

Brand Guide





Who are we?

Welcome to our Hospitality Division, a modern approach in hotel & multi-use shower project management. Our seasoned team guides specification writing, proposal, shower design and after installation care. From factory floor to door...we bring value and flow to each unique project.

We are a team of *craftspeople.*
artisans.
designers.
dreamers.



Logos

LOGO FONTS

PlayFair Regular Book
Open Sans Light ALL CAPS

HMI
CONTRACT

HMI
CONTRACT

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.



Badge Logos

'About Us' Badges





Primary Fonts

HEADLINE FONT

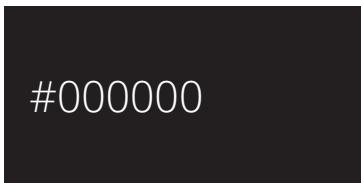
Playfair Display – Regular & *Italic*

HEADLINE FONT

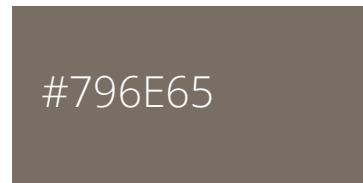
Open Sans Light is used for paragraph/body text to ensure legibility. Other weights and capitalization of Open Sans should be used as needed to develop clear visual hierarchy.



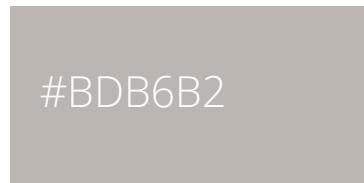
Core Brand Colors



PMS BLACK



PMS WARM GRAY 11C



PMS WARM GRAY 4C

C = 0%

M = 0%

Y = 0%

K = 100%

C = 0%

M = 9%

Y = 16.5%

K = 57.5%

C = 0%

M = 4%

Y = 6%

K = 26%

R = 0

G = 0

B = 0

R = 121

G = 110

B = 101

R = 189

G = 182

B = 178