

MALOUF®

BRAND GUIDE 1.2

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INTRODUCTION

Sensible guidance for clear communication

1.1 HOW TO USE THIS GUIDE

THINK OF THIS DOCUMENT as a guide to an exciting new destination. Its purpose is to encourage exploration, foster understanding and lead you where you want to go.

Like any guide worth its salt, this one is filled with practiced know-how, engaging history and informed recommendations.

It's not meant to be a rigid "rule book," dictating your every move. Rather, it's a set

of suggestions, with the intent to provide sensible guidance as you come to know our incredible brand.

In the end, Malouf is only as meaningful as the people who stand behind it. When we communicate with clarity and unity, we express our values in an impactful way. And that's when our brand *really* shines.

So go ahead and explore. Take time to discover what Malouf is all about. Come back to

this guide again and again as you work your way through the brand back streets and uncharted paths. You may find something you hadn't noticed before.

Welcome to Malouf!

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BRAND PLATFORM

As the underpinnings of our core values, the brand platform provides context to the entirety of our brand expression.

It defines who we are, what we believe, and what we strive to accomplish.

2.3 BRAND ARCHITECTURE

Malouf is a sleep accessories company that offers a wide range of products. Those products are separated into five categories that are sub-brands of the primary brand.

MALOUF®

Z®

Pillow collection consisting of many types of materials like memory foam and latex

Z

Woven™

Luxury bed linens combine superior materials with innovative technologies

WOVEN™

Sleep Tite®

Mattress protectors with a variety of protection and technologies

SLEEP TITE®

Structures®

Bed frames that are strong, quiet and reliable

STRUCTURES®

Isolus®

Mattress toppers for an affordable, easy way to upgrade or customize your mattress

ISOLUS®

2.4 TAGLINE

Our tagline is an expression of our brand. “Attainable luxury” speaks to our commitment to creating moments of comfort and ease, beauty and elegance, refinement and sophistication every day through customized bedding options.

The tagline is best used for placements that benefit from the additional context it provides, such as areas of limited space and materials where the brand is new to the audience.



ATTAINABLE
LUXURY

2.5 PERSONALITY

Our brand voice should reflect our personality and values, as well as accurately portray our brand promise. Consider these guidelines when writing content for all brand applications.

UNDERSTATED ELEGANCE

Luxury needs no special introduction. It is self-assured without being self-absorbed. Our quality, expertise and style should speak for itself.

APPROACHABLE EXPERTISE

We are the sleep experts. We speak with authority, but we never talk down to our consumers. Industry terminology can be used when relevant but, we should always strive for clarity.

REFINED CASUALNESS

Having class not mere formality: it's displaying poise in proper context. Casual can be classy; spontaneity can be sophisticated; a bit of humor will go a long way—but always with a subtle touch.



**LUXURY LIES NOT
IN RICHNESS AND
ORNATENESS BUT IN
THE ABSENCE OF
VULGARITY**

COCO CHANNEL

3

THE MALOUF LOGO

Our logos are the cornerstone of our visual identity. It is essential that these marks are executed consistently according to the following guidelines.

3.1 OVERVIEW

The wordmark is our primary logomark and the basis of our identity system. It should be used in instances where the master brand is front and center. It is used in applications that are center-aligned, in-line with text, document footers and headers. It should be used only in one of the three brand colors: black, silver, or white.

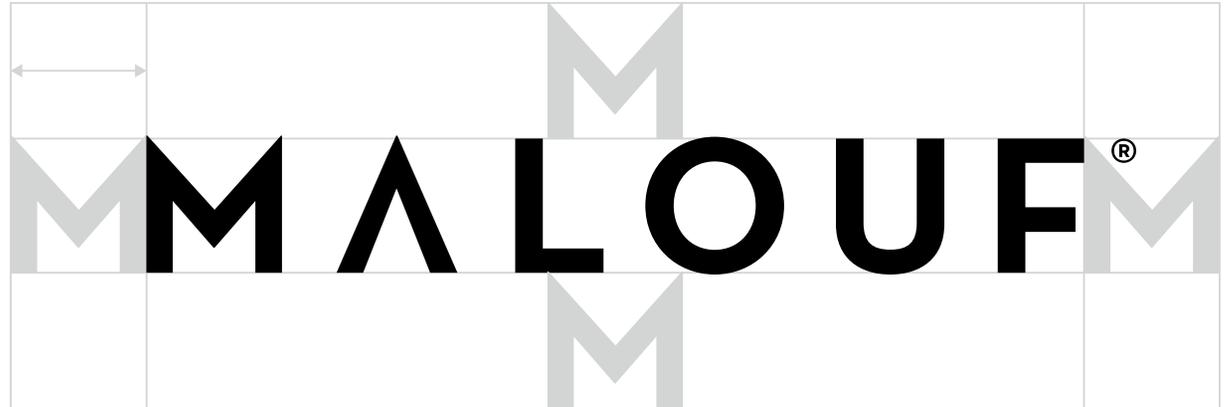
The ® symbol should always accompany the mark, except in applications where it is too small to be legible.

Never stretch, condense, or otherwise modify the wordmark in any way.

MALOUF®

3.2 WORDMARK

Adequate spacing should be given to the wordmark. Use the wordmark's "M" character as a guide to determine proper spacing.



MALOUF[®]

Artisans of Sleep



MALOUF[®]

Artisans of Sleep

3.3 TAB

The tab is a distinct element in our identity system, used on products and packaging to connect sub-brands to the master brand. It is placed in the top-right corner of the page or product whenever possible.

The tab should always be used in instances where the MALOUF brand is meant to take a supporting role, specifically in its roll as an endorser brand. Where the master brand is featured prominently, use the wordmark instead.

For visual reinforcement of this convention, the tab can be used in many instances outside of these applications, such as presentations, letterheads, business cards, advertisements, etc.



3.4 USAGE EXAMPLES

These are good.



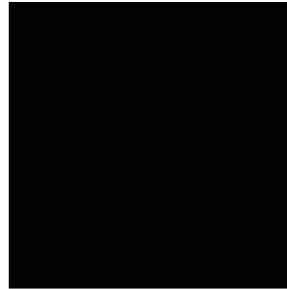
4

VISUAL IDENTITY

The colors we use are a reflection of our brand voice. Understated elegance is manifest in deep, rich blacks, clean whites and glossy metallic finishes.

4.1 COLORS

These primary brand colors should be predominantly used in all brand collateral. Use of any other colors—such as special call-outs or links— should be refined, carefully considered, and extremely limited.



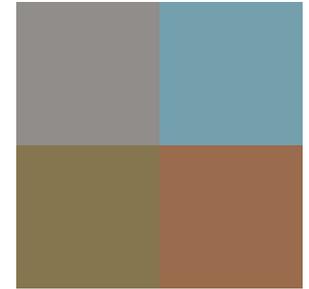
Black



White



Silver



Accent

Spot Color

Coated paper
Uncoated paper

Pantone® Neutral Black C
Pantone® Neutral Black U

Paper or Opaque white
Paper or Opaque white

Pantone® Silver C
Pantone® Silver C

Accent colors may extend to metallics outside Silver C. These colors should remain harmonious to the main brand colors and not be overly bright or saturated.

Process Color

C 60
M 40
Y 40
K 100

C 0
M 0
Y 0
K 0

C 37
M 27
Y 27
K 0

Above (clockwise)

RGB

R 0
G 0
B 0

R 255
G 255
B 255

R 168
G 172
B 174

Pantone® 8001 C
Pantone® 10274 C
Pantone® 871 C
Pantone® 876 C

Hex

#000000

#FFFFFF

#A8ACAE

Grayscale

K 100

K 0

K 40

4.2 COLOR RATIOS

The following ratios should be considered when working with the brand colors. These ratios are meant as a general guideline and may be altered in instances where a different approach might offer increased legibility or function.

60% BLACK creates a sense of drama, mystique and elegance. Use generously.

30% WHITE evokes clarity, cleanliness and calm. Use for large bodies of text or information.

10% SILVER adds a subtle touch of flash. In print, use as a metallic ink whenever possible.

4.3 TYPOGRAPHY

Our suite of premium typefaces is carefully selected to reinforce the MALOUF aesthetic in both subtle and striking ways. A bold yet refined application of these typefaces can elevate every instance of our brand.

NEUTRAFACE 2 DISPLAY

Neutraface 2 Display is always used for headers, page titles, or any large copy, never for body copy. It should often be used in the lightest weight possible that is clearest for the application being used.

A a NEUTRAFACE 2 DISPLAY
 ABCDEFGHIJKLMNOPQ
 0123456789+

NEUTRAFACE 2 TEXT

Neutraface 2 Text is best used for subheads or small bodies of text, such as captions, diagrams, etc. It can also be used for headers at smaller sizes.

A a Neutraface 2 Text
 AaBbCcDdEeFfGgHhIiJjKk
 0123456789+

MERCURY TEXT

Mercury Text is our standard typeface for body copy—specifically for large bodies of text. For emphasis, italics may be used. Semibold or bold may be used when secondary or tertiary emphasis is required.

A a Mercury Text
 AaBbCcDdEeFfGgHhIiJj
 0123456789+

4.4 TYPOGRAPHIC HIERARCHY

In order to maintain the integrity of our type system, the following general guidelines should be observed when laying out text.

HEADLINES

Headlines should be set in *Neutraface 2 Display* in all caps with sufficient tracking (about 50–75) at sizes 16 pt and up. Keep the leading fairly tight. Using a different color from the rest of the text can better set the headline apart. Headers below the 16 pt size can be set in *Neutraface 2 Text*

SUBHEADS

Subheads may be set in *Neutraface 2 Text* 16 pt and below in sentence case without tracking. The leading can be tightened up a bit but make sure ascenders and descenders don't overlap.

TEXT

Mercury Text comprises the bulk of the body copy. Feel free to loosen the leading to better match the typographic “color” of the header and subheads.

*Header: Neutraface 2 Display, 24 pt size, 26 pt leading, 50 tracking, all caps, silver;
Subhead: Neutraface 2 Text, 14 pt size, 16 pt leading, 0 tracking, sentence case, white;
Text: Mercury Text G2, 10 pt size, 14 pt leading, 0 tracking, sentence case, white*

MALOUF® OFFERS QUALITY SLEEP PRODUCTS

Tia nus il magnihit autenis in comnihi litiatus, adit que qui odi dolorem porest ma porerch ilicius, cus pressec abores aut et quodi quam siminum verro quat.

Itas ipist, se venis ut quis acia qui blab ipsandae. Iniasitate comnias nis et quati dem nimus. Ature et assitat experum quam laute nobit, illorias qui optat que ped quam, od que omnis modit, aut alia dolectibero officium endam quae sape verio oditiaeferspis et aut essitistrum everorepel imusciisquo tet escient perias sima nissuntin num quunt, ut volupta il initiatus eatios restrup tatumqu iandel ius ut quidell andaecatet, que min nobis dolorro ea consequenonserae velignam aspere pro molupta versper rumquodi officitatem sed quia nobis el modi optat reptas dolest ellaci corerchicias eic tendit ut el ipsanto taspid unt anti berovid mo consed que verum eat.

4.5 IMAGERY

BRAND PERSONALITY

Malouf is masculine and refined. He has a high-class sense of style and appreciates the finer things in life. Malouf lives in modern homes and lofts with details set in hard lines and darker shades. Simple and elegant, Malouf embodies affordable luxury.

IMAGERY MOOD

Modern elegance with a masculine feel.

IDENTITY COLORS

Gray, Black, Charcoal, Metallics

