

BRAND 101 FOR GLAZIERS





Who Are We?

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

Innovative

High-End

unwavering

C U T T I N G E D G E

Artistic

intrinsic

DYNAMIC

LOGO FONTS

Bodini 72 Book

GILLS SANS REGULAR ALL CAPS



DO NOT...



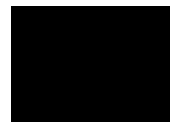
Logo should be either 100% black or 100% white



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

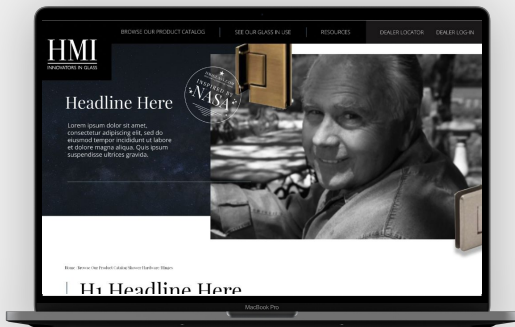
Open Sans Light is used for paragraph/body text to ensure legibility. Other weights and capitalization of Open Sans should be used as needed to develop clear visual hierarchy.

#000000	#231F20	#262C32	#3D444A	#78909C
PANTONE 6 C	PANTONE 419 C	PANTONE 4280 C	PANTONE 446 C	PANTONE 7544 C
C = 60%	C = 70%	C = 80%	C = 73%	C = 57%
M = 60%	M = 67%	M = 68%	M = 62%	M = 36%
Y = 60%	Y = 64%	Y = 58%	Y = 54%	Y = 32%
K = 100%	K = 74%	K = 64%	K = 42%	K = 2%
R = 0	R = 35	R = 38	R = 61	R = 120
G = 0	G = 31	G = 44	G = 68	G = 144
B = 0	B = 32	B = 50	B = 74	B = 156

Visual Elements

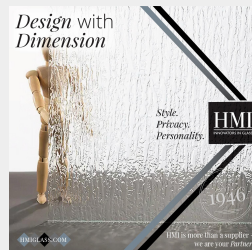
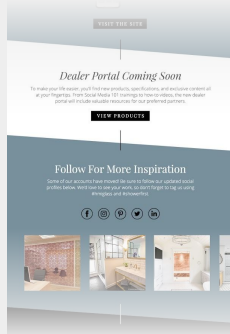
Overlapping Elements

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



HMI
INNOVATORS IN GLASS

The Clear Leader in Custom Shower Enclosures Since 1946

For the past 75 years, our dedication to craftsmanship and service has made us the clear leader in shower glass enclosures. Today our heritage brand introduces a bold new look that reflects both our American roots and industry-leading creativity. Introducing HMI – innovators in glass.

Visit our website to learn more about our new brand and browse the latest product collections.
HMIGLASS.COM

Custom Full-Page Print Ad



HMI
INNOVATORS IN GLASS

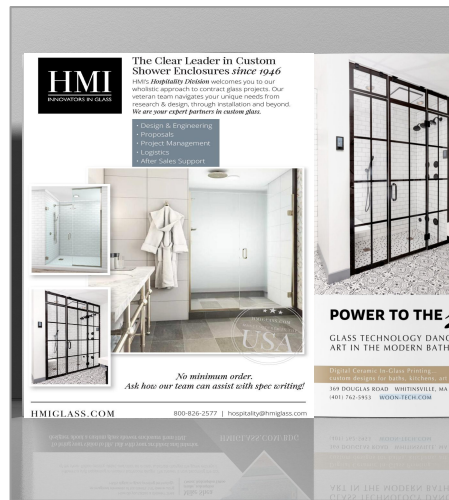
The Clear Leader in Custom Shower Enclosures since 1946

HMI's *Hospitality Division* welcomes you to our wholistic 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!

HMIGLASS.COM 800-826-2577 | hospitality@hmiglass.com



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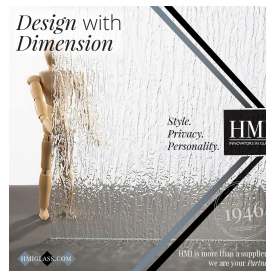
HMIGLASS.COM 800-826-2577 | hospitality@hmiglass.com

POWER TO THE GLASS
GLASS TECHNOLOGY DANCING ART IN THE MODERN BATH

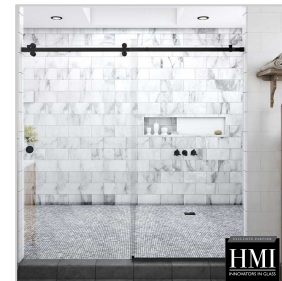
10000 Spring Street, Suite 100, Springfield, MA 01103
100 Douglas Road, Whitinsville, MA 01541
800-826-2577

Branded Post Examples

Icons



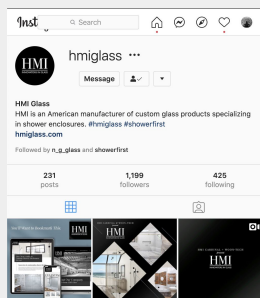
'Exclusive Partner' Posts



Add small 'Exclusive Partner' logo in bottom right corner



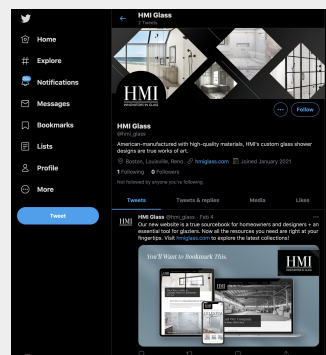
Instagram



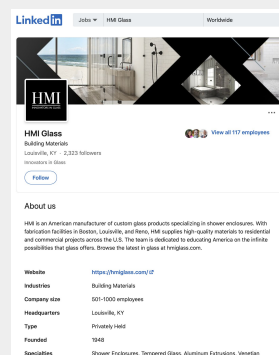
Facebook



Twitter



LinkedIn



Pinterest

