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1. Xaar Logos

All logos can be obtained from the Xaar Marketing Department.

Please contact charlotte.baile@xaar.com with your requirements.



2. Strapline



Xaar has a strapline "Innovative Inkjet Technology"

The strapline is used in items such as packaging and exhibition stands. Its usage should be confirmed with the marketing department.

The distance the strapline appears from the logo is shown above Ymm (the total of two rows of dots).

3. Reproduction Issues

The logo has 38 different colours and therefore is expensive to produce in "special" colours e.g. using Pantone colours or different coloured Perspex for signage etc.

Therefore the most economical and usual production method is four colour process where each colour is made out of a different percentage of Cyan Magenta, Yellow and Black coloured dots (CMYK).

These percentages can be given to printers or sign makers and can be converted into the nearest pantone equivalent if required. It should be noted that Pantone colours and CMYK percentage rarely match exactly.

Colour matching

Although every care has been taken to match colours, it is unavoidable that different printing methods will give different results.

Digital print used in short runs and laser printing will also give different results.

Also when the logo is reproduced electronically the colours will not only vary from litho print but also from screen to screen especially between older CRT monitors and more modern flat screen and laptops.

4. CMYK Colour References



Xaar Lettering

C100 M100 Y0 K20

Pantone 289C

Dot references are organised in rows (from top) and from left to right:

Row 1

1st left C0 M100 Y100 K0

2nd left C15 M100 Y90 K0

3rd left C25 M100 Y90 K0

4th left C55 M70 Y90 K0

5th left C90 M35 Y90 K0

6th left C95 M10 Y90 K0

Row 2

1st left C13 M100 Y60 K0

2nd left C0 M100 Y60 K0

3rd left C10 M100 Y60 K0

4th left C25 M80 Y60 K0

5th left C60 M20 Y60 K0

6th left C90 M5 Y100 K0

Row 3

1st left C25 M100 Y20 K0

2nd left C15 M100 Y20 K0

3rd left C0 M100 Y20 K0

4th left C10 M100 Y20 K0

5th left C25 M5 Y60 K0

6th left C55 M0 Y90 K0

Row 4

1st left C55 M100 Y0 K0

2nd left C25 M100 Y0 K0

3rd left C15 M100 Y0 K0

4th left C0 M100 Y20 K0

5th left C10 M7 Y60 K0

6th left C25 M0 Y90 K0

Row 5

1st left C90 M100 Y0 K0

2nd left C55 M100 Y0 K0

3rd left C25 M100 Y0 K0

4th left C10 M75 Y20 K0

5th left C0 M25 Y60 K0

6th left C10 M5 Y90 K0

Row 6

1st left C100 M100 Y0 K0

2nd left C80 M100 Y0 K0

3rd left C55 M100 Y0 K0

4th left C25 M70 Y20 K0

5th left C10 M35 Y60 K0

6th left C0 M10 Y100 K0

5. Typefaces

The Xaar Logo and Integrator logos are in URW Imperial Medium Extra Wide font. This font should not be used for any other application as it will devalue the Xaar brand.

The secondary font for most pre-printed uses such as packaging and letterheads is Helvetica. This is a classic sans serif font and is available in a wide range of styles. The guidelines indicate which font style and size are used in the various applications.

The exception to the above is for documents generated on office computers where it is necessary to use a Microsoft Windows system font for word processing, PowerPoint etc. These applications use Arial normal, bold, normal italic and bold italic which are already commonly used within Xaar and which compliments Helvetica.

An Arial hybrid is used on the internet.

Helvetica Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Roman Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Thin

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Thin Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

Helvetica Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Light italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

For documents generated on office computers, it is necessary to use a Microsoft Windows system font for word processing, PowerPoint etc. These applications use Arial normal, bold, normal italic and bold italic which are already commonly used within Xaar and which compliments Helvetica.

Arial

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

Arial Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Arial Bold Italic

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890***

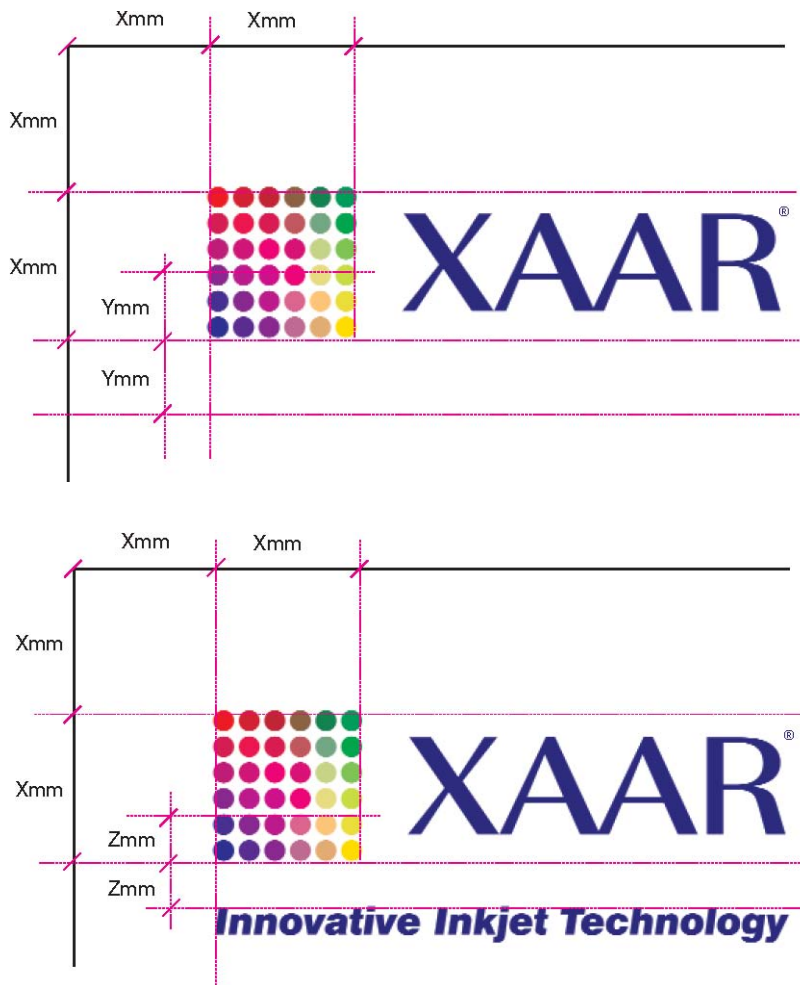
Arial Black

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6. Positioning

The positioning and size of the logo will vary depending on the size of the substrate A4 letterhead or exhibition banner. The following are guidelines. The logo is generally positioned in the top left corner. The logo should always have clear space around it at least equivalent to the height of the square of coloured dots. (Xmm above). The clear space below the logo should be no less than (Ymm above) the depth of 3 rows of dots.

The exception being when the strapline is being used.



7. Use of the Logo

It is important that the logo is used in a consistent manner to preserve a strong identity, below are some examples of how logo should and shouldn't be used.



The logo is most commonly used in full colour on a white background



The colour logo can never be placed onto a photograph



It can be used solid black on white e.g. a fax



In some situations e.g. on exhibition panels the logo can be reversed out of the image in white line



The logo can never be placed directly on any other



If a background colour cannot be avoided, the Xaar logo must be placed on a white rectangle



8. OEM's and Partners

Qualifying OEMs and partners are entitled to use one of the following logos.

