sleep.com

App Guidelines

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Logo

App icon

sleep.com

Logo

Continue your sleep journey

Sub head

Health & Fitness, Lifestyle

App descriptor

Color

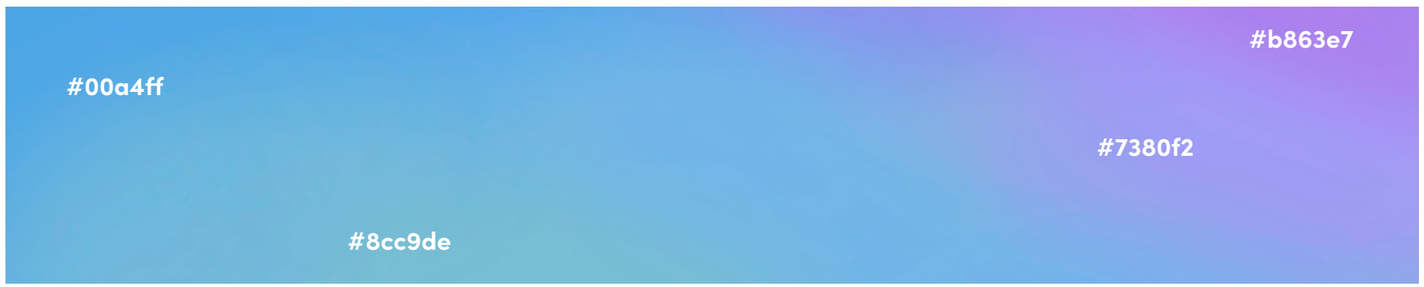
#050a21 #7380f2 #8cc9de #fbd273

Primary gradients

#00dfd3 #00a4ff

#7380f2 #b863e7

Secondary gradient example



03_Gradient_Background_01.jpg

Color execution

Creating vibrant gradients

Using the brush tool in Photoshop, combine brand colors by spraying at 100%, blend by turning down opacity on brush and sample a lighter shade of color. Do not hesitate to use additional colors within the brand feel to add vibrancy. Use multiple layers and mask to blend seamlessly.

Primary gradients should be used on product or app focused creative, while more muted secondary gradients (though still with pops of vibrancy) should be used on other creative.

Usage

This example only to be used in *marketing materials*. It *cannot be used when we're showcasing the app or a phone*. Technical items should stick with the two primary gradients shown above.

Typography

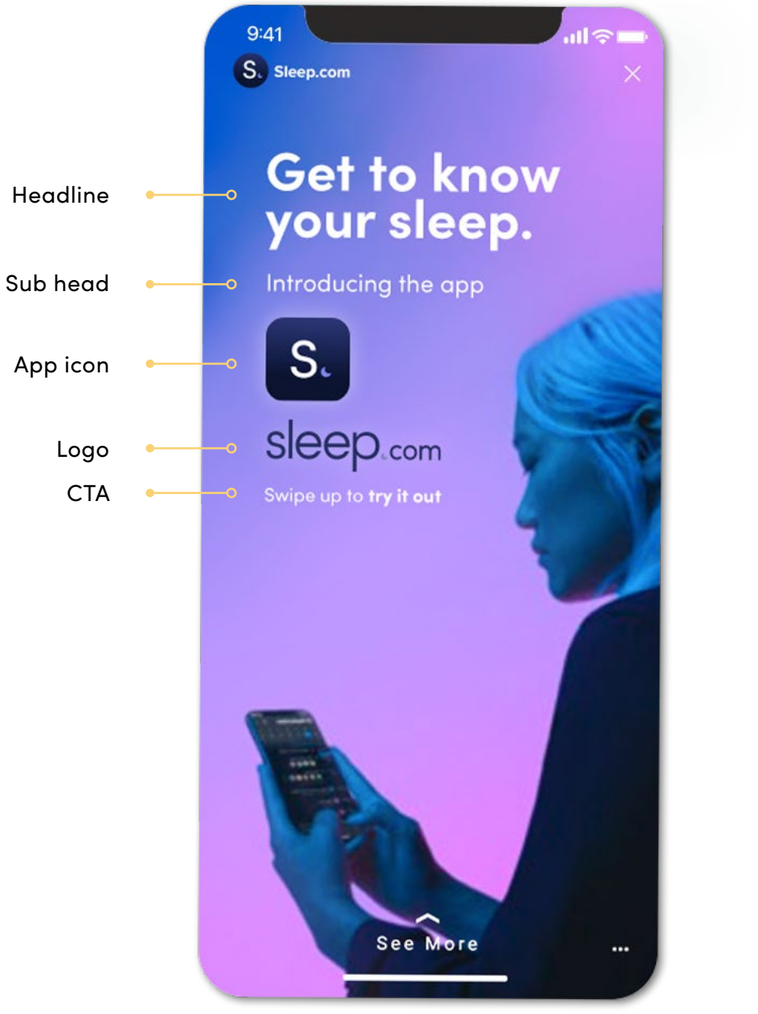
Font available from adobe cc

Sofia Pro Bold

Sofia Pro Medium

Sofia Pro Regular

Font usage example



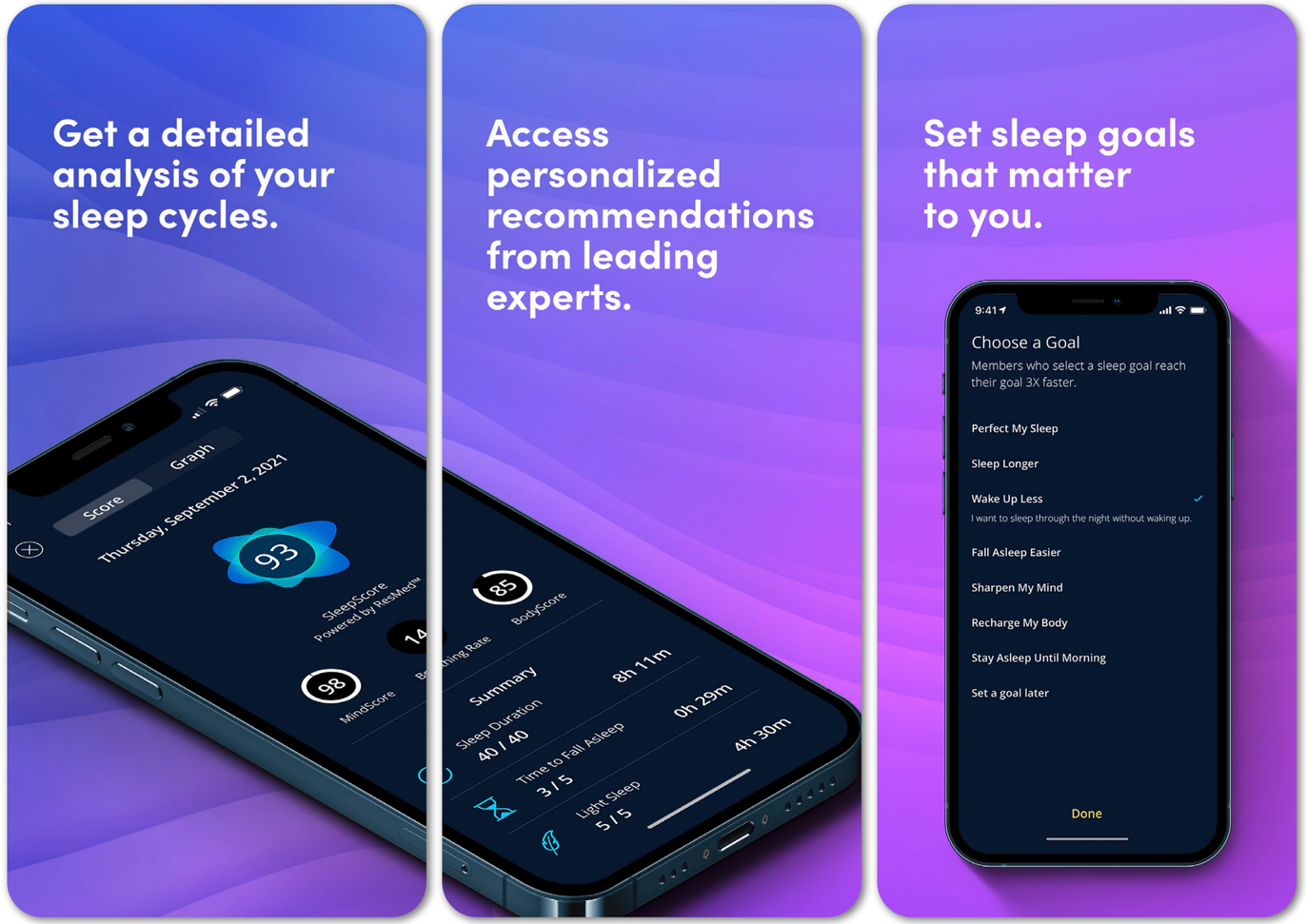
App store creative

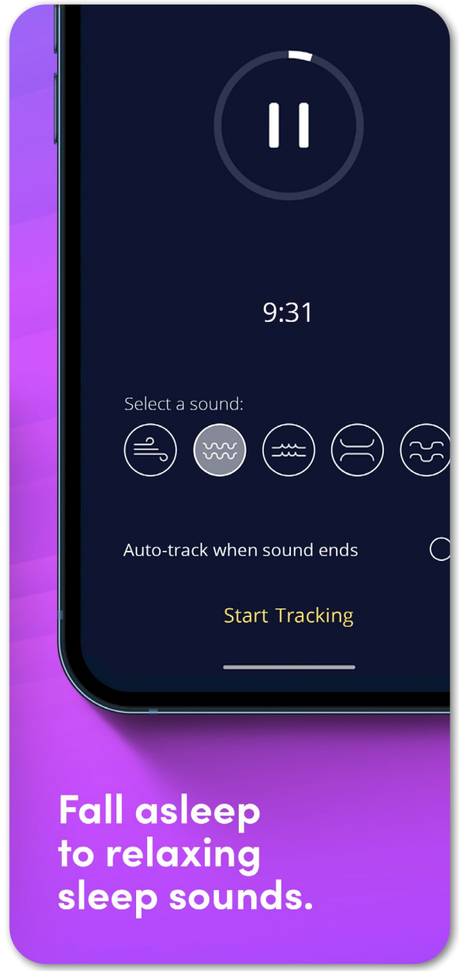
Sleep.com: Continue Your...
Health & Fitness, Lifestyle
★★★★★ 2.2K
GET
In-App Purchase

Download on the App Store

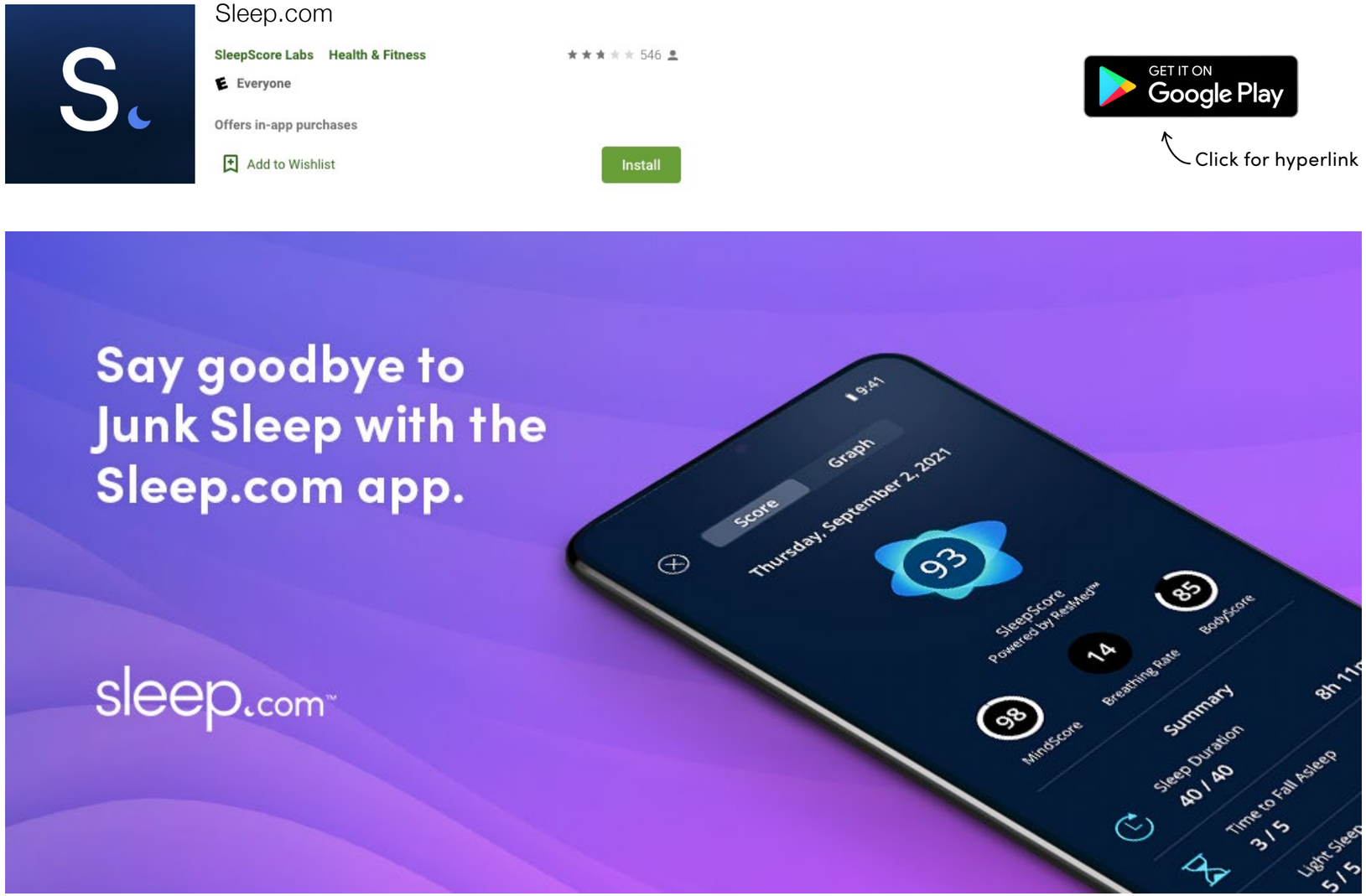
Click for hyperlink

Active QR Code

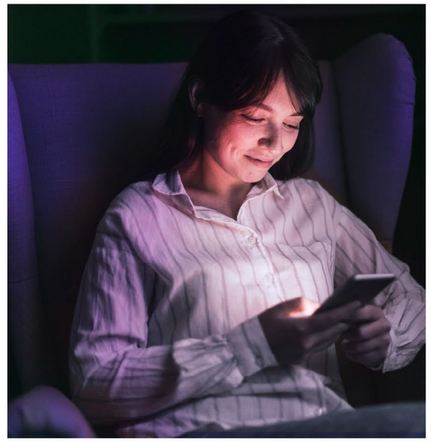


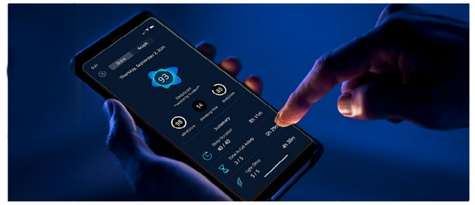


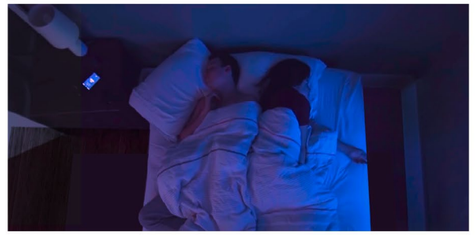
Google Play store creative

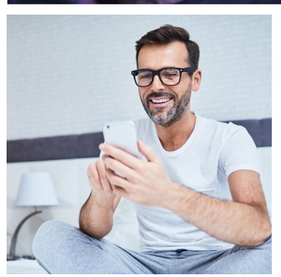


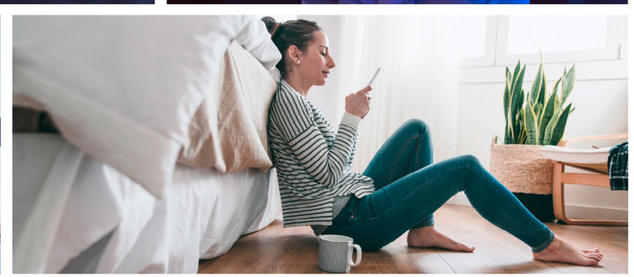
Photography











Choosing images

Successful shots are

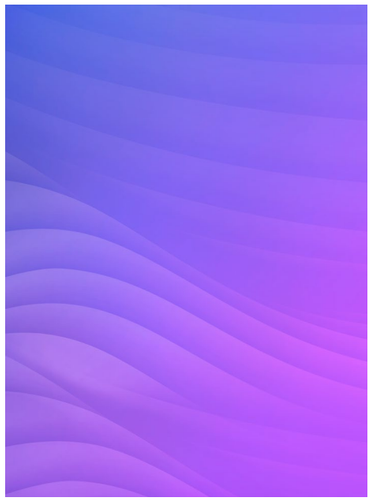
- Simple
- Give a sense of calm
- Can easily incorporate our brand colors

Avoid

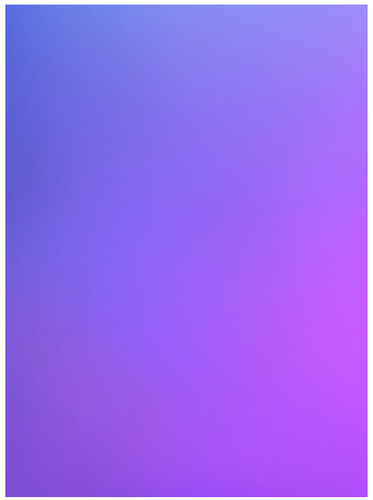
- Busy images
- People using a phone in bed

Social

Brand images

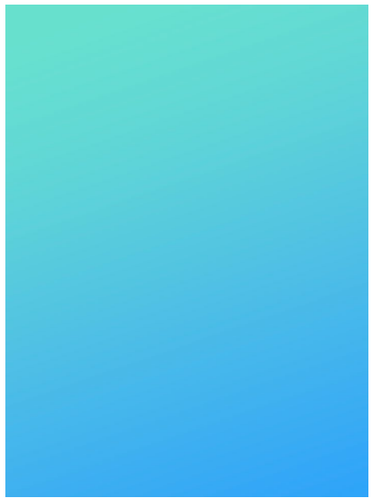


App_Bkgrnd_Purple_Waves.jpg

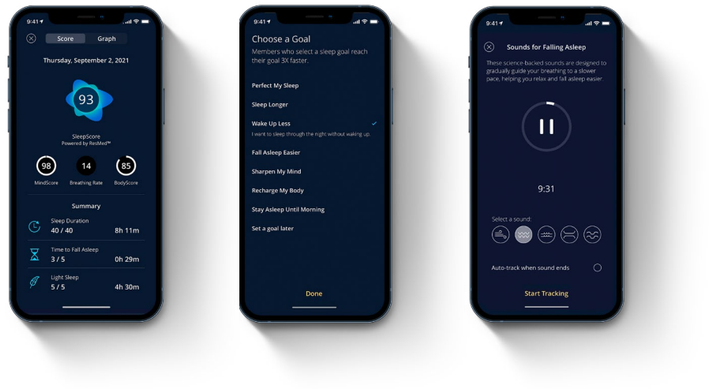


App_Bkgrnd_Purple_NoWaves.png

App_Bkgrnd_Blue_Waves.jpg



App_Bkgrnd_Blue_NoWaves.png



App_iphone12_PhonesOnly.png

iphone12_Angle.png

For use

Use these images, along with stock, to create vibrant Social posts and stories. Use simple focused photography. Images should not be too busy. Find a way to incorporate a gradation of brand colors into each post with or without the wave background.

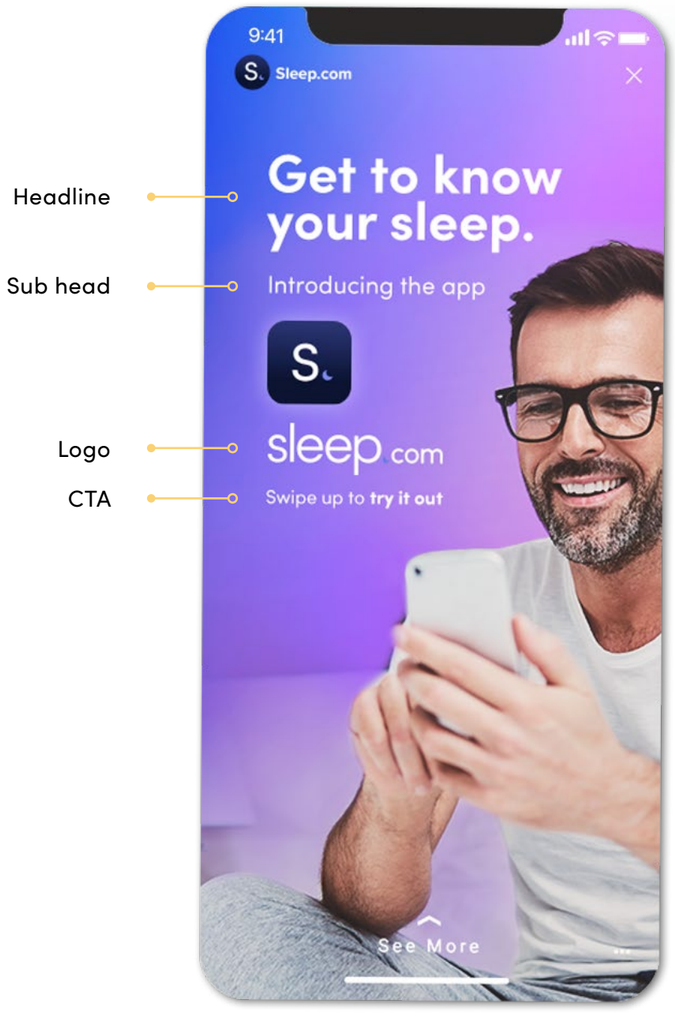
Icon glow

Use effect “outer glow” in adobe cc design software. Should be a subtle glow.

Social

Paid posts / message hierarchy

FB/INSTA Story



Messaging examples

The path to wellness starts with a good night's sleep.

Now made easier with the sleep.com app and its expert sleep tips, insights a recommendations.

Your journey to better sleep starts with our app.

Track your sleep, get personalized recommendations, and feel rested like never before.

Access to sleep expertise is now at your fingertips.

We know sleep is personal. That's why our app is designed just for you and your personal nighttime needs.

Get to know your sleep.

Use the app to track your sleep for insights and suggested personalized recommendations to better improve your nightly rest.

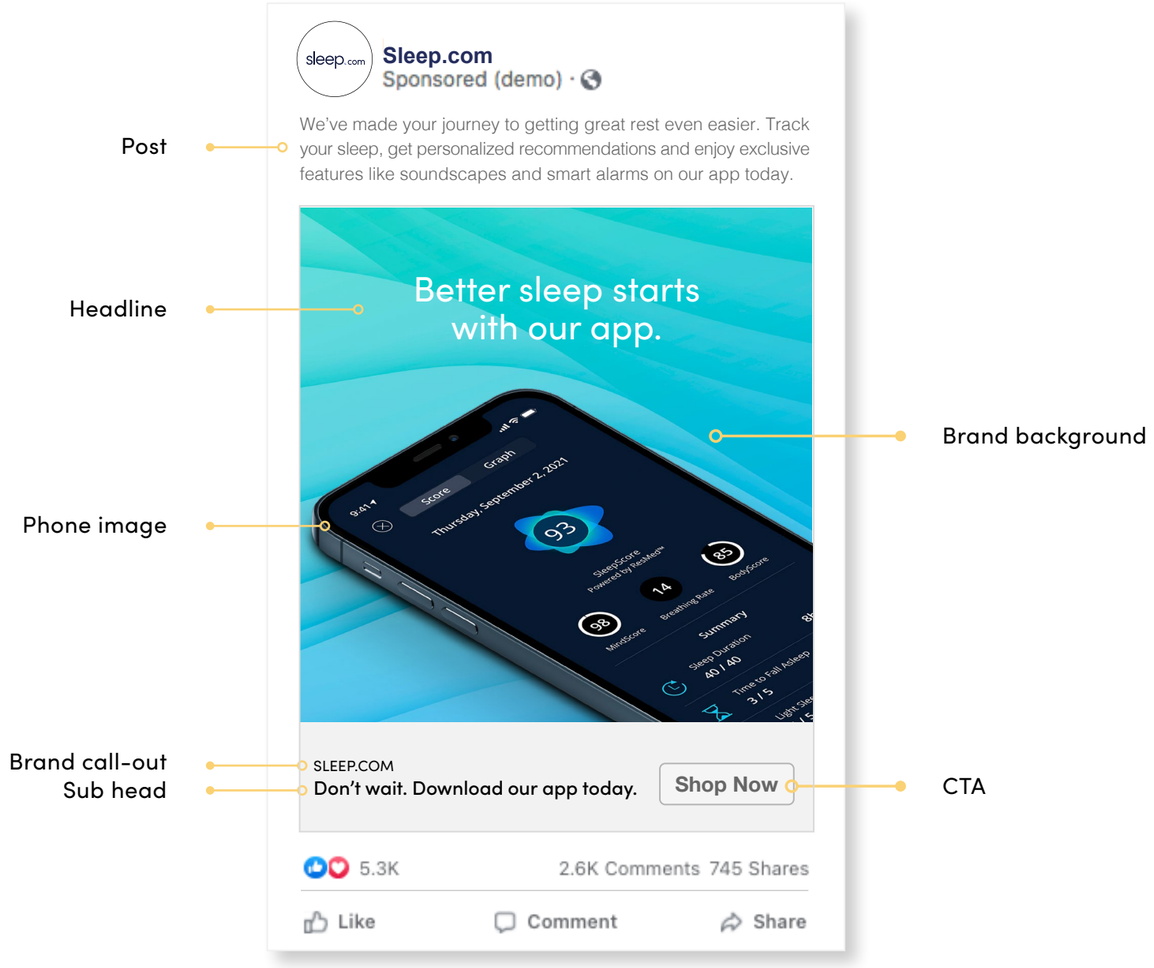
Have trouble waking up?

Our app's smart alarm function is designed to ease you into a wakeful state during the most optimal time of your sleep cycle.

Social

Paid carousel / message hierarchy

FB/INSTA – 5 images



Post

We've made your journey to getting great rest even easier. Track your sleep, get personalized recommendations and enjoy exclusive features like soundscapes and smart alarms on our app today.

Headline

- Your journey to better sleep starts with our app.
- Access personalized recommendations from leading experts.
- Fall asleep to relaxing sleep sounds.
- Get a detailed analysis of your sleep cycles.
- Don't wait download our app today.

Sub-head

- Don't wait. Download our app today.
- Download now for better sleep.
- Download the app.
- Sleep great tonight.
- Better sleep is one download away.
- Easy access to sleep expertise.
- Science-backed sleep analysis.
- Sleep recommendations just for you.
- Set sleep goals that matter to you.

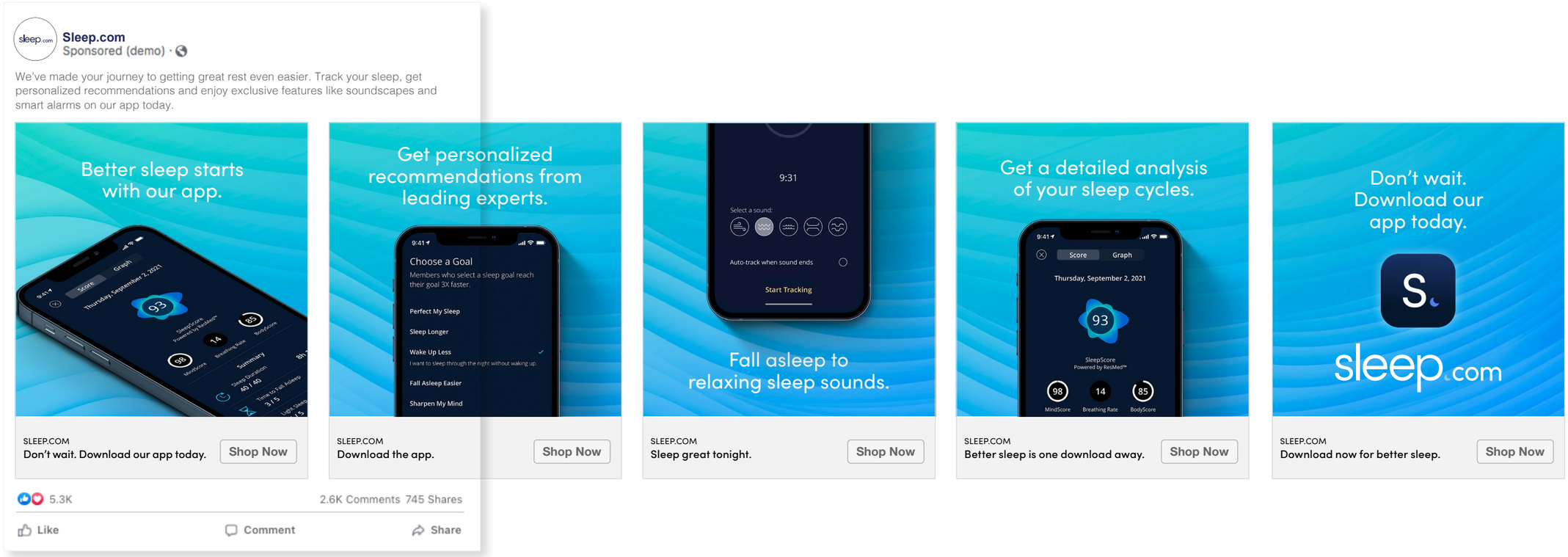
CTA - appears on every image

Shop now

Social

Paid carousel / visual example

FB/INSTA – 5 images

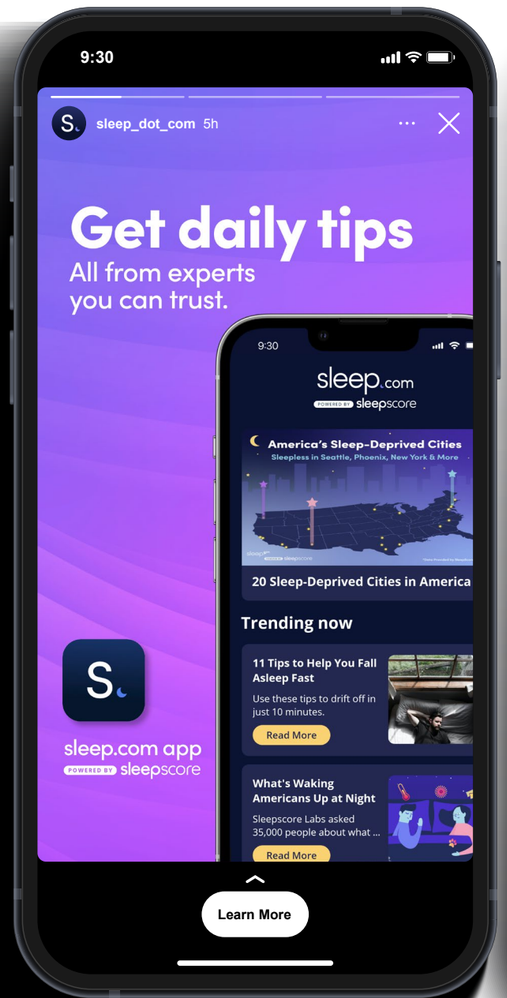


Social

Paid posts / visual examples

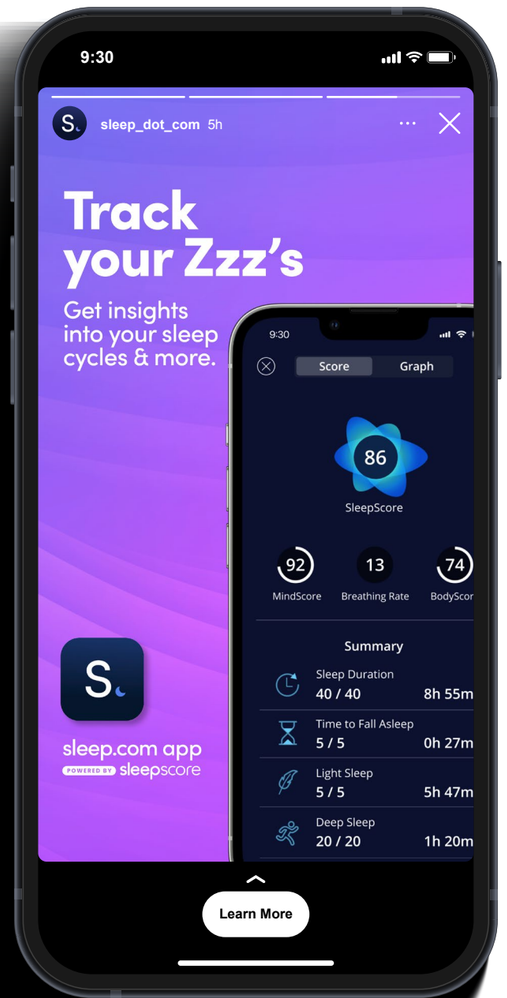
Story 1080 x 1920

FB/INSTA STORY



FB/INSTA STORY

FB/INSTA STORY

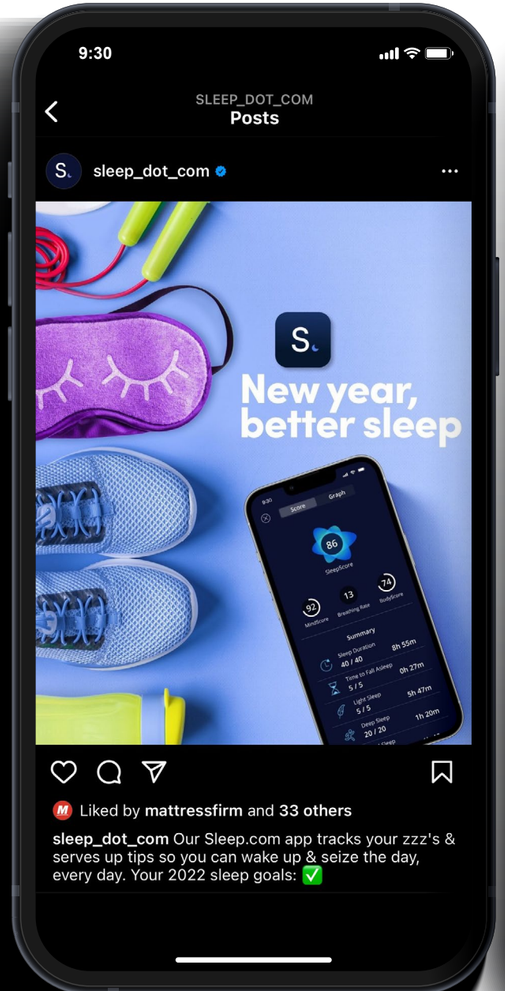


Social

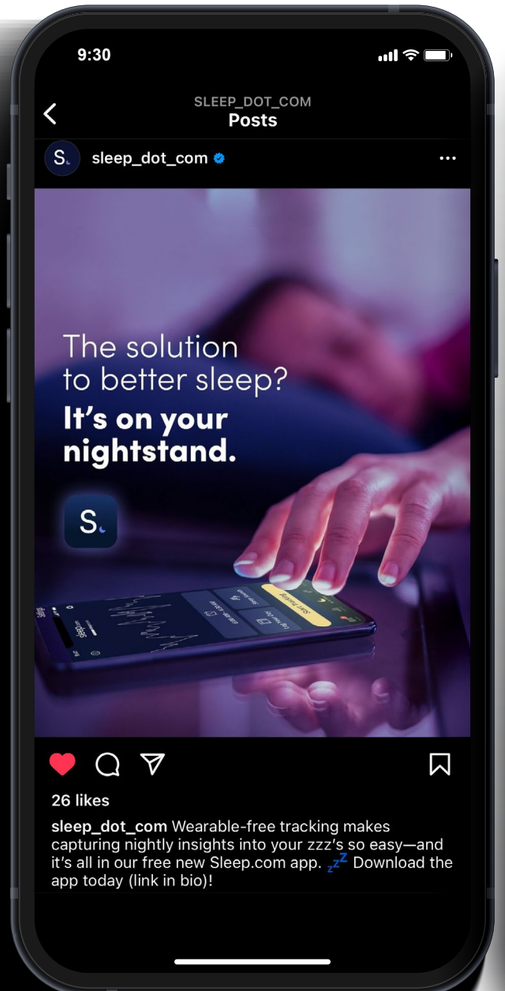
Organic posts / visual examples

Story 1080 x 1920

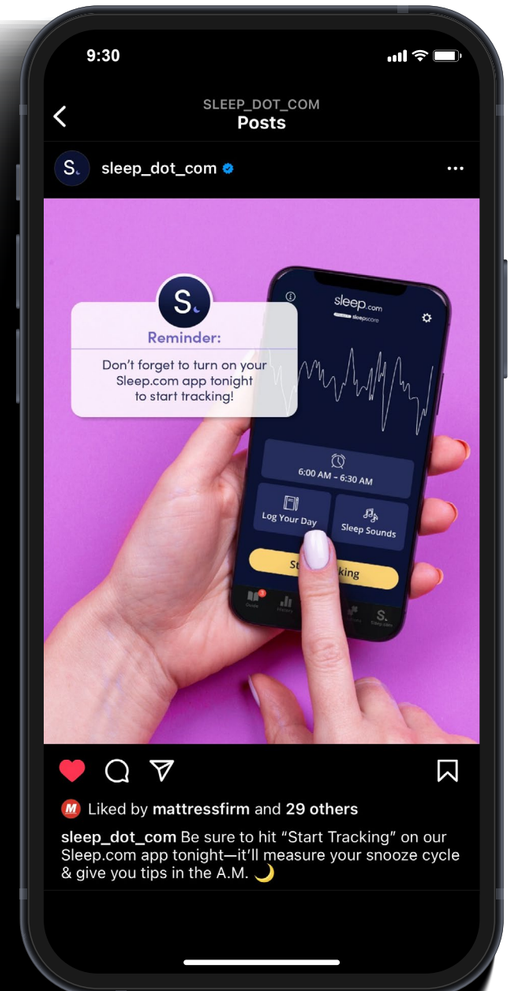
FB/INSTA FEED



FB/INSTA FEED

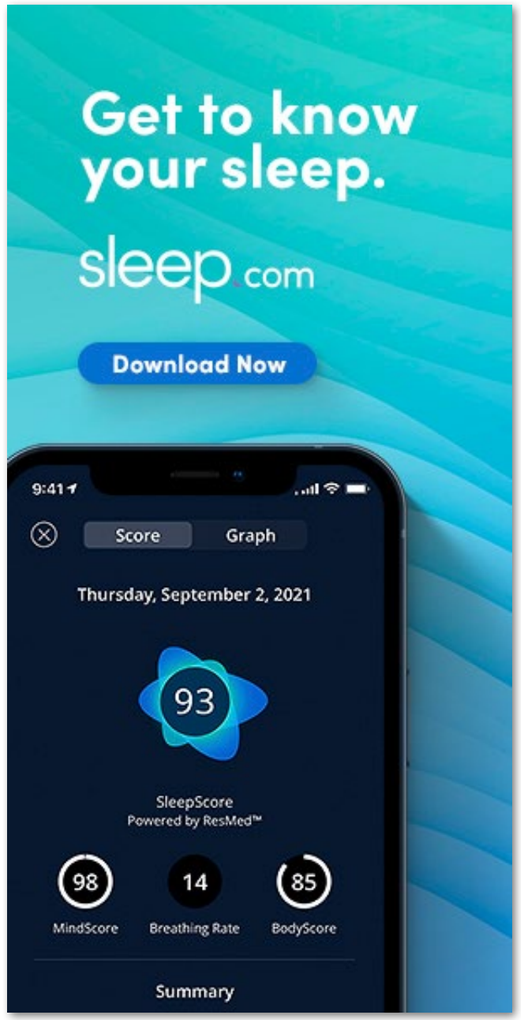


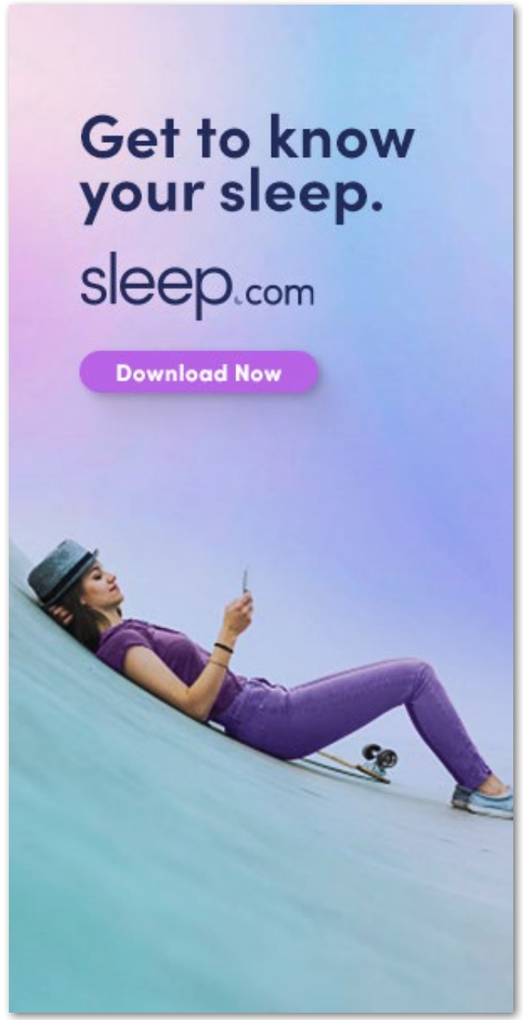
FB/INSTA FEED



Banner ads

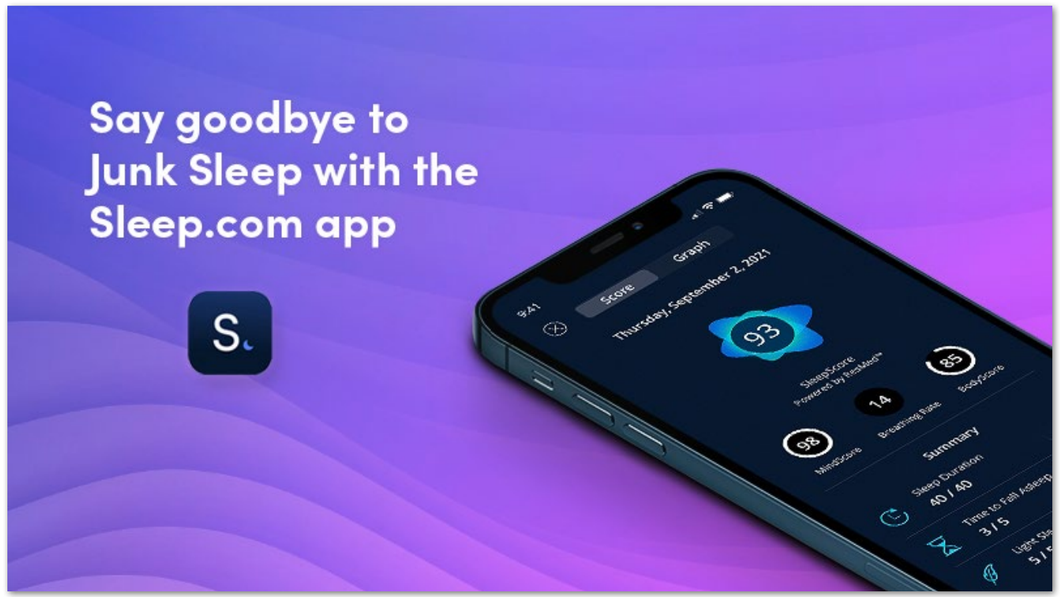
Display 300 x 600

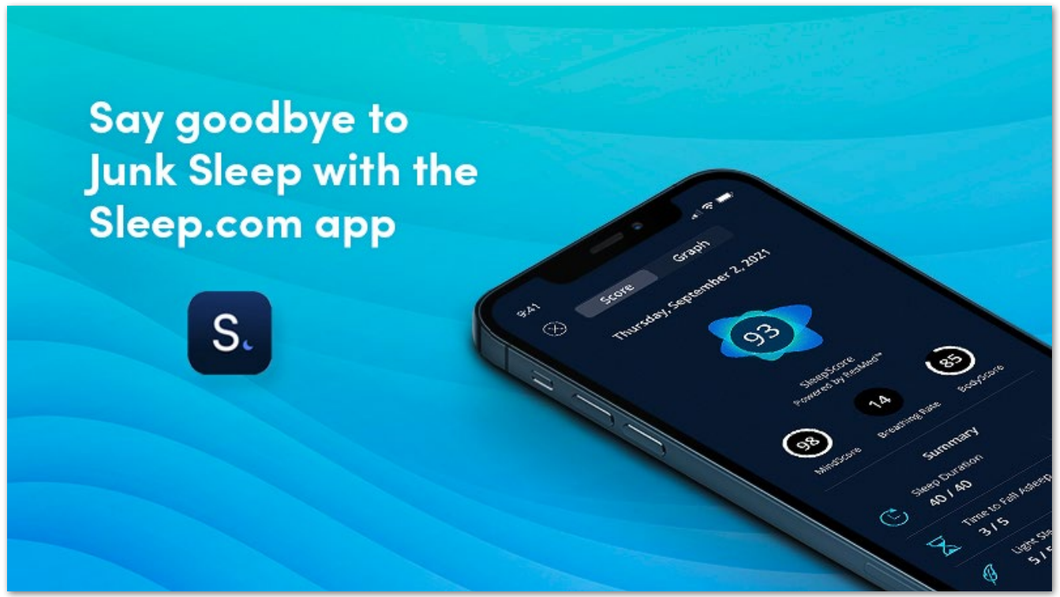




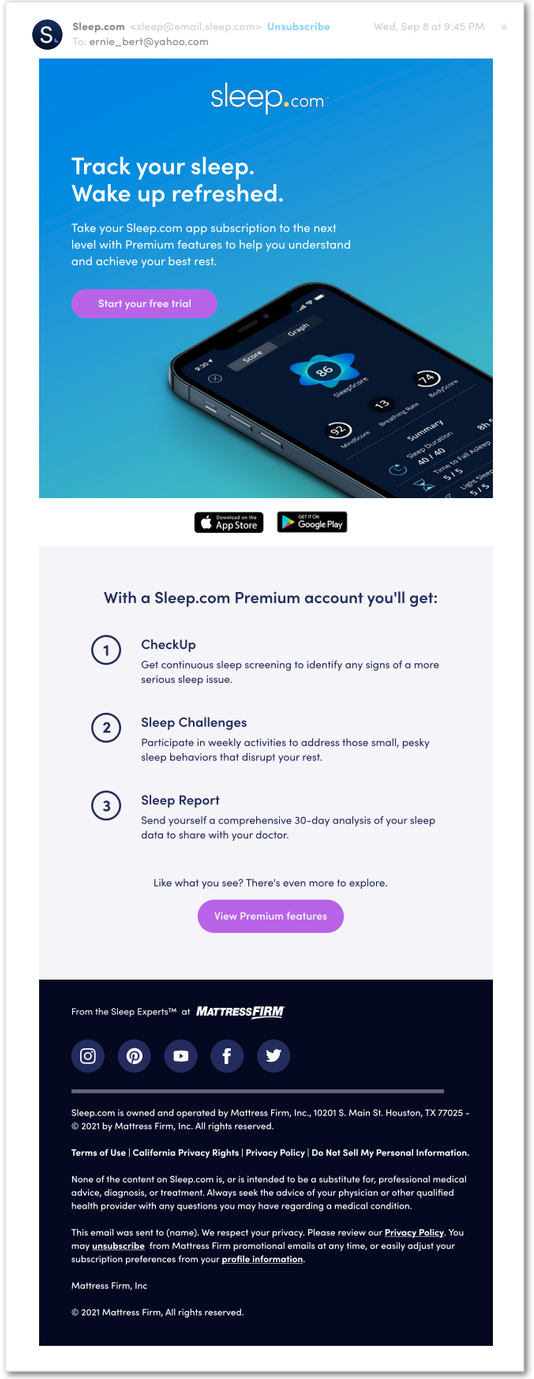
Hero image

Display 800 x 450





Email


Sleep.com <sleep@email.sleep.com> Unsubscribe
Wed, Sep 8 at 9:45 PM
To: ernie_bert@yahoo.com
sleep.com
Track your sleep.
Wake up refreshed.
Take your Sleep.com app subscription to the next level with Premium features to help you understand and achieve your best rest.
Start your free trial
Download on the App Store
GET IT ON Google Play
With a Sleep.com Premium account you'll get:
1 CheckUp
Get continuous sleep screening to identify any signs of a more serious sleep issue.
2 Sleep Challenges
Participate in weekly activities to address those small, pesky sleep behaviors that disrupt your rest.
3 Sleep Report
Send yourself a comprehensive 30-day analysis of your sleep data to share with your doctor.
Like what you see? There's even more to explore.
View Premium features
From the Sleep Experts™ at MATTRESSFIRM
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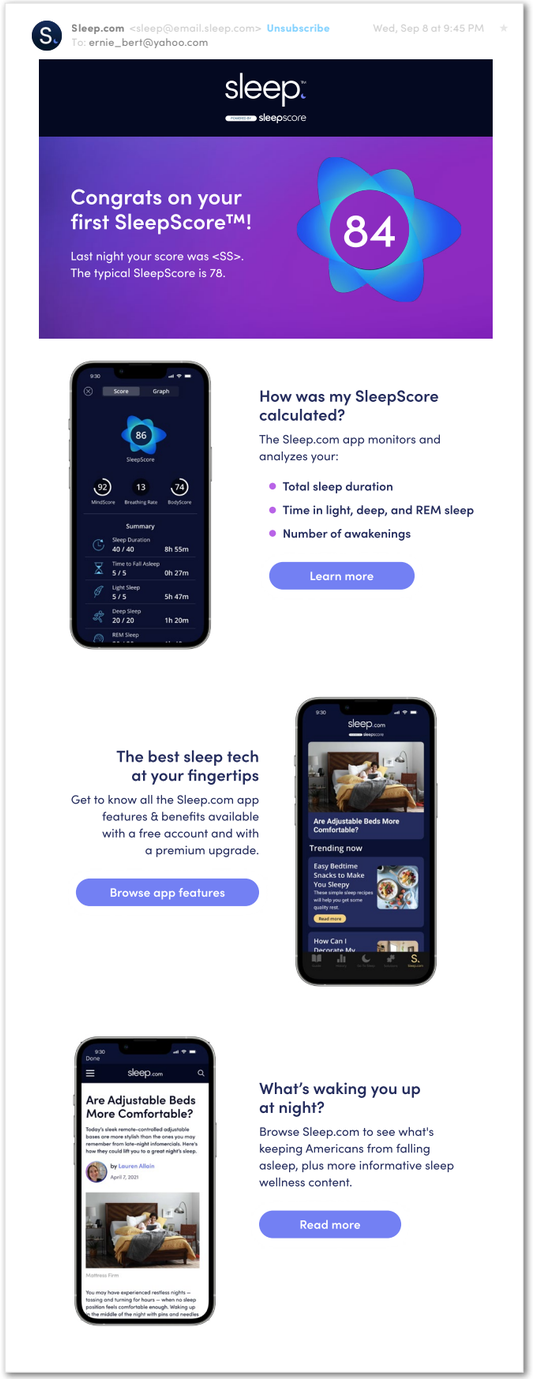
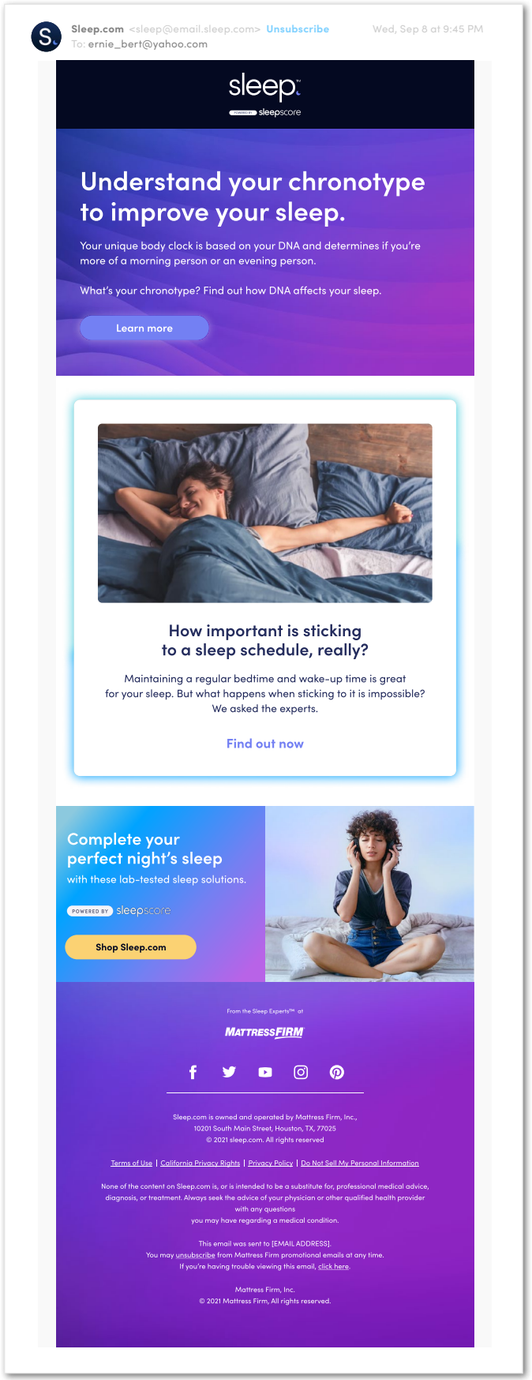

Sleep.com <sleep@email.sleep.com> Unsubscribe
Wed, Sep 8 at 9:45 PM
To: ernie_bert@yahoo.com
sleep
powered by sleepscore
Congrats on your first SleepScore™!
Last night your score was <SS>.
The typical SleepScore is 78.
84
How was my SleepScore calculated?
The Sleep.com app monitors and analyzes your:
Total sleep duration
Time in light, deep, and REM sleep
Number of awakenings
Learn more
The best sleep tech at your fingertips
Get to know all the Sleep.com app features & benefits available with a free account and with a premium upgrade.
Browse app features
What's waking you up at night?
Browse Sleep.com to see what's keeping Americans from falling asleep, plus more informative sleep wellness content.
Read more


Sleep.com <sleep@email.sleep.com> Unsubscribe
Wed, Sep 8 at 9:45 PM
To: ernie_bert@yahoo.com
sleep
powered by sleepscore
Understand your chronotype to improve your sleep.
Your unique body clock is based on your DNA and determines if you're more of a morning person or an evening person.
What's your chronotype? Find out how DNA affects your sleep.
Learn more
How important is sticking to a sleep schedule, really?
Maintaining a regular bedtime and wake-up time is great for your sleep. But what happens when sticking to it is impossible? We asked the experts.
Find out now
Complete your perfect night's sleep
with these lab-tested sleep solutions.
POWERED BY sleepscore
Shop Sleep.com
From the Sleep Experts™ at
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App Features

Feature	iOS	Android	Description
Sleep Tracker	Yes	Yes	Non-contact sonar sleep cycle tracking
Smart Alarm	Yes	Yes	Wake you at the ideal time in AM
Sleep Sounds	Yes	No	Music/Sounds to help you fall asleep easier
Personalized Sleep Advice	Yes	Yes	Sleep advice via Guide
Product Recommendations	Yes	Yes	Shown in guide
SleepScore Check-Up / Sleep Screener	Yes	Yes	Sleep monitoring, will let you know if you have an issue you should talk to your doctor about
Sleep Report for Doctor	Yes	Yes	Get a sleep report you can take to your doctor for review
Sleep History	Yes	Yes	Browse past sleep scores and details
Product Finder	Yes	Yes	Tool to help users find the right products top help them sleep
PillowTalk Polls	Yes	Yes	Poll users about sleep-related topics
Sleep Smarts	Yes	No	7 days of sleep tips per program: Bolster your Health, Stress Buster, Schedule Your Sleep, Curb the Caffeine
Snore Quiz	Yes	Yes	A quick to help you understand if you snore
Sleep Streaks	Yes	Yes	Number of consecutive nights tracked
Sleep Coach	Yes	Yes	Get a consultation with a certified sleep coach to build your personalized sleep improvement plans
Quick Tips	Yes	Yes, while tracking, not in solutions	Access sleep tips if you're having trouble sleeping
Sleep Sanctuary	Yes	Yes	Check if sound levels and temperature of your environment are optimized for sleep
Sleep Library	Yes	Yes	Articles related to sleep
"Content Dashboard"	Yes	Yes	Feed of articles controlled by the WL

Accuracy:

Algorithm has measured 6 million nights of sleep, gathering 80 million hours of data

Accuracy:

The most accurate non-contact sleep tracking outside of a sleep lab

App Premium Features

Premium Feature	iOS	Android	Description
Sleep Tracker	Yes	Yes	Non-contact sonar sleep cycle tracking
Smart Alarm	Yes	Yes	Wake you at the ideal time in AM
Sleep Sounds	Yes	No	Music/Sounds to help you fall asleep easier
Personalized Sleep Advice	Yes	Yes	Sleep advice via Guide
Product Recommendations	Yes	Yes	Shown in guide
SleepScore Check-Up / Sleep Screener	Yes	Yes	Sleep monitoring, will let you know if you have an issue you should talk to your doctor about
Sleep Report for Doctor	Yes	Yes	Get a sleep report you can take to your doctor for review
Sleep History	Yes	Yes	Browse past sleep scores and details
Product Finder	Yes	Yes	Tool to help users find the right products top help them sleep

Cost:

Premium Version (1 Month) - $7.99

Premium Version (1 Year) - $49.99

App Messaging

Sleep Tracking (Priority 1)	Benefits (Priority 2)	Sleep.com (Priority 3)
Unjunk your sleep with the Sleep.com app, powered by SleepScore. Receive insights into your sleep patterns, plus personalized recommendations to help you improve your sleep.	You need quality sleep to take on each day, and the Sleep.com app is just the tool to set you up for a better night's sleep.	Sleep.com is your source for all the latest trends, design ideas, wellness tips, and tech launches to help you get better sleep.
Tracking your sleep is made easier with a simple to understand score that allows you to see how your sleep is improving over time. Alt: After each night that you use the app, you'll receive a score assessing your night of rest, helping you see how your sleep is improving over time.	21% of people who used the Sleep.com app said they sleep longer.* *Results after 14 nights using the Sleep.com app	The Sleep.com team includes editors, researchers, and industry leaders with years of experience in the health and lifestyle space.
The Sleep.com app measures your breathing rate and body movement to best assess each stage of your sleep without requiring a wearable device in bed.	Wake up every morning to your sleep score, plus personalized advice and recommendations for improving your rest. Over time, you'll spot trends and identify common sleep disruptors that might be preventing you from getting a good night's rest.	A good night of sleep starts way before your head hits the pillow, and Sleep.com is committed to covering every part of that journey.
We've made assessing your sleep as straightforward as tracking your daily step count with the easy-to-use Sleep.com app, powered by SleepScore.	No need for an extra piece of technology or wearable device to track your sleep: All you need is your smartphone's microphone and speaker capabilities. So set your phone on your nightstand and let the Sleep.com app do the rest.	For nearly 90 years, Mattress Firm has helped Americans get the rest they deserve by matching them with the right mattress from our expertly curated collection of quality brands, but quality sleep doesn't start and stop with the right mattress; it's powered by everything we do, think, and eat.
	44% of people who used the Sleep.com app saw an improvement in deep sleep.*	We built a Sleep Team of Sleep Advisors, Sleep Experts, and Sleep Guides to keep us on top of all things in the health and wellness space.
	The Sleep.com app will help you maintain restful nights, so that you feel, look and live better.	
	Falling asleep is effortless with the Sleep.com app. 60% of people who used the Sleep.com app said they fell asleep faster.* *Results after 14 nights using the Sleep.com app	

App Messaging

Value proposition:
Know your sleep. Improve your life.

What is the problem we're solving for customers? Even if I do track my sleep, I don't know what it means or what to do with it.

What is the benefit of our app? Our wearable-free sleep tracking gives you the most accuracy with the level of personalized content to help you understand the most effective, achievable means of improving your sleep.

Why should you believe us? Our expertise in sleep science and products, matched with over 80 million hours of data from Sleepscore, means no one else can provide you the information and insights you need to achieve your best sleep.

The Sleep.com Mobile App provides best-in-class sleep tracking and personalized content to help you to improve your sleep:

- Best sleep tracker available
- Your SleepScore is backed by more than 80 million hours of sleep data
- Personalized recommendations (backed by science) to improve your sleep performance

Value:

- Mobile App is powered by SleepScore Technology - Best Sleep Tracking App according to the New York Times *this might not transfer.
- No additional hardware (requires a phone) or wearable device needed
- Powerful features for free
- Deeper, more personalized in-app coaching for Subscribers
- Free to download and use on iOS and Android

Claims:

- Mattress Firm is the only mattress retailer to offer an accurate, free sleep measurement and improvement service through our Sleep.com app, powered by SleepScore™.
- The Sleep.com app technology and functionality has been awarded "Best Sleep App" three years in a row. *requires an attribution; also the NYT award doesn't transfer to Sleep.com.
- The free Sleep.com app, powered by the science of Sleepscore, has the most accurate sleep measurement technology requiring no wearable device.

Benefits & Use Cases:

- Sleep is fundamental to improving wellness, how we feel, and ultimately our quality of life
- People want to feel better, and improve their wellness
- 14 nights using the app shows:
    - 60% fall asleep faster
    - 44% improve deep sleep
    - 21% sleep longer

FAQ Creative

Where do I find Apple's guidelines for design?

https://developer.apple.com/app-store/marketing/guidelines/

What time should be featured on the app screen designs?

If a time is shown, please use 9:30

What name should be used in relevant marketing materials?

Sam

Should a date be featured in the app screen?

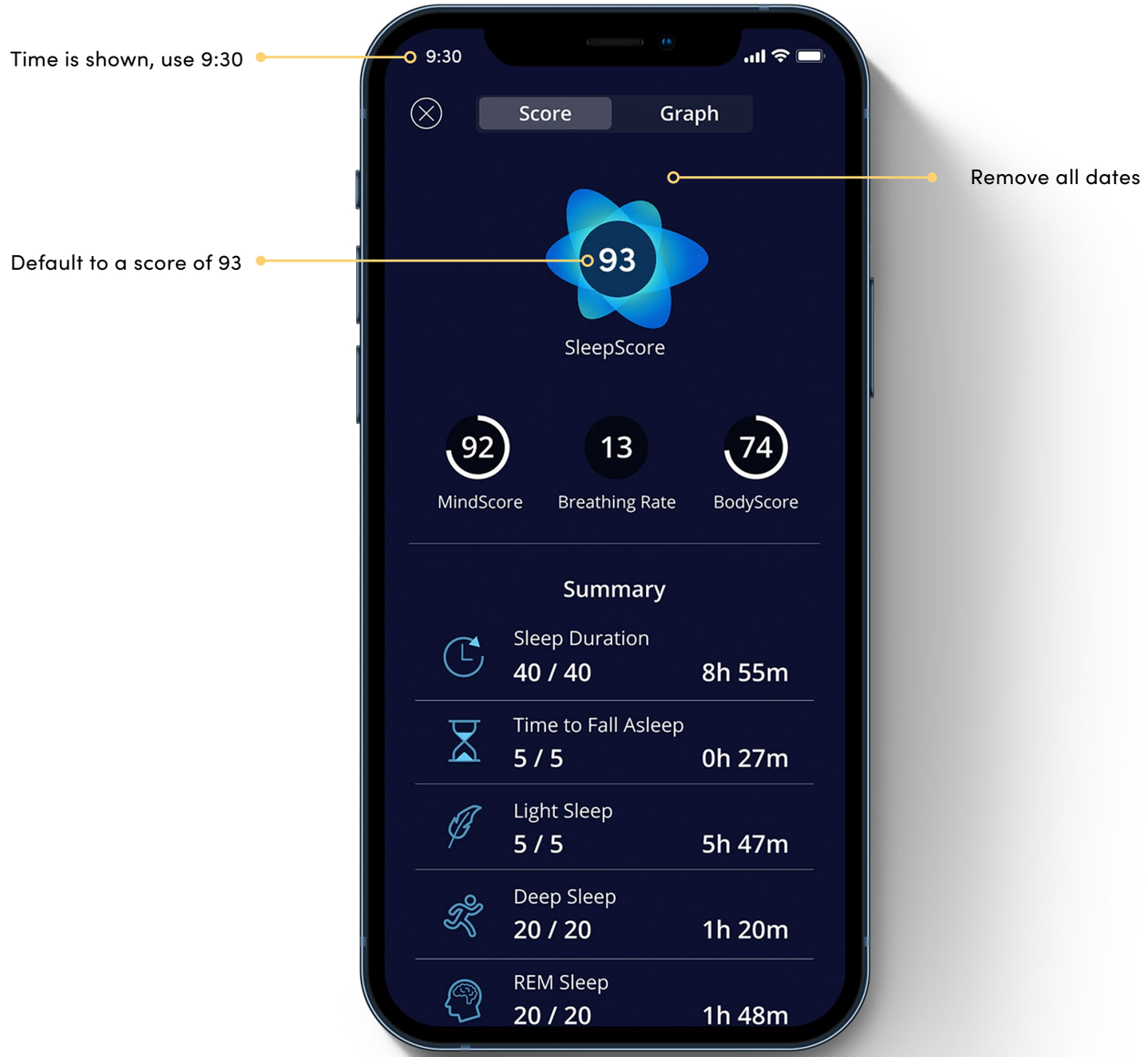
No, the marketing materials should not feature a date (ie: today's date, not dates related to historical sleep data). If a date is shown, please remove it

What score should be featured in the app screens?

Please default to using a score of 93. There are some exceptions so if you'd like to use another score please contact Stanica Matijevich and Jefferson Burrus

Where can I get App screen creative?

[Figma Link Here]



FAQ Messaging

Do we need to say "Sleep.com app powered by SleepScore Labs" every time we want to reference 'Sleep.com App'?

Please reference SleepScore upon first mention of the app. After that you can refer to the app as the "Sleep.com app"

- Note: Generally, SleepScore Labs is used only in specific reference to the corporate entity (e.g "Mattress Firm has partnered with SleepScore Labs") while 'powered by SleepScore" is used in marketing materials as a means of reinforcing that Mattress Firm and Sleep.com use SleepScore Lab's un-matched quality sleep data to validate our products and claims.

Does "powered by SleepScore" need to be used upon first reference to the app?

Yes, all uses after can be referred to as the "Sleep.com app"

Should "app" be capitalized or lowercase in "Sleep.com app" references?

When writing about the Sleep.com app, always lowercase "app" unless it is part of a title case headline.

What is the official name of app?

When writing about the Sleep.com app, always lowercase "app" unless it is part of a title case headline.

Where do I find Apple's guidelines for design?

https://developer.apple.com/app-store/marketing/guidelines/

What is the official name for premium and how it's used?

When referring to the Premium version of the sleep.com app, capitalize "Premium." Our preferred way to refer to this offering is "Sleep.com Premium account." Please avoid saying "Sleep.com app Premium account" and "Sleep.com Premium app."

How do we refer to the premium version of the app?

When referring to the Premium version of the sleep.com app, capitalize "Premium." The preferred way to refer to this offering is "Sleep.com Premium account." Please avoid saying "Sleep.com app Premium account" and "Sleep.com Premium app."

Can we say "average" SleepScore?

When speaking to the general understanding of a SleepScore, use 'typical', because it's speaking to a broader understanding of what is typical across all users, rather than a callout to a person's specific scores. I.e. The typical SleepScore is 78. Only refer to an "average" SleepScore if you're referring to a user's specific average, i.e. their average SleepScore across their weekly data.

Do we need to reference SleepScore when referring to any features in the app, like Sleep Sounds, CheckUp, etc.?

No, please remove references to SleepScore when referring to any in app features.

Is there any contractually obligated language we must honor for SSL?

No, we do not have to mention it in text or copy that the app is powered by SleepScore. We should mention it on first reference in text as mentioned above.

Can we say the Sleep.com app's technology?

When referring to the technology that powers the Sleep.com app, please avoid referring to it as "the Sleep.com app's technology" as we do not want to imply that we own the SleepScore technology.

What is the external consumer messaging direction for the app from Sleep.com?

For Sleep.com messaging please view PG 19

When do we use a trademark with the term SleepScore?

Use the TM on first reference when mentioning SleepScore (the actual score or the technology), or "powered by SleepScore." Only use it once on a page regardless of whether all three use cases listed above throughout one piece of content.

Do we need to use "powered by SleepScore" upon first reference of the app?

Yes, all uses after can be referred to as the "Sleep.com app."

How do we refer to features in the app?

When referring to features in the app (ie: Smart Alarm, Sleep Sounds, CheckUp, etc.) capitalize the name of the feature.

What are all the features and are they included on both iOS and Android apps?

Below is a table listing out all the features, a description, and whether they're available on iOS and Android.

Should phone speakers be singular or plural?

When referring to how the Sleep.com app leverages a phone's speakers, speakers should always be plural.

What is the official product name?

SleepScore Max is SleepScore's standalone sleep-tracking device. Keep the name as is; it should not be referred to as Sleep.com Max.

What Android features won't be available?

The following features will not be available on Android at launch, and thus should be noted as only available on iOS at this time: Sleep Sounds, Sleep Smarts, Quick Tips (in Solutions).

Do we want to hyphenate sleep-tracking?

The phrase "sleep-tracking app" should be hyphenated.

FAQ Messaging

Typical vs. Average SleepScore?

When speaking to the general understanding of a SleepScore, use 'typical', because it's speaking to a broader understanding of what is typical across all our users, rather than a callout to your specific scores. I.e. The typical SleepScore is 78.

Only refer to an ""average"" SleepScore if you're referring to a user's specific average, i.e. their average SleepScore across their weekly data."

Non-contact vs. no-contact. Which one is correct? SSL says "non-contact sleep tracking mobile app"?

SSL uses "non-contact" and Bulletproof confirms this is ok to use. We prefer this over "noncontact" which is how Merriam-Webster advises writing it.

There is a tab in the app called "Guide." In some emails and content it's referred to as the Sleep Guide. Do we want to call it "Sleep Guide" and should it be capitalized?

Refer to the "Sleep Guide" as "Guide" so it matches the navigation in the app.

"SleepScore CheckUp feature". Should we just say "our CheckUp feature"?

Remove reference to SleepScore when referring to any features in the app, like Sleep Sounds, CheckUp, etc.

Do we need to refer to SleepScore on any features?

When referring to features in the app (ie: Smart Alarm, Sleep Sounds, CheckUp, etc.) capitalize the name of the feature.

Should "algorithm" be singular or plural?

When referring to the algorithm that powers the Sleep.com app, "algorithm" should be singular, not plural.

Our welcome email (for non-premium users) features the claim, "you're one night away from better sleep." Is this accurate? Is legal OK with us using it?

Legal hasn't seen support for the following claim and recommends against using it: "You're one night away from better sleep."

Must we always mention SleepScore directly when referencing the app's tech capabilities?

When referring to the techonology that powers the Sleep.com app, please avoid referring to it as "the Sleep.com app's technology" as we do not want to imply that we own the SleepScore technology.

FAQ SleepScore

What is the approval process for app creative that mentions SleepScore when the app is referred to as "Sleep.com app powered by SleepScore"?

SleepScore provides valuable insight based on their results and experience with the SleepScore app. In addition to reviewing work for correct use of their brand mark, they can provide guidance when we use claims, app screens or descriptions and representations of features and functionality. Please allow three business days for SSL to review items. You can traffic all items to Jefferson Burrus and Stanica Matijevich to have sent to SSL for review.

Does SleepScore need to review anything related to the app?

Unique marketing executions are reviewed by SleepScore marketing. Creative iterations (e.g. ad units with various headlines) don't need to be re-reviewed. If in doubt, please review with Sleep.com brand team.

I've noticed that sleepscore.com has different branding than we are using in our marketing materials; does this mean we will need to update our materials?

SleepScore Labs is going through a process of refreshing its brand. Business needs required them to roll out the new identity on their official site in advance of final brand guidelines. Please continue to use the current brand mark as has been used to date.brand team.

How is an 'active' user defined?

An active user is defined as anyone who has logged in and tracked their score at least once in the past 30 days. All premium members are automatically considered active.

If employees (and customers) have the SleepScore app already, will their data transfer to the Sleep.com app?

The data does not transfer over to the WL app. If they register for the Sleep.com app they will be treated as a new user.

Contact

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Brand Manager | Sleep.com

stanica.matijevich@mfrm.com

C: 707-548-1063

Jefferson Burruss

Senior Director, Brand Strategy | Sleep.com

jefferson.burruss@mfrm.com

C: 323-459-3434

All sleep.com app creative must be run through the Sleep.com brand team for approval.

Mattress Firm App Launch Guidelines

Mattress Firm App Launch Guidelines

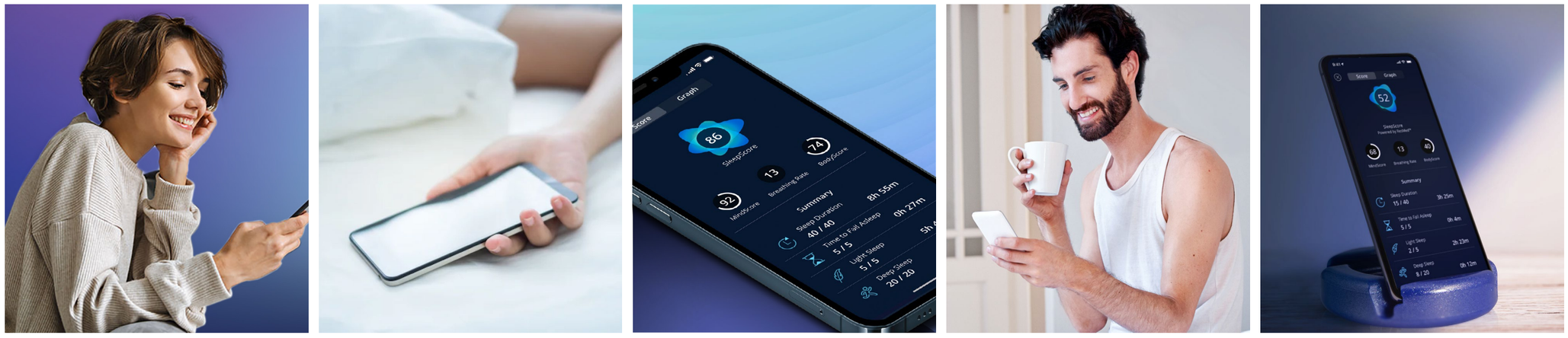
OUR CREATIVE CHALLENGE

For the December 2021 launch of the Sleep.com app, develop on-brand, compelling visual and copy solutions to encourage Mattress Firm shoppers to download it now to easily track their sleep progress, get expert tips they can trust & more features that encourage finding better sleep on a more consistent basis.

Mattress Firm App Launch Guidelines

VISUAL DIRECTION

We will keep the visual approach and general aesthetic of sleep.com, leveraging the site's day-mode/night-mode photography direction.
We'll also utilize sleep.com's blue and its gradient/graphic treatment with a pop of Mattress Firm red on the CTA.
The result: layouts that are clean and dynamic—a treatment that clearly reflects the ease and inspiration of using the app.



CREATIVE APPROACH

In our creative development, we landed on two key messages—both quick-read, empowering CTAs that will cut through the clutter with a direct message—to use in different mediums.
These messages can also, potentially, be A/B tested to see which customers react to more strongly.

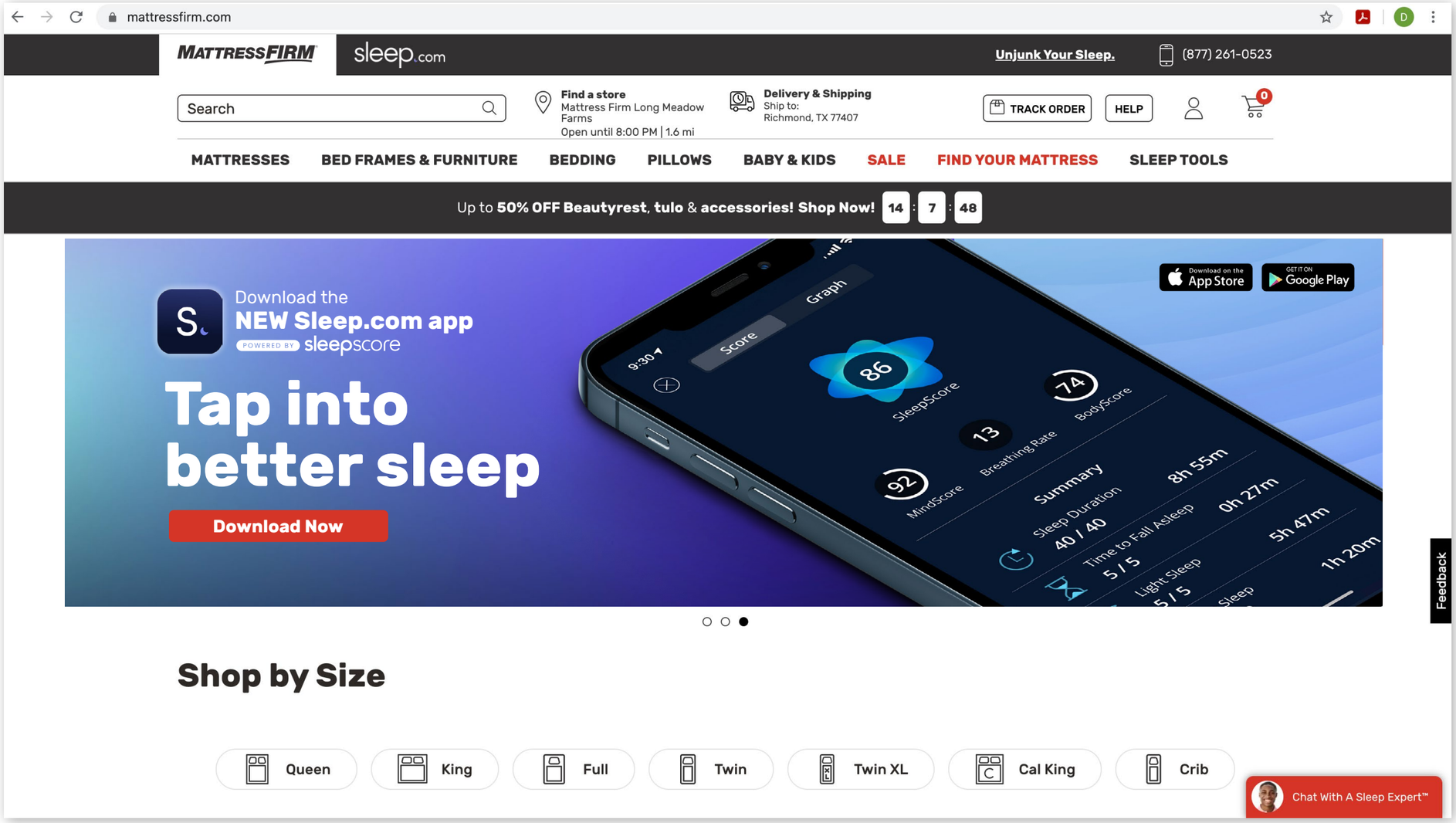
We also explored options for colors, photography and typography that seamlessly integrate into both Mattress Firm's promotional vehicles, like homepages and emails, as well as standalone evergreen assets for sleep.com.

Here's where we landed...

Mattress Firm App Launch Guidelines

CREATIVE EXECUTION

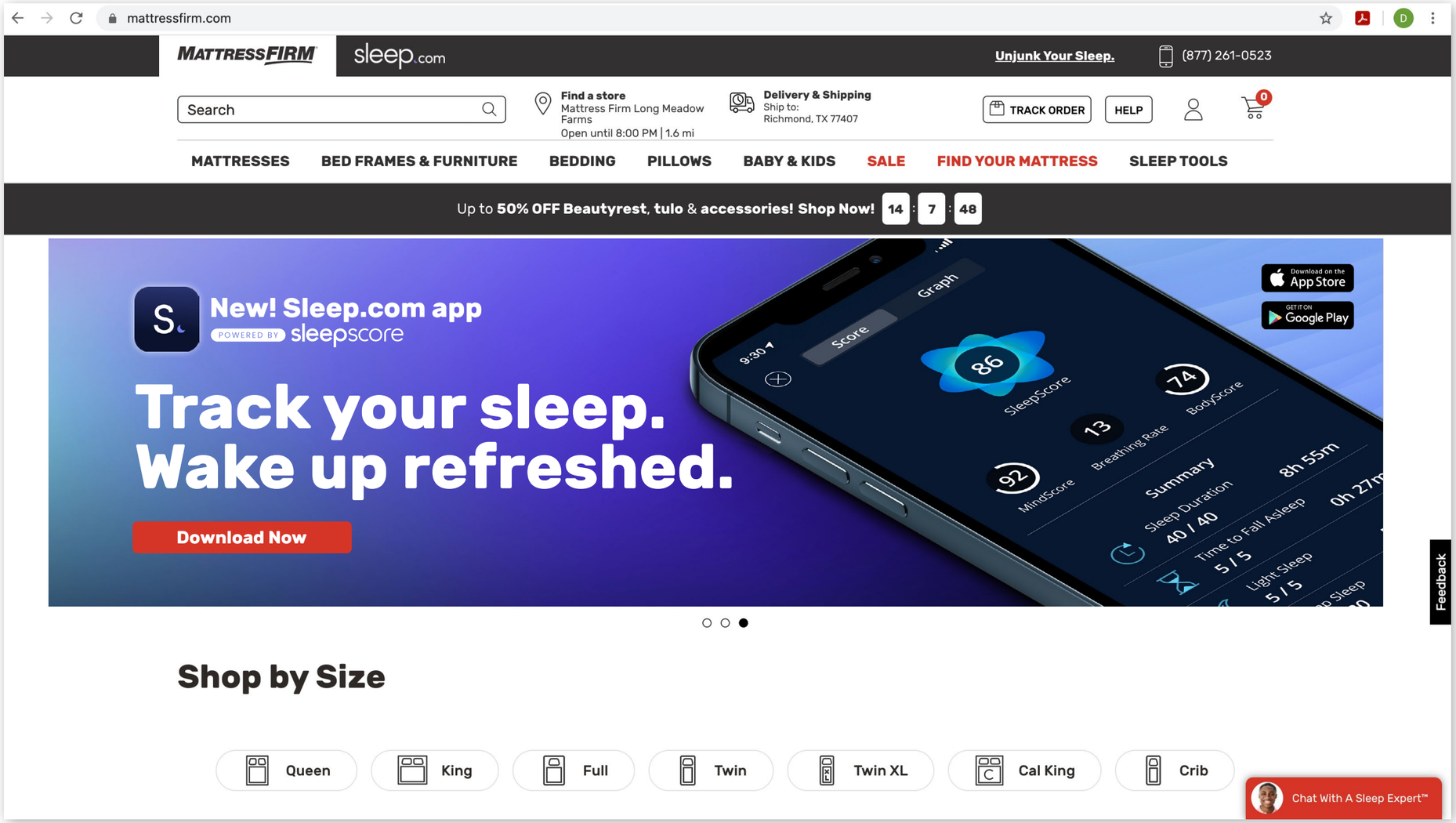
Homepage Hero



Mattress Firm App Launch Guidelines

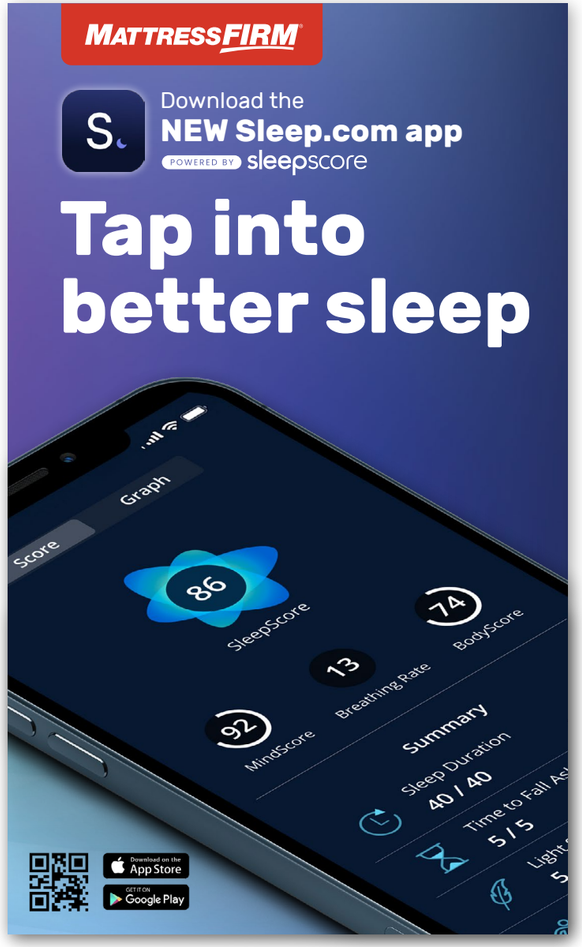
CREATIVE EXECUTION

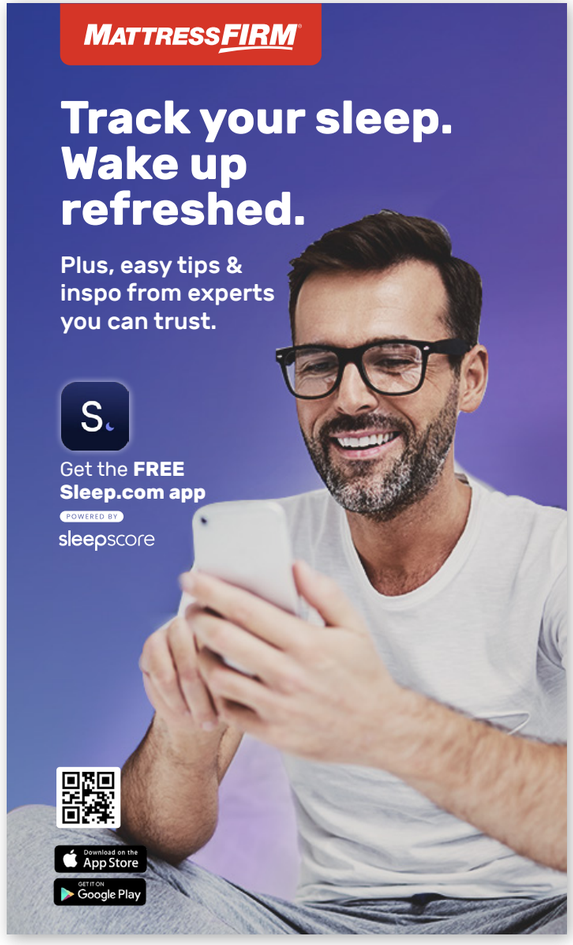
Homepage Hero



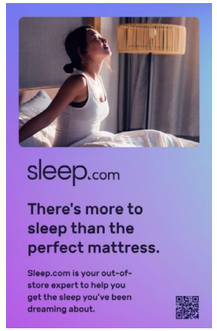
Mattress Firm App Launch Guidelines

CREATIVE EXECUTION

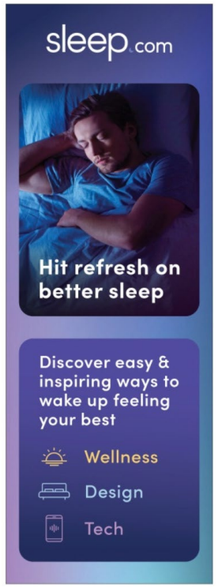




POP EXAMPLE



wall graphic

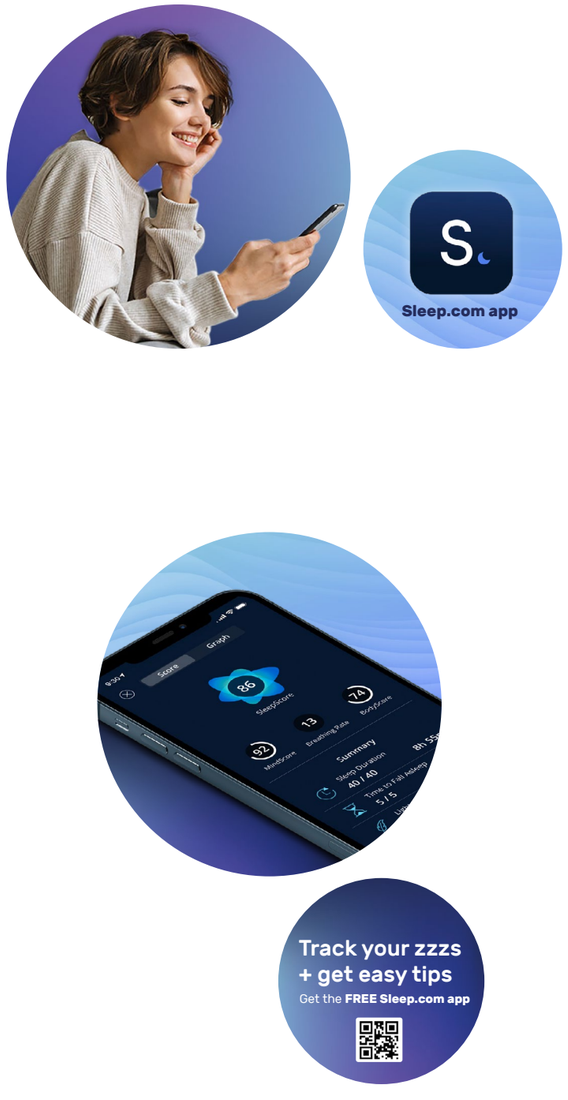


standee

instore signs

Mattress Firm App Launch Guidelines

CREATIVE EXECUTION

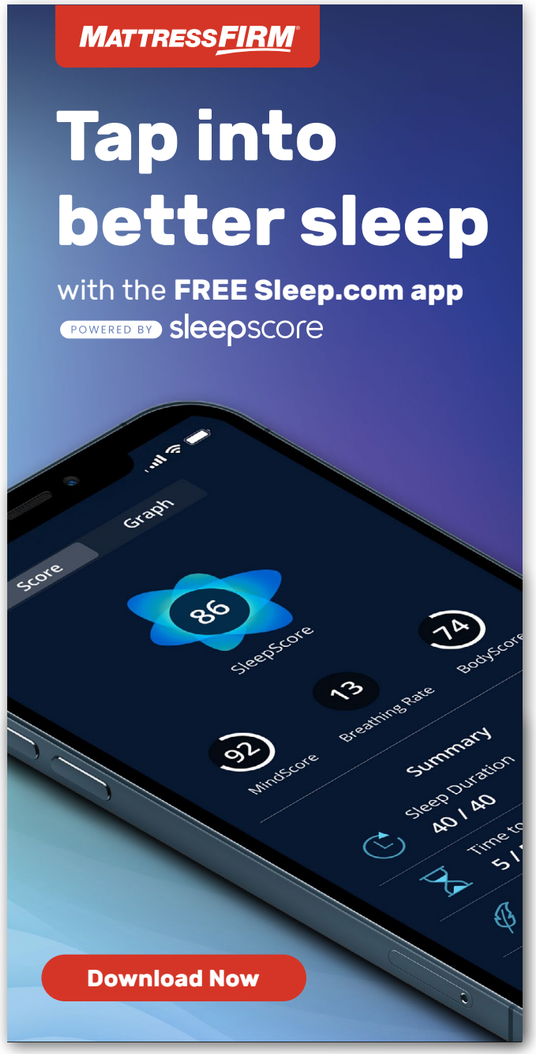


WINDOW CLINGS

Mattress Firm App Launch Guidelines

CREATIVE EXECUTION

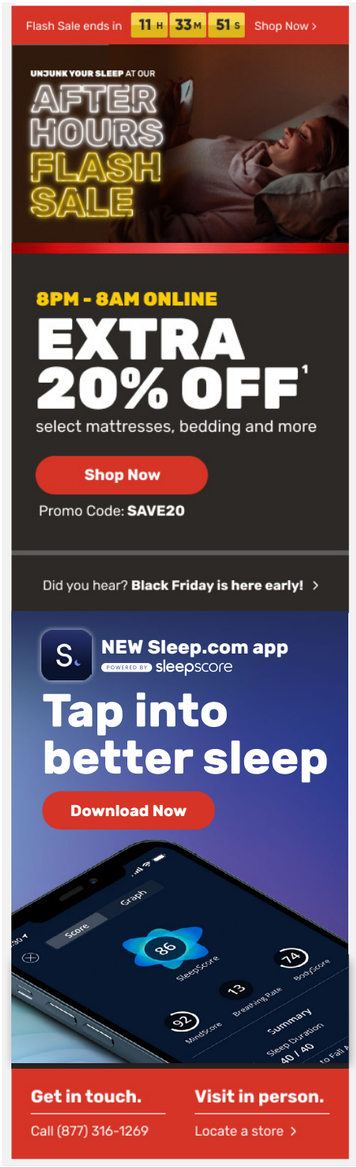
DISPLAY EXAMPLE

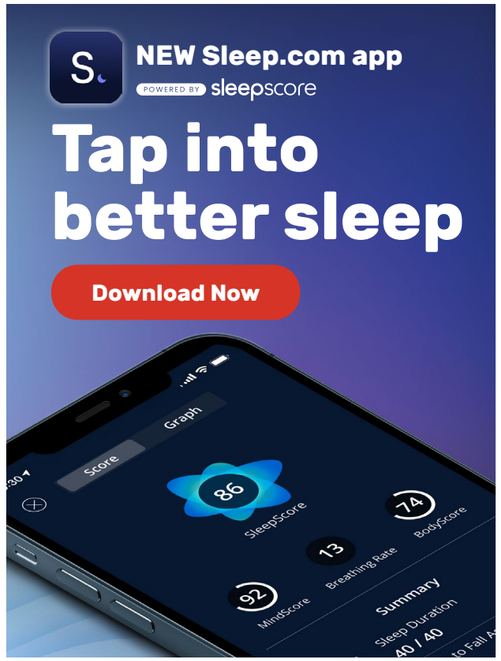


Mattress Firm App Launch Guidelines

CREATIVE EXECUTION

EMAIL BANNER (MOBILE)





APPENDEX

BREAKTHROUGH EMAIL IDEA

THE BIG IDEA

Take a New Year's wellness angle, compelling shoppers to download the new sleep.com app to start 2022 off right. Provide Sleep.com tips w/ Mattress Firm products recommendations. The final banner payoff is "find more tips + track your zzzs in the sleep.com app."

EMAIL COPY

SL
Start 2022 with new sleep must-haves + expert sleep.com tips

PH
Hit snooze on holiday stress—there's better sleep ahead. [Music note emoji]

FEATURE AREA

2022 & you:
TAP INTO BETTER SLEEP
with the NEW Sleep.com app

Congrats—you survived the holidays in one piece! Now here's our top expert picks (& tips) to get you back on track to the sleep you richly deserve.

BANNER 1 **PICK + TIP**
SHOP NOW
READ ON

BANNER 2 **PICK + TIP**
SHOP NOW
READ ON

BANNER 3 **PICK + TIP**
SHOP NOW
READ ON

BANNER 4 Plus, track your zzzs & get more tips like these on
the NEW Sleep.com app
powered by sleepscore labs™
Download Now / Check It Out