



Hamilton
BATHWARE

2022 Branding Guidelines

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Brand Identity



Hamilton

With nearly 40 years of experience, Hamilton has built its brand on strength. It all started in the early 1980s when Harwell Ballard saw an opportunity for one-piece tubs and shower units and opened a small plant manufacturing fiberglass reinforced gelcoat bathware. We now offer over 350 models in three finishes: AcrylX™, Premium Cast Acrylic, and CenturyStone™ solid surface.



Brand Identity

Target Audience

Contractors, Builders, Plumbers, Installers

Key Words / Terms

Strength, Reliable, Strong, Durable, Bright White, Everyday, Attention to Detail, High Quality Products, Made in America, High Standards, Trust

Key Phrases

Experience You Can Trust | Specialist in Code Compliant & Accessible Units (Commercial only) | Products You Can Depend On

Brand Pillars

Experience You Can Trust | Strength and Reliability | Excellence in Service

Tone of Voice

Professional, Knowledgeable, Familiar, Helpful, Experienced.

Mission Statement

As a leading manufacturer of bathware, our mission is protecting, growing, and Building a Better Bathware Industry. We do this through Building a Better Product. Building a Better Relationship. Building a Better Experience.

Values

Hamilton is part of the American Bath Group family of brands and is aligned with the American Bath Group mission of Building a Better Bathware Industry. This is a culture we are dedicated to building and achieving not just for us, but for the industry we love. We are always looking to move forward and push the limits because we believe that there is always more to learn and there is always a better way. We are committed to finding that better way.

Programs

Quick Ship: The Quick Ship Inventory Program offers code compliant, and accessible, fully accessorized, showers and shower pans that are always in-stock and ready to go- shipped in 48 hours.

Product Type

Premium cast acrylic, AcrylX™, CenturyStone solid surface

Channel

Wholesale

Collections

Residential

Bathtubs, Tub Showers, Shower Pans, Showers, Sectional Products

Commercial

Code Compliant, Accessible, Shower Pans, Multi-Piece

Specialized Collections

Mesa

Exceptional Strength - Superior Finish - Lifetime Warranty

The Mesa Collection is designed to meet the need of our customers in the southwest. The Mesa manufacturing facility is located in Texas to provide optimum local service to our customers. The Mesa Collection provides a variety of Premium AcrylX™ showers, tub showers, tub-only bathtubs, as well as commercial accessible models. The Mesa Collection is currently available to ship to the following locations only: Texas, Oklahoma, New Mexico, Colorado, Utah and Arizona.

My Place

Solutions for Everyday Living

Safe. Accessible. Bathing Solutions.

My Place is a collection of classically styled multi-piece showers & shower pans that offer a realistic approach towards renovation with a focus on accessibility, safety, and fall prevention. This multi-piece shower and shower base collection is designed for those who value independence- no matter what place you are in your life. With the My Place Collection you can have the best of both worlds - beauty and safety – bathware that makes living life easier.

Contractor Advantage

The option to choose without compromise.

The Contractor Advantage Collection is a collection of premium cast acrylic drop-in bathtubs in sizes and options geared specifically towards contractors- durability, easy installation, and safety. Contractor Advantage bathtubs are available as soaker tubs, whirlpool tubs, or air tubs. They are also available with additional easy install and high performance optional features.

Brand Colors

The Color Palette

Primary Color



Highlight Colors



Background Colors



The use of white is implied.

Logo Use & Design

Clearspace & Scaling Rules

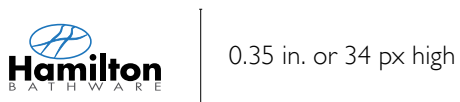
The Hamilton logo clear space zone is equal to the height of the letter H on all sides.

Whenever possible, the color version of the Hamilton logo should be used. The Hamilton logo should not be used as a wordmark without the accompanying H graphic.

Do not recreate. Always use official Hamilton logos from the provided logo packages.



The Hamilton logo should not be reduced smaller than 0.35 in. or 34 px high.



Logo Variations

Primary Logo



Black Logo



White Logo



Background Use

The full color version can be used on light backgrounds and over images where it does not compromise legibility.

The white version is the preferred logo for use on color and over images where the full color version is illegible. When used over colored backgrounds, those backgrounds should only be brand colors or black.

The black version is reserved for use on white backgrounds when the full color version cannot be used and over images where neither the full color nor white versions are legible.



Incorrect Use

Do not crop



Do not change transparency



Do not invert colors



Do not use off-brand colors



Do not re-arrange



Do not distort



Do not add drop shadow or effects



Do not recreate with alternate typefaces



Do not add outline or stroke



Do not use unapproved brand color versions



Do not rotate



Brand Typography

Brand Typography

All text is typeset in Gill Sans Light with Optical kerning and set Tracking to 0.
Ensure to use Title and Sentence case only, do not use all-caps, small-caps or all lowercase.
Ideally text is set in black on a white background or in white on colored backgrounds.
Line break instead of hyphenating.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Gill Sans — 45 Light (body text, bullets, tables)

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Gill Sans — Regular (headings and table headers)

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Practical Application

Examples of Use

