

Brand guidelines for moresleep



The logo can be used with/without the 'more comfort, more support, more value' strapline for print and web.



When logo is used over an image it must be placed within a white rectangle with clear space around the logo.



Clear space required around logo.

Print fonts

Futura Book
Futura Medium
Futura Medium Italic
Futura Book Italic
Helvetica Light
Helvetica Regular

Variants of the Futura font should be used for headlines and sub headlines only. Helvetica light and regular should be applied to body copy and small print.

Web fonts

Helvetica Light
Helvetica Regular
Helvetica Bold

Where possible the same fonts for print should be applied to web use, in the event that this is not possible variants of Helvetica is acceptable.

Colour palette

These are the only colours to be used for print and web at 100% transparency, however the blue may be used in varying levels of transparency.

Blue



C: 100 R: 0
M: 0 G: 159
Y: 0 B: 227
K: 0

Hex: 009FE3

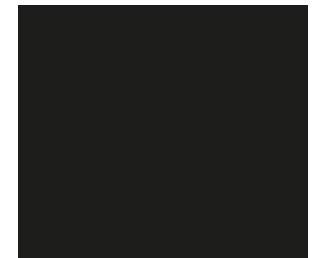
Grey



C: 0 R: 87
M: 0 G: 87
Y: 0 B: 86
K: 80

Hex: 575756

Black



C: 0 R: 29
M: 0 G: 29
Y: 0 B: 27
K: 100

Hex: 1D1D1B