

## product identity and interface

Client: 

- Working for VG group of companies
- Functional and aesthetic design
- Modular construction
- User-centred operation

### Brief:

Sadler Associates worked on a number of projects for companies in the VG instruments Group (Now Oxford Instruments) including VG Semicon and VG Scientific.

### Solution:

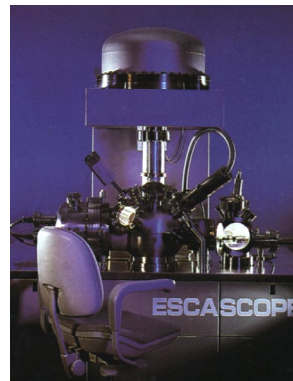
The practice's work for VG Semicon and VG Scientific focused on the product identities and user interfaces, producing a user friendly secure environment that enabled technicians to operate equipment efficiently. While the case-works reflected the companies brand values and were developed in tandem with hardware engineers for the safe housing of electronic components, including RFI shielding and self contained cooling.

### Result:

Sadler Associates created a consistent product identity across companies along with a modular packaging for the individual products that met and exceeded the requirements.



Microlab Mk3 Operators control panel and rack mounting system (Prototype)

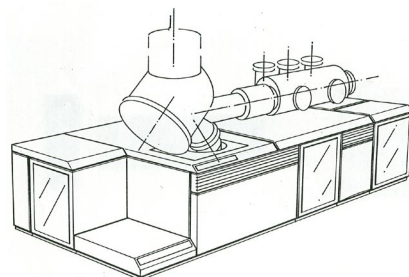


Escalab Instrument Bench

**design studio**  
product design  
architecture



V90H Molecular Beam Epitaxy Equipment



V90H Molecular Beam Epitaxy Equipment - Sketches

