

mr.steam®

Feel Good Inc.®

FEEL GOOD

STEAM SHOWERS • TOWEL WARMERS • ACCESSORIES

A woman with long blonde hair is sitting in a steam bath, wrapped in a white towel. She is smiling and looking towards the camera. The background is a tiled wall with a MrSteam control panel mounted on it. The panel displays various settings and icons. The overall atmosphere is relaxing and luxurious.

MrSteam sets out everyday to transform Homes and Home Owners.

As a passionate champion of SteamTherapy, MrSteam is fueled by the ideal of making wellness a way of life.

The pride of delivering best in class steam systems, spa products and experiences, culminates in the mindset that "We feel good... when you feel good."

# WELLNESS





MrSteam proudly designs, engineers, manufactures, and supplies the world with top quality, highly innovative and award winning steam systems and steam bathing experiences, consistently setting and redefining industry standards.

# INNOVATION

mr.steam® | Feel Good Inc.®

MrSteam thrives off a 100 year storied history; honoring it's founder's spirit of innovation and service by continuing the call every day.

Mr.Steam is the Steam Bathing Systems Division of the Sussman-Automatic Corporation, a company developing and manufacturing top quality, industry leading products since 1917. A leader and innovator in steam systems, as well as a trusted manufacturer of steam boilers for the U.S. Navy, Hospital Operating Rooms, and the Kennedy Space Center, all reliant on superior technology and mission critical reliability.

**WELLNESS • INNOVATION • TRUSTED BRAND**

TRUSTED BRAND





BOLD  
FORWARD THINKING  
HUMBLE  
JOYFUL  
PLAYFUL  
SERIOUS  
SEXY  
FUN

MrSteam takes the business of bringing steam to the world very seriously, but not so serious as to get in the way of having a “feel good time” while doing it.

STONE & MANNER



MrSteam is not real big on shackling innovation and creativity with a bunch of rules and regulations, but we are a company big on high-standards, accountability, and believe deeply in how important it is to keep our house in order.

So, guidelines are essential!

# BRAND GUIDELINES

# NEGATIVE SPACE IS A BIG POSITIVE

In page layout, illustration and sculpture, white space is often referred to as **negative space**. It is the portion of a page left unmarked: margins, gutters, and space between columns, lines of type, graphics, figures, or objects drawn or depicted.

The term arises from graphic design practice, where printing processes generally use white paper. White space should not be considered merely “blank” space — it is an important element of design which enables the objects in it to exist at all; the balance between positive (or non-white) and the use of negative spaces is key to aesthetic composition.

BRAND GUIDELINES

# mr.steam®

LOGOTYPE

**Logo:** The Mr. Steam® logotype uses the typeface Eureka Roman. The period is centered between “mr” and “steam” and shifted below the baseline, to evoke a Vapor Drop. The registered mark (®) always follows “mr.steam” in all applications, and is set in Eureka Sans Light, in order to minimise its presence.

**Usage:** The logotype should always be present whenever any of the identity components are used. The characters and graphic components are in a fixed relationship to one another. Logotype characters, proportions, colors and graphic elements should never be changed or manually typed in. Logotype files are available in various sizes, colors and configurations via internet download or disc if requested.

**Body Text:** In body text and correspondence the brand name should always be given as “Mr. Steam®”.

**Register Trademark:** A ® mark is part of the Mr. Steam® logotype. In lieu of the ® mark, as shown above, it is also possible to add the text line: “Mr. Steam is a registered trademark of Sussman-Automatic Corporation”.



The logotype typography is 60% Black. The period “Vapor Drop” is CMYK: C58, M28, Y5, K10 and matched to PMS 652.

# BRAND GUIDELINES



# mr.steam<sup>®</sup>

## Feel Good Inc.<sup>®</sup>

The Mr. Steam<sup>®</sup> logotype along with “Feel Good Inc.<sup>®</sup>” tagline should be used in all marketing and advertising materials when possible and appropriate.

**“Feel Good Inc.” should only be used in association with Mr. Steam and never used alone or as a replacement of Mr. Steam brand name.**

The “Inc.” abbreviation is the proper usage for the tagline “Feel Good Inc.” and should not be phrased in it’s entirety: ~~“Feel Good Incorporated.”~~

LOGOTYPE & TAGLINE USGAE

# BRAND GUIDELINES

# COLOR PALETTE

C-55 M-19 Y-0 K-0 | PMS 284

Graphics/Packaging

C-58 M-28 Y-5 K-10 | PMS 652

Collateral Design/Advertising

C-57 M-23 Y-10 K-31 | PMS 5415

Graphics/Packaging

C-36 M-12 Y-14 K-10 | PMS 551

Collateral Design/Advertising

C-11 M-1 Y-6 K-64 | PMS 431

Graphics/Packaging

60% Black | PMS Cool Grey 10

Collateral Design/Advertising

C-12 M-8 Y-35 K-22 | PMS 452

Collateral Design/Advertising

# BRAND GUIDELINES



Advertising/Marketing/Collateral\_ **HEADLINE FONTS:**

**Introducing Affordable** Gotham Bold

Luxury for Small Spaces Gotham Book

**Gotham Bold**

**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**

Gotham Book

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

You can use the bold weight of **Gotham Bold** for emphasis along with the light Gotham Book.

Avenir is a geometric sans-serif typeface designed by Adrian Frutiger in 1988 and released by Linotype GmbH, now a subsidiary. Gotham is a family of geometric sans-serif digital typefaces designed by American type designer Tobias Frere-Jones in 2000. Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century, and are especially popular throughout New York City.

TYPOGRAPHY

BRAND GUIDELINES

# Advertising/Marketing/Collateral\_ BODY COPY FONT

## Gill Sans Regular

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 Light

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 Light Italic

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 is a sans-serif typeface designed by Eric Gill and released by the British branch of Monotype from 1928 onwards.

Marketed by Monotype as a design of “classic simplicity and real beauty”, it was intended as a display typeface that could be used for posters and advertisements, as well as for the text of documents that need to be clearly legible at small sizes or from a distance, such as book blurbs, timetables and price lists. Designed before setting documents entirely in sans-serif text was common, its standard weight is noticeably bolder than most modern body text fonts.



## Website/Interactive/Packaging Fonts

### Gotham Bold

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

### Gotham Book

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

Gotham is a family of geometric sans-serif digital typefaces designed by American type designer Tobias Frere-Jones in 2000. Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century, and are especially popular throughout New York City.

### Oxygen

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

Designed by Vernon Adams, the Oxygen typeface family is created as part of the KDE Project, is optimised for the FreeType font rendering system and works well in all graphical user interfaces, desktops and devices.

### Helvetica Light (Body Copy Font)

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

Helvetica was developed in 1957 by Max Miedinger with Eduard Hoffmann. Originally called Neue Haas Grotesk, the aim was to create a neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage. In 1960, the typeface's name was changed to Helvetica in order to make it more marketable internationally.

## Photography & Illustration Design/Production

Mr. Steam employs the usage of both Full Bleed and Non-Bleed layout design to accomplish bold communications that align with the media and message considerations of each initiative.

It is also imperative that designers use the appropriate level of resolution of imagery to preform at the highest level associated with each and every media specification.

Mr. Steam has created a complete Media Gallery of iconic images to support the brand. From product specific images to photographic representations of the mood, personality, and aspirational qualities of the Mr. Steam brand.

As permanent brand manifestations these images may only be used for the promotion and marketing of the Mr. Steam Brand and Sussman-Automatic Corporation (the parent company of Mr. Steam).

Usage: The images made available in the Mr. Steam Media Gallery have defined usage allotted to the Mr. Steam company and its marketing partners. Mr. Steam reviews and grants usage to it's marketing partners, with no outside usage allowed.

**Mr. Steam's iconography, photography, and information are all available at: [www.mrstem.com](http://www.mrstem.com)**

*Legal Note: Images may NOT be used in any consumer advertising, direct consumer publications, billboards or outdoor advertising without approval from Mr. Steam.*

Mr. Steam reserves the right to withdraw permission to use any and all Mr. Steam trademarks, copyrights, marketing and advertising materials if found to be misused or inconsistent with the defined guidelines, or is otherwise deemed inappropriate by Mr. Steam.

PHOTOGRAPHY USAGE

# BRAND GUIDELINES





[www.mrsteam.com](http://www.mrsteam.com)

#### **MRSTEAM®**

A leader and innovator in steam shower systems, spa products  
and experiences for residential and commercial use.

MrSteam offers the highest quality products, affordable pricing,  
top class warranties and unmatched customer service.

#### **CONTACT US**

Headquarters• Sussman-Automatic Corporation® 43-20 34th Street, Long Island City, NY. 11101 USA • tel 1-800-76 STEAM (767-8326)  
West Coast• Sussman-Automatic Corporation® 9410 South La Cienega Blvd. Los Angeles, CA. 90301 USA • tel 1-800-72 STEAM (727-8326)

Or write to us at [hello@mrsteam.com](mailto:hello@mrsteam.com)