Our brand
Welcome to
The NEW Superglass
We’re a brand with 40 years behind it, but our thinking is light years ahead.

We’re still based in Scotland, but our plant is now the most advanced in Europe.

And while what we manufacture is insulation, what we contribute makes an important difference to our planet.
Where we’ve come from...
Superglass was formed in 1987 when the plant changed hands and changed production to glass fibre insulation, and following a management buy-out in 2005 we became the UK’s leading independent manufacturer of glass wool insulation.

The Stirling plant was transformed by a £9.2million investment in 2013, creating a state-of-the-art manufacturing base, followed by the opening of the Superglass Innovation Centre in 2015.

In 2016 Superglass became part of global building materials group TECHNONICOL, who invested a further £37million into the Stirling plant. A commitment to the future of our business, and to the future of the planet.

We can trace our roots back to 1953 as Cape Insulation, who built our Stirling plant to make a rockwool product called Rocksil.

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...and where we’re heading
The way we live is affecting our planet more than ever, and the buildings we construct need to address this – now.

At the same time, the building industry needs to provide homes for whole generations who fear the security and aspiration of owning your own home – taken for granted by their parents – will never be theirs.

It’s a delicate balance. And one that demands intelligent solutions. Solutions that we at Superglass along with our global partners, TECHNONICOL have the ingenuity and capacity for innovation to create.

Today, our world has changed.
This is what we stand for...
Our manifesto

We believe now is the time to think carefully about our future. All our futures.

Superglass creates intelligent insulation solutions that enable comfortable living and working environments. Spaces that save energy and use recycled glass to protect our global environment too.

What we do today will have an immeasurable impact on tomorrow. And if we do the right thing, we’ll all benefit. As will the next generation.

Think about it. We do.
This is how we’ll help our world...
Superglass is in a unique position. We’re not just a local champion, we’re a global force able to influence others’ thinking. We’re not followers, but innovators, bringing new ideas, products and thinking to our industry. And we’re more than just manufacturers of insulation. We’re technology pioneers – able to use our expertise in glass chemistry for the benefit of everyone, now and for the future.
This is how we think...
Our purpose.

At Superglass, we have the talent, ingenuity and means to help. Our science saves energy. Our ideas improve buildings. Our innovations make a difference.

We have the ability to optimise living and working environments, and make energy more affordable.

We’ll help protect the natural environment too, with cutting edge energy efficiency technology that saves 300 times the energy used to manufacture it.

Our product and service solutions save housebuilders time and money, so they can build more and faster, creating homes fit for the energy needs of tomorrow.

We take the smart approach, looking at tomorrow not just today, to create Intelligent Environments.
Has anyone ever put more thought into insulation?

We’ve developed the latest generation of insulation products, created using advanced production technology and featuring improved fibre science to make them better in every respect than ever before.
Intelligent environments. Our brand proposition is changing.

In short, Intelligent Environments from Superglass enable you to master your own environment, while protecting our shared environment.

It’s an innovative new approach to glass chemistry, and it’s what we call THINKTECH – smarter technology for every home.
At the core of our brand, and our business, is one underlying concept: the smartest way to use energy is to not use it at all. It’s the principle that drives everything we do. From creating new, innovative ways of insulating to helping housebuilders make best use of resources. It’s the way we will continue to progress as a leader and influencer in the construction industry. But most of all, it’s how we will help to build a better future for every one of us.
How to present our brand...
Because we occupy a unique positioning in the market, it is important that we always maximise commercial opportunity wherever possible by capitalising on the strength of our brand.

It’s important that we maintain a unified approach to our brand. An approach which defines who we are, what we do and how we do it in the minds of all our external audiences.

The effective and controlled use of our corporate identity will enhance the organisation’s unity of purpose whilst, at the same time, reducing the risk of confusion or waste.

These brand usage guidelines have therefore been designed to provide essential information on the application of our identity.

It should be stressed that this document is not intended to empower the reader as a designer, but it should enable simple applications of the corporate identity to be undertaken quickly and effectively without the need for any further skilled design input.
A company’s brand is vital

It explains what your company stands for. A brand establishes ownership, creates unity and provides a set of values. But, behind every good brand is a comprehensive set of brand guidelines.

Here we outline how specific yet flexible guidelines can help to create and maintain an effective brand identity that expresses our culture and character and, in turn, helps play a leading role in establishing our reputation in the minds of our customers.

These guidelines create consistency of image in our audience’s mind, build stronger brand values over time, deliver an accurate perception of our identity, improve customer confidence in our business, increase our profile and help enhance our competitive advantage.

Keep it consistent

To grow and maintain a great brand, consistency is by far the most important factor. This ensures that our image is immediately recognisable wherever it is seen and on whichever medium it may be found.

A logo creates visual credibility and a perceived quality to our organisation. A logo alone, however, is only part of the story. Its implementation is equally as important, as an effective logo badly applied amounts to a wasted opportunity. Therefore, comprehensive brand guidelines are vital to allow our brand to achieve optimum performance.

Rules not restrictions

It is important to give designers enough room for interpretation, that’s why these brand guidelines should be just that – a guide, not a creative straight jacket. Guidelines need to be specific enough to uphold the brand values, yet flexible enough not to stifle creative opportunity. Comprehensive yet flexible guidelines provide a framework of instruction on how to apply our brand across any material or media.

But, they will also help create and maintain a clearly defined brand identity and will contribute to an understanding of our business, motivating both customers and employees to share in our company’s vision and ethos.
The Superglass symbol is a unique graphic device, which is evident in all external communications. It underscores our commitment to providing industry leading insulation solutions and helps to achieve consistency across all of our business activities. The symbol design, including the Superglass name and supporting strapline ‘Intelligent Environments’, represents strength and reliability and should never be misrepresented or used in any way other than the recommendations laid out in these guidelines.

Preferred application on white background

Where the logo must be reproduced on coloured backgrounds
Our Logo - Part of the TN Group

In 2016 Superglass became part of global building materials group TECHNONICOL, who invested a further £37 million into the Stirling plant. A commitment to the future of our business, and to the future of the planet.
It is important that our brand can be represented across a wide variety of applications, including where a full colour image forms the background. In these and similar applications, the logo should only be reproduced in either full colour or in white out against a dark part of the background image.
Sizes and clear zones

Our logo should be used clearly and legibly on all applications. Logos should never be used under the size listed.

Logo Spacing

The Superglass logo must stand a minimum distance apart from different elements or external logos. We use the measurement of the ‘S’ from the primary logo as a guideline to ensure proper spacing of the Superglass logo.

Minimum Size

The minimum size that the Superglass logo should be reproduced is 25mm.

Maximum Size

There is no maximum size that the Superglass logo should be produced.
Do’s and Don’ts

To maintain consistency of brand image it is imperative that the correct usage of our logos is adhered to throughout all communications. Even the slightest deviations could diminish the visual impact of the logo. The examples here are to illustrate errors of usage.

- Do not tilt or skew the Superglass logo.
- Do not add any additional elements to the logo.
- Do not reproduce the logo in any other typefaces.
- Do not recolour the logo.
- Do not reproduce the full colour logo on a dark background.
- Never use the logo without the ‘Intelligent Environments’ line.
Our Typefaces - Print

To maintain a consistent typographic look throughout printed documents a limited family of fonts should be used. For professional printing purposes, body text should be set in FS Lola between 8 and 10pt. Headings can be set in either FS Lola Medium or Bold. Sub-headings to be set in FS Lola Regular or Medium.

Main Superglass Font - Printed Material

F.S. Lola Family

F.S. Lola Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)

F.S. Lola Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)

F.S. Lola Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)

F.S. Lola Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)

F.S. Lola Regular Italic (and all previous weights)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)

F.S. Lola Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)

F.S. Lola Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890<>/?;{}\£#@(*)
For in-house printing or digital purposes, i.e. writing letters, reports, emails, PowerPoint etc, the preferred font is Arial.
Our Colour Palette

Consistent colour usage of the corporate logo ensures maximum brand recognition. Below are the core brand colours that form the foundation of the Superglass brand. To ensure that the fundamental values are not compromised, it is important to match any colour applications.

Primary Identification Colour

- **Red**
  - CMYK: 0 m 100 y 100 k 0
  - Hex: #ed1d24

- **Blue**
  - CMYK: 0 m 100 y 0 k 30
  - Hex: #211d70

- **White**
  - CMYK: 0 m 0 y 0 k 255
  - Hex: #ffffff

- **Black**
  - CMYK: 20 m 20 y 20 k 100
  - Hex: #130c0e

- **Dark Grey**
  - CMYK: 63 m 51 y 46 k 40
  - Hex: #4c5156

- **Grey (20% Black)**
  - CMYK: 0 m 0 y 0 k 20
  - Hex: #d1d3d4

- **Acoustic Insulation**
  - Blue
    - CMYK: 74 m 14 y 0 k 0
    - Hex: #00a9e2

- **Loft Insulation**
  - Red
    - CMYK: 95 m 100 y 28 k 46
    - Hex: #ed1c24

- **Cladding Insulation**
  - Orange
    - CMYK: 56 m 3 y 100 k 0
    - Hex: #ff28a0

- **Bespoke Product**
  - Dark Blue
    - CMYK: 95 m 100 y 28 k 46
    - Hex: #230549

- **Timber & Rafter Insulation**
  - Green
    - CMYK: 56 m 3 y 100 k 0
    - Hex: #7fbc03

Corporate Secondary Colours

There may be times when tints are needed to help differentiate information i.e. headings, tables, images etc. When using tints remember to allow enough difference between the two values to be able to distinguish the variation.

Product Identification Colours

The majority of Superglass systems are defined by the use of bespoke colours as featured below. The consistent use of colours is also an important tool in helping to identify our many products and their applications, both on packaging and associated literature.
Photography

Colour photographic images are the preferred visual asset for all our brand or product communications.

Our photography should convey a style consistent with our brand personality. All images should therefore be fresh, optimistic, contemporary and of the highest quality.

Photography and the people within the images should represent a pan European look and feel, and whenever new photography is commissioned, copyright of the images and models featured in the images if applicable, should be extended to cover all countries in the TECHNONICOL trading region.

A library of images and CGIs is available for download.
Superglass represents forward thinking technology designed to save energy, protect our planet and create superior living and working environments.

Our brand imagery therefore needs to clearly align the Superglass brand with the people it represents. Real life people in real life environments.

Images are more compelling when they tell stories expressed with warmth and compassion.

At Superglass we have many stories to tell.
Our image style is simple, with the efficient use of graphics and colours to assist in product selection.

Our product and application photography is no exception. Product photography is essential to assisting our customers in best practice and where operatives are featured, the correct health and safety wear must be shown.

Close up images of our products in use should always represent the high quality visual appearance we strive to maintain.
Our roll and slab packaging has been designed to provide our customers and users with clear product and application identification, through the use of strong colours and supporting graphics.
Installing Superglass is the simplest method of conserving energy usage in buildings.

And whereas the environmental benefits derived through using our products are powerful, our ethos and approach is one of simplicity and honesty.

It is therefore important that we are able to convey the many benefits associated with our products and solutions in an equally simple and yet understandable way.

The use of shapes provides an ultimately flexible and quick visual mnemonic, which can be effectively used across all communication to tell stories and present our brand in a contemporary and digestible style.

A library of devices/shapes is available for download.
Icons are an effective and universal means of communicating the many features and benefits associated with our products and solutions.

The recommended icon style is shown here and we have included a range of common icons for guidance.

All new icons should be created in a similarly consistent style.

A library of icons is available for download.
Paramount to our success are the enduring partnerships we have forged with external organisations, who we rely on to either sell, specify or represent our brand.

Where the Superglass identity is used in conjunction with a third party logo, the Superglass logo should always be ranged left.

The third party logos should never be represented larger than the Superglass logo.

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**Dual Branding**
Global Language

Being part of a global business means our brand now extends well beyond our birthplace of Scotland. As we are no longer just a British company, local languages should always be used in all communication outside the UK. For brand consistency, the ‘Intelligent Environments’ strapline however should remain in English wherever it is used.

Brand Voice

When we create communications we need to make sure we support our brand promise and positioning to the full. Our tone of voice should therefore be:

Engaging / Honest Human / Intelligent Confident / Forward-thinking / Interesting
Primary Contacts

For advice and guidance concerning any aspect of our brand and its application, please do not hesitate to get in touch with either of the contacts below.

Access to our brand photography, icon and asset library can be requested by emailing Bob Dalrymple via the address below.

Bob Dalrymple
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Glyn Lloyd
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