

TWO THOUSAND TWENTY ONE



MATTRESS
BY APPOINTMENT

BRAND GUIDELINES

OVERVIEW

This document addresses specific goals set forth by Mattress By Appointment to reinforce our brand image and communicate a consistent message to our audience.

- Be more assertive and creative in our marketing outreach.
- Elevate our communications with current clients, potential clients, and the community at large.
- Enhance our reputation by highlighting our exceptional service quality and forward thinking approach to financial planning.
- Relay our mission, vision, and unique personality to establish consistency across our messaging.

It helps create a clear picture of our brand, conveys our mission and brand values, and establishes the tone and methods of communication with our employees and clients.

This document is just the beginning, and it should change over time as our marketing goals evolve.

OVERVIEW

Considering our company's business and marketing goals, and the audience we wish to reach for future business, Mattress By Appointment's brand messaging should speak to one or more of the following core values at all times.

Integrity and Commitment

- Dedicated to honesty, transparency, and sincerity.

Teamwork and Agility

- Embracing unity and pivoting strategy when necessary.

Industry Expertise

- Providing steadfast and comprehensive industry knowledge.

Forward Thinking Mindset

- Pioneering the future of the mattress industry.

Resilience and Reliability

- Trustworthy professionals with legendary tenure in our industry.

MISSION STATEMENT

MATTRESS
BY APPOINTMENT
864-907-0405
QUEEN SETS STARTING AT \$150 & UP
(call or text for appointment)
mbagreenville@gmail.com
www.mattressbyappointment.com

*More Dealers,
Doing Better,
Staying Longer.*

VISION STATEMENT

Success
for *EVERY*
MBA
Stakeholder



THE LOGOS



MATTRESS
BY APPOINTMENT

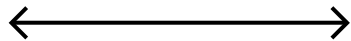
LOGO TREATMENT



The logo's clear space revolves around the "A" from the logo. This provides the proper spacing around the logo to give it room to breathe in any given layout or design. The area surrounding the logo should be free of graphics, text, or images. This ensures the visibility and impact of the logo. You should never recreate the logo and use only the one provided by Mattress By Appointment or DFS Creative Concepts.



MINIMUM SIZE REQUIREMENTS



1.75in



MATTRESS
BY APPOINTMENT



1in

print minimum

1.75in wide (horizontal logo)

1in wide (vertical logo)

LOGO MISUSE

These guidelines are in place to prevent brand confusion.



busy backgrounds



drop shadow



stretched



condensed



incorrect symbol placement



unapproved colors

LOGO WITH TAGLINE



MATTRESS
BY APPOINTMENT

BUY AT YOUR CONVENIENCE



MATTRESS
BY APPOINTMENT

BUY AT YOUR CONVENIENCE

LOGO TREATMENT



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The same logo misuse guidelines previously stated apply to these additional logos as well.

MINIMUM SIZE REQUIREMENTS



2in



1.5in

print minimum

2in wide (horizontal logo)

1.5in wide (vertical logo)

REVERSED COLOR OPTIONS

Vertical Reversed Options



Vertical (with tagline) Reversed Options



REVERSED COLOR OPTIONS

Horizontal Reversed Color Options



Horizontal (with tagline) Reversed Color Options



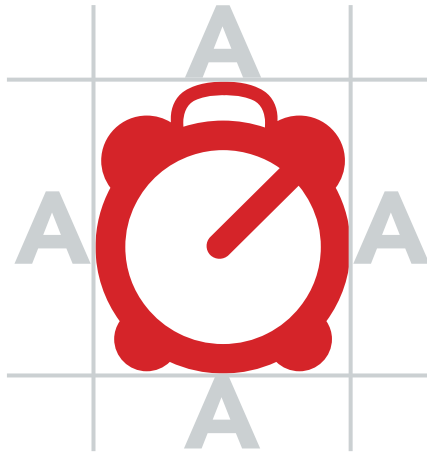
ADDITIONAL LOGOS



ADDITIONAL LOGO TREATMENT



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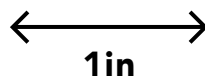
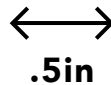
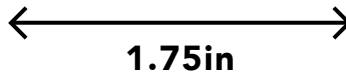
MINIMUM SIZE REQUIREMENTS

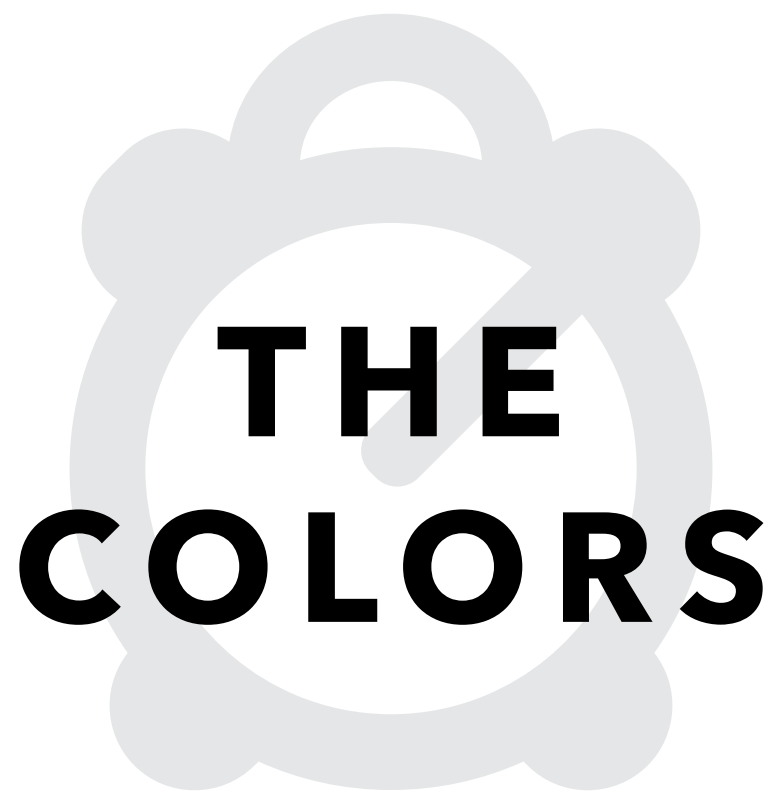
print minimum

1.75in wide (reversed horizontal logo)

.5 in wide (icon logo)

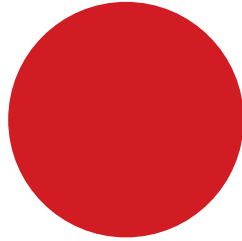
1in wide (reversed vertical logo)





COLORS

primary colors:



CMYK

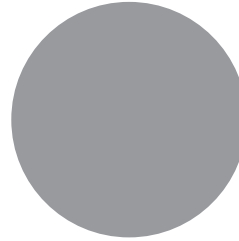
7 . 100 . 100 . 7

RGB

208 . 29 . 36

WEB HEX

#D01D24



CMYK

30 . 24 . 22 . 18

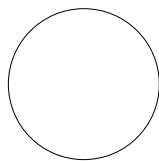
RGB

149 . 151 . 154

WEB HEX

#95979A

secondary colors:



CMYK

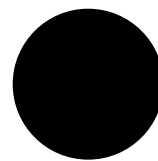
0 . 0 . 0 . 0

RGB

255 . 255 . 255

WEB HEX

#FFFFFF



CMYK

100 . 100 . 100 . 100

RGB

0 . 0 . 0

WEB HEX

#000000



THE TYPE

THE TYPE

Main Typeface

Avenir - Light
Avenir - Light Oblique
Avenir - Book
Avenir - Book Oblique
Avenir - Medium
Avenir - Medium Oblique
Avenir - Black
Avenir - Black Oblique

Supporting Typeface

MoonTime - Regular

AaBbCcDd

EeFfGgHh

IiJjKkLlMm

NnOoPpQq

RrSsTtUuVv

WwXxYyZz

AaBbCcDd

EeFfGgHh

IiJjKkLlMm

NnOoPpQq

RrSsTtUuVv

WwXxYyZz