

MALOUF® BRAND ASSETS

VERSION 1.0

OUR BRAND

MALOUF® is the official name of our master brand.

Under the MALOUF® brand, there are several sub brands for each of our product categories: STRUCTURES™ (bed frames), SLEEP TITE® (protectors), WOVEN™ (bed linens), Z™ (pillows) and ISOLUS® (mattress toppers).

MALOUF FINE LINENS is an outdated brand name and should no longer be used. Do not use this name or its logo in any communications when referring to our brand.

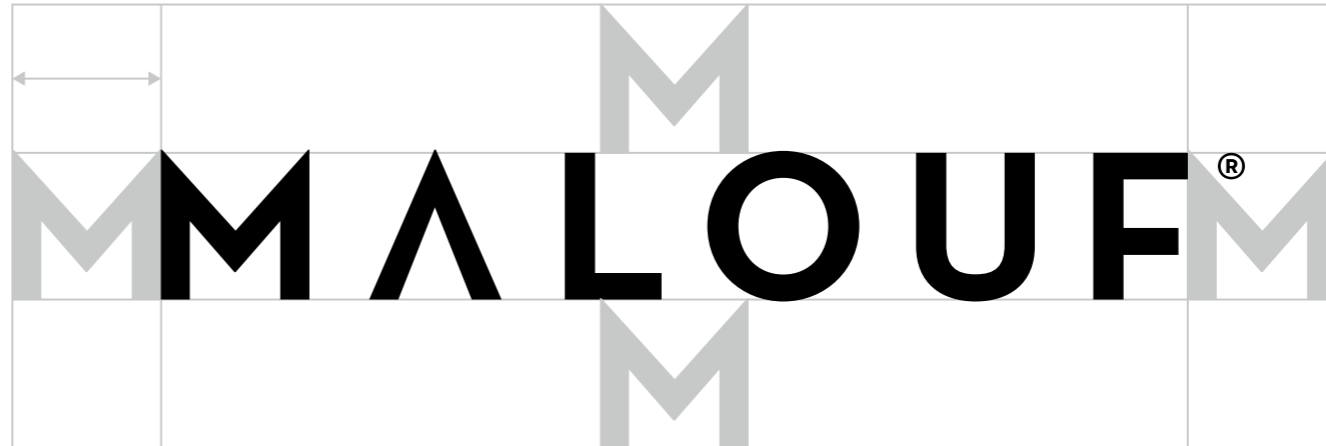
MALOUF®



LOGO GUIDELINES

DO:

- ✓ Use authorized company artwork files.
- ✓ Give ample space around the logo, using the size of the letter “M” as a minimum.
- ✓ Use approved brand colors.



DO NOT:

- ✗ Redraw or retype any portion of the logo.
- ✗ Distort, modify or otherwise change the logo in any way.
- ✗ Add special effects
- ✗ Display vertically
- ✗ Use unapproved colors



CMYK: 60, 40, 40, 100
 RGB: 0, 0, 0
 HEX: #000000
 PMS: BLACK C



CMYK: 37, 27, 27, 0
 RGB: 168, 172, 174
 HEX: #A8ACAE
 PMS: SILVER C



CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: #FFFFFF

~~MALOUF®~~

DISTORTED

~~MALOUF®~~

UNAPPROVED COLOR

~~MALOUF®~~

REDRAWN / RETYPED

~~MALOUF®~~

EFFECTS

~~MALOUF®~~

DISPLAYED VERTICALLY