

**MATTRESSFIRM**

# ILLUSTRATION GUIDELINES

2022



# MATTRESS FIRM ILLUSTRATION GUIDELINES

WHAT IS OUR STYLE .....	<b>2</b>
OUR PALETTE .....	<b>3</b>
THE HUMAN FORM .....	<b>4</b>
OUR SLEEP EXPERTS™ .....	<b>5</b>
ABSTRACT WITH A PURPOSE .....	<b>6</b>
HOW TO USE STOCK .....	<b>7</b>
WHAT WE'RE NOT .....	<b>8</b>
ANIMATION .....	<b>9</b>
GLYPHS & CLIP ART .....	<b>10</b>
APPENDIX .....	<b>11</b>

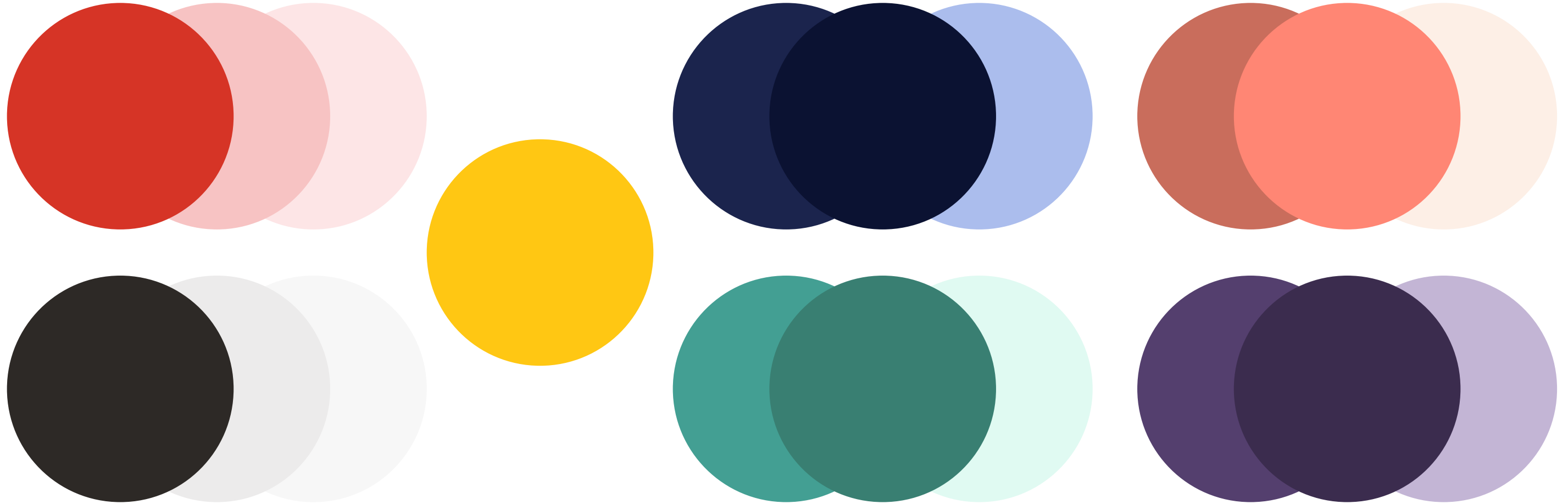


# WHAT IS OUR STYLE?

It's simply SIMPLIFIED shapes of realistic forms! Lines don't necessarily have to be straight in this style, but the perspective should make sense. We want to easily and quickly understand what is being represented, but without an incredible amount of detail. These illustrations can be created in really any platform the designer is most comfortable in, or elements can be pulled from stock. Either trace from imagery while you create your illustration or shop around for vectors on stock sites to give you a head start. This style is excellent for efficiency in both viewing and creation.

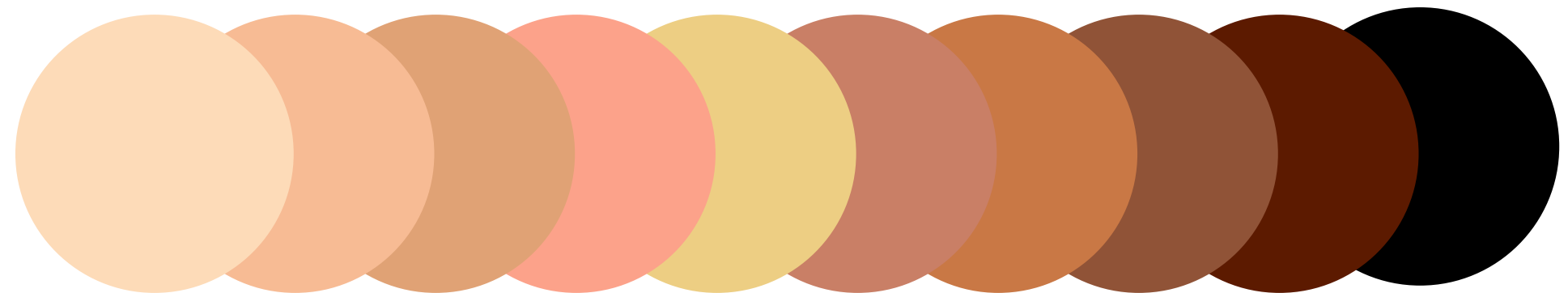
**HAVE FUN!**





# OUR PALETTE

Now's your chance! Use them all in any way that makes sense. For colors like skin tone or natural materials you can veer from our pallet slightly.



*Natural materials  
and skin tones* ↗

# THE HUMAN FORM

The human form is also simplified. Think basic shapes rather than elaborate, anatomically correct forms. Tint the brand colors if needed to create a little shadow and depth.



*If lines are necessary, keep them to a minimum or simplify*



# OUR SLEEP EXPERTS™

Our Sleep Experts™ are always happy to help with a smile. They can be any gender, race, height, or weight. Just as long as they have a Sleep Expert™ blue shirt and red lanyard.





# ABSTRACT WITH A PURPOSE

In certain instances it's OK to be abstract! Our style remains the same, but the subject matter can relate to a dream, a thought, or an idea, but not necessarily have any physical or concrete existence. As always, design with purpose!

## STOCK DOWNLOAD



1. Simplify shapes.
2. Cut extra details.
3. Use our brand colors and fonts.

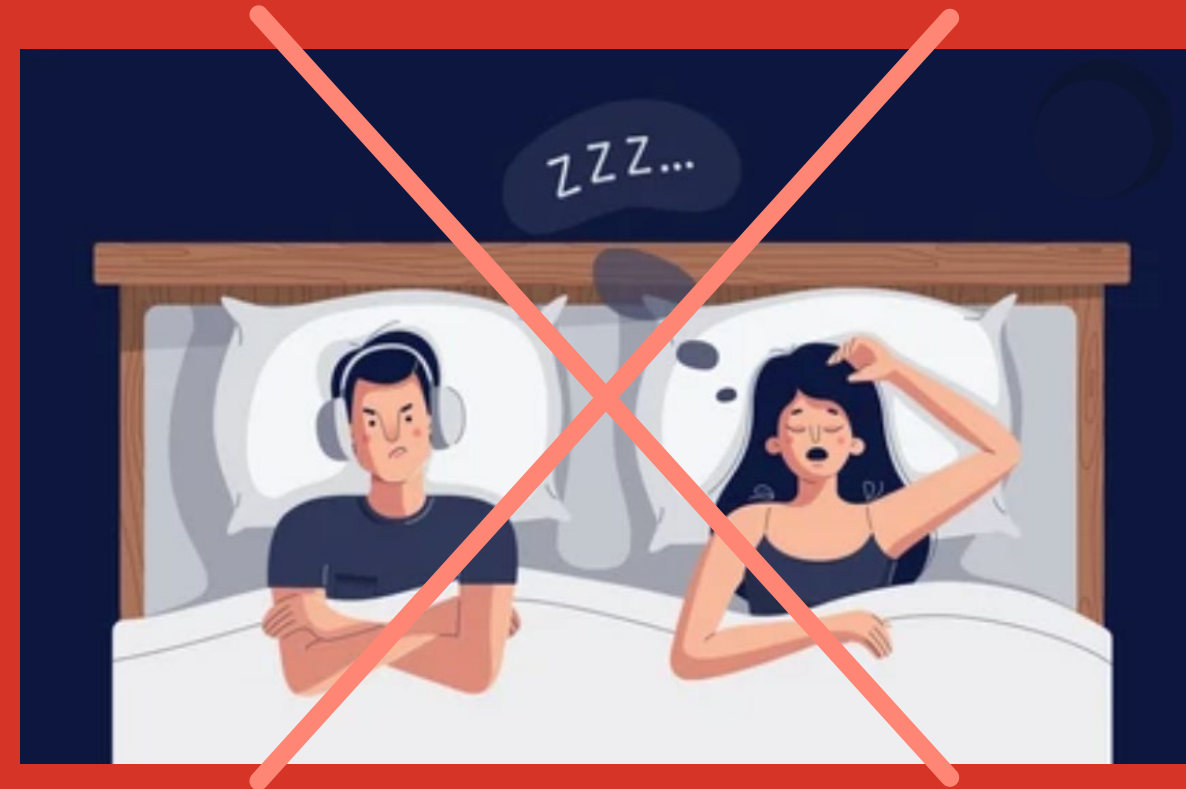
## RETOUCHED



# HOW TO USE STOCK

There are a lot of options within Shutterstock and other stock sites that have vector illustrations similar to our style. To save time, manipulate already created work with Adobe Illustrator. Here's how!





## WHAT WE'RE NOT

We are not 3D.

We do not sketch.

We do not use gradients.

We do not use extra detailing.

We do not include facial details.

We do not stray from brand colors unless it is a natural element or skin tone.



MFRM STORYBOARD: IG STORY (ORGANIC) ANIMATED 6 ASSETS 5-8 SEC MAX EACH

FRAME 1	FRAME 2	FRAME 3	FRAME 4	FRAME 5	FRAME 6

**ANIMATION NOTES:**  
 1. BASELINE REVEAL "CAN YOU GUESS" - #3 POPS IN  
 2. BASELINE REVEAL "REASON WHY PEOPLE"  
 3. BASELINE REVEAL "WAKE UP AT NIGHT"

**ANIMATION NOTES:**  
 1. ILLO ANIMATION CONTINUOUS  
**(EX: LEGS MOVE, BREATHING, KICK PARTNER)**  
 2. BASELINE REVEAL "THEIR BED PARTNER"  
 3. QUICK COUNTING TEXT: 25.1% "OF USERS" PUSHES OUTWARD TO RIGHT  
 4. "SWIPE UP TO..." SWIPES IN FROM BOTTOM

**ANIMATION NOTES:**  
 1. BASELINE REVEAL "CAN YOU GUESS" - #2 POPS IN  
 2. BASELINE REVEAL "REASON WHY PEOPLE"  
 3. BASELINE REVEAL "WAKE UP AT NIGHT"

**ANIMATION NOTES:**  
 1. ILLO ANIMATION CONTINUOUS  
**(EX: SWEATING, BREATHING, HEAD MOVES)**  
 2. BASELINE REVEAL "TEMPERATURE"  
 3. QUICK COUNTING TEXT: 29.1% "OF USERS" PUSHES OUTWARD TO RIGHT  
 4. "SWIPE UP TO..." SWIPES IN FROM BOTTOM

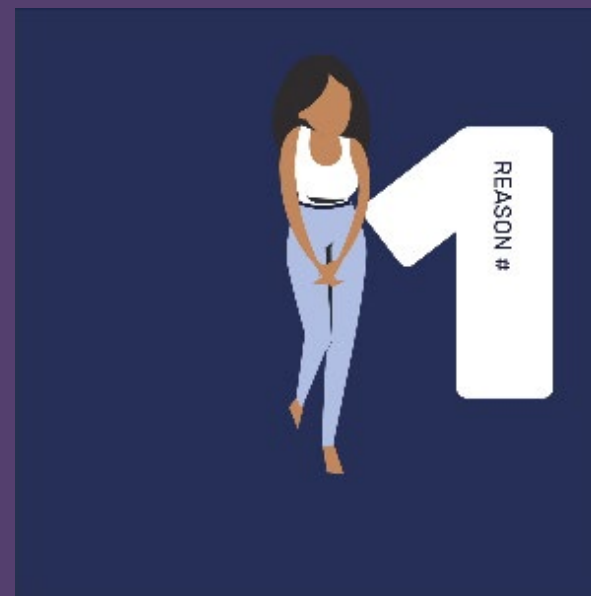
**ANIMATION NOTES:**  
 1. BASELINE REVEAL "CAN YOU GUESS" - #2 POPS IN  
 2. BASELINE REVEAL "REASON WHY PEOPLE"  
 3. BASELINE REVEAL "WAKE UP AT NIGHT"

**ANIMATION NOTES:**  
 1. ILLO ANIMATION CONTINUOUS  
**(EX: CROSSING LEGS, HOPPING)**  
 2. BASELINE REVEAL "USE THE BATHROOM"  
 3. QUICK COUNTING TEXT: 29.1% "OF USERS" PUSHES OUTWARD TO RIGHT  
 4. "SWIPE UP TO..." SWIPES IN FROM BOTTOM

# ANIMATION

When able, leave animation notes in storyboards to show your illustration could be interacting in the scene. Have fun and be creative with this!

Animation samples, click to activate



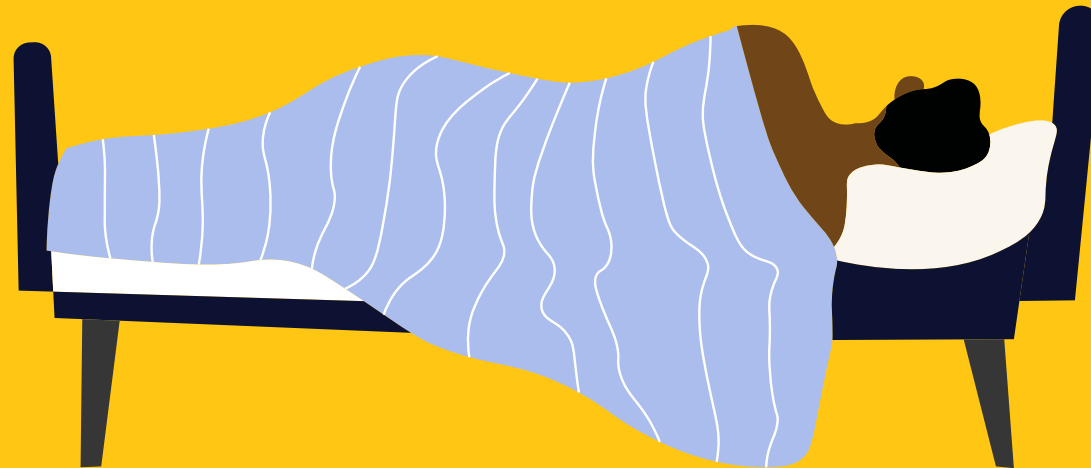


# GLYPHS & CLIP ART

These mini illustrations could be great accents to any design, including promotional! When creating these, maintain the same style of simplified shapes and our brand colors.

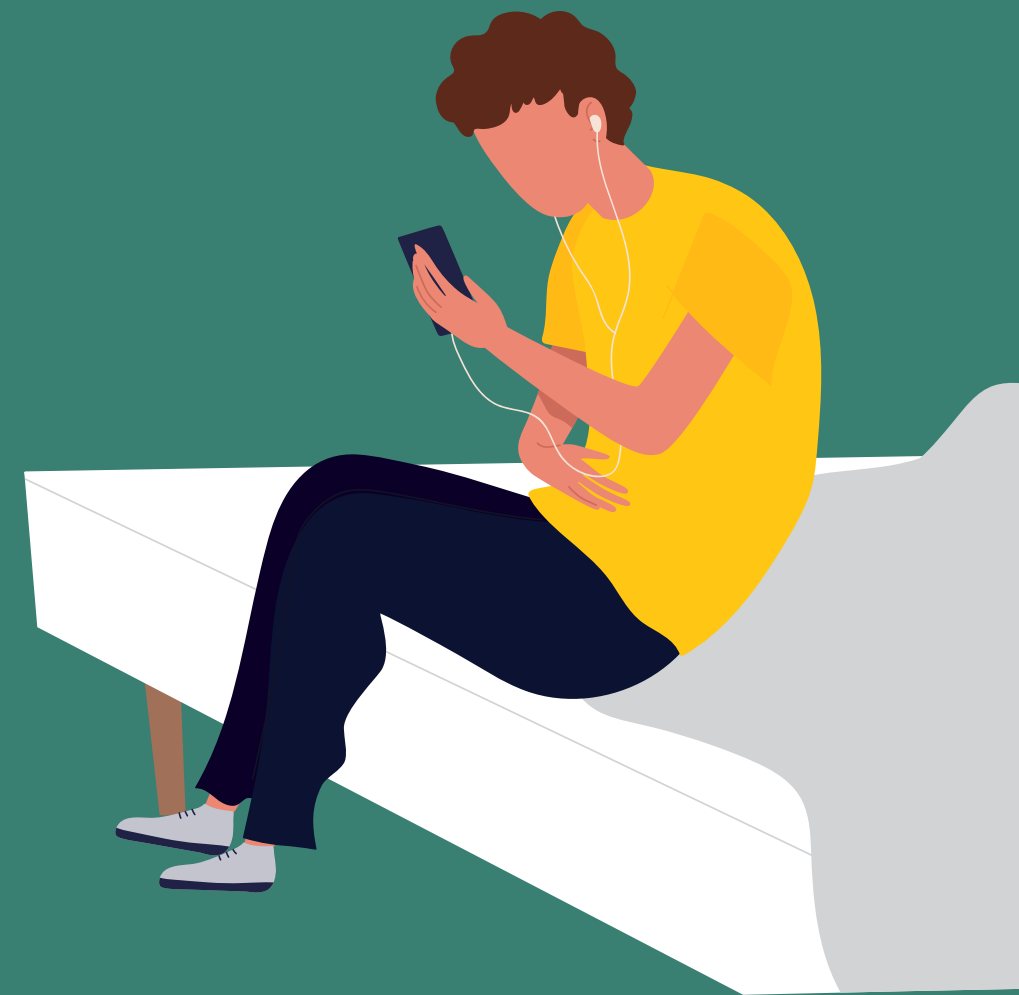
# APPENDIX

DOWNLOAD to use the tool kit



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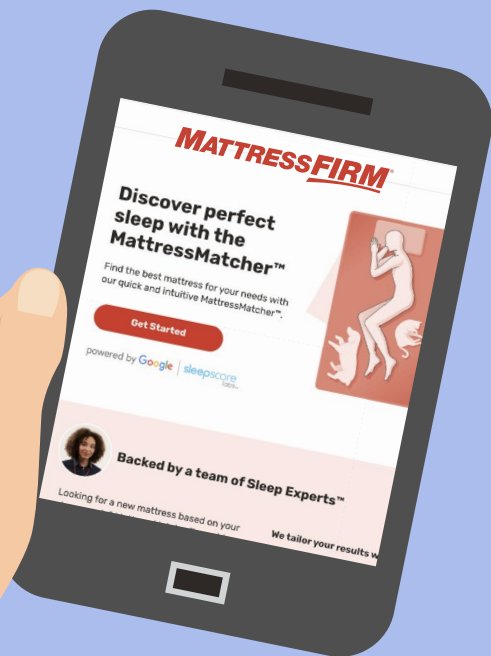


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Animation sample, click to activate



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