

# BRAND 101 FOR GLAZIERS

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**HMI**  

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**INNOVATORS IN GLASS**



# Who Are We?

BUSINESS - t o - HUMAN

*Innovative*

**High-End**

unwavering

**CUTTING EDGE**

*Artistic*

*intrinsic*

**DYNAMIC**

LOGO FONTS

Bodini 72 Book

GILLS SANS REGULAR ALL CAPS



DO NOT...



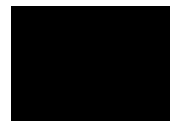
*Logo should be either 100% black or 100% white*



*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.

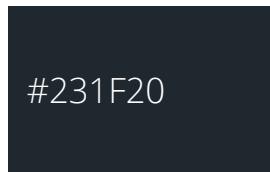


#000000

PANTONE 6 C

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

R = 0  
G = 0  
B = 0

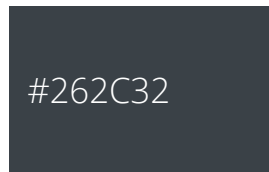


#231F20

PANTONE 419 C

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

R = 35  
G = 31  
B = 32

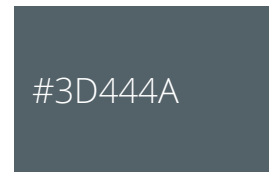


#262C32

PANTONE 4280 C

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

R = 38  
G = 44  
B = 50

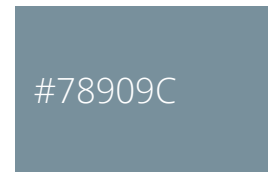


#3D444A

PANTONE 446 C

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

R = 61  
G = 68  
B = 74



#78909C

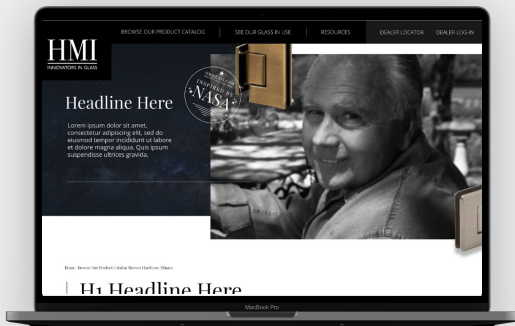
PANTONE 7544 C

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

R = 120  
G = 144  
B = 156

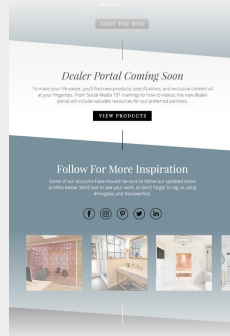
## Overlapping Elements

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.

**HMI GLASS . COM**  
BOSTON • LOUISVILLE • RENO

Custom Full-Page Print Ad

**HMI**  
INNOVATORS IN GLASS

**Boston Artists Reimagine The Modern Shower.**

Glass shower enclosures are a blank canvas. The finest quality artisan glass, plus the latest technology in digital in-glass printing, opens a whole new world of possibilities for shower design.

**Adrienne Christos**  
*Real Estate Consultant*  
*Artist & Designer*

The modern bathroom represents lighting time spent on self care. Christos marries her client's personal style with one-of-a-kind work in their sanctuary spaces.

*With its light and layers, no canvas is as addictive to me as playing with glass. Now that I've learned this medium, I can't stop thinking in its language.*

**Mike Shea**  
*Artist, Reimaginations*  
*Owner, Reimaginations Tattoo*

How do you tattoo a shower? Shea reimagines elements of his client's life through using HMI's digital in-glass printing technology.

*There's a shift happening in modern bathroom design. The shower is now becoming the star of the show. Tattoo artistic, detail, and color on a clear substrate changes the game entirely.*

To bring your vision to life, talk with your architect and interior designer about a custom glass shower enclosure from HMI.

**HMI GLASS . COM / BDG**

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**POWER TO THE ARTIST**

GLASS TECHNOLOGY DANCING ART IN THE MODERN BATH

THE CLEAR LEADER IN CUSTOM SHOWER ENCLOSURES SINCE 1946

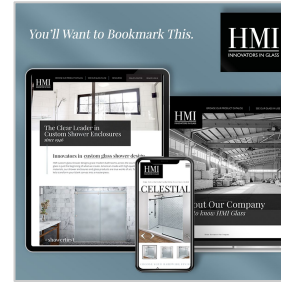
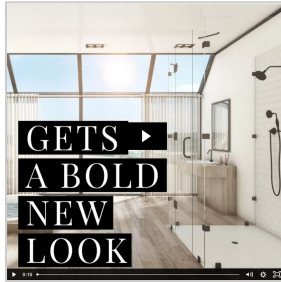
380 BINGHAM ROAD, WHITTENSVILLE, MA 04117-1601 | 800-876-6636



## Branded Post Examples

## 'Exclusive Partner' Posts

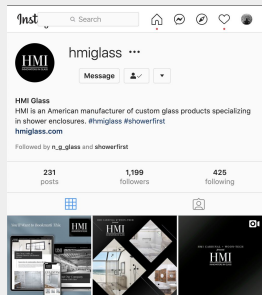
### Icons



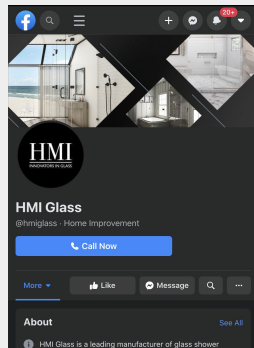
Add small 'Exclusive Partner' logo in bottom right corner



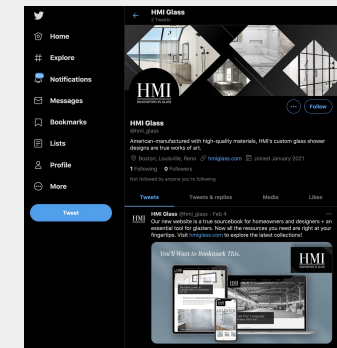
### Instagram



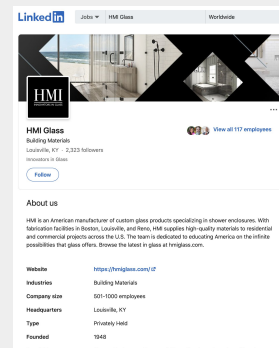
### Facebook



### Twitter



### LinkedIn



### Pinterest

