

# DreamCloud

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# Verbal Identity

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# Manifesto

Our manifesto is an inspirational body of text that encapsulates our verbal identity. It can be used internally as a sort of verbal mood board, or even externally as desired. If this brand guide were in the form of a big-budget Super Bowl commercial, this manifesto could be the voiceover track.

Did you know you'll spend *33 years* of your life in bed?

That means one third of your *entire existence* on this earth is spent sleeping, or trying to sleep—so choosing your mattress is a major deal.

At DreamCloud, we know it's much more than just buying a bed. It's an *investment in yourself*: a refreshed, shinier, happier, peak performing version of yourself.

We believe you shouldn't have to settle when it comes to sleep. You deserve the best of *both* worlds.

A *dreamy blend* of individually wrapped coils and gel memory foam.  
A premium hybrid that's both supportive *and* soft.  
Master craftsmanship *without* the sky high markup.  
High-quality products you'll love now, *guaranteed forever*.

So go ahead, slip into something more comfortable.  
Elevate your expectations and *experience the exceptional*.

Feel the DreamCloud difference. Rest *reimagined*.



## Tagline

Our tagline is the simplest form of our value offer to our clients. It's our rallying cry. It can be used as a signoff in creative or as a headline on its own.

Rest *reimagined*

# Who We Are

These adjectives describe our brand’s personality and should be infused in our messaging across all channels, including web, email, paid ads, organic social, and collateral.

**Aspirational:**  
We are appealing and desirable, while remaining within reach.

**Elevated:**  
We hold our products and ourselves to high standards.

**Inspiring:**  
We dream bigger—the sky's the limit.

**Sophisticated:**  
We’re cultured and worldly. We appreciate the finer things in life.

**Polished:**  
We’re thoughtful and eloquent when we communicate, but always have a human touch.

WHO WE ARE

Aspirational  
Elevated  
Inspiring  
Sophisticated  
Polished

WHO WE AREN'T

Unattainable  
Snobby  
Impractical  
Smug  
Phony

# Tone & Voice

This is how we communicate—our unique style of writing and speaking. It’s the expression of our brand’s personality in language. We use this as an internal guide in creating any and all verbal elements.

## Have It All

Who says you can’t have your cake and eat it, too? Certainly not us. We invite you to experience the best of both worlds—like scoring a designer item at half price, or getting upgraded to first class on your next flight. We believe everyday indulgences make life more enjoyable.

## For the Maximizers

Maximizers aren’t satisfied with simply “good enough,” and are willing to spend extra time and effort to avoid buyer’s remorse. They aren’t concerned about what’s trending or what everyone else is doing, and instead focus on the solution that best meets their unique needs.

## Delightful Details

We put thought into all the little things, from craftsmanship to commas. We’re thoughtful. We pride ourselves in going the extra mile to make someone feel special. We’re that friend who sends handwritten thank you notes and always has a hostess gift.

# Messaging Pillars

This isn't just how we speak, but what we say—the key messaging areas that we tend to focus on.

INFORM

## Invest In Yourself

When you realize how much time you spend in bed, you know it's worth it to spend more for a premium product that delivers. The best mattress means the best rest, and the best you. And you're worth it.

INFLUENCE

## Banish Buyer's Remorse

Maximizers do the research and take more time making decisions, so they need to feel confident about big purchases. That's why our 365-night trial and Lifetime Warranty is so appealing.

INSPIRE

## Dream Bigger

Sleep is your superpower. When you're well-rested, there's no limit to what you can imagine, create, and achieve. Unlock your greatest potential and live life to the fullest.

## Brand Headlines

These are evergreen headlines—both an entry point to the world of our brand, and core language we can return to as necessary.

Invest in your *best rest*.

Find the *perfect balance* in bed.

Slip into something more *comfortable*.

Discover the DreamCloud *difference*.

Elevate your expectations—*not your budget*.

When it comes to your sleep, *don't settle*.

Designed to be *divine*.

The difference is *in the details*.

Sleep *supreme*.

Unbox the *best of both* worlds.

Welcome to *wonderful*.

## Product Headlines

These are headlines meant to speak to specific brand benefits, value props, and features.

Master *craftsmanship* without the markup.

Cashmere covered, *beyond breathable*.

Have it all with our hybrid.

Premium materials. *Half the price*.

Find love at first sleep on our *premium hybrid*.

Exceptional comfort, exceptional value.

Elegantly designed to *last a lifetime*.

Superior support for a *serene sleep*.

Individually wrapped coils for incredible contour and support.

Pure mattress *magic*.

Why choose between award-winning and affordable?

# Logos

2.1	Logotype
2.2	Logotype Clearspace
2.3	Logomark
2.4	Logomark Clearspace
2.5	Social Avatars

# Logotype

This is the logotype for DreamCloud. This logo is to be used whenever possible. If this logo does not fit within the given space or it becomes too small for optimal legibility, use the logomark instead.

DreamCloud



# Logotype Clearspace

When the logotype is used, its perimeter must have ample clear space for improved legibility. The clear space is equal to 100% of the height of the logotype.



# Logomark

This is the logomark for DreamCloud. This logo is to be used as a complementary element in addition to the logo type. Example: side of box, above the logo type, below the logo type, background element, accent element.



# Logomark Clearspace

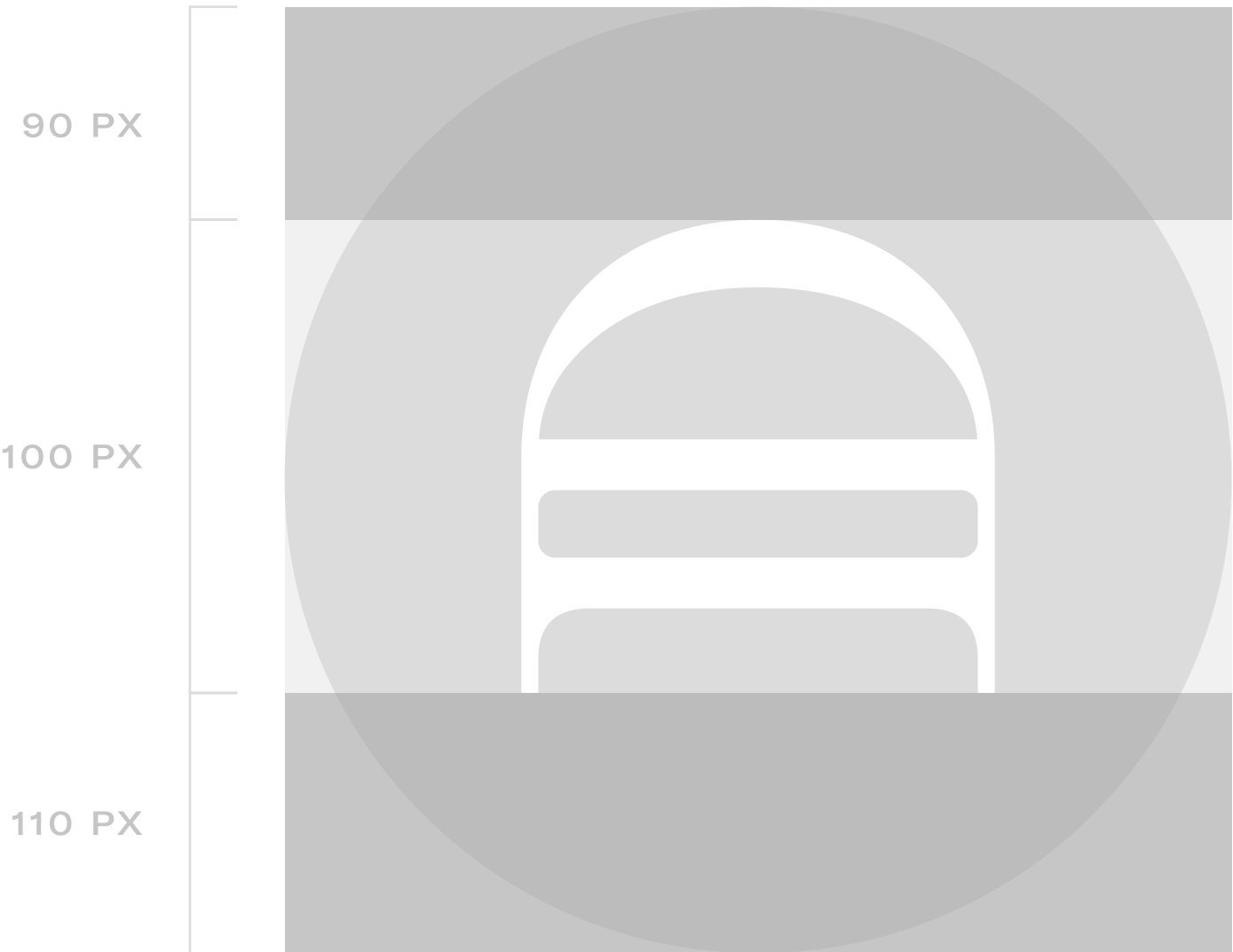
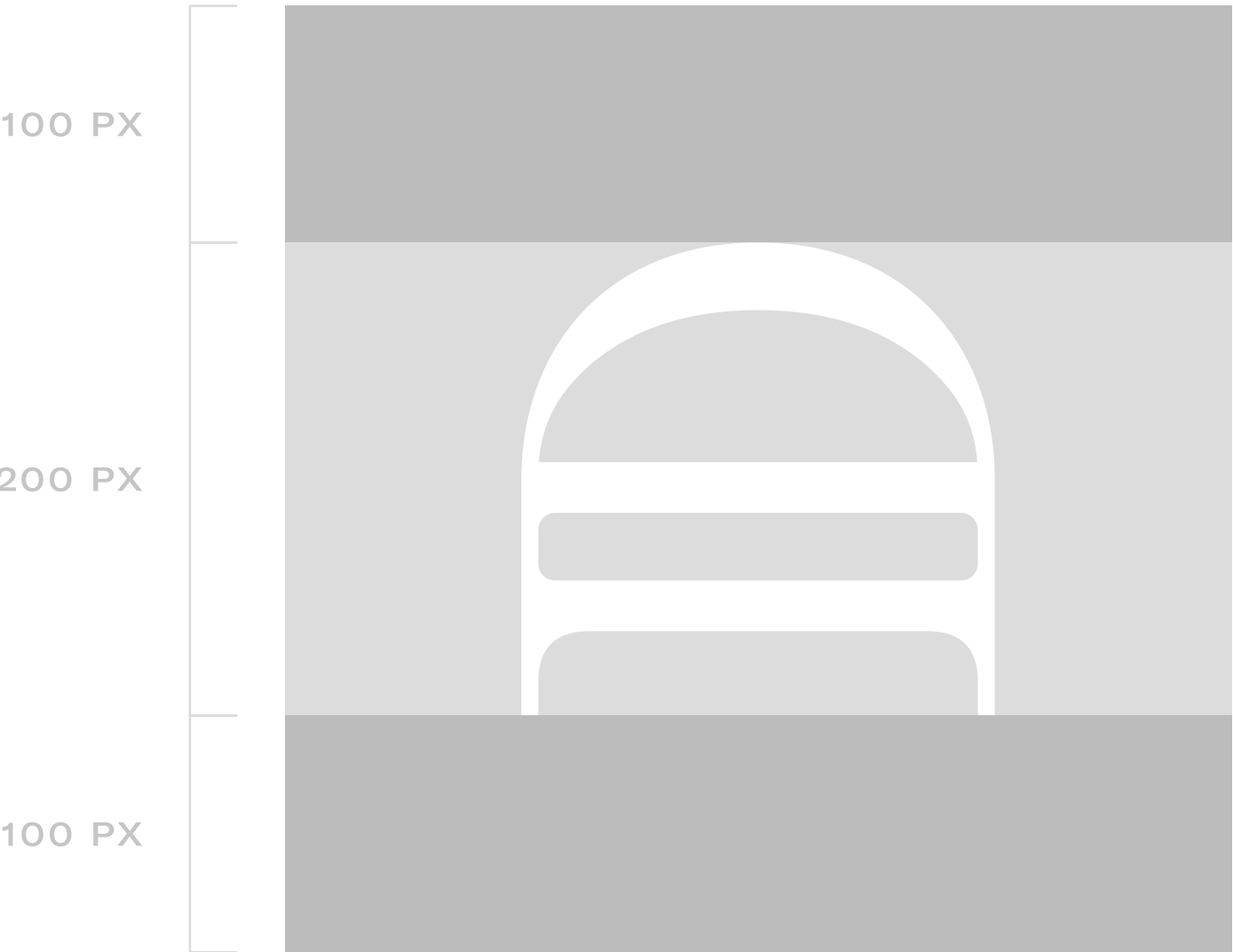
When the logomark is used, its perimeter must have ample clear space for improved legibility. The clear space is equal to 75% of the width and height of the logomark.



# Social Avatars

Here are the social avatar logos for the DreamCloud brand. Always use the pre-created social avatar logos for all social media avatar applications. They have been designed and spaced with intention and should not be reproduced unless absolutely necessary.

Always select the proper social media avatar.  
Example: Facebook should use the square avatar and Instagram should use the circle avatar.



# Color Palette

3.1	Primary Colors
3.2	Secondary Colors
3.3	Grayscale Colors
3.4	Color Weight

# Primary Colors

These are the primary colors for the DreamCloud brand. Our main brand color is Navy and should be used often. Pair Navy with Beige and Copper to create on-brand, elegant designs.

Navy

HEX: #1B222E  
RGB: 27, 34, 46  
Pantone: 295 c/u

75%

50%

25%

Copper

HEX: #AC713B  
RGB: 172, 113, 59  
Pantone: 2428 c/u

75%

50%

25%

Beige

HEX: #F7F3EB  
RGB: 247, 243, 235  
Pantone: N/A

Beige 02: #F2EEE6

Beige 03: #EBE7DF

Beige 04: #E3DFD7

# Secondary Colors

These are the secondary colors for the DreamCloud brand. Blue, Green, and Rust should be used sparingly and only for callouts. Do not use these colors often or for large sections of background color.

Blue

HEX: #5583ba  
RGB: 85, 131, 186  
Pantone: 2171 c / 292 u

75%

50%

25%

Rust

HEX: #804b3d  
RGB: 128, 75, 61  
Pantone: 7607 c / 7819 u

75%

50%

25%

Green

HEX: #273e1f  
RGB: 39, 62, 31  
Pantone: 2427 c/u

75%

50%

25%

# Grayscale Colors

These are the grayscale colors for the DreamCloud brand. Since a large majority of our customers interact with the DreamCloud brand through web and digital applications, it is necessary to have a defined grayscale palette to use across our website experience.

Use Warm Gray when you need a large background color to break up sections. All other grays should be used sparingly and only in instances of user interaction elements.

Example: Dropdown border set to Gray 100.

Warm Gray  
HEX: #403E3D

Gray 50  
HEX: #ECEFF1

Gray 100  
HEX: #D3D8DC

Gray 200  
HEX: #B5BEC5

Gray 300  
HEX: #97A5AE

Gray 400  
HEX: #80909C

Gray 500  
HEX: #6C7E8B

Gray 600  
HEX: #5A6D7A

Gray 700  
HEX: #485864

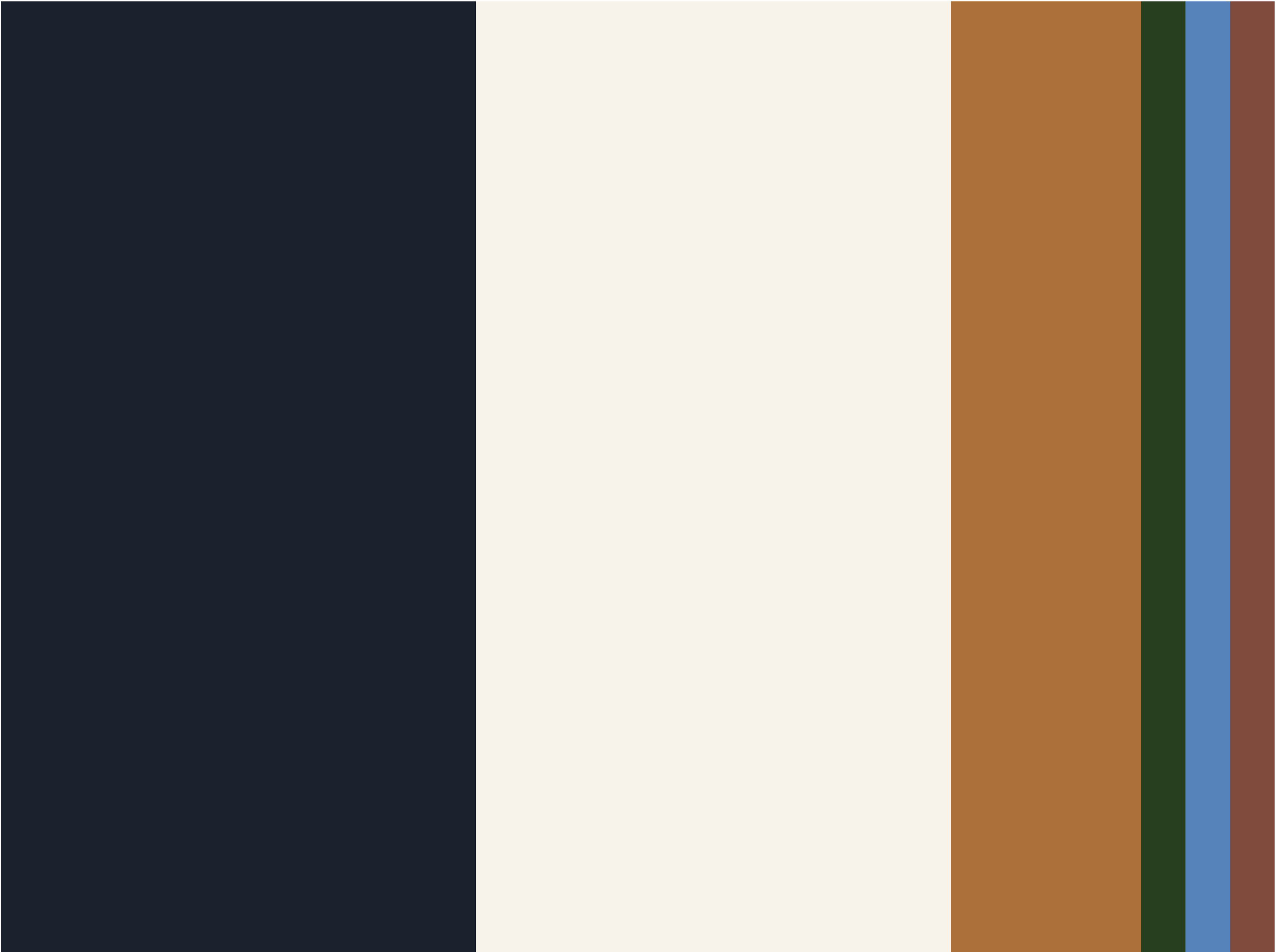
Gray 800  
HEX: #37454F

Gray 900  
HEX: #273138



# Color Weight

Here is the color weight application for the DreamCloud brand. Navy is our main brand color and should be used most often, along with Beige and Copper. All other colors are to only be considered for secondary application usage.



# Typography

4.1	Flecha M
4.2	GT America
4.3	Typography Usage
4.4	Alternate Fonts

# Flecha M

Flecha is a sharp and streamlined old-style typeface made for editorial design. On the whole, Flecha has a sturdy and mechanised appearance with its rigid letter-forms, square terminals, and geometrically simplified strokes. Nevertheless, Flecha still manages to be delicate and reminiscent of the broad nib pen.

Learn more here:  
<https://www.r-typography.com/fonts/flecha-m>

Flecha M

Welcome to your  
*best sleep* yet.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 ! @ # \$ % ^ & \* ( )

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Turpis consequat amet mi, at ut  
duis at. Potenti at ultricies sagittis pretium  
dignissim consequat. Consequat arcu felis  
tempus lorem rutrum ultrices. Blandit lectus a  
pellentesque vitae diam nulla. Pharetra, eu, tellus  
in diam ipsum scelerisque eget.

Urna ac at tellus fermentum magnis porta  
volutpat dui. Venenatis risus consectetur  
pharetra, etiam nulla non leo risus. Amet aenean  
mauris sed quis urna fringilla lorem. Elit enim  
volutpat aliquam non suspendisse cursus sit  
amet sed. Quis tellus est ullamcorper faucibus.

# GT America

GT America is the missing bridge between 19th century American Gothics and 20th century European Neo-Grotesk typefaces. It uses the best design features from both traditions in the widths and weights where they function optimally.

Learn more here:  
<https://www.grillitype.com/typeface/gt-america>

# GT America

Welcome to your  
best sleep yet.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 ! @ # \$ % ^ & \* ( )

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Turpis consequat amet mi, at ut  
duis at. Potenti at ultricies sagittis pretium  
dignissim consequat. Consequat arcu felis  
tempus lorem rutrum ultrices. Blandit lectus a  
pellentesque vitae diam nulla. Pharetra, eu, tellus  
in diam ipsum scelerisque eget.

Urna ac at tellus fermentum magnis porta  
volutpat dui. Venenatis risus consectetur  
pharetra, etiam nulla non leo risus. Amet aenean  
mauris sed quis urna fringilla lorem. Elit enim  
volutpat aliquam non suspendisse cursus sit  
amet sed. Quis tellus est ullamcorper faucibus.

# Typography Usage

Here is an example of how typography should be used throughout the DreamCloud brand. Eyebrows should be set in GT America Extended Medium. Headlines should be set in Flecha M Regular. Body copy should be set in GT America Regular. CTAs and callouts should be set in GT America Extended Medium.

Depending on the application, these selections can be flexible, but this should be the primary reference for the DreamCloud brand typography.

**Example:**

- Eyebrow - GT America Extended Medium - 16px
- Headline - Flecha M Regular & Italic - 120px
- Body Copy - GT America Regular - 20px
- CTA - GT America Extended Medium - 14px

Eyebrow

Headline

Body Copy

CTA

LEARN MORE ABOUT OUR MATTRESSES

Reimagine  
your *best rest.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis consequat amet mi, at ut dui at. Potenti at ultricies sagittis pretium dignissim consequat. Consequat arcu felis tempus lorem rutrum ultrices. Blandit lectus a pellentesque vitae diam nulla. Pharetra, eu, tellus in diam ipsum.

SHOP MATTRESSES

# Alternate Fonts

If an alternate, free version of GT America is needed, it can easily be swapped with Acumin Pro, which has very similar characteristics. Flecha M should never be swapped with any Adobe font to ensure brand consistency and aesthetics.

**Learn more here:**  
<https://fonts.adobe.com/fonts/acumin>

**Example:**

- Eyebrow - Acumin Pro Wide Medium - 16px
- Headline - Flecha M Regular & Italic - 120px
- Body Copy - Acumin Pro Regular - 20px
- CTA - Acumin Pro Wide Medium - 14px

Eyebrow

Headline

Body Copy

CTA

LEARN MORE ABOUT OUR MATTRESSES

Reimagine  
your *best rest.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis consequat amet mi, at ut dui at. Potenti at ultricies sagittis pretium dignissim consequat. Consequat arcu felis tempus lorem rutrum ultrices. Blandit lectus a pellentesque vitae diam nulla. Pharetra, eu, tellus in diam ipsum.

SHOP MATTRESSES

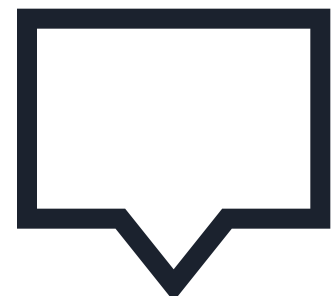
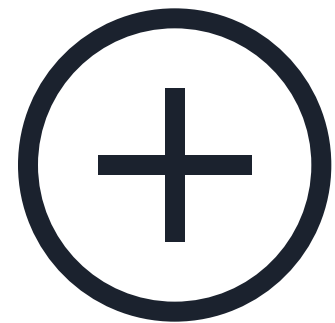
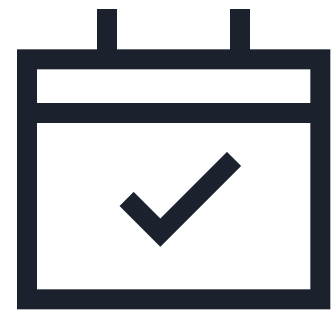
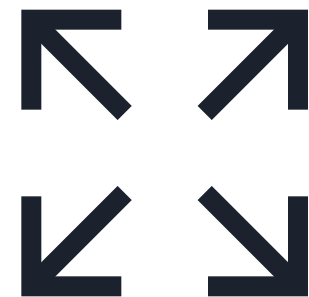
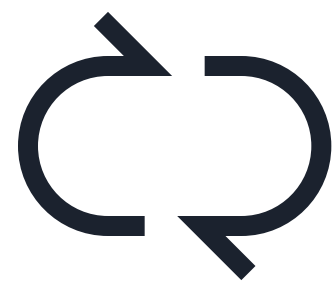
# Iconography

5.1	Iconography Style
5.2	Iconography Grid
5.3	Icons in Use

# Iconography Style

DreamCloud uses the Nucleo icon system for our icon library. Most icons should be available for use, but if new icons need to be created, use the following page as a guideline.

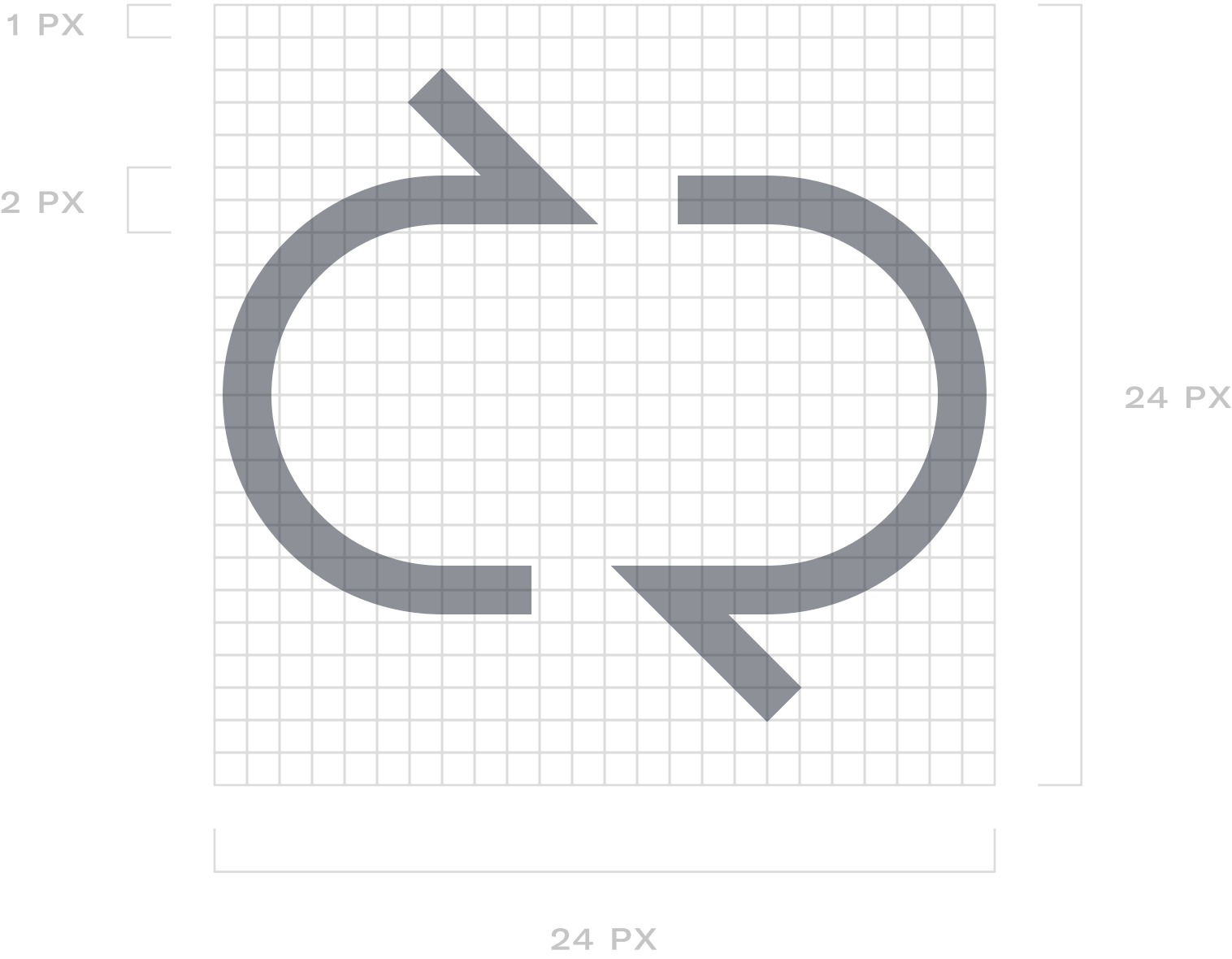
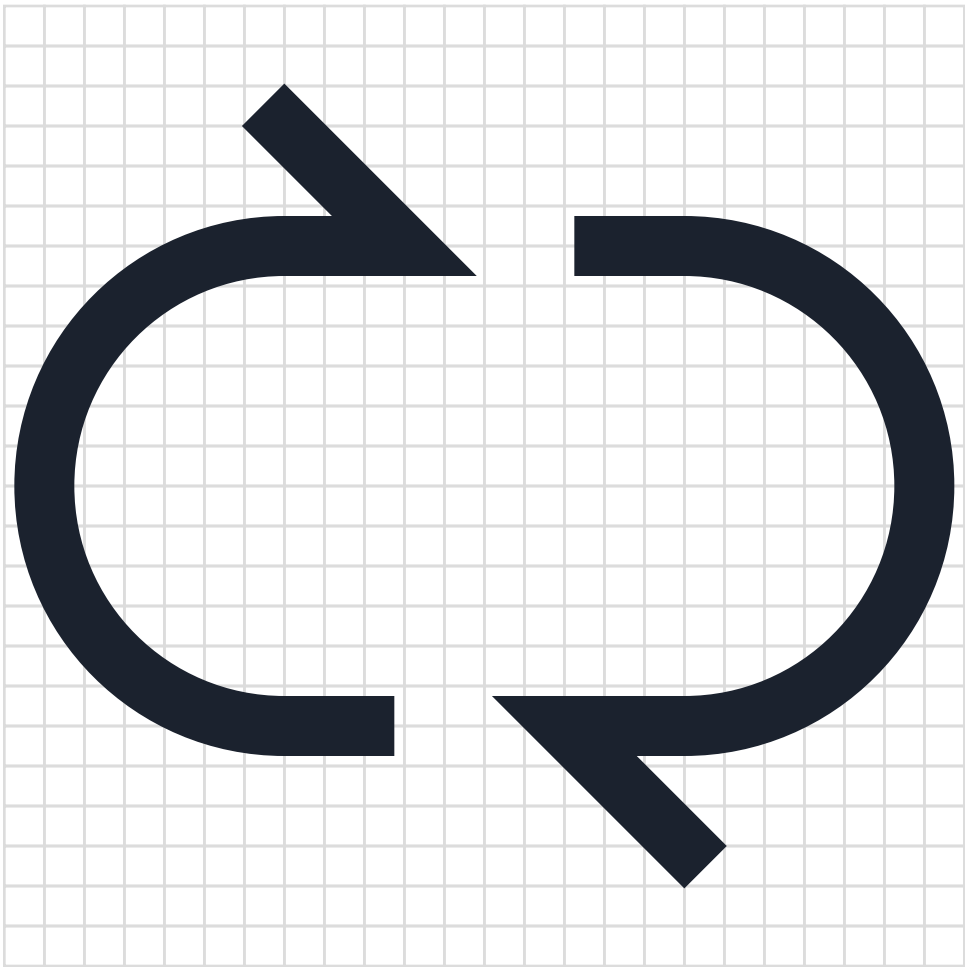
You can find the Nucleo app here:  
<https://nucleoapp.com/>





# Iconography Grid

Here is the iconography grid for the DreamCloud brand. Icons should always be built on a 24x24px grid. At this grid size, icons should have a 1.5px stroke weight, sharp corners, and flat ends.



# Icons in Use

Here is an example of our icon system in use. Designing at a 1.5px stroke width on a 24x24px grid ensures that our icons are legible at all sizes throughout our user experience.



# Art Direction

- 6.1 Lifestyle
- 6.2 Talent: Individuals
- 6.3 Talent: Family & Kids
- 6.4 Locations
- 6.5 Props
- 6.6 Wardrobe: Men & Boys
- 6.7 Wardrobe: Women & Girls
- 6.8 Artwork



# Lifestyle

This is the overall lifestyle art direction for the DreamCloud brand. Images and videos should always feel aspirational and elevated. We’re all about real moments and real people.

What we love:

- Smiles, but not the fake kind
- Neutral tones
- Natural earth tones
- Family interaction
- Real moments
- Aspirational families
- Golden hour lighting

What we don’t love:

- Moments that feel staged
- Small rooms
- Starter homes





# Talent: Individuals

The models we use for our shoots should reflect the personality of the DreamCloud brand. Mature and diverse faces are encouraged and a strong smile is an absolute must.

- 1. Eleanor Simon - Select
- 2. Clint Barnard - Select
- 3. Stephanie Miller - Select
- 4. Chris Bajuyo - Select
- 5. Liv Pickren - Select
- 6. Chad Rohde - Select
- 7. Cheera Choo - Select
- 8. Sharminah Harrower - Select





# Talent: Family & Kids

The models we use for our shoots should reflect the personality of the DreamCloud brand. Friendly faces and diversity are encouraged, and a strong smile is an absolute must.

- 1. Banning Family - Directions
- 2. Noetebart Family - Directions
- 3. Paul Family - Directions
- 4. Koegel Family - Directions
- 5. Baldwin Family - Directions
- 6. Fazzini Family - Directions
- 7. Jarrett Family - Directions
- 8. Nixon Family - Directions





# Locations

Our locations should always be consistent and well considered. The DreamCloud home is refined and elegant. Our walls are generally in the range of white, gray, neutral, and navy. Colors are always muted and in the range of neutrals and earth tones. Bright colored walls and trim are discouraged.

**What we love:**

- Light wood floors
- White, gray, and navy walls
- Black trim
- Large bedrooms
- Plenty of room to shoot
- Modern, elegant, and refined
- Contemporary meets traditional
- Aspirational styling

**What we don't love:**

- Brightly painted walls
- Small bedrooms





# Props

Props are an amazing way to add personality to a photo or video shoot. While we like refined and sophisticated locations for our shoots, we also love any opportunity to bring in neutral and muted colors where they make sense. Our props should always speak to the elegant, aspirational personality of the DreamCloud brand.





# Wardrobe: Men & Boys

Our wardrobe selections should always be connected to the rest of the DreamCloud brand. We encourage neutral tones and a relaxed fit. Graphic tees aren't really our thing. Outfits should always feel comfortable and never feel like someone is about to hit the town.

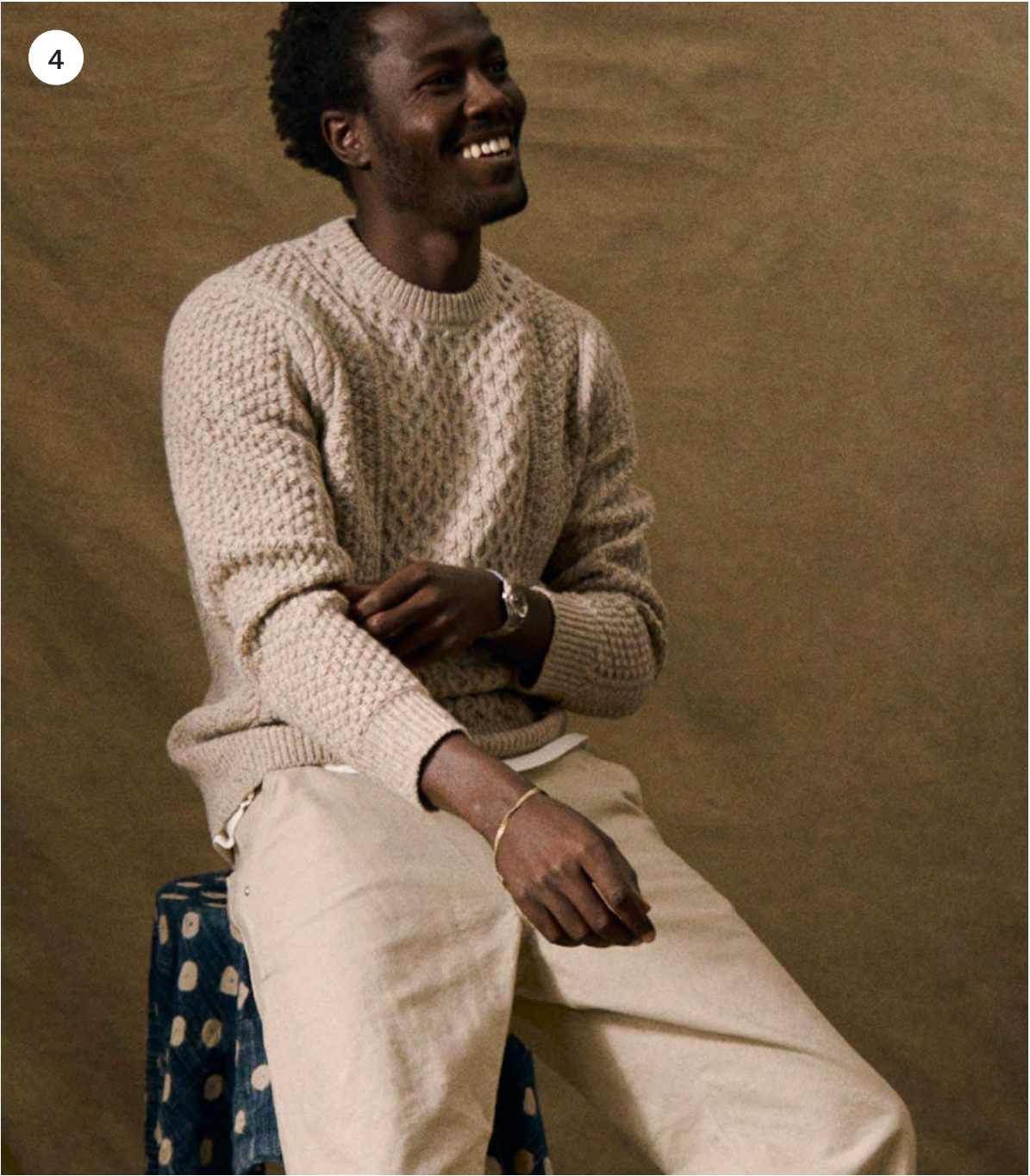
- 1. COS
- 2. H&M
- 3. H&M
- 4. Buckmason
- 5. COS
- 6. H&M

**What we love:**

- Lived-in layering
- Cozy textures
- Loungewear
- Neutral tones
- Earth tones

**What we don't love:**

- Graphics
- Denim
- Super tight fits





# Wardrobe: Women & Girls

Our wardrobe selections should always be connected to the rest of the DreamCloud brand. We encourage neutral tones and a relaxed fit. Graphic tees aren't really our thing. Outfits should always feel comfortable and never feel like someone is about to hit the town.

- 1. H&M
- 2. Cultiver
- 3. Haas
- 4. H&M
- 5. H&M
- 6. Target

**What we love:**

- Lived-in layering
- Cozy textures
- Loungewear
- Neutral tones
- Earth tones

**What we don't love:**

- Graphics
- Denim
- Super tight fits





# Artwork

Artwork is another great way to inject personality into our shoots. However, the art should always be well-considered. At DreamCloud, we have specific taste. Things should feel premium, refined, and elegant. Our artwork should feel on-trend and with the times, not something you would find in grandma’s house.

**What we love:**

- Playful shapes
- Neutral colors
- Earth tones
- Black and white
- Abstract art
- Modern trends
- Complementary color stories
- Colors that remind us of our palette

**What we don’t love:**

- Bright colors
- Portraits





# Brand in Use

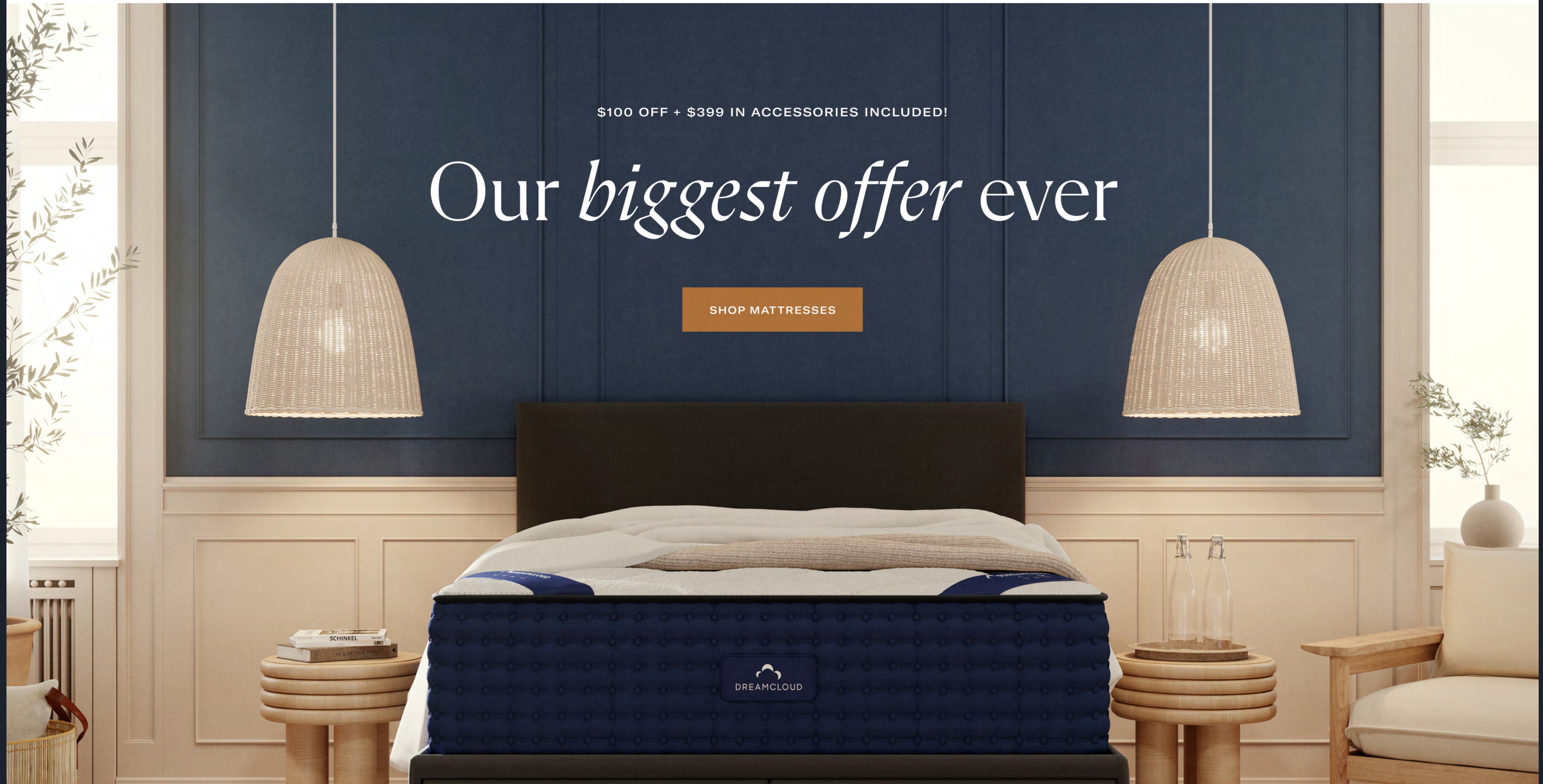
7.1	Website
7.2	Brochure
7.3	Packaging
7.4	Ads
7.5	Social Profile
7.6	Social Ads
7.7	Emails
7.8	Billboard



\$100 OFF + \$399 IN ACCESSORIES INCLUDED!

Our *biggest offer* ever

SHOP MATTRESSES







DreamCloud

BEST REST GUIDE

06

DREAMCLOUD BEST REST GUIDE

# Your mattress gets *better* with time.

## AFTER 24 HOURS

Your DreamCloud should be fully expanded and ready for you to enjoy.

## AFTER 72 HOURS

Your DreamCloud is now in its fullest, ideal state.

## AFTER 14 NIGHTS

You'll start waking up with that "it's going to be a great day" feeling.

06

07



07



DREAMCLOUD BEST REST

010

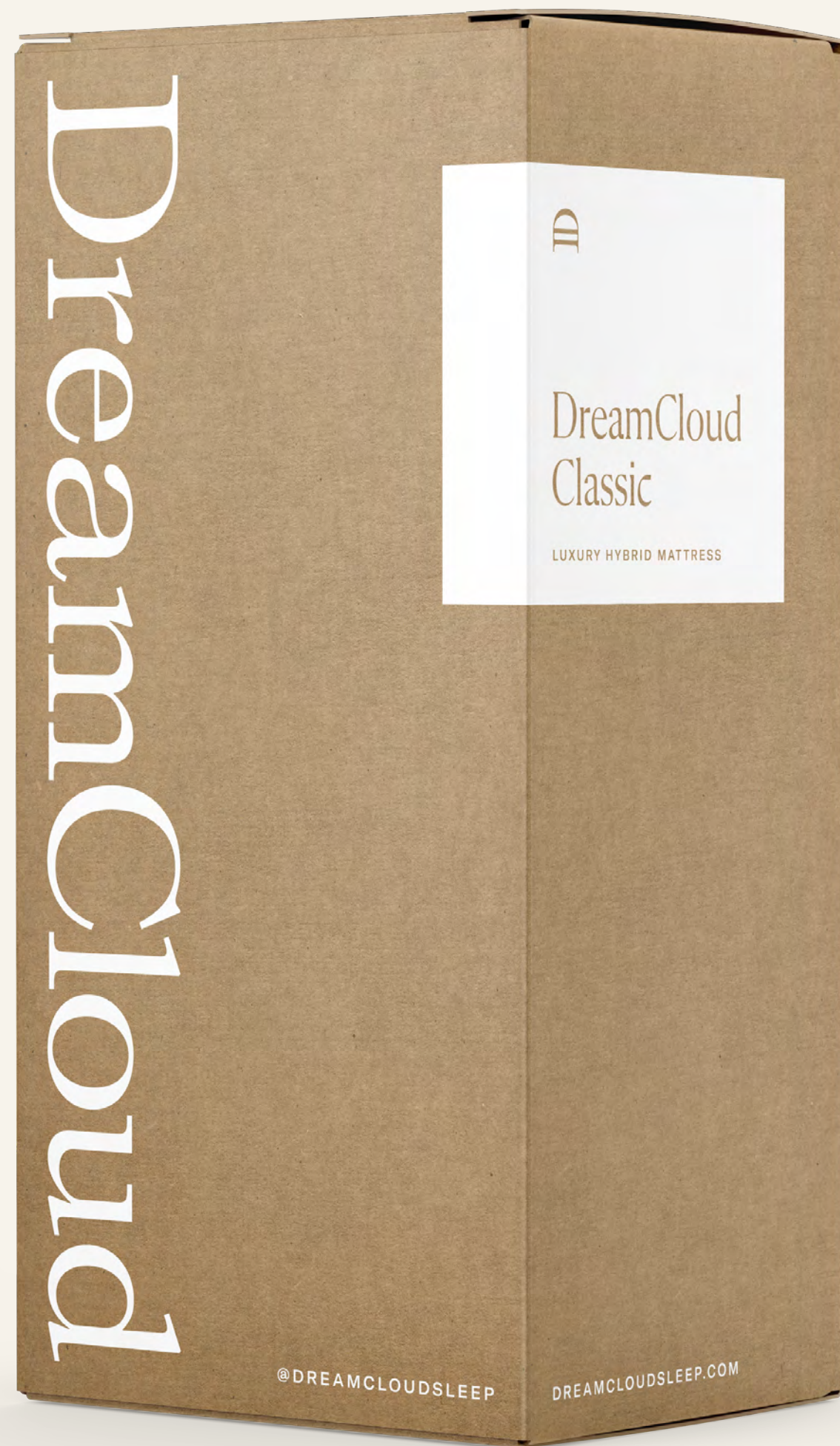
DREAMCLOUD BEST REST GUIDE

The

DREAMCLOUD BEST REST GUIDE

# Frequently Asked Questions







Sleep  
*supreme.*

DreamCloud



SHOP MATTRESSES



Welcome to  
*wonderful*



DreamCloud

SHOP MATTRESS

Sleep  
*supreme.*

DreamCloud



SHOP MATTRESSES



Welcome to  
*wonderful*



DreamCloud

SHOP MATTRESS

Pure  
mattress  
*magic.*

DreamCloud



Rest  
*reimagined.*



Pure  
mattress  
*magic.*

DreamCloud



Rest  
*reimagined.*





9:41



**dreamcloudsleep**



**130**

Posts

**82.5k**

Followers

**353**

Following

**DreamCloud**

Rest Reimagined.

365 Night Trial. Forever Warranty. Free Shipping.

[dreamcloudsleep.com](https://dreamcloudsleep.com)

Followed by **resident**

Following ▾

Message

Email






 dreamcloudsleep  
Sponsored

... X

# Unbox the *best* of *both* worlds



SWIPE TO SHOP


 dreamcloudsleep  
Sponsored

... X

# DreamCloud

## Linen sheet sets *now available*


SWIPE TO SHOP

 dreamcloudsleep  
Sponsored

... X

# The difference is in *the details*

SWIPE TO SHOP





DreamCloud

# Welcome to *better* rest

Start your DreamCloud journey with a free sleep bundle worth \$399 when you buy any mattress

SHOP MATTRESS



DreamCloud

# Our *biggest* *offer* ever

Start your DreamCloud journey with a free sleep bundle worth \$399 when you buy any mattress

SHOP MATTRESS



## Explore our hybrid mattresses



### CLASSIC

A dreamy mix of memory foam and innerspring coils that give you the best sleep of your life, every night.

SHOP CLASSIC

### PREMIER

A taller comfort layer for deeper sleeps and a plush cashmere Euro Top for peaceful mornings.

SHOP PREMIER



### PREMIER REST

Our plush cashmere pillow top with comfort memory foam layers ensures perfect pressure relief.

SHOP PREMIER REST

FOR A LIMITED TIME

## Complimentary Serenity Sleep Bundle



Includes a 300-thread count sheet set, cooling pillows and one mattress protector

SHOP NOW

## Explore our hybrid mattresses



### CLASSIC

A dreamy mix of memory foam and innerspring coils that give you the best sleep of your life, every night.

FOR A LIMITED TIME

## Complimentary Serenity Sleep Bundle



DreamCloud

DreamCloud

# Our *biggest* *offer* ever

Start your DreamCloud journey with a free sleep bundle worth \$399 when you buy any mattress

SHOP MATTRESS



# Rest *Reimagined*

DreamCloud



SHOP MATTRESSES AT [DREAMCLOUDSLEEP.COM](https://dreamcloudsleep.com)



# DreamCloud