

BRAND 101 FOR GLAZIERS

HMI
INNOVATORS IN GLASS



Who Are We?

High-End

intrinsic

Innovative

C U T T I N G E D G E

Artistic

DYNAMIC

B U S I N E S S - t o - H U M A N

unwavering

LOGO FONTS

Bodini 72 Book

GILLS SANS REGULAR ALL CAPS

HMI
INNOVATORS IN GLASS



DO NOT....



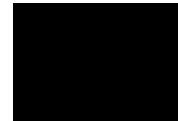
Logo should be either 100% black or 100% white



Margins on all sides of edges should be equal and larger.



Everything must line up in a square.



Animated logo = reflective effect not visible in PDF



Exclusive Partner Badge

'About Us' Badges

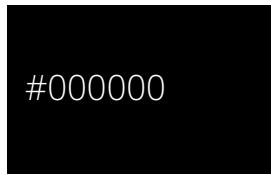


HEADLINE FONT

Playfair Display

MAIN FONT

Open Sans Light is used for paragraph/body text to ensure legibility. Other weights and capitalization of Open Sans should be used as needed to develop clear visual hierarchy.



#000000

PANTONE 6 C

C = 60%
M = 60%
Y = 60%
K = 100%

R = 0
G = 0
B = 0



#231F20

PANTONE 419 C

C = 70%
M = 67%
Y = 64%
K = 74%

R = 35
G = 31
B = 32



#262C32

PANTONE 4280 C

C = 80%
M = 68%
Y = 58%
K = 64%

R = 38
G = 44
B = 50



#3D444A

PANTONE 446 C

C = 73%
M = 62%
Y = 54%
K = 42%

R = 61
G = 68
B = 74



#78909C

PANTONE 7544 C

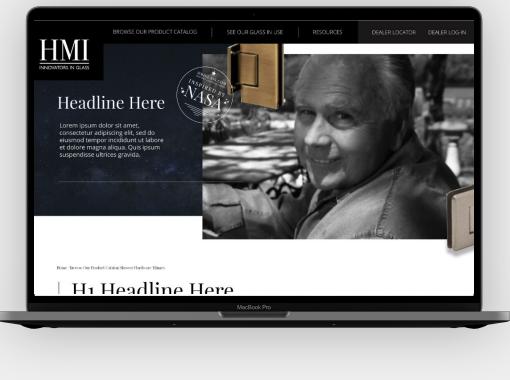
C = 57%
M = 36%
Y = 32%
K = 2%

R = 120
G = 144
B = 156

Visual Elements

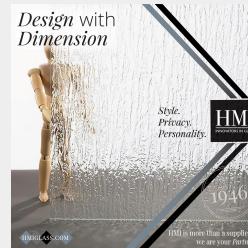
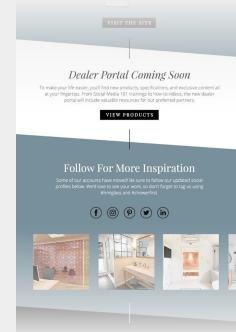
Overlapping Elements

To add dimension and visual interest



Diagonal Shapes with Clean Lines

helps break up content to provide clean layout and improve eye flow throughout



Very **subtle reflective gradients** used as background fills to direct and improve eye flow



General Half-Page Print Ad

Custom Full-Page Print Ad



HMI
INNOVATORS IN GLASS

The Clear Leader in Custom Shower Enclosures since 1946

HMI's *Hospitality Division* welcomes you to our holistic approach to contract glass projects. Our veteran team navigates your unique needs from research & design, through installation and beyond. *We are your expert partners in custom glass.*

- Design & Engineering
- Proposals
- Project Management
- Logistics
- After Sales Support







No minimum order.
Ask how our team can assist with spec writing!



HUGE-EASY.COM
MAKING GLASS EASY

HMI
INNOVATORS IN GLASS

The Clear Leader in Custom Shower Enclosures since 1946

HMI® Hospitality Division welcome you to our minimalist approach to contract glass projects. Our goal is to provide you with the highest quality research & design, through installation and beyond. We are your partners in creating jobs.

- Design & Engineering
- Proposals
- Project Management
- Lead Generation
- After Sales Support





POWER TO THE
ART GLASS TECHNOLOGY DANCE
IN THE MODERN BATH

Digital Ceramic 3D Printing
Digital Ceramic 3D Printing
300 DOUGLAS ROAD - WHITSTABLE, MA
(401) 762-1555 - WOODNUTECH.COM

**POWER TO THE
ART GLASS TECHNOLOGY DANCE
IN THE MODERN BATH**

Digital Ceramic 3D Printing
Digital Ceramic 3D Printing
300 DOUGLAS ROAD - WHITSTABLE, MA
(401) 762-1555 - WOODNUTECH.COM

Branded Post Examples

Icons



'Exclusive Partner' Posts



Add small
'Exclusive
Partner' logo in
bottom right
corner



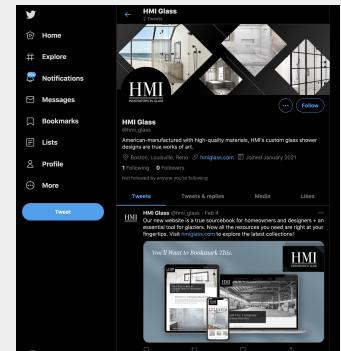
Instagram



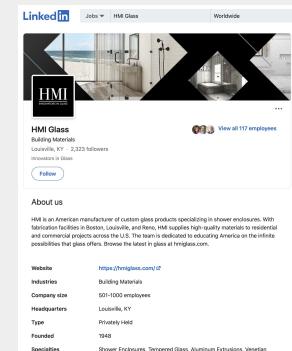
Facebook



Twitter



LinkedIn



Pinterest

