



BRAND STYLE GUIDE

V 1.0



# INTRO



This style guide should be considered the source of truth for any visual or verbal representation of PMI. Please consult this document whenever developing materials that live within the PMI brand.

From large signs to small stickers, this guide is the key to making all PMI materials consistent. Consistency is critical to keeping the PMI brand recognizable and respectable across the board. The more we adhere to these guides, the stronger the brand will be.



## SECTION 1

# BRAND STRATEGY



# WHO WE ARE



PMI’s brand strategy informs everything you will see in this deck. Since it’s the cornerstone of the brand as a whole, we’re going to review it in this brief section.

**Our Story**

Our Purpose

Our Position

Our Audience



*Our Story*

## PMI WAS THE FIRST OF ITS KIND IN THE UNITED STATES.

What began as one man, one truck, and a 1,200 sq ft shop evolved into a highly diversified, yet specialized company offering significant manpower and equipment resources.

We have more than doubled the size of our facilities, employees, and equipment, allowing us to travel across the U.S. to complete projects for our clients.

No one else offers equal experience in sanitary piping, custom fabrication, welding, and process equipment installation to the industrial market.



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*Our Purpose*

WHILE COMPETITORS CUT CORNERS ON QUALITY AND MISS DEADLINES, PMI PRIDES ITSELF ON QUALITY WITH A SENSE OF URGENCY AT A FAIR PRICE.

Industrial sectors require high quality and timeliness. PMI fills that niche.

We build on long-term customer relationships through reliability and trust, delivering on contracts both large and small.



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*Our Position*

**PMI’S KNOWLEDGE BASE, VERSATILITY,  
AND CONSISTENT QUALITY IN  
INDUSTRIAL CONSTRUCTION AND  
FABRICATION IS PEERLESS.**

Because PMI can do so many different things, it’s inefficient to choose another contractor. The ability to self-perform so many trades allows PMI to offer our customers quality and timely projects under the supervision of one contractor.

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## Audience Type 1

### INDUSTRIAL MANUFACTURERS WHO VALUE QUALITY AND TIME.

"Our deadlines are important. I need partners who manage details, ensure quality, and ease of use."

## Audience Type 2

### MANUFACTURERS THAT WANT TO MAKE SOMETHING THAT'S NEVER, EVER BEEN DONE.

"I need an industrial contractor who is capable of navigating new territory, and I need to trust that what we build is safe, every time."

## Geographic

United States (Not licensed in CA and FL)

## Demographic

Business to business. Industrial manufacturers working in the food & beverage, pharmaceutical, and chemical sectors.

## Psychographic

Values quality, skilled labor and professional relationships. Has experienced unfortunate circumstances and/or wants to try something that's never been done. Values timeliness and attention to detail.



## SECTION 2

# VERBAL IDENTITY

# INTERNAL FOUNDATIONS



Study the following pages to learn the building blocks of our verbal identity. Staying true to these concepts is how we maintain a consistent voice across all of our messaging.

## Our Approach

Our Tone

Audience Takeaways



*Our Approach* • The very nature of the brand.

DELIVERING UNMATCHED  
CAPABILITY & QUALITY.

# INTERNAL FOUNDATIONS



Study the following pages to learn the building blocks of our verbal identity. Staying true to these concepts is how we maintain a consistent voice across all of our messaging.

Our Approach

Our Tone

Audience Takeaways



Our Tone • The unique way our brand speaks.

## OUR WORK ISN'T JUST BUSINESS-TO-BUSINESS. WE'RE AN EXPERT-TO-EXPERT COMPANY.

Our brand voice recognizes the common ground we share with our clients. It's conversational, not stiff or overly formal. It's competent, demonstrating the expertise at the center of our organization. And it puts clarity first, helping clients understand all that we're capable of. Our ideas get communicated quickly so we can get to work fast.

We sound Conversational.

**Use the same words and contractions you use in everyday conversation.** Keep sentences and paragraphs short. If you need to use a longer sentence, follow it up with a shorter one.

**Write in the first person.** Use "we" and "you."

We sound Clear.

**Put the most important message first** in every paragraph.

Long sections of text can be difficult to understand. **Use short paragraphs and bulleted lists** to break up important information.

**Leave the reader with a call to action.** When someone finishes this page or ad, what should they do next?

We sound Competent.

**Write like you're speaking to a client.** If you don't need to explain something from the ground up, don't.

**Use jargon when it's the most direct way to communicate.** But keep it natural and be careful not to overuse insider language.

**Use the active voice.** In an active sentence, we perform the action. In a passive sentence, the action is performed by us.

# INTERNAL FOUNDATIONS



Study the following pages to learn the building blocks of our verbal identity. Staying true to these concepts is how we maintain a consistent voice across all of our messaging.

Our Approach

Our Tone

Audience Takeaways 



Audience Takeaways • Our core messaging. What we want others to hear.

We hold ourselves to a high standard of quality.  
We'll never cut corners.

We work with a sense of urgency because our clients do too.

Our decades of experience mean we understand the needs of complex industrial projects, and the importance of having a partner you can rely on.

We're highly capable in each of our disciplines.  
We're specialists, not generalists.

We're a streamlined partner for efficient, high-quality work at a fair price.

# OUR MESSAGING



See what our brand voice sounds like in action.  
These are the basics we utilize everyday.

## How We Describe Ourselves



Use Examples



*Tagline* • The spirit of our brand in one statement.

**QUALITY WITHOUT COMPROMISE.**

*Icebreaker* • Our brand in a few sentences. Use it as a quick pitch or conversational hook.

We're an industrial construction and fabrication company built for complex projects. We're experts in construction management, structural steel, mechanical fabrication, and more. And while our list of capabilities is long, our commitment is simple: we do quality work, on time.

*Elevator Pitch* • A slightly longer introduction to our brand. This is who we are in one paragraph.

We made our name with proven expertise in custom fabrication, sanitary piping, and process equipment installation. And we built relationships based on our commitment to delivering high-quality work on deadline. Today, we're experts in construction management, structural steel, and more. We're a trusted partner for clients in the food, beverage, pharmaceutical, and chemical industries — for projects big, small, and brand new.

# OUR MESSAGING



See what our brand voice sounds like in action.  
These are the basics we utilize everyday.

How We Describe Ourselves

Use Examples



Headlines • Examples we can use across all materials

Quality you can trust.	Everyday quality you don't find every day.
We deliver on deadline.	We set the standard.
Ready to be relied on.	Look no further.
Full service, fully committed.	
Meet your not-so-secret weapon.	

# SOCIAL MEDIA



Social media is a great opportunity to build name recognition, show thought leadership, and share highlights from our work. Because most platforms are visual, use captions to support high-quality photos and tell readers how to take the next step.

Like on the website or in print, keep sentences and paragraphs short. Add paragraph breaks between thoughts to make captions easier to read. And to maintain our voice across platforms, avoid using emojis or exclamation points in your posts.

Hashtags can help users and algorithms discover our content. Use 5 or fewer short, relevant hashtags per post. Add a few lines of empty space between your caption and hashtags to improve readability.



## *Caption Examples • for PMI Management*

From the beginning, we set out to provide practical engineering solutions — on time and on budget. That’s why we self-perform the majority of our work. And it’s why construction management is a central part of what we do.

Our construction management provides a safe working environment built around honesty, integrity, and clear communication. It’s a perfect fit for complex projects in the food, beverage, and pharmaceutical industries.

Call (859) 737-5500 to discuss your project today.

[#pmiky](#) [#construction](#) [#constructionmanagement](#)

## *Caption Examples • for PMI Metals*

Our structural steel capabilities start from the ground up. No project is too big or too small — from full building projects to platforms, mezzanines, pipe supports, and more.

Ready to get started? Call us at (859) 737-5500 to talk about your project.

[#pmiky](#) [#construction](#) [#structuralsteel](#)

## *Caption Examples • for PMI Mechanical*

We can design, fabricate, and modify almost anything your project needs. Our full-service fabrication shop works in sheet metal, carbon, stainless, aluminum, and plastics. And every piece passes a strict quality control inspection.

No project is too big, too small, or too complex. Call us at (859) 737-5500 to speak with an expert.

[#pmiky](#) [#construction](#) [#fabrication](#)



## SECTION 3

# VISUAL IDENTITY





# PRIMARY LOCKUP



This is the Primary Lockup. This wordmark serves as the main logo for PMI, and can serve to represent PMI on its own.





# LOGO CLEARSPACE



When using the Primary Lockup ensure an adequate amount of clearspace is present around the wordmark.

Clearspace is an area immediately surrounding a logo that is proportional in size to the logo. In this case, the logo's clear space is equal to the width of the "I" in PMI. This proportion stays the same no matter the size of the logo.

When using the Primary Wordmark, avoid letting text or objects within the clearspace. The purpose of clearspace is to ensure the logo remains readable, uncrowded, and to keep other elements from competing with it.





# MINIMUM SIZE



Logos will be difficult to make out if printed too small. Ensure that the PMI logo never falls below this minimum size.

If extra-small printing is needed, swap out the Primary Lockup for a unique Small Printing Lockup for sizes.

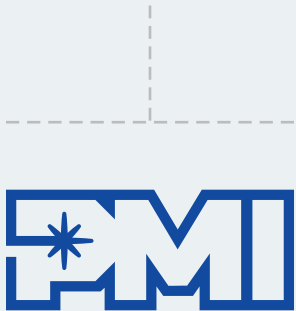
Do not display the Primary Lockup smaller than 1.5” wide.

For logo needs between 1.5” and 0.75” wide, use the Small Printing Lockup.

Do not display the Small Printing Lockup smaller than 0.75” wide.

Primary Lockup

1.5”



Small Printing Lockup

0.75”



Magnified to demonstrate that the divets between letters have been closed up to prevent the ink from behaving unintentionally.



# DIVISION ICONS



Each Division of PMI likewise has an icon to serve as visual shorthand for that division. There’s an additional set of lockups that come with these icons.

Do not use lockups that do not feature the primary PMI logo for client-facing materials.

Parent logo



Internal Division Icons

-  **METALS**
-  **MECHANICAL**
-  **MANAGEMENT**



# DIVISION LOGOS



Each Division of PMI has its own individual lockup, stating the name of the division.

Use these logos on materials referring to a specific division.

Parent logo



Child logos





# DIVISION LOGOS



These unique, expanded versions of the Division Logo is meant to represent all divisions at once. It is for internal use only, to quickly communicate that something is from all corners of PMI.



-----  
*All-Division Expanded Lockup (for internal use)*



-----  
*All-Division Expanded Lockup with Icons (for internal use)*



# SECONDARY MARKS



The Precision Square Icon and Precision Laser Line are secondary assets mostly for decorative use.

They are not interchangeable with the Primary Lockup. Neither of these should be used in instances where the Primary Lockup should be used.

The Precision Laser Line’s long rule may stretch to meet the need in the instance it is used. No other part of the Laser Line may be altered other than the length of the line.



Precision Square Icon



Precision Laser Line



# USAGE TO AVOID



*Don't squash or stretch the wordmark*



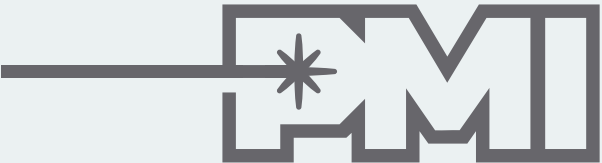
*Don't place the logo on backdrops with low contrast*



*Don't make unofficial additions*



*Don't combine the primary and secondary marks*



*Don't introduce unofficial colors*



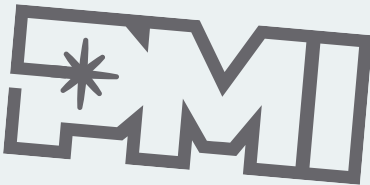
*Don't place the logo on complex images*



*Don't apply effects to the wordmark*



*Don't rotate or tilt the wordmark*





# COLORS



Off-White

CMYK

RGB

HEX

7, 3, 4, 0

234, 239, 239

EAEFEF

Precision Blue

CMYK

RGB

Pantone

HEX

100, 82, 0, 0

0, 72, 163

2736 C

0048A3

Asphalt Grey

CMYK

RGB

HEX

70, 64, 63, 65

43, 43, 43

2B2B2B

Steel

CMYK

RGB

HEX

60, 53, 47,18

103, 102, 107

67666B

Silver

CMYK

RGB

HEX

26, 21, 20, 0

189, 188, 190

BDBDBF

# FONTS



PMI brand materials should adhere to these fonts and refrain from using fonts not found in this document. This is in the interest of keeping the brand cohesive and recognizable.



Headings

Websafe

CENTURY GOTHIC  
PANEUROPEAN,  
BLACK

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Subheadings

Websafe

CENTURY GOTHIC  
PANEUROPEAN, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Paragraph

Websafe

Roboto, All Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Trebuchet, All Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# FONTS



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## Sample Application

NO ONE ELSE  
 OFFERS  
 EVERYTHING  
 WE DO.

LOOK NO FURTHER.

We are an all-in-one custom fabrication solutions company. With all the services our divisions have at their disposal, there’s no need to bounce between different fabricators.

In addition to our proven effective solutions and our commitment to integrity, we self-perform over 80% of our work, meaning that we can offer significant cost savings to our clients.



# ICON SUITE



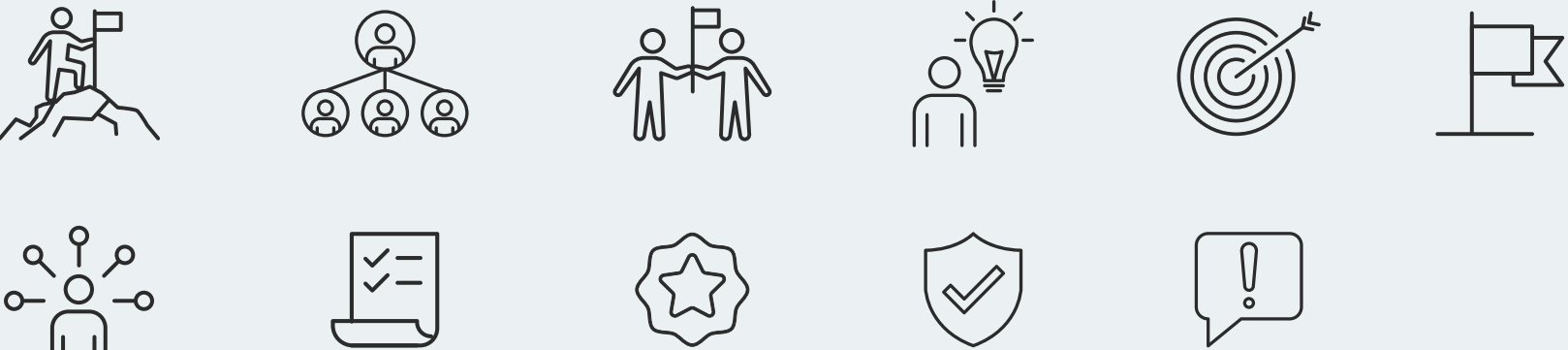
PMI has a set of icons for decorative, communicative, or informative purposes. These are best suited for digital media, and can be used on internal or client-facing materials.

**1. Project Icons** relate to goals and responsibilities during the fulfillment of a project.

**2. Industry Icons** are related to the industry-specific purposes that PMI is adept at building solutions for.

**3. Construction & Fabrication Icons** are related to the actual material work PMI undergoes to deliver those solutions.

1. Project Icons



2. Industry Icons



3. Construction & Fabrication Icons

