

Brand Manual

Version 1.0, September 2026



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



1.2 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.



1.3 Values and strategy

VALUES

 Market-oriented

 Continuous improvement

 Partnership

 Transparent

 Innovation

 Reliable

 Engaged

 Proactive

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.

1.5 How we communicate

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 dailog 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.

* Name update

Since our solutions go beyond inspection technologies alone, we've decided to drop "vision" from our brand name. Our clients and partners already know us as Xpar, so that's the name we're moving forward with. We write it as "Xpar," with a capital X rather than in full caps, since it's a name, not an abbreviation

The Xpar logo

2.1 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.



2.2 Primary logo

Construction



2.3 Primary logo

Proportions



2.4 Primary logo

Whitespace



2.5 Our logo

Secondary version

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



2.6 Secondary logo

Proportions



2.7 Secondary logo

Whitespace



2.8 Our logo

Symbol

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



2.9 Sizing

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



Print: 10mm height
Digital: 30px height



Print: 24mm height
Digital: 56px height

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

3.1 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 because of it's techy feel. We use it strictly used as a pre-title.

DM Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!?.

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!?.

Space Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,!?.

3.2 Typography

Application

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.

3.3 Typography

Example of application

Small title

Space Grotesk Regular

Title

DM Sans Regular

Subtitle

DM Sans Medium

Body

DM Sans Regular



Use of color

4.1 Our color palette

Primary colors

Our previous palette has been extended with warm, accessible and softer 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

4.2 Our color palette

Secondary colors

Our secondary colors support the primary palette with slightly darker tones, mainly used for 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

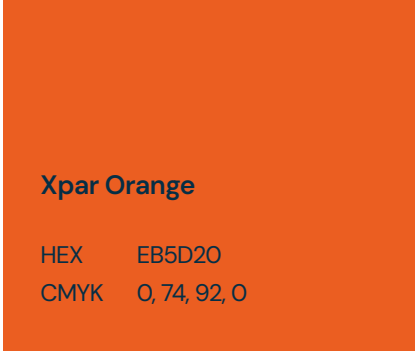
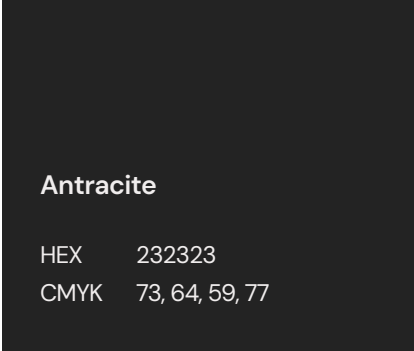
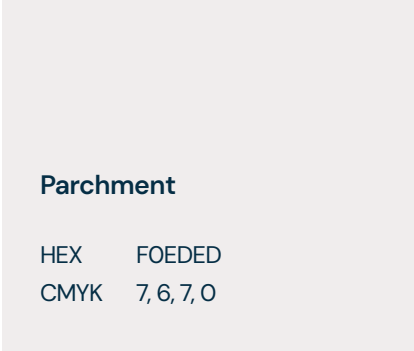
RGB 227, 222, 214

4.3 Our color palette

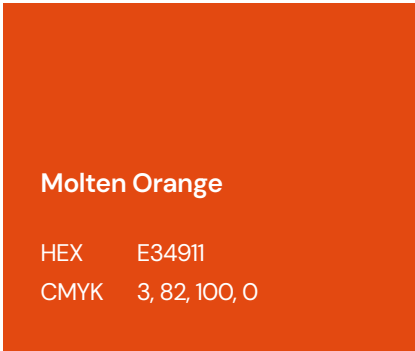
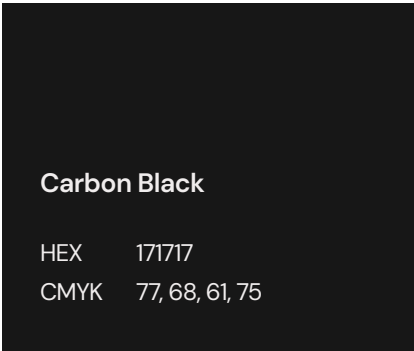
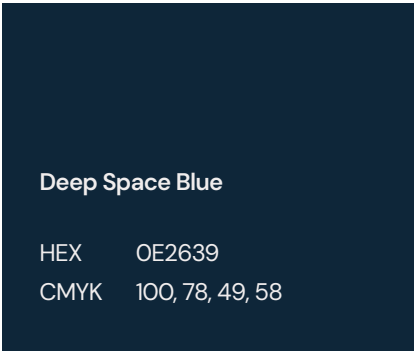
Colors for print

Print media has less reach for bright colors than digital, so we've created this color palette specifically for print

Primary colors

			
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

			
Molten Orange	Carbon Black	Deep Space Blue	Dust Grey
HEX E34911	HEX 171717	HEX 0E2639	HEX E3DED6
CMYK 3, 82, 100, 0	CMYK 77, 68, 61, 75	CMYK 100, 78, 49, 58	CMYK 0, 13, 12, 16

4.4 Our color palette

In practice

Background

Parchment

Background and headings

Royal blue

Accents

Xpar orange

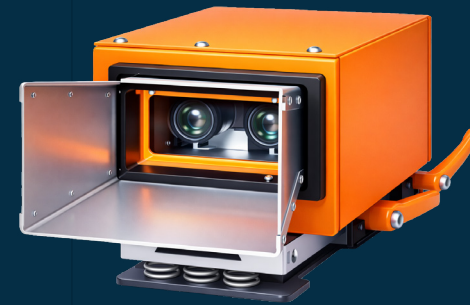
Secondary touch

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 benefits

Book your demo



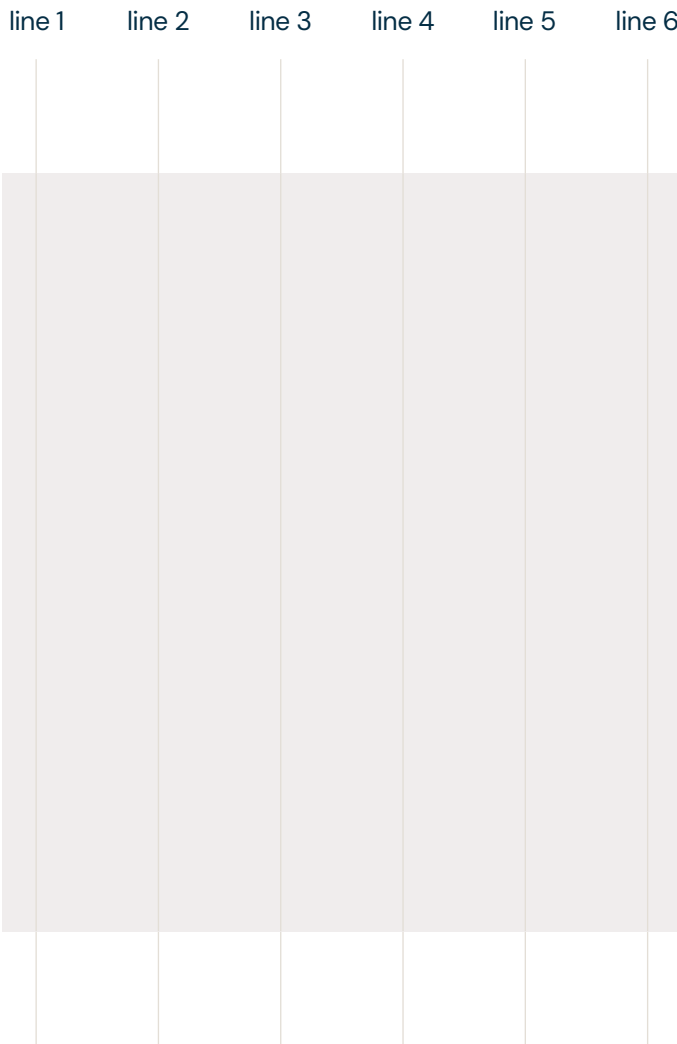
Style elements

5.1 Style elements

Line elements

We understand the challenges glass manufacturers face, and reflect this through vertical lines in our visual

language. A playful nod to both their production lines and our new slogan.

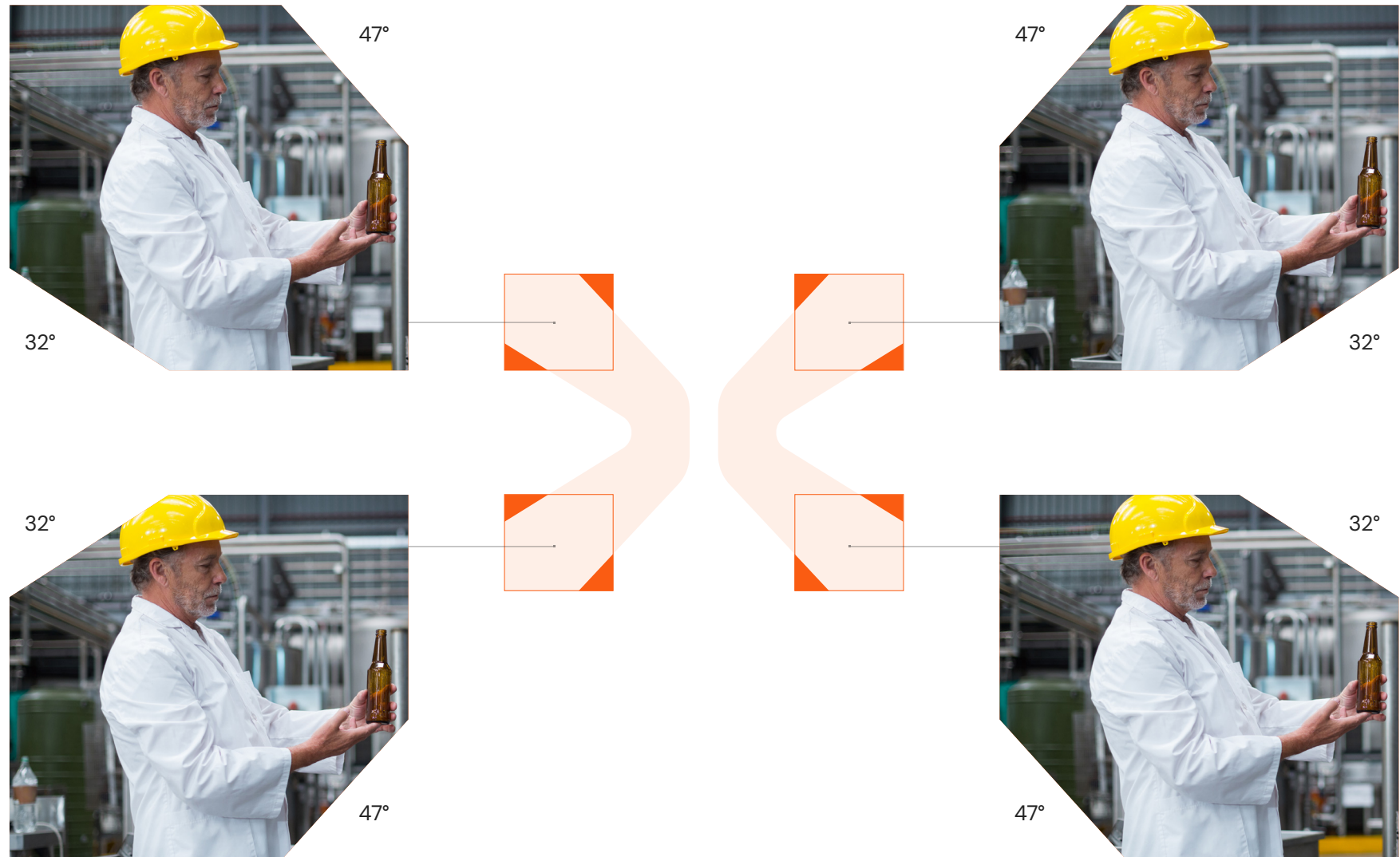


5.2 Style elements

Dynamic shape

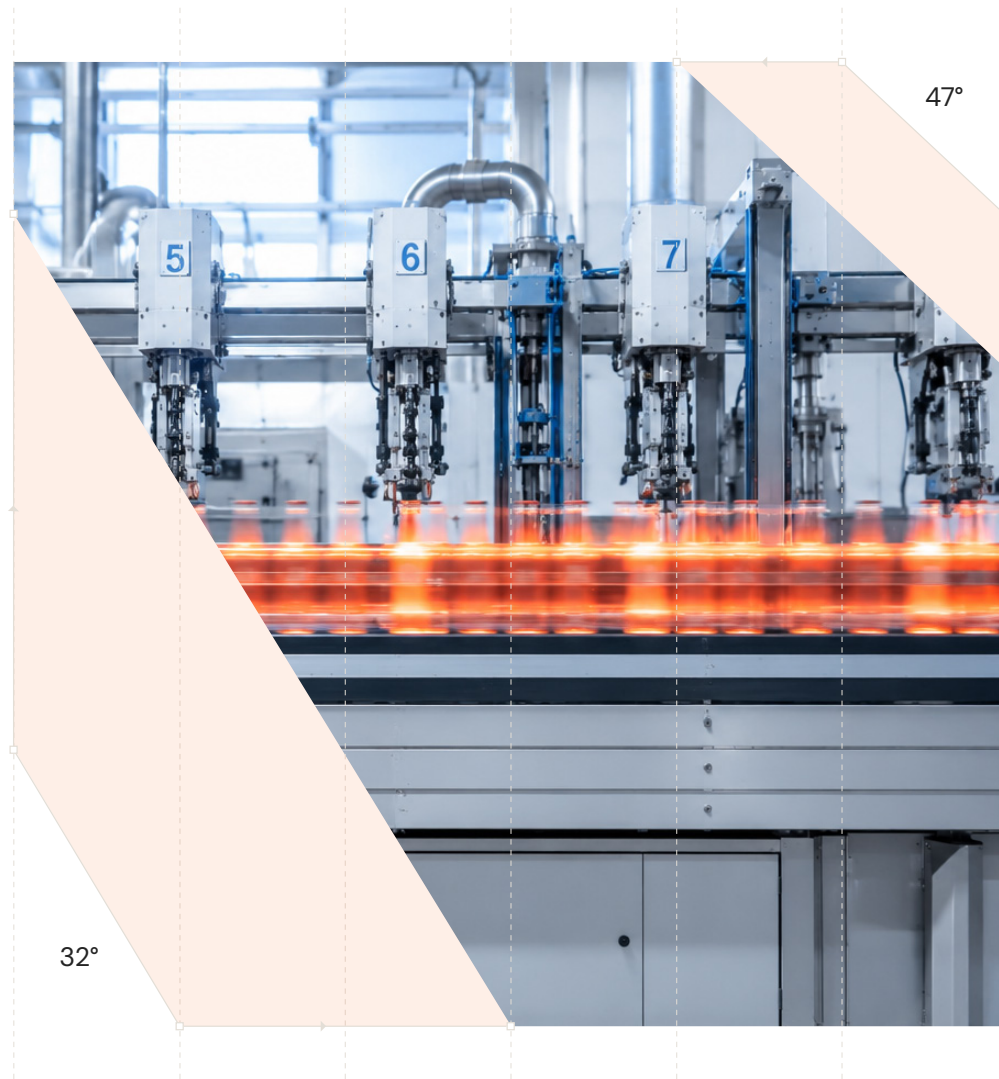
We take the edges of our brand icon and use them to frame images in a dynamic way. Combined with our grid system, this

gives us the freedom to create dynamic compositions (see chapter 6).



5.2 Style elements

Primary shape



We're free to experiment with image frames to create engaging compositions, as long as the angles stay consistent.

Move the anchor points along the grid while keeping the angles fixed to build dynamic frames.



5.3 Style elements

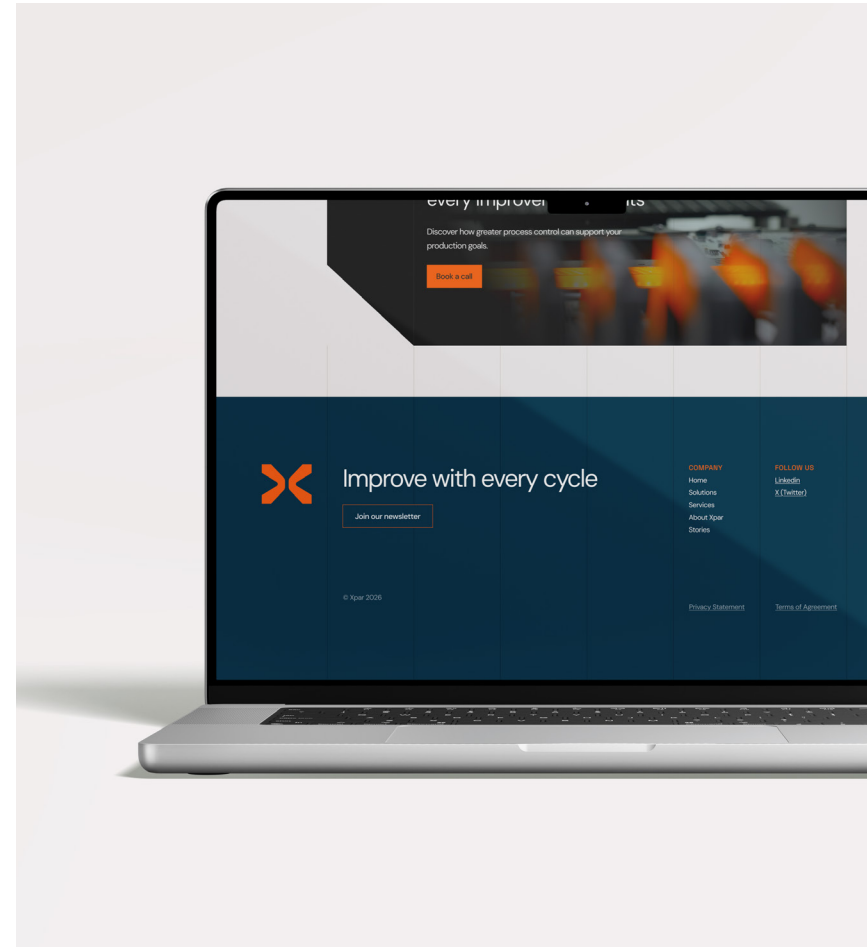
Using the xpar icon

We use our icon sparingly, so it doesn't lose its strength. There are moments where it reinforces our brand. Just make

sure it doesn't interfere with the main style elements.



Outlined in the background



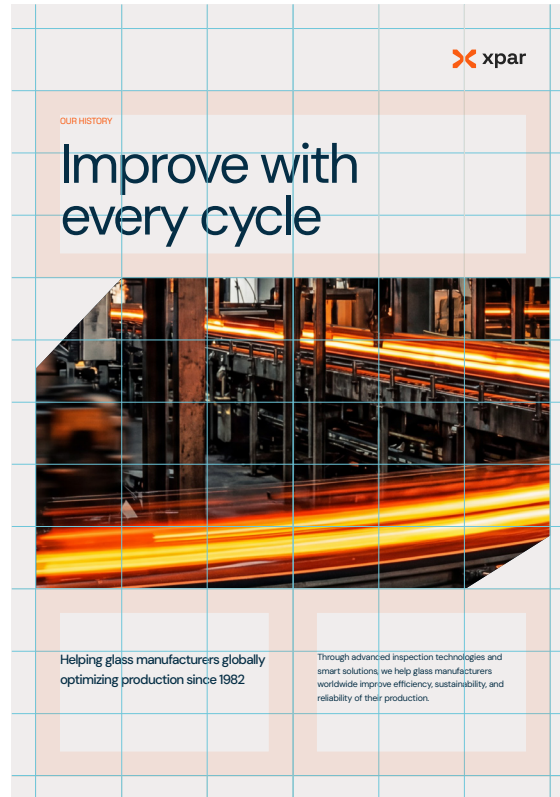
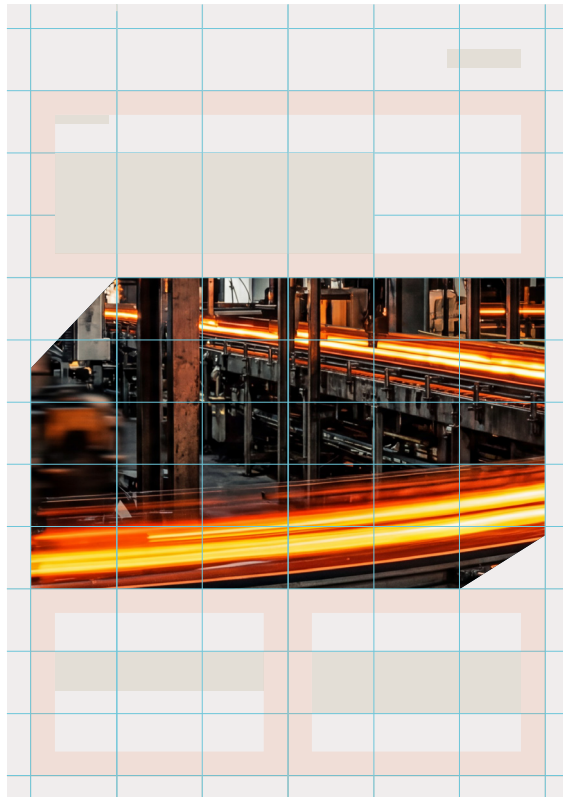
Stand alone element in the website footer (filled)

Grid system

6.1 Basic grid

This is our basic grid: 6 columns and 12 rows, giving us the freedom to create visually appealing, consistent

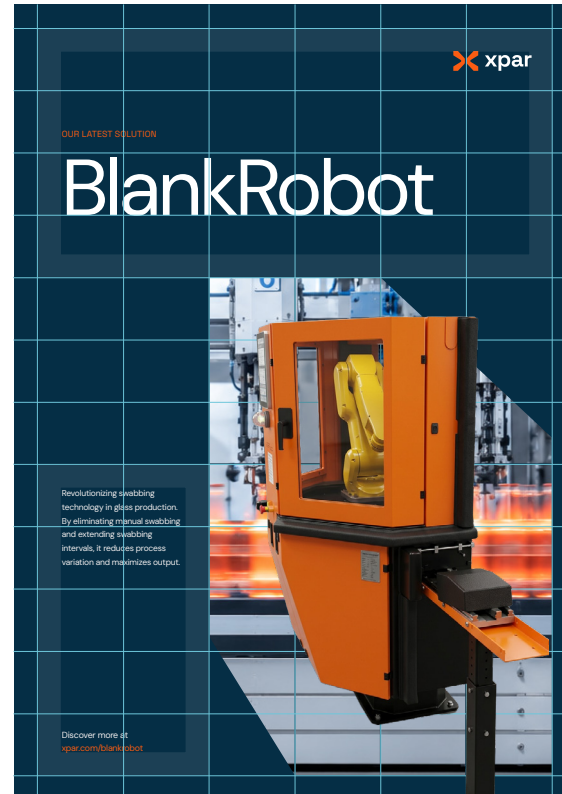
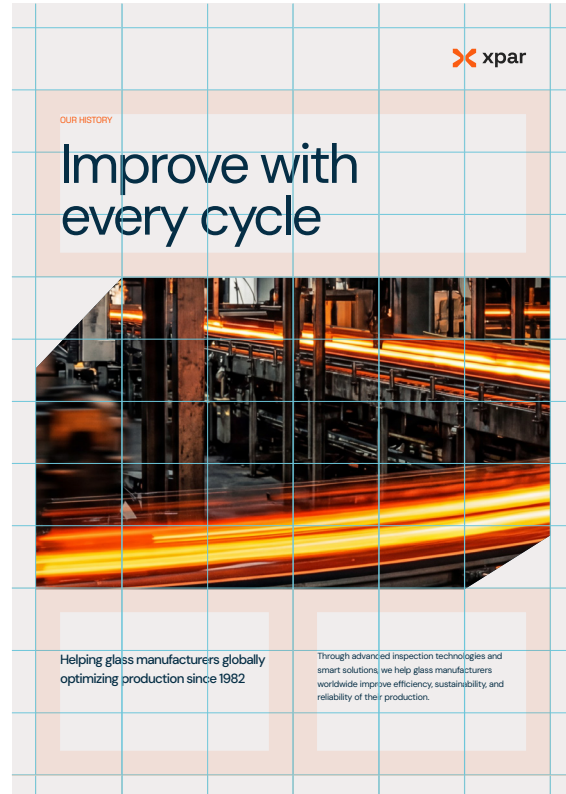
compositions. A 9mm margin inside the grid holds our written content, leaving enough space for the lines in our visual



6.1 Basic grid

This is our basic grid: 6 columns and 12 rows, giving us the freedom to create visually appealing, consistent

compositions. A 5% margin applies for content placement between the grid and page edge, both digitally and in print.





OUR HISTORY

Improve with every cycle



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

Improve with every cycle

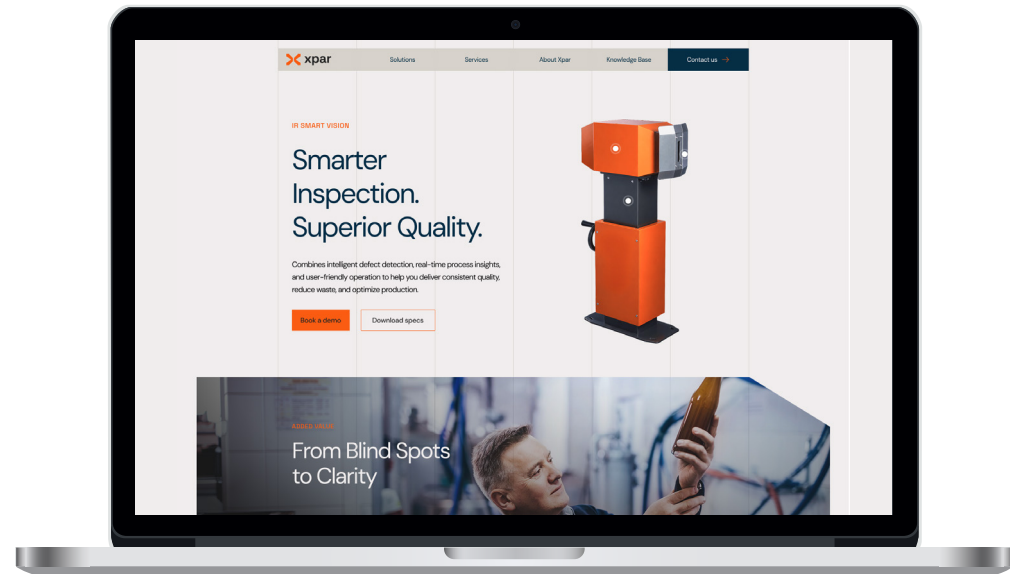


Grid system

Digital grid

We maintain a 12 column grid for digital design. The width is set at 132px, the gutter at 0. This gives us the same

freedom as in print to create dynamic compositions.





Photography

7.1 Photography guidelines

Our brand promises are at the heart of our photography style, shaping the direction we take in both photography

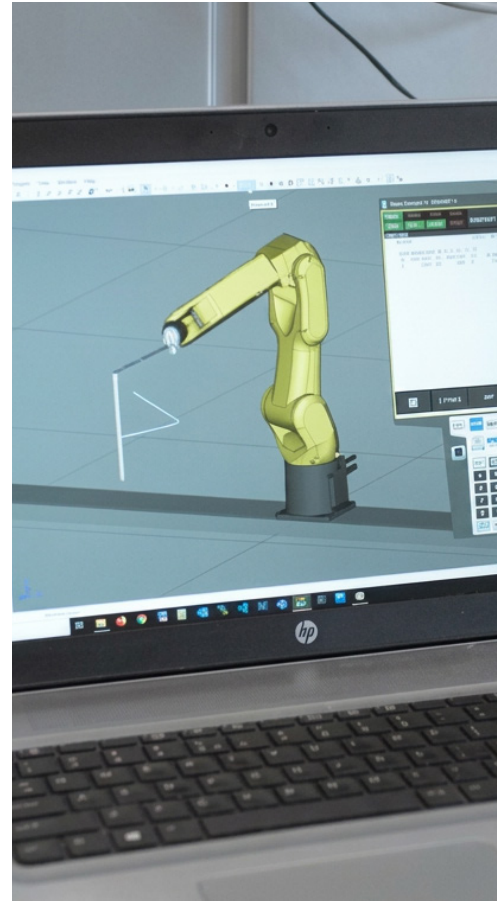
and videography.



INVOLVED

We actively show our involvement with our customers' challenges

7.1 Photography guidelines



INNOVATIVE

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

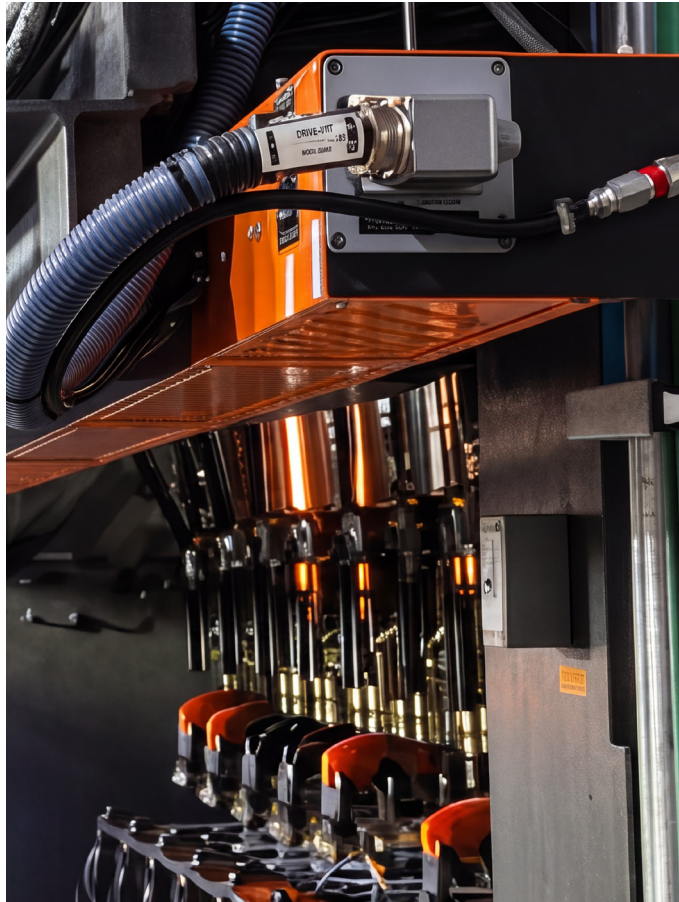
7.1 Photography guidelines



PRODUCTION

We actively show our involvement
with our customers' challenges

7.1 Photography guidelines



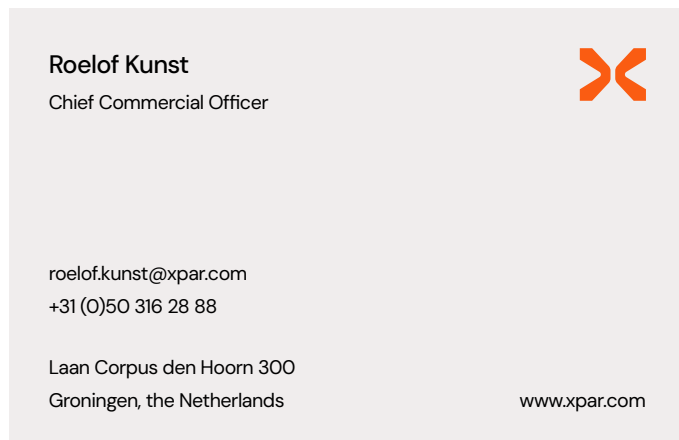
TECHNOLOGY

We show how our technical solutions support glass production worldwide.

Means of communication

8.1 Means of communication

Business card



8.2 Means of communication

Flag



Means of communication

A5 Brochure







Xpar



Contact

You can find all of our logos and the digital version of this brand manual at www.xparvision.com/presskit

If you have any questions regarding branding, design, photography and/or video, please contact Appademic

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Improve
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cycle

