

BRAND IDENTITY

2021



BRAND

Mission, History, Process

Microtech® Knives has grown into a leading cutlery brand, always evolving and moving forward using the latest technology, ancient blade principles and maximum field testing to ensure we deliver the best product possible.

With the exception of our Rikeknife collaborations, we utilize exclusively American-Made manufacturing and labor. Every component is developed within the United States, and more than 95% of our components are manufactured in-house, directly by us. Because we use only the best quality materials, and to ensure our commitment to excellence, every Microtech® knife is backed by our Lifetime Limited Warranty.

Every knife produced in our facility is sharpened by hand. Rigorous testing, research and development ensure that we meet impeccably close tolerances and extremely high standards of quality. We aim to continuously evolve and push the boundaries of expectation, delivering products that set the standard for precision cutlery.

OUR MISSION

PRECISION CUTLERY SINCE 1994

Through the years, Microtech® Knives has infused passion and skill into making works of art that are the apex of functionality and form. We continue to push boundaries and improve on what we already know works.

Since our inception, we have been dedicated to making the world's best cutting tools with the most advanced materials and manufacturing techniques. We seek new horizons in tactical and utilitarian knife design and usage. We bring complexity and minimalism together in one piece, to reach knife enthusiasts and lovers in real-world scenarios.

We will continue to lead the path of ingenuity and embrace our setbacks as much as our achievements, for our goal is perfection. We will never hold back, we will never stop moving forward, and most importantly, we will never compromise.

OUR LEGACY

Beginning in 1994, out of an apartment and later a storage bay in Vero Beach, Florida, Microtech® Knives was created by Anthony Marfione and Susan Marfione with a simple mission in mind: Create the best knives possible

More than twenty seven years later, now headquartered in Western North Carolina and Bradford, Pennsylvania, Microtech® Knives operates with that same mission at the forefront of everything we do. Throughout the evolution of growth and change, and expanding to over 150 employees, our goal remains the same: to exceed the highest standards of quality possible. That legacy and commitment continues with Sean Marfione working under the tutelage of his father, Anthony.

OUR PROCESS

DESIGN

It all began with a sketch on a piece of paper over 25 years ago. Our process of concept and design starts with several initial mockups before final approval. After drawing concepts are rendered, our engineering department creates precise 3D models with flawless specifications. The engineering team works hard to assure production of our knives runs as smooth as possible.

MATERIALS

Our pride runs deep in the materials we choose to deliver a perfect knife. Over the years we have used various top-shelf materials for our Core, Signature Series and Custom products. We never sacrifice quality for cost. We use nothing but the highest-rated premium metals, carbon fiber, aluminum, plastics and other project-specific materials.

CREATION

After the materials are selected, we begin the creation process. After machining and multiple secondary operations, each knife is built by hand. Day by day, we improve our methods and make sure each product leaves the factory with the very best quality. Moving forward, we are strengthening our quality control to maintain or exceed our already high standards.

COLORS

Print & Web Color Codes

Official Brand Palette

	Core				Accents		
							
PANTONE (Pantone Matching System)	Black 6C	2035C	4241C PMS Not For Print Use CMYK	4228C PMS Not For Print Use CMYK	2325C	4276C	Cool Gray 11C
CYMK (4 color print)	C: 100 M: 61 Y: 32 K: 96	C: 0 M: 100 Y: 100 K: 0	C: 21 M: 23 Y: 41 K: 5	C: 47 M: 42 Y: 69 K: 49	C: 28 M: 31 Y: 48 K: 13	C: 36 M: 29 Y: 24 K: 5	C: 63 M: 52 Y: 44 K: 33
RGB (web or 3 color print)	R: 16 G: 24 B: 32	R: 214 G: 0 B: 28	R: 186 G: 172 B: 136	R: 89 G: 86 B: 62	R: 160 G: 144 B: 116	R: 157 G: 156 B: 158	R: 83 G: 86 B: 90
HEX (web code)	#:101820	#: D6001C	#: BAAC88	#: 59563E	#: A09074	#: 9D9C9E	#: 53565A

0 = zero

FONTS

System and Web Fonts

HEADLINES

MARSEK BOLD

SUB HEADS

MARSEK DEMI

Klavika Bold

Klavika Medium

COPY

Klavika Regular

Klavika Light

SAMPLE

EVENT

DATE & TIME

LOCATION

Details, bullets and other exciting info

Details, bullets and other exciting info

www.website.com

LOGO

Official Logo and Variations



MICROTECH

Official Logo



Official Icon



MICROTECH

PRECISION CUTLERY SINCE 1994

Accepted Logo Variation

Approved
Color Variations



Approved
Color Variations



Approved
Color Variations



Acceptable Usage logo should be no less than 0.25" tall and margins should be no less than half the height of the logo

LOGO

Sub Brands



Approved
Color Variations



Approved
Color Variations



Official Heritage Logo | Internal Use | As Is

Acceptable Usage logo should be no less than 0.25" tall and margins should be no less than half the height of the logo

ICONS

Official Descriptors



OUT THE FRONT

The blade is deployed “out the front” of the chassis by spring loaded action and retracted with same firing button



FOLDING

The blade folds into the chassis manually and can be opened either manually or by automatic button



FIXED

The blade and tang handle are one solid piece of steel



SINGLE ACTION

The blade is deployed in one direction with the firing button and closed manually (some with a charging handle)



DUAL ACTION OTF

The blade is deployed and retracted into the chassis by the firing button



6061-T6 AIRCRAFT GRADE ALUMINUM

Premium aluminum alloy used on high end aircraft applications



7075-T6 ORDINANCE GRADE

High strength premium aluminum alloy used on aircraft and aerospace applications



BOHLER M390 PREMIUM GRADE STEEL

Best all-around knife steel with excellent edge retention, corrosion resistance and high-level toughness



PROPRIETARY MACHINED SCREWS

17-4 stainless steel screws unique to most Microtech® knives



TORX SCREW

Used in place of proprietary screws in certain knife models and applications where needed



TUNGSTEN CARBIDE GLASS BREAKER

One-of-a-kind glass breaker found at the end of the handle



3M GRIP INSERTS

3M branded composite material used for ultimate grip and durability



CARBON FIBER

Lightweight and extremely strong woven filaments that create unique patterns



G-10 COMPOSITE

Premium composite material used in the production of selected knife handles for added grip



SHEATH EQUIPPED

Sheath made of KYDEX, carbon or other premium materials



HYDRAULICALLY VENTED

Ability to deploy even when wet, allows for drainage

Approved Color Variations



IMAGES

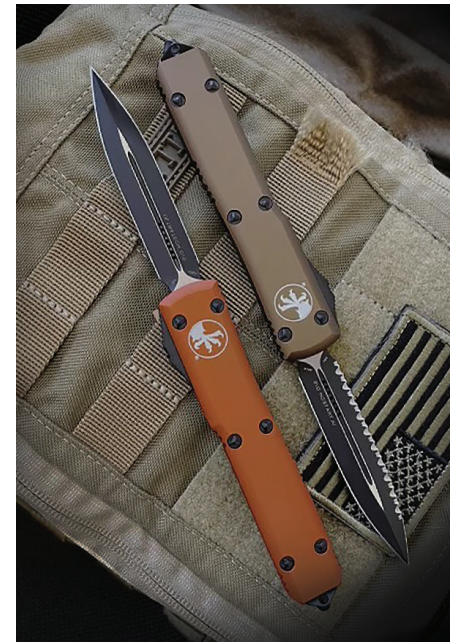
Knives: Proper Use and Styling

BLADES

For optimal showcase of blade detail, position knife facing downward with tip of blade pointing anywhere in between 3 o'clock and 9 o'clock. In a single knife setting, the Microtech® logo should be visible and the cutting edge should face right. If more than one knife is shown, at least one should have blade facing downward. Ensure the knife has proper lighting, especially on the blade edge. Be sure knife is free of fingerprints and dust.

SETTING

Staging can be a variety of settings, but must fit the brand aesthetic. Overall the presentation should remain elevated and sophisticated even if an outdoor or grunge scene is created. Product is focus. Do not let backgrounds have more visual interest than knives (ex. too busy, too colorful). Image should be free and void of other branding. The entire knife must be visible in each picture. Do not cut or crop off the knife.



IMAGES

Talent: Proper Use and Styling

TALENT

Models, influencers and brand reps should be 18 and over and can be either male or female. We must receive a signed consent form before working with our brand.

Attire should be in the same vein as setting with muted colors unless wearing Microtech® branded apparel. No other logos, brands or messaging should be visible. When wearing Microtech® branded apparel, clothes should be worn as designed without styling alterations.

Knives can include hands, arms and upper body (as long as the knife doesn't get lost in the frame). Lifestyle images with apparel and gear can include full body shots. Offensive tattoos may not appear in images, subject to company discretion. Nudity is prohibited.

