

Brand Manual

2026 and moving forward



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XPAR is committed to achieving optimal glass packaging quality through innovative inspection and technology, contributing to a more sustainable world.



What we stand for

OUR VISION

We believe that glass is the preferred packaging material, because of taste, health, quality and sustainability.

OUR MISSION

Supporting glass manufacturers worldwide in achieving structurally improved performance and stable glass container production through reliable inspection systems.



Values and strategy

VALUES

Market-oriented	Engaged	Reliable
Partnership	Transparent	Proactive
Innovation	Continuous improvement	

STRATEGY

We strategize through customer partnership. Making decisions based on market demands and customer needs, and striving for close collaboration.

We deliver¹ innovative² and reliable solutions³ for our customers⁴

1

We deliver solutions that meet our customers' needs and requirements. We do what we promise.

2

Innovation is at our core. It has been so from the start of our company and we will continue to do so towards the future.

3

Our user-friendly solutions are reliable and help our customers to improve and optimize their hot-end production process.

4

We act with engagement, transparency and proactivity, always focusing on close collaboration and long-term partnerships.



1 Curious

The way we tell our stories spark curiosity with our audience. Simultaneously, we actively show our curiosity in our clients' problems and how we can help solving them.

2 Accessible

We aim for dialog and steer away from too much technical jargon to keep it understandable for all levels in our clients organisation.

3 Market oriented

We position ourselves as experts in the market who are well aware of the latest developments. We do so however, without dictating a solution.

The xpar logo

Our logo

Primary version

With this new logo, we visualise our brand promise and the new course we've set as a company. Use this version as much as possible.



Our logo

Construction



Our logo

Secondary version

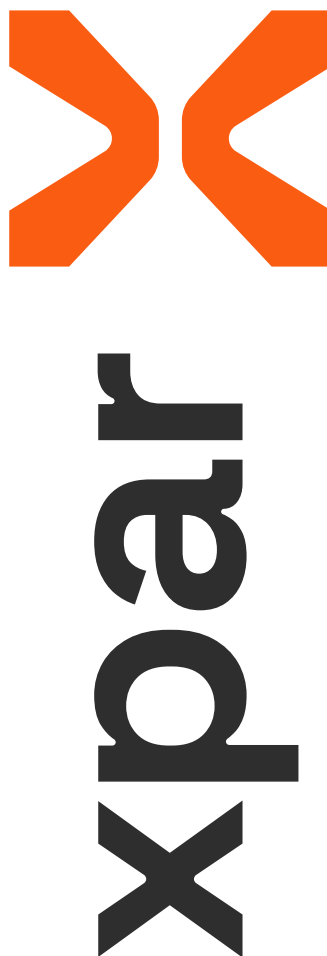
Use the secondary version of the logo only when the primary logo is not an option.



Our logo

Vertical version

We use this version of the logo when a vertical composition is required (e.g. vertical flags or banners)



Our logo

Symbol

This is the xpar symbol. Only use the symbol when the primary of secondary version are not an option.



Sizing

To assure the logo is legible accross all platforms, a minimum size is required to be maintained.



Print: 10mm hight
Digital: 30px hight



Print: 24mm hight
Digital: 56px hight



Print: 37mm hight
Digital: 140px hight

Whitespace

Logo's like to have a little breathing space. We creating white space around the logo where no other visual element should interfere.



Logo do's and don'ts



✓ Orange/antracite logo on a white background



✓ Orange/white logo on a blue background



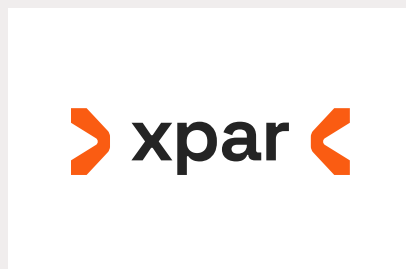
✓ Antracite logo on an orange background



✓ White logo on a high contrast background



✗ Use of unapproved colors



✗ Creating different version of the logo



✗ Scaling individual logo elements



✗ Adding spacing to logo elements



✗ Adding effects to the logo



✗ Stretch or distort



✗ Outline the logo



✗ Shear the logo



✗ Innapropriate background color



✗ Low contrast



✗ Greyscale of the logo



✗ Introducing gradients

Typography

Typography

We use DM Sans as our primary font. It has everything we want, considering our target audience. It's professional, legible, accessible and future proof.

Since we are a tech company, we've added Space Grotesk to our typography. It acts to attract and is strictly used as a pretitle.

DM Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

Space Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!.?

Space Grotesk Regular
10 letter spacing
All caps

DM Sans Regular
-50 letter spacing

DM Sans Regular
-25 letter spacing

DM Sans Regular
-25 letter spacing

OUR PHYLOSOPHY

Precision through partnership

Advancing glass inspection through
collaboration and innovation

In glass production, there is no room for uncertainty. Every deviation in quality, every interruption in the hot-end process, directly impacts yield, efficiency and trust in the final product. This is where precision becomes a shared responsibility.

Typography

Example of application

Small title

Space Grotesk Regular

Title

DM Sans Regular

Subtitle

DM Sans Medium

Body

DM Sans Regular



OUR HISTORY

We walk the line



Helping glass manufacturers globally
optimizing production since 1982

Through advanced inspection technologies and
smart solutions, we help glass manufacturers
worldwide improve efficiency, sustainability, and
reliability of their production.

Use of color

Our color palette

Primary colors

Our previous palette has been extended with warm, reliable and soft colors. The xpar orange remains although it has had a modern day refresh. Lastly the harsh black is now a more friendly antracite.

Xpar Orange

HEX FA5C12

RGB 250, 92, 18

Antracite

HEX 242424

RGB 36, 36, 36

Royal Blue

HEX 052E45

RGB 5, 46, 69

Parchment

HEX FOEDED

RGB 240, 237, 237

Our color palette

Secondary colors

Our secondary colors support the primary palette. They are all a slightly darker tone and are used primarily the background lines.

Molten Orange

HEX E34700

RGB 227, 71, 0

Carbon Black

HEX 171717

RGB 23, 23, 23

Deep Space Blue

HEX 03263B

RGB 3, 38, 59

Dust Grey

HEX E3DED6

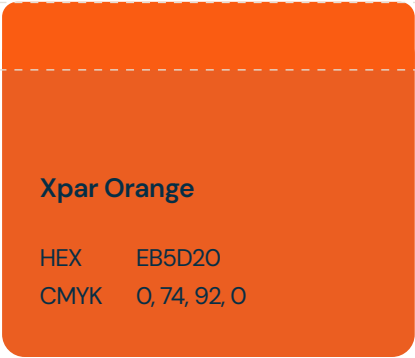
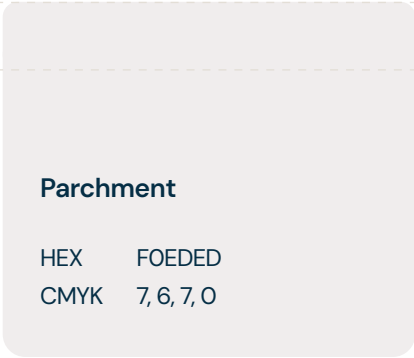
RGB 227, 222, 214

Our color palette

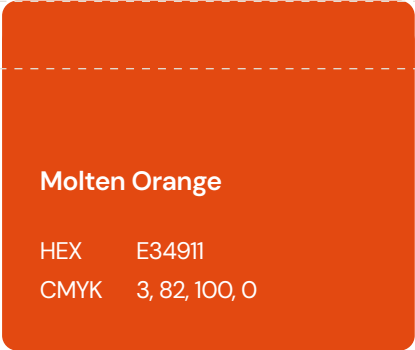
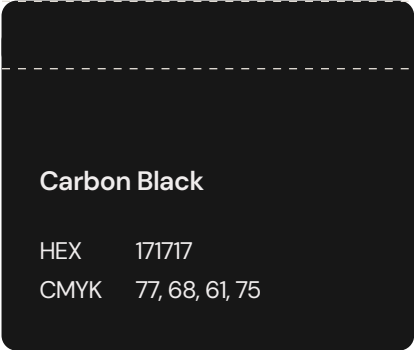
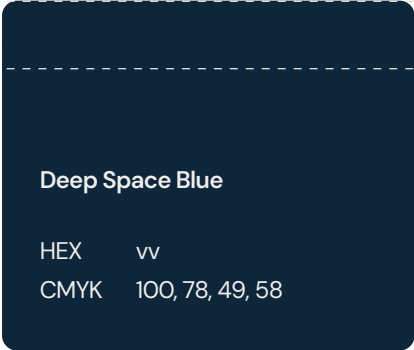
Colors for print

We are limited by the reach of bright colors in printed media compared to the digital playfield. Therefore we have created a color palette specifilcally for print.

Primary colors

RGB (digital)				
				
	Xpar Orange	Antracite	Royal Blue	Parchment
	HEX EB5D20	HEX 232323	HEX 0C2E44	HEX FOEDED
	CMYK 0, 74, 92, 0	CMYK 73, 64, 59, 77	CMYK 100, 75, 46, 49	CMYK 7, 6, 7, 0

Secondary colors

RGB (digital)				
				
	Molten Orange	Carbon Black	Deep Space Blue	Dust Grey
	HEX E34911	HEX 171717	HEX vv	HEX E3DED6
	CMYK 3, 82, 100, 0	CMYK 77, 68, 61, 75	CMYK 100, 78, 49, 58	CMYK 0, 13, 12, 16

Our color palette

In practice

Background

Parchment

Background and headings

Royal blue

Accents

Xpar orange

Secondary touch

Deep Space Blue

Explore what the Gob Monitor can do for your production

Book a demo with our tech team. They'll be happy to show you the benifits

Book your demo





Style elements

Style elements

Line elements

We walk the line by knowing the difficulties that glass manufacturers face. We show this visually by adding vertical lines to our visual language which represent

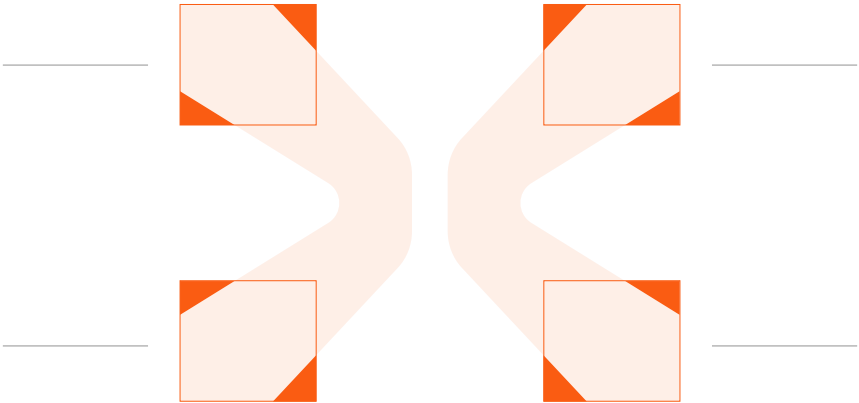
production lines. We can also add linework to our products as a wink to the production lines.



Style elements

Primary shape

Our brand expresses both friendliness and industry. We take the edges of our icon and use it to create a dynamic frame together with our grid system (see chapter 6)



Style elements

Primary shape

We have the freedom to play around with the basic shape to create engaging compositions, as long as the angles are respected.

Move the ancor points along the grid while maintaining the angles to create dynamic frames.



xpar brand manual

Style application



Style elements

Using the xpar icon

We don't want to over use our icon. We use it sparingly to ensure it doesn't lose its strength. There are some instances where we use it and it strengthens our brand.

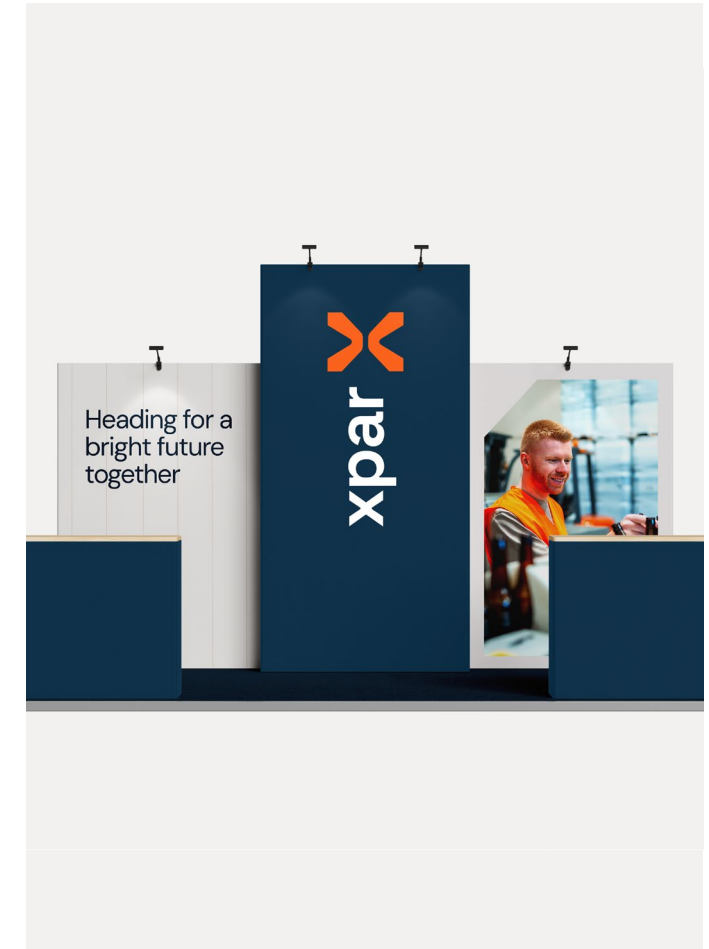
When you use it, make sure it doesn't interfere with the main style elements.



Outlined in the background of the business card



Outlined in the background of the ID-badges



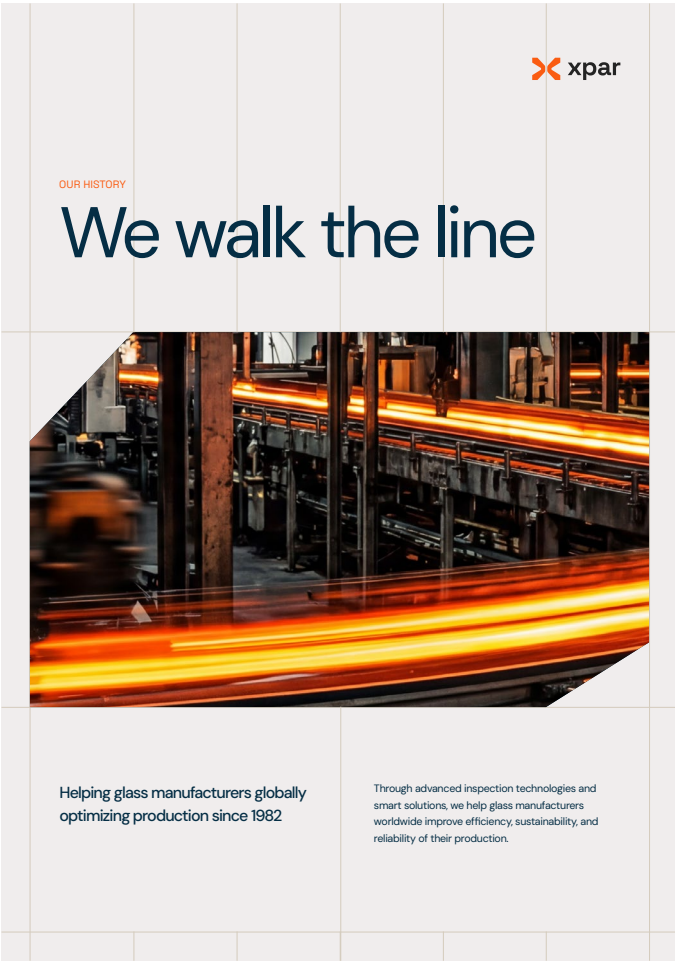
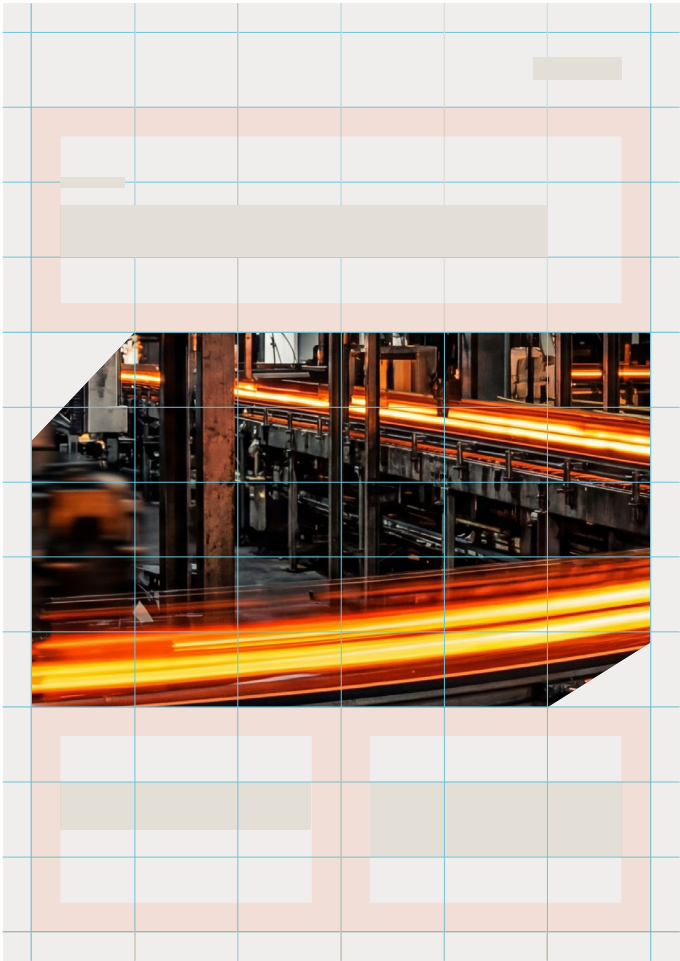
As an element to guide visitors towards a stand.

Grid system

Basic grid

This is our basic grid. It consists of 6 columns and 12 rows. It gives us the freedom to create visually appealing compositions while maintaining consistency in style.

We add a 9mm margin inside the grid to place our written content. This ensures we maintain enough space for both the lines in our visual identity.



Basic grid

This is our basic grid. It consists of 6 columns and 12 rows. It gives us the freedom to create visually appealing compositions while maintaining consistency in style.

We add a 9mm margin inside the grid to place our written content. This ensures we maintain enough space for both the lines in our visual identity.





OUR HISTORY

We walk the line



Helping glass manufacturers globally optimizing production since 1982

Through advanced inspection technologies and smart solutions, we help glass manufacturers worldwide improve efficiency, sustainability, and reliability of their production.



OUR LATEST SOLUTION

BlankRobot



Revolutionizing swabbing technology in glass production. By eliminating manual swabbing and extending swabbing intervals, it reduces process variation and maximizes output.

Discover more at xpar.com/blankrobot



OUR HISTORY

We walk the line





Annual report

2026

Photography

Photography guidelines

Our brand promises are at the base of our photgraphy style.



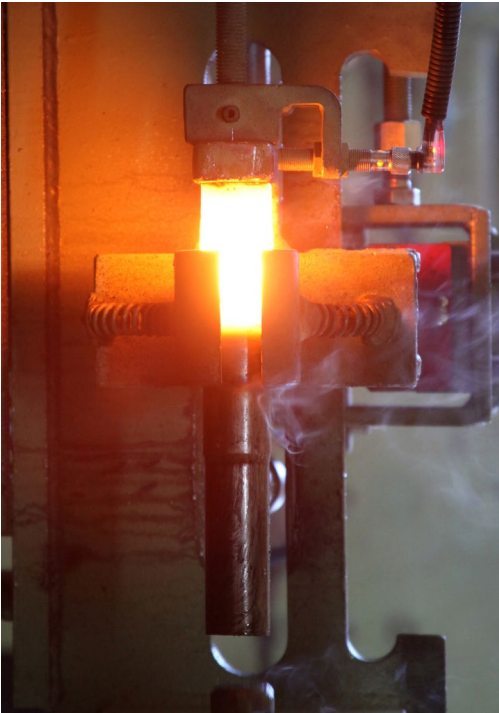
Involved

We actively show our involvement with our customers’ challenges



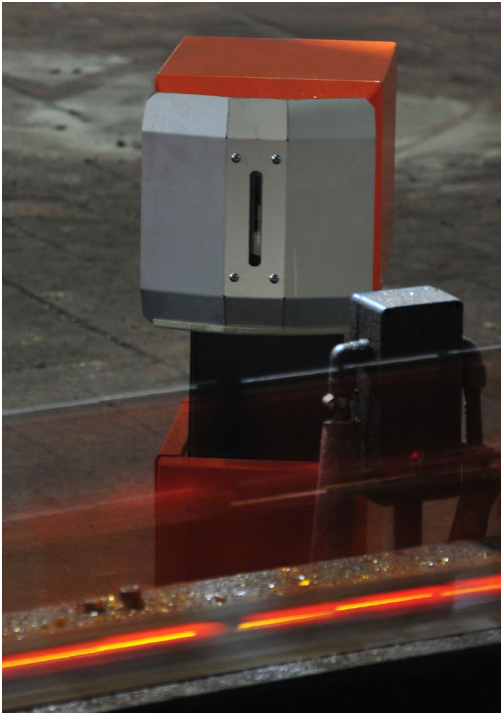
Innovative

Innovation is at our core, we show this in our imagery



Production

We show our passion for the glass industry



Technology

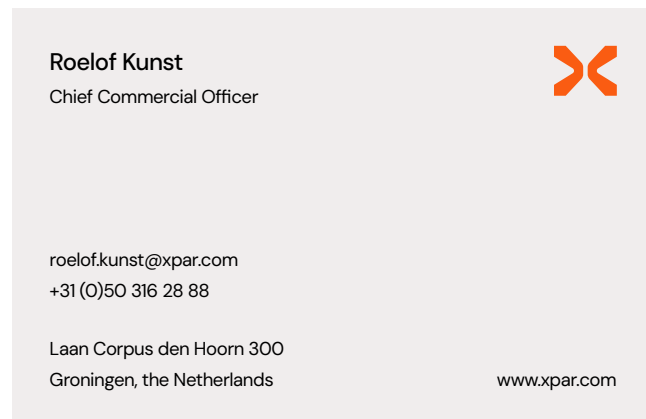
We show how our technical solutions support glass production worldwide.



Means of communication

Means of communication

Business card



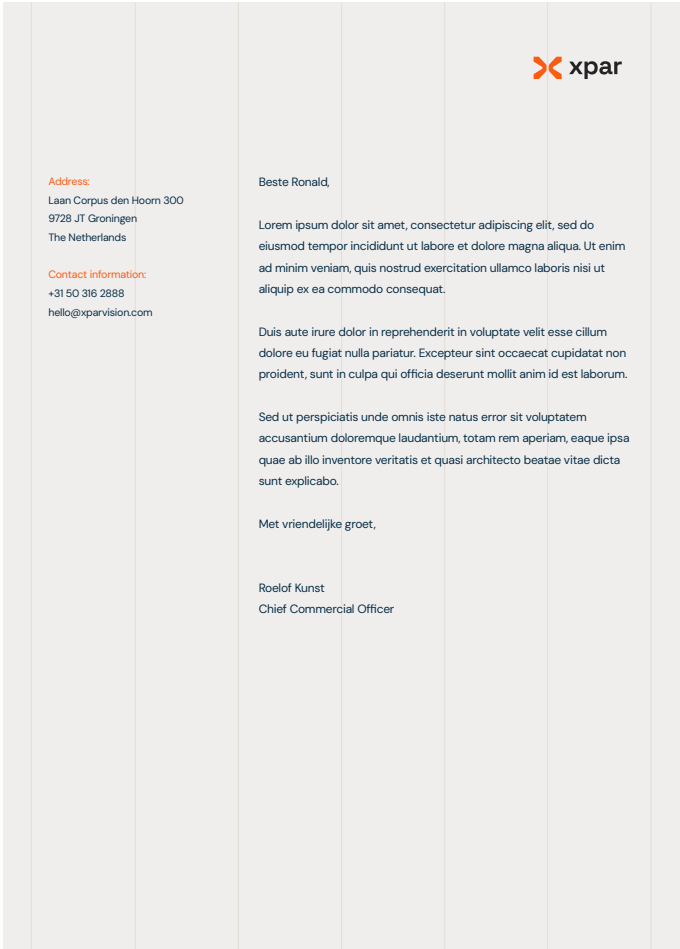
Means of communication

Flag



Means of communication

Letterhead



Means of communication

High visibility jacket



Contact

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