
Gorman
Industries Inc
www.gormanindustries.com | 505.247.1596 |
Rheem

WELCOME

PROJECT OVERVIEW

REALIGN

WHY ~~REBRAND~~?

Since 1950, Gorman Industries has built a trusted reputation through knowledgeable service, strong relationships, and dependable support for New Mexico HVAC professionals.

This is not a reinvention of the brand, but an optimization of its visual identity to better reflect the professionalism and consistency customers already know and trust.

By modernizing its digital and physical presence, Gorman Industries is positioning itself for the next generation of growth while staying true to its longstanding legacy.



WEBSITE STRATEGY

EASE OF USE x DRIVE NEW BUSINESS



Gorman Industries Inc

LOGO REDESIGN

PROFESSIONALISM x FUNCTIONALITY

TYPOGRAPHY

Franklin Gothic was selected for the Gorman Industries brand because it reflects the same **dependable, hardworking character** that has defined the company for generations. Its bold industrial presence communicates **confidence, clarity, and professionalism** while maintaining a **clean and timeless** appearance across both print and digital applications.

Together, this type system reinforces a trusted, no nonsense brand experience that feels equipped to serve HVAC professionals with speed, knowledge, and great customer service.



HEADING

FRANKLIN GOTHIC BOLD ALL CAPS

SUBTITLE

Franklin Gothic Medium

BODY TEXT

Franklin Gothic Book

BODY TEXT EMPHASIS

Franklin Gothic Book Italic

COLOR PALETTE

Rheem Gorman Industries Inc

HEATED

COOLED

TRUSTED

CLEAN

EQUIPPED

#D7263D

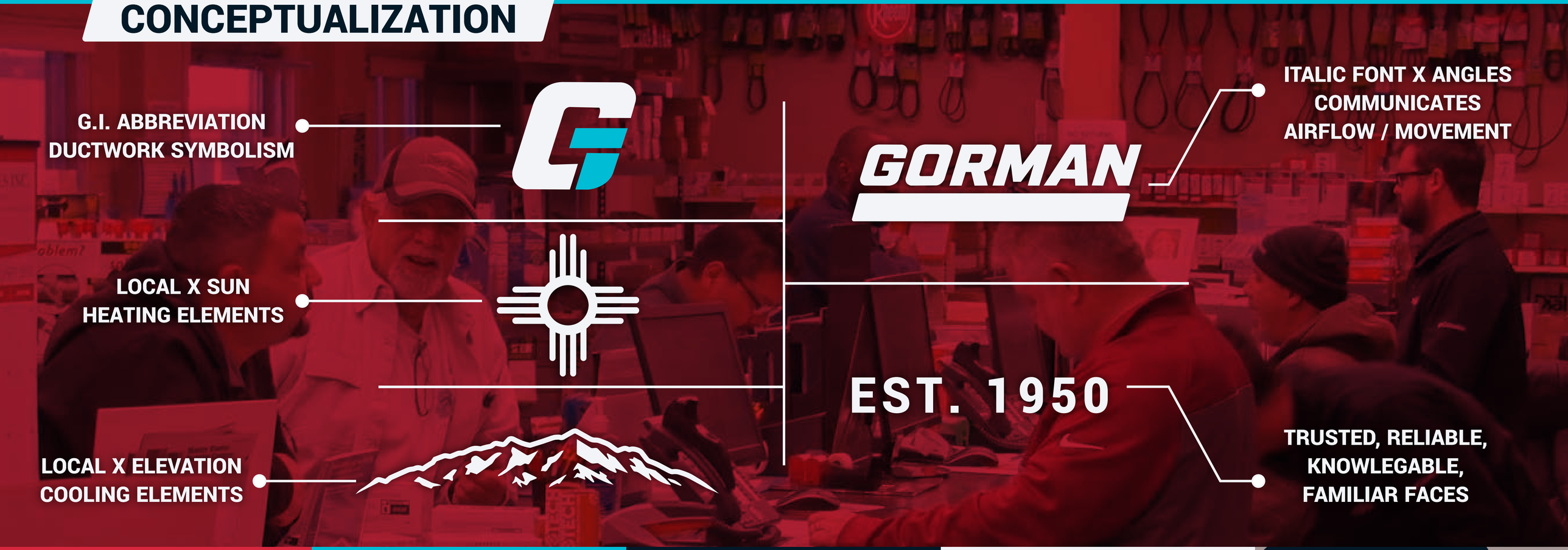
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#031927

#F2F4F8

#FFB74D

CONCEPTUALIZATION



GORMAN
INDUSTRIES
HVAC SUPPLY ◆ EST. 1950

FULL LOGO

SUBMARK

GORMAN
INDUSTRIES

LONGFORM

GORMAN
INDUSTRIES

STACKED

WATERMARK

BRAND-ALIGNED LOGO

GORMAN
INDUSTRIES
HVAC SUPPLY ◆ EST. 1950







GORMAN
INDUSTRIES
HVAC SUPPLY ◆ EST. 1950





APPLICATIONS 01

Thanks.

GORMAN INDUSTRIES
HVAC SUPPLY ◆ EST. 1950

ANNETTE HEISE
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Rheem SAMSUNG PHOENIX MANUFACTURING WILLIAMS™

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APPLICATIONS 02

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HVAC SUPPLY ◆ EST. 1950

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Albuquerque, NM 87104
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biz@gormanindustries.com

INVOICE

Invoice Number
INV-0100505

Invoice Date
INV-0100505

Due Date
May 27, 2026

Bill To
Customer Name: John Smith
Address: 123 Elm Avenue
City/State/ZIP: Albuquerque, NM 87123
Customer Phone: 505.123.4567
Customer Email: jsmith@TLCPlumbing.com

Description	Qty.	Unit Price	Total

Subtotal	
Sales Tax	
Discount	
Total	

Page 1 of 1

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APPLICATIONS 03



APPLICATIONS 03 (CONT.)

FRONT

GORMAN
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HVAC SUPPLY ◆ EST. 1950

www.gormanindustries.com

BACK

EST. 1950

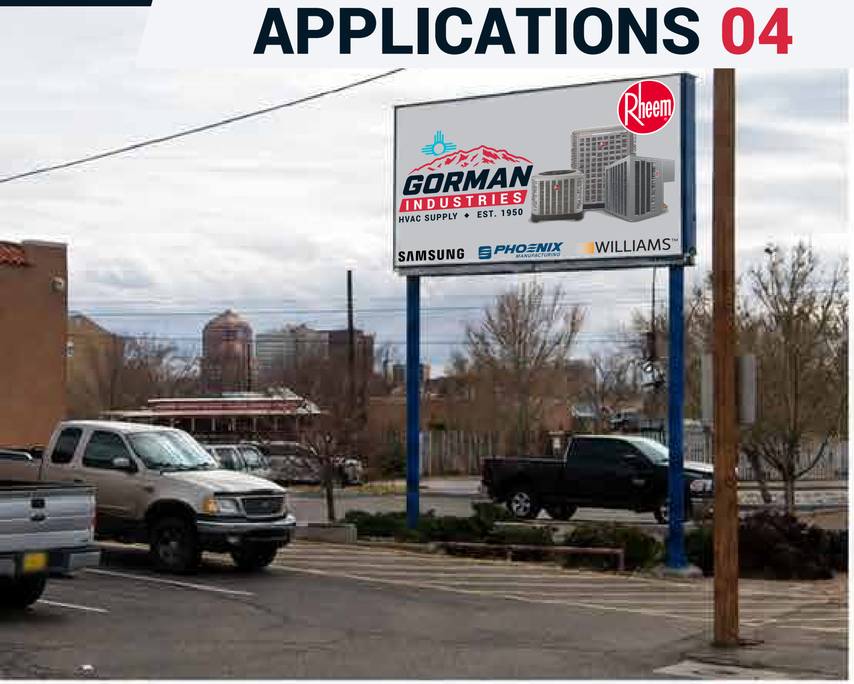
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DURA VENT | FLEX DUCT & MORE
SHEET METAL | REGISTERS & GRILLS

APPLICATIONS 04













NEW MEXICO'S TRUSTED

LOCALLY OWNED HVAC SUPPLIER FOR + 75 YEARS

Gorman Industries helps HVAC contractors complete jobs faster with dependable access to equipment, parts, tools, and technical support from the industry's top brands.

CONTACT US | LEARN MORE



CLAIM NOW

STAY EQUIPPED WITH GORMAN INDUSTRIES

From residential installs to large commercial projects, Gorman Industries supplies the equipment, tools, and materials contractors rely on every day. Our knowledgeable local team helps you find the right products quickly so your crews can stay productive in the field.

CONTACT US | LEARN MORE

COMMERCIAL HVAC
LEARN MORE

RESIDENTIAL HVAC
LEARN MORE

TOOLS & SUPPLIES
LEARN MORE

BROWSE SUPPLIES | LEARN MORE

PREPARE FOR YOUR JOB

Browse trusted HVAC product categories built to help you source the equipment and supplies needed for upcoming projects. From parts and tools to complete systems, Gorman Industries connects you with dependable products from the industry's leading manufacturers.



SPECIALS | RESIDENTIAL EQUIPMENT | COMMERCIAL EQUIPMENT | DUCTLESS & VRF EQUIPMENT



WATER HEATERS | HVAC PARTS | INDOOR AIR QUALITY | THERMOSTATS



PIPE, VALVES & FITTINGS | UNIT HEATERS | PUMPS | TOOLS



GET A QUOTE | LEARN MORE

SERVING NEW MEXICO

FOR 75 YEARS & COUNTING



Started in 1927 in El Paso TX, My Great Grandfather was an electrical engineer who help get all the Saw mills in El Paso and Juarez started. The company expanded to the Saw Mill district of Albuquerque in 1950. Once the Sawmills started to become extinct in the early 1960's my grandfather had the foresight to get out of the engineering business and re-invest Gorman Industries as a wholesale HVAC and industrial supply distributor.

Gorman Industries has been partnered with Rheem since 1964 and is the second largest single distributor in the nation. In 1990 my father taught out my grandfather and focused on growing the HVAC side of the Business. In 2024 Scott and MJ took over to continue the local and family run office.

Through each generation Gorman Industries brings new insight and ideas to the HVAC industry.

CONTACT US | LEARN MORE

IN STOCK EQUIPMENT & HARD TO FIND PARTS

TRUSTED EXPERT SUPPORT

FAST CONTRACTOR FULFILLMENT

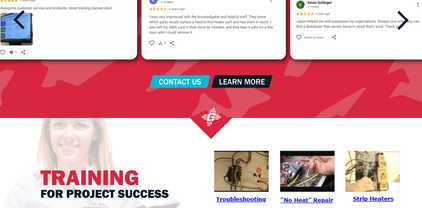
SINCE 1950 NM LOCAL FAMILY OWNED

CONTACT US | LEARN MORE

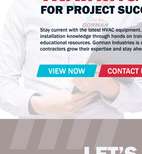


YOUR EXPERIENCE IS OUR PRIORITY

For decades, contractors across New Mexico have trusted Gorman Industries for reliable inventory, knowledgeable support, and fast service. See what local HVAC professionals have to say about partnering with our team.



CONTACT US | LEARN MORE



TRAINING FOR PROJECT SUCCESS

Stay current with the latest HVAC equipment, technology, and installation knowledge through hands-on training opportunities and educational resources. Gorman Industries is committed to helping contractors grow their expertise and stay ahead in the industry.

VIEW NOW | CONTACT US



Troubleshooting



"No Heat" Repair



Strip Heaters



Rheem Heat Pumps



Heat/Defrost Checks



Charging w/Superheat

LET'S BUILD YOUR PROJECT!

Request a quote, ask a question, or connect with our team today and let Gorman Industries help keep your next project moving forward.



FIRST _____ LAST _____

PHONE NUMBER _____ EMAIL _____

COMPANY _____

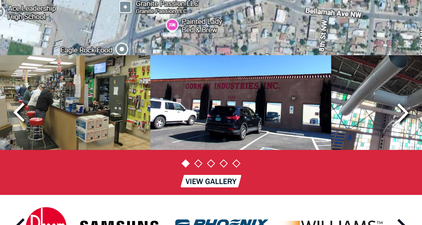
WHAT ASSISTANCE ARE YOU SEEKING?

DROPDOWN TO SELECT

MESSAGE

I'm not a robot

SUBMIT





VIEW GALLERY

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