



February 6, 2024

Re: HMI Brand Guidelines

Greetings Team HMI,

Here's a fun fact: in the last quarter of 2023, the HMI website saw a 30% increase in traffic from searches using HMI or HMI Glass. What that means to all of us, is that the brand HMI is catching on and growing in the market organically after a couple of years transitioning away from Cardinal.

With this good news in mind, I'd like to ask all of you to help maintain our brand internally. We have noticed some avatars, funny photos, and creative interpretations of job titles on email signatures and Outlook profiles recently. While I personally encourage humor in general, it is important to maintain brand authenticity and a unified look to our email correspondences.

Please use a simple black and white photo for your email profiles (yes, smiling is encouraged!) without any props or animals in the photo. If you prefer to not use a photo of yourself, our logo is an acceptable alternative. Also, please use your official job title that matches your ADP profile. Should you have any questions about your title, please ask the HR team to assist.

Attached to this email is an instruction sheet on how to set up your Outlook email signature should you need it, including the updated logo. The logo for email signatures can also be found in the Employee Portal at the bottom of all hmi^{glass}.com pages. Password is HMISTRONG (all caps.) A friendly reminder that you can find all company logos, letterhead, PowerPoint slides, fonts, new product training, newsletters and more in this portal!

Thank you everyone!

Leigh Berberian
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HMI Glass