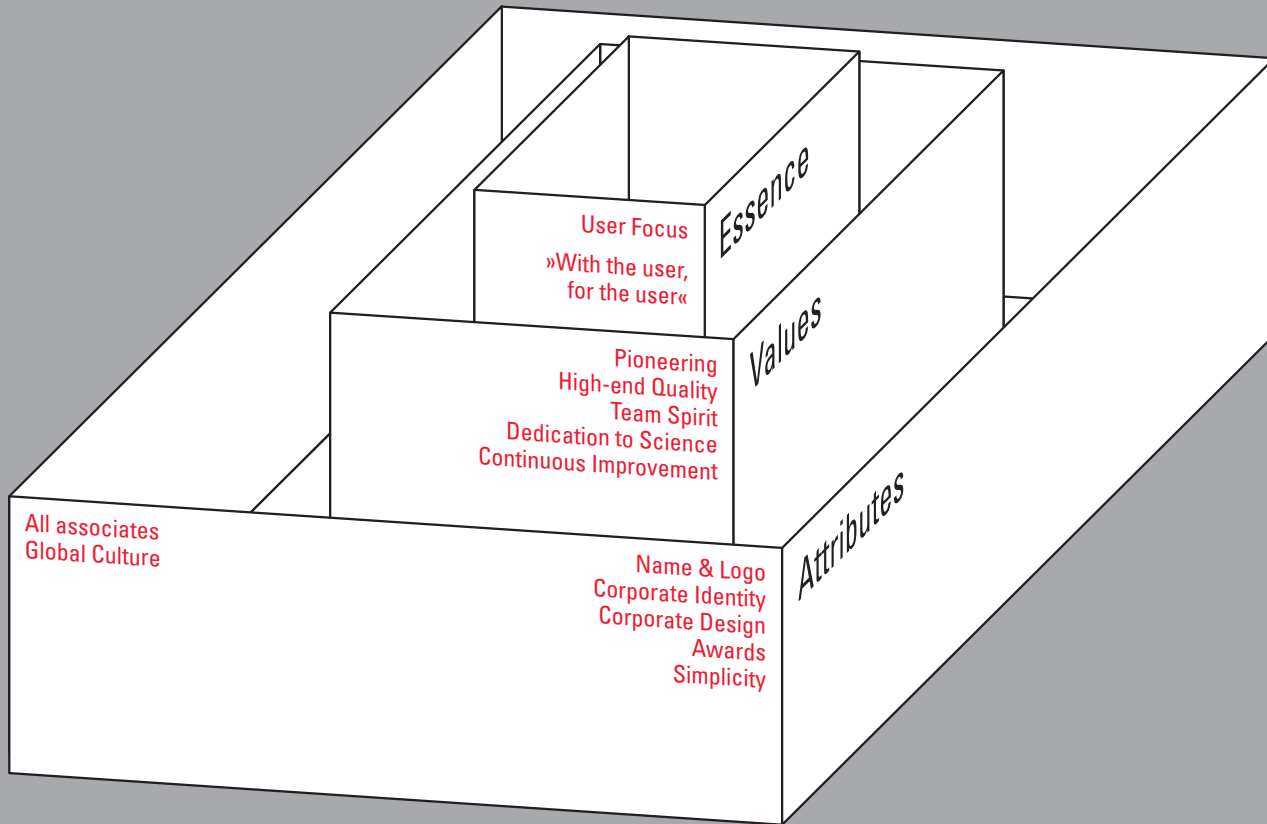
The key is to confidently assert our position while establishing ambitious goals. That is also fundamental to defining an authentic brand personality that sets us apart from the competition.



## A distinctive brand personality

The Leica Microsystems brand personality is not an arbitrary creation. Like our brand positioning, the brand personality emerged from in-depth analysis and is the result of extensive, goal-oriented communication with our employees, partners and customers. It shows who we are – and how we would like to be seen. Our focus on the user is the essence and driving force behind our brand personality. We have always worked with the user and for the user – and will continue to do so in the future. Our five brand values are integral to our efforts – by embracing and internalizing them, we are living up to the requirements of our users and our own personal standards. Our attributes are immediately apparent characteristics of our brand personality. They provide an attractive exterior that promotes communication, without being superficial – they are deeply instilled and genuine.

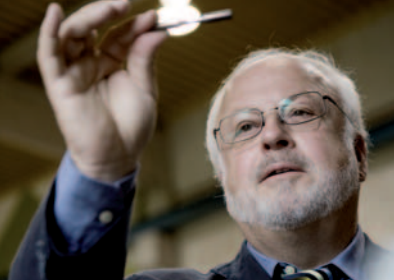




# The importance of our users

Every user of Leica Microsystems products is a potential Nobel Prize winner – they are highly talented, often brilliant, and always very demanding. They face complex, often vital problems, and their energy drives them to pioneering breakthroughs in their respective fields. And that's why they seek continuous communication with the manufacturer of their instruments.

As we have already emphasized, our scientific and creative dialog with our customers is the foundation of our innovative power and the success of our business. The user is at the heart of our brand personality, and they ensure that Leica Microsystems has a lot more to offer than the usual branding and marketing buzzwords. We have an identity, ideas and goals.



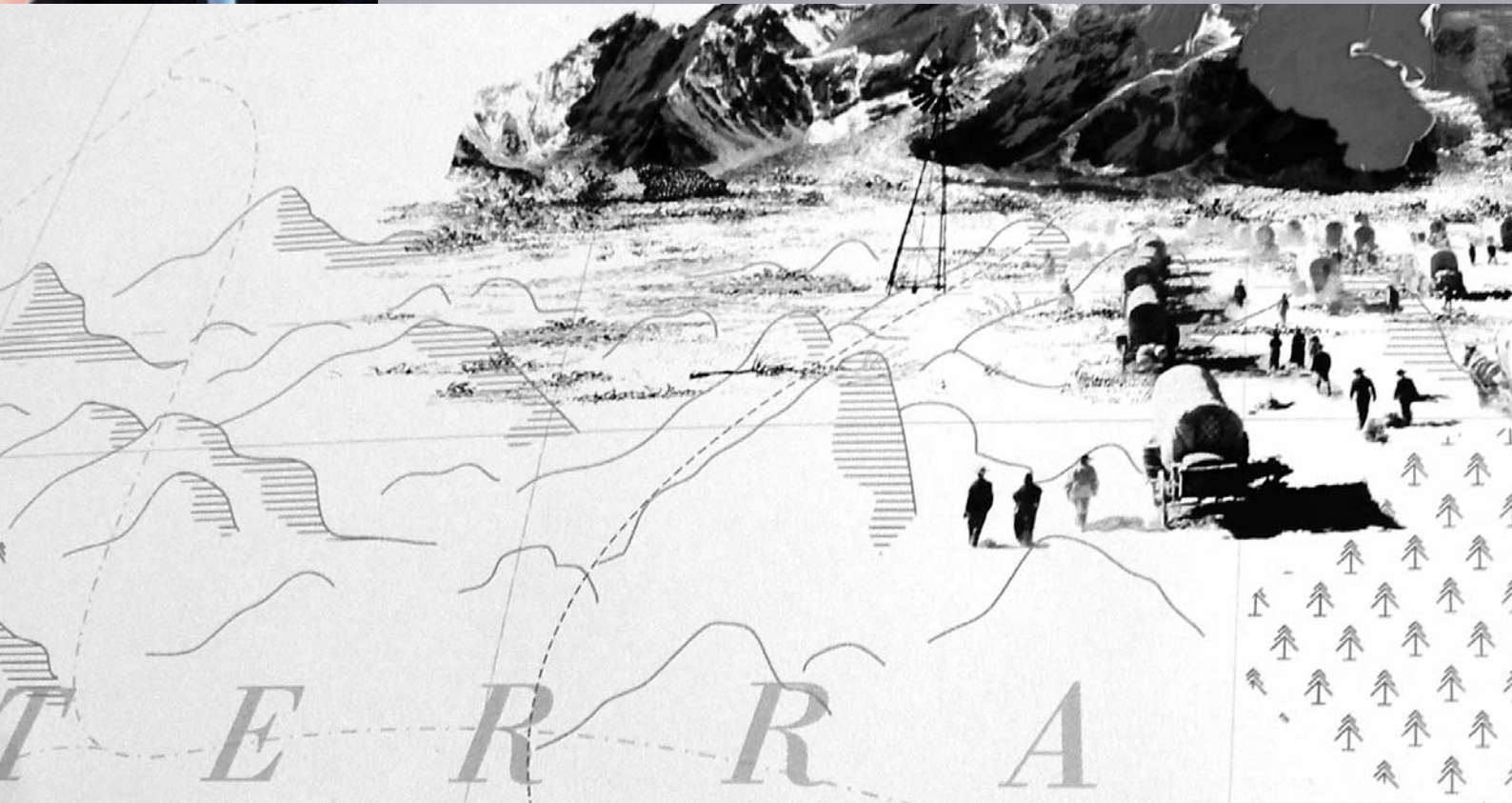
## Our values: 1 · Pioneering

*Pioneering* means to be driven by the vision of solutions beyond our present knowledge and by the ambition to be the first to discover them. This is the Leica Microsystems tradition of innovation; supporting ground-breaking research projects with new tools and insights, helping our users to further explore the microstructures of life.



“For me, Pioneering is to be the first to see the direction of the stream of insight, and to play a small part in determining its future course.”

Prof. Stefan Hell



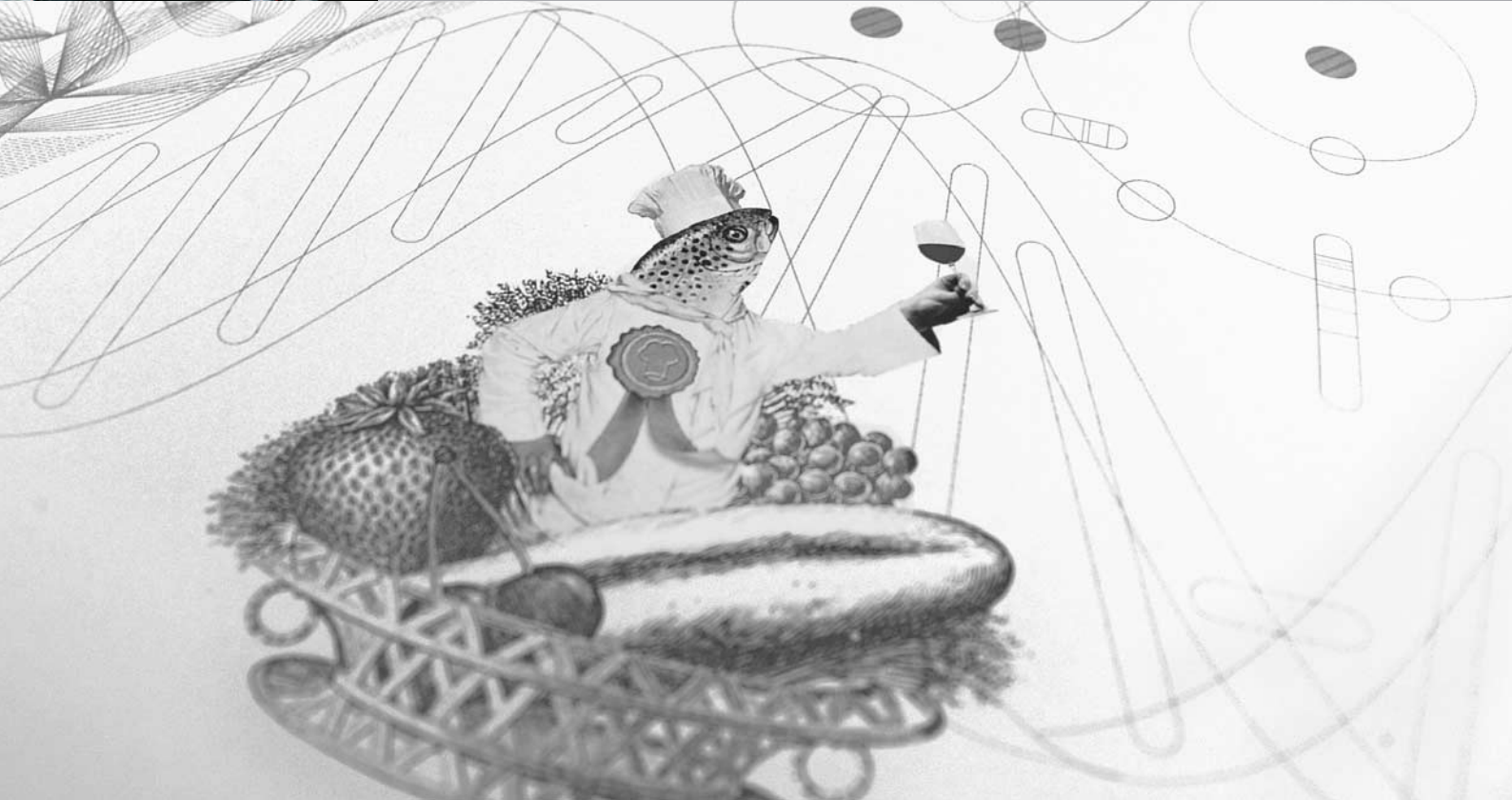
## Our values: 2 · High-end Quality

*High-end Quality means* consistently meeting our defined standards; measurable quality standards based upon our user's ever-changing needs for precision, reliability and safety. State-of-the-art standards as user's focus on the building blocks of life.





“For me, High-end Quality means working with highly motivated and qualified employees who leave DIN and ISO standards far behind – day in, day out.” **Claus Gunkel**



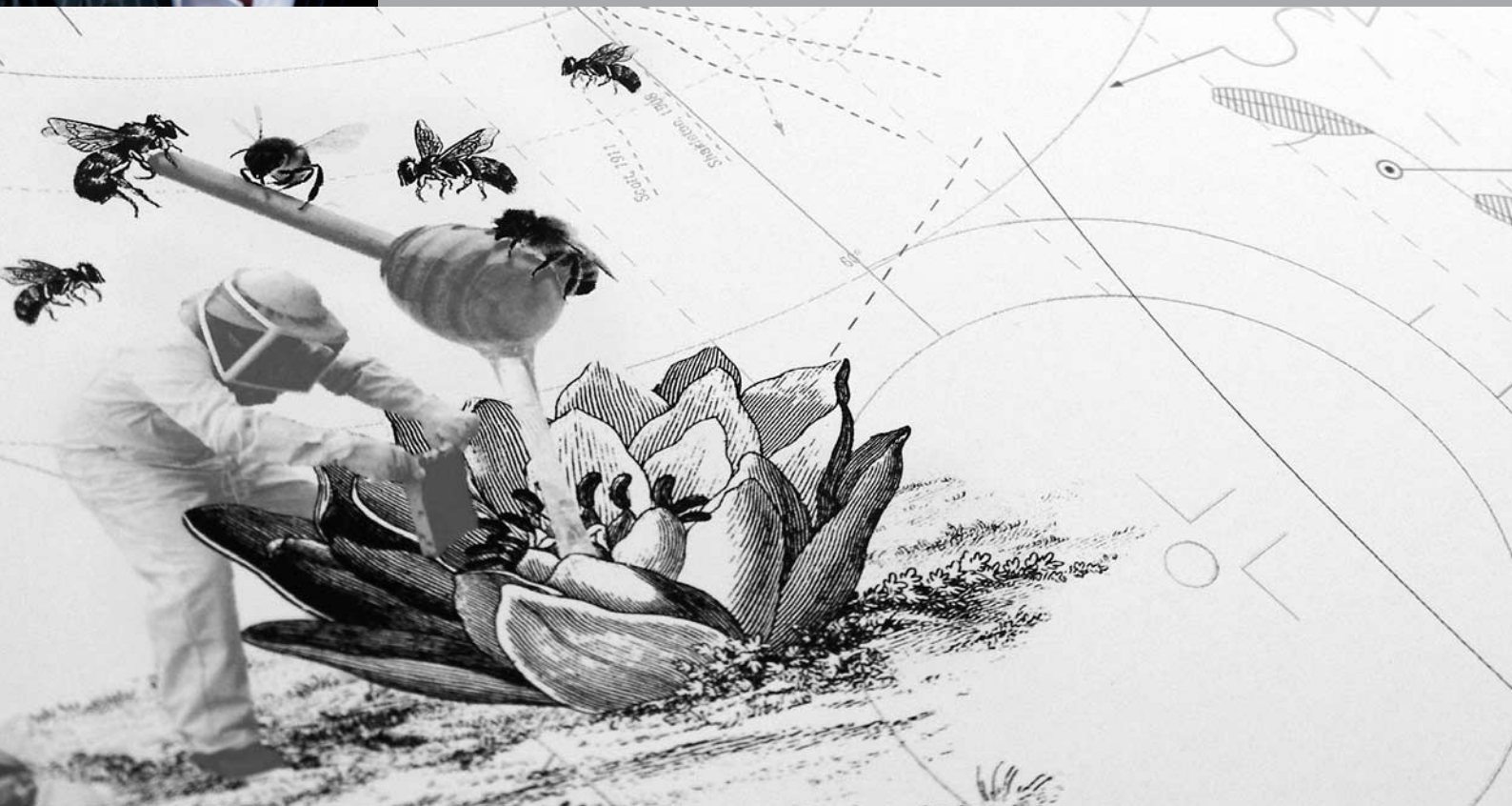


## Our values: 3 · Team Spirit

*Team Spirit* means to appreciate that the Leica Microsystems's culture always has been a consensus-seeking way of spirited individuals working together. And, to create a unique environment of sharing, openness and respect together with our users, striving for extraordinary results – and thus the fulfillment of professional life.



“For me, Team Spirit means not limiting ourselves to our own teams, but integrating our customers as well. That’s the key.” Andreas Hedinger

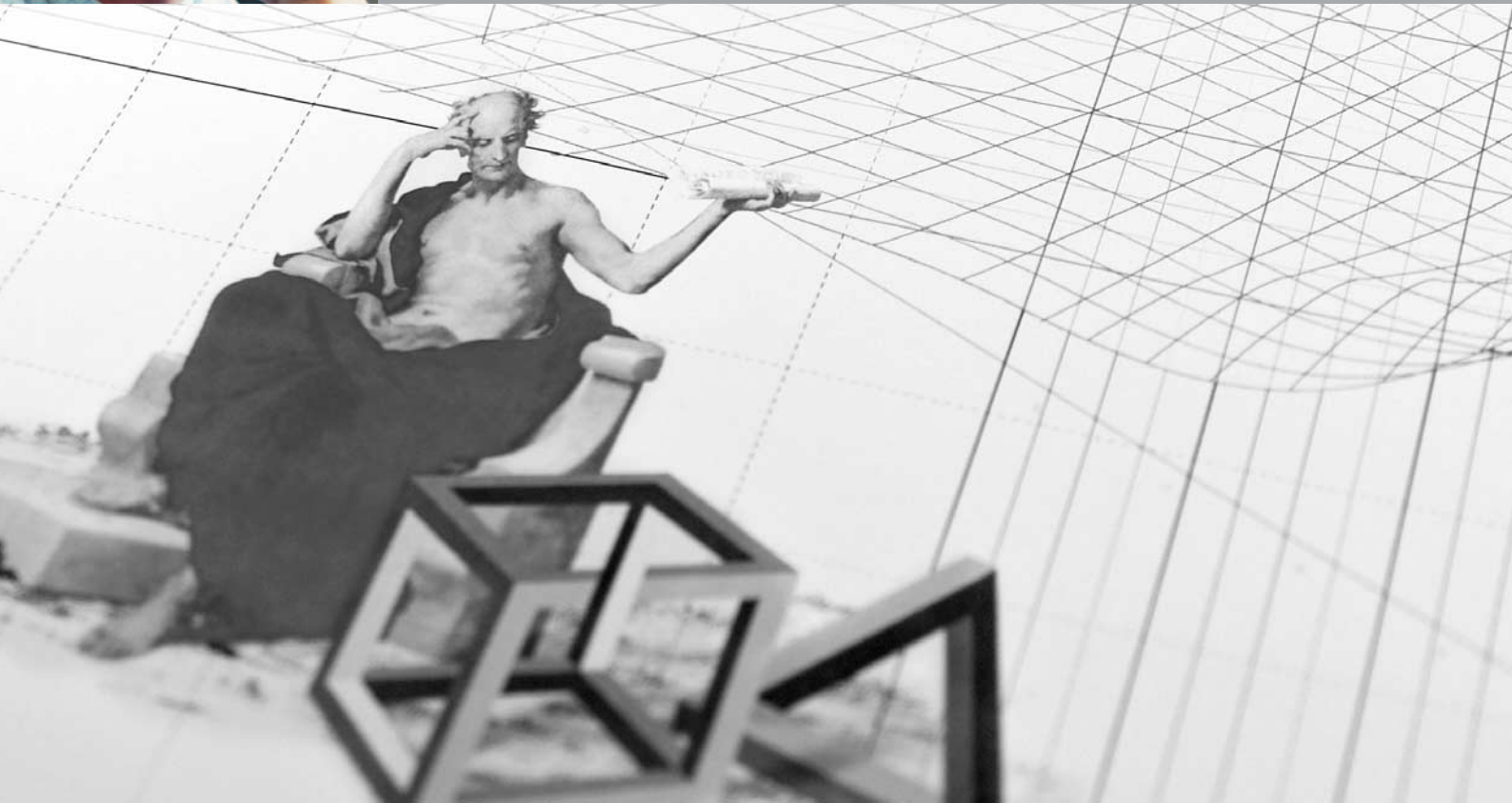


## Our values: 4 · Dedication to Science

*Dedication to Science* means to really understand the nature of our user's work and to transform their ideas and needs into innovative products. Moreover, being scientists ourselves, we share a commitment that involves some of the most fundamental and fascinating aspects of life.



“For me, Dedication to Science is tracking down the building blocks of life with passionate curiosity, without losing sight of the ethical dimensions of this activity.” Prof. Hans Tanke



## Our values: 5 · Continuous Improvement

*Continuous Improvement* means to systematically increase the efficiency of all processes. Kaizen, a new working method within Leica Microsystems, has quickly proven to benefit all involved, especially our customer, the user. In our daily work, Kaizen has become a way of life.



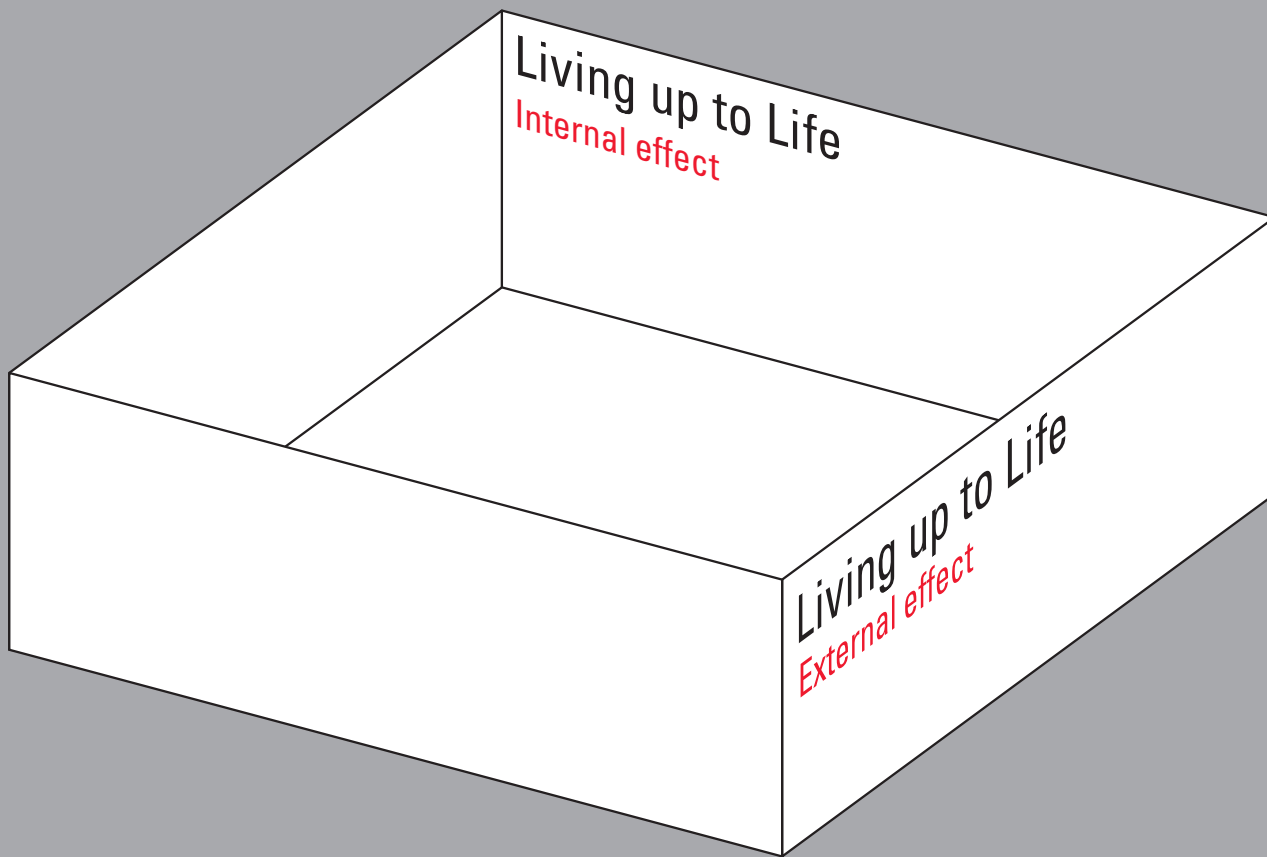
“For me, Continuous Improvement is the ceaseless drive to make each effort better than the last.” **Ludger Althoff**



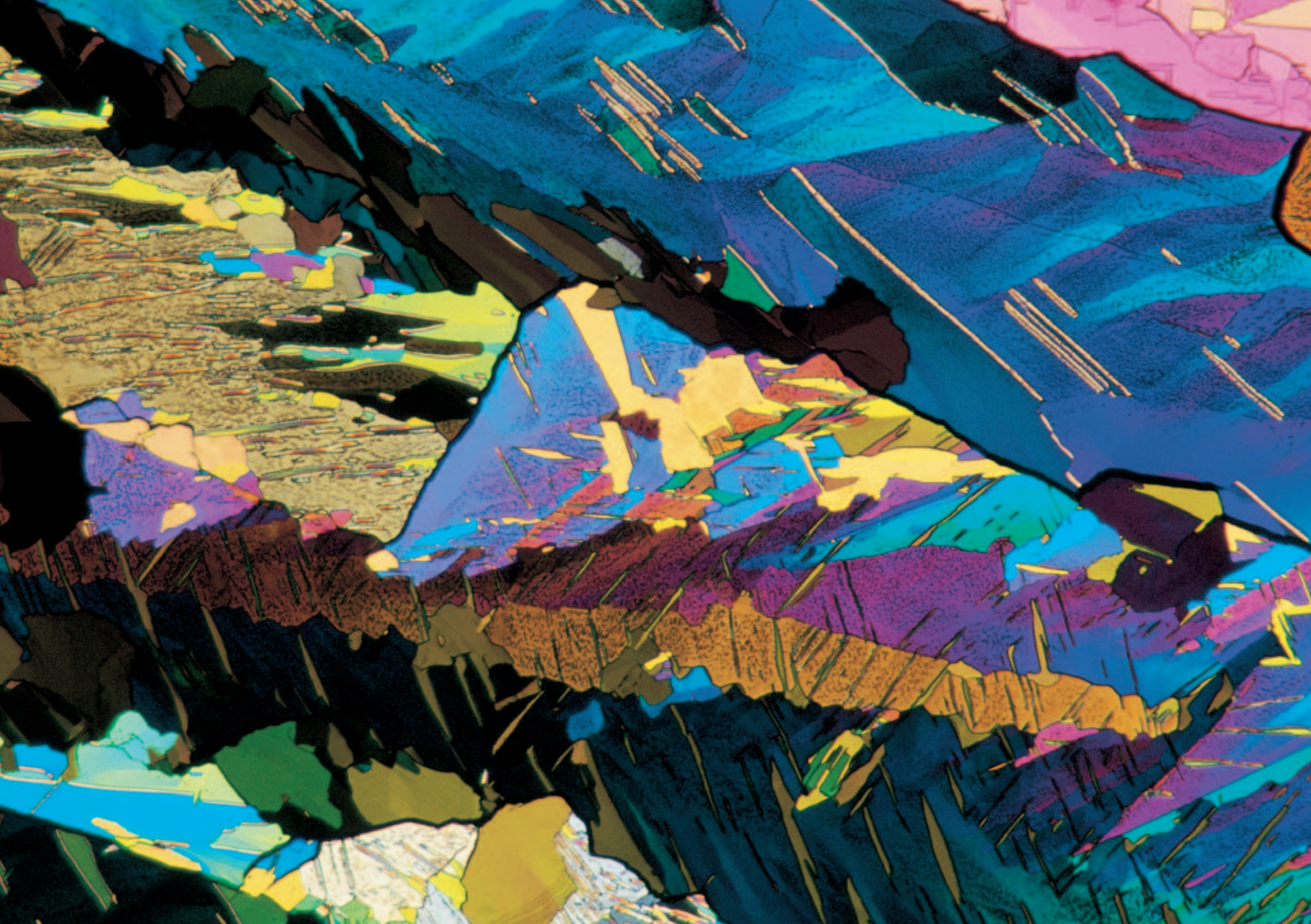
## Our slogan: Living up to Life

Our slogan embodies the central idea of our brand. “Living up to Life” condenses the essential elements of our brand vision into a concise, motivational statement with emotional impact. The life we are living up to can also be found in the microstructures that make the passionate work of our users so necessary; its secrets are the driving force behind fascinating research projects and indispensable routine work.

Our slogan gives meaning and purpose to Leica Microsystems’ corporate culture and thus provides a guiding principle for the authentic external presentation of our company.



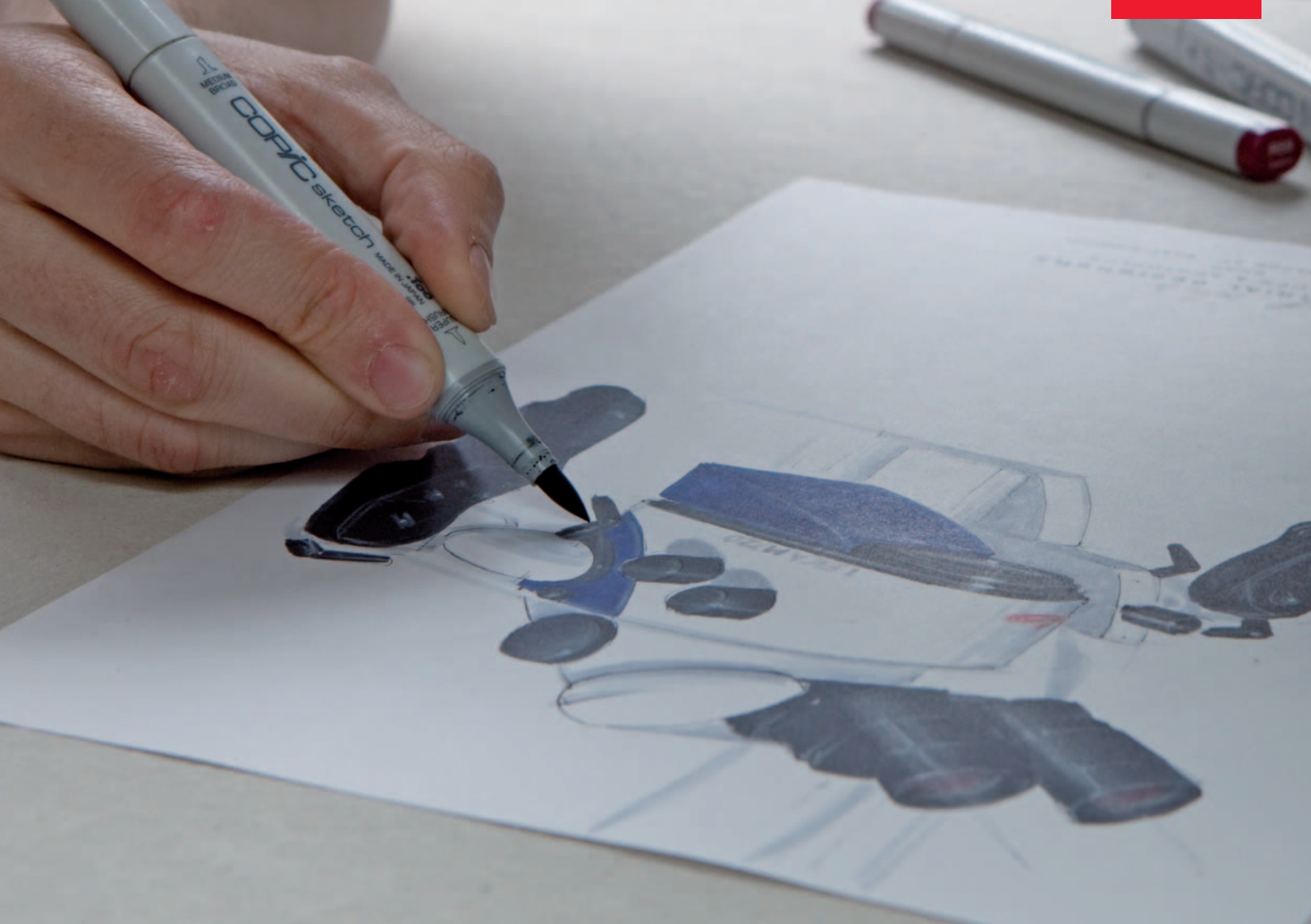




# Brand marketing

## Product design as a message

The credibility of our brand is an essential precondition to successful brand marketing, and that credibility is closely linked to the continuity and distinct character of our product design. Our consistent use of the color white and the lightness of the elegant yet organic lines of our instruments with their typical sweeping curves are major elements of our unmistakable design language. That style has evolved out of the most exacting functional demands: as a pioneer of ergonomic design, Leica Microsystems stands for ease of use and adaptability to the individual user, as well as stability and precision – and in consequence, for product innovations as unique as our brand itself.



## Logo and slogan

Our logo, with its distinctive Leica lettering in our traditional red and “Microsystems” in black, is not only decisive for differentiating our brand from the competition, but also establishes our position within the Leica family with its three independent members. The guidelines for its use, dimensions and placement must therefore be applied meticulously.

Our slogan “Living up to Life” is always used together with our logo, although not in direct proximity to one another. Together, the logo and the slogan are the spearhead of our brand marketing.



1. Line Will Major Douglas be
2. Line expected to take this

**Amazing Textile**  
Subheadline: How this new very soft  
Cotton Pack my box with five dozen Super Eggs. Watch, nymph for quick eggs you Got.  
Lushness of black quartz judge my vow. Crazy Fredericka sought many very exquisite  
great jewels. How madhouse-jumping frogs can lead to piped gymnast! Jaded  
combined actual quality but kept driving their race forward.

[www.leica-microsystems.com](http://www.leica-microsystems.com)

**Leica**  
MICROSYSTEMS

Living up to Life

## Typography and color

“Leicana” is a highly elegant serif font by Giambattista Bodoni. It is based on his “Bodoni” font and has been modified especially for Leica. We use this rather formal font with its traditional flavor exclusively for headlines. For body text, we use “Univers”, a modern sans-serif font with a technical character designed by Adrian Frutiger, which is an outstanding complement to Leicana. We use “Tahoma” for texts intended to be read onscreen. This combination of fonts is a major element of our distinctive visual presence.

The traditional Leica red is our logo and fill color; black and gray are our font colors. Those elements are embedded in a world of white. The generous use of white space contributes greatly to the overall impression of technical precision, clarity and the understated exclusivity and sophistication of Leica Microsystems.



Enjoy the Reassuring Feeling of Being  
in Good Hands in Any Situation.

Leica Microsystems Service Contracts

Living up to Life

**Leica**  
MICROSYSTEMS



## Visual language and photo style

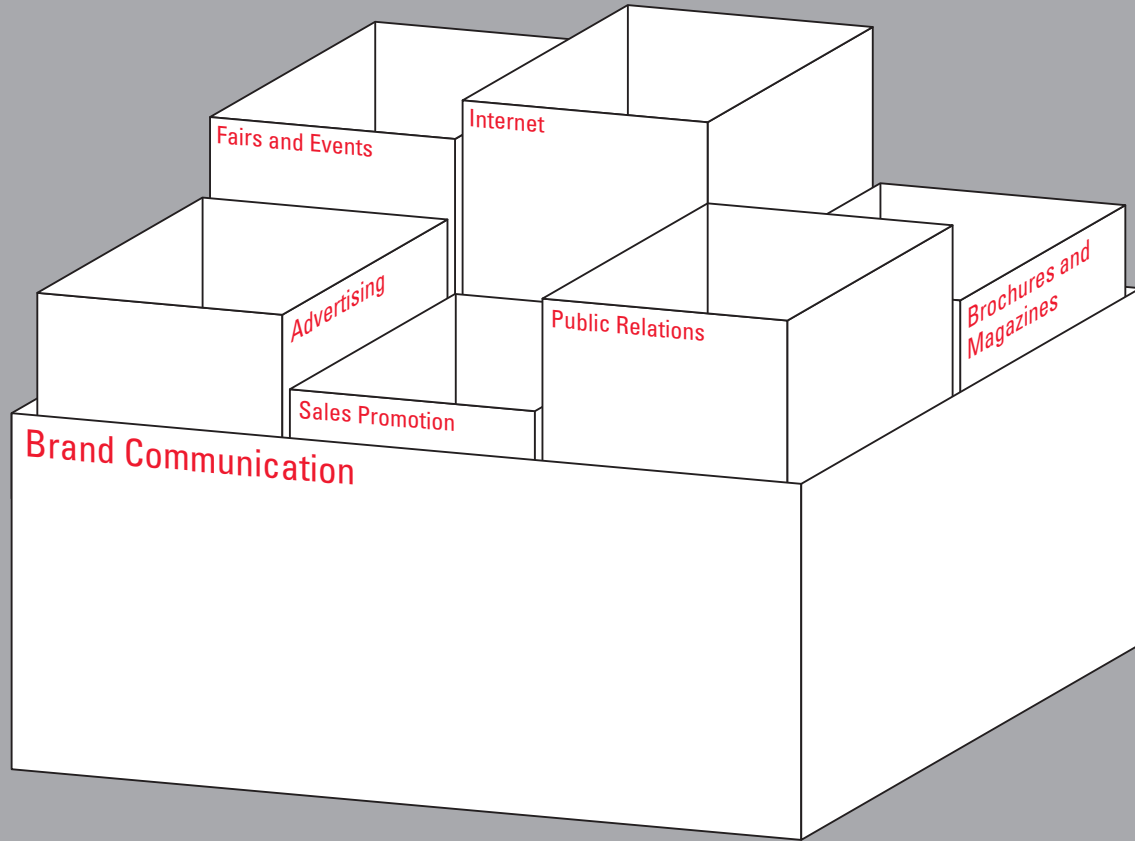
Our users, products and application images taken by our microscopes define the Leica Microsystems visual language. Authenticity is crucial in this respect, and our images show clear details, genuine evidence of performance, and actual users in their customary work environments.

Our photo style supports this by ensuring homogeneity throughout our product groups, presenting the products surrounded by a generous world of white and showing users as authentic figures with a restrained use of color. The images also feature bold composition, with a consciously restricted depth of field and intelligent framing for an exciting overall impression.



# Integrated communication

It is essential to view the elements of the Leica Microsystems brand and our full range of communication instruments holistically and to apply them accordingly. Brochures, ads and events must never be seen as isolated measures, but always as individual pieces of a complete mosaic of messages. The professional, continuously coordinated and monitored application of predefined guidelines will pave the way for a shared corporate culture that transcends borders and product categories. This is the foundation for a uniform global identity and an authentic overall image of the Leica Microsystems brand.



# Imprint

This brand book is designed to communicate our new brand vision, which was conceived and realized largely by Mr. Ralf Niggemann. The Leica Microsystems brand represents a promise that we live up to time and again. This Brand Book provides an initial overview of our brand vision, and it will be supplemented in the near future by a CI/CD manual containing specific applications and guidelines.

Project management and conceptual responsibility: Ralf Niggemann

Concept, design and text: Heine/Lenz/Zizka Projekte GmbH

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