

## Mattress Online

### Brand Guide Evolution

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Brief: Evolve the Mattress Online Brand to a more premium look that will be more fitting with our new upcoming stores.



#### Premium brand look

Maintain our brand feel, but we want to introduce new brand colours that elevate our look and feel to be more premium.



#### Refreshing

We want to look and feel modern but sustainable. Use of more plants and home decor within our stores and imagery.



#### Colour pallet update

Our colour pallet did not consider printed pantones when first established. Hex codes need to be converted to the closest Solid coated Pantone and tweaked for the closest screen to print resemblance.



#### Iconography

Our Icons are in need of being updated in some areas and require more thought to achieve suitable visuals that belong within our stores.

## In the beginning there was, well... Mattresses.

Since 2003 we've been on a mission to help everyone sleep better. From then we've been a constant and growing player of the UK bed retail market.

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From the very start, we've been proud to do things our way. We've built a successful business around a website, at a time when others didn't see the value in an online presence, or simply didn't know how to do it. We've carefully nurtured strong partnerships with our suppliers. It means the biggest bed brands feel safe and comfy working with us.

Our customers feel confident buying from us too. Our business model, keeping lots of stock and delivering quickly, has served us well. And being voted four time Online Bed Retailer of the Year by the National Bed Federation is the icing on cake. We've been a business moving forward since day one. And we're not stopping now.



We make people  
feel comfy.



## We've been thinking what Mattress Online is about.

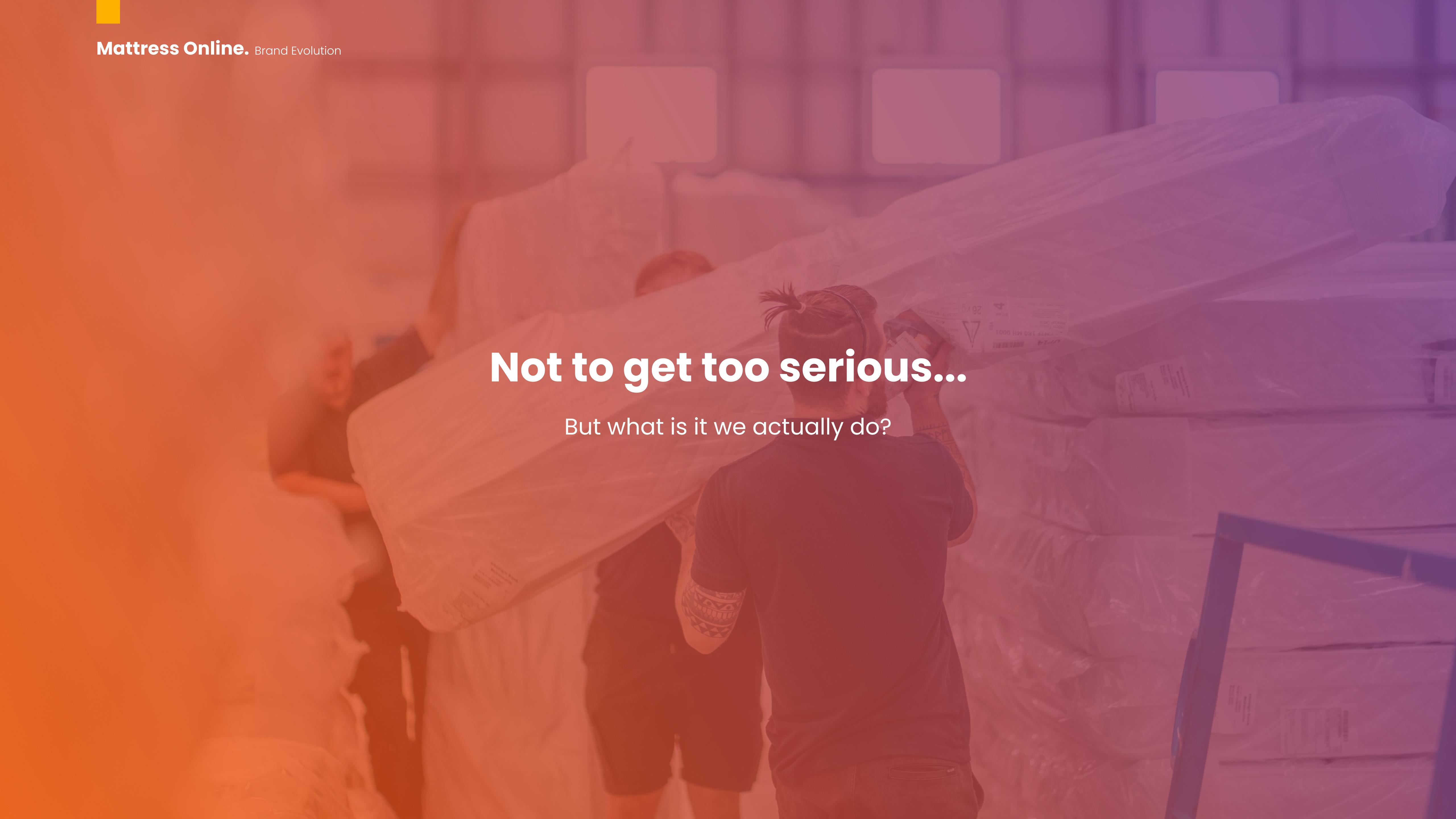
What it means to buy from us. And what it means to work here too.

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Why? Because we're a great business doing great things. Our people are amazing and together we can go places and do amazing things. But before we can do that we need to understand what makes us who we are. Knowing that will help us to get to where we want to be.

So grab a brew, put your feet up and we'll walk you through it.





**Not to get too serious...**

But what is it we actually do?



**It's not a trick question.**

We sell mattresses, beds and sleep related products through our website and our stores.

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**But when you think about it, that's not all we do.**

We're in the business of making people feel...



...comfy.  
and that's pretty amazing.

Comfy products so everyone can sleep like babies. And a comfy buying experience all about convenience. No hassle, no stress – just the right ingredients for the best sleep.

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**So practically and emotionally, we've got comfort covered.**



# There's lots to feel comfy about at Mattress Online.

## **Nobody knows more about sleep.**

Sleep is important, that's why we've made it our mission to understand just what delivers the perfect night's sleep, and our years of experience means we're confident nobody knows more about it than us.

## **Simple buying process.**

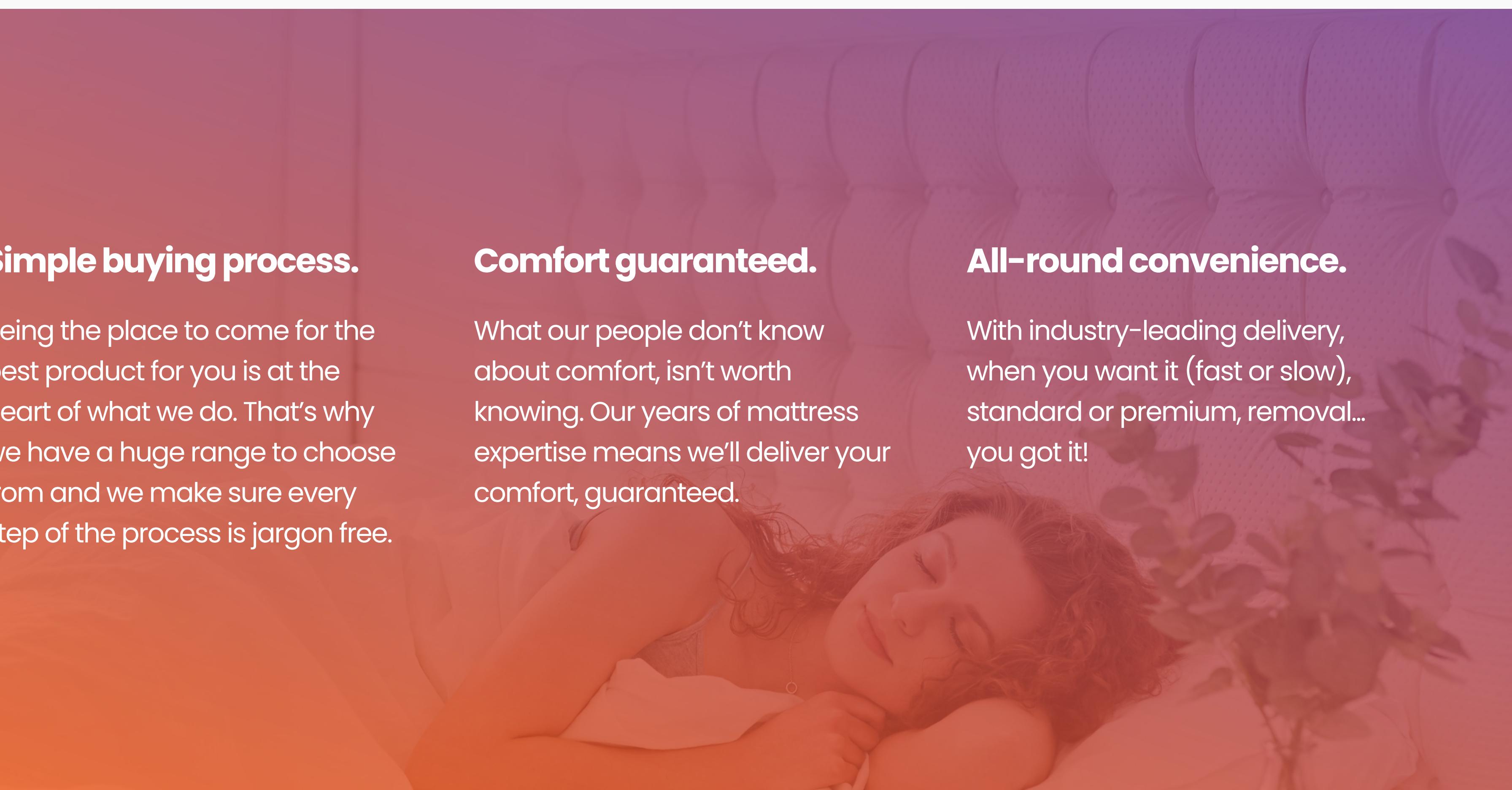
Being the place to come for the best product for you is at the heart of what we do. That's why we have a huge range to choose from and we make sure every step of the process is jargon free.

## **Comfort guaranteed.**

What our people don't know about comfort, isn't worth knowing. Our years of mattress expertise means we'll deliver your comfort, guaranteed.

## **All-round convenience.**

With industry-leading delivery, when you want it (fast or slow), standard or premium, removal.. you got it!





## Brand Values

### We care

About each other. About our customers, colleagues and suppliers. And because we are a family, we understand that the smallest gestures can mean big things. It's about respect, treating people the way you'd like to be treated, and going the extra mile.

### We think bigger

Than yourself, than today's task, than today. We are all part of a larger vision and if we keep our eyes on the horizon, there's no limit to where we can go.

### We're always learning

We haven't got to where we are by sitting still. Keep an open mind – even if something works, there could still be a better way. Seize opportunities, strive, and try, knowing that it's OK to fail. This is a safe space to fail, because we can learn from that too. Fail fast, fail often, and always come back stronger.

### We do the right thing

Trust, commitment, accountability and honesty. We help people feel comfortable by knowing we will always do the right thing – even if the right thing isn't the easiest thing. We strive never to let anybody down – customers, colleagues or suppliers.

### We're human

We put people's' well being first. People are people – at home or at work. We are champions of mindfulness, work-life balance and living a healthy, happy life. We support, encourage, and facilitate well-being goals.

## So, this is us.

A people-focused business (inside and out) all about comfy and helping people be their best selves by getting their best sleep.

## Now on to the technical stuff...





# Visual Guide.

## Logos, colours & Imagery

## Logo

Our logo is the heart of our brand and our most valuable brand asset. That's why it's crucial that it's treated consistently and with care – which you can do by following these guidelines.

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**Primary**



**Secondary**

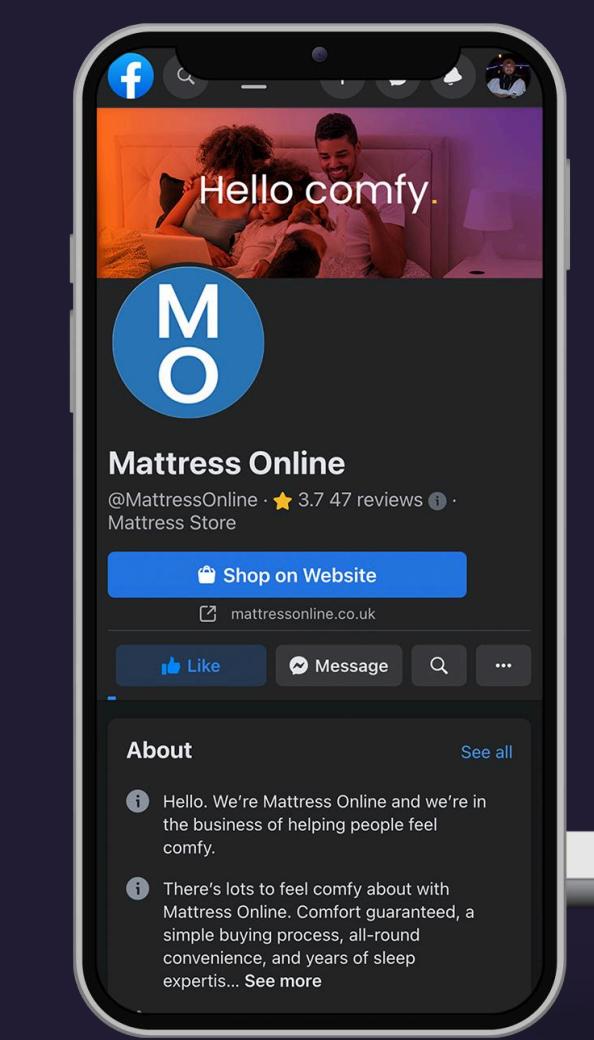


## MO Icon

For places where our full brand name is already being displayed – for example, by being built into the surrounding platform on social media channels – we can use the "M" and 'O' from our logo as an abbreviated icon.

## Correct Logo Usage

It goes without saying that our logo must always be used as intended. Ensure that when resizing, it always maintains the correct ratio so there is no distortion, and never change the colours or add or change any of its elements.



## Correct MO Icon

When our logo is used in a social environment we prefer to make use of our MO logo icon which helps reserve space and so that there is less chance of distortion or having to squeeze the logo into spaces.

# Logo Spacing

We need to make sure both our logo and icons always have room to breathe. To do this, we follow some simple clear space rules. It's always OK to have more clear space than demonstrated here. But this clear space must always be adhered to as a minimum.

Clear space for our full logo is defined by the width of the 'M' in 'Mattress Online'. Clear space for our icon is defined by 1/3 the height of the 'M'.

Both the logo and icon must maintain a margin of 30px as a margin on creative.



## Our Stores

This area is in progress until store designs are underway.

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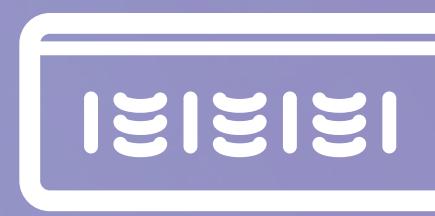
## Icons

Our icons should compliment our brand to provide consistency with our aim to achieve a comfy feel and look. They should feel uniform and should not be duplicated to accommodate multiple meanings, for instance Firm & Soft should not look the same.

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FREE DELIVERY



POCKET SPRINGS



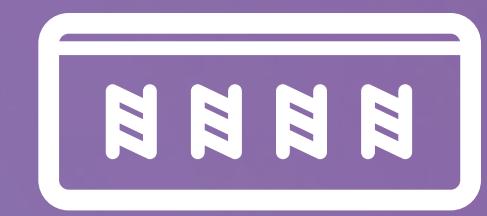
POCKET SPRINGS



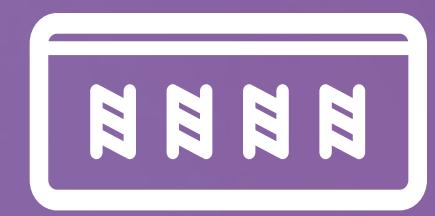
POCKET SPRINGS



POSTURETECH  
660 SPRINGS



POSTURETECH CORE  
SUPPORT SPRINGS



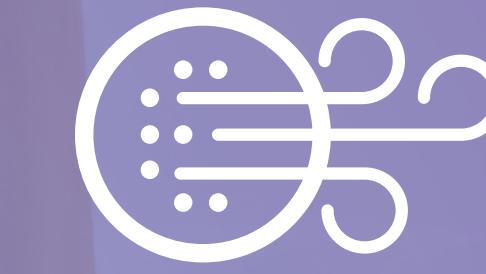
POSTURETECH CORE  
SUPPORT SPRINGS



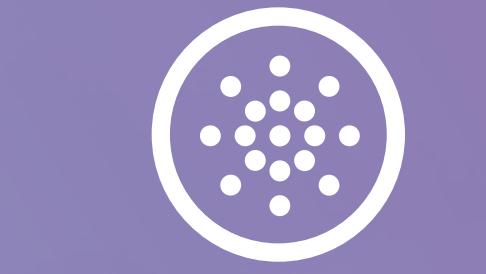
CHOOSE A DATE



HYPO-ALLERGENIC



AIR VENTS



AIR VENTS



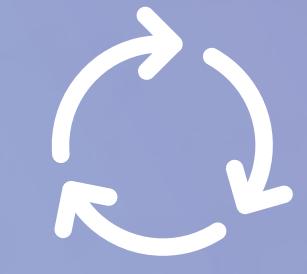
BUG SHIELD



MEDICAL  
GRADE FOAM



FIRE RESISTANT



MATTRESS RECYCLING



HAND SIDE-STITCHED



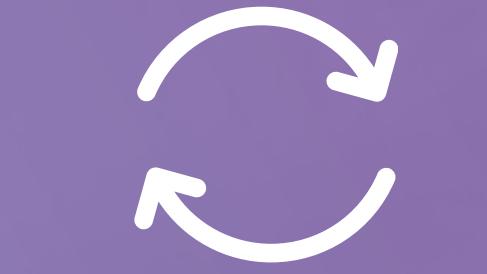
HAND SIDE-STITCHED



REINFORCED  
MATTRESS  
EDGES



SINGLE SIDED



DOUBLE SIDED



INCLUDES  
TURNING  
HANDLES

**Download icons** Google Drive

**Access icons** Figma

You may need to request access from our **Media Designer**

## Colour Pallet

A new premium brand look.  
This pallet will provide a better canvas  
for our stores.

Note that Pantone (print) colours may differ  
slightly to RGB screen colours.

### Restful Grey

To be used as a neutral colour  
for our type face and pallet.

Pantone 425 C

Hexcode: 545A61

R: 84 G: 90 B: 97

### Sunrise Yellow

To help add warmth to our brand  
and for the yellow square within  
our logo.

Pantone 7409 C

Hexcode: FFB000

R: 255 G: 176 B: 0

### Midnight Blue

Acting as a canvas to help achieve a  
more premium look that aligns  
with our stores.

Pantone 276 C

Hexcode: 211D33

R: 33 G: 29 B: 51

### Moonlight White

To provide a neutral canvas and  
contrasting colour to accompanying  
brand colours.

Pantone 11-0601 TCX

Hexcode: FFFFFF

R: 250 G: 250 B: 250

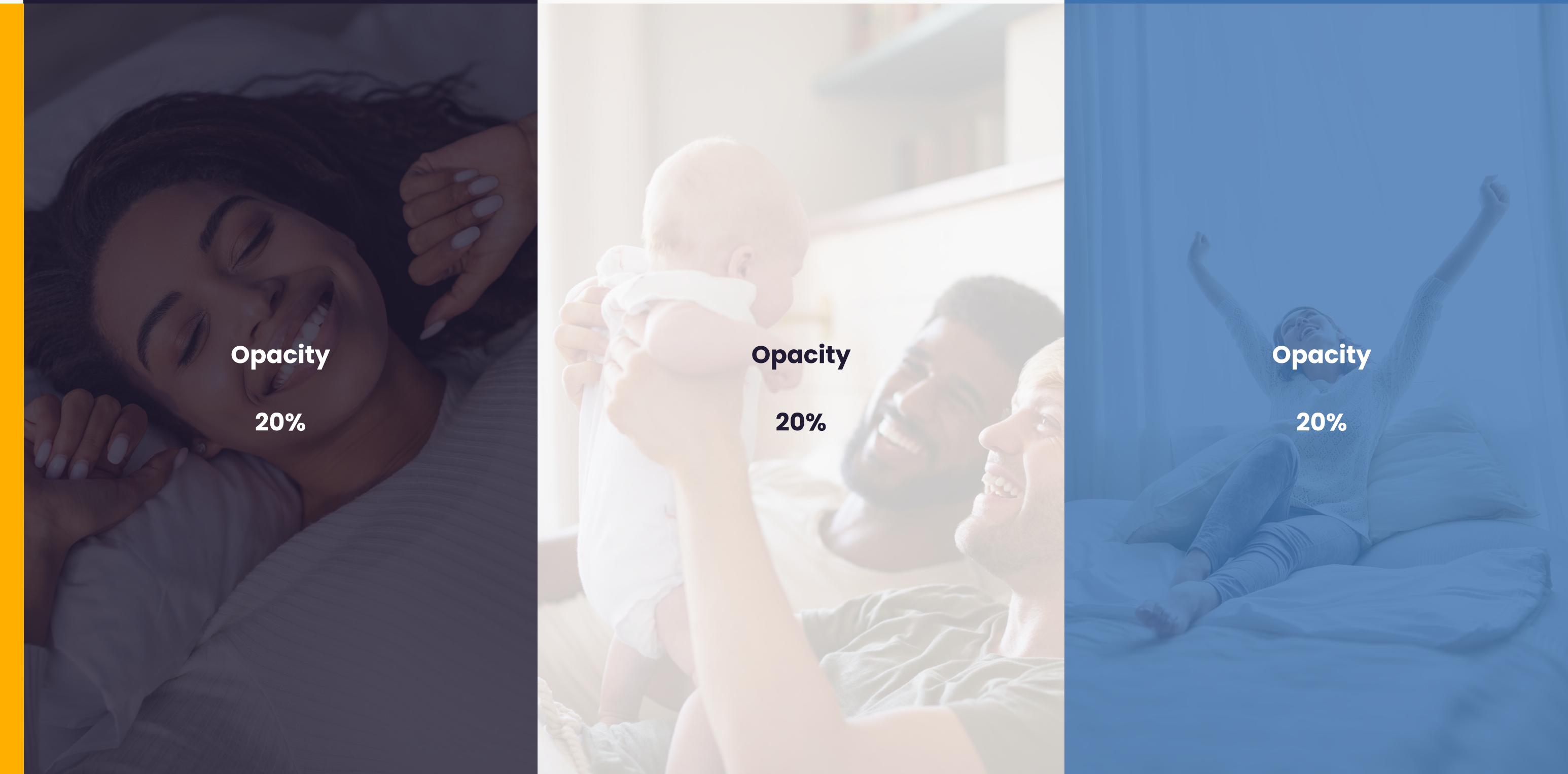
### Dream Blue

Originating from our MO blue,  
the dream blue will stay at the  
heart of our brand.

Pantone 660 C

Hexcode: 3F74B1

R: 63 G: 116 B: 177



## Comfy Pallet

The comfy pallet can be used when we want to add some eye catching colour to our creative but also to represent a specific bed range within one of our sales.

Twilight Violate



Sunset Orange



Early Bird Blue



Pantone 526 C

Hexcode: 73378D

R: 115 G: 55 B: 141

Pantone 021 C

Hexcode: FF5800

R: 255 G: 88 B: 0

Pantone 7453 C

Hexcode: 89A4D9

R: 137 G: 164 B: 217

A woman smiling while lying in bed, with the text "Hello Comfy" overlaid.

Hello Comfy

45 degree

A woman sleeping peacefully in bed, with the text "Hello Snoozer" overlaid.

Hello Snoozer

45 degree

## Typeface

Our type face is Poppins, a font just like us: open, friendly, and easy to read. As a Google font.

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it's perfect for us as a digital-first brand.

# Poppins.

[Download Font](#)

Light

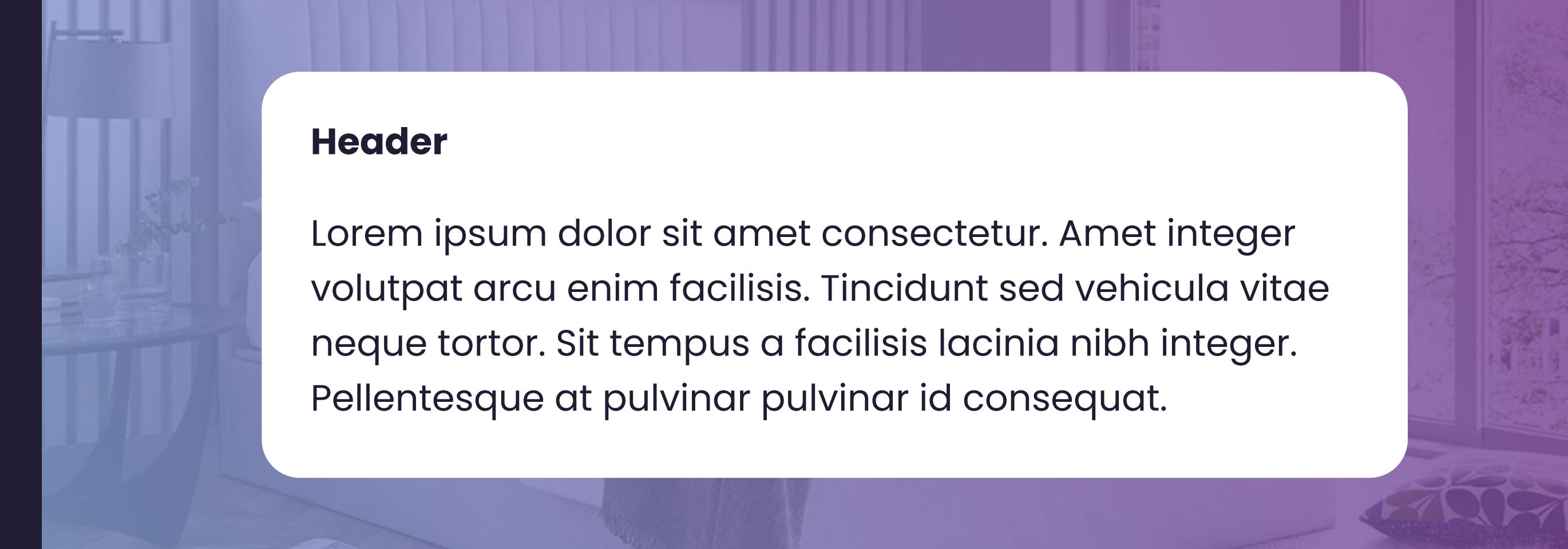
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789  
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789  
abcdefghijklmnopqrstuvwxyz

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789**  
**abcdefghijklmnopqrstuvwxyz**



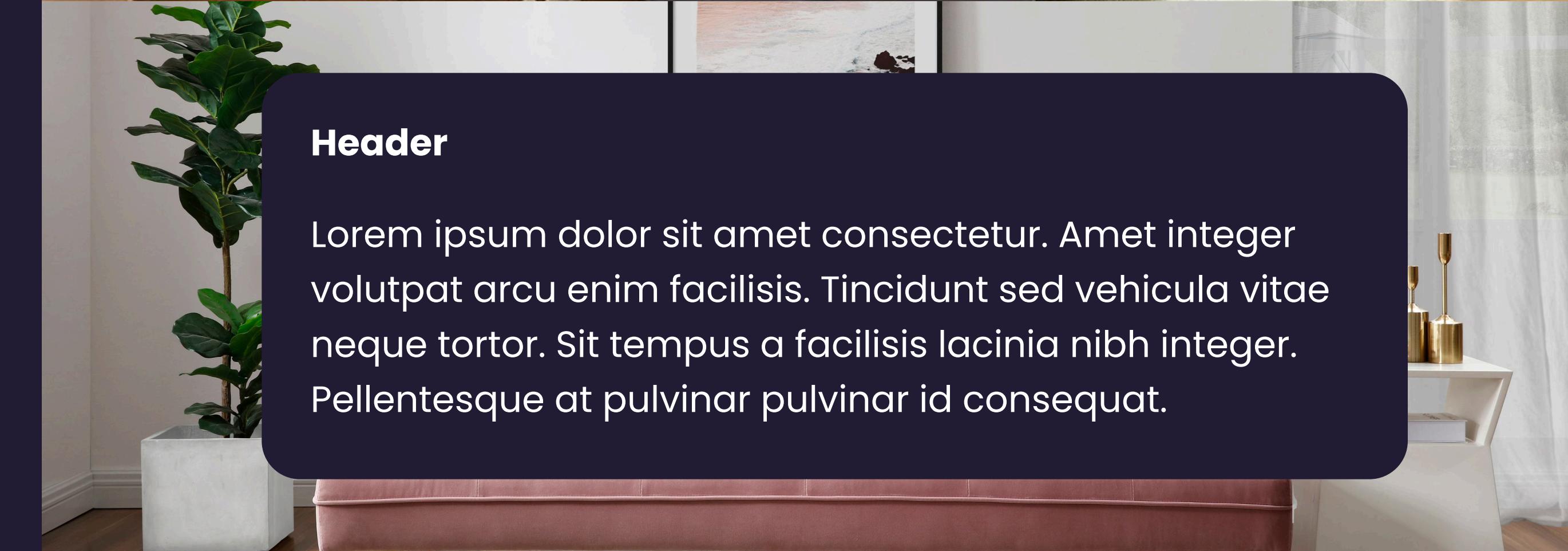
**Header**

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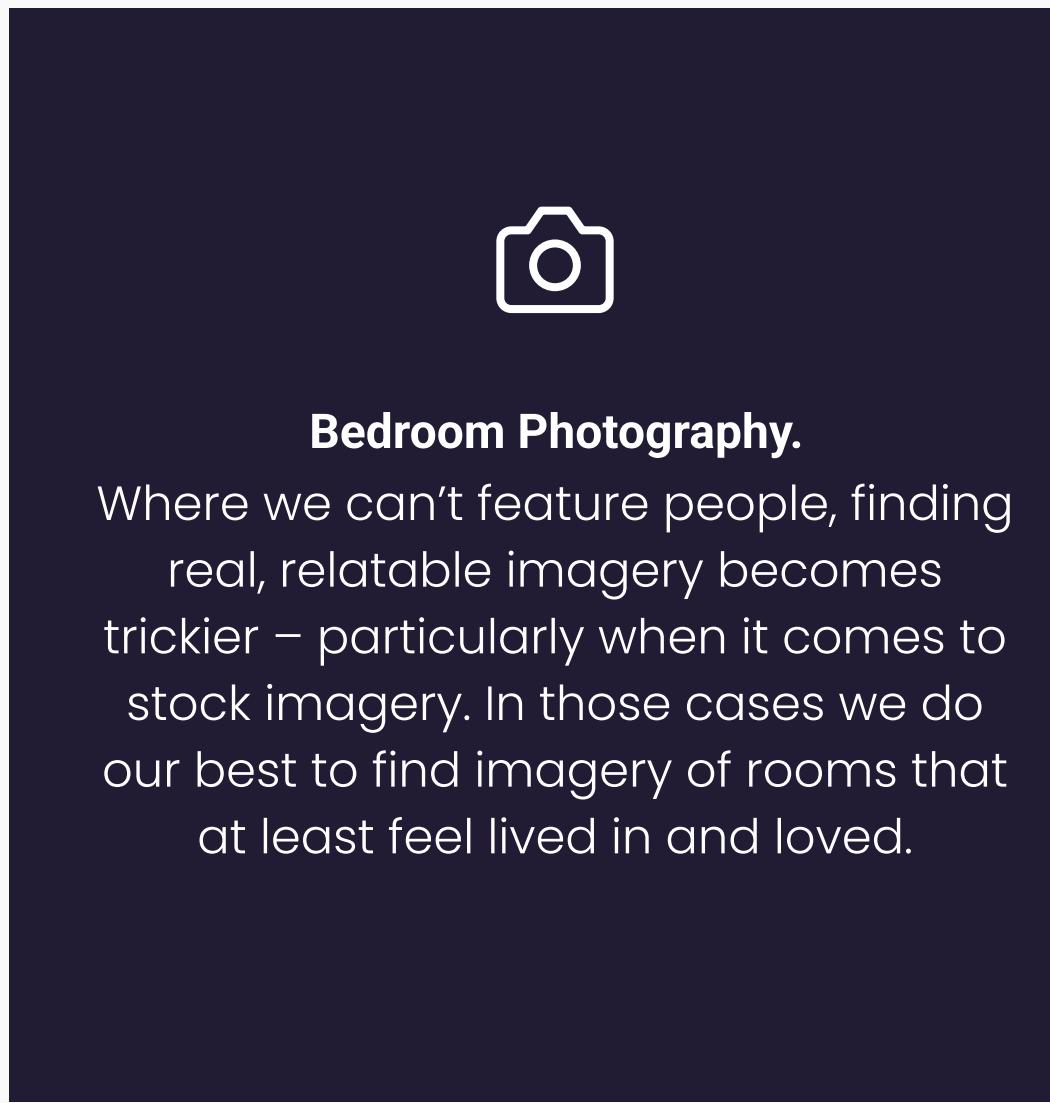
## Hero Photography.

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Yes, we sell mattresses, and it's important that we have good quality product imagery to display on our website and in our advertising. But as we've been talking about, we're not just about mattresses: we're about comfort and, well... life!

So in those hero brand spaces where we want to bring comfy to life, it's important to do our best to find imagery that feels relatable and real. Real people enjoying real moments where actually... bed becomes an integral part of happiness. Our beds and bedrooms are important personal spaces after all.





As an example, those rooms on the right are too perfect and minimal. That perfection makes them feel cold and staged. The rooms on the left have a flavour of personality of the people who live in them, with warm lighting and even a bit of familiar clutter. So where possible, look for rooms closer to those on the left.

## Feature box

With our logo having rounded corners, generally we like the areas it sits against to run full bleed (all the way to the edges) and have modern, simple lines. The exception to this is where we want to create a feature box. For example, the speech bubbles used in these guidelines or space for copy on the hero banners on our website.

In these instances, we use rounded corners. It brings back a little softness and comfort to the brand in an area that could otherwise feel quite sharp. The rounded corners should always be set to 25 pixels. Please note: a feature box should never connect to the logo or foundation strip. These can only be used when isolated.

**Hello comfy.**

25px rounded



## How we communicate through our branding.

Talking to people in the right way is the quickest way to make them feel **comfortable**.

# How we talk.

We talk like the normal, down to earth, passionate about mattresses people we are. Not a big faceless corporation. So our tone is conversational. Because it shows we're every day approachable people, and it allows us to show we care too.

## Hello

Lets find a mattress with your name on it.

## Hey

Good to see you again!

## Yep...

Buying a mattress can be tricky. help is here.

## Ready to sleep like a baby?

Lets find a mattress with your name on it.

## No, you're not dreaming

Recieve up to **40% OFF** when you order your next mattress.

## Say Goodbye to restless nights

with up to **50% OFF** and **FREE** next day delivery.

## Sweet dreams start here

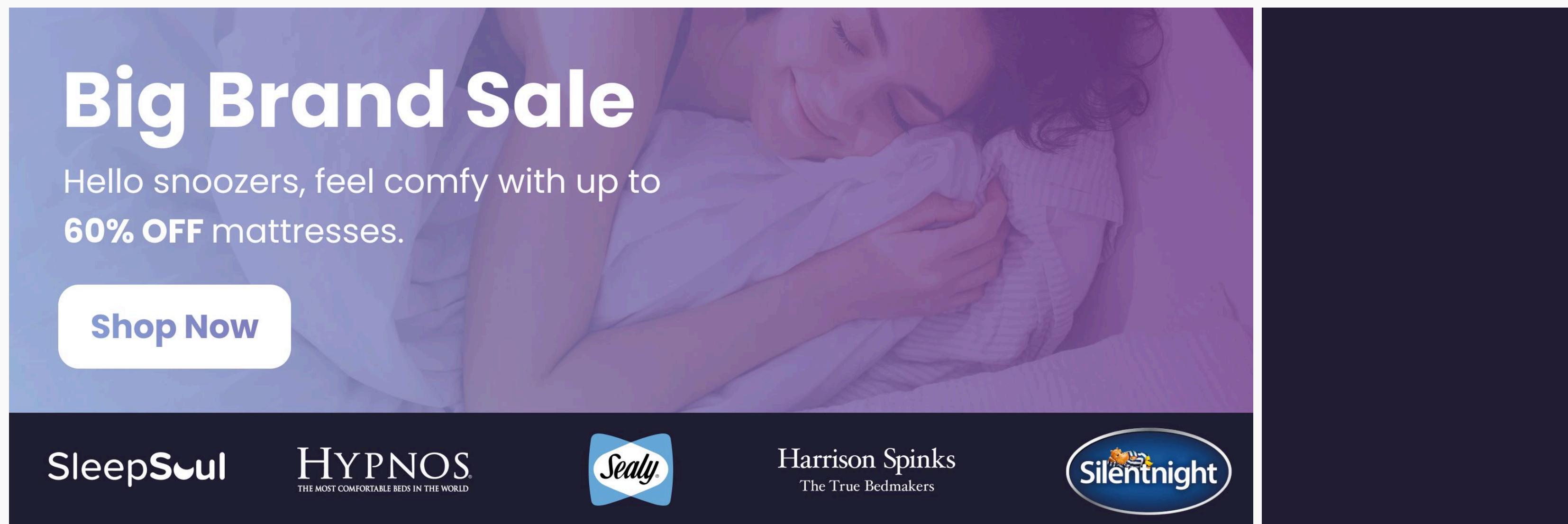
Embrace the night with [Brand Name]'s luxurious sleep solutions.

## Elevate Your Evenings

Wrap yourself in comfort as you bid the day goodbye.

## Sleep Wellness, Redefined

Prioritize your well-being with [Brand Name]'s sleep solutions.



# Big Brand Sale

Hello snoozers, feel comfy with up to **60% OFF** mattresses.

[Shop Now](#)

**SleepSoul**

**HYPNOS**  
THE MOST COMFORTABLE BEDS IN THE WORLD

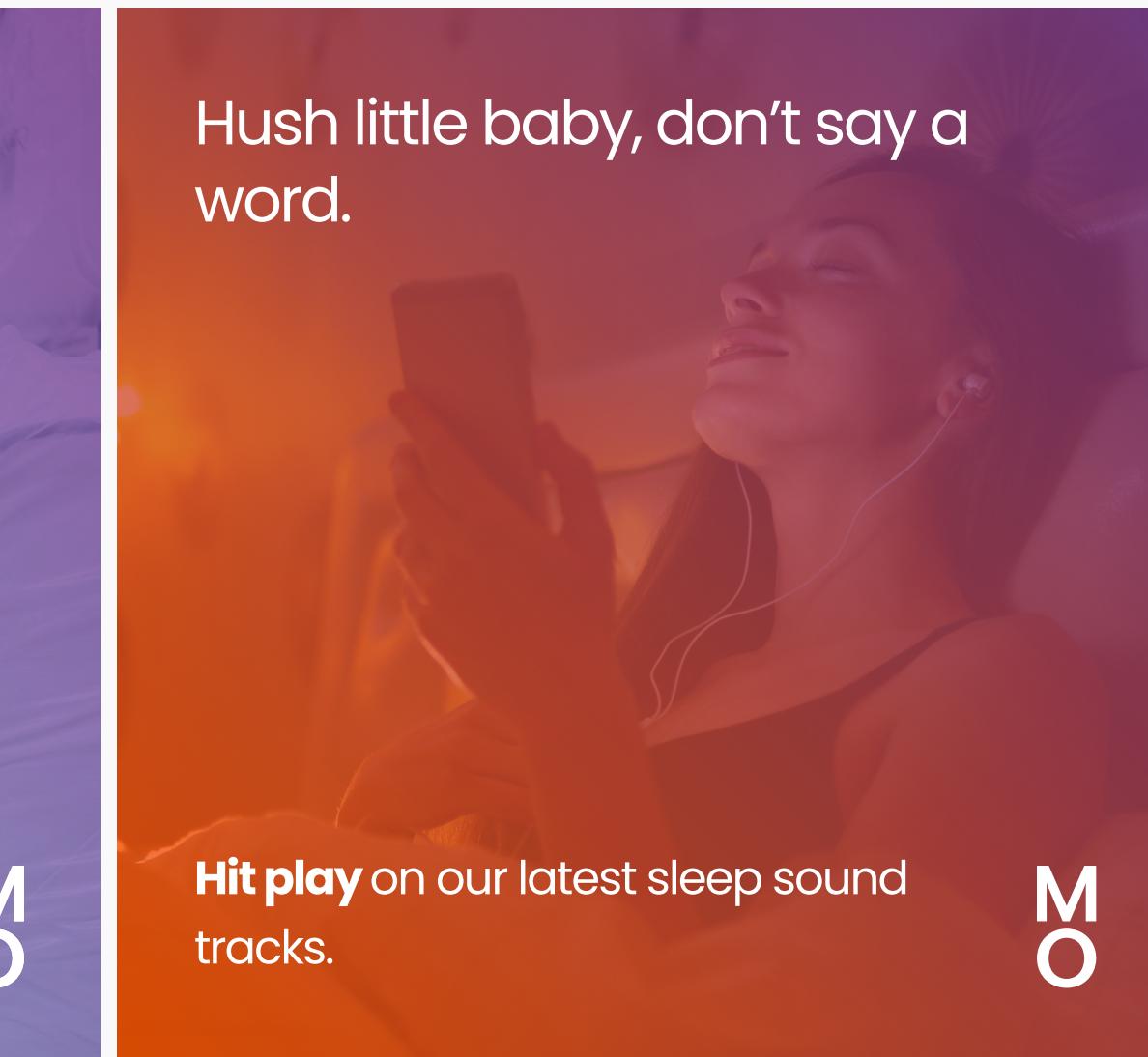
**Sealy**

**Harrison Spinks**  
The True Bedmakers

**Silentnight**

## Communication examples

we use multiple channels where we engage with our customers. Whether that be our site, email, social, print or over the phone, we want to push our desire to provide the best sleep experience and service.



And there you have it

Comfort  
on the way.

- Order online
- Free next day delivery
- Comfort guaranteed

Rated 'Excellent' on  
Trustpilot 

Our Brand Guide.

Mattress  
Online

[mattressonline.co.uk](http://mattressonline.co.uk)

YK70 WGU