DESIGN SYSTEM EXPLORATION – **2024**

MATTRESSFIRM®

The Right Mattress Matters

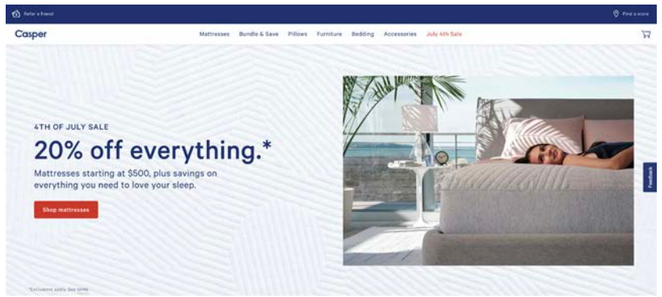
MOODBOARD

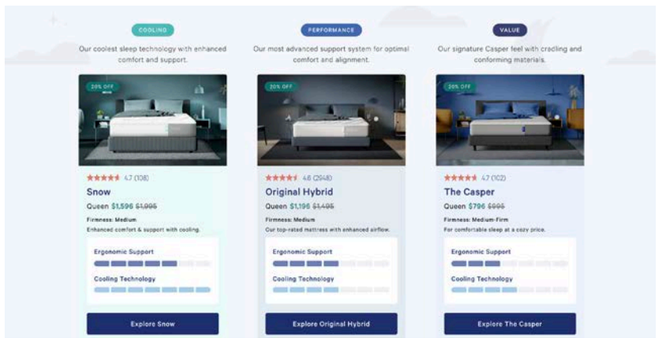
A quick overall look and feel of the updated brand design system.

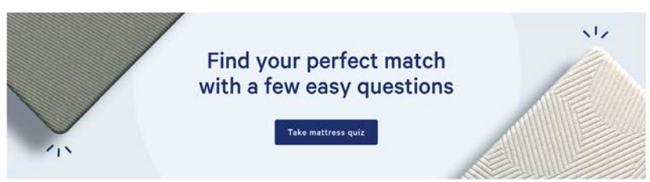
COMPETITIVE LANDSCAPE

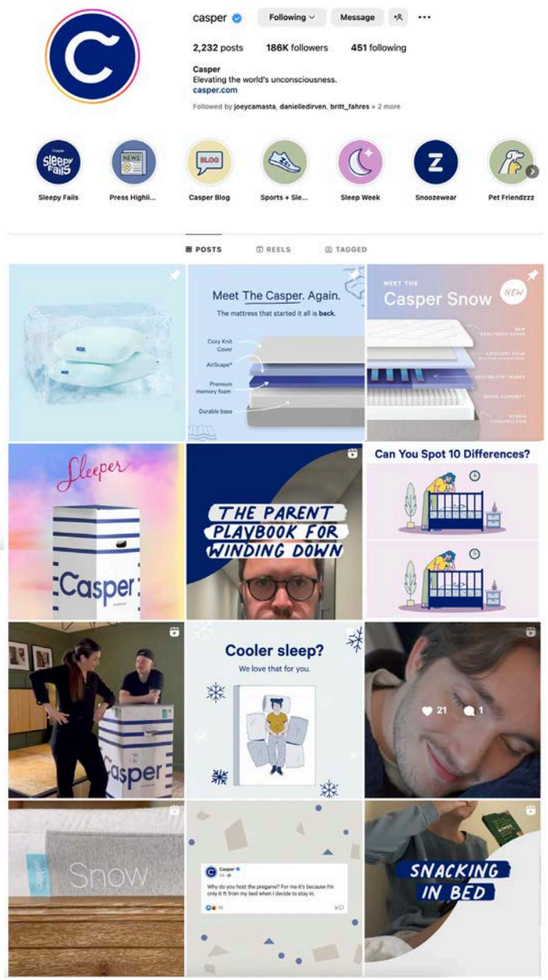
Even though Casper does manufacture their own mattresses, we are the most similar competitor in sleep/mattress knowledge. Sleepy Fails is also a very similar iteration of Junk Sleep. Casper delivers a modern and elevated look with a nice use of color, pattern, typography, imagery, and illustration. So, 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!

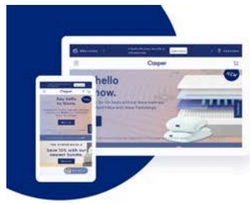
Casper











Similarity Score
88%

Compare to casper.com

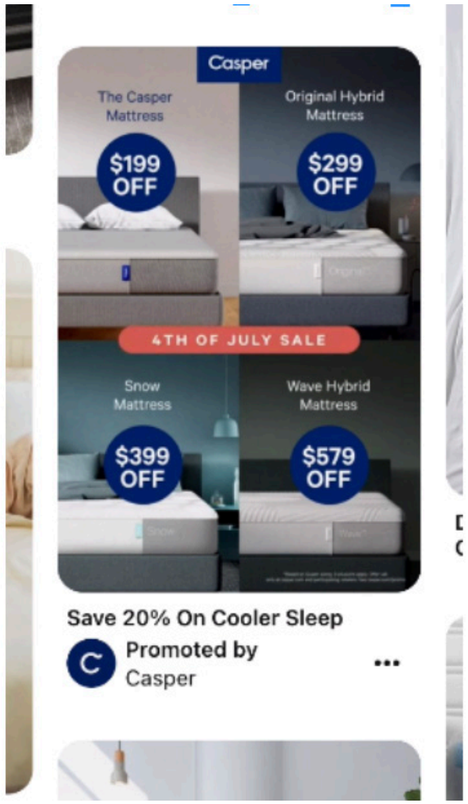
casper.com

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)

Company	Casper
Industry	Home and Garden > Furniture

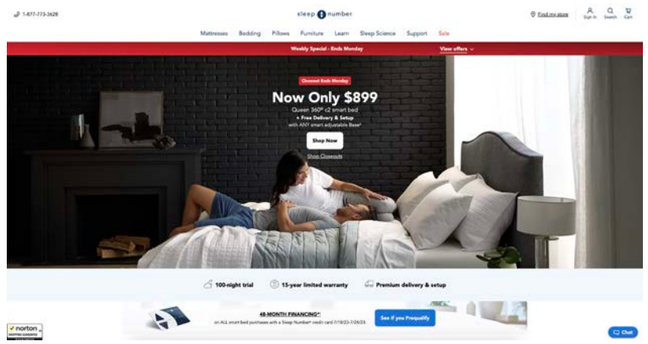
Total Visits	2.5M
Bounce Rate	66.91%
Pages per Visit	1.99
Avg Visit Duration	00:01:22

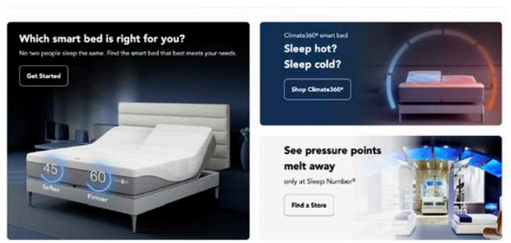


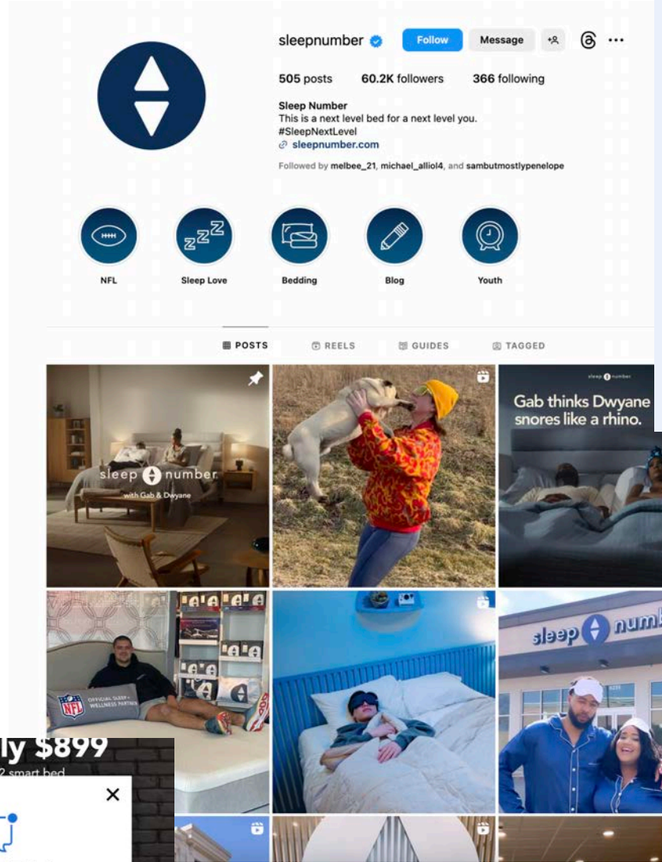
COMPETITIVE LANDSCAPE

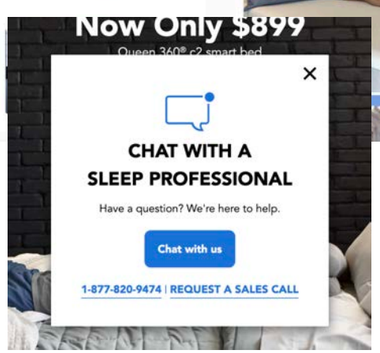
Sleep Number does also manufacturer their own mattresses, but with their technology and sleep expertise, they are a close competitor. Their brand is also in the blue pallet with a touch of red for urgency. We wouldn't say Sleep Number though, is a great leader in design though compared to Casper.

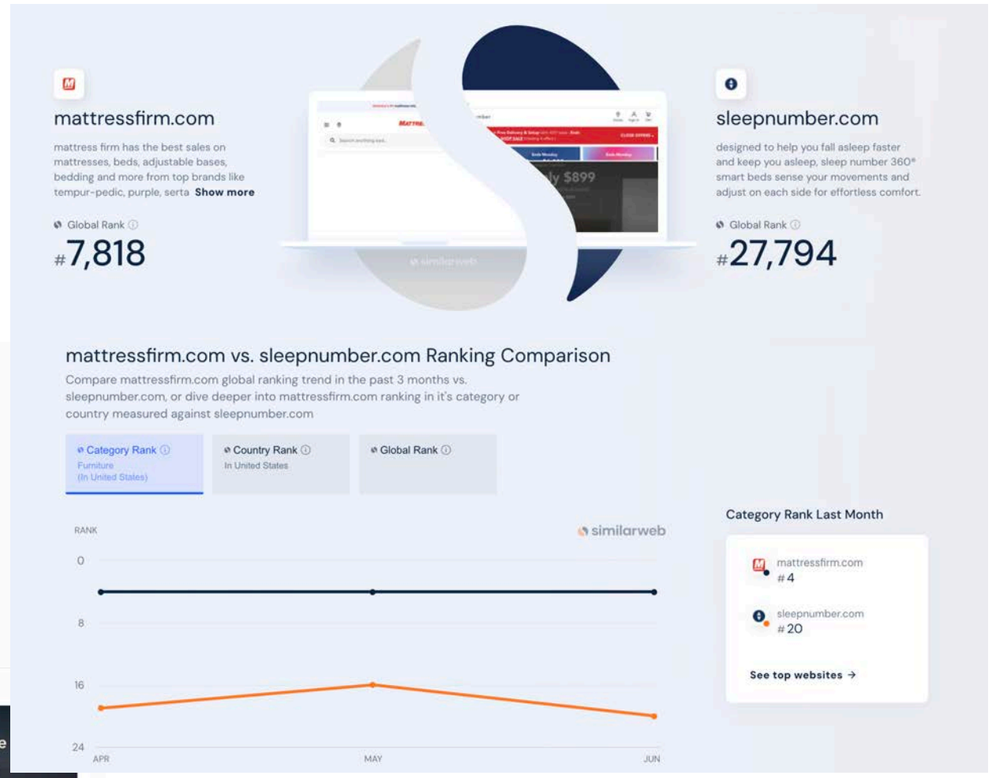
sleep number

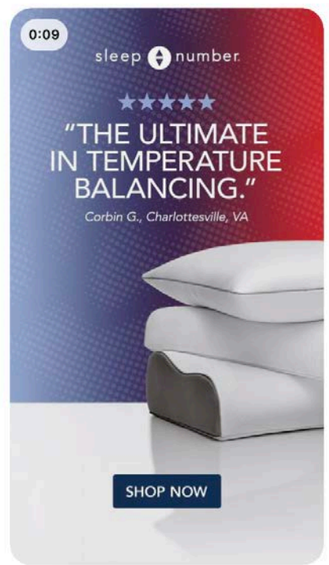








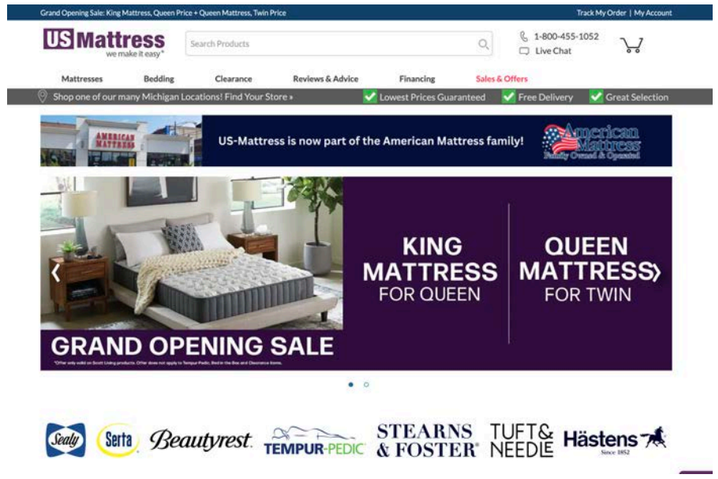




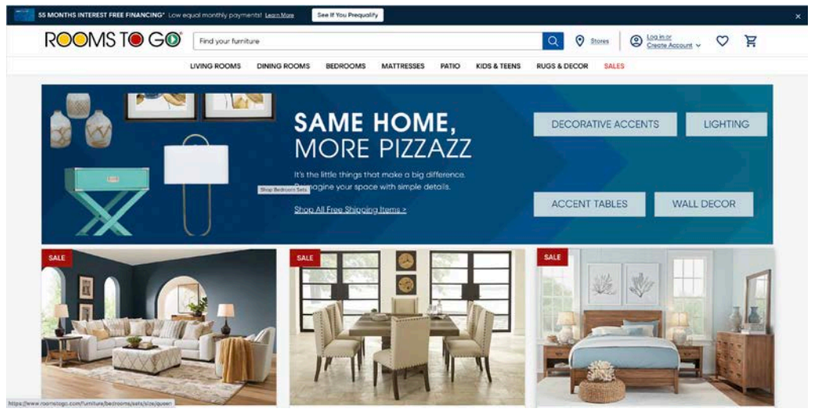
COMPETITIVE LANDSCAPE

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.

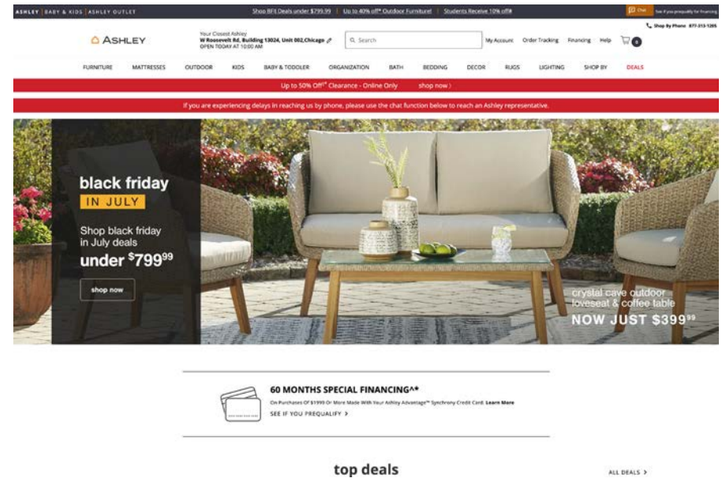
US Mattress
we make it easy®

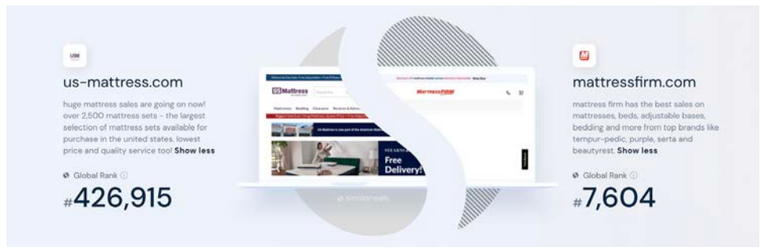


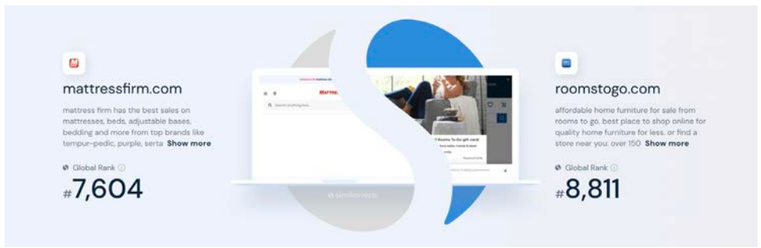
ROOMS TO GO

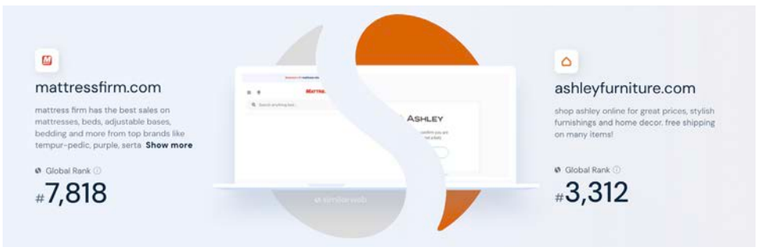


ASHLEY







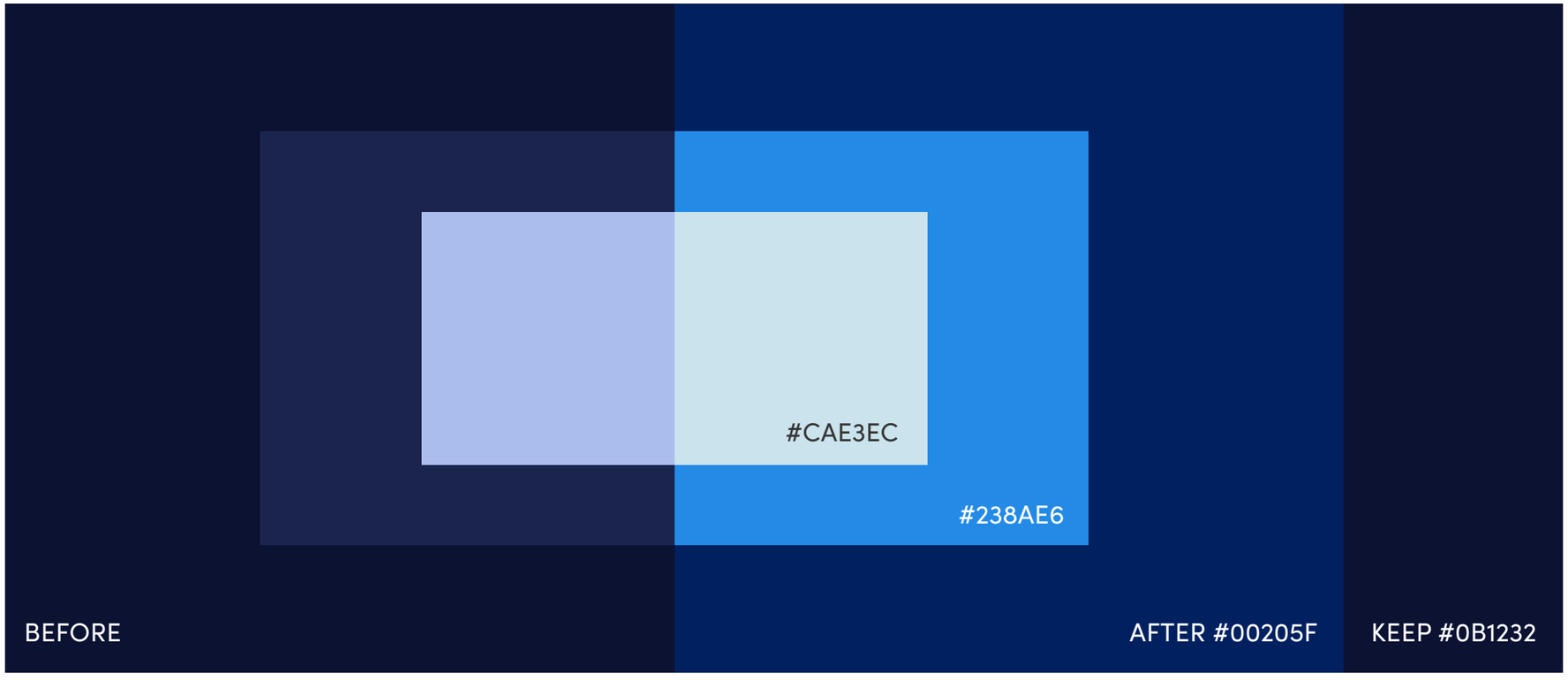


COLOR ELEVATION | PRIMARY

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.

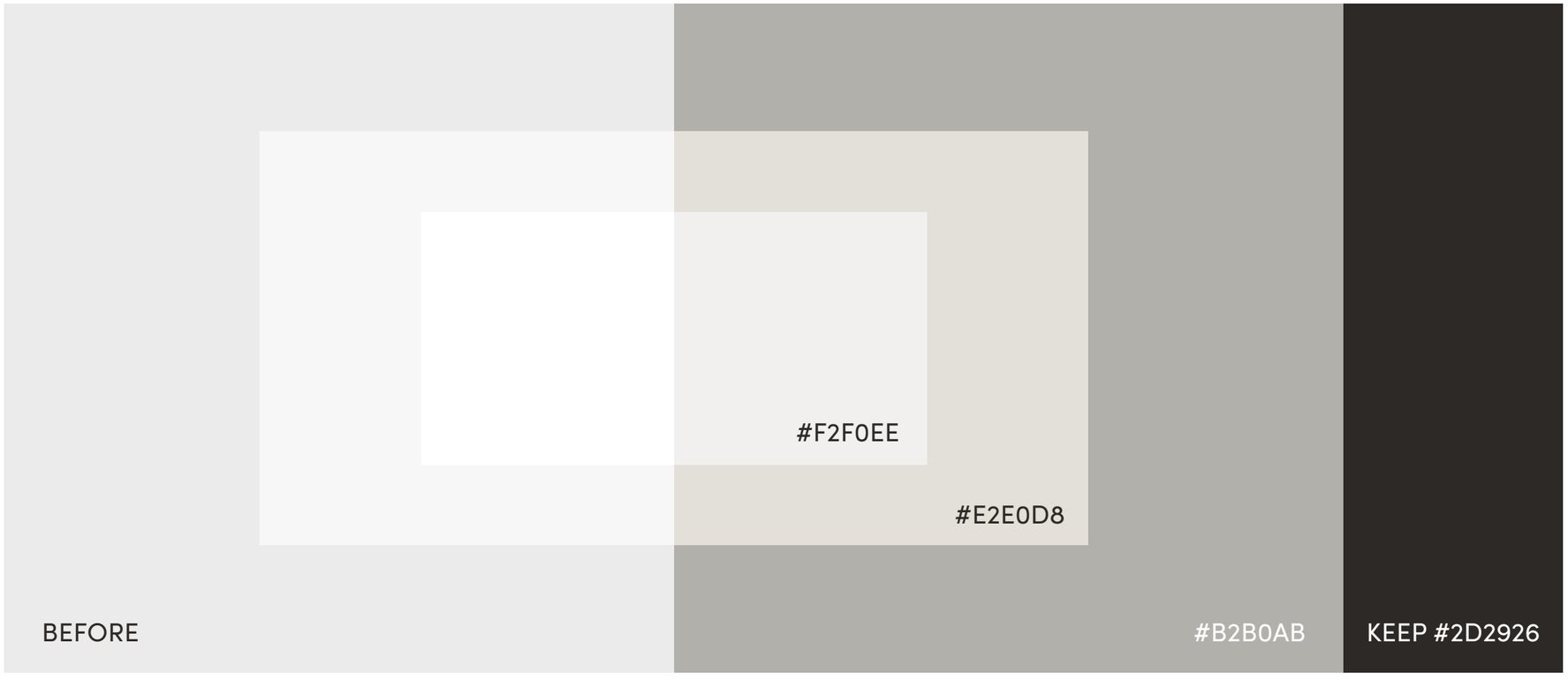
COLOR ELEVATION | PRIMARY

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.

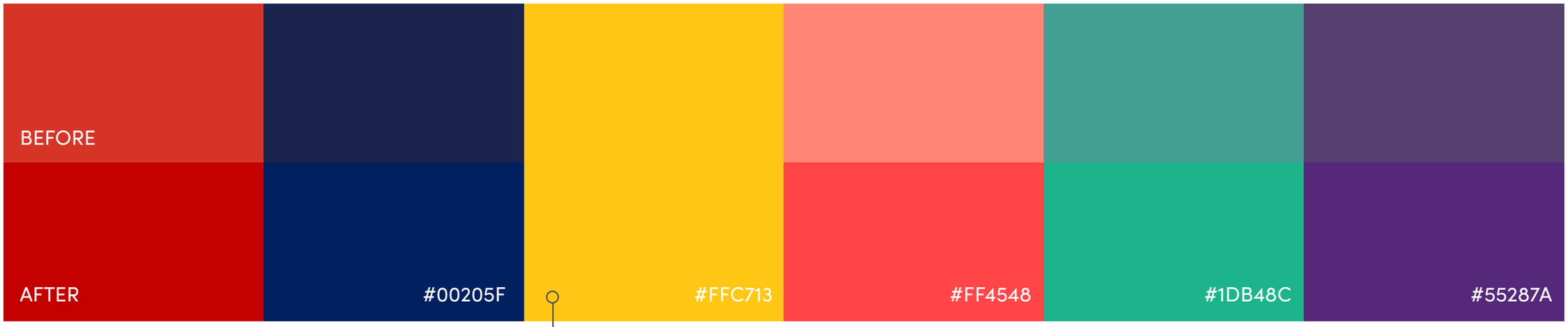


COLOR ELEVATION | PRIMARY

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

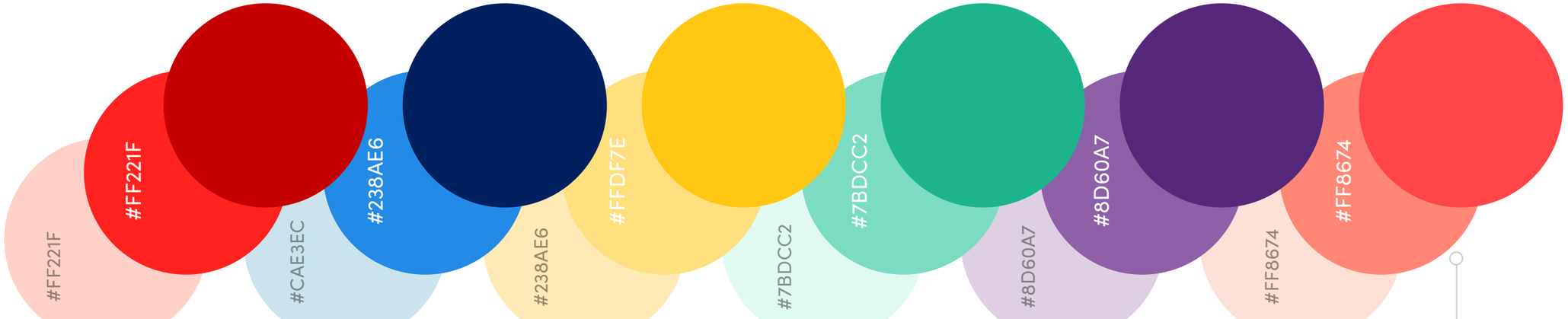
COLOR ELEVATION | SECONDARY

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.



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

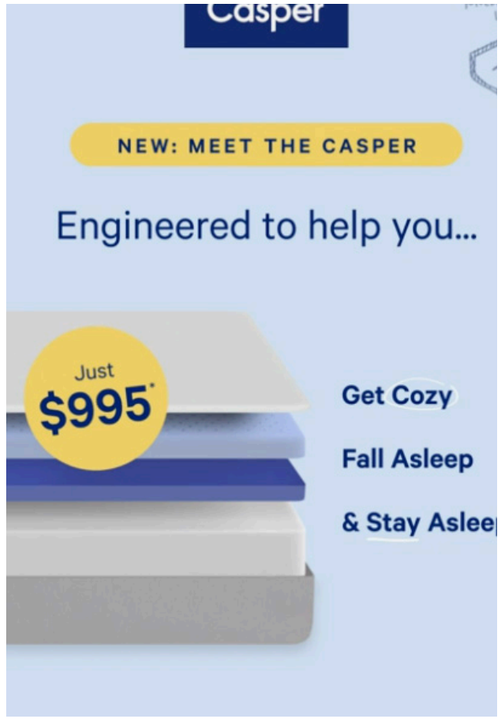
MONOGRAM LOGO

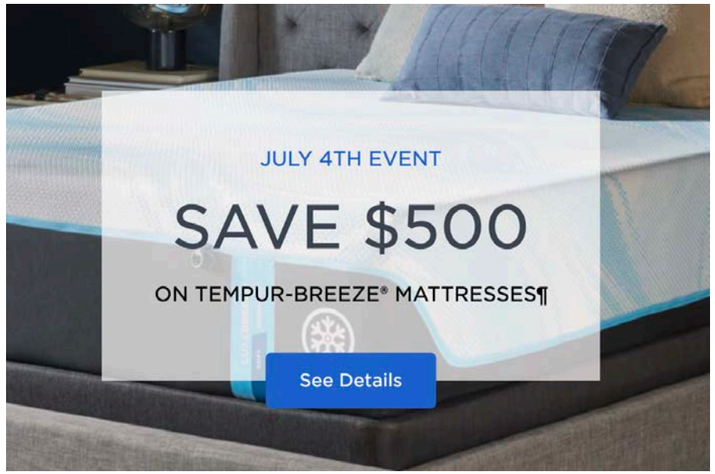
Some examples of how the monogram can be used in other design mediums.

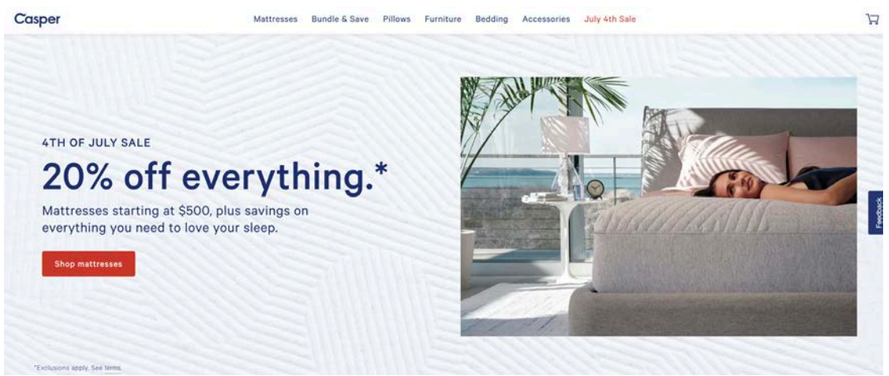
USE CASES:

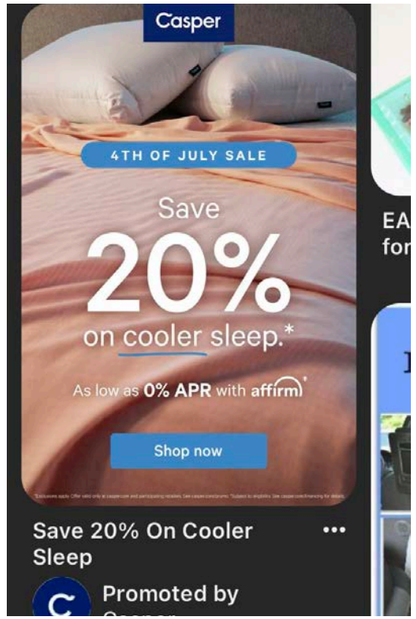
TYPOGRAPHY EXPLORATION

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**

Sofia Pro REGULAR
200 Tracking Wdie

AFTER

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

KING BED
Queen Price

QUEEN BED
Twin Price

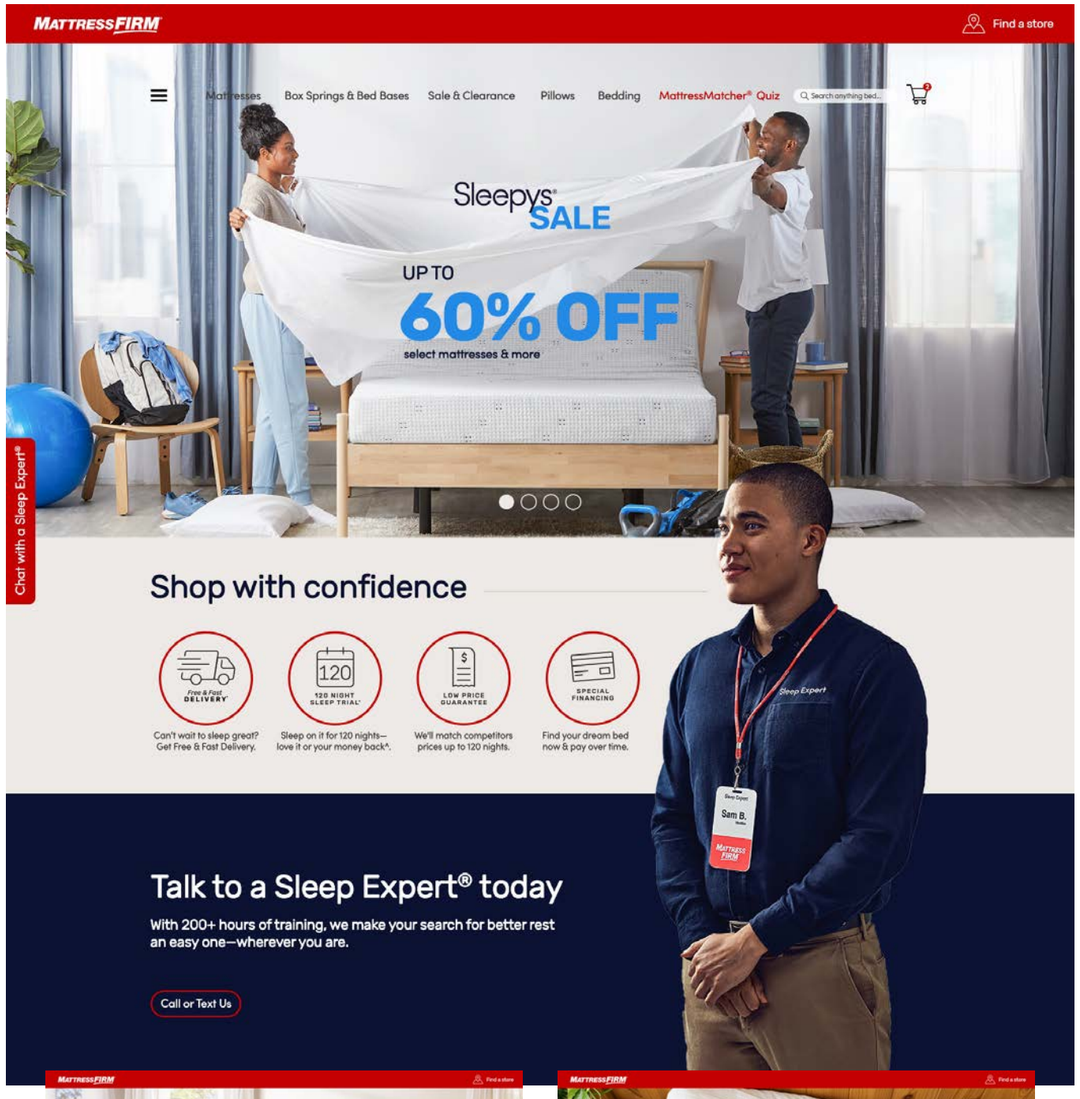
SAVE
50% OFF
Queens start at $179.99

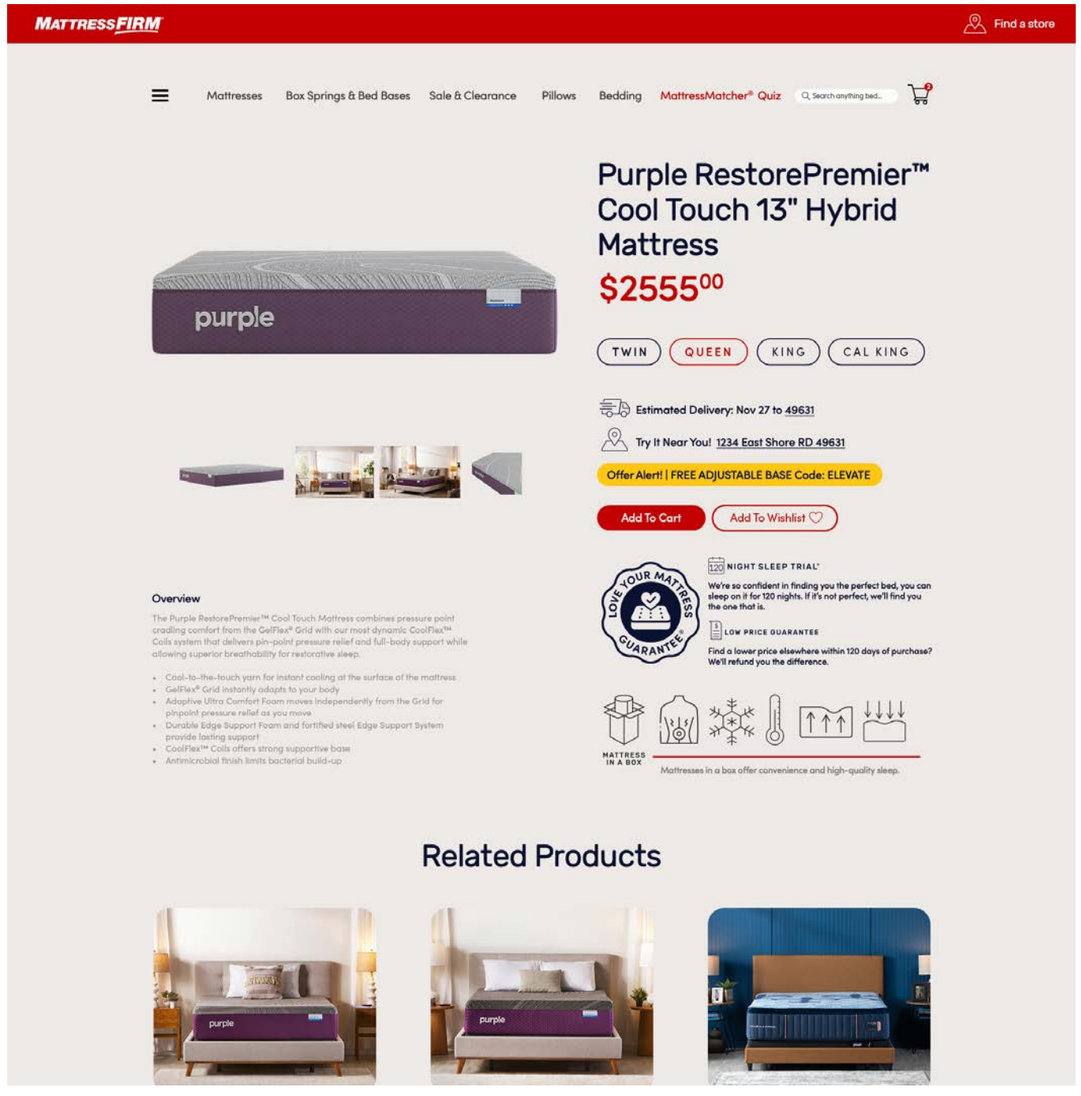
Rubik SEMI BOLD

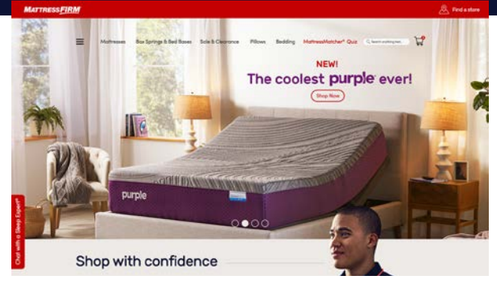
Sofia Pro BLACK
100 Tracking Wide

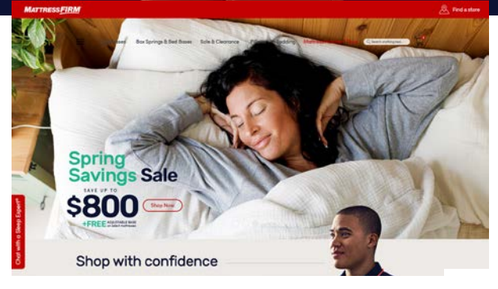
Sofia Pro REGULAR

WEBSITE DESIGN CONCEPT



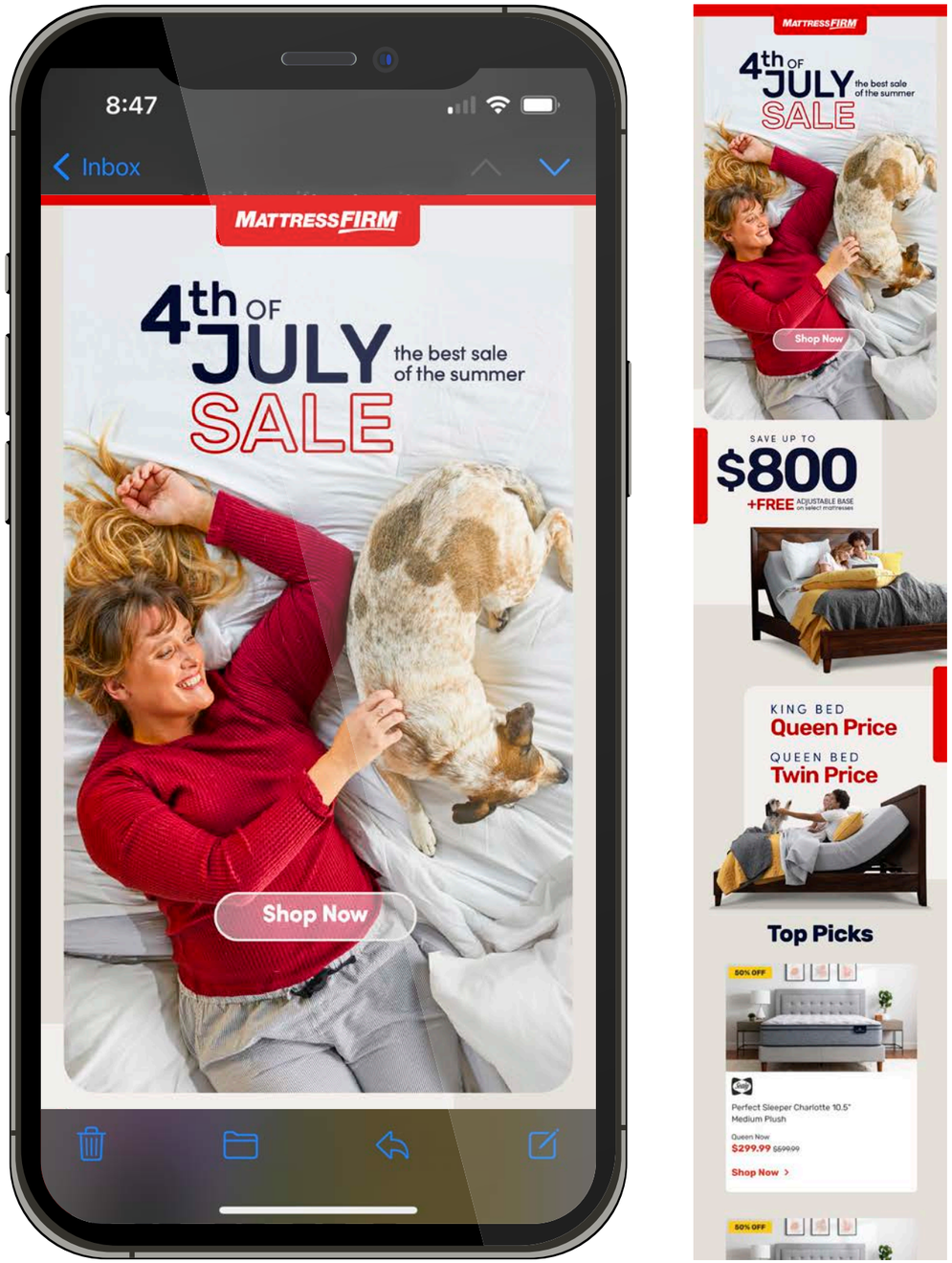


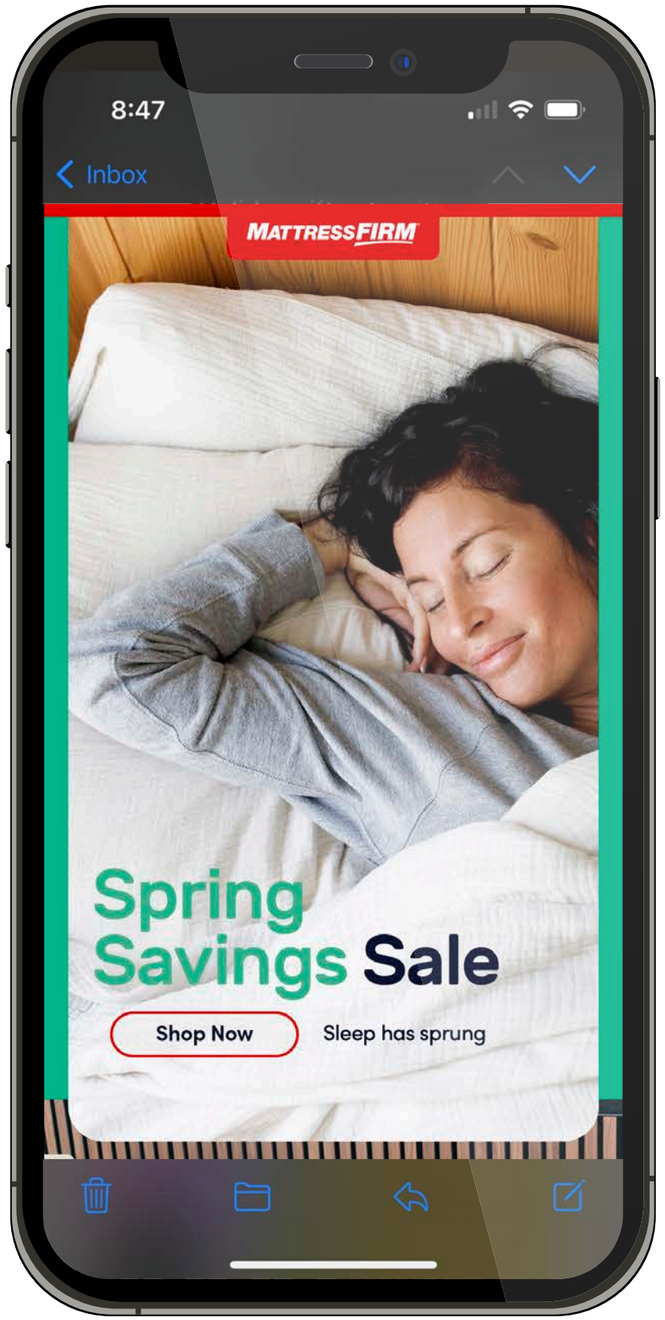


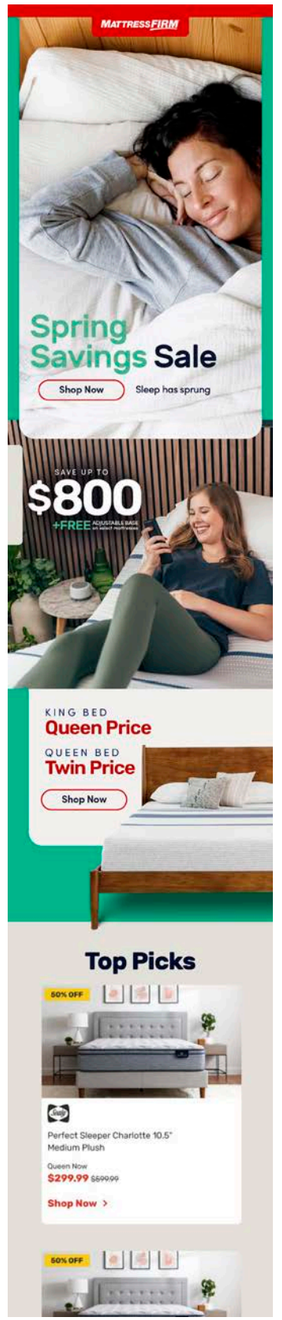


Full frame hompage banners

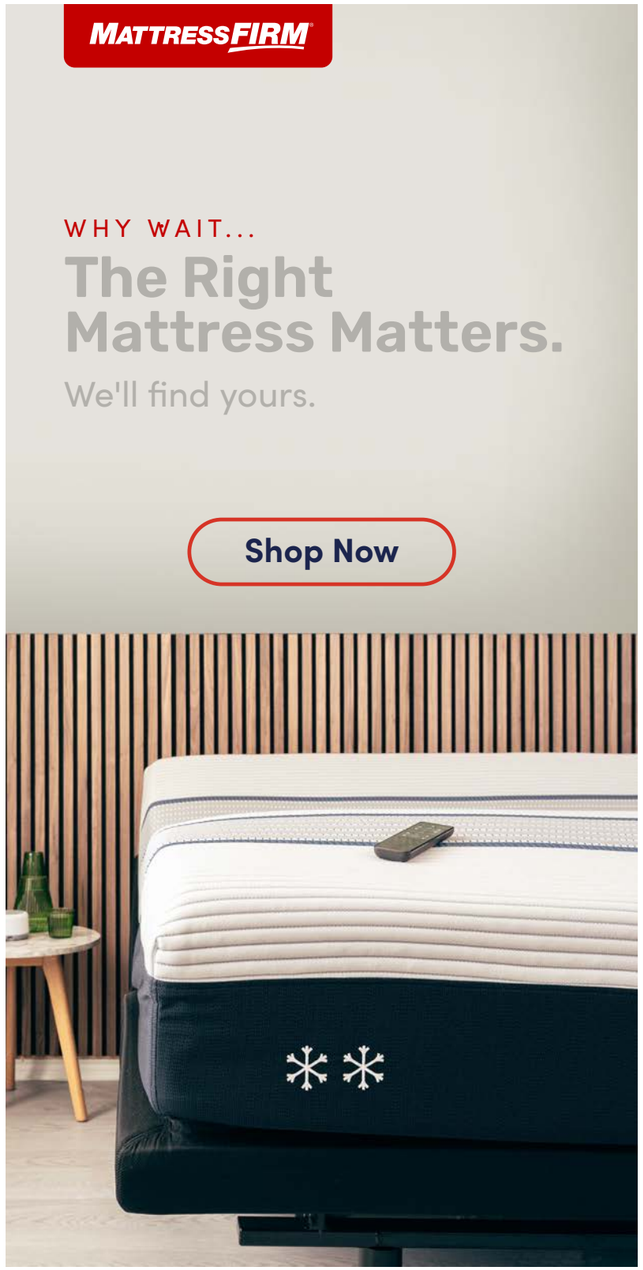
MOBILE EMAIL DESIGN MOCK-UP

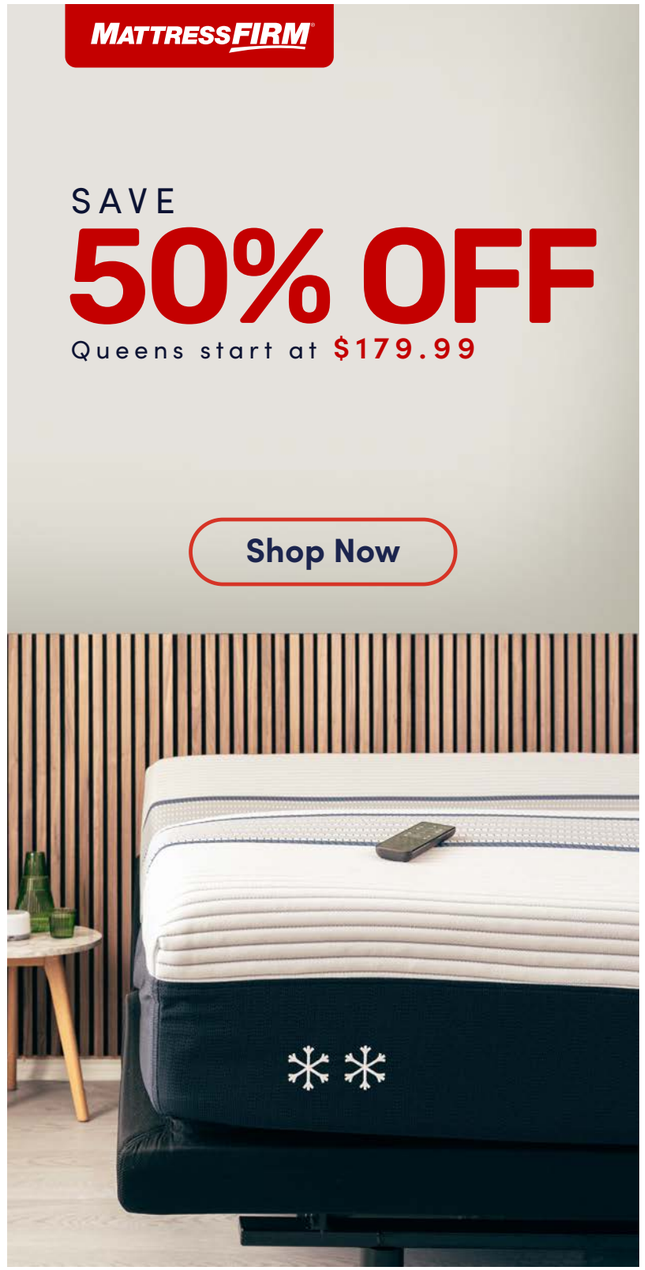


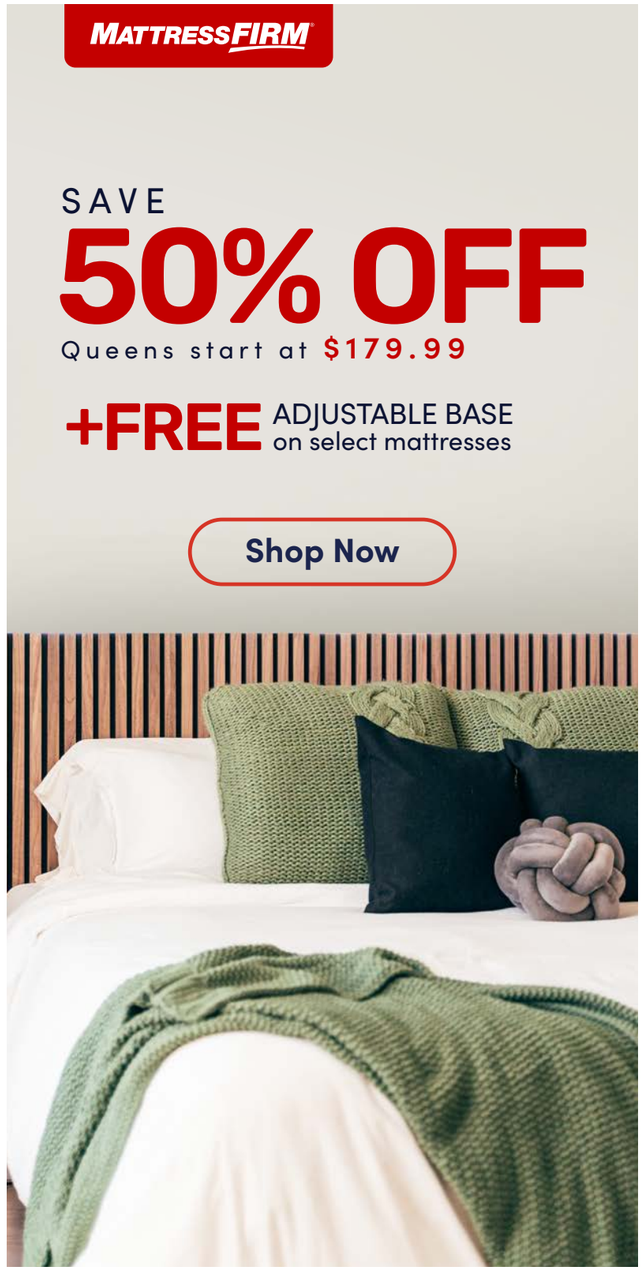




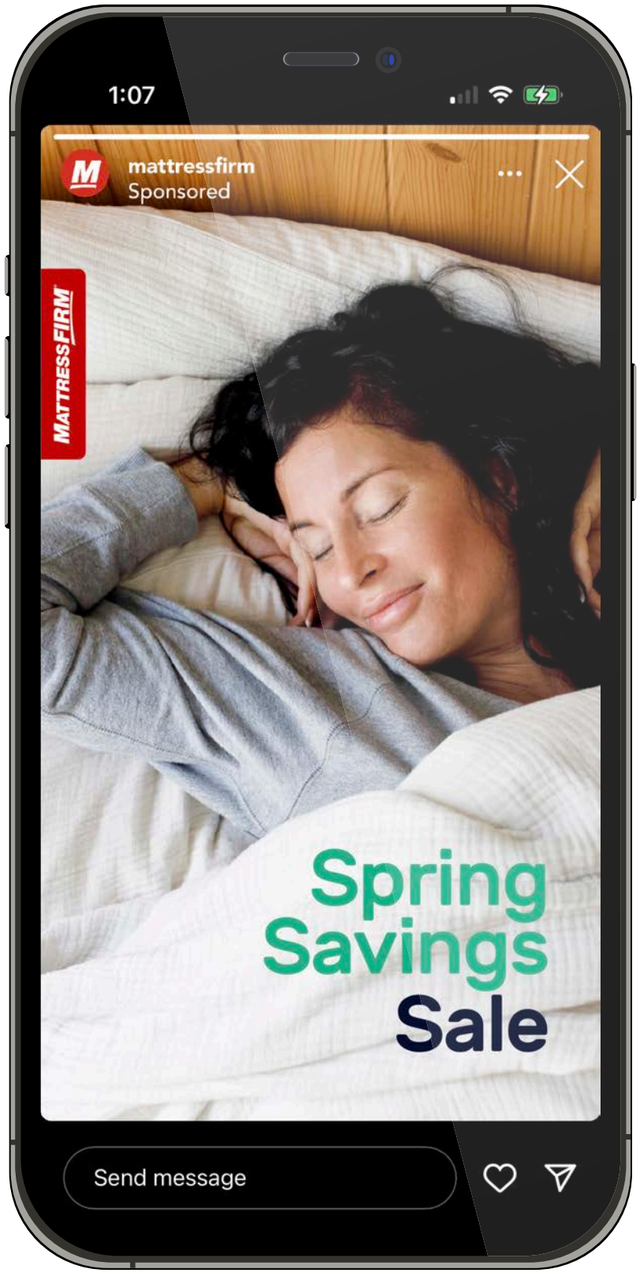
PAID DISPLAY DESIGN MOCK-UP

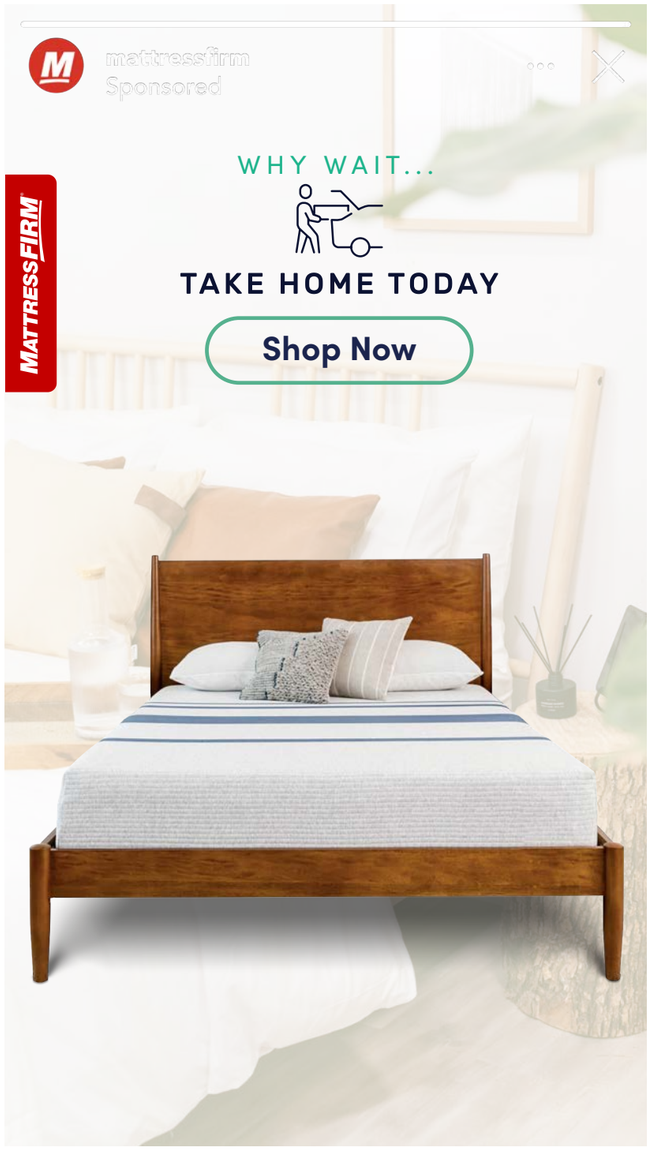
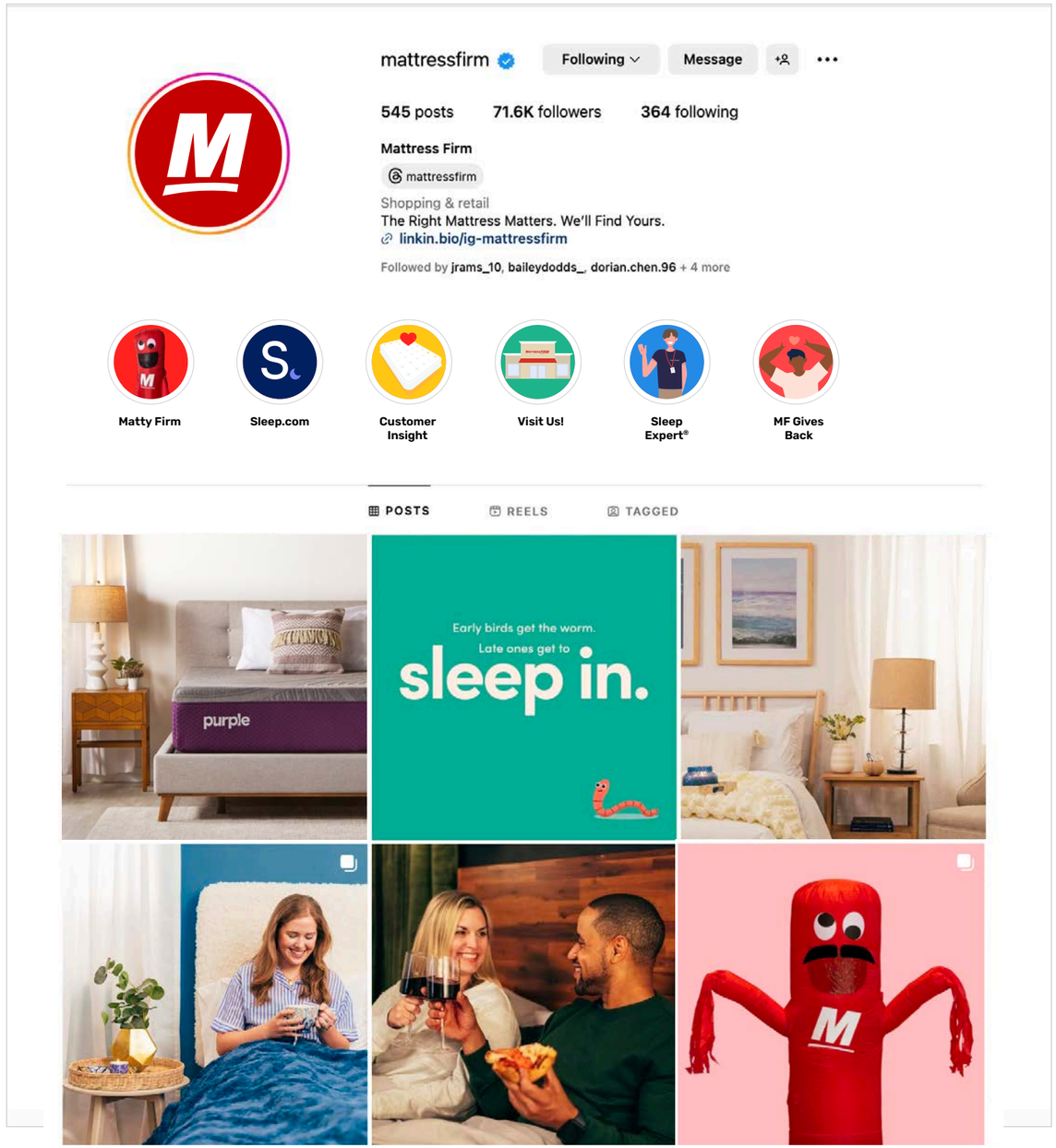
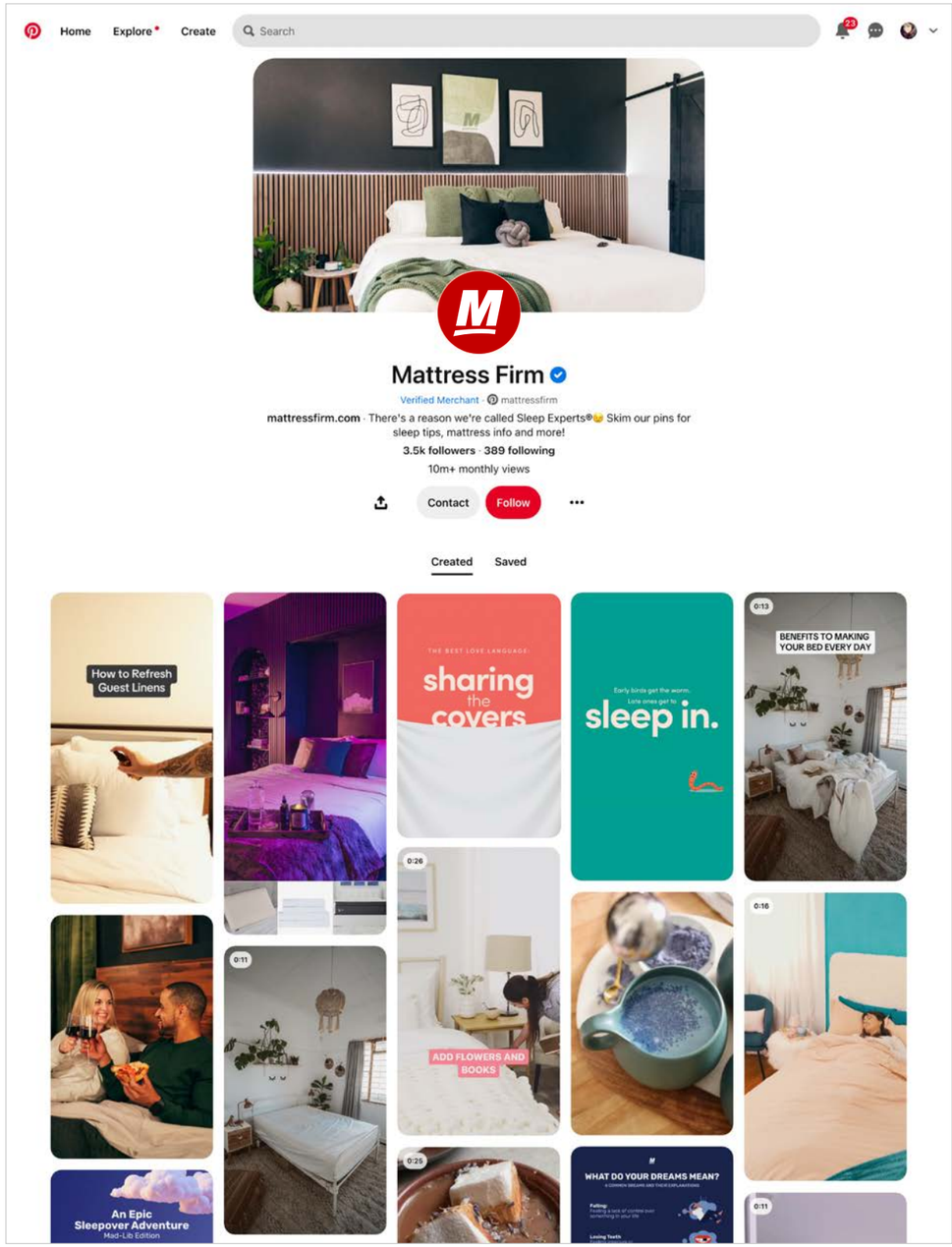






SOCIAL DESIGN MOCK-UP





SOCIAL PAGES MOCK-UP