



Brand Guidelines

♥ OF SAUNA





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Defining ourselves



Our Background

We created **HUUM** to provide a better sauna experience that everyone can enjoy. Our **HUUM** electric heaters and wood-fired stoves combine ancient sauna building knowledge with smart technology in a contemporary Nordic design inspired by nature. They don't just look good at the heart of a sauna. They're designed to deliver a superior heat and steam, as well as provide improved convenience and safety. Our founder comes from three generations of sauna builders in Estonia and has brought together a team who are dedicated to continuously innovating the sauna for new generations.

Who we are

Our team is passionate about the importance of the sauna for health, wellness, and friendship. All of us grew up in Estonia where good saunas are a way of life, but we also believe the benefits of the sauna are for everyone, everywhere. When not working, we enjoy spending our time close to nature for sport, adventure, and relaxation. After a busy working week or an intense day of activity outdoors, there's nothing we love more than unwinding with family and friends in the sauna. We use **HUUM** at the heart of our saunas too and we are proud to share our love of sauna with more people around the world.



Our personality

We're global, and also proud of our Nordic and Estonian roots. We're modern, and also inspired by thousands of years of sauna building heritage. We're at the cutting edge of technology, and always close to nature. We're credible experts, and also fun and friendly. We're luxurious, and accessible to everyone.

We're real people with a genuine love for saunas and we always strive for quality. In fact, **HUUM** reflects the character of the Estonian people. Our sauna heaters and stoves are simple, sturdy, and silent. We work hard and take time to warm up, but it's worth getting to know us because you will then experience a genuine warmth and welcome like no other.

We let our products speak for themselves and listen to our customers about what a good sauna means for them.



Our voice

We are

- ◆ **Straight-talking, credible, helpful, inclusive, and clear.** We use few words, but we use them well to share our expertise in a way that anyone can understand.
- ◆ **Modern, enthusiastic, forward-thinking, vigorous, youthful** and a little bit **cheeky.** We are not the largest or the loudest in our industry, but our energy is difficult to ignore.
- ◆ **Forward-thinking, creative, empathetic, intuitive** and **details-driven.** We listen to our customers and never stop thinking about ways to improve the sauna experience for them.
- ◆ **Human, genuine, sincere,** and **family-friendly.** We love what we do because we're building the products we use too.



Our voice

We are not

- ◆ **Too serious, self-important, bureaucratic, or boring.** We always have time for our customers.
- ◆ **Vulgar, flashy, tacky, or contrived.** We're real people and so are our customers. You'll see ordinary people of all backgrounds enjoying our saunas, not just models!
- ◆ **Snobbish, arrogant, or cheap.** We're premium, but not exclusive. We're not the lowest price, but we're an affordable luxury that anyone can obtain.

Our language

Our customers are located around the world and many will have little prior knowledge of sauna construction or sauna traditions. We talk to them using plain language that is clear, concise, and understandable. When using English, we use internationally understood vocabulary with US spelling, unless we are deliberately adapting our style for a local audience. We may occasionally use sauna-specific cultural references, such as leil, but only if they are relevant and we have space to explain them in a fun and engaging way. In addition to talking about 'the sauna' or 'saunas', we sometimes refer to 'sauna' as a general topic, such as 'our love of sauna'.

Our mission

- 💧 To help more people enjoy good saunas
- 💧 To popularize authentic sauna bathing practices globally as an essential part of health and wellness

Key messages

Our slogan can be interpreted in two ways to describe both our passion and our products:

- 💧 **Love** of sauna
- 💧 **Heart** of (the) sauna

We also commonly use variations of these terms to explain why HUUM provides a better sauna experience:

- 💧 Contemporary Nordic design
- 💧 Inspired by nature
- 💧 Based on ancient sauna building principles
- 💧 Superior heat and steam
- 💧 Smarter technology for convenience and safety
- 💧 Available to everyone from luxurious spas to cozy homes





Logo



Proto-Germanic **xūma**- shadow, darkness

Old Icelandic **húm** -twilight

Livonian **úm** -dawn

Our **HUUM** logo should always be surrounded by a minimum amount of space so it can breathe. A margin of clear space equivalent to the width of the **H** icon is drawn around the logo to create an invisible boundary and an area of isolation.

If our slogan mark “Heart of Sauna” is used with logo, it should align properly.

We align our logo mostly to the center, but top corners are also alright.

Minimum sizing for Digital: 30px width
Print: 1cm width.
There is **no maximum** size defined



30px or 1cm



We try to avoid using our logo on colored backgrounds, but if that's necessary then we use the white version of the logo or the lightest background.

We don't use different colors



We don't rearrange the logo



We don't use transparency



We don't change the size or position of the drop



We don't crop the logo



We don't distort the logo



We don't outline the logo



We don't use drop shadows or any other effects



We don't rotate the logo





Color

Sinbad

PANTONE P 130-3 U
CMYK 39 0 23 0

80%

50%

Solitude

PANTONE P 109-1 U
CMYK 9 3 0 0

80%

50%

Blue Lagoon

PANTONE P 120-16 U
CMYK 100 0 15 60

Regent Gray

PANTONE P 174-6 U
CMYK 56 42 32 0

Black

PANTONE Black C
CMYK 65 66 68 82

As we are simple by nature, we don't use an extensive range of colors and shades. Each color we use has its own significance.

Cerise Red

PANTONE P 68-15 U
CMYK 0 90 30 9

Cashmere

PANTONE P 52-9 U
CMYK 0 30 24 3

Khaki Yellow

PANTONE P 4-11 U
CMYK 0 4 47 7

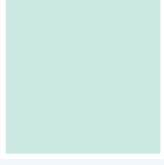
We use these colors to express ourselves differently than usual so our youth and passion can come to life.



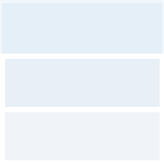
We use this for our main elements



We use this for small coverage backgrounds without our logo on top



We use this for small coverage backgrounds



We use these for large coverage backgrounds and secondary elements



We use this for typography and interactive elements



We use these for merchandise and personalization, but not for formal branding.



Typography

Aa

Manrope is our official font and we use it as much as possible. Manrope is a free font and performs well both in print and on screens.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/



Drop Symbol



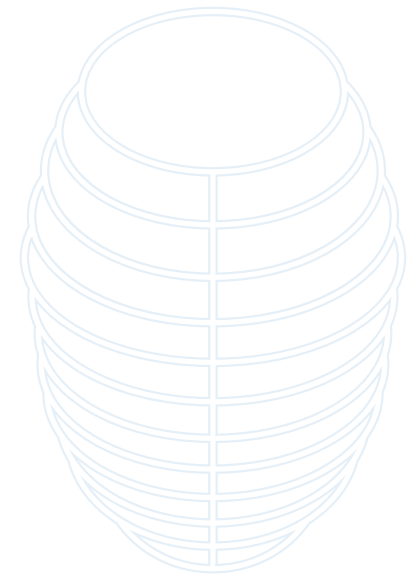


We use the Drop Symbol as an anchor element to our brand. It can be used as an image mask or to highlight our products. Smaller scale drops can also be used as a background element.



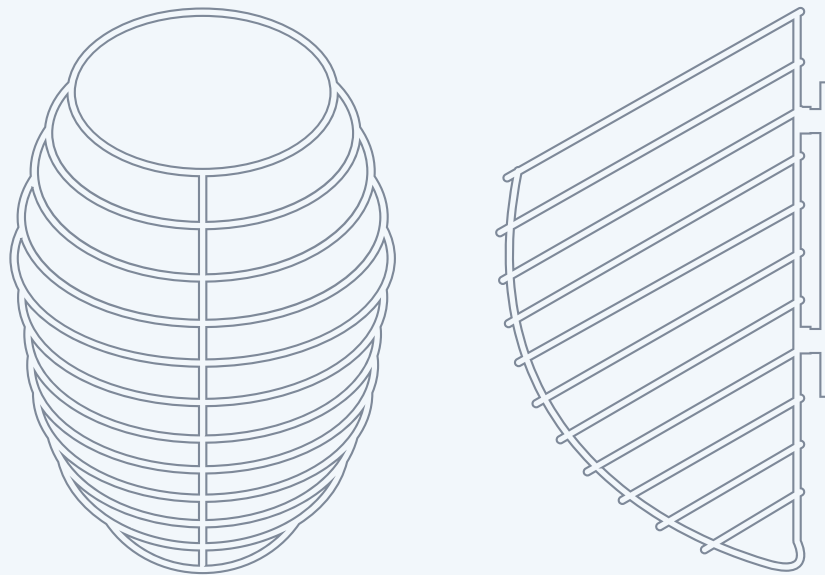


Icons & Illustrations





We use **line** icons. We can use icons for technical descriptions and specifications. Icons are simple, light, sophisticated and friendly. We use **Blue Lagoon** color and consistent line weights and visual style.



We use our product line drawings for technical descriptions for packaging and manuals.

Our main headers often have separated weights (**Extrabold** & Regular). The purpose is to highlight important points.

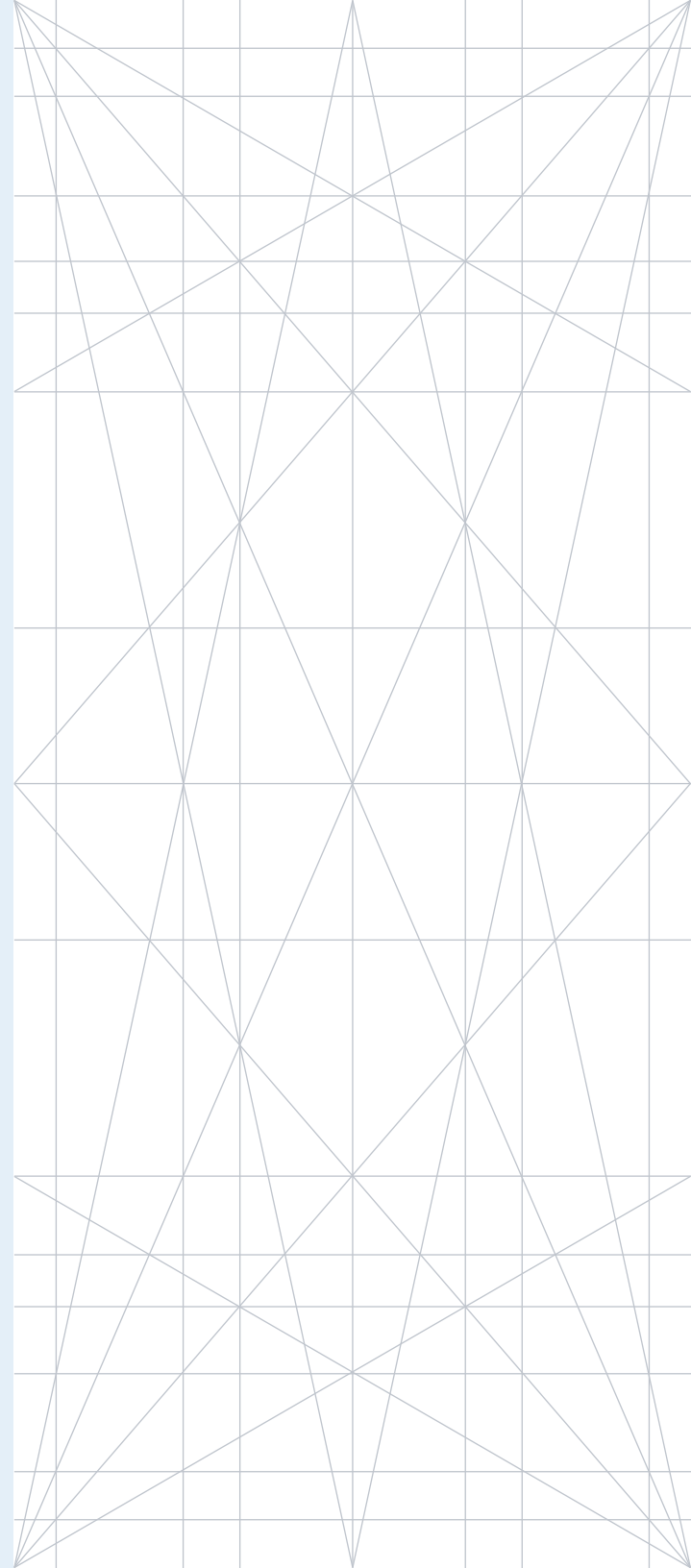
Elegant sauna heaters in the heart of your sauna

Forget about boxy-looking heaters. HUUM heaters' minimalist and round design lets the beauty of the stones show and adds a touch of elegance to your sauna.

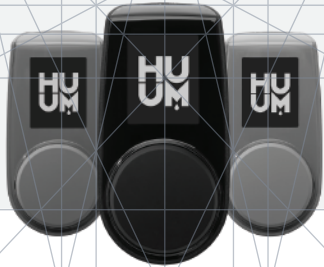
Forget about boxy-looking heaters. HUUM heaters' minimalist and round design lets the beauty of the stones show and adds a touch of elegance to your sauna.



Grid





UKU Control Unit




Stylish **UKU Control Unit** makes sauna heating easy and comfortable. UKU can be used locally and is equipped with door sensor, overheating protection and child safety lock to ensure a safe sauna experience.

UKU • APP incorporates all the features of UKU Local control unit while adding an extraordinarily comfortable remote control option through mobile app! With UKU • APP it takes just a couple of clicks on the mobile to have the sauna heated and ready when you get home.

Connectivity Options

-  The GSM version connects to the mobile through an internal SIM card, which requires connection to a mobile network.
-  The Wi-Fi version requires a connection to a Wi-Fi network in order to communicate with the mobile app.



OF SAUNA

Elegant solution

HIVE electric heater is an elegant solution for bigger saunas, for example, sport clubs and spas. This floor-mounted heater holds up to 250 kg of stones, which ensure long-lasting hot steam even for larger groups, without compromising on design. The slimmer HIVE Mini holds up to 150 kg of stones and is suitable also for smaller saunas.

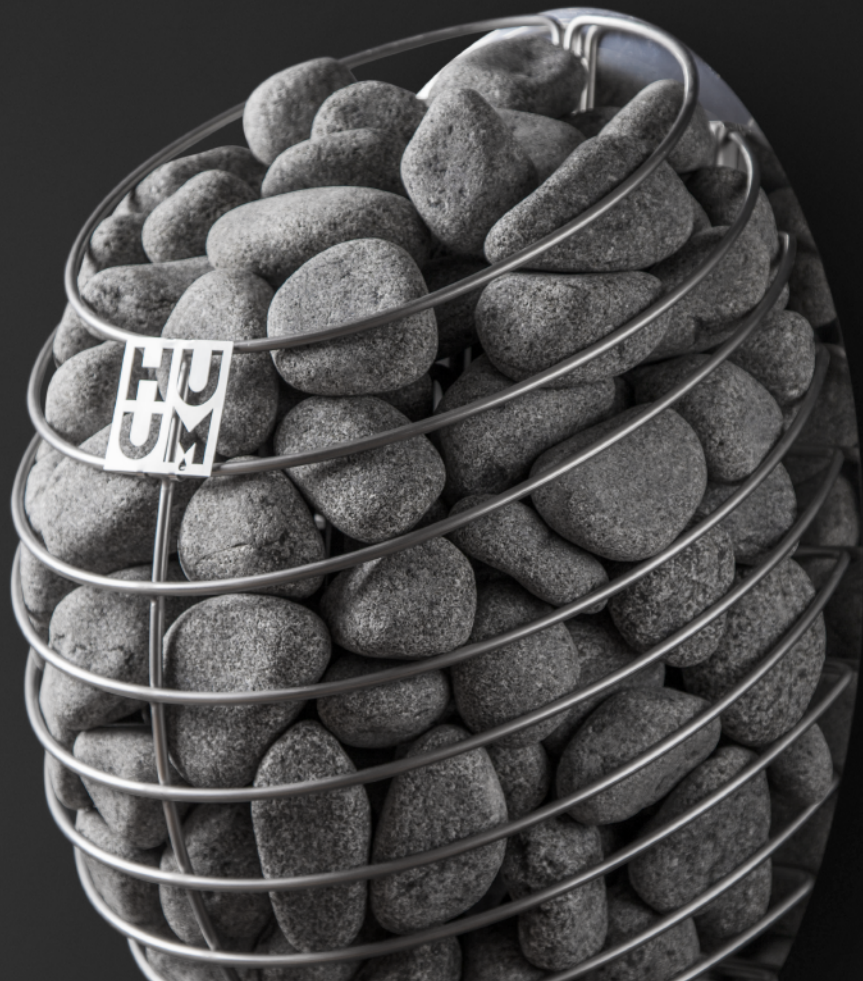
24

We use the **Golden Ratio Grid** to design our layouts with elegant proportions. This is useful for any type of graphic design online or offline.

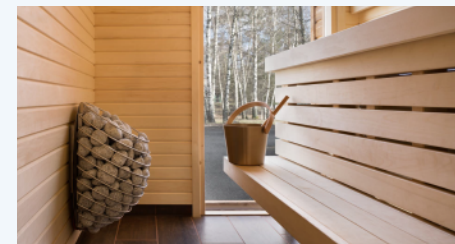


Images





For full background product photography, we use black or white studio shots. For product highlight images, we use transparent background shots with gentle direct shadow. The **HUUM** logo should always be visible.

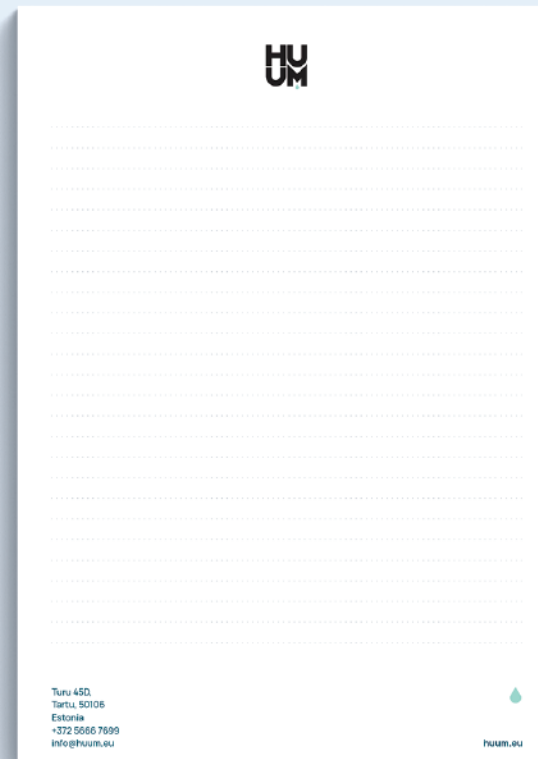
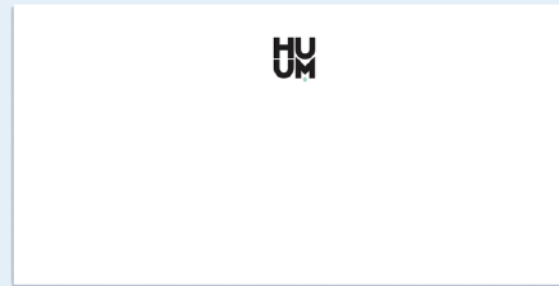
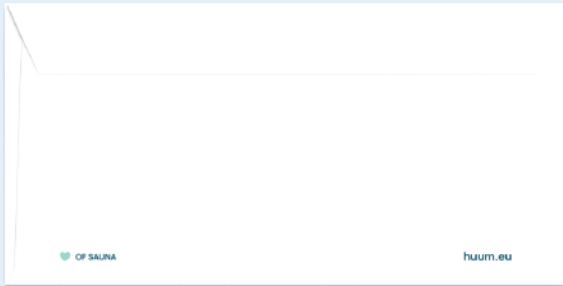


Our environment photography should reflect the standards of trendy interior magazines. Both the composition and atmosphere should reflect the **style** of our products and their **functionality**.



Brand Application





Siim Nellis

CEO



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huum.eu



Hello, Thanks!

HUUM OÜ

Reg. Code: 12561761

KMKR nr: EE101690416

AS LHV Pank: EE937700771002975226

Date: 02.05.2020

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now. When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: **when I hear the buzz** of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath of that universal love which bears and sustains us, as it floats around us in an eternity of bliss; and then, my friend, when darkness over-spreads my eyes, and heaven and earth seem to dwell in my soul and absorb its power, like the form of a beloved mistress, then I often think with longing, Oh, would I could describe these conceptions, could impress upon paper all that is living so full and warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God! O my friend - but it is too much for my strength - I sink under the weight of the splendour of these visions!

Siim Nellis

CEO

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huum.eu



Invoice

Date: **02.05.2020**
Invoice number: **H29182**
Billed to:

HUUM OÜ
Reg. Code: 12561761
KMKR nr: EE101690416
AS LHV Pank: EE937700771002975226

Description	Code	Qty	Unit Price	Cost
Hive mini 6 kW	4744103012060	1	449 €	449 €
Uku Local Black	4744103012060	1	269 €	269 €
20 kg grey rounded stones (10-15cm)	4744103012060	2	25€	50 €

Terms & Conditions

Phasellus ultrices nulla quis nibh. Quisque a lectus. Donec consectetur ligula vulputate sem tristique cursus. Nam nulla quam, gravida non, commodo a, sodales sit amet, nisi.

Total excluding VAT: **820 €**
VAT total(20%): **164 €**
Shipping: **52 €**

Total: **449 €**

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DROP 4,5 - ART. 4744103011049
 DROP 6-ART. 4744103011063
 DROP 9-ART. 4744103011094

Electric heater HUUM DROP

A UNIQUE SHAPE ALWAYS GIVES THE BEST SAUNA STEAM - from soft to sharp, by throwing water on the sides or on top of the heating element.

A PLEASANT SAUNA EXPERIENCE FOR EVERYONE

Minimalist design, compact heater, surrounded by 55 kg of stones.

Minimalist and functional design. Compact solution with a big stone quantity. The best shape for soft or sharp sauna steam.



Easy to use



Soft Steam



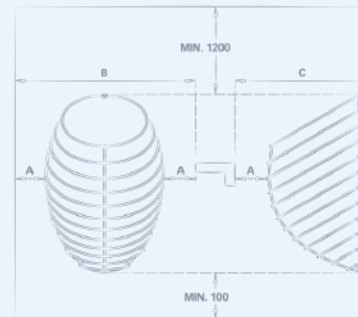
Longer Relaxation



reddot design award winner

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DROP HEATER	4,5	6	9*
OUTPUT (KW)	4,5	6	9
SAUNA SIZE MIN. (M²)	3	5	8
SAUNA SIZE MAX. (M²)	7	10	15
STONE QUANTITY	55	55	55
HEIGHT (MM)	590	590	590
WIDTH (MM)	390	390	390
DEPTH (MM)	350	350	250
WEIGHT (KG)	11	11	12
POWER SUPPLY			
3-PHASE SUPPLY	400 V 3N	400 V 3N	400 V 3N
CONNECTION CABLE (N X MM²)	5 x 1,5	5 x 1,5	5 x 2,5
FUSE (A)	3 x 10	3 x 10	3 x 16/1 x 50
1-PHASE SUPPLY	230 V 1N	230 V 1N	230 V 1N
CONNECTION CABLE (N X MM²)	3 x 2,5	3 x 6	3 x 10
FUSE (A)	1 x 16	1 x 25	3 x 16/1 x 50



SAFETY CLEARANCE A (MM)	100	120	150
SAFETY CLEARANCE B (MM)	590	630	690
SAFETY CLEARANCE C (MM)	450	470	500

*In case the 9 kw drop heater is installed on combustible material, we recommend using an air deflector. The product is under the stones, avoiding the process of browning

DISTRIBUTOR:

DELIVERY TIME / TERMS AND CONDITIONS (TO BE AGREED WHEN PLACING AN ORDER)

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HUUM

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#huumsauna

HUUM

Comfort
in nordic sauna

Electric heater
HUUM DROP
4.5 kW 6kW 9kW

- Easy to use
- Soft Steam
- Longer Relaxation

reddot design award winner

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HUUM

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Electric heater
HUUM HIVE
12kW 15kW 18kW

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HUUM

Wireless Sensors
Mobile App
OS: iOS & Android
Auto Update

Seamless Connectivity

Sauna Controller
UKUG3

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HUUM



Comfort in nordic sauna

Electric sauna heater
HUUM HIVE
12kW 15kW 18kW

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#huumsauna









UKU Control Unit



Stylish **UKU Control Unit** makes sauna heating easy and comfortable. UKU can be used locally and is equipped with door sensor, overheating protection and child safety lock to ensure a safe sauna experience.

UKU + APP incorporates all the features of UKU Local control unit, while adding an extraordinarily comfortable remote control option through mobile app. With UKU + APP it takes just a couple of clicks on the mobile to have the sauna heated and ready when you get home.

Connectivity Options

-  The GSM version connects to the mobile through an internal SIM card, which requires connection to a mobile network.
-  The Wi-Fi version requires a connection to a Wi-Fi network in order to communicate with the mobile app.

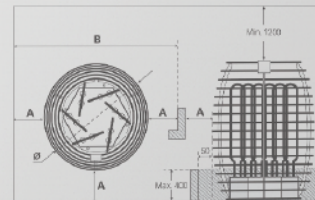
HIVE Heater



HIVE electric sauna heater is an elegant solution for bigger saunas, for example, for spas and gyms. The floor-mounted heater holds up to 250 kg of stones, which ensure a long-lasting hot steam even for larger groups, without compromising on design.

HIVE Technical Data

HEATER	12kW	15kW	18kW
Sauna room	12-25 m ²	15-30 m ²	18-35 m ²
Stone capacity	260 kg	250 kg	250 kg
Weight	21 kg	22 kg	26 kg
Height	750 mm	750 mm	750 mm
Diameter	555 mm	555 mm	555 mm
POWER			
Power	20 A	25 A	32 A
Supply voltage 3 phase	400 V 3N	400 V 3N	400 V 3N
Cable (N x mm ²)	5 x 4	5 x 4	5 x 4
SAFETY DISTANCE			
A	120 mm	150 mm	180 mm
B	795 mm	655 mm	915 mm




SET INCLUDES

- electric sauna heater
- adjustable legs

HEATER REQUIRES ALSO

- control unit
- stones
- heat-resistant power cable



 OF SAUNA

HUUM Mobile App

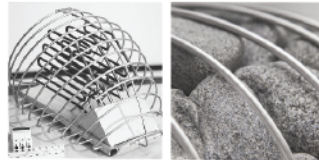


Mobile App let's you control your heater through UKU Control Unit. It is possible to activate heater from distance and schedule heater activity. Your every sauna experience is logged to statistics, so you can keep track of your healthy sauna habits.



DROP Heater

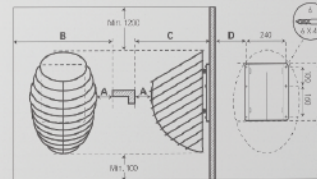
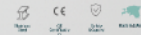
reddot design award winner



DROP heater is inspired by the purest element in nature – a water drop. Its round design softens and tapers up the angular interior of a classic sauna, giving it a touch of elegance. But DROP isn't only about the looks. This compact wall-mounted heater can actually fit up to 55 kg of stones, exceeding most wood-burning stoves and guaranteeing long-lasting steam.

Drop Technical Data

HEATER	4.5kW	6kW	9kW
Sauna room	12-25 m ³	18-30 m ³	18-35 m ³
Stone capacity	250 kg	250 kg	250 kg
Weight	21 kg	22 kg	26 kg
Height	750 mm	750 mm	750 mm
Diameter	555 mm	555 mm	555 mm
POWER			
Fuse	20 A	25 A	32 A
Supply voltage 3-phase	400 V 3N	400 V 3N	400 V 3N
Cable (N x mm ²)	5 x 4	5 x 4	5 x 4
SAFETY DISTANCE			
A	120 mm	150 mm	180 mm
B	795 mm	855 mm	915 mm



SET INCLUDES

- electric sauna heater
- wall mount

HEATER REQUIRES ALSO

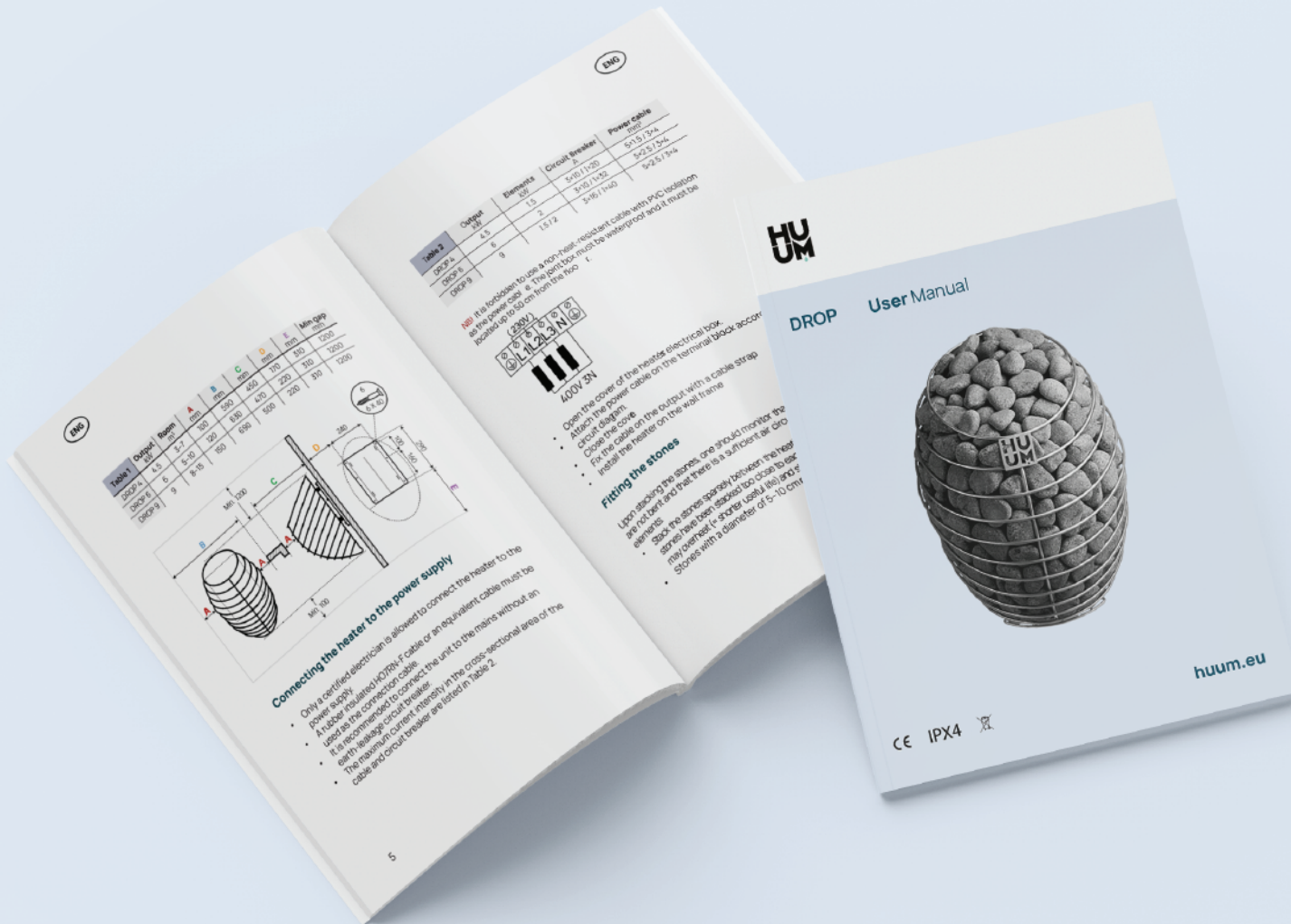
- control unit
- stones (5-10 cm)
- heat-resistant power cable



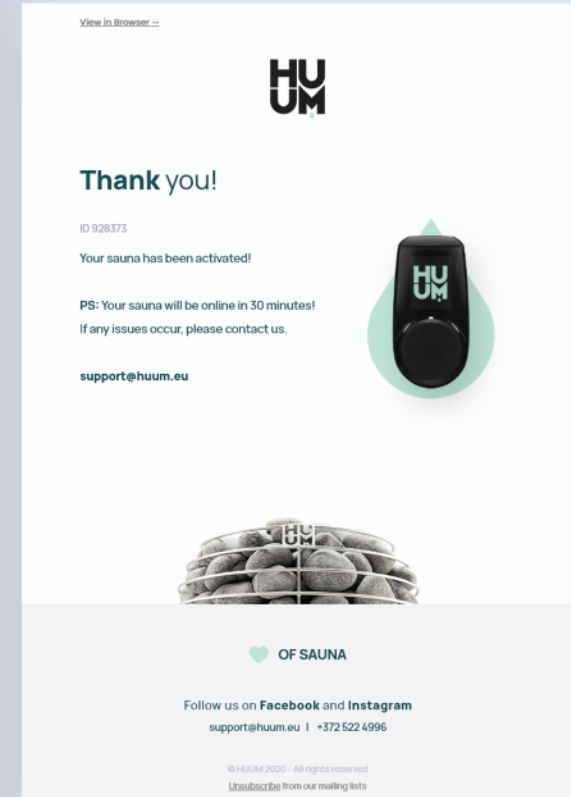
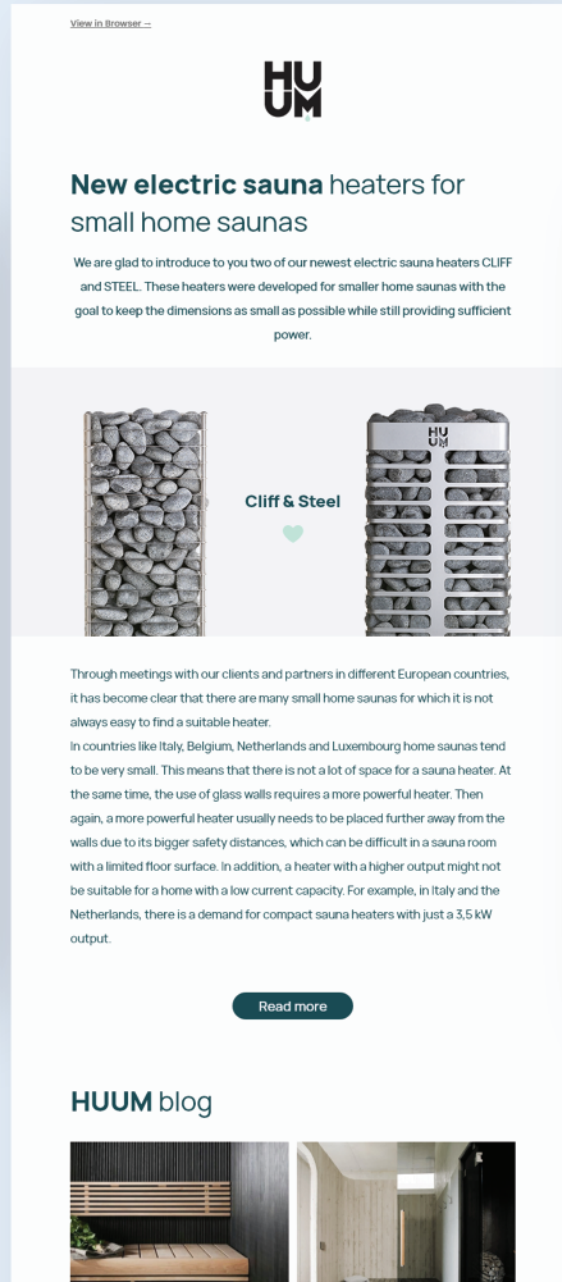
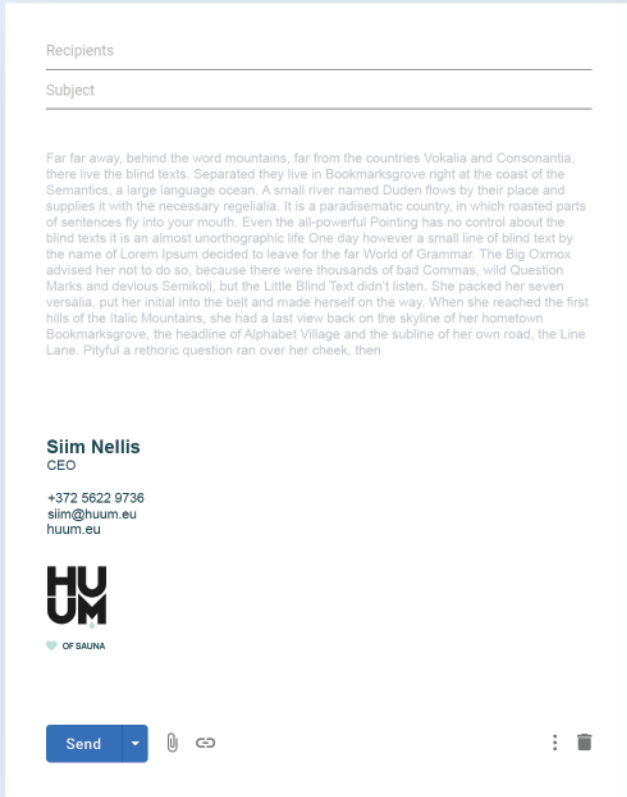
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#huumsauna









Comfort
in nordic sauna

OF SAUNA

HUUM
Local Business

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About See All

Turu 45D Tartu, Estonia

We are a slim design compact also con sauna r

1 HUUM delivers a unique sauna experience built on thousand-year old traditions, combined with contemporary Nordic design from ESTONIA.

3,015 people like this including 14 of your friends

3,054 people follow this

7 people checked in here

<http://www.huum.eu/>

5666 7699

Send Message

info@huum.eu

Closed Now
9:00 AM - 5:00 PM

Local Business

Photos See All

ContiSauna beautiful shower impress with just finished

Nordic design
sauna heaters

OF SAUNA

HUUM
Local Business

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About See All

Turu 45D Tartu, Estonia

1 HUUM delivers a unique sauna experience built on thousand-year old traditions, combined with contemporary Nordic design from ESTONIA.

3,015 people like this including 14 of your friends

3,054 people follow this

7 people checked in here

<http://www.huum.eu/>

5666 7699

Send Message

info@huum.eu

Closed Now
9:00 AM - 5:00 PM

Local Business

Photos See All

Videos See All

HUUM
April 2 at 12:23 PM

We are glad to introduce you two of our newest sauna heaters with a slim design and significantly reduced safety distances. However, the compactness does not come at the expense of efficiency. Both heaters also come in a slimmer wall-mounted version of 3.5 kW for very small sauna rooms.

New heaters
Cliff & Steel

HUUM.EU
Sauna heaters with respect for space
We are glad to introduce to you two of our newe... Learn More

Slim Nellis and 14 others 2 Comments 2 Shares

Like Comment Share

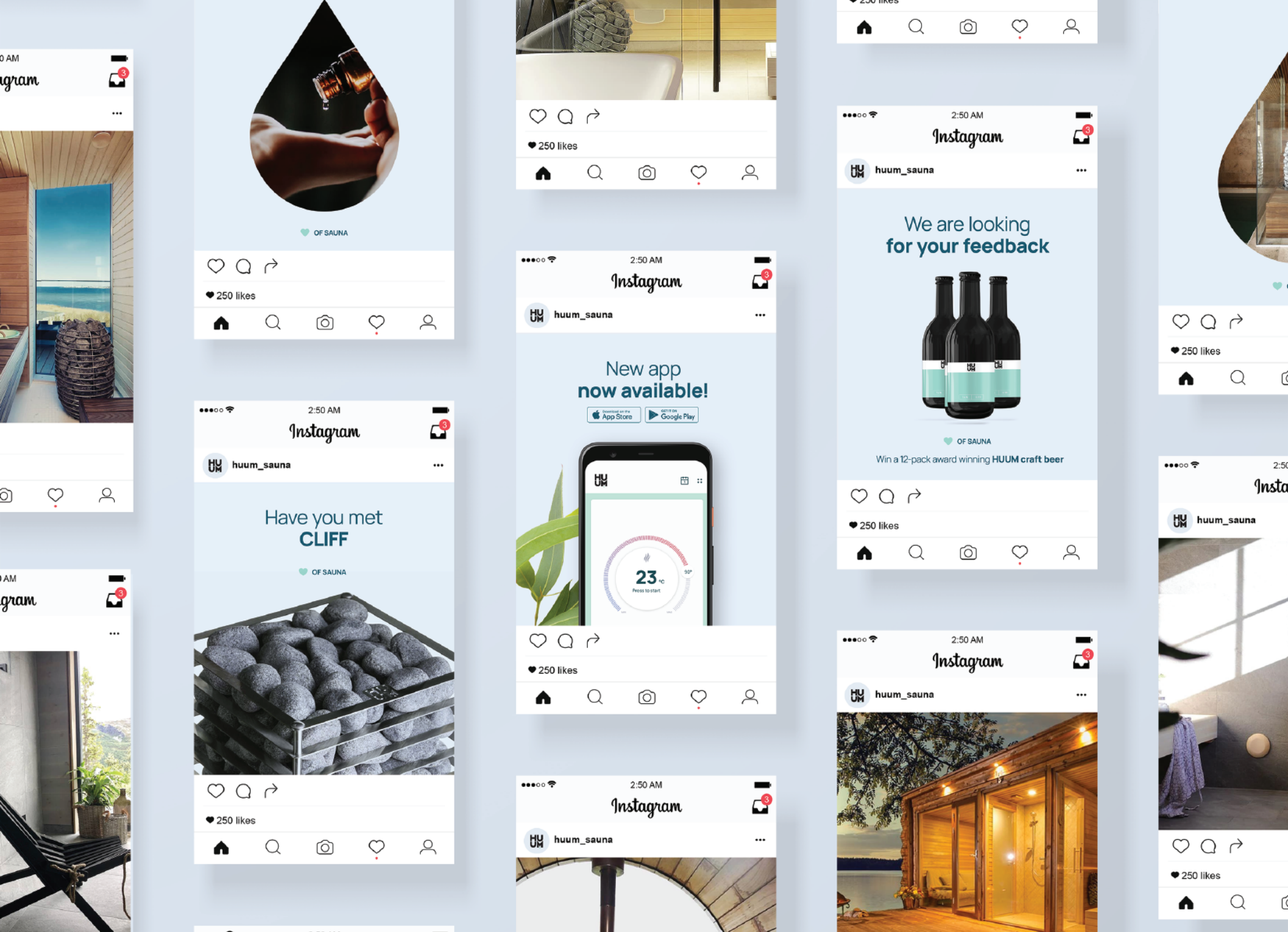
Most Relevant

Write a comment...

View comments

HUUM
March 23 at 12:04 PM

ContiSauna (made by zmodule.eu) elegantly packs together a beautiful sauna with a DROP heater, a lounge room, a terrace, and a shower into just one shipping container. What is particularly impressive about this sauna house is the terrace which you can close with just a push of a button to protect it from intruders after you've finished using the sauna.





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#huumsauna



HUUM Heaters

- Made in Tartu
- Stainless steel
- Heating elements produced in Italy
- Unique design
- Remote Control Unit - local or app



♥ OF SAUNA

huum.eu
#huumsauna



DROP

Compact heater

4.5kW 6kW 9kW

The organic and minimalist design of DROP heater makes it the statement piece of your sauna. Plus, it takes up very little space and fits a lot of stones to keep the sauna hot for long.



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#huumsauna

♥ OF SAUNA



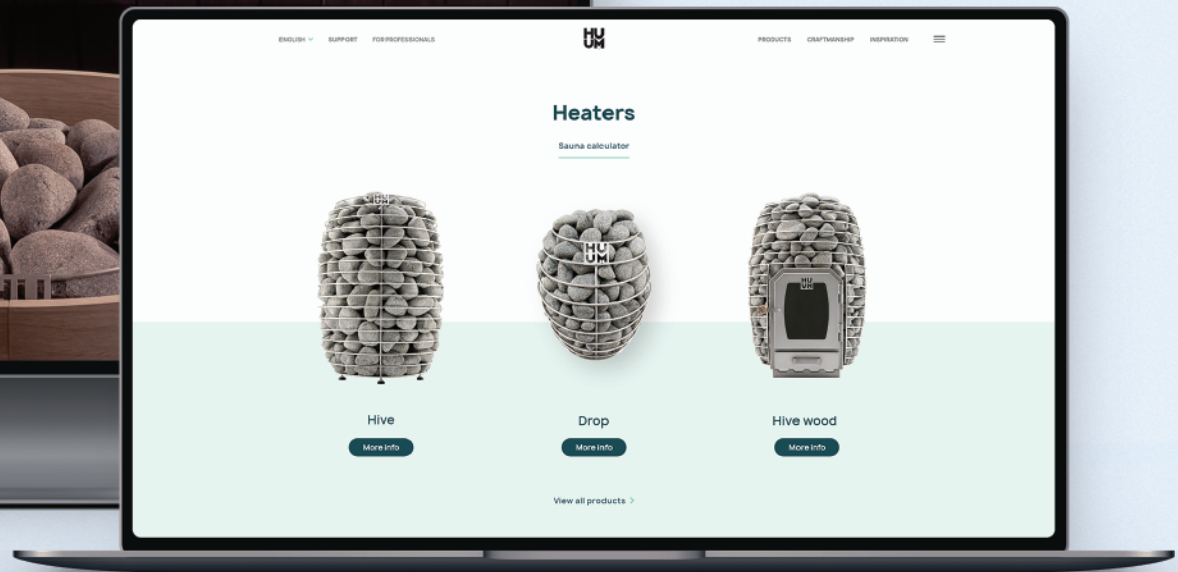
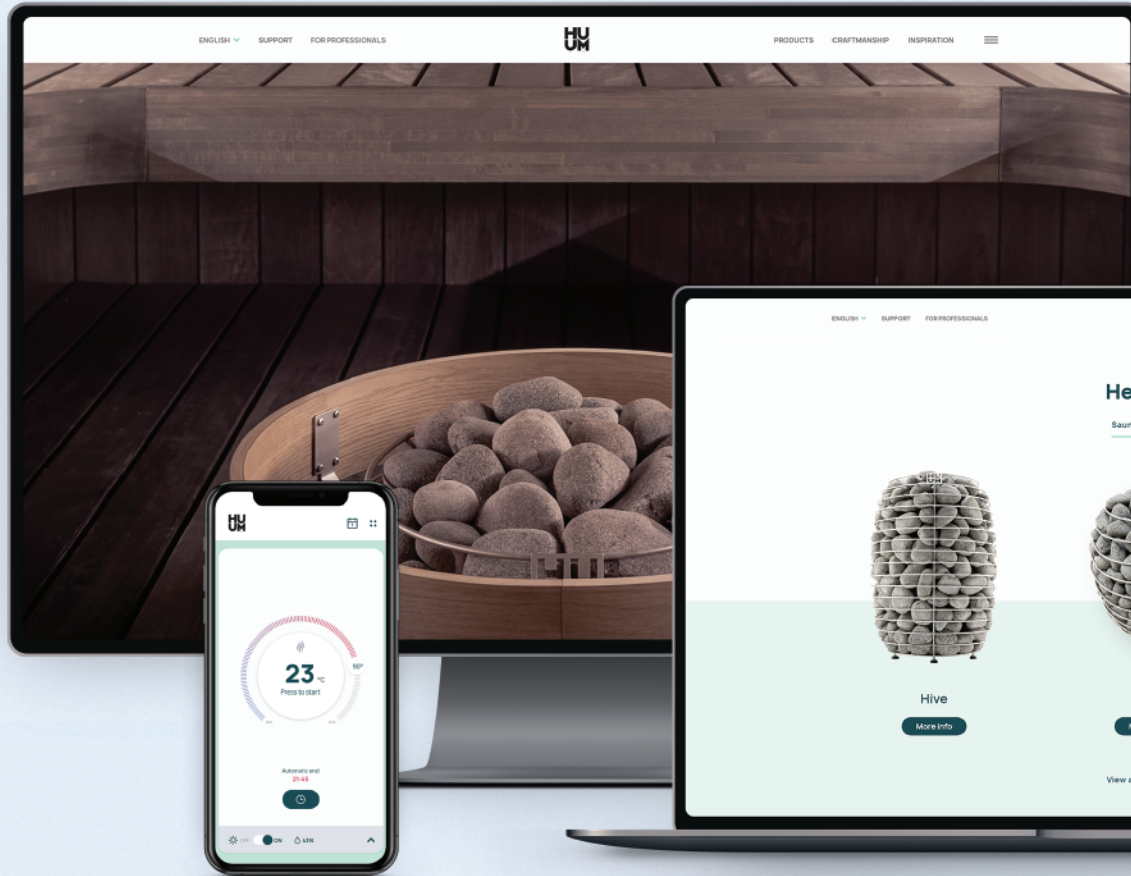
HIVE

Compact heater

12 kW 15 kW 18 kW

HIVE electric sauna heater is an elegant solution for bigger saunas, for example, for spas and gyms. This floor-mounted

























Thank You!



Whatever your question may be,
we are always gladly ready to help.
support@huum.eu

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#huumsauna