

nectar

Version 1.0 — February, 2022

Brand Guidelines



Table of Contents

Verbal Identity

- 1.1 Manifesto
 - 1.2 Tagline
 - 1.3 Who We Are
 - 1.4 Tone & Voice
 - 1.5 Messaging Pillars
 - 1.6 Pitchman & Expert
 - 1.7 Brand Headlines
 - 1.8 Product Headlines
-

Visual Identity

- 2.0 Logos
- 3.0 Color Palette
- 4.0 Typography
- 5.0 Iconography
- 6.0 Art Direction
- 7.0 Brand in Use

1.0

Verbal Identity

- 1.1 Manifesto
- 1.2 Tagline
- 1.3 Who We Are
- 1.4 Tone & Voice
- 1.5 Messaging Pillars
- 1.6 Pitchman & Expert
- 1.7 Brand Headlines
- 1.8 Product Headlines

Manifesto

Our manifesto is an inspirational body of text that encapsulates our Verbal ID. 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.

At Nectar, we believe that any person can be a morning person.

Wild, we know. But hear us out.

What if underneath all the snooze buttons and “Don’t talk to me until I’ve had my coffee” mugs is a sunny spark, just waiting to be unleashed?

And maybe, with the perfect mattress at the perfect price, even the grumpiest among us can wake up with a little extra something-something?

Because if there’s anything we’ve learned from eating, breathing, and well, sleeping, it’s that what really matters is what sleep empowers you to do the next day. Which is why we want you to put our theory to the rest.

Take a walk on the brighter side. Sleep so deep you can’t help but wake up ready to slay your day.

Let out that inner morning person. Rise and shine.

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.

Rise and shine

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.

Approachable:
We’re friendly, open, and down to earth.

Bold:
We’re confident and dare to be different.

Candid:
We keep it real and deliver on the promises we make.

Game-Changing:
We’re innovative and take risks. We think outside the box, even though our products come in one.

Savvy:
We’re practical. We understand our customers’ needs and make mattress shopping simple.

WHO WE ARE

Approachable

Bold

Candid

Game-Changing

Savvy

WHO WE AREN’T

Formal

Flashy

Contrived

Traditional

Pretentious

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.

Uniquely Unfussy

Quality mattresses at exceptional value answer a mass need, but that doesn't mean we have a completely vanilla personality. We're relatable and socially savvy—the kind of friend whose advice is always served up with a side of self-awareness.

The Morning Person

We wake up on the bright side and want to spread the word that everyone else can, too. We're assuring but not patronizing, confident but not condescending. We keep it positive, but we also keep it real.

Cheeky Cheer

We're here for a good time, but not at the expense of anyone else. We're not into anything crude or raunchy. Our wit is low-key, a playful humor that comes easy, oftentimes with a wink and a nod.

Messaging Pillars

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

ALERT

Dare to Dream

A Nectar mattress is everything you want and nothing you can't have. We're here to empower people to seize their best sleep and best life.

ASSURE

Rest Easy

From the best quality at the best price to our 365-night trial and Forever Warranty™, it’s all about refusing to lose even a second of sleep over buying a mattress.

ASPIRE

The Bright Side

The real victory of a better mattress is a brighter life. It's an opportunity for a happy ending, both in the mattress buying process and every morning from here on out.

Pitchman & Expert

Here are some examples of how we can bring all of our verbal identity elements together into cohesive and consistent messaging.

The solution to your sleep struggles.

Good sleep isn't rocket science, but that doesn't mean we haven't obsessed over our memory foam mattress. From coolness and firmness to breathability, we've optimized every detail so you can wake up feeling rested and ready to win the day.

Sleep on it. Literally.

At Nectar, sweet ZZZ’s are guaranteed—the only thing we haven't figured out is a cure for morning breath. Give us a few months. (And in the meantime, kick back and give our risk-free 365-night trial a whirl.)

Welcome to the bright side.

It's where good mornings are so common, we guarantee them with a Forever Warranty™. Where we're so sure you'll wake up better, we insist on a 365-night trial. Oh, and of course, we provide free shipping and returns. The bright side is a strictly hassle-free zone, and we'd like to keep it that way.

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.

Choose a better snooze.

Rest easy.

Put your mattress search to bed.

Wake up to better.

Seize the day, night, and everything in between.

The dawn of a new sleep.

Let out your inner morning person.

Wake up leveled up.

Sweet dreams.

Welcome to the bright side.

Sweet ZZZs guaranteed.

Product Headlines

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

Better mattress, better morning.

The solution to your sleep struggles.

Our memory foam is unforgettable.

We want you to sleep on it. Literally. For 365 days.

Meet the sweetest memory foam mattress ever.

More ZZZs. Less \$\$\$.

Life's too short to spend mattress shopping.

The best sleep of your life, guaranteed.

That wake-up call you ordered? It's here.

There's no wrong side of this bed.

Get ready for the easiest furniture you'll ever assemble.

2.0

Logos

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

Logotype

Here is the logotype for the Nectar brand. This is our main logo and should be used whenever possible. If the application becomes too small for optimal legibility, use the logomark instead.

nectar

nectar

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.



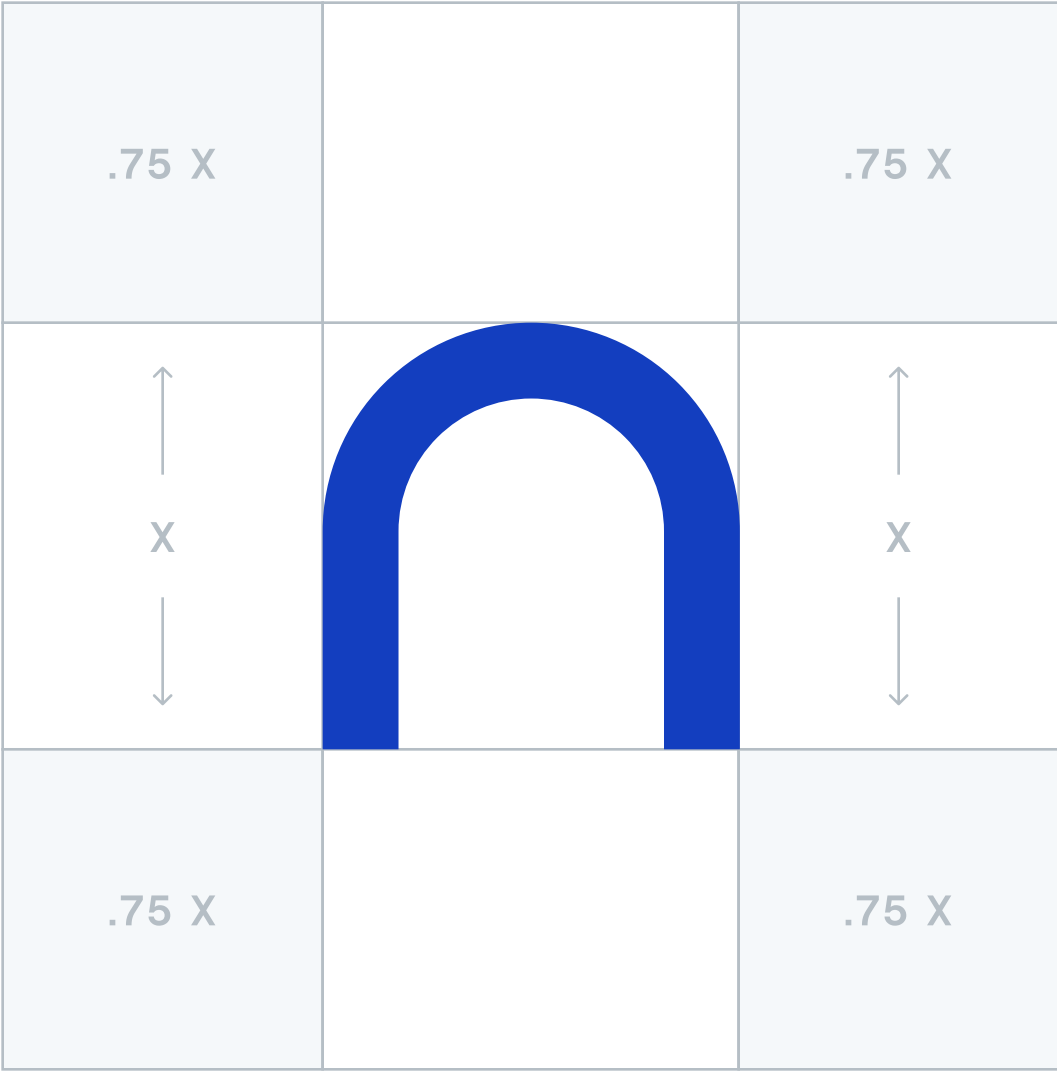
Logomark

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



Logomark Clearspace

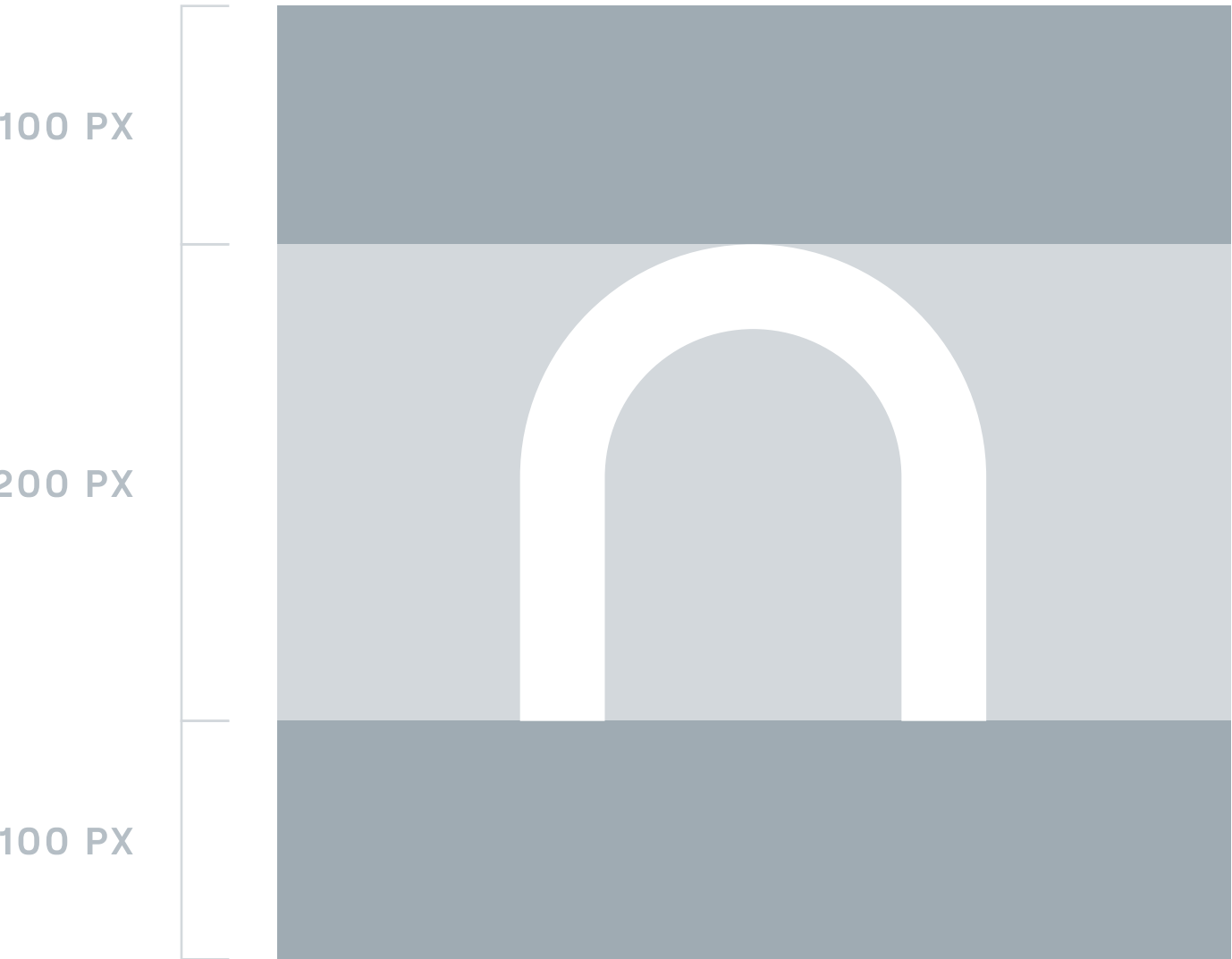
When the logomark is used, its perimeter must have ample clear space for improved legibility. The clear space is equal to 75% of the height of the logomark.



Social Avatars

Here are the social avatar logos for the Nectar 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.



3.0

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 Nectar brand. Our main brand color is Nectar Blue and should be used often. Pair Nectar Blue with White and Midnight to create on-brand, eye-catching designs.

Nectar Blue

HEX: #133EBF
RGB: 12, 62, 191
Pantone: 293 c/u

75%

50%

25%

Midnight

HEX: #050D33
RGB: 5, 13, 51
Pantone: 3524 c/u

75%

50%

25%

White

HEX: #133EBF
RGB: 255, 255, 255
Pantone: Opaque White

Secondary Colors

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

Slate

HEX: #9EB8D2
RGB: 158, 184, 210
Pantone: 645 c/u

75%

50%

25%

Green

HEX: #A5D3A7
RGB: 165, 211, 167
Pantone: 2246 c/u

75%

50%

25%

Orange

HEX: #E17F00
RGB: 225, 127, 0
Pantone: 151 c/u

75%

50%

25%

Grayscale Colors

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

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

Example: Dropdown border set to Gray 100.

Background Gray
HEX: #F5F8FA

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

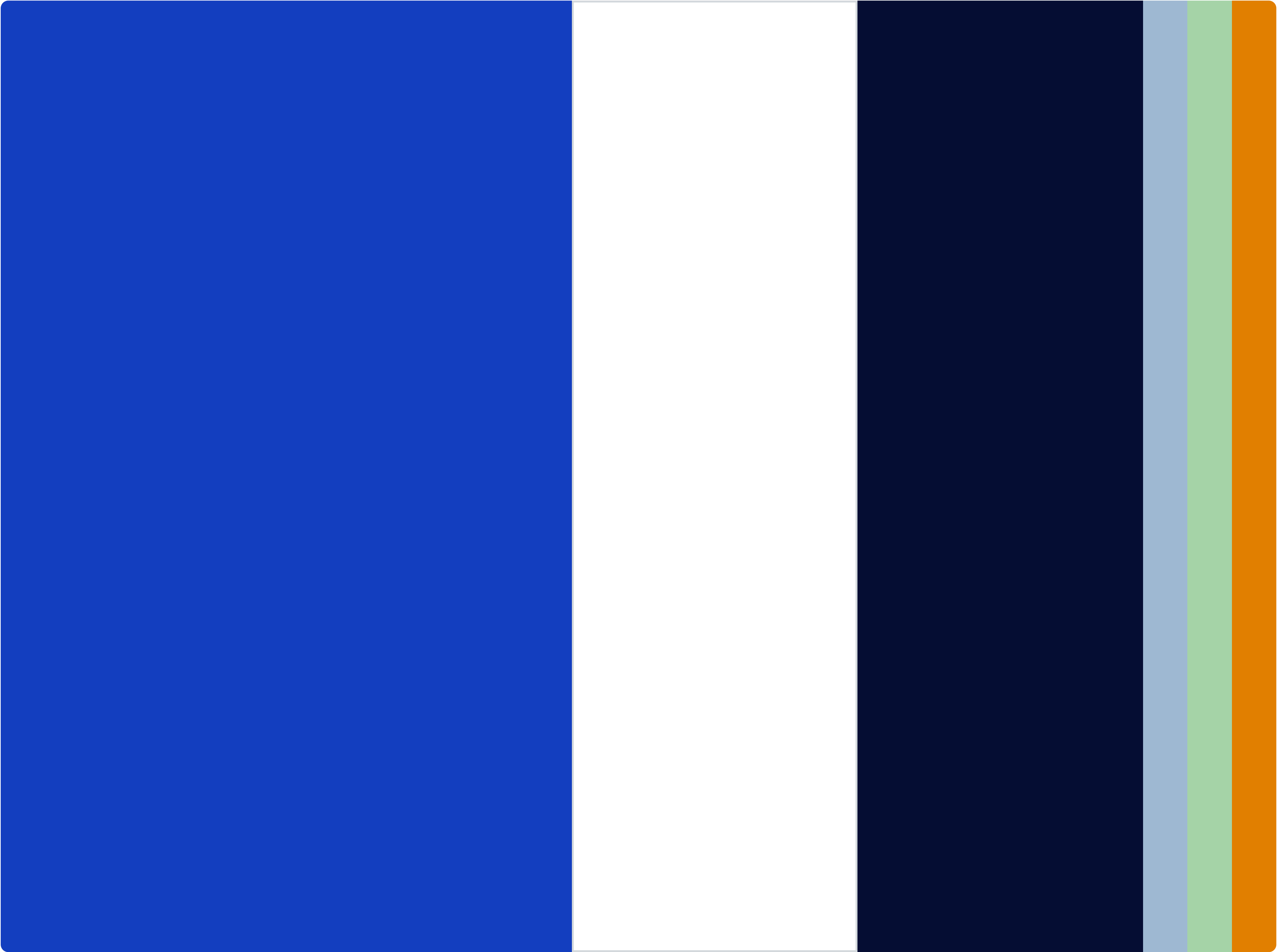
Gray 700
HEX: #485864

Gray 800
HEX: #37454F

Gray 900
HEX: #273138

Color Weight

Here is the color weight application for the Nectar brand. Nectar Blue is our brand color and should be used most often, along with White and Midnight. All other colors are to only be considered for secondary application usage.



4.0

Typography

4.1 Our Typeface

4.2 Typography Usage

Our Typeface

Here is the the typeface for the Nectar brand. Roobert is the only typeface used throughout the Nectar brand. The only weights that should be used are Regular, Medium, and Semibold. This selection provides enough options and contrast for all of our necessary applications.

Roobert is a mono-linear geometrical sans-serif font family designed by Displaay Type Foundry.

Learn more here:
<https://displaay.net/typeface/roobert-collection/roobert/>

Aa

Roobert
Roobert
Roobert

Welcome to your
best sleep yet.

Shop Mattresses

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 Nectar brand. Eyebrows should be set in Medium. Headlines should be set in Semibold. Body copy should be set in Regular. CTAs and callouts should be set in Semibold.

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

Example:

- Eyebrow – Roobert Medium – 24px
- Headline – Roobert Semibold – 100px
- Body Copy – Roobert Regular – 20px
- CTA – Roobert Semibold – 20px

Eyebrow

Headline

Body Copy

CTA

Learn more about our mattresses

Discover a sweeter sleep.

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 scelerisque eget.

Shop Mattresses

5.0

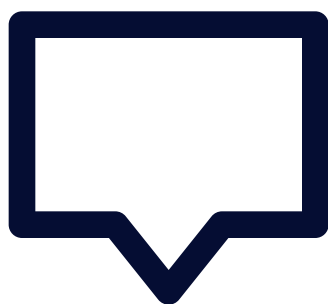
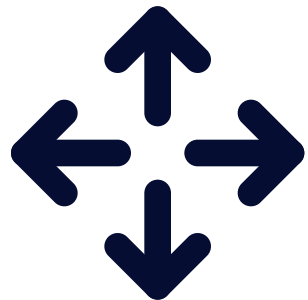
Iconography

- 5.1 Iconography Style
- 5.2 Iconography Grid
- 5.3 Icons in Use

Iconography Style

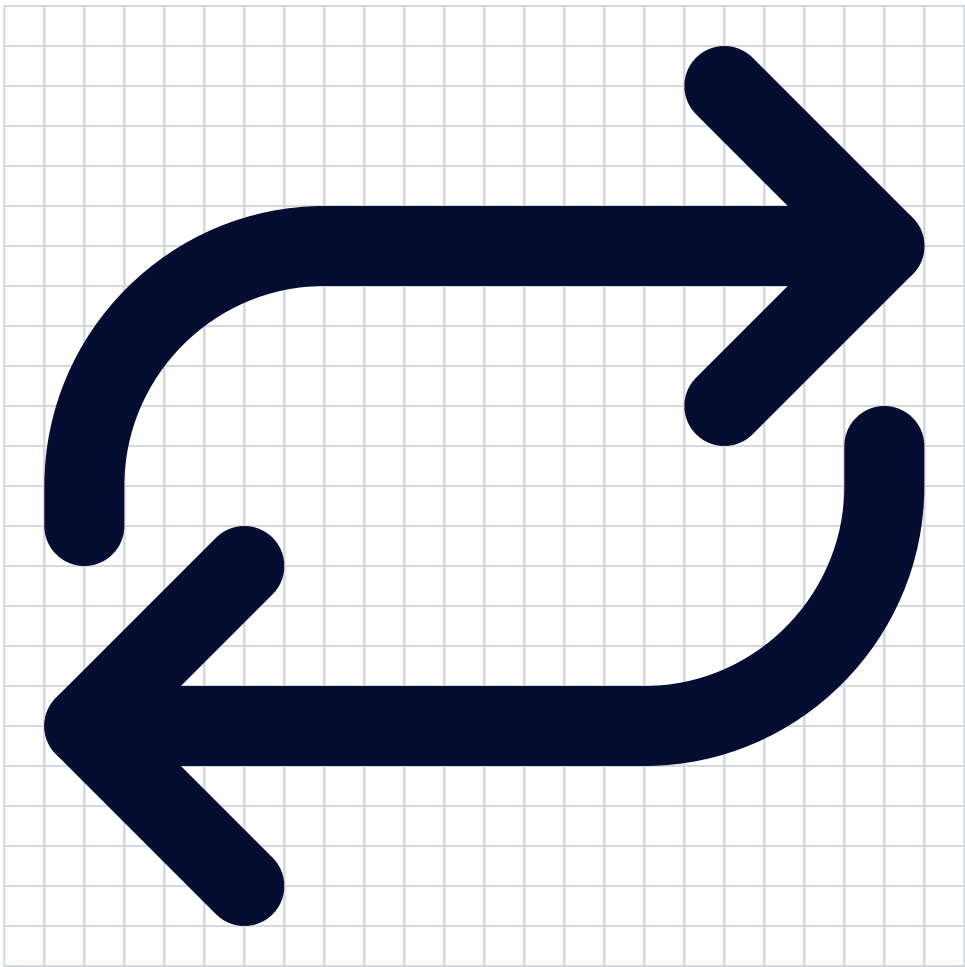
Nectar uses the Nucleo icon system for our icon library. Most icons should be available for use, but if new icons need to be created, use the following page as a guideline.

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



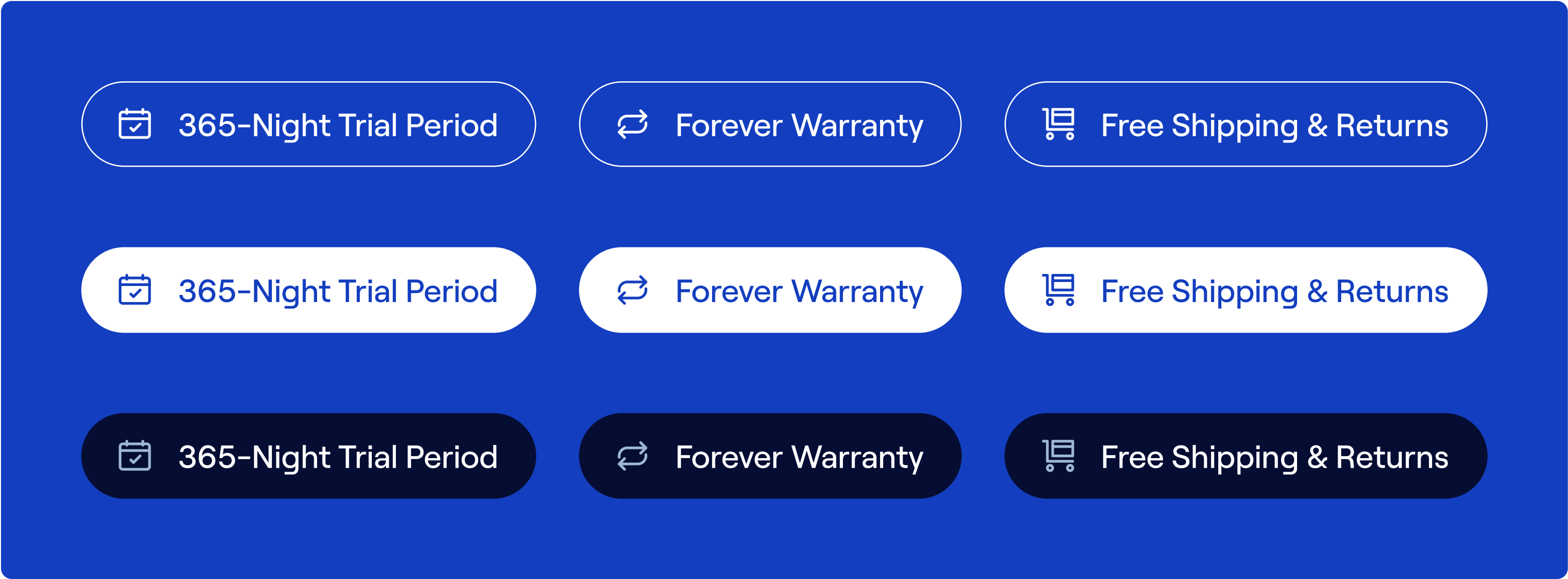
Iconography Grid

Here is the iconography grid for the Nectar brand. Icons should always be built on a 24x24px grid. At this grid size, icons should always be built with a 2px stroke weight, rounded corners, and rounded ends.



Icons in Use

Here is an example of our icon system in use. Designing at a 2px stroke width on a 24x24px grid ensures that our icons are legible at all sizes throughout our user experience.



6.0

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 Nectar brand. Images and videos should always feel like they are coming from a place of love and positivity. Nectar loves to be playful, and we encourage our models to bring that energy to all of our shoots. We’re all about real moments and real people.

What we love:

- Smiles, but not the fake kind
- Colorful accents
- Playtime
- Family interaction
- Making a mess
- Real moments
- Starter families
- Natural mid-morning light

What we don’t love:

- Moments that feel staged
- Homes that feel out of reach



Talent: Individuals

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

- 1. Ariel Toole - Select LA
- 2. Tristan Watson - Select LA
- 3. Dominique Reshae - Select LA
- 4. Cheera Choo - Select LA
- 5. Shane Cureton - Select LA
- 6. Serena Sky Nakamura - Select LA
- 7. Alejandro Rojas - Select LA
- 8. Madeline Ford - Select LA



Talent: Family & Kids

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

- 1. Douglas Family - Directions
- 2. Tuttle Family - Directions
- 3. Jarrett Family - Directions
- 4. DeVries Family - Directions
- 5. Burney Family - Directions
- 6. Allen Family - Directions
- 7. Miranda Family - Directions
- 8. Lowe Family - Directions



Locations

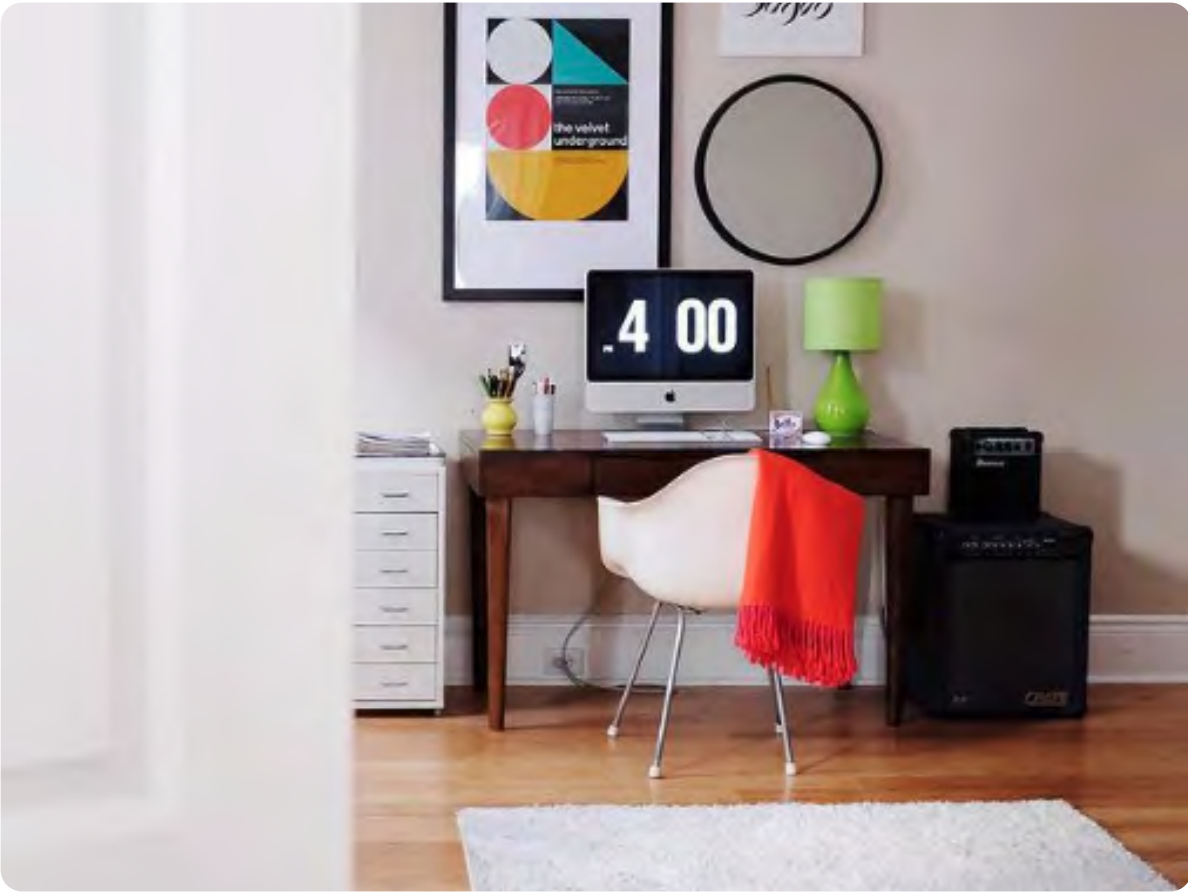
Our locations should always be consistent and well considered. The Nectar home is refined and young. We usually have white walls, sometimes gray, and let our colors shine in the props and accents of the home. Bright colored walls are discouraged, along with any homes that feel overly expensive.

What we love:

- Light wood floors
- White or gray walls
- Large bedrooms
- Plenty of room to shoot
- Modern but not overly high-end
- Attainable sophistication

What we don't love:

- Brightly painted walls
- Homes that feel very expensive
- Small bedrooms



Props

Props are an amazing way to add personality to a photo or video shoot. While we like clean and sophisticated locations for our shoots, we also love any opportunity to bring in pops of color where they make sense. Colorful props speak to the fun, approachable personality of the Nectar brand.



Wardrobe: Men & Boys

Our wardrobe selections should always be connected to the rest of the Nectar brand. We encourage colors and a relaxed fit. We like patterns, but graphic tees aren't really our thing. Outfits should always feel comfortable and never feel like someone is about to hit the town.

- 1. Target
- 2. Target
- 3. Bershka
- 4. Uniqlo
- 5. Madewell
- 6. H&M

What we love:

- Lived-in layering
- Cozy textures
- Loungewear
- Neutral tones with pops of color

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 Nectar brand. We encourage colors and a relaxed fit. We like patterns, but graphic tees aren't really our thing. Outfits should always feel comfortable and never feel like someone is about to hit the town.

- 1. Zara
- 2. Aerie
- 3. Aerie
- 4. Bershka
- 5. H&M
- 6. Aerie

What we love:

- Lived-in layering
- Cozy textures
- Loungewear
- Neutral tones with pops of color

What we don't love:

- Graphics
- Denim
- Super tight fits



Artwork

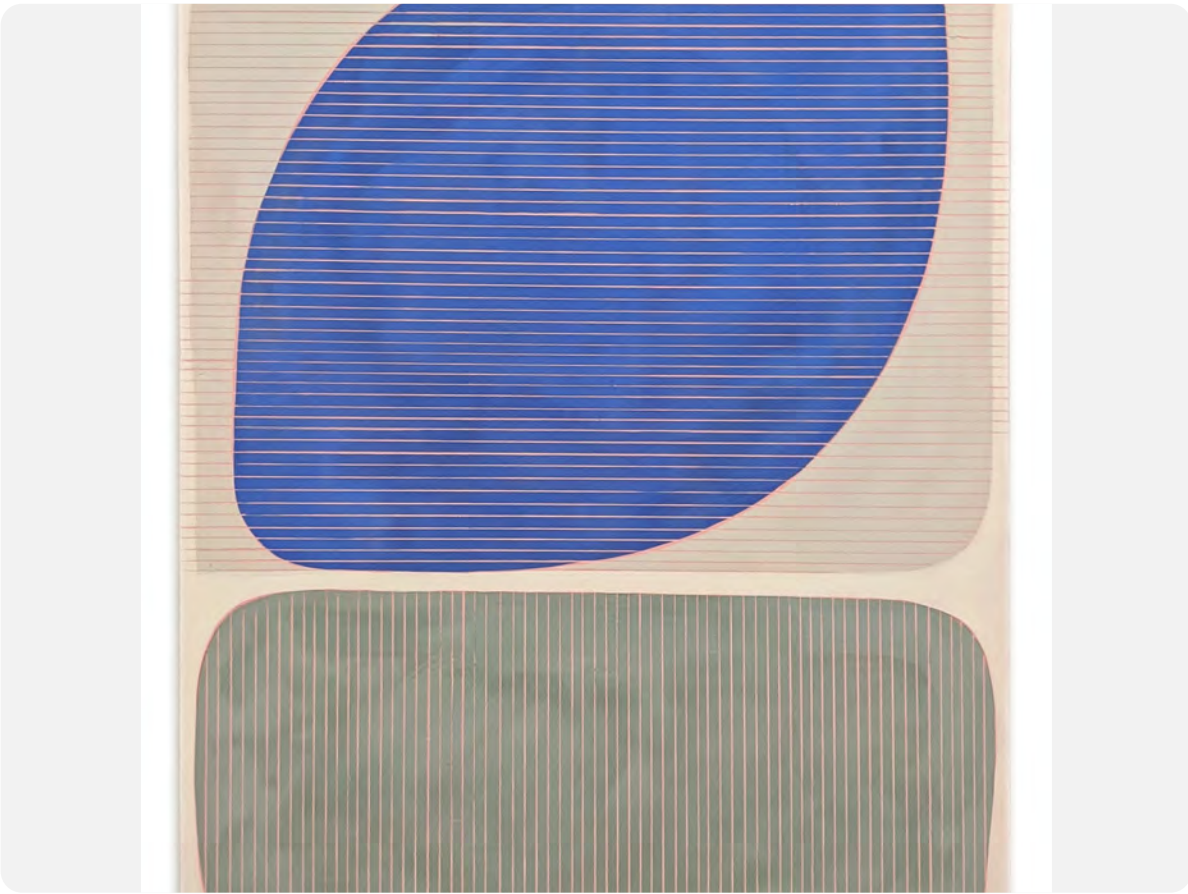
Artwork is another great way to inject color and personality into our shoots. However, the art should always be well-considered. At Nectar, we have specific taste. Things should feel premium, not fancy, fun, and not boring, bright, and not dull. Our artwork should feel on-trend and with the times, not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

What we love:

- Playful geometric shapes
- Pops of color
- Abstract art
- Modern trends
- Bold and bright
- Complementary color stories
- Colors that remind us of our palette

What we don’t love:

- Black and white
- Dull colors that don’t have a pop
- Portraits
- Old-style art



7.0

Brand in Use

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

\$499 Special Offer! \$100 Off + \$399 in accessories included!

Our biggest offer ever.

- ✓ Premium Pillows Included - Worth \$99
- ✓ Sheet Set Included - Worth \$99
- ✓ Premium Pillows Included - Worth \$150

Shop mattresses



Before bedtime, let us fill you in.

Let your bed rest before you do.

Once you remove the vacuum wrap, stand back! Let your Nectar do its thing. After 3-5 hours your mattress is snooze-ready, but will continue to expand over the next 48 hours.

Good things take time. 30 days to be exact.

It's common for your body to need time to adjust from an old, lumpy mattress to a Nectar. That's why we ask you to wait 30 days before making a decision on whether Nectar is right for you.

Smell something?

It's not you. It's us. Nectar's CentriPUR-US Certified mattresses are of exceptional quality, but when unboxed, might emit a residual scent from the vacuum-sealing process. Don't fret. The smell is harmless and will fade quickly.

Soft. Firm. Perfect.

95% of Nectar sleepers find our 6.5 firmness rating just right. But everyone's different. So ask yourself: Am I sleeping better? Do I feel more rested? If so, Nectar is working its magic. If not, contact us after 30 days and we'll match you with a sleep expert to make it right.

Frequently Asked Questions

Got more questions? Want all the details on how to perfectly care for and clean your Nectar?

Register your mattress at nectarsleep.com/activate



This is my first memory foam mattress. Why does it feel different?
Because it is different. A memory foam mattress can take some getting used to. But if you're sleeping well during the night, it's doing its job. We recommend giving it 30 days.

Should I flip or rotate the mattress?

For fun? Sure. But no need to flip. That said, we recommend rotating your Nectar once a year to keep it perfectly puffed for years to come.

Can I clean Nectar's cover?

Absolutely. You can spot clean Nectar's cover with a safe, mild detergent or hand soap.

Do I need to use a mattress protector, or is my Nectar cover enough?

A mattress protector is not required, but we do recommend using one to keep your Nectar stain and spill free.

Tonight's the night...

...you start having your best night's sleep.

Welcome to Nectar. Tonight's the night you start having your best night's sleep. We can't wait for you to experience our award-winning foam mattress.

During the first 30 nights, your new mattress may feel a little unfamiliar. Don't worry, it just takes some getting used to. Instead, ask yourself "how well am I sleeping?" We consider that to be the true indicator of the "perfect" mattress. So get ready...you're just hours away from joining 2 million happy Nectar sleepers. Thanks for joining us...and don't forget to set an alarm!

1



Unbox

Place your Nectar mattress where you want to sleep. Remember: lift with your knees, not your back.

2



Unwrap

Use the enclosed cutter to remove the final layer of plastic. Be careful not to cut the mattress! Stand back, and watch the mattress magically expand. Cue the "oohhs" and "aahhs."

3



Take a breather

Let your Nectar do its thing. After 3-5 hours your mattress is snooze-ready, but will continue to expand over the next 48 hours.

4



Reuse & Recycle

Use the plastic to line your garden beds. Protect the floors while getting in touch with your inner Warhol. Use the box to create an epic fort. The possibilities are endless.

5

Snooze On

Enjoy the best mouth-wide-open, turn-off-the-alarm sleep of your life on your new Nectar.

Activate Forever

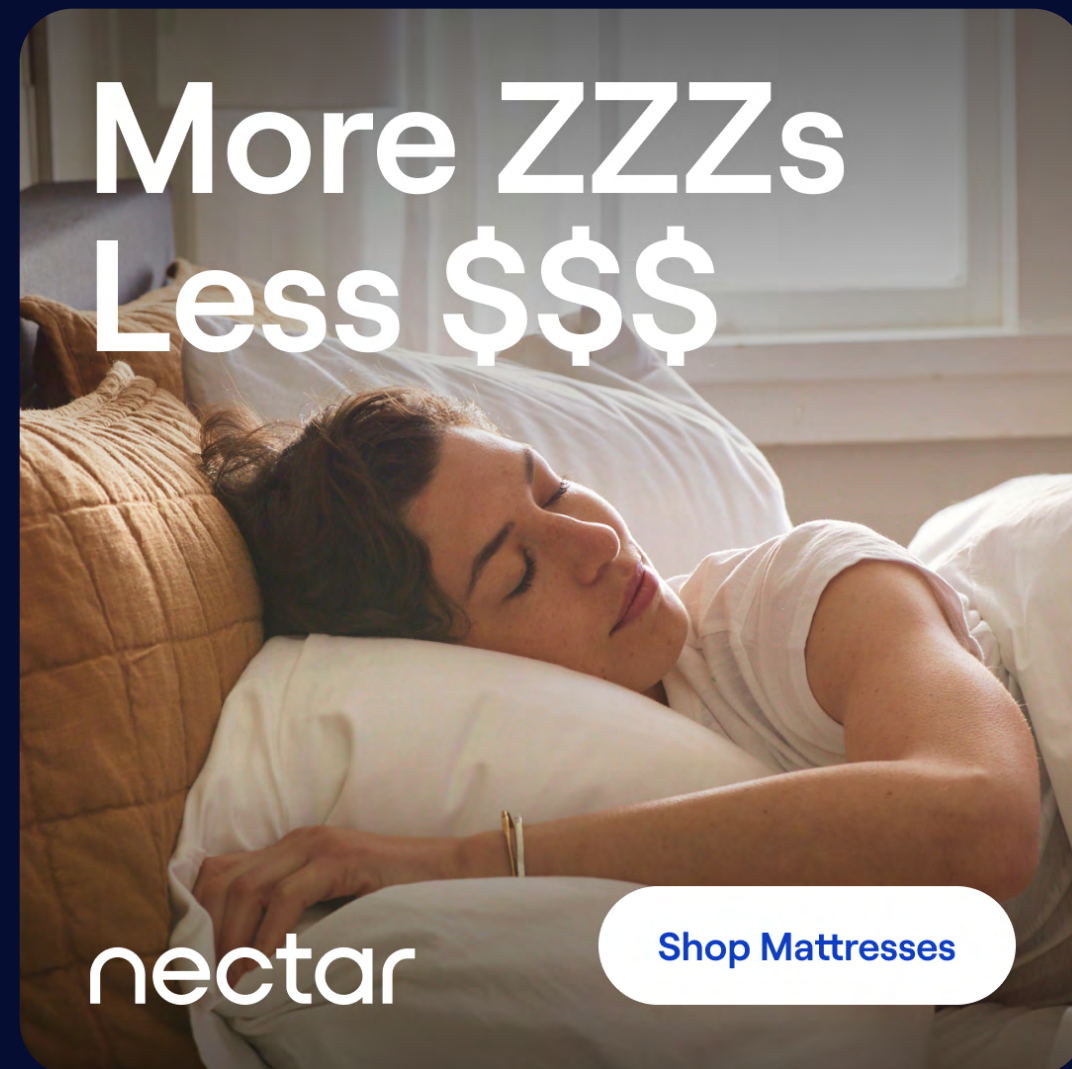
Bought it at nectarsleep.com

Sleep soundly. Visit your account for your offers, at nectarsleep.com

Bought one



More ZZZs
Less \$\$\$




nectar

Shop Mattresses

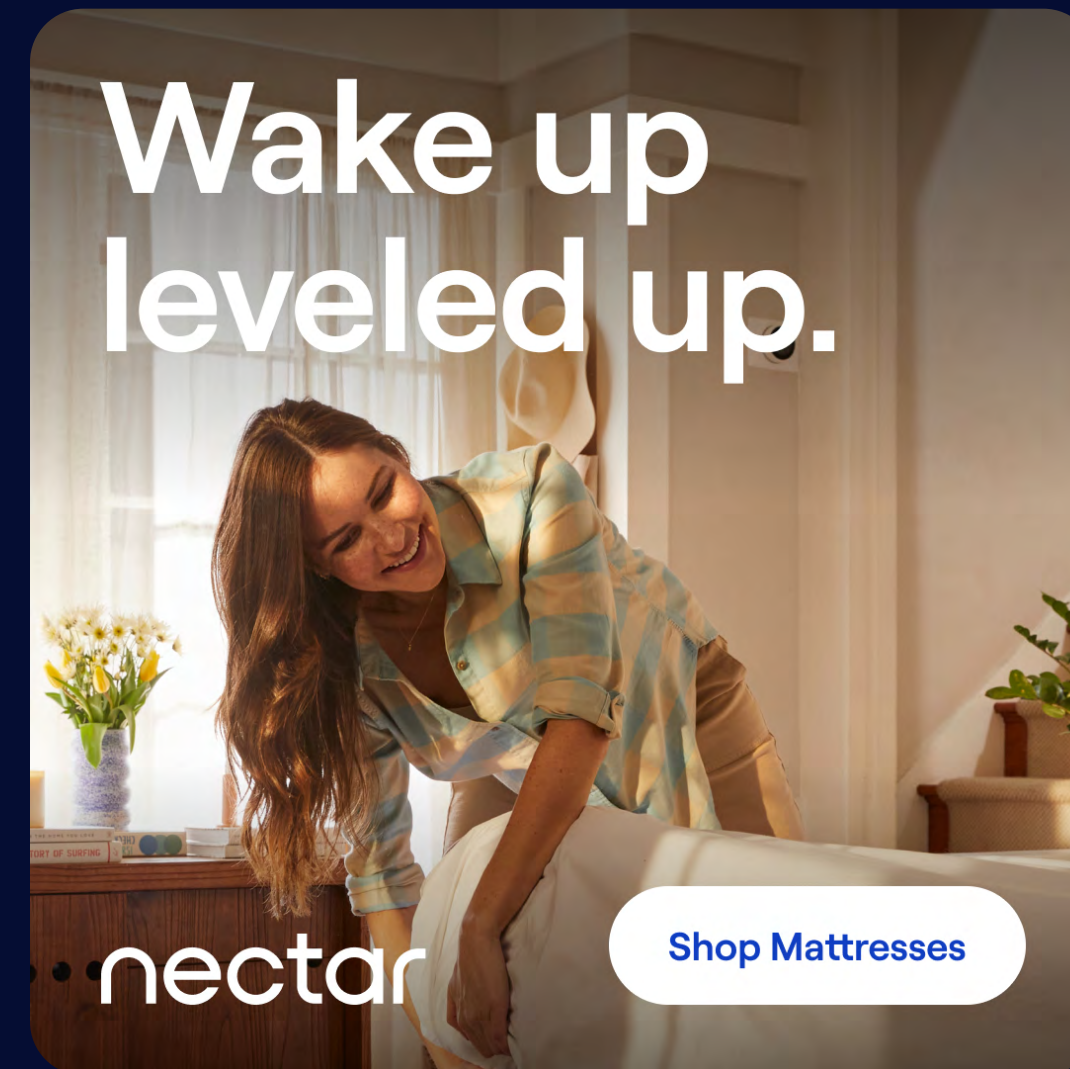
New snooze,
New you.

nectar

Shop Mattresses



Wake up
leveled up.




nectar

Shop Mattresses

Sweet ZZZs
guaranteed.

nectar


Shop Mattresses



Better
mattress.
Better
morning.

nectar

Shop Mattresses



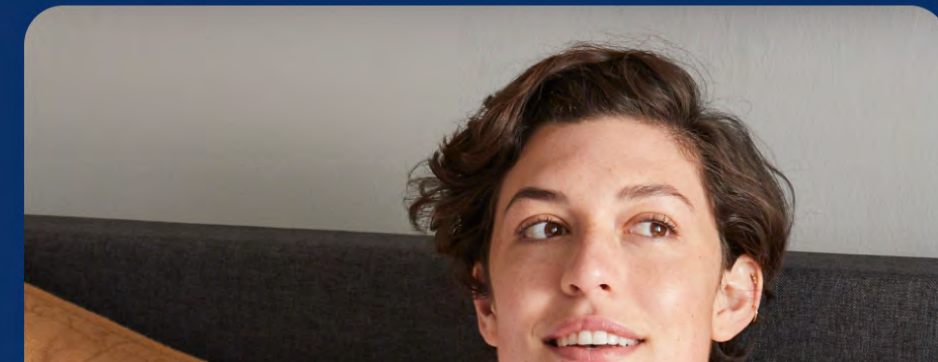
Wake up
leveled up.



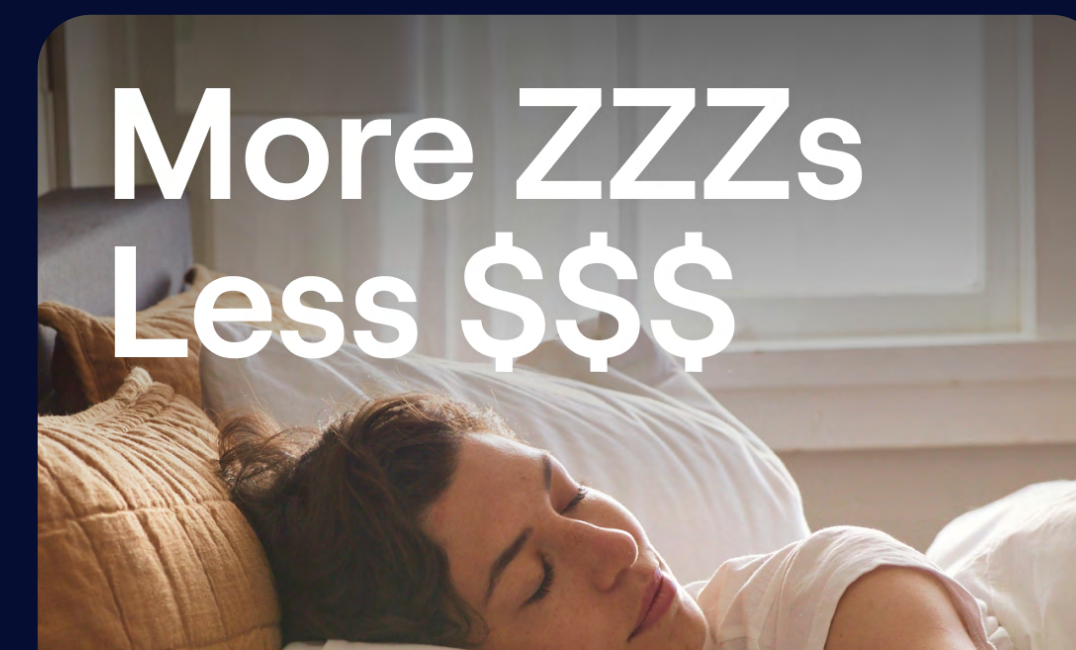
Welcome
to the
bright side.

nectar

Shop Mattresses



More ZZZs
Less \$\$\$



9:41



nectarsleep



130
Posts

82.5k
Followers

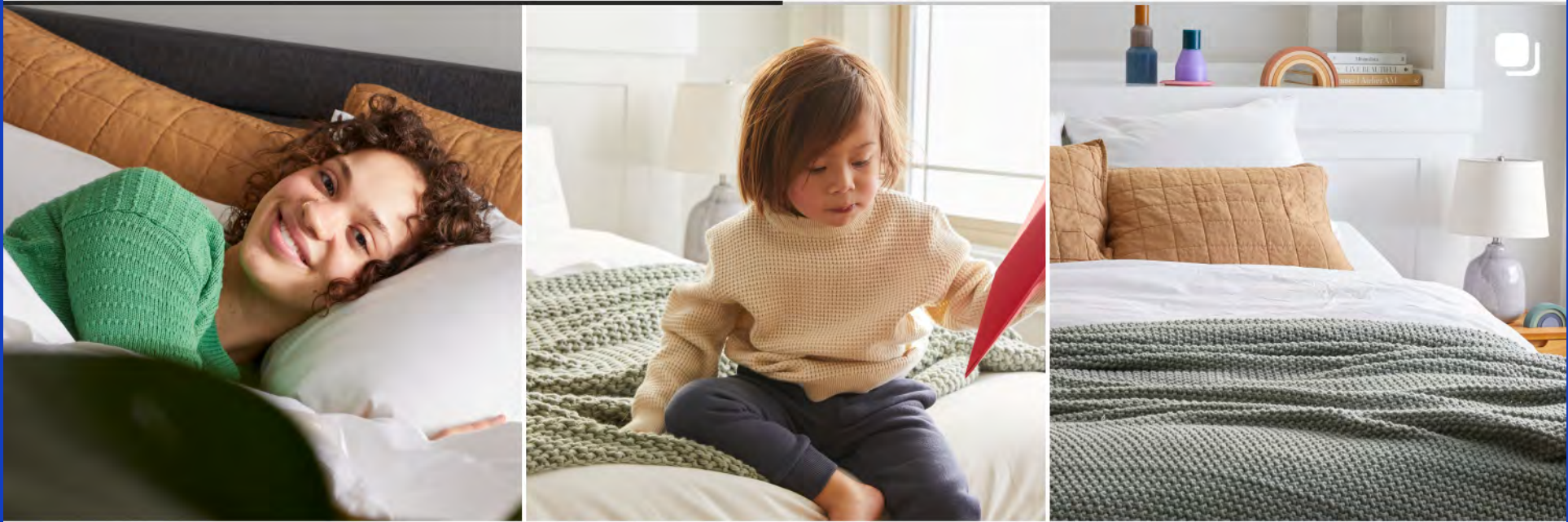
353
Following

Nectar

A better bed for a better price.
365 Night Trial. Forever Warranty. Free Shipping.
nectarsleep.com

Followed by **resident**

- Following ▾
- Message
- Email
- ▾





nectarsleep
Sponsored



Our biggest offer ever.

25% Off Mattresses



nectarsleep
Sponsored



25% Off Mattresses

New snooze. New you.



nectarsleep
Sponsored



Wake up leveled up.

25% Off Mattresses



nectar

New snooze. New you.

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

Shop Mattresses



Explore our foam mattresses



Nectar Classic

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

Shop Classic

Nectar Premier

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

Shop Premier



Nectar Copper

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

Shop Copper



nectar

Our biggest sale of the year

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

Shop Mattresses



FOR A LIMITED TIME

Complimentary Serenity Sleep Bundle



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

Shop Mattresses

nectar

More ZZZs Less \$\$\$

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

Shop Mattresses

Explore our foam mattresses

nectar

Complimentary Serenity Sleep Bundle

Sweet Dreams.

nectar

Shop Mattresses



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nectar

Download Nectar assets at www.brandfolder.com/resident/nectar