

MATTRESSFIRM[®]

The Right Mattress Matters



MOODBOARD

A quick overall look and feel of the updated brand design system.



a

SOFIA PRO

RUBIK

SHORT HEADLINES OR BODY COPY.

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MATTRESSFIRM



SAVE UP TO
\$800
 +FREE ADJUSTABLE BASE
on select mattresses

KING BED
Queen Price

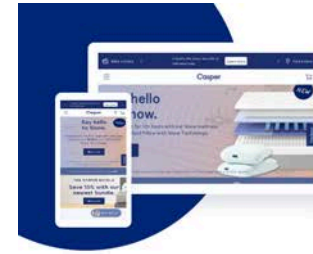
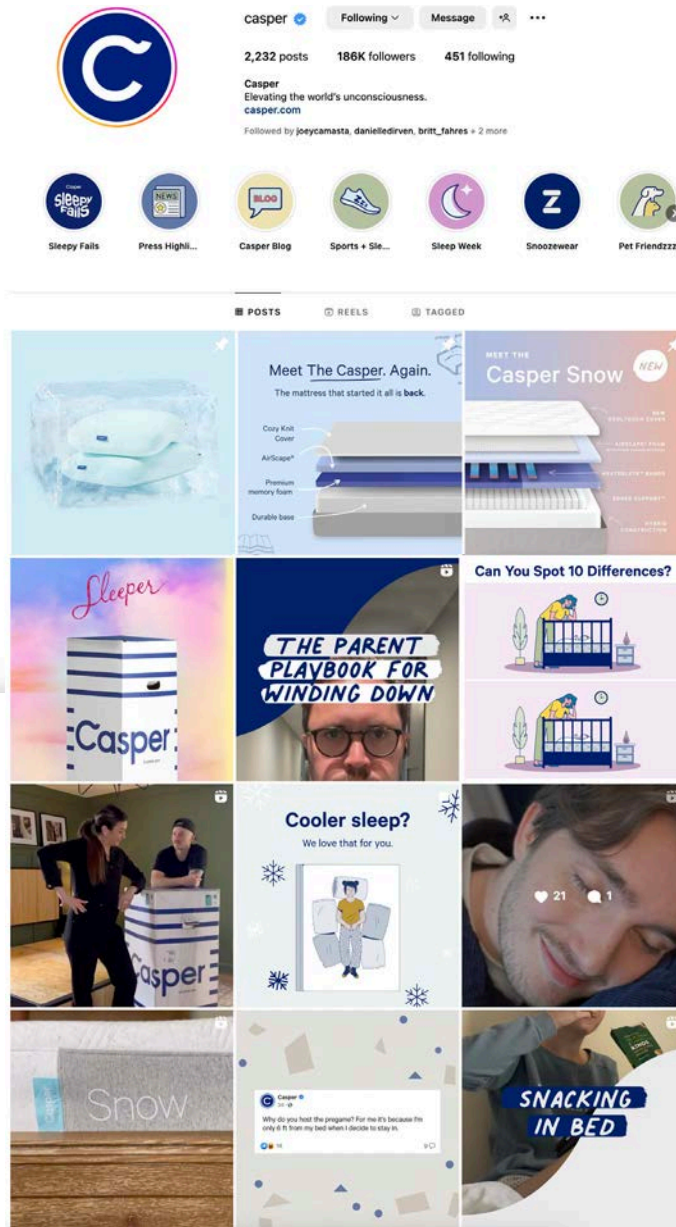
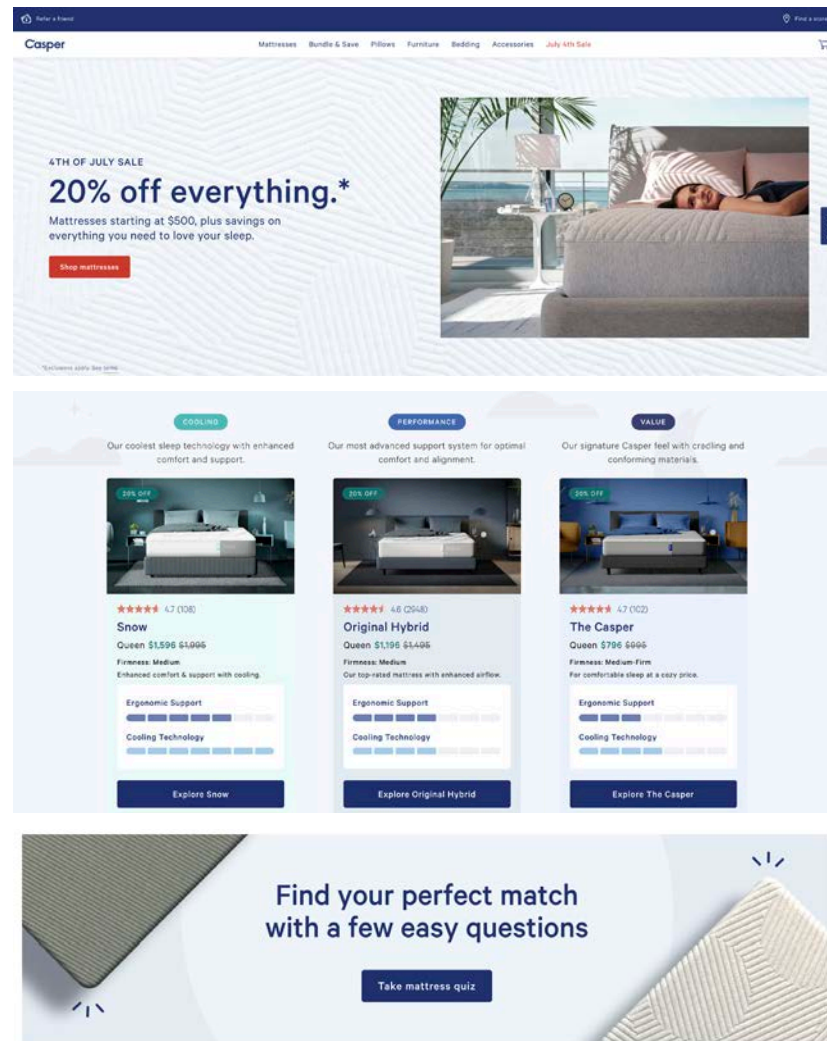
QUEEN BED
Twin Price

SAVE
50% OFF
QUEENS START AT \$179.99



COMPETITIVE LANDSCAPE

Even though Casper does manufacture their own mattresses, we are the most similar competitor in sleep/mattress knowledge. Sleepy Fails is also a very similar iteration of Junk Sleep. Casper delivers a modern and elevated look with a nice use of color, pattern, typography, imagery, and illustration. So, if we want to stand out instead of blend in, we should take Casper as a case study to find our sweet spot and stand for what's unique about Mattress Firm!



Casper.com

get the sleep you've always dreamed of. casper's award-winning mattresses, sheets & more are quality-crafted and ethically built in the usa. free shipping &...

Global Rank	Country Rank	Category Rank
#31,830 + 5,311	#7,733 + 2,202 United States	#30 + 1 Furniture (In United States)

Similarity Score
88%
Compare to casper.com

Company	Casper
Industry	Home and Garden > Furniture

Total Visits	2.5M
Bounce Rate	66.91%
Pages per Visit	1.99
Avg Visit Duration	00:01:22

Casper

sleepy fails

What is a sleepy fail?

Dictionary

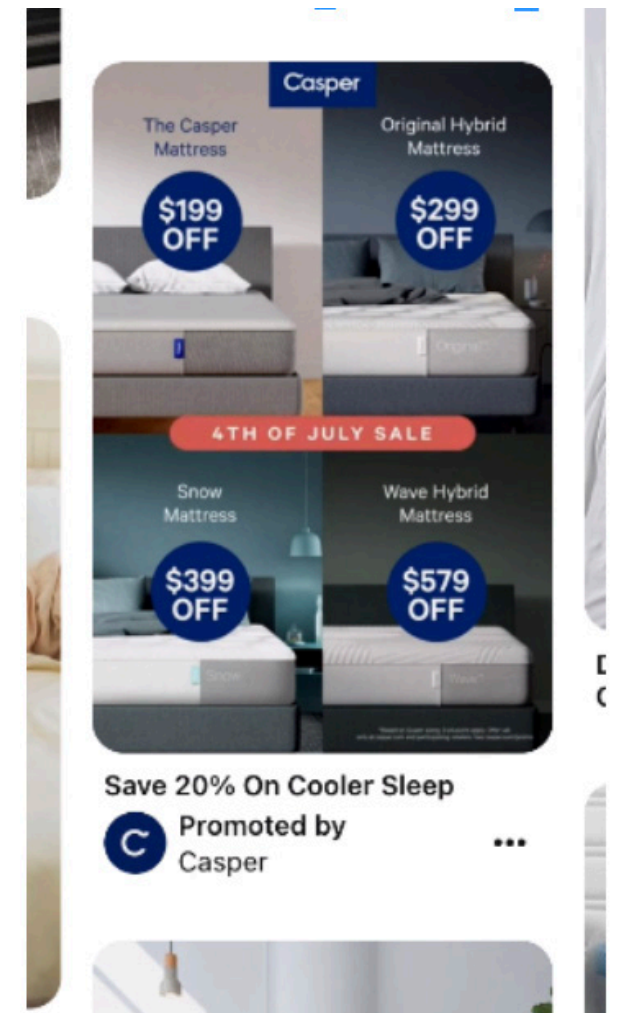
sleepy fail
/slēpē , fāl/

noun

- An absent-minded mistake made under the influence of lacking sleep.

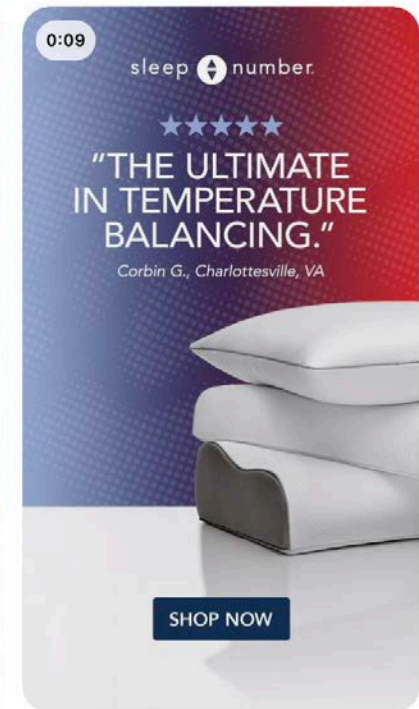
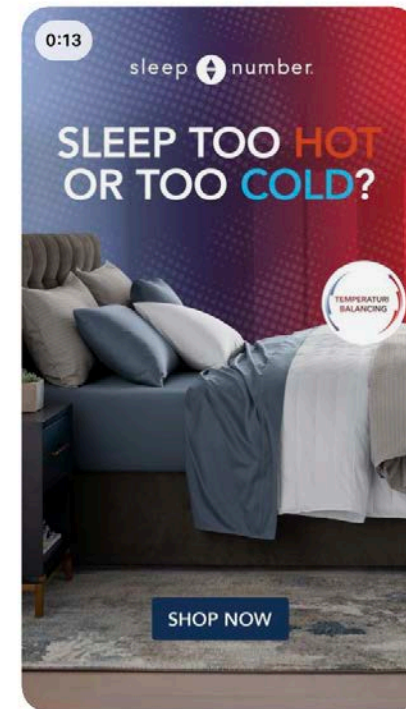
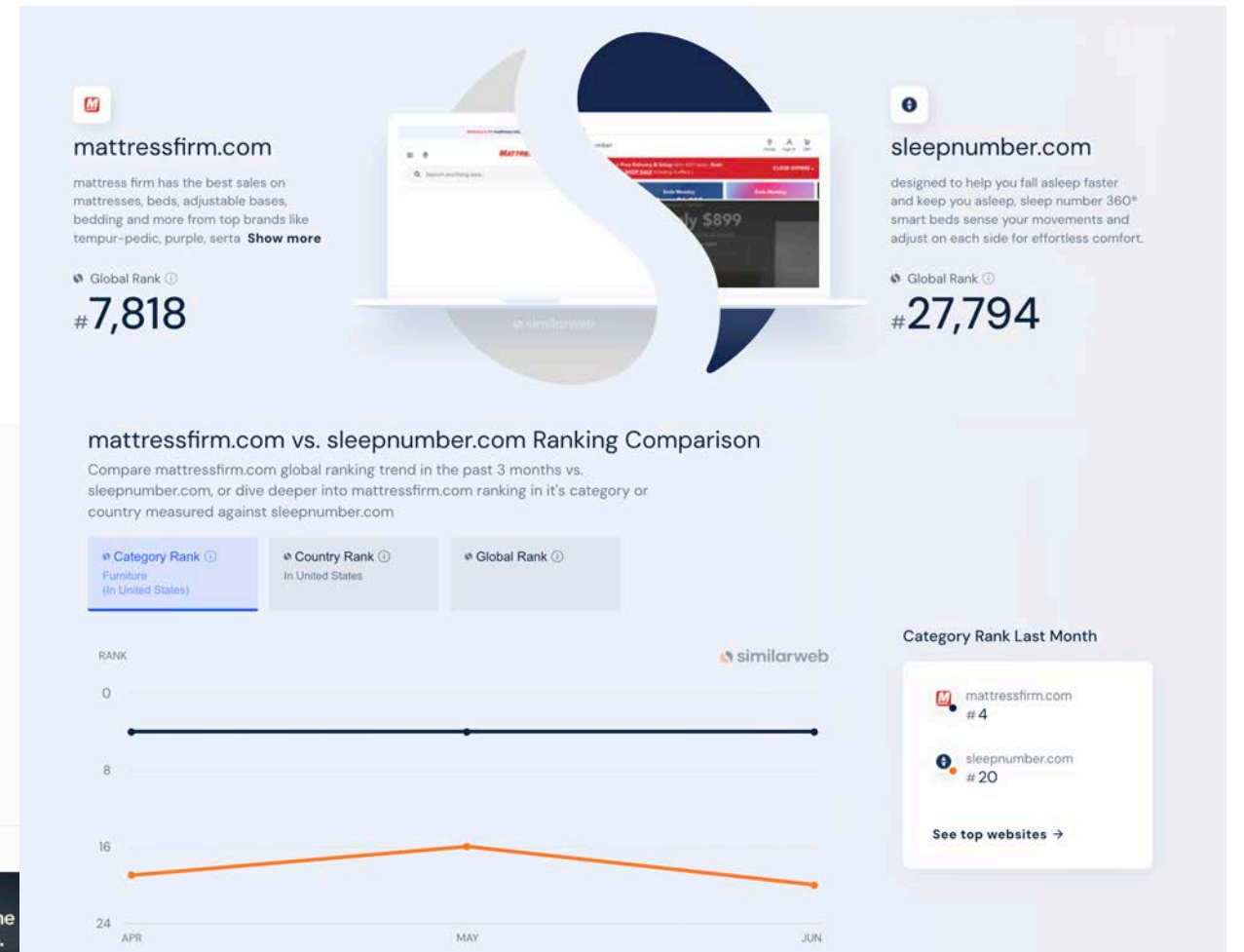
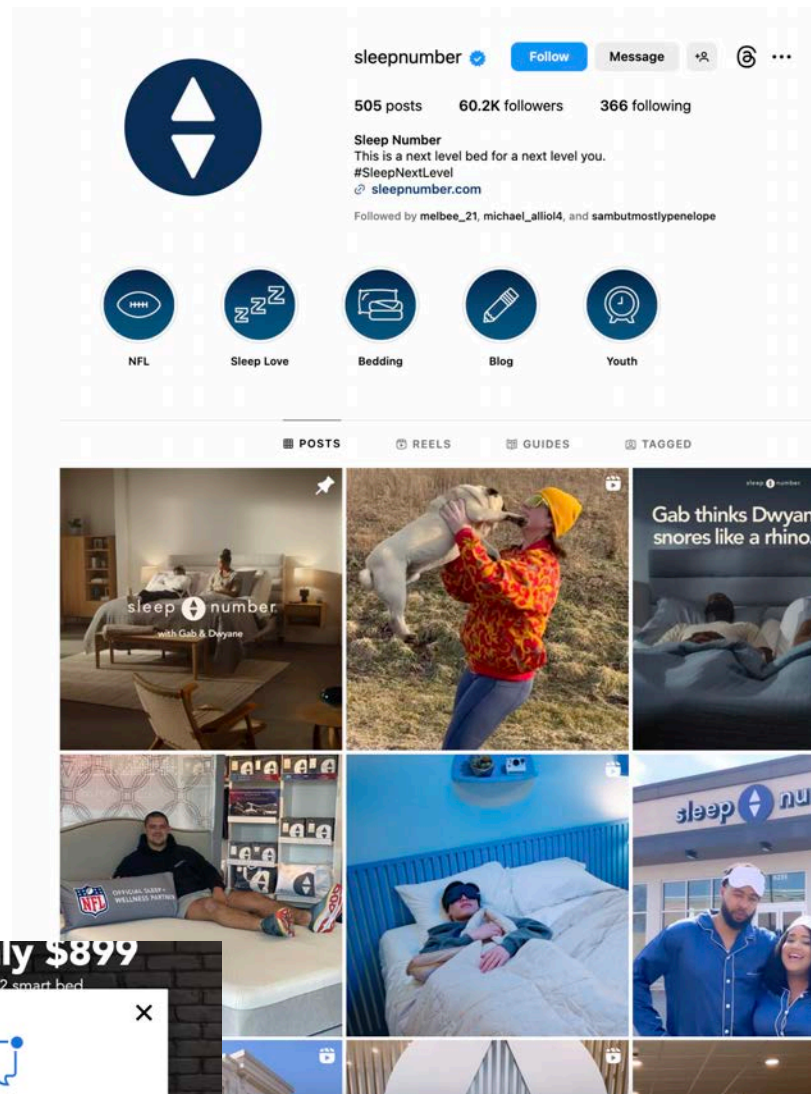
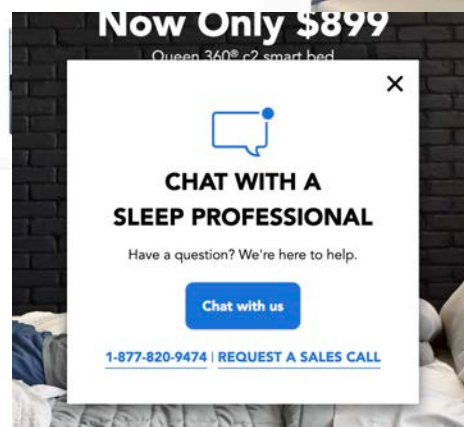
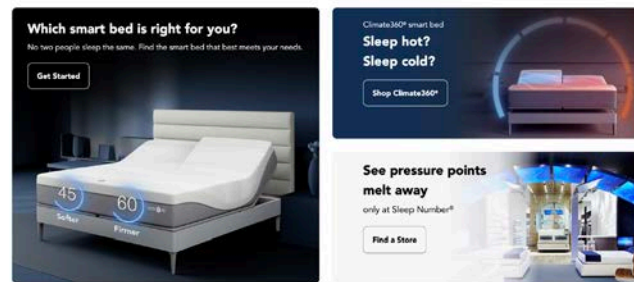
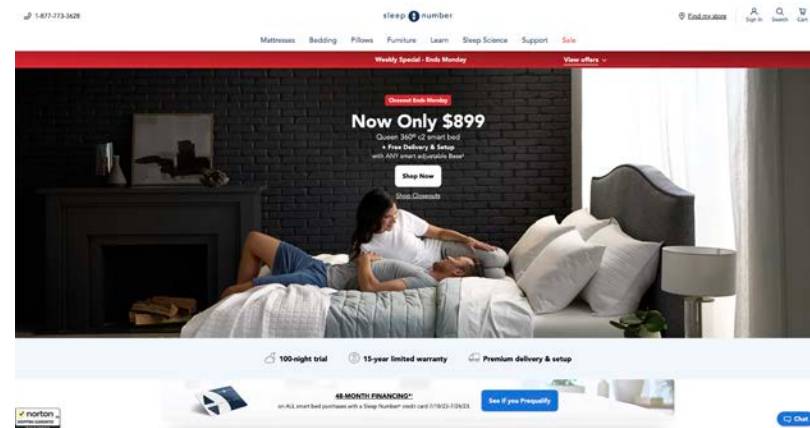
"I'm so tired I put salt in my coffee instead of sugar, what a sleepy fail."

Similar: Tired whoopsie



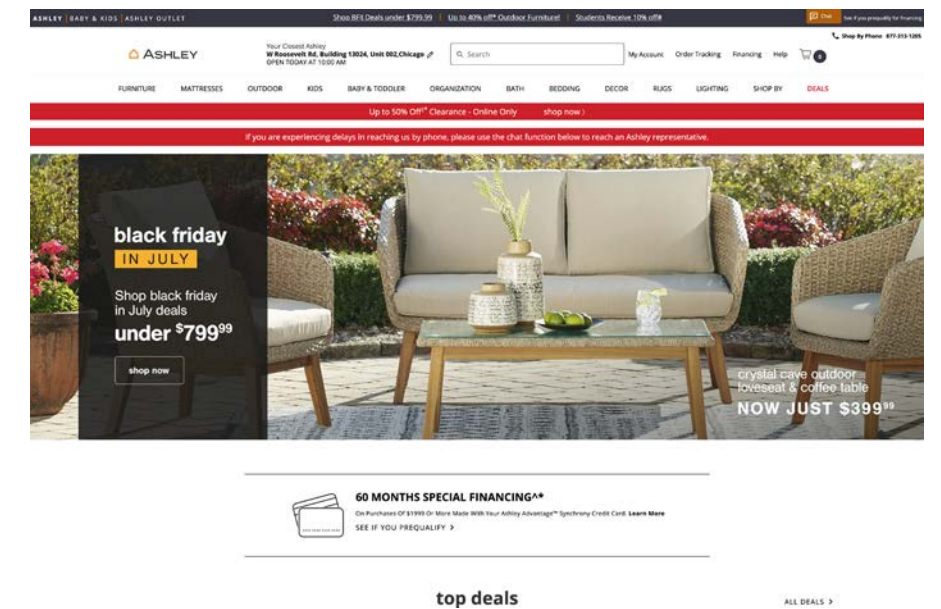
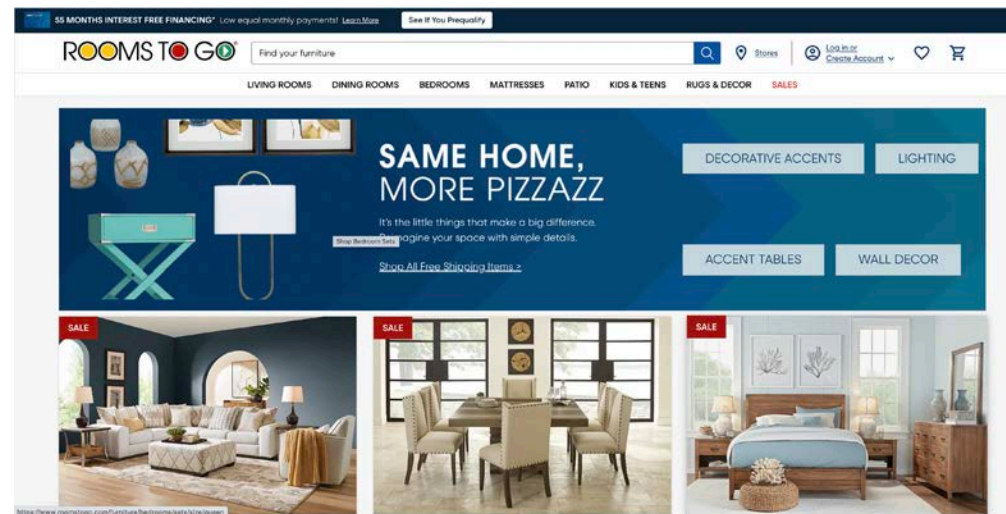
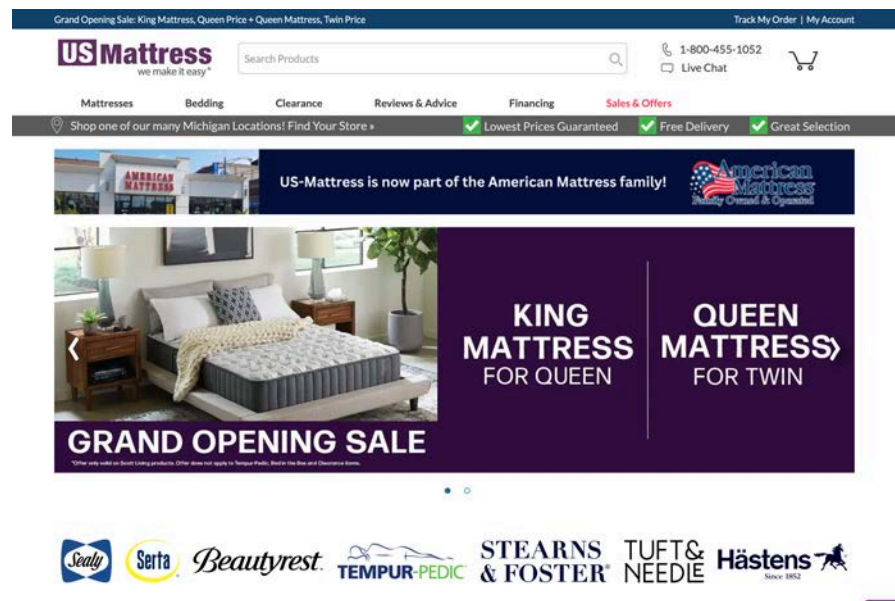
COMPETITIVE LANDSCAPE

Sleep Number does also manufacturer their own mattresses, but with their technology and sleep expertise, they are a close competitor. Their brand is also in the blue pallet with a touch of red for urgency. We wouldn't say Sleep Number though, is a great leader in design though compared to Casper.



COMPETITIVE LANDSCAPE

There is nothing quite like us in the mattress warehouse category. We beat these other popular mattress retailers because we provide the modern sleep knowledge as well as the lowest prices with the best selection. Analytics and website comparisons can be found at www.similarweb.com.



<p>us-mattress.com</p> <p>huge mattress sales are going on now! over 2,500 mattress sets - the largest selection of mattress sets available for purchase in the united states. lowest price and quality service too! Show less</p> <p>Global Rank 📍</p> <p>#426,915</p>		<p>mattressfirm.com</p> <p>mattress firm has the best sales on mattresses, beds, adjustable bases, bedding and more from top brands like tempur-pedic, purple, serta and beautyrest. Show less</p> <p>Global Rank 📍</p> <p>#7,604</p>
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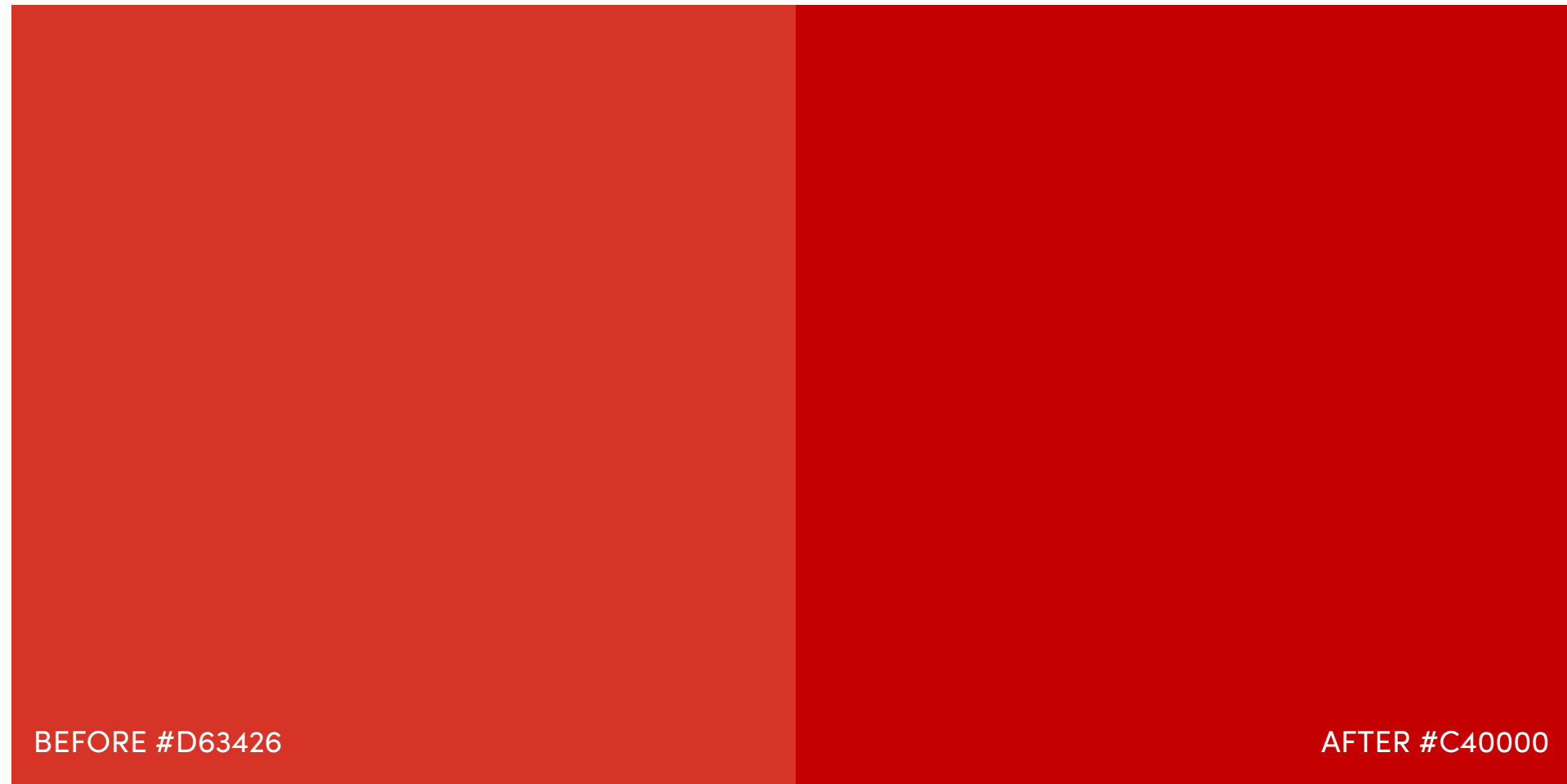
<p>mattressfirm.com</p> <p>mattress firm has the best sales on mattresses, beds, adjustable bases, bedding and more from top brands like tempur-pedic, purple, serta Show more</p> <p>Global Rank 📍</p> <p>#7,604</p>		<p>roomstogo.com</p> <p>affordable home furniture for sale from rooms to go. best place to shop online for quality home furniture for less. or find a store near you. over 150. Show more</p> <p>Global Rank 📍</p> <p>#8,811</p>
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<p>mattressfirm.com</p> <p>mattress firm has the best sales on mattresses, beds, adjustable bases, bedding and more from top brands like tempur-pedic, purple, serta. Show more</p> <p>Global Rank 📍</p> <p>#7,818</p>		<p>ashleyfurniture.com</p> <p>shop ashley online for great prices, stylish furnishings and home decor. free shipping on many items!</p> <p>Global Rank 📍</p> <p>#3,312</p>
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COLOR ELEVATION | PRIMARY

What sets our brand apart, in our category, is red! Red embodies excitement, passion, and energy. By tuning our red to a darker, silkier red; the overall feeling the color exudes is sophistication. RED is a power color.



COLOR ELEVATION | PRIMARY

Blue is a calming and approachable color. This color is WIDELY used in our category. We think Sleep Experts should remain dressed in the navy blue. For the digital pallet we also pigmented it to match the other colors.



COLOR ELEVATION | PRIMARY

Gray is always a good neutral to use within our pallet. Our idea is to move our gray from the cooler spectrum towards the warmer end of the spectrum. Warm or "French Grays" are sophisticated and very popular right now.



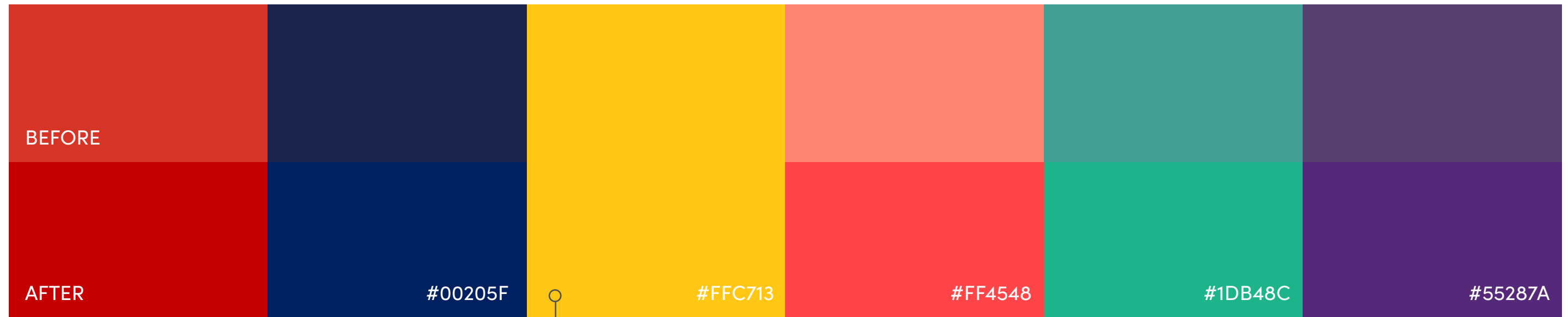
COLOR ELEVATION | PRIMARY

Our updated primary color pallet! Charcoal and our darkest navy blue remains the only swatches we kept the same.



COLOR ELEVATION | SECONDARY

Our original secondary pallet is on top of the new color pick-me-ups! All our secondary colors have been boosted to look a little more modern and brighter.

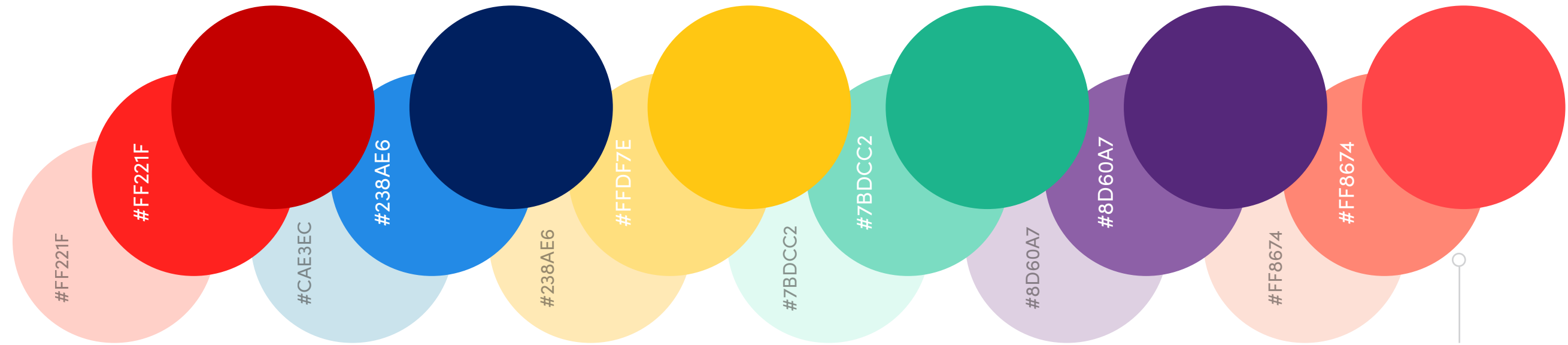


Our original yellow is already the brightest form of RGB so let's keep it!



COLOR ELEVATION | SECONDARY

Each secondary color has 2 lighter tints we can also utilize! These are incredibly helpful for our illustration style, but also these secondary colors within our pallet gives the team opportunity to be vibrant and playful for promotional work.



Our original coral is popular so let's keep it! Now it is a tint of a brighter version so all swatches are consistent shades



LOGO ELEVATION

Besides the color change, one big update to our logo is the use of the tab sideways. As well as the monogram M. Each have different use cases.



USE CASES:
Social videos
Smaller assets
Animations



USE CASES:
Social pages and/or posts
Small space assets
Small products
Presentation Decks



MONOGRAM LOGO

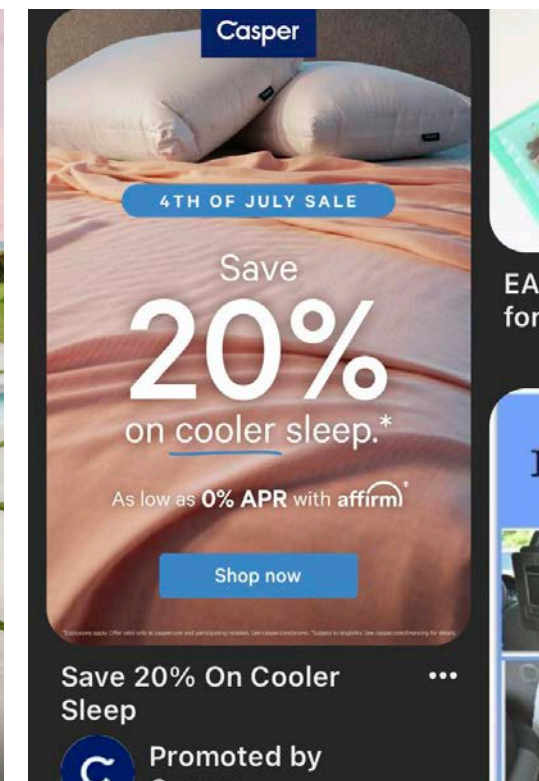
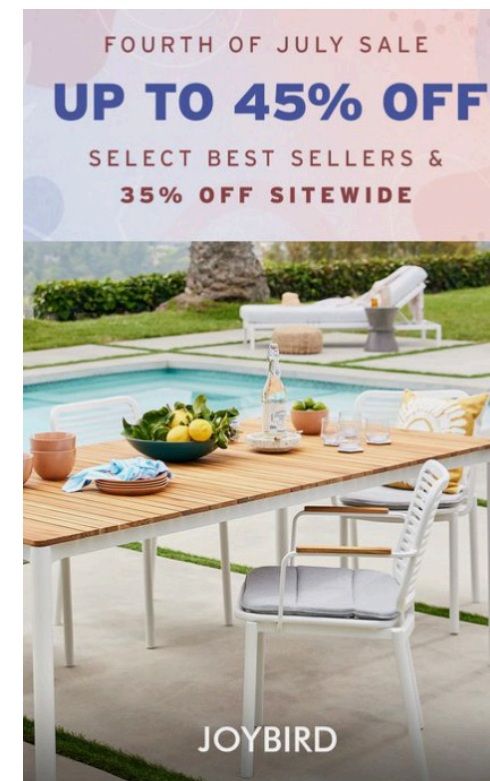
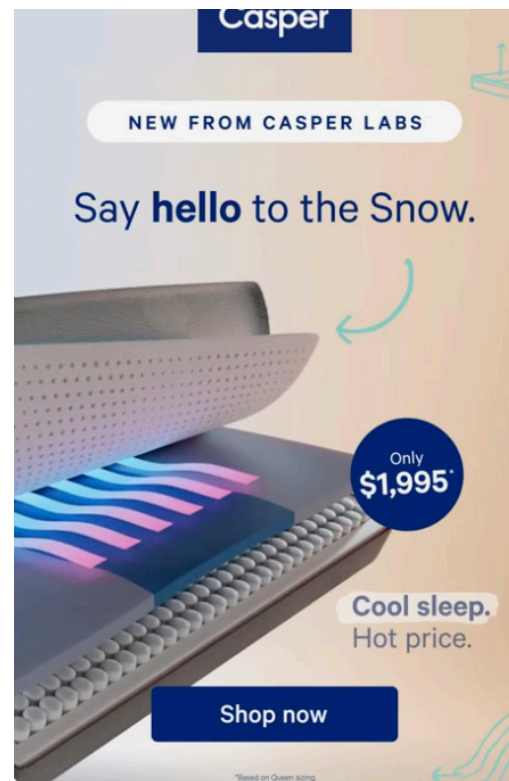
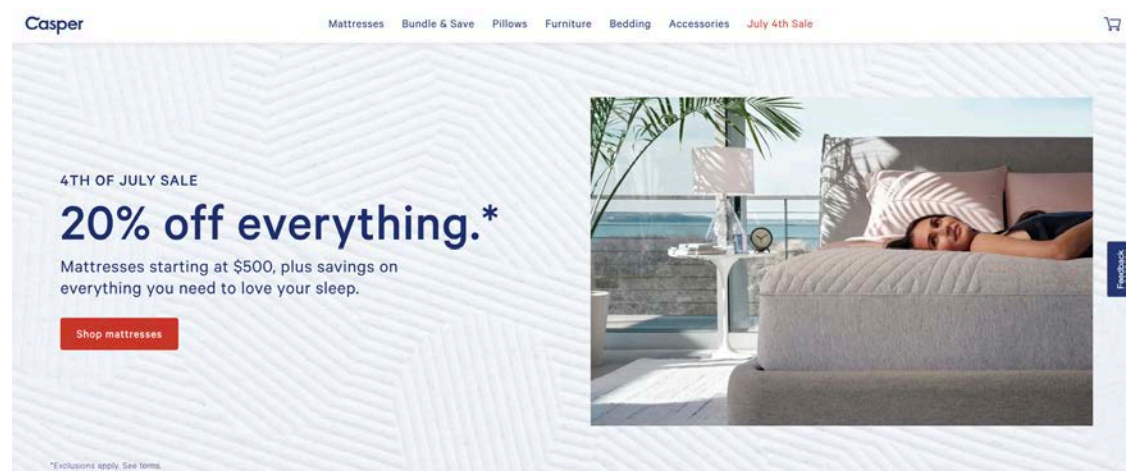
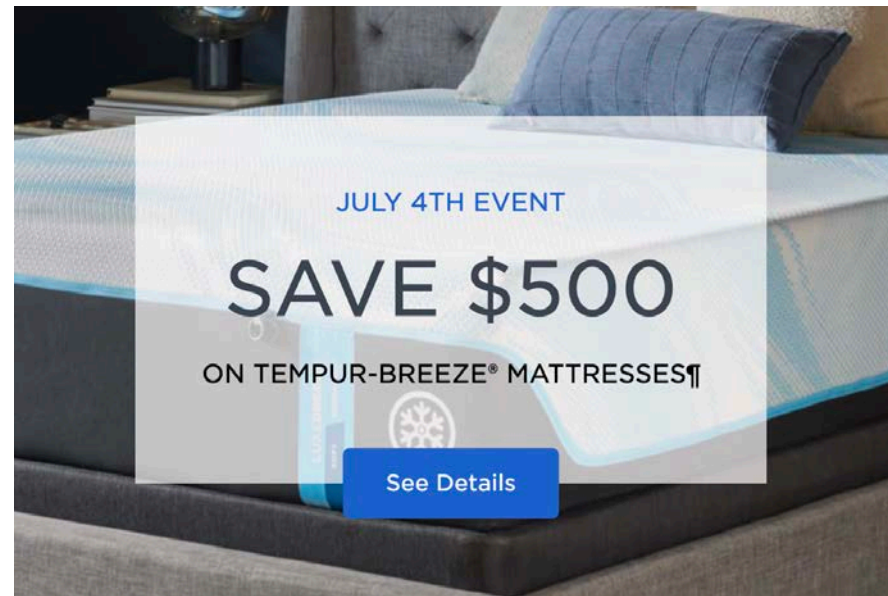
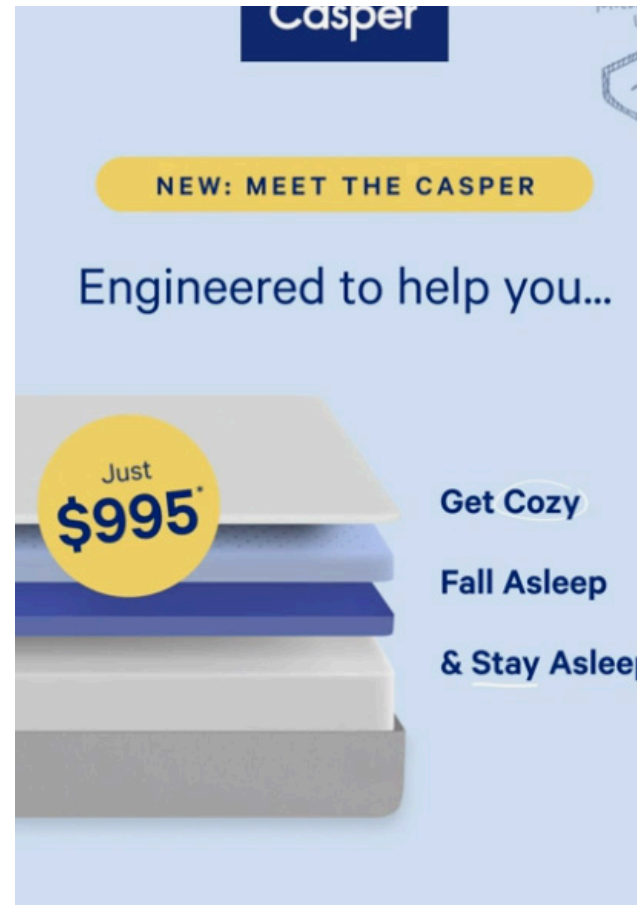
Some examples of how the monogram can be used in other design mediums.

USE CASES:



TYPOGRAPHY EXPLORATION

What is everyone else using for their typography? NO BLACK FONTS. A lot of other brands are using thin treatments and/or medium-bolder versions of thinners fonts. There are no elaborate lockups really either. CLEAN AND SIMPLE IS THE BEST POLICY.



TYPOGRAPHY ELEVATION

Option 2 isn't too far of a departure than what we are used to. Lead with Rubik semi bold instead of bold/black to help thin it out. For the sub copy play with tracking and the thinner font of Sofia Pro! essentially this lightens everything up slightly, so the change isn't drastic to others.

BEFORE

SAVE UP TO
\$700
+ FREE ADJUSTABLE BASE
on select mattresses \$499+

KING BED
Queen Price
QUEEN BED
Twin Price

UP TO
50% OFF
Queens start at **\$179.99**

AFTER

SAVE UP TO
\$800
+FREE ADJUSTABLE BASE
on select mattresses

KING BED
Queen Price
QUEEN BED
Twin Price

SAVE
50% OFF
Queens start at **\$179.99**

Sofia Pro REGULAR
200 Tracking Wdie

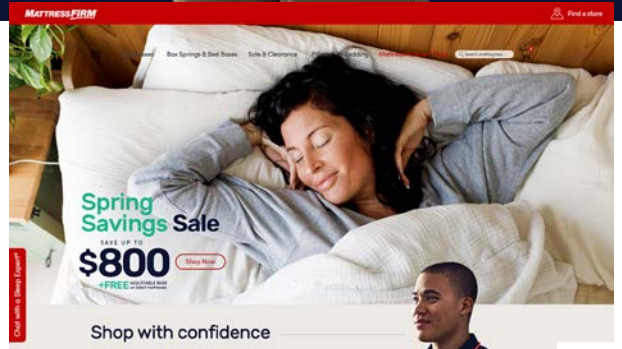
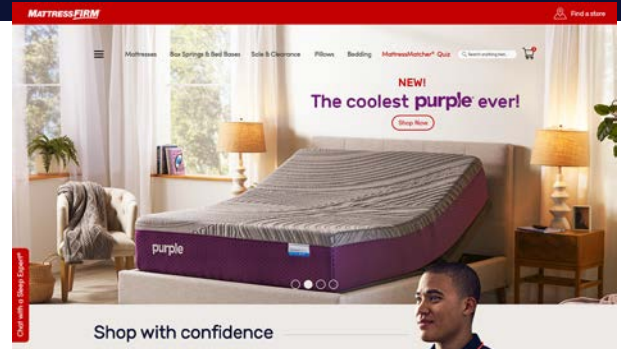
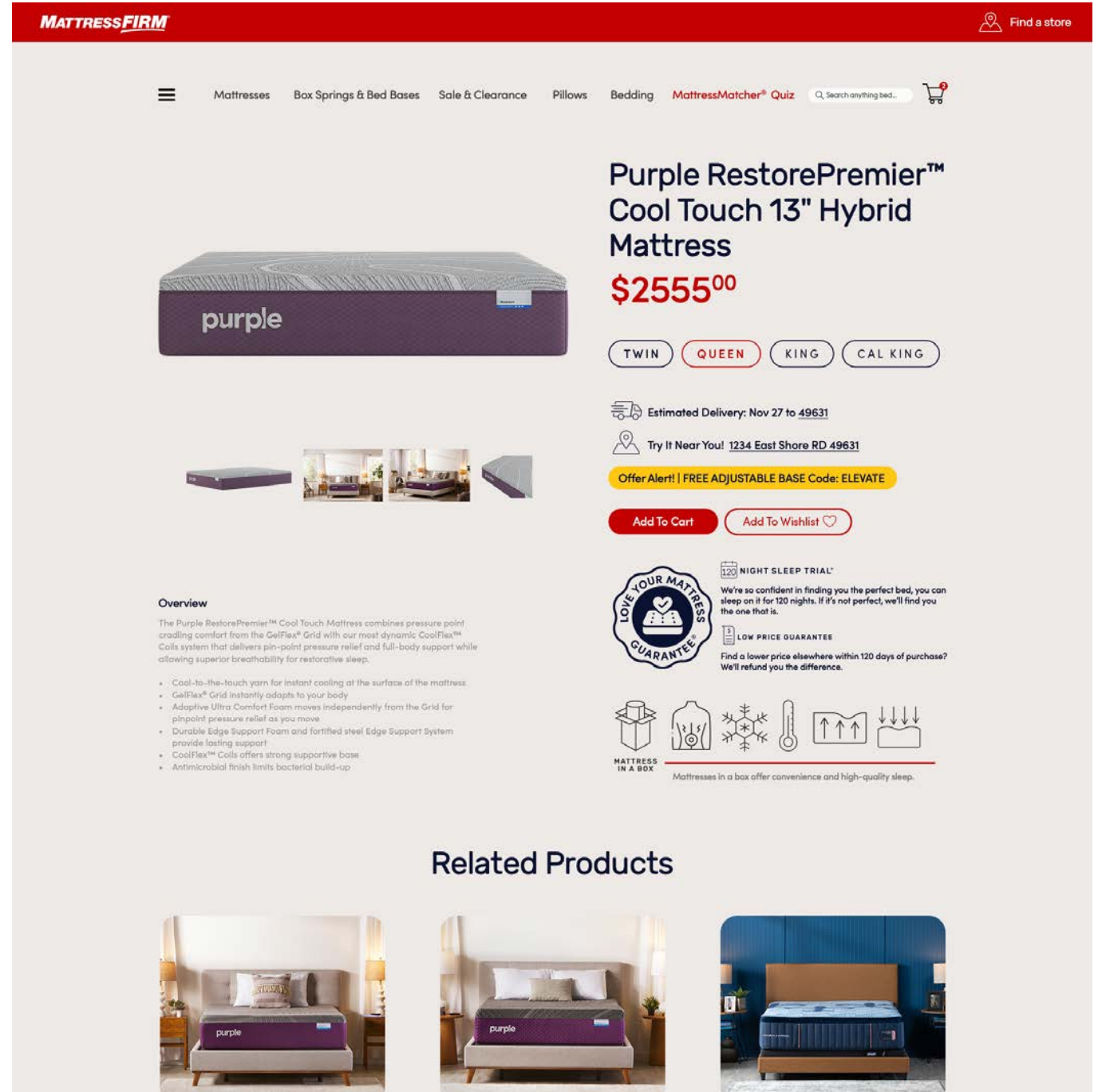
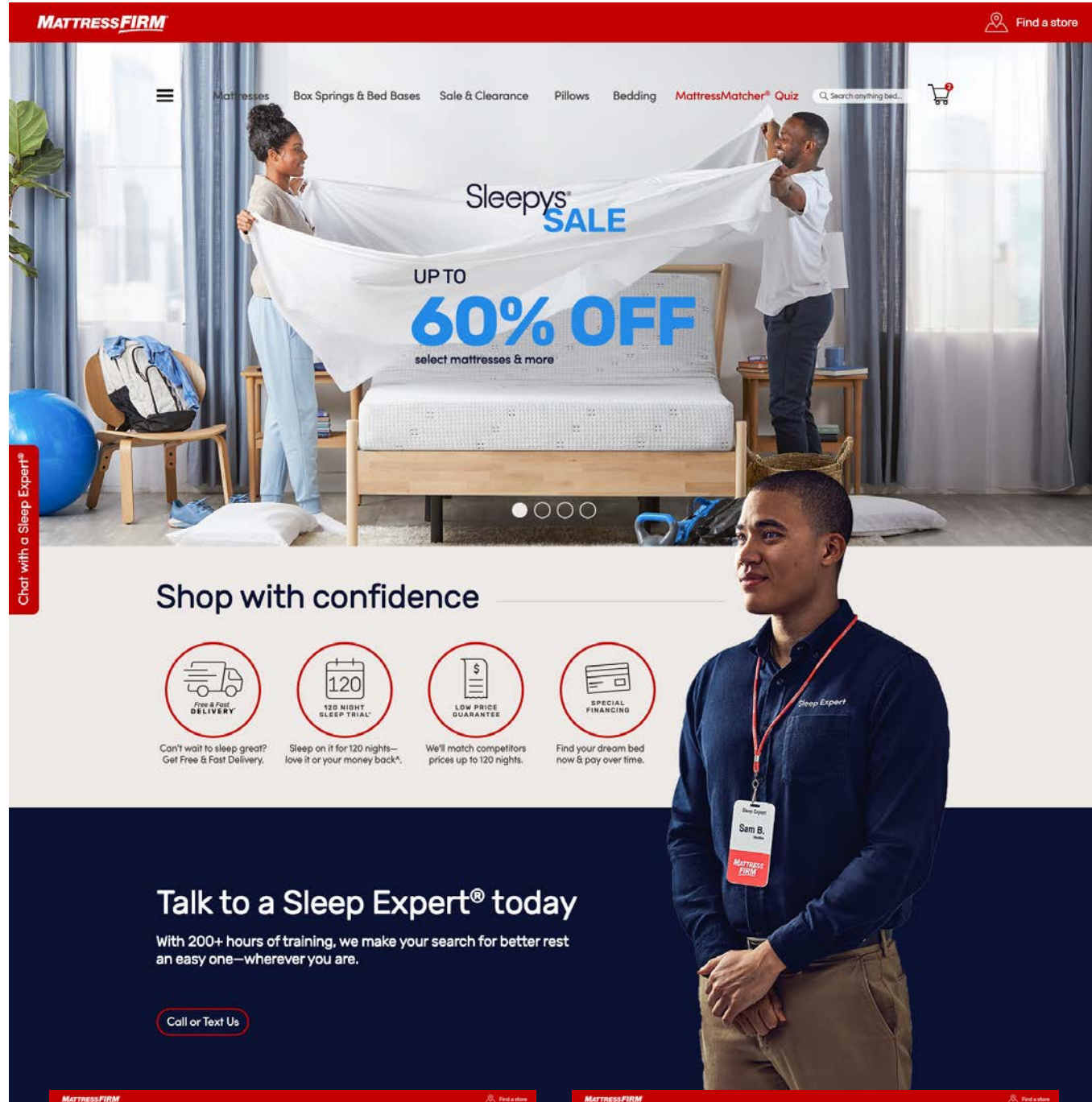
Rubik SEMI BOLD

Sofia Pro BLACK
100 Tracking Wide

Sofia Pro REGULAR



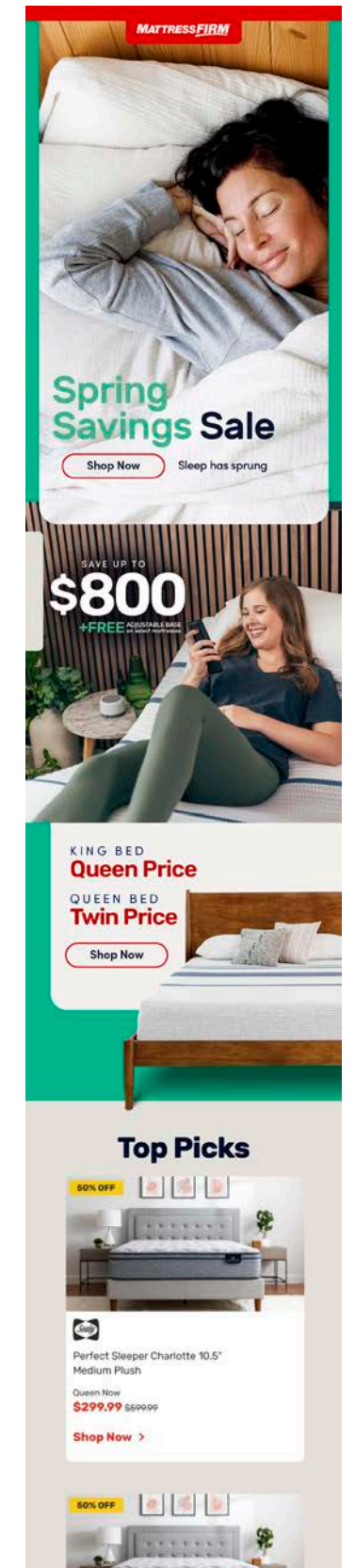
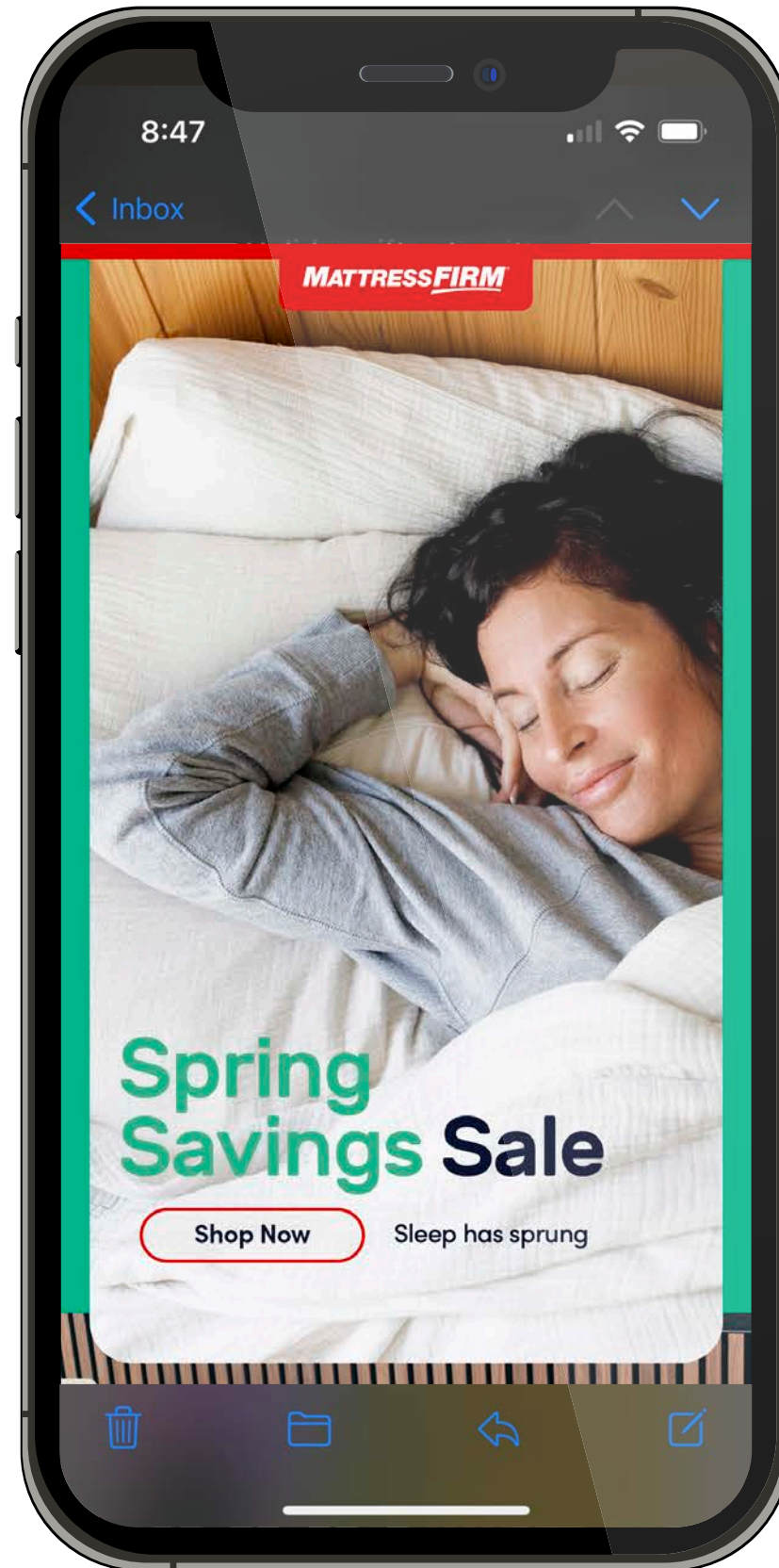
WEBSITE DESIGN CONCEPT



Full frame hompage banners



MOBILE EMAIL DESIGN MOCK-UP




PAID DISPLAY DESIGN MOCK-UP

MATTRESSFIRM

WHY WAIT...
**The Right
Mattress Matters.**
We'll find yours.


[Shop Now](#)



MATTRESSFIRM

SAVE
50% OFF
Queens start at **\$179.99**

[Shop Now](#)




MATTRESSFIRM

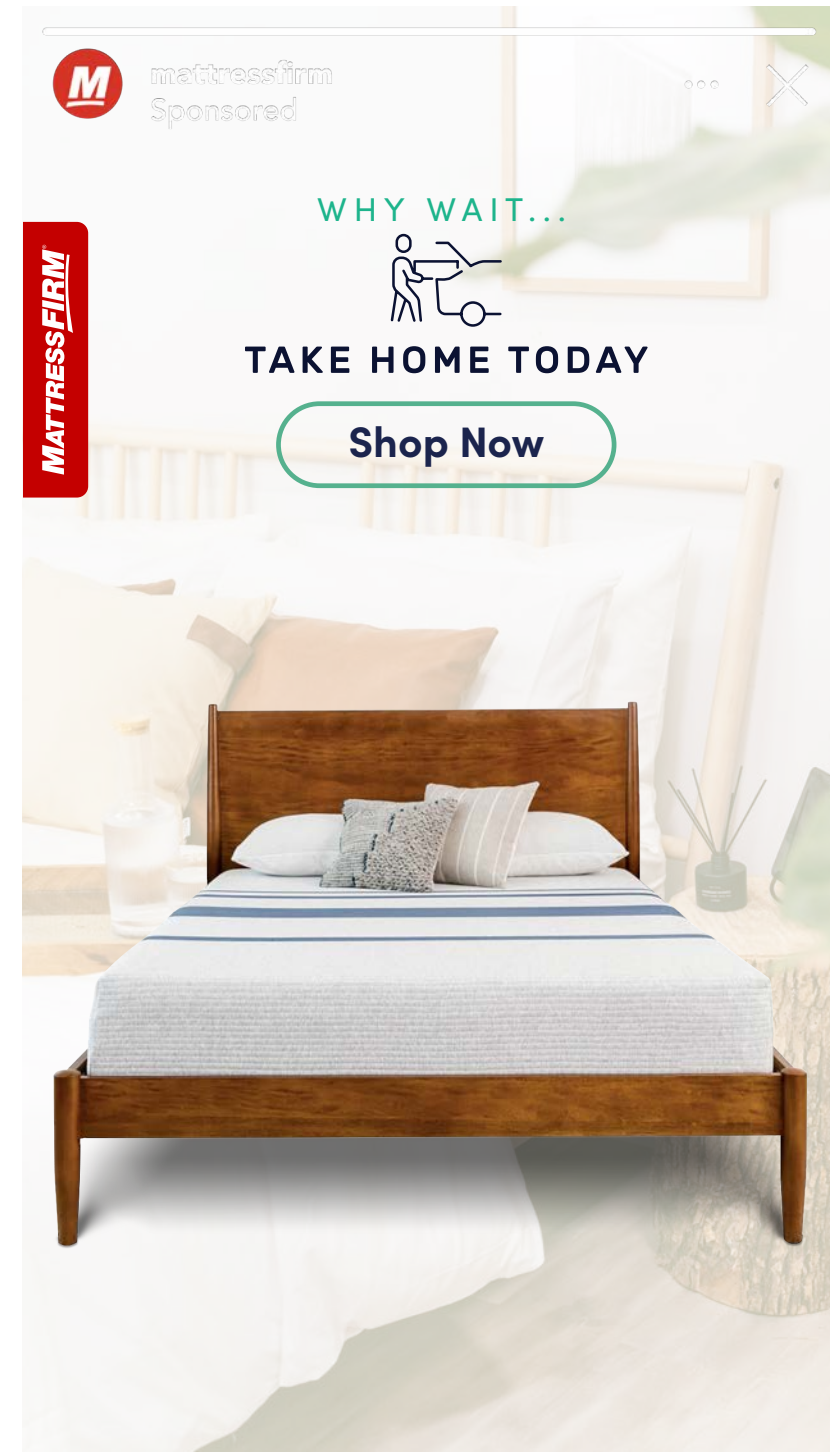
SAVE
50% OFF
Queens start at **\$179.99**

+FREE ADJUSTABLE BASE
on select mattresses

[Shop Now](#)



SOCIAL DESIGN MOCK-UP



SOCIAL PAGES MOCK-UP

