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# BRAND GUIDELINES

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# TEMPUR® BRAND

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# INTRODUCTION

TEMPUR® has been at the forefront of the bedding industry for over three decades. Our success is based on our unique TEMPUR® Material, ongoing product innovation, our dedicated people, and a brand identity we've made recognisable around the world.

Our branding material evolves and with our products for 2023 and beyond, we're introducing a vibrant new visual identity. The unique look and feel is designed to elevate our brand with a modern and confident style, while remaining true to our heritage and our Nordic aspirational origin.

We've created new brand assets from television commercials to digital first videos, from new layer diagrams to in store banners, from product sheets to a new Sleep experience center concept.

Contained within the following pages, you'll find descriptions and guidelines on how to work with and apply all the elements in our brand identity – both textual and visual – to ensure the brand is accurately and consistently reflected across all our markets.

This Brand Guidelines document embeds our most recent evolution. This includes:

- Our logo usage and icons
- The TEMPUR® tagline
- Bold graphical elements
- Consistent messaging
- Colour palette
- Visuals

By following the guidelines, we can ensure that TEMPUR® has a clear, cohesive and consistent brand identity that resonates with our customers around the world.



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## TRUE, RESTFUL SLEEP WITH TEMPUR®

Great sleep is vital to us all. It's important for our health, development and wellbeing. And we know too many people still don't get the sleep they need.

At TEMPUR®, our purpose has always been to improve the sleep of more people every night, all around the world. That's why, since inventing the world's first viscoelastic mattress and pillow more than 30 years ago, we've gone on to innovate and develop a full range of leading sleeping products. And with our unique healthcare and medical heritage, we truly understand the importance of a good mattress and pillow to deliver better sleep.

Now, with the all new TEMPUR Pro® range, we've taken our revolutionary sleep technology even further. Taking comfort and support to a whole new level to transform the sleep of people worldwide. So whether you toss and turn, or sleep with pain and discomfort, or sleep too hot, we have just the right solution for you. Because, when you spend one third of your life sleeping, you should settle for nothing but the best.



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## BRAND PURPOSE

“Improving the sleep of  
more people, every night,  
all around the world”



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## BRAND PILLARS

Outlined on the following pages are the important Brand Pillars that are distinctively TEMPUR®. These demonstrate our unique heritage, our dedication to quality and performance, and establish our premium positioning.



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## BORN FROM SPACE AND PERFECTED FOR SLEEP

**The only mattress and pillow brand  
recognised by NASA and certified by the  
Space Foundation**

At the heart of each mattress and pillow we create is our iconic TEMPUR® Material, born from NASA technology. In the late 1960s, NASA scientists invented a completely new material used onboard the Space Shuttles.

Our founders realised the material's unique potential. So they took that original NASA invention and spent years perfecting it into TEMPUR® Material and created the world's first viscoelastic mattress and pillow.

First proving its value in the healthcare sector, TEMPUR® is now found in bedrooms around the world, transforming the sleep of millions. It's why we're the only mattress and pillow brand recognised by NASA for improving the quality of life. An honour that sets us apart, keeps us humble and inspires us to continually innovate for sleep that's out of this world. And it all started with those original NASA scientists.



The Certified Space Technology™  
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## TEMPUR® MATERIAL IS LIKE NOTHING ELSE ON EARTH

The name TEMPUR® reflects our material's temperature-sensitive nature. It's both viscous and elastic. A unique combination achieved by billions of ultra-sensitive cells that adapt to your body's unique shape, weight and warmth.

With TEMPUR® Material, you experience a sensation completely unique to you. It precisely aligns and conforms to every inch of you, relieving pressure from sensitive areas, including your shoulders, back, hips and joints for pure comfort and support throughout the night. It even absorbs motion from you or your partner, so you're less likely to disturb one another.

How TEMPUR® Material works is complex, but what it does is simple, helping you get that true, restful sleep..



AUTHENTIC  
TEMPUR® MATERIAL



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## QUALITY IN EVERY DETAIL

All TEMPUR® Mattresses are designed and made in Denmark – a country with a long-respected tradition of blending form and function with exceptional quality.

From carefully selecting each component to delicately stitching every thread, we create the highest quality mattresses to help you get the best night's sleep. In fact, during the 60 hours it takes to create a TEMPUR® Mattress, our team performs up to 67 checks, ensuring every detail is perfect for your bedroom.

That's why every TEMPUR® Mattress comes with a 10-year manufacturer's guarantee, plus LGA and TÜV quality certifications to meet the highest standards of health, safety, environmental and technical excellence. Our new TEMPUR Pro® and TEMPUR Prima® ranges are also MADE IN GREEN by OEKO-TEX® labelled with sustainability credentials you can trust and peace of mind that lasts.

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DENMARK

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## NUMBER 1 IN CUSTOMER SATISFACTION



TEMPUR® has received multiple awards over the years. But for us, there's only one true measure of success – customer satisfaction. That's why we are proud that TEMPUR® is rated #1 in customer satisfaction.

TEMPUR® owners are on average more satisfied than owners of other mattress brands.\*

On our mission to improve the sleep of more people every night, all around the world, we're always intently listening to our customers' feedback, continuously refining our approach to provide the ultimate TEMPUR® experience.

As the world's largest bedding company, we take our commitment to our customers very seriously – a dedication that shows in the performance and quality of our products.

\* Based on consumer research across 2021 and 2022 with over 35,000 mattress owners in 19 countries, calculated by comparing the average top satisfaction scores of TEMPUR® mattress owners across all 19 countries with the closest competitor's average top scores in each country. Closest competitor means the nearest competitor based on the interview scores only.  
For more details please contact [rowlegal@tempursealy.com](mailto:rowlegal@tempursealy.com)



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## LABELLED MADE IN GREEN BY OEKO-TEX®

As a responsible and ethically conscious company, it's important to us that you know your TEMPUR® product is made safely and sustainably.

That's why we're proud our new TEMPUR Pro®, TEMPUR Prima®, TEMPUR One™ and TEMPUR® Comfort Pillow ranges are all MADE IN GREEN by OEKO-TEX® labelled. This ensures every labelled product is made with materials thoroughly tested to be free from harmful substances and produced in environmentally friendly facilities under socially responsible working conditions. We're also striving to reduce our energy footprint and our impact on landfill sites in innovative and impactful ways. So we can all sleep better at night, knowing we're doing our part to help leave a smaller footprint on our environment.



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GREEN



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## BRAND IDENTITY

Our identity shapes what we say, how we say it, and how people perceive us. That's why we've created a premium new look that feels more modern, elevates our brand attributes, and will convey our position as the global leader in premium bedding.

### TEMPUR® SOUNDS

### TEMPUR® LOOKS

Aspirational

Confident

Authentic

Dedicated

Reassuring

Innovative

Premium

Nordic

Sophisticated

Comfortable

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## NORDIC HERITAGE

Our top scientists and designers work at our production facilities in Aarup, near Odense – the birthplace of author Hans Christian Andersen. On this fairy tale island of Fyn, our TEMPUR® Material was perfected for sleep, our iconic mattress and pillow were born, and this is where they are still manufactured today.

Inspired by our strong Nordic heritage, everything we create is imbued with the Scandinavian spirit of innovation, efficiency and beauty.

We are aspirational with premium, open rooms and an inviting yet sophisticated style. We take inspiration from the vast nature of the Nordics and create crisp, comfortable design. This mindset helps us to create only the very best for true, restful sleep.



## NORDIC NATURE

Crisp • Unspoiled • Grand



## NORDIC WARMTH

Cosy • Relaxing • Soft



## NORDIC INTERIOR DESIGN

Natural • Minimal • Tactile

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# PRODUCT PORTFOLIO

To ensure consistency across all markets, here is an overview of our legally approved product and technology names.

These names must be written **precisely** as shown with trademarks and registrations in exact placements as displayed. There should be no space between ® and ™ markings and the product name. Additionally, capital letters are to be used when it's part of a title or on product branding.

For example, capitalised letters are for products, packaging or asset titles: TEMPUR PRO® or TEMPUR ONE™

Everywhere else: TEMPUR Pro® or TEMPUR One™

TEMPUR® must always be capitalised. This is because it is an acronym-abbreviation hybrid. Wherever possible, avoid using apostrophe. For example, we never write TEMPUR's. If unavoidable, write TEMPUR® Material's.

Naming conventions are subject to trademark/registration changes and might evolve in the future. (Current as of December 2022)

## MATTRESSES

- TEMPUR Pro®
- TEMPUR Pro® SmartCool™
- TEMPUR Pro® SoftQuilt
- TEMPUR Pro® CoolQuilt
- TEMPUR Pro Air™
- TEMPUR Prima®
- TEMPUR Prima® SmartCool™

## TECHNOLOGIES

- TEMPUR® Advanced Material
- TEMPUR Adapt® Material
- TEMPUR Air Material™
- TEMPUR PureClean™ Material
- TEMPUR DuraBase™ Technology
- TEMPUR ReNew® Material
- TEMPUR Precision MicroCoils®

## COVER TECHNOLOGIES

- TEMPUR QuickRefresh™
- TEMPUR® SoftQuilt Cover
- TEMPUR® CoolQuilt Cover
- TEMPUR Pro Air™ Cover
- TEMPUR SmartCool™ Technology

## BED SYSTEMS

- TEMPUR North™
- TEMPUR® Promise
- TEMPUR Experience™
- TEMPUR Arc™ Static
- TEMPUR Arc™ Storage
- TEMPUR Arc™ Adjustable
- TEMPUR Ergo® Smart Base

## TOPPERS

- TEMPUR Pro® Topper
- TEMPUR Prima® Topper
- TEMPUR Ease™ Topper
- TEMPUR One™ Topper

## PILLOWS

- TEMPUR® Down Luxe
- TEMPUR® Comfort
- TEMPUR Comfort SmartCool™
- TEMPUR® Comfort PureClean
- TEMPUR® Comfort Air
- TEMPUR Cloud™
- TEMPUR Cloud SmartCool™
- TEMPUR Ombracio™
- TEMPUR Symphony™
- TEMPUR Sonata™
- TEMPUR Millennium™
- TEMPUR Original™
- TEMPUR Prima®
- TEMPUR Prima® SmartCool™
- TEMPUR One Hug™
- TEMPUR Ease Hug™

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## MATERIAL USPs



### TEMPUR® ADVANCED MATERIAL

All-new TEMPUR® Advanced Material, our most advanced mattress material to date. It relieves 20% more pressure,\* adapts better than ever, and absorbs more motion.

Billions of ultra-sensitive cells respond to your exact shape, weight and warmth – conforming to every inch of you. So you'll experience comfort and support on a whole new level. For a true, restful sleep.

\*Based on internal tests comparing TEMPUR® Original with TEMPUR® Advanced Material, conducted by Dan-Foam ApS between February-July 2021.

### TEMPUR AIR MATERIAL™

The all-new TEMPUR Air Material™ takes cooling comfort to a whole new level. A true cooling revolution in bedding. With 10 times more airflow\* than ever before, our latest generation TEMPUR® Material continuously moves heat away from your body, leaving you feeling 2°C cooler\*\* throughout the night – all while relieving pressure, adapting to every inch of you and absorbing motion.

\*Based on comparing the average internal tests results for each of 3 types of TEMPUR® Original mattress feel and each of 3 types of TEMPUR Air Material™, conducted by Dan-Foam ApS between December 2020- September 2021.

\*\*Based on independent tests comparing TEMPUR®Cloud, Original, Firm and Hybrid with TEMPUR Pro Air™ conducted for Dan-Foam ApS between June -September 2021.

### TEMPUR ADAPT® MATERIAL

The original TEMPUR® Material that adapts, supports, and relieves pressure is now even more resilient and long lasting.

### BENEFITS OF TEMPUR® MATERIAL

1. Adapts to you - So you're always supported.
2. Relieves pressure - So you're always comfortable.
3. Absorbs motion - So you're less disturbed.

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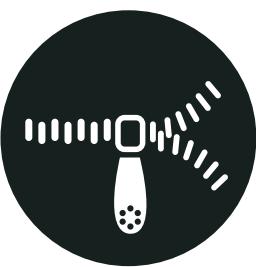


## COVER TECHNOLOGIES

We work with teams of qualified engineers, chemists, biologists, researchers and developers worldwide, each of whom share their unbridled passion for better sleep.

It's this kind of enthusiasm that led us to invent these incredible technologies to make this happen.

For design guidelines of product icons, see page 19.



### TEMPUR QUICKREFRESH™

Our innovative ultra-soft QuickRefresh™ Mattress Cover is easy to clean. Simply unzip, slip off and wash your QuickRefresh™ Cover in the washing machine. This will keep it feeling fresh and cool, night after night.



### TEMPUR SMARTCOOL™ TECHNOLOGY

Our innovative cooling mattress cover with SmartCool Technology™ is cool-to-the-touch and helps to absorb excess body heat and keep you feeling cool and fresh, while the QuickRefresh™ can be easily unzipped and washed.



### TEMPUR® SOFTQUILT COVER

Our most luxurious quilted QuickRefresh™ Mattress Cover. With extra quilted layers of TEMPUR® Material, SoftQuilt is pillow-soft, can be easily unzipped and washed and is oh-so comfortable.



### TEMPUR® COOLQUILT COVER

With extra layers of TEMPUR® Material quilted into this QuickRefresh™ Mattress Cover, CoolQuilt is cool-to-the-touch and luxuriously pillowy, while being easy to unzip and wash.



### TEMPUR PRO AIR™ COVER

The innovative TEMPUR Pro Air™ Cover provides the ultimate breathable and cooling feel thanks to its innovative 2-layer design combined with the SmartCool Technology™. The TEMPUR Pro Air™ Cover can be easily unzipped and washed to give you an extra cool, fresh and hygienic feeling.

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## PRODUCT ICONS

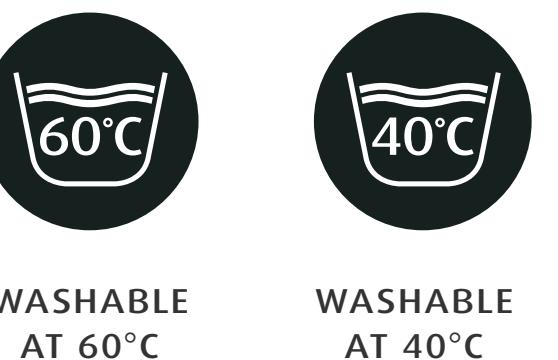
These are product icons that highlight specific features and characteristics about our products. They include our warranty offers, wash icons, feel and sleep position icons. They should not change across channels.

Markets may have local icons, for instance '100-night trial', and those designs should match these icons to the right.

### WARRANTY OFFERS



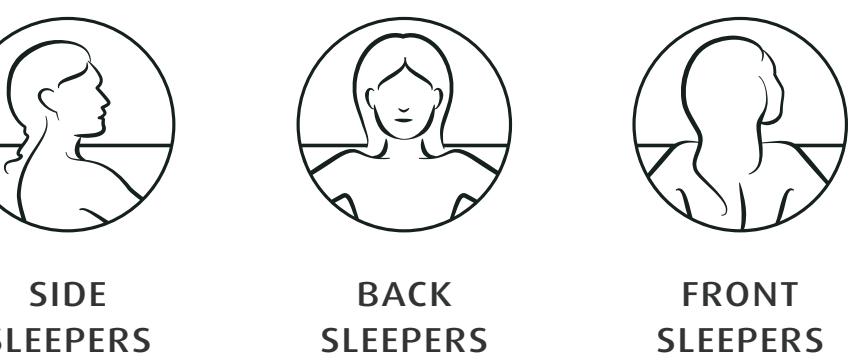
### WASH ICONS



### FEELS ICONS



### SLEEP POSITIONS



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## MATTRESSES

Our range of mattresses have been specifically curated with innovative technologies to meet the individual sleep needs of our customers. Some people sleep hot, so we developed an innovative cooling system. For that extra luxurious plush sensation, we have quilted covers. For every sleep needs people have, we offer a mattress to match.

### OUR FLAGSHIP RANGES ARE:

#### TEMPUR Pro® range

- TEMPUR Pro®
- TEMPUR Pro® SmartCool™
- TEMPUR Pro® SoftQuilt
- TEMPUR Pro® CoolQuilt

#### TEMPUR Pro Air™

#### TEMPUR Prima® range

- TEMPUR Prima®
- TEMPUR Prima® SmartCool™



#### TEMPUR Pro®

Our most adaptive mattress ever



#### TEMPUR Pro Air™

Our coolest, most breathable mattress ever



#### TEMPUR Prima®

Our perfectly adaptive mattress

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# PILLOWS

All our pillows have TEMPUR® Material at their core, to provide pressure-relieving comfort and support for your head, neck and shoulders, however you sleep.

Our pillows offer the perfect blend of innovation, quality and durability expected from the world's biggest bedding company.

## OUR PILLOW RANGES ARE:

### TEMPUR® Ergonomic range

- TEMPUR Original™
- TEMPUR Ombracio™
- TEMPUR Symphony™
- TEMPUR Sonata™
- TEMPUR Millennium™

### TEMPUR® Down Luxe

### TEMPUR® Comfort range

- TEMPUR® Comfort
- TEMPUR Comfort SmartCool™
- TEMPUR® Comfort Pureclean
- TEMPUR® Comfort Air

### TEMPUR Prima® range

- TEMPUR Prima®
- TEMPUR Prima® SmartCool™

#### **TEMPUR® Ergonomic**

Uniquely-shaped pillows for tailored pressure relieving comfort and support



#### **TEMPUR® Down**

Distinctive pillow-in-pillow design for a true luxurious experience



#### **TEMPUR® Comfort**

Traditionally-shaped pillows for ultimate comfort and support



#### **TEMPUR Prima®**

Made from TEMPUR Renew® Material for exceptional comfort and support



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## BED SYSTEMS

The ultimate TEMPUR® sleep experience. From a range of customisable beds and frames that have been carefully designed to complement and optimise the performance of any TEMPUR® mattress, to complete Bed Systems that combine the bed and mattress into one system.

### OUR BED RANGES ARE:

#### TEMPUR North™ Bed System

- TEMPUR North™ Adjustable
- TEMPUR North™ Continental
- TEMPUR North™ Box

#### TEMPUR Arc™ Bed Range

- TEMPUR Ergo® Smart Base
- TEMPUR Arc™ Adjustable
- TEMPUR Arc™ Storage
- TEMPUR Arc™ Static

#### TEMPUR® Promise Bed System

- TEMPUR® Promise Adjustable
- TEMPUR® Promise Continental
- TEMPUR® Promise Box

#### TEMPUR Experience™ Bed System

- TEMPUR Experience™ Adjustable
- TEMPUR Experience™ Box

#### TEMPUR North™

An icon of Nordic bedding.  
Where ultimate comfort meets considered Nordic craftsmanship



#### TEMPUR Arc™

A customisable bed designed to optimise the performance of our mattresses



#### TEMPUR® Promise

Contemporary design meets exceptional comfort and support



#### TEMPUR Experience™

Our more responsibly produced bed made for great comfort and support



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## LOGO

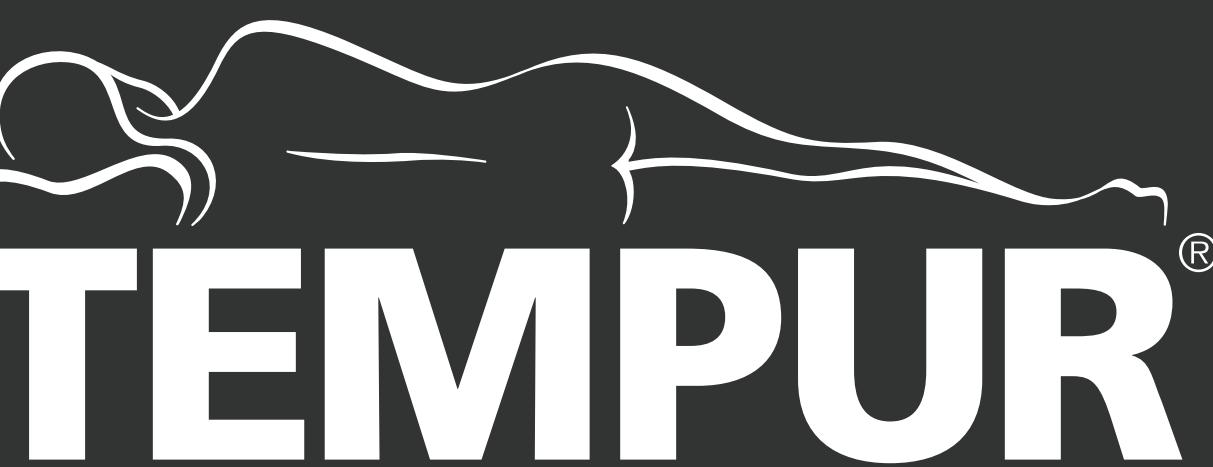
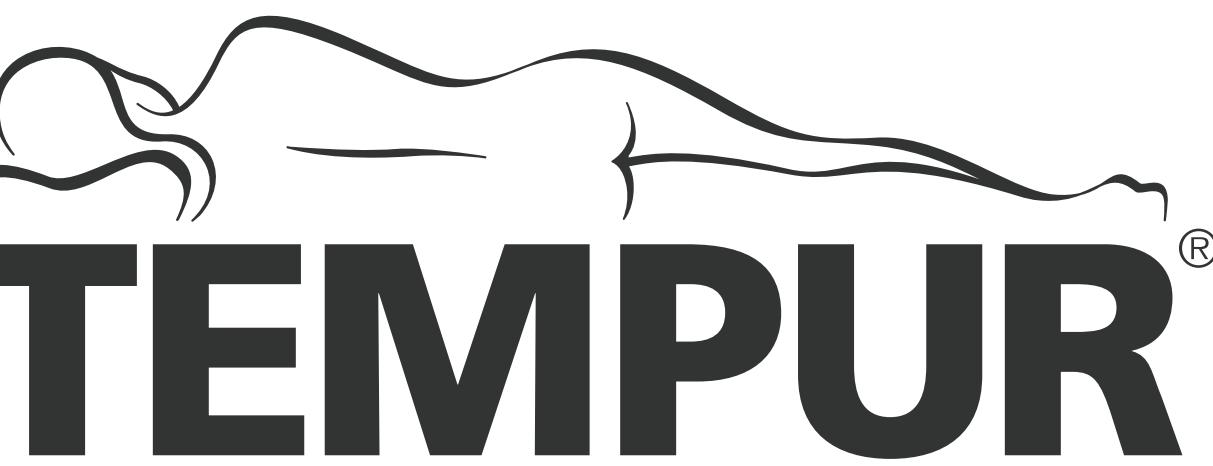
The TEMPUR® logo is our most recognisable brand asset. As the strongest element in our visual identity, the logo must always be clear and legible.

### PRIMARY LOGO

The primary logo is always the primary Jet Black colour, Pantone 419 C (CMYK: 50/30/40/90) or white if used on a dark background.

### NEGATIVE / WHITE LOGO

The negative or otherwise known as white logo is used on dark backgrounds.



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## LOGO USAGE GUIDES

### TEMPUR® IN TEXT

TEMPUR® should always be written in **all caps**, precisely as shown, followed by the registration mark.

### CLEARSPACE

The margin around the logo is the height of the T.

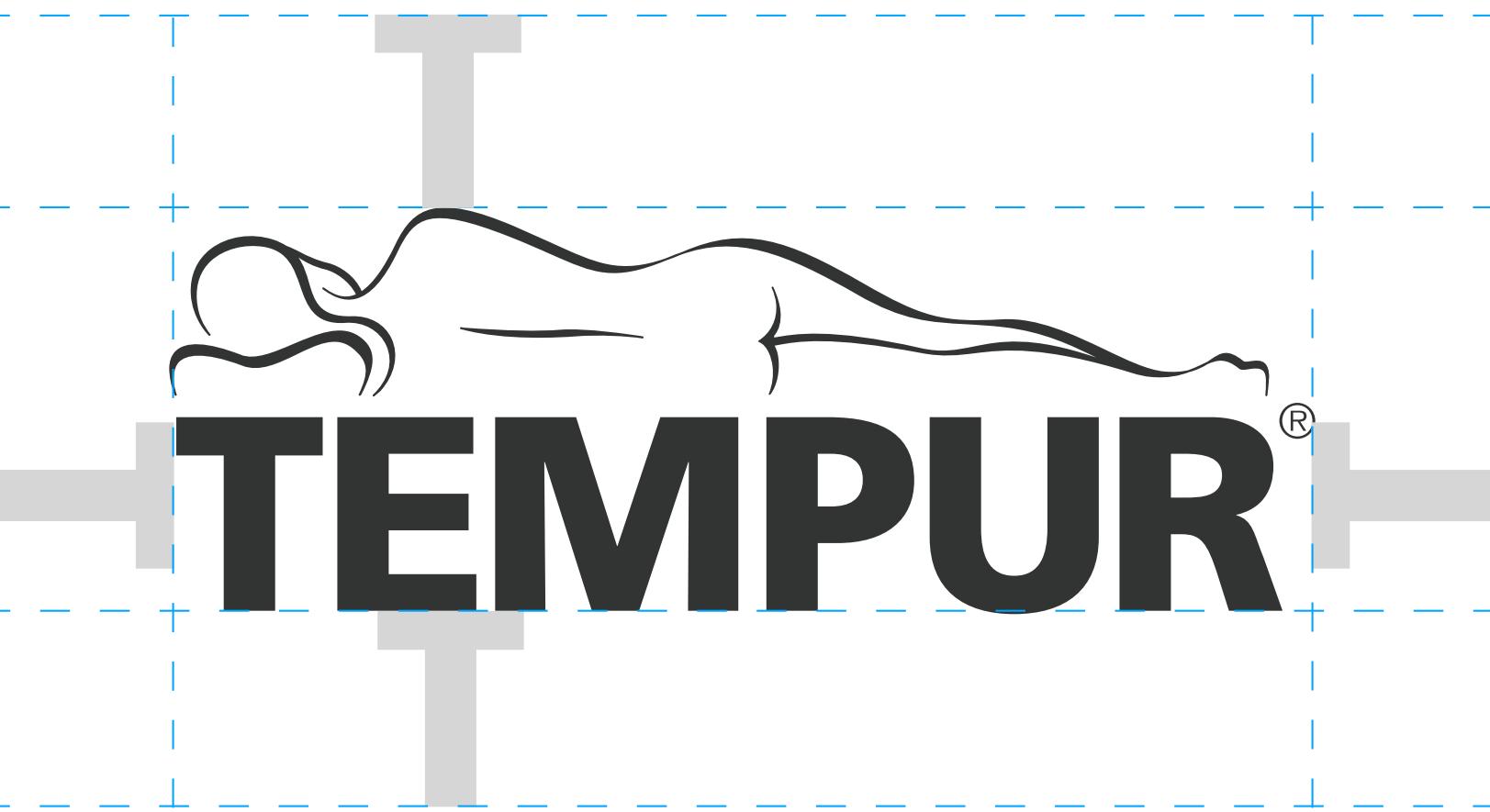
### MINIMUM SIZE

To ensure the logo is always legible, it must be no less than 18mm wide.

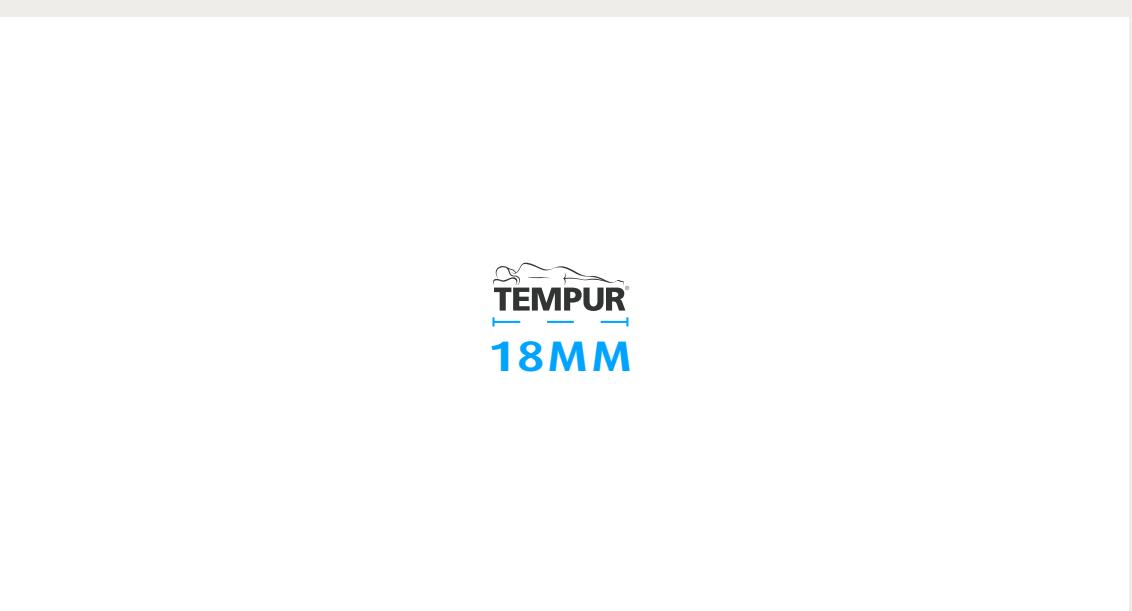
### IMAGE BACKGROUNDS

The logo can be used only in the main primary colours and should be placed in layouts where a high contrast is possible. It should never be obscured by the background image.

**NOTE:** Refer to the Product Portfolio for exact naming conventions when product names are included on page 16.



### CLEARSPACE



### MINIMUM SIZE



### IMAGE BACKGROUNDS

TEMPUR® BRAND

TEMPUR® PRODUCTS

CORE BRAND ELEMENTS

• **LOGO**

**BRAND TAGLINE**

**BRAND ICONS**

**BRAND FONT**

**COLOURS**

**TONE OF VOICE**

**THE BLACK BAND**

CORE BRAND CREDENTIALS

CORE BRAND CODES & VISUALS

THE FUTURE OF SLEEP IS HERE  
CAMPAIGN

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# LOGO USAGE GUIDES

## DO'S AND DON'TS

To ensure that the TEMPUR® logo is distinct and legible, please keep the following do's and don'ts in mind.

## BEST PRACTICES ✓

For maximum impact and visibility, position the logo with as much room around it as possible.

In most cases the logo should appear as a signature by utilizing the space surrounding more than its physical size. This will give it the appropriate amount of weight and prominence in the overall composition.

## THINGS TO AVOID ✗

The TEMPUR® logo must not be recreated or edited in any way. Always use the supplied artwork files to ensure consistency across all communications.

The logo can be used in one of the **primary** colours only. It should be placed in layouts where a high contrast is possible. And it should never be obscured by the background image.

**DO:** Give the logo breathing space and prominent visibility

**DO:** TEMPUR Cloud SmartCool™

**DON'T:** Do any of the following with the TEMPUR® logo

Don't outline the logo

Don't disproportionately stretch or otherwise warp the logo

Don't separate the components of the logo

Don't apply any effects to the logo

Don't apply any colour other than the primaries to the logo

Don't place the logo over faces or use on low contrast images

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## BRAND TAGLINE A MATTRESS LIKE NO OTHER

The TEMPUR® tagline, **A MATTRESS LIKE NO OTHER**, is used under the logo when the same wording does not appear in the headline or subheading.

The tagline can be adapted to:

### **A PILLOW LIKE NO OTHER**

when the pillow is the subject of the promotion

### **A BED LIKE NO OTHER**

when the subject of the promotion is the bed frame, bed base or the entire bed system

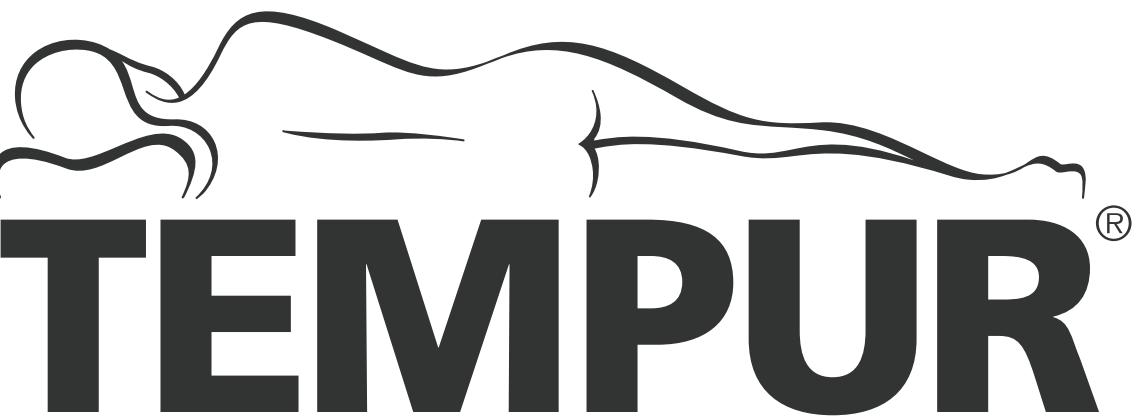
### **A FEELING LIKE NO OTHER**

when the subject of the promotion is the Material

### **A FUTON LIKE NO OTHER**

when the subject of the promotion is a specific product in certain regions

It is important to note that **no other taglines** other than those listed above can be used.



## A mattress like no other



**TEMPUR®**  
A pillow like no other



**TEMPUR®**  
A bed like no other



**TEMPUR®**  
A feeling like no other



**TEMPUR®**  
A futon like no other

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## BRAND TAGLINE A MATTRESS LIKE NO OTHER USAGE GUIDES

When used with the TEMPUR logo, the distance between the logo and the tagline is the height of T. Always align the tagline with the bottom of the T.

The font is **Dax Pro Wide Medium**. The tagline is the same colour as the logo, and the minimum font size is 6pt.

### CLEARSPACE

When the tagline **A MATTRESS LIKE NO OTHER** is used with the TEMPUR® logo, the distance between the logo and the tagline is the height of T. Always align the tagline with the bottom of the T.

### FONT AND COLOUR

The font is Dax Pro Wide Medium. The company tagline is the same colour as the logo, and the minimum font size is 6pt.

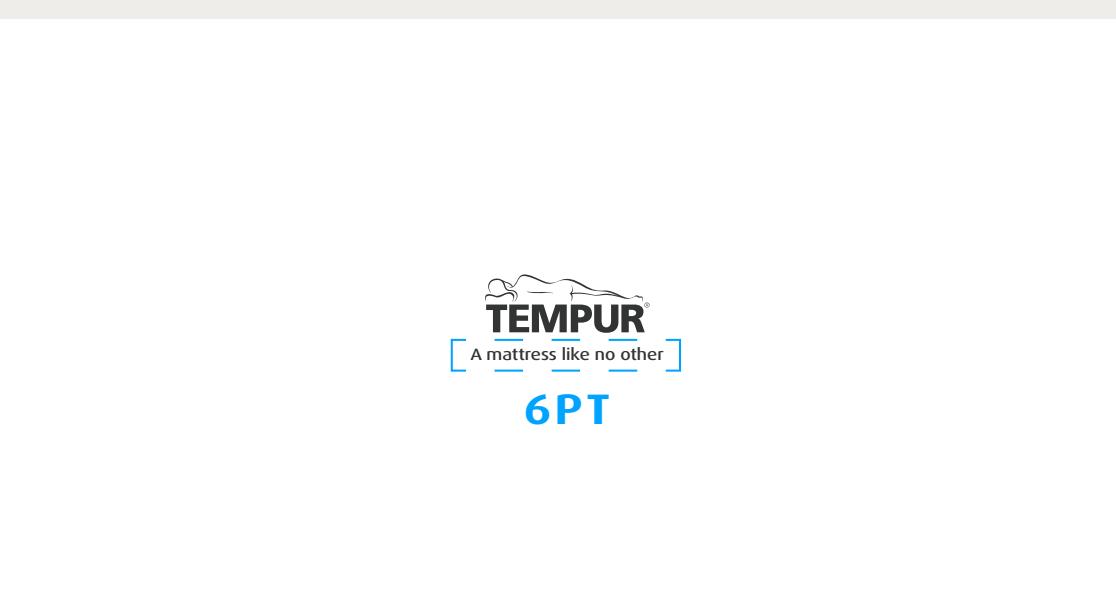
### TAGLINE IN TEXT

When written in text, the tagline should be written in sentence case: A mattress like no other.

**NOTE:** the tagline must not be longer than the logo + 2T on either side. The tagline must ALWAYS be written in English.



**CLEARSPACE FOR LOGO AND TAGLINE**



**MINIMUM FONT SIZE FOR TAGLINE**



**IMAGE WITH LOGO AND TAGLINE**

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## BRAND ICONS

There are several icons that represent our reasons to believe.

### OUR BRAND CREDENTIAL ICONS ARE:

TEMPUR® Material  
Space Foundation  
Made in Denmark  
Sustainability  
Customer Satisfaction

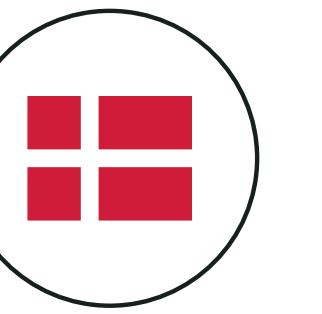
Guidance on communicating TEMPUR®'s brand credentials can be found on pages 39-50.

The Space Foundation logo has specific guidance on page 42.

Always show these three main credentials in the following order from left to right, as shown:

1. Made in Denmark
2. Space Foundation
3. TEMPUR® Material

## CREDENTIALS



MADE IN  
DENMARK



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MADE IN  
GREEN



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## BRAND FONT

### PRIMARY

Typography plays a central role in TEMPUR® brand visuals. The primary typeface used across TEMPUR® visual communications is **FF Dax Wide Pro**.

The typeface includes characters for Latin-based, Cyrillic and Greek writing systems.

Each country must purchase their own licence to download and use the font.

### DAX PRO WIDE

When used on a dark background, the font must be minimum 7pt

#### DAX PRO WIDE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abçdefthijklmnopqrstuvwxyzæøå  
0123456789 (+=?“€&/#@)

#### DAX PRO WIDE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abçdefthijklmnopqrstuvwxyzæøå  
0123456789 (+=?“€&/#@)

#### DAX PRO WIDE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abçdefthijklmnopqrstuvwxyzæøå  
0123456789 (+=?“€&/#@)

#### DAX PRO WIDE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abçdefthijklmnopqrstuvwxyzæøå  
0123456789 (+=?“€&/#@)

**NOTE:** the font is available from [typekit.com:](https://typekit.com/)  
[typekit.com/fonts/ff-dax](https://typekit.com/fonts/ff-dax)

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## BRAND FONT

### SECONDARY

For communications materials where Dax Wide Pro is not an option, **Verdana** can be used as a secondary font.

The font is pre-installed in Windows and Mac OS software, so it is accessible to all.

The font is ideal for PowerPoint presentations and other on-screen longform copy due to its legibility at smaller sizes.

### VERDANA

When used on a dark background, the font must be minimum 7pt

#### VERDANA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 (+=!?"€&/#@)

#### VERDANA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z æ ø å  
a b c d e f h i j k l m n o p q r s t u v w x y z æ ø å  
0 1 2 3 4 5 6 7 8 9 (+=!?"€&/#@)

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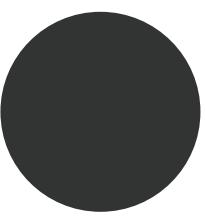
IMAGERY



# COLOURS

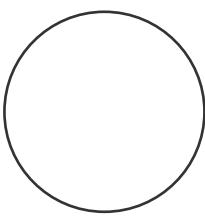
The TEMPUR® colour palette is a core element of the brand's visual identity. Each colour accentuates the vibrant, premium and aspirational image of the brand and helps strengthen brand recognition.

## PRIMARY



### JET BLACK

CMYK: 50 30 40 90  
RGB: 50 51 51  
HEX: #323333  
PMS: 419 C



### WHITE

CMYK: 0 0 0 0  
RGB: 255 255 2555  
HEX: #FFFFFF  
PMS: N/A

## SECONDARY



### DARK GREY

CMYK: 40 30 20 68  
RGB: 83 86 90  
HEX: #53565A  
PMS: Cool Gray 11 C



### DARK SAND

CMYK: 17 24 25 49  
RGB: 140 130 121  
HEX: #8C8279  
PMS: Warm Gray 8 C



### SAND

CMYK: 11 13 16 32  
RGB: 172 163 154  
HEX: #ACA39A  
PMS: Warm Gray 5 C



### LIGHT SAND

CMYK: 3 3 6 7  
RGB: 215 210 203  
HEX: #D7D2CB  
PMS: Warm Gray 1 C

## TERTIARY / CURVE COLOUR



### ADAPTIVE ORANGE

CMYK: 0 75 95 0  
RGB: 233 90 26  
HEX: #E95A1A  
PMS: 166 C



### COOLING BLUE

CMYK: 82 29 30 9  
RGB: 0 131 155  
HEX: #00839B  
PMS: 7712 C



### SUSTAINABILITY GREEN

CMYK: 89 32 82 23  
RGB: 0 107 69  
HEX: #006B45  
PMS: 7728 C



### SPRING TECHNOLOGY YELLOW

CMYK: 0 35 100 0  
RGB: 249 176 0  
HEX: #F9B000  
PMS: 7549 C



### GRADIENT

START CMYK: 0 0 0 20  
END CMYK: 0 0 0 60

## DIGITAL USE AND CLEARANCE



### WEBSITE PROMO RED

RGB: 219 0 50  
HEX: #DB0032

## PURE BLACK



### PURE BLACK\*

CMYK: 90 80 60 100  
RGB: 0 0 0  
HEX: #000000  
PMS: Black 6 C

**NOTE:** Pure Black is only for the darkest part of the black band while Jet Black is used for the logo and all text.

\* our Pure Black colour is only used for the darkest part of the black band.

See pages 35–38 for guidance on the black band.

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## TONE OF VOICE

We can adapt our tone to suit our audience, and the channel of communication, but we have one voice.

There are four key elements that make up our tone of voice at TEMPUR®:

### **POSITIVE**

We use clear, simple messaging that focuses on the benefit or action.

**"My TEMPUR® moment – waking up refreshed and ready for each new day"**

### **CONFIDENT**

We tell our story with honesty and authority to convey the pride we have in our products and service.

**"TEMPUR® is a mattress like no other"**

### **CLEAR**

We explain the benefits in warm, easy-to-understand language to guide and inform.

**"Engineered by TEMPUR® for personalised comfort"**

### **REASSURING**

We use gentle, calming language to put people at ease, and to portray the feeling of a great night's sleep.

**"Experience true, restful sleep with the new TEMPUR Pro®."**

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# TONE OF VOICE USAGE GUIDE

## THINGS TO AVOID

When creating content for TEMPUR®, please avoid:

### CLICHÉS

You won't owe a cent for five years when you order immediately!

### AGGRESSIVE TONE

Act now! But wait, there's much, much more! I know you want a TEMPUR® and I'll tell you why!

### NEGATIVELY FOCUSED CONTENT

Buy this bed if you suffer from back pain, insomnia or anxiety.

### COLLOQUIAL LANGUAGE

Hey bro! Let's get you a cool new bed.

### OVERCOMPLICATED SENTENCES

You can try a TEMPUR® bed in your room for free because we'll waive the shipping costs, and you'll sleep soundly knowing that you have a full 12 months of zero-interest financing.

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# THE BLACK BAND

The black band is a semi-transparent banner used on all key visuals for product communications. It draws the attention of the viewer towards key messaging and USPs with its premium appearance.

To the right you will see a step-by-step guide on how to build the black band.

The lightest part of the gradient feather ends in the tapered curve at the bottom.

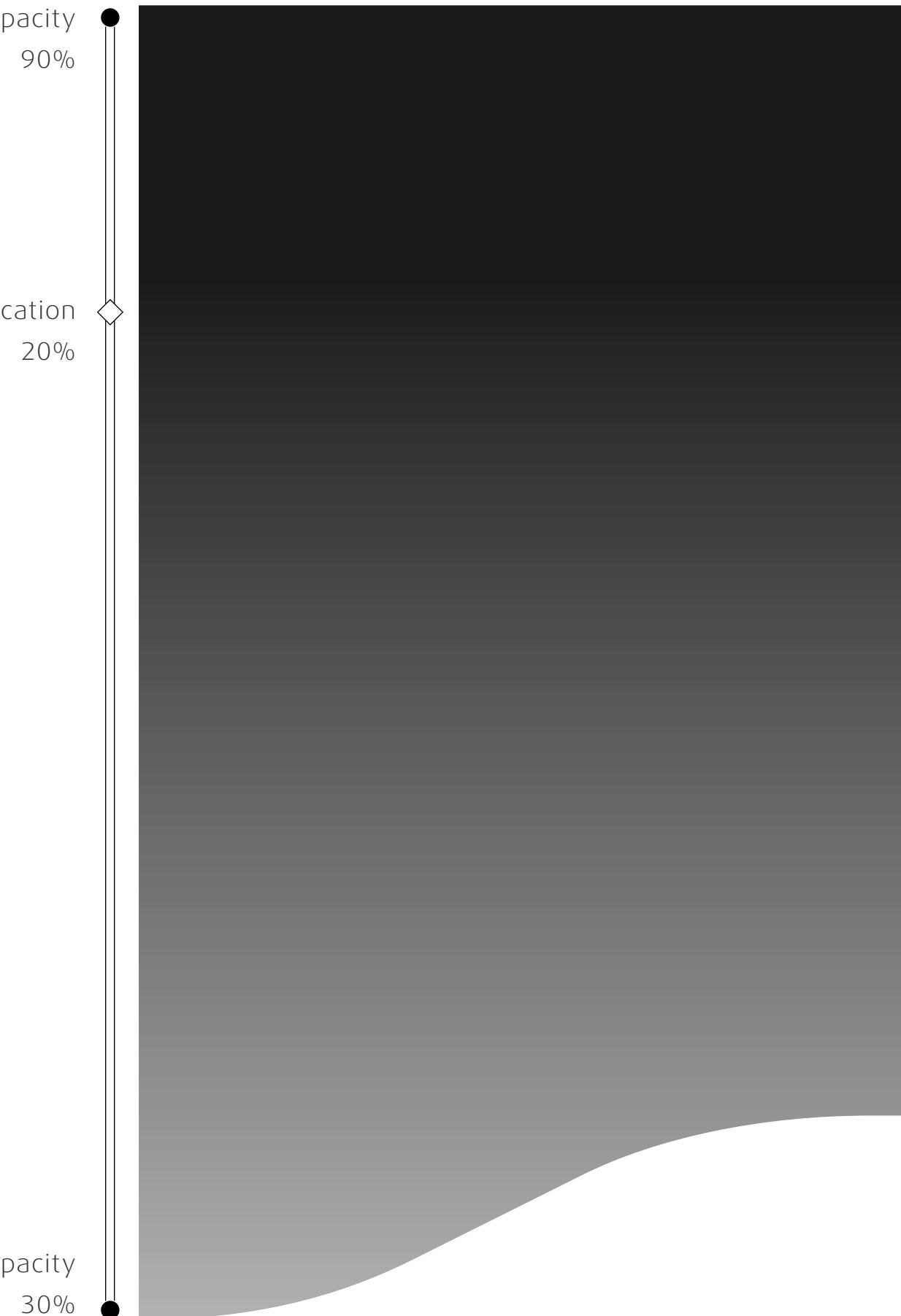
**NOTE:** the black band is available for download from TEMPUR® Asset Factory: [url here](#)

## 1. Colour

Make the band the solid Band Black colour

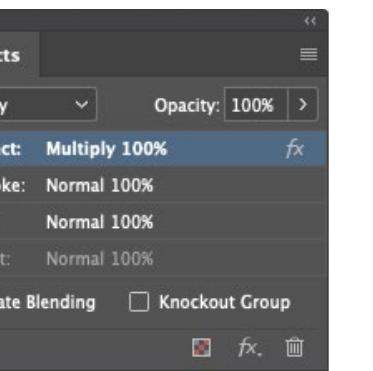
- CMYK: 90 80 60 100
- RGB: 0 0 0
- HEX: #000000
- PMS: Black 6 C

-90° Angle



## 2. Multiply

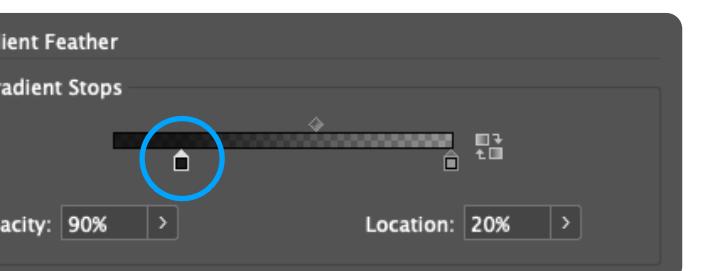
Set blending mode to multiply in the effects panel



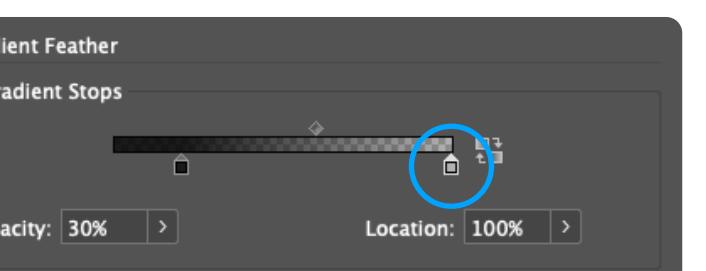
## 3. Gradient feather

Add object effect → gradient feather

Step 1

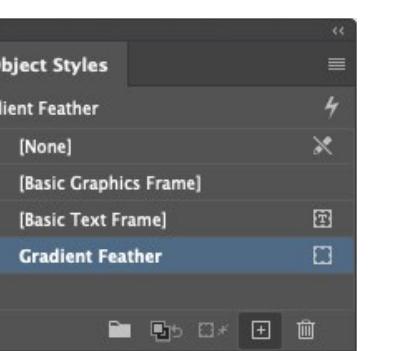


Step 2



## 4. Save object style

Save the gradient feather as an object style for future use when re-sizing the band



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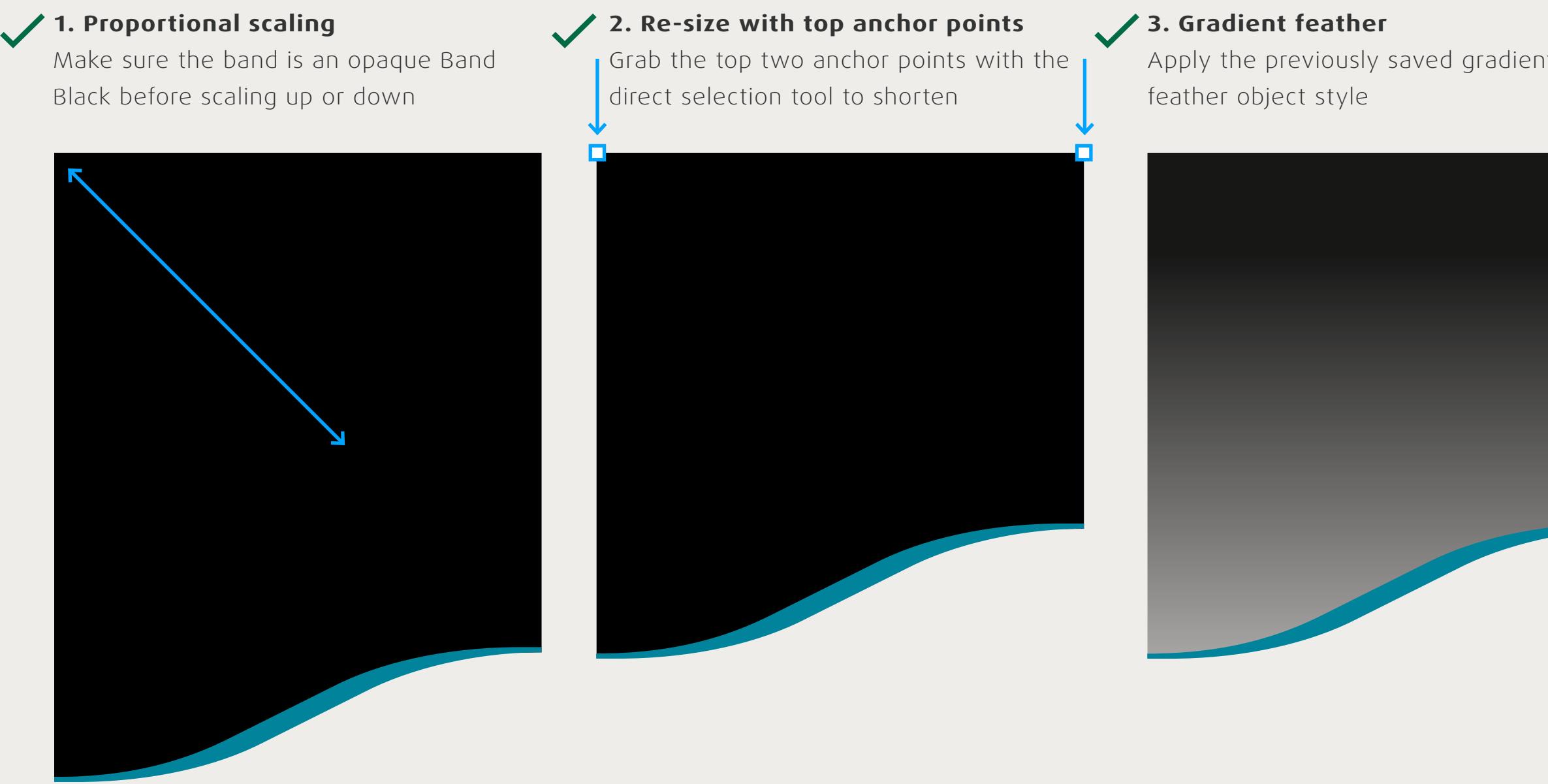
## THE BLACK BAND USAGE GUIDES - SCALING

The black band may be scaled proportionally in order to be widened.

However, if a wider band is needed, the designer may grab the anchor points at the top and pull down to shorten the band.

It is recommended that the box is resized in full black first, and then when the desired size is achieved, to reapply the previously saved graphic style for the gradient feather effect.

Always scale the tapered curve proportionally and together with the band.



**X DON'T** compromise the bottom curve with disproportionate scaling/warping\*



**X DON'T** change the shape by adjusting any of the other anchor points\*



**X DON'T** make the band too short  
**DON'T** reverse the transparency



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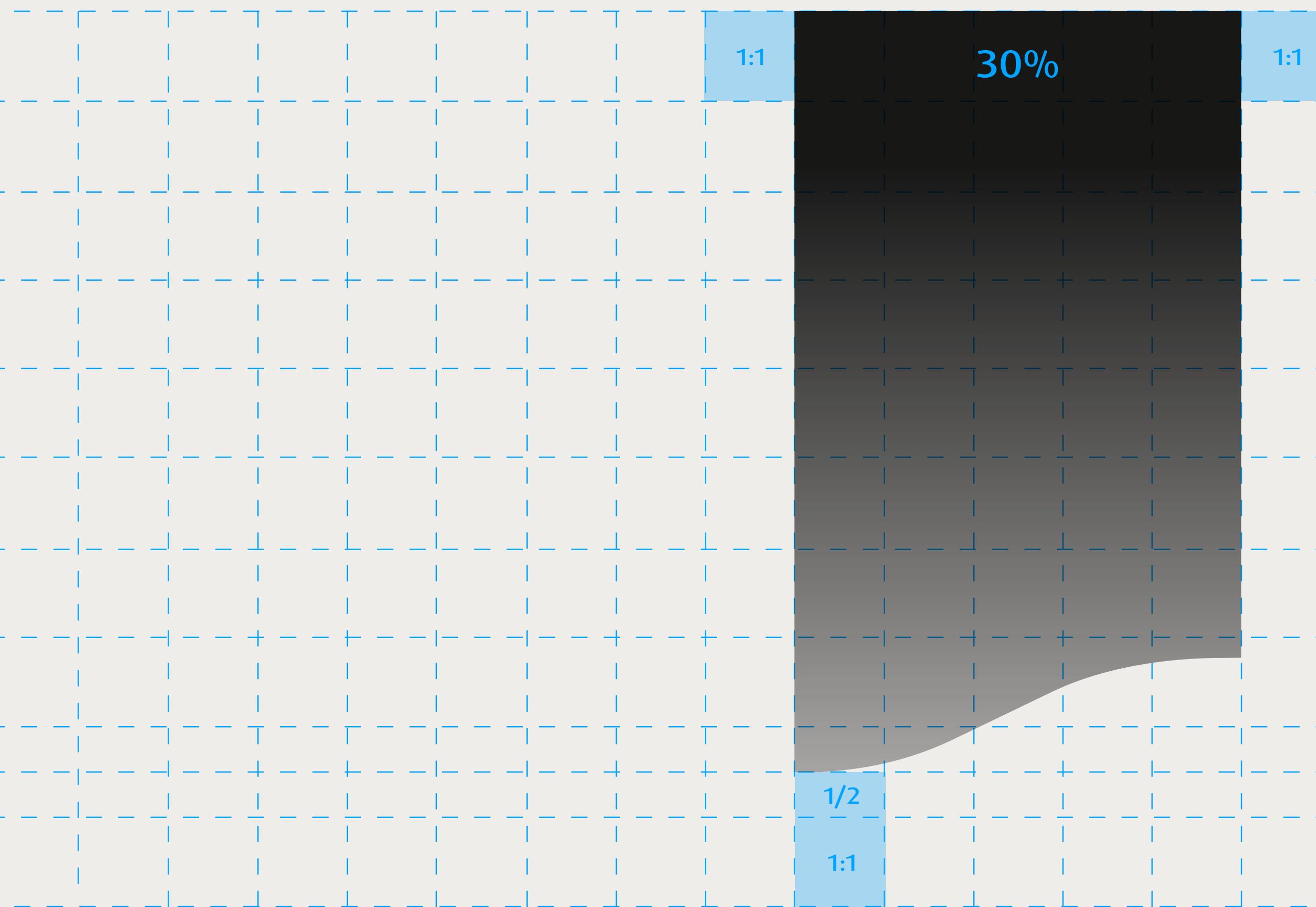


## THE BLACK BAND USAGE GUIDES - OPTIMAL PLACEMENT

### RATIO OF BLACK BAND TO IMAGE RULE

The approximate amount of space that the black band should take up is around **30%** of any given marketing material.

The black band is typically placed to the right with some exceptions.



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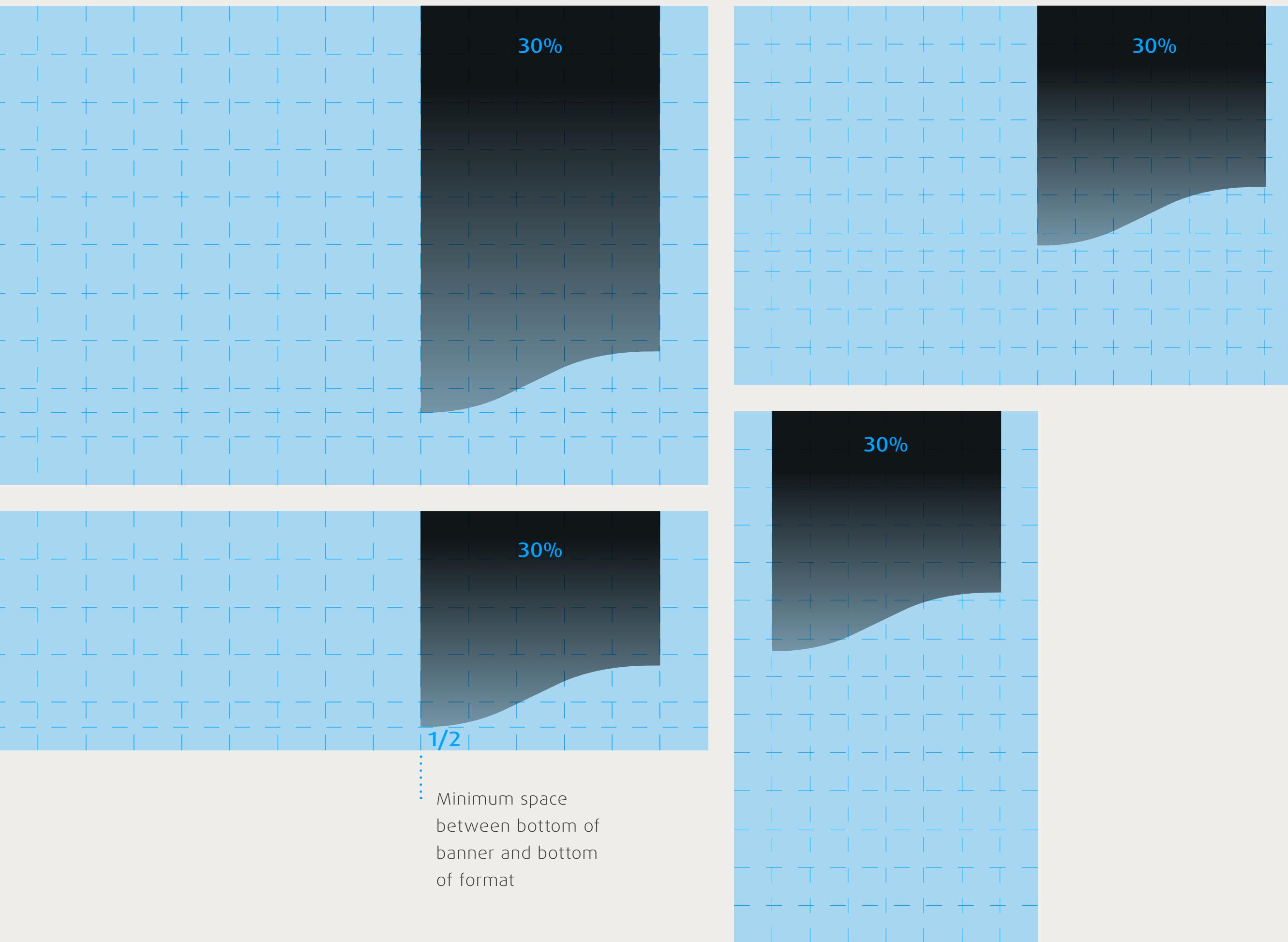
IMAGERY



## THE BLACK BAND USAGE GUIDES - OPTIMAL PLACEMENT

Please see the following examples for the recommended size of the band according to the **approximately 30% rule**, as well as the padding space between the black band and edges of the format.

There are exceptions, for example in web banners, where the 30% rule cannot apply.



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# CORE BRAND CREDENTIALS

---

NASA & SPACE FOUNDATION

TEMPUR® MATERIAL

MADE IN DENMARK

QUALITY

CUSTOMER SATISFACTION

SUSTAINABILITY



# NASA & SPACE FOUNDATION MESSAGING

We have updated the messaging surrounding our NASA and Space Foundation heritage.

The following statements should only be used in the approved wording and in the corresponding approved media channels.

**NOTE:** Please run translations through your Regional Marketing Director and Legal Director.

**NOTE:** The full messaging document is available for download from TEMPUR® Asset Factory: <https://tempursealy.widen.net/s/txpqfxj2x/nasa-and-space-foundation-guidance>

## COMBINED NASA & SPACE FOUNDATION MESSAGING\*:

Please use the following messaging as approved by Legal.

### BRAND

"The only mattress and pillow brand recognised by NASA and certified by the Space Foundation"

### MATTRESS COMMUNICATIONS ONLY

"The only mattress brand recognised by NASA and certified by the Space Foundation"

These sentences can be used on digital media (eg., our website, google ads, social, etc.) and on fixed media (eg., brochures).

## NASA ONLY MESSAGING

The following sentences can be used on digital media (eg., our website, google ads, social, etc.) and on fixed media (eg., brochures):

"TEMPUR® Material was born from technology first developed by NASA and used onboard the Space Shuttles"

We can also say:

"The only mattress and pillow brand recognised by NASA for improving the quality of life"

"The only mattress brand recognised by NASA for improving the quality of life"

Additionally, we can continue to use the following sentences on all media including TV:

1. Born from Space
2. Born from NASA technology

**PLEASE NOTE** that NASA messaging and the Space Foundation logo **should not be used at the same time** in videos or in close proximity to each other in static communication. This avoids any confusion because NASA and the Space Foundation are two separate entities, and our communications should reflect this.

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This is our new and approved NASA story:

## NASA & SPACE FOUNDATION BORN FROM SPACE AND PERFECTED FOR SLEEP

### **THE ONLY MATTRESS AND PILLOW BRAND RECOGNISED BY NASA AND CERTIFIED BY THE SPACE FOUNDATION**

At the heart of each mattress and pillow we create is our iconic TEMPUR® Material, born from NASA technology. In the late 1960s, NASA scientists invented a completely new material used onboard the Space Shuttles.

Our founders realised the material's unique potential. So they took that original NASA invention and spent years perfecting it into TEMPUR® Material and created the world's first viscoelastic mattress and pillow.

First proving its value in the healthcare sector, TEMPUR® is now found in bedrooms around the world, transforming the sleep of millions. It's why we're the only mattress and pillow brand recognised by NASA for improving the quality of life. This honour sets us apart, keeps us humble and inspires us to continually innovate, for sleep that's out of this world – and it all started with those original NASA Scientists.



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#### **• NASA & SPACE FOUNDATION**

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**QUALITY**

**CUSTOMER SATISFACTION**

**SUSTAINABILITY**

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## SPACE FOUNDATION LOGO

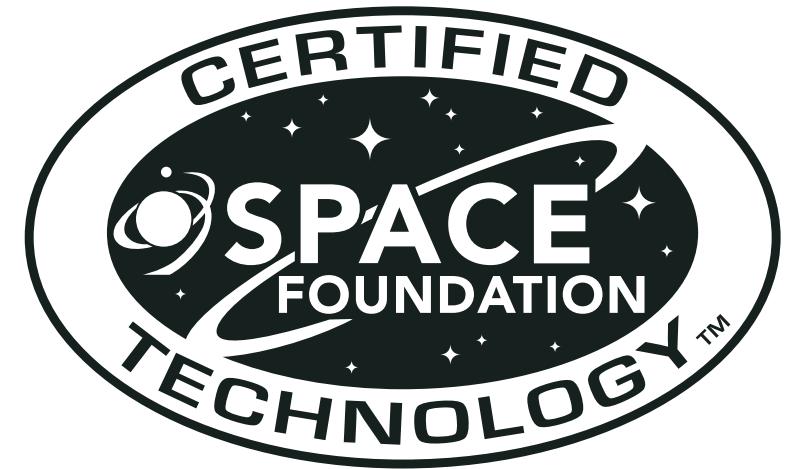
The Space Foundation has a new logo, which we can use for our certified brand icons.

It comes in three colours: black, white and full colour. We recommend using it in either black or white to ensure consistency with our other credentials.

This new logo comes with new guidance that must be adhered to. It should always be shown with the following disclaimer underneath in a font no smaller than 8pt:

"The Certified Space Technology™ trademark is used under license. All Rights Reserved."

No other text should be around the logo other than the above disclaimer. The disclaimer wording can be used in English or local language.



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## SPACE FOUNDATION ICON USAGE

To ensure that our certified brand icons are distinct and legible, please keep the minimal distance clear of other elements.

Each icon should remain in the same colour scheme and should not be changed to Jet Black as is allowed with the TEMPUR® brand logo.

The group of icons is sized and treated as a group.

### PREFERRED USE

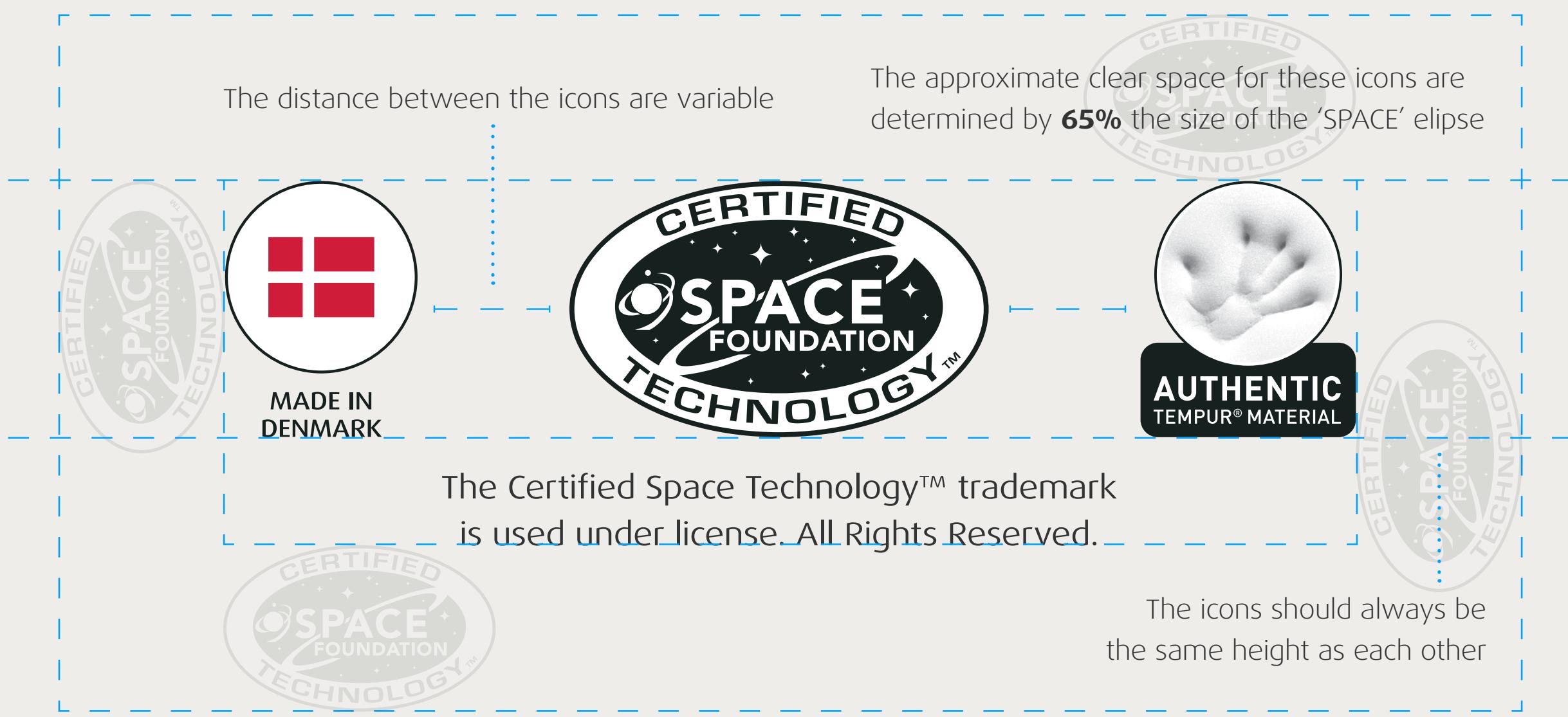
In order to keep the icons together, it may be necessary for the Space Foundation logo disclaimer text to be in three lines.

If the format of the asset allows it, always use our font **Dax Pro Wide**.

### ALTERNATIVE USE

In small formats, it may be necessary to use a narrower font size. In this case, use **Dax Light** 8 pt/10 pt.

In addition, the tracking can be set to -60, vertical scale to 85% and horizontal scale to 95%.



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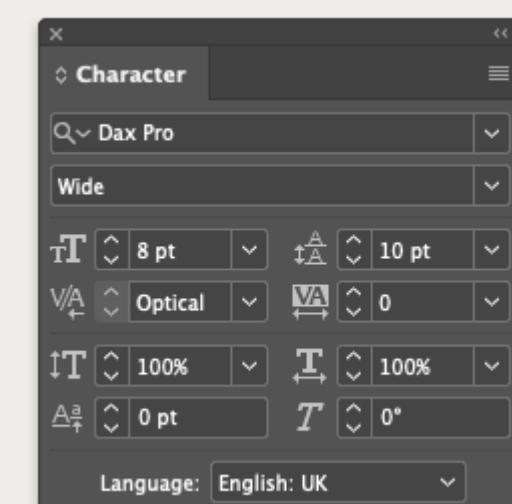
The Certified Space Technology™ trademark is used under license.  
All Rights Reserved.

### PREFERRED USE

Mainly used in large formats.  
Preferred use of the 'SPACE' icon and text.

#### TEXT

Dax Pro Wide 8 pt/10 pt.

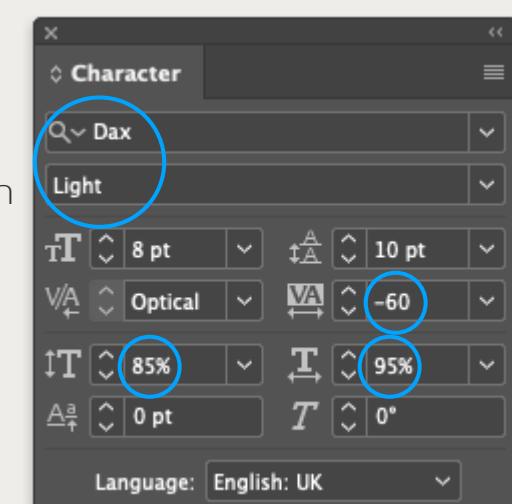


### ALTERNATIVE USE

Mainly used in small formats.  
Alternative use of the 'SPACE' icon and text.

#### TEXT

Dax Light 8 pt/10 pt.



TEMPUR® BRAND

TEMPUR® PRODUCTS

CORE BRAND ELEMENTS

CORE BRAND CREDENTIALS

### NASA & SPACE FOUNDATION

**TEMPUR® MATERIAL**

**MADE IN DENMARK**

**QUALITY**

**CUSTOMER SATISFACTION**

**SUSTAINABILITY**

CORE BRAND CODES & VISUALS

THE FUTURE OF SLEEP IS HERE  
CAMPAIGN

IMAGERY



## TEMPUR® MATERIAL

The name TEMPUR® reflects our material's temperature-sensitive nature. It's both viscous and elastic. A unique combination achieved by billions of ultra-sensitive cells that adapt to your body's unique shape, weight and warmth.

With TEMPUR® Material, you experience a sensation completely unique to you. It precisely aligns and conforms to every inch of you, relieving pressure from sensitive areas, including your shoulders, back, hips and joints for pure comfort and support throughout the night. It even absorbs motion from you or your partner, so you're less likely to disturb one another.

How TEMPUR® Material works is complex, but what it does is simple, helping you get that true, restful sleep..



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**NASA / SPACE FOUNDATION**

• **TEMPUR® MATERIAL**

**MADE IN DENMARK**

**QUALITY**

**CUSTOMER SATISFACTION**

**SUSTAINABILITY**

CORE BRAND CODES & VISUALS

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CORE VISUALS



## AUTHENTIC TEMPUR® MATERIAL LOGO

The Authentic TEMPUR® Material logo is used where it's important to communicate that the product contains authentic TEMPUR® Material.

### PRIMARY LOGO

The font is DIN

### MINIMUM SIZE WITH TEXT

To ensure the logo is always legible, it must be no less than 12mm wide

### NEGATIVE / WHITE LOGO

The negative logo is used on dark coloured backgrounds



**NOTE:** The supporting text can be translated into other languages if necessary. The Authentic TEMPUR® Material logo should be used across all channels.

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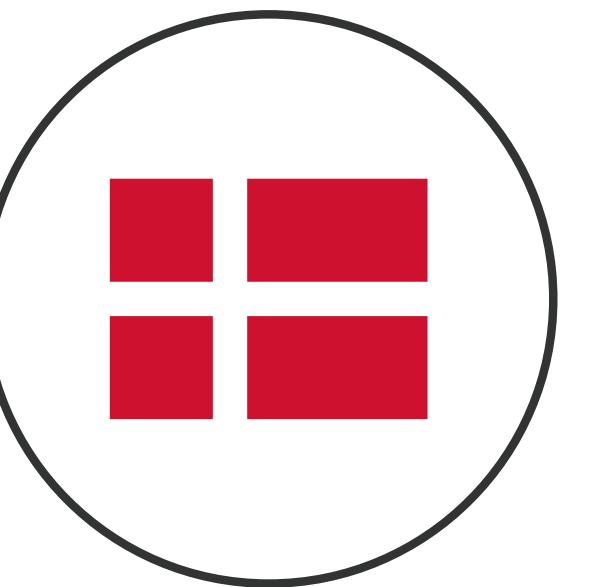


## MADE IN DENMARK

TEMPUR® products originate from Denmark, a country with long-respected tradition of pioneering science and technology.

Danish design is also revered throughout the world – widely considered a distinctive mark of quality, clean lines that embrace the simplicity of nature.

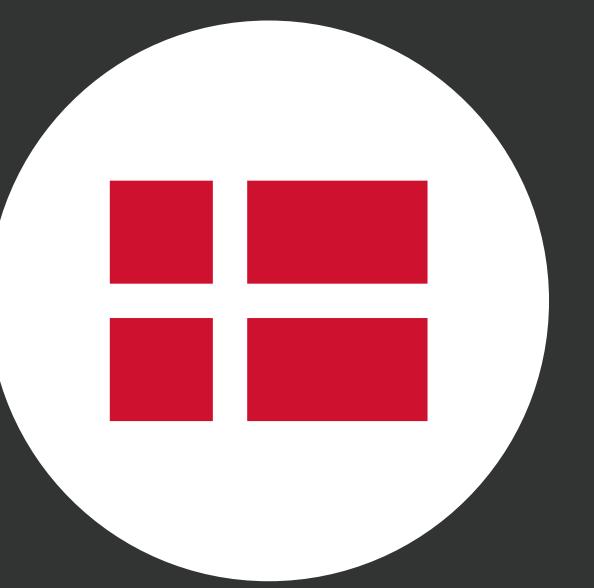
Our products perfectly reflect these characteristics. From the simple but elegant aesthetic to the complex science behind our unique TEMPUR® Material's unrivalled comfort and support, our products are the perfect fusion of form and function.



MADE  
IN  
DENMARK



MADE  
IN  
DENMARK



MADE  
IN  
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## QUALITY IN EVERY DETAIL

From carefully selecting each component to delicately stitching every thread, we create the highest quality mattresses to help our customers get the best night's sleep. In fact, during the 60 hours it takes to create a TEMPUR® mattress, our team performs up to 67 checks, ensuring every detail is perfect.

That's why every TEMPUR® mattress comes with a 10-year manufacturer's guarantee, plus LGA and TÜV quality certifications to meet the highest standards of health, safety, environmental and technical excellence. Our new TEMPUR Pro®, TEMPUR Pro® Toppers, TEMPUR Prima®, TEMPUR One™ and TEMPUR® Comfort ranges are all MADE IN GREEN by OEKO-TEX® certified with sustainability credentials and peace of mind that lasts.



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## QUALITY AS BRAND CREDENTIALS

This refers to our brand and quality assurance certifications. TEMPUR mattresses are LGA, TÜV, OEKO-TEX certified to meet the highest standards of health, safety, environmental and technical excellence.

All quality certification icons are specific to the products and the Dan-Foam factory.

### OUR ISO CERTIFICATIONS

Development and production of mattresses and pillows, along with development and bed related accessories:

- ISO 9001:2015
- ISO 14001:2015
- ISO 45001:2018

Development and manufacturing of mattresses:

- ISO 50001:2018

**NOTE:** The certificates must always feature the specific certificate number. To get the latest up-to-date certificate and number, please reach out to Customer Service in Dan-Foam.



STeP



STANDARD  
100



ISO 9001:2015

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## NUMBER 1 IN CUSTOMER SATISFACTION

TEMPUR® has received multiple awards over the years. But for us, there's only one true measure of success — customer satisfaction. That's why we are proud that TEMPUR® is rated #1 in customer satisfaction. TEMPUR® owners are on average more satisfied than owners of other mattress brands.\*

On our mission to improve the sleep of more people every night, all around the world, we're always intently listening to our customers' feedback, continuously refining our approach to provide the ultimate TEMPUR® experience. As the world's largest bedding company, we take our commitment to our customers very seriously – a dedication that shows in the performance and quality of our products.

\*Based on consumer research across 2021 and 2022 with over 35,000 mattress owners in 19 countries, calculated by comparing the average top satisfaction scores of TEMPUR® mattress owners across all 19 countries with the closest competitor's average top scores in each country. Closest competitor means the nearest competitor based on the interview scores only.

For more details please contact  
[rowlegal@tempursealy.com](mailto:rowlegal@tempursealy.com)

**NOTE:** Please refer to our Customer Satisfaction document on how to use disclaimers here: [URL](#).



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## SUSTAINABILITY LABELLED MADE IN GREEN BY OEKO-TEX®

It's important to us that you know your TEMPUR® mattress is made safely and sustainably.

That's why we're proud our new TEMPUR Pro® and TEMPUR Prima® mattresses are all MADE IN GREEN by OEKO-TEX® labelled. This ensures every labelled product is made with materials thoroughly tested to be free from harmful substances and produced in environmentally friendly facilities under socially responsible working conditions.

We're also striving to reduce our energy footprint and our impact on landfill sites in innovative and impactful ways. So we can all sleep better at night, knowing we're doing our part to help leave a smaller footprint on our environment.

For usage enquiries, please contact your Regional Marketing Director.



**MADE IN  
GREEN**

\*This logo should only be used with the approval of the central team. It will be taken on a case by case basis only if the logo with the TEMPUR® company ID cannot be used for any reason.



**MADE IN  
GREEN**



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### — SUSTAINABILITY

CORE BRAND CODES & VISUALS  
PRODUCT CAMPAIGN  
(THE FUTURE OF SLEEP IS HERE)  
CORE VISUALS

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# CORE BRAND CODES & VISUALS

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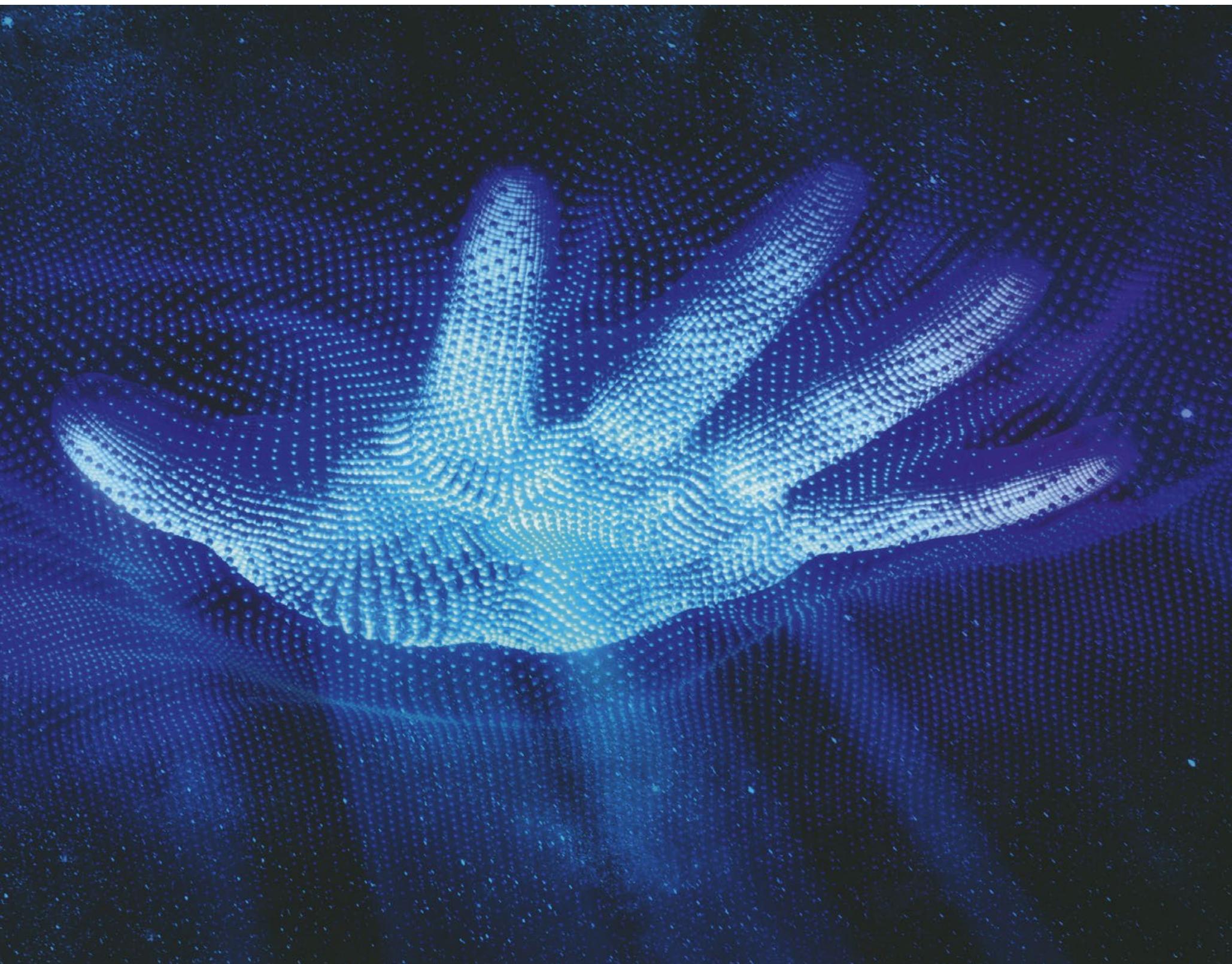
ICONIC HAND PRINT  
STREAM PATTERN  
THE CURVE  
TECH UNIVERSE + CGI



## ICONIC HAND PRINT

The handprint is a core visual element that shows the adaptiveness of TEMPUR® Material. It demonstrates how perfectly the TEMPUR® Material conforms to the sleeper's body. Additionally, it is an opportunity for a close-up of our elegant covers and soft, cushioning comfort.

Handprint refers to both the image of a handpress and the CGI handprint.



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**LITTLE STREAM PATTERN**

**THE CURVE**

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## LITTLE STREAM PATTERN

The little stream pattern is inspired by the geometric precision and gentle forms found in a Zen Garden. Calming, comforting and carefully tailored, the little stream pattern is a simple and elegant aesthetic design that is unique to TEMPUR®.

Should be used as a secondary brand code. For asset developments, liaise with your Regional Marketing Director.



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## THE CURVE ORIGINS

Inspired by the shapes and contours on the outer shell of a TEMPUR® mattress, the curve is a central design element in the TEMPUR® visual universe.

It is used to define and emphasize the content in layout. Providing a sense of calm, comfort and tailored support.



THE TAPERED CURVE

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**LITTLE STREAM PATTERN**

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# THE CURVE USAGE GUIDES

The colour of the curve is determined according to these criteria:

## IMAGE

The feel of the mattress apparent in the background image

## FEATURE

For example, cooling airflow

## THEME

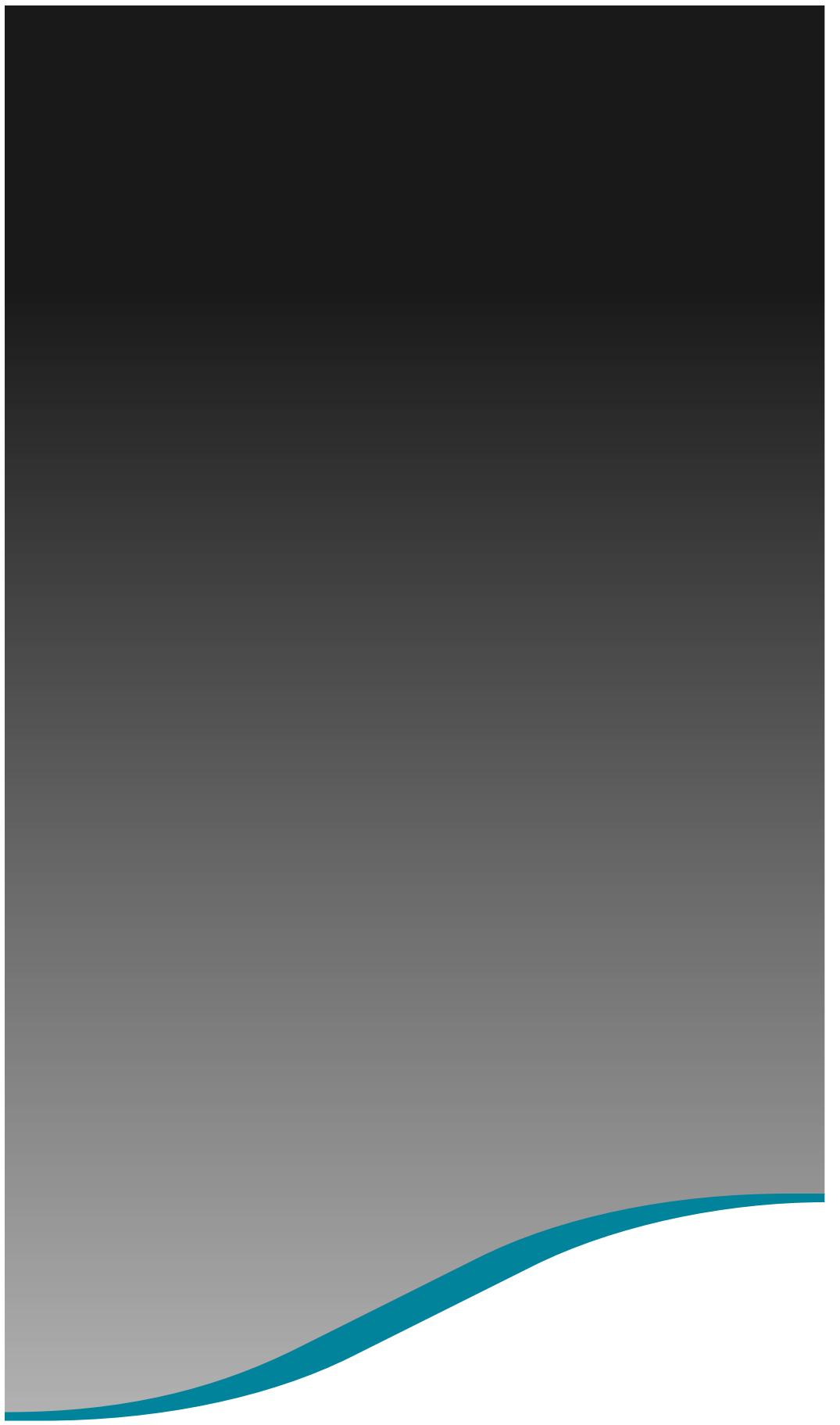
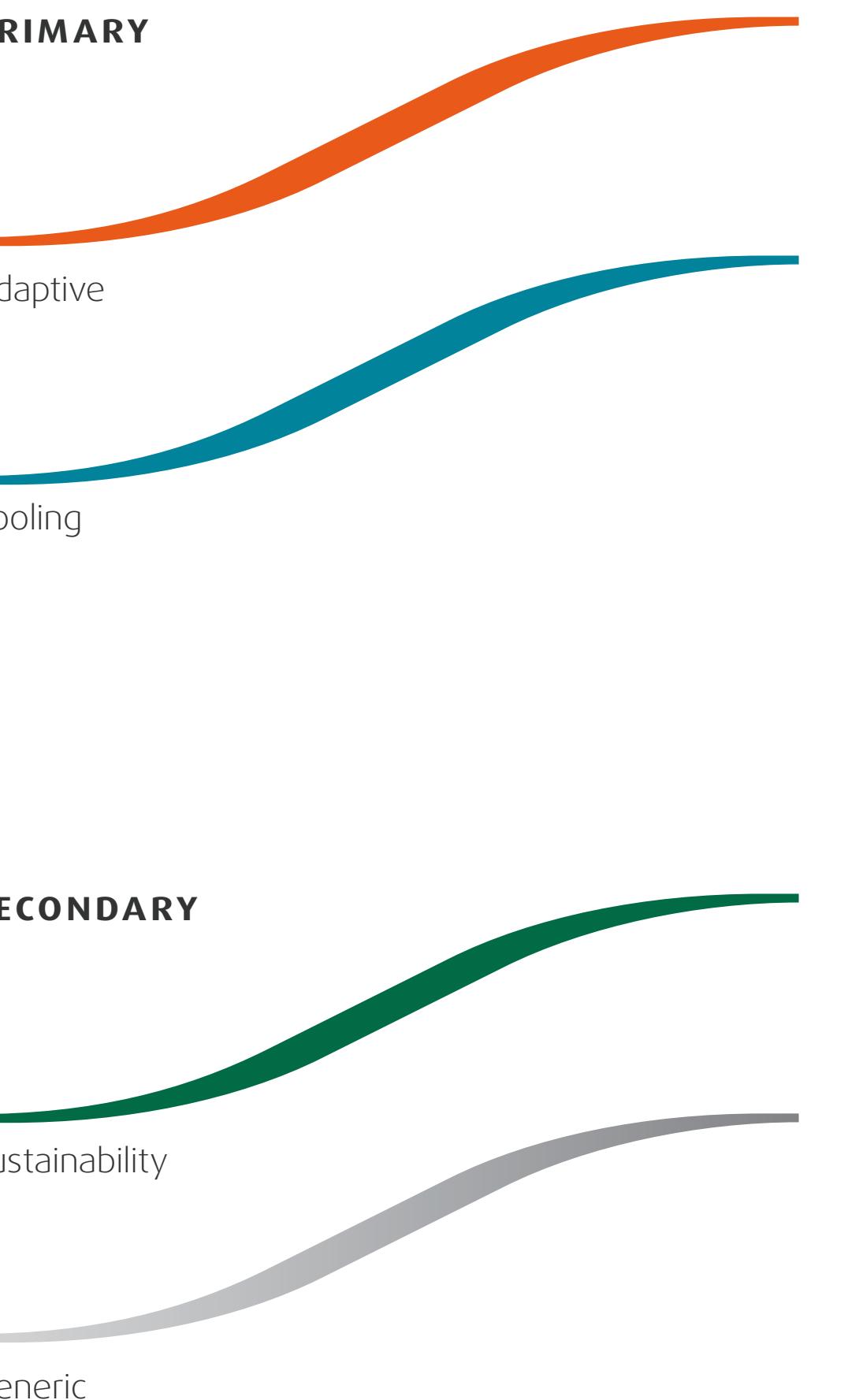
For example, a sustainability topic

The curve always flows upwards. Never flip the curve – instead adjust your layout.

The curve is never stretched, warped or altered in any way outside of proportional scaling in line with the black band.

**NOTE:** The coloured curves are available for download from TEMPUR® Asset Factory: [url here](#)

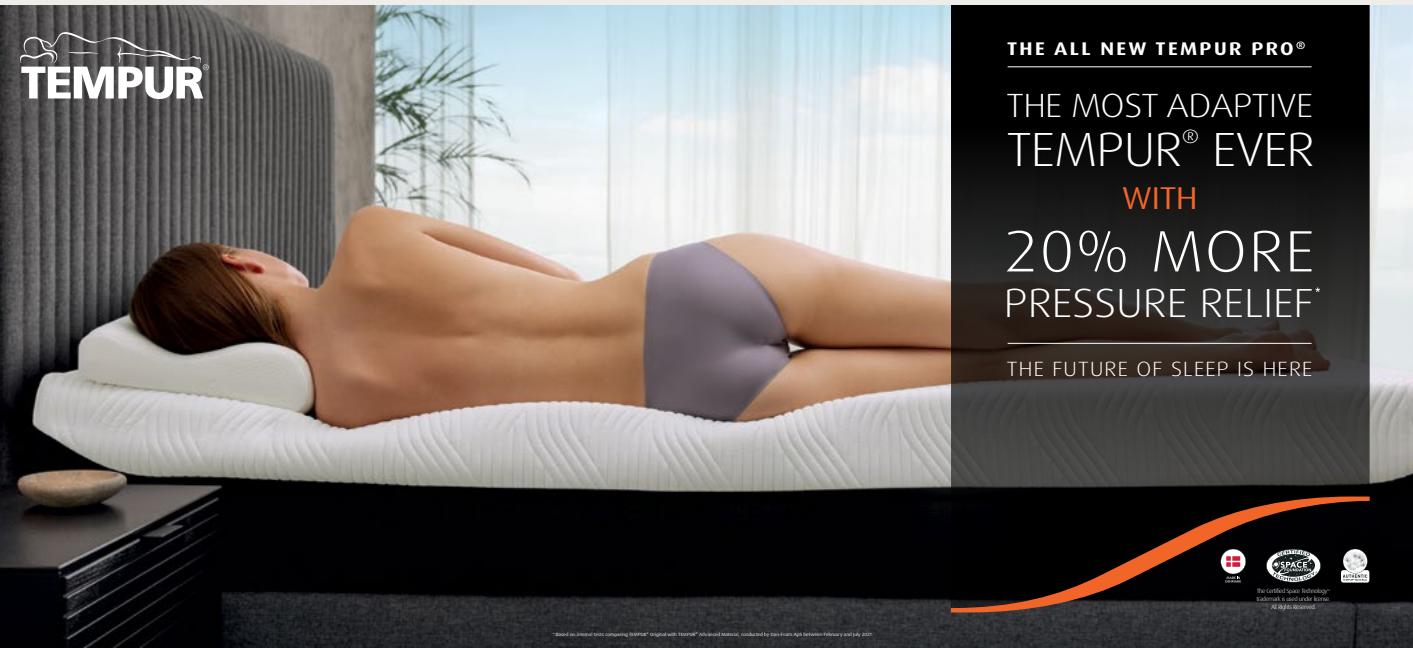
**NOTE:** See scaling instructions for the black band.



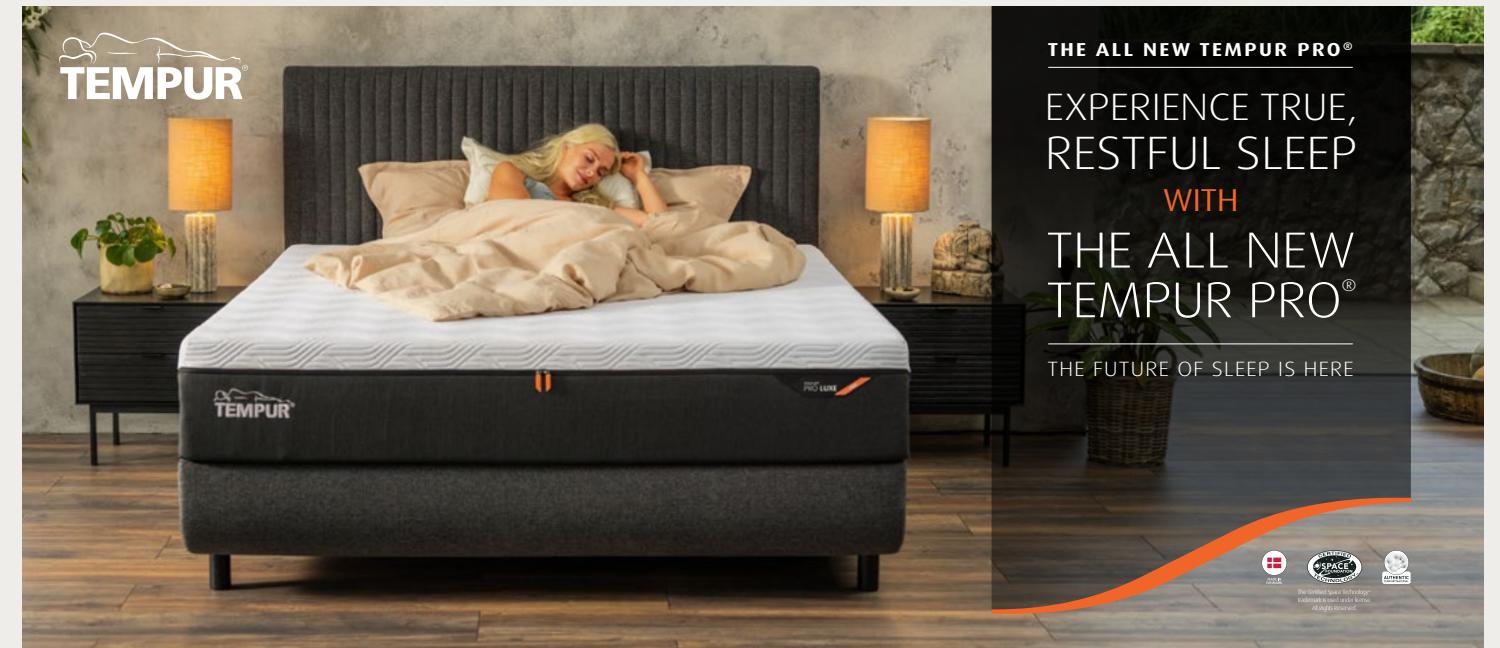
- TEMPUR® BRAND
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- CORE BRAND CREDENTIALS
- CORE BRAND CODES & VISUALS
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- LITTLE STREAM PATTERN**
- THE CURVE**
- TECH UNIVERSE + CGI**
- THE FUTURE OF SLEEP IS HERE CAMPAIGN
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## THE CURVE EXAMPLES



The message is about adaption – orange curve



The orange firmness label and orange zippers are visible – orange curve



### TEMPUR COMFORT SMARTCOOL™ MEDIUM

#### OUR COOLEST, MOST COMFORTABLE PILLOW EVER

Made with all-new TEMPUR® Advanced Material inside, that relieves 20% more pressure\* and adapts even better to the curvature of your head, neck and shoulders. Sleep on extraordinary plushness and experience innovative TEMPUR SmartCool™ Technology woven into the cover that's cool-to-the-touch and absorbs excess heat to keep you feeling cool and fresh.

#### TEMPUR® ADVANCED MATERIAL

Made with all-new TEMPUR® Advanced Material that relieves 20% more pressure\* and adapts even better to your head, neck and shoulders for a true, restful sleep.

#### TEMPUR COMFORT SMARTCOOL™ COVER

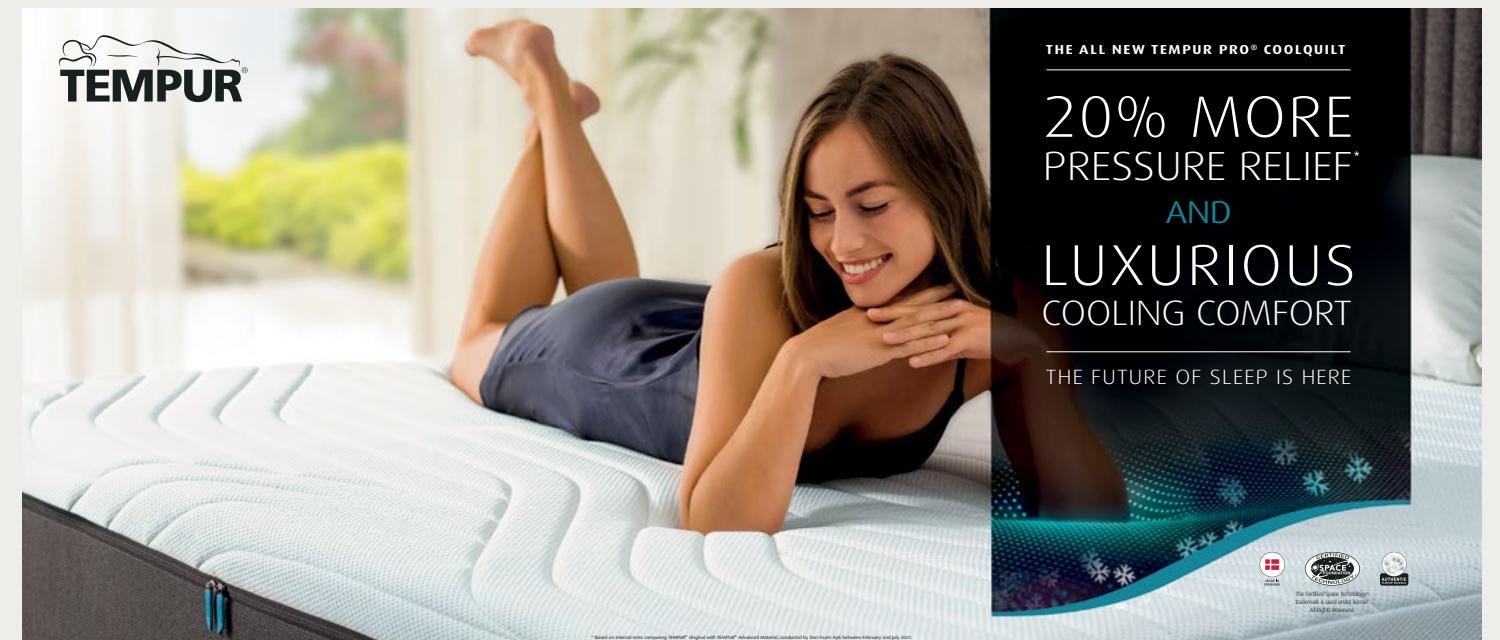
Our ultra-soft cool-to-the-touch cover with TEMPUR SmartCool™ Technology helps to absorb excess body heat to keep you feeling cool and fresh.

#### MEDIUM FEEL

A medium feel for the perfect balance of comfort and support.



The message is about sustainability – green curve



The blue zippers are visible and the message is about cooling – blue curve

For other general product use - gradient curve

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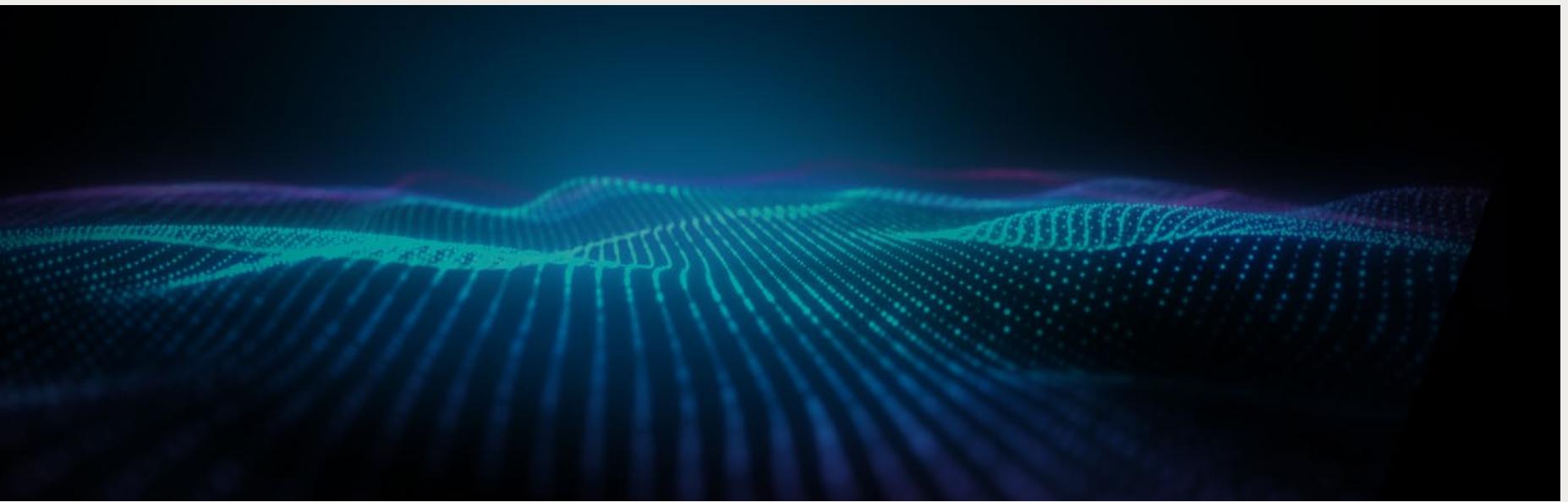
## TECH UNIVERSE + CGI

We use the tech universe and CGI to refer to the technology inside the material.

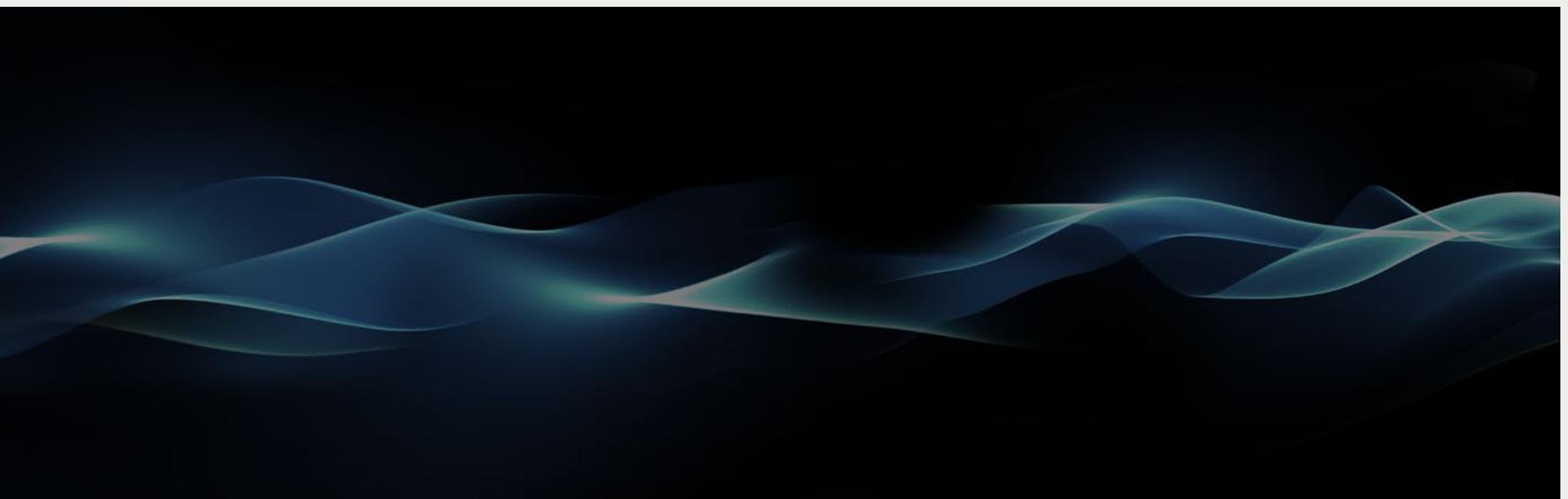
CGI overlays are delivered separately as standalone files as well.

Due to the complexity of the CGI, it is NOT advised that they be re-created without the use a professional agency.

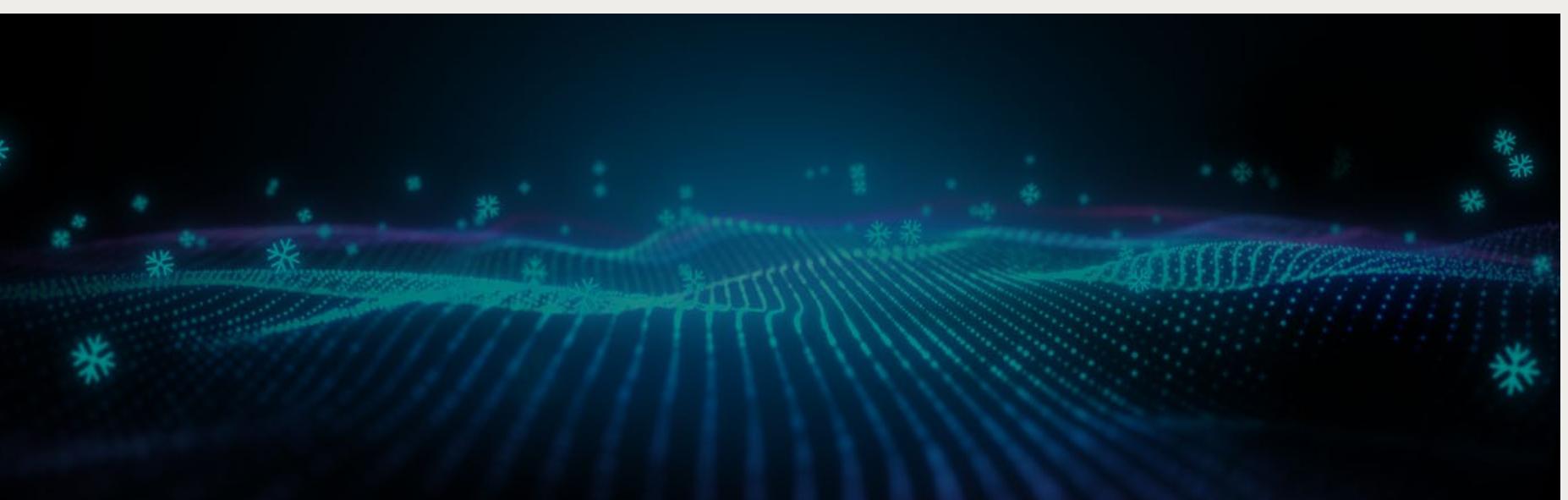
Below is the overview of which CGI should be used for each feature.



**ADAPT** - use for PRO® and PRO® SOFTQUILT



**AIR** - use for PRO AIR™



**COOLING** - use for PRO® SMARTCOOL™ and PRO® COOLQUILT

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## TECH UNIVERSE + CGI OVERLAY EXAMPLES

### GENERIC CGI EXAMPLES:

The CGI only lives within the bottom-left of the banner. These are only used in cases where the integrated CGI images don't fit the format. Note, do not show generic CGI on top of the mattress; that must always be the integrated CGI as below.

Can only be used in the banner demonstrated here and the product sheets. Usage outside of these two scenarios must be approved by your Regional Marketing Director.

### INTEGRATED CGI IMAGES:

The CGI is built in Photoshop within the banner and is shown where the model interacts with the mattress



Generic/build your own CGI examples



Integrated CGI Image

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- TEMPUR® PRODUCTS
- CORE BRAND ELEMENTS
- CORE BRAND CREDENTIALS
- CORE BRAND CODES & VISUALS
- ICONIC HAND PRINT**
- LITTLE STREAM PATTERN**
- THE CURVE**

### • TECH UNIVERSE + CGI

THE FUTURE OF SLEEP IS HERE  
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# THE FUTURE OF SLEEP IS HERE CAMPAIGN

---

ELEVATING OUR BRAND

THE ESSENCE OF OUR STYLE

CAMPAIGN TAGLINE

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# ELEVATING OUR BRAND

## OUR NEW BRAND UNIVERSE

TEMPUR® is introducing a vibrant new visual identity for THE FUTURE OF SLEEP IS HERE campaign. This unique look and feel is designed to elevate our brand with a modern and confident style, while remaining true to our heritage in exceptional quality and technology.

The following guidelines for our new design universe will help us maintain a clear, cohesive and consistent visual identity – helping TEMPUR® become an even stronger and more recognisable brand.

**THE FUTURE OF SLEEP IS HERE** visual identity applies to our Flagship ranges, including:

- TEMPUR Pro®
- TEMPUR Pro Air™
- TEMPUR Prima®
- TEMPUR® Beds
- TEMPUR® Bed Systems
- TEMPUR® Pillows
- TEMPUR® Toppers
- TEMPUR® Futons and Accessories\*

**NOTE:** \*TEMPUR ONE™ and TEMPUR EASE™ have their own visual identities within the TEMPUR® brand, and therefore have their own style guide that should be referred to.



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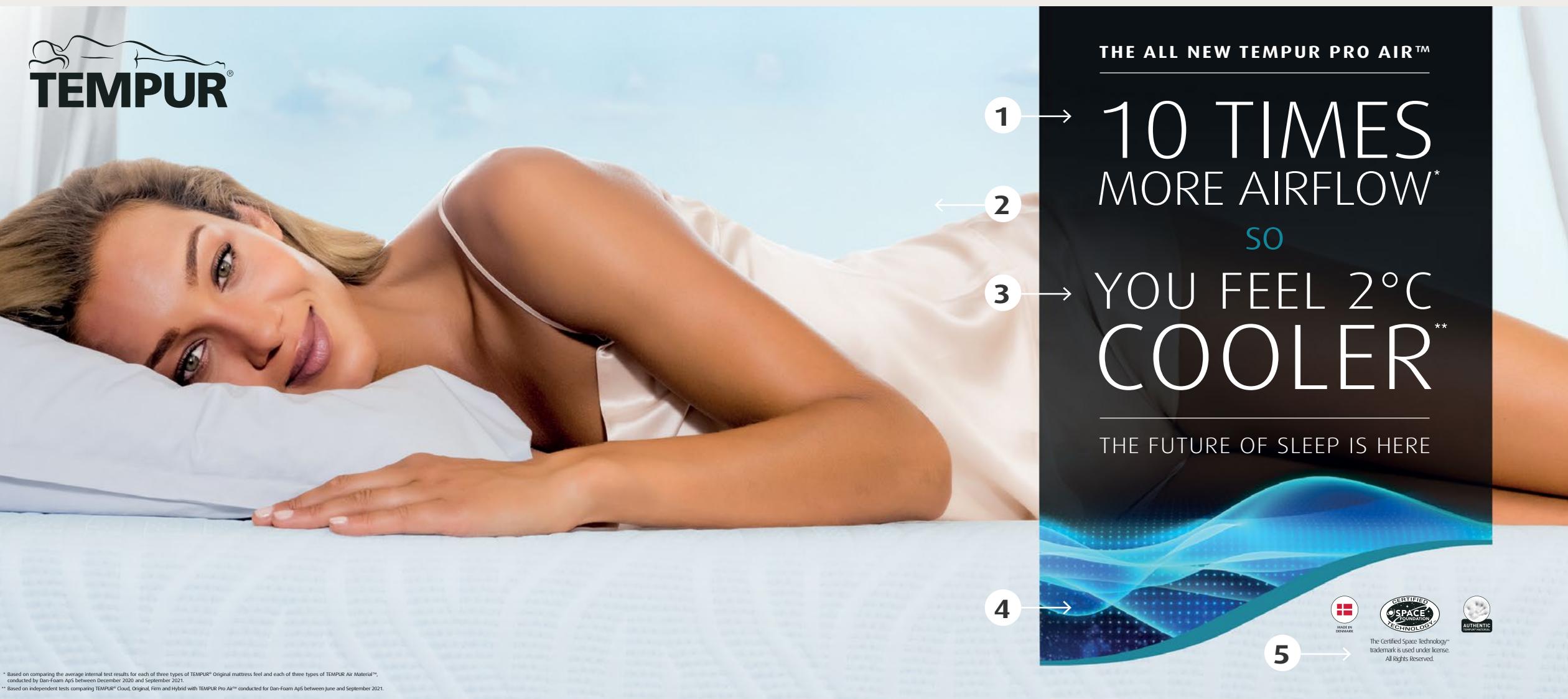


## THE ESSENCE OF OUR STYLE

We've created a premium new look and feel that feels more modern, elevates our brand attributes, and will help us stand out and be distinctive.

### THE KEY ELEMENTS

- 1 Certified claims for proven superiority
- 2 Beautiful imagery capturing ultimate comfort
- 3 Strong, clear and confident messaging
- 4 Advanced CGI highlighting technology inside
- 5 TEMPUR® brand credentials



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## CAMPAIGN TAGLINE

The launch of our new visual identity in 2022 coincides with the launch of our biggest product campaign to date –

### **THE FUTURE OF SLEEP IS HERE.**

This campaign comprises several of our new Flagship ranges, including:

- TEMPUR Pro®
- TEMPUR Pro Air™
- TEMPUR Prima®
- TEMPUR® Beds
- TEMPUR® Bed Systems
- TEMPUR® Pillows
- TEMPUR® Toppers
- TEMPUR® Futons and Accessories\*

Throughout this campaign, our message is clear and confident – we've developed our most advanced and adaptive sleep products ever, giving you true, restful sleep.

Created from next generation TEMPUR® Materials, these mattresses and pillows relieve more pressure, adapts even better to the body, and absorb more motion.

Be sure to use the tagline as a sentence in one single line and always in Dax Pro Wide Light font.

# THE FUTURE OF SLEEP IS HERE

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## CAMPAIGN GUIDANCE

When creating assets for **THE FUTURE OF SLEEP IS HERE** campaign, please follow the general guidelines of our new visual identity – except when it comes to our campaign line.

**THE FUTURE OF SLEEP IS HERE** should only be used for Flagship range assets during the campaign's lifetime – approximately 1.5 to 2 years following the launch of TEMPUR Pro® in 2023.

This campaign line should not be used together with the TEMPUR® brand tagline – **A MATTRESS LIKE NO OTHER** (see image 1).

After the campaign period, existing Flagship assets featuring **THE FUTURE OF SLEEP IS HERE** campaign line won't have to be changed.

For new Flagship assets after the campaign period, **THE FUTURE OF SLEEP IS HERE** should be removed while **A MATTRESS LIKE NO OTHER** should feature with our logo (see image 2).

During the campaign period, if you have existing TEMPUR® brand assets using **A MATTRESS LIKE NO OTHER**, such a quality or customer satisfaction banner, these can remain the same (see image 3).

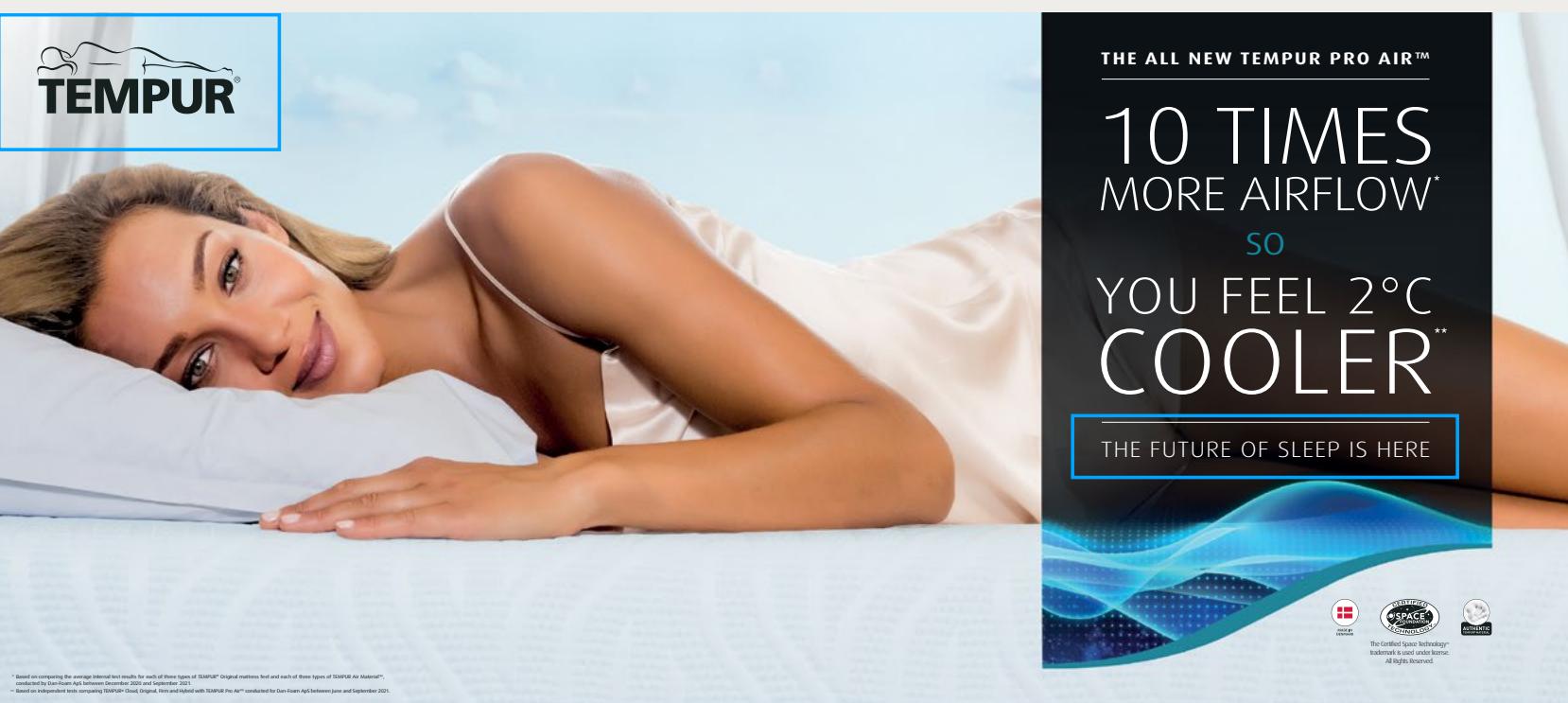


Image 1: Campaign line usage with TEMPUR® logo during the campaign period

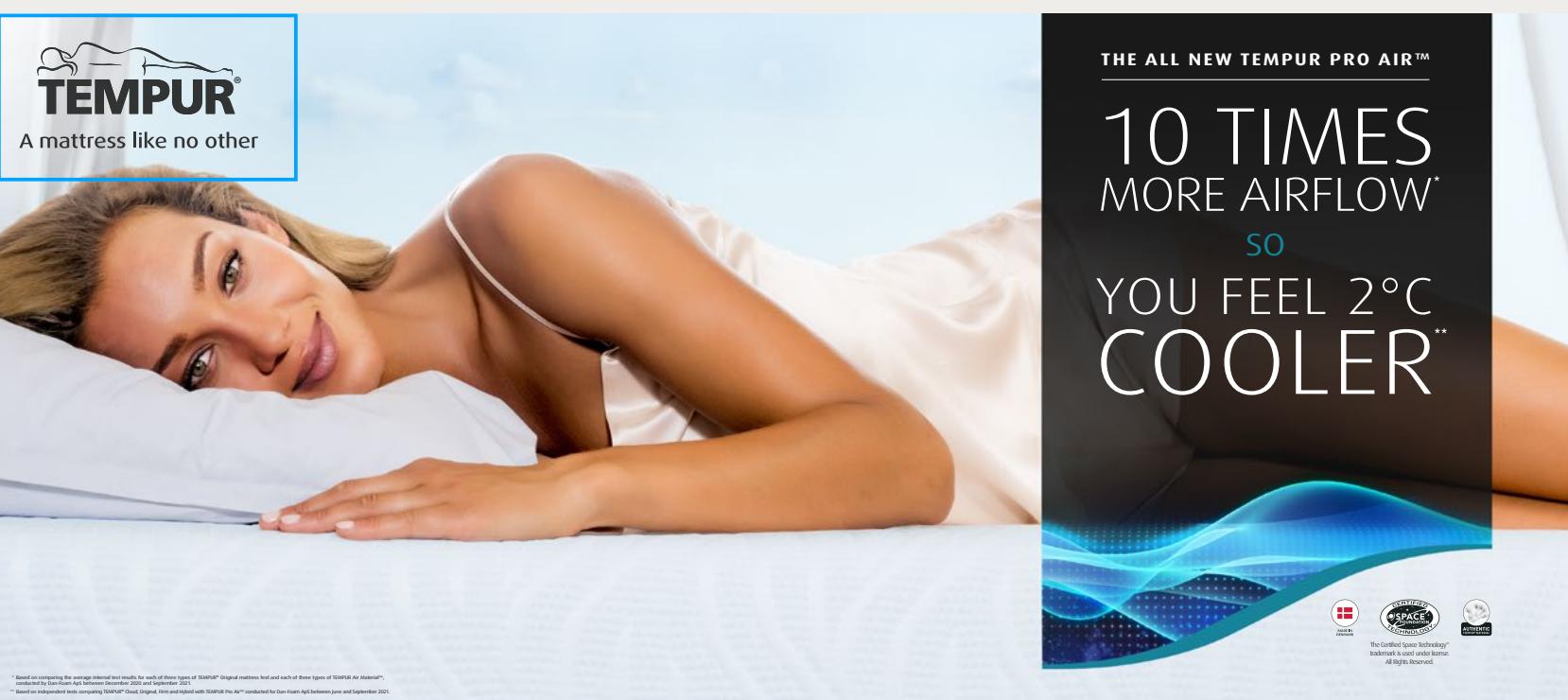


Image 2: Brand tagline usage without THE FUTURE OF SLEEP IS HERE after the campaign period

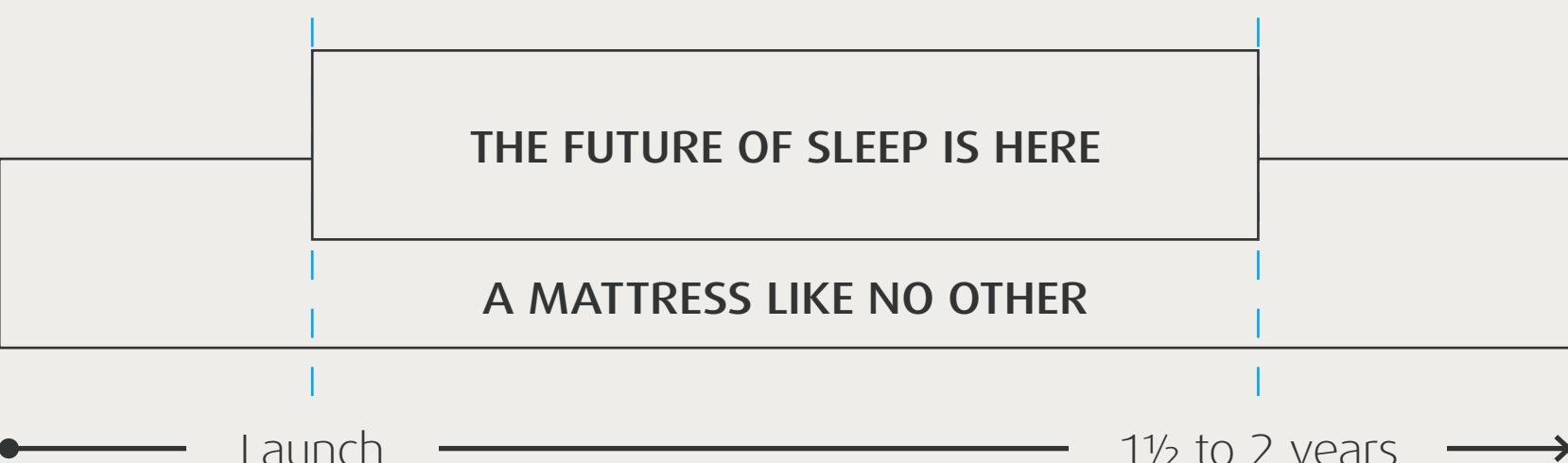


Image 3: Tagline timeline



## CAMPAIGN GUIDANCE TYPOGRAPHY

This page shows how you can structure headlines, subheaders and body copy in communication for **THE FUTURE OF SLEEP IS HERE** campaign.

This typography structure has a degree of flexibility to it, depending on the type of communication it is – e.g. range, product or technology.

### 1 PRODUCT LINE

Dax Pro Wide Bold. All caps, tracking +/-120, adjust size to be fully justified

### 2 CLAIM

Dax Pro Wide Light. All caps, adjust size and tracking so each line is fully justified

### 3 BINDER WORD

Dax Pro Wide. All caps, colour is the same as the curve

### 4 BODY COPY

Dax Pro Wide Light. Sentence case, justified with last line left aligned

### 5 CAMPAIGN TAGLINE

Dax Pro Wide Light. All caps, tracking +50 roughly, justified

### 1 THE ALL NEW TEMPUR PRO® SMARTCOOL™

**2 20% MORE  
PRESSURE RELIEF**

**3 AND**

**2 INSTANT  
COOLING COMFORT**

**4** Ro blam, si to exerferum as as eturemquis quam ilita sinullu ptaquod quaerem facidunt et occae rae aliquatiae officimo minciatur? Qui offic tet experibus, unt paritist, iliqui iureped erum, quibus et ut voluAgnat fugit que commitisitae labo. Nequatem cum liquat omnia doles in ex eaquaspe net quidendam arunt, con es experiam, si cum volorio quis

**5 THE FUTURE OF SLEEP IS HERE**

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## EXECUTIONS & LOCAL SIZING WALL BANNERS

The following composition is the ideal scenario for the size and placement of all basic elements for wall banners.



The disclaimer text should be placed in the lower left corner if possible.  
Use Dax Pro Wide and size it so that it's visually unobtrusive, but readable.  
If the background is messy, it can be centered at the bottom of the image.

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- CORE BRAND CODES & VISUALS
- THE FUTURE OF SLEEP IS HERE CAMPAIGN
- ELEVATING OUR BRAND
- THE ESSENCE OF OUR STYLE
- CAMPAIGN TAGLINE
- CAMPAIGN GUIDANCE
- EXECUTIONS & LOCAL SIZING

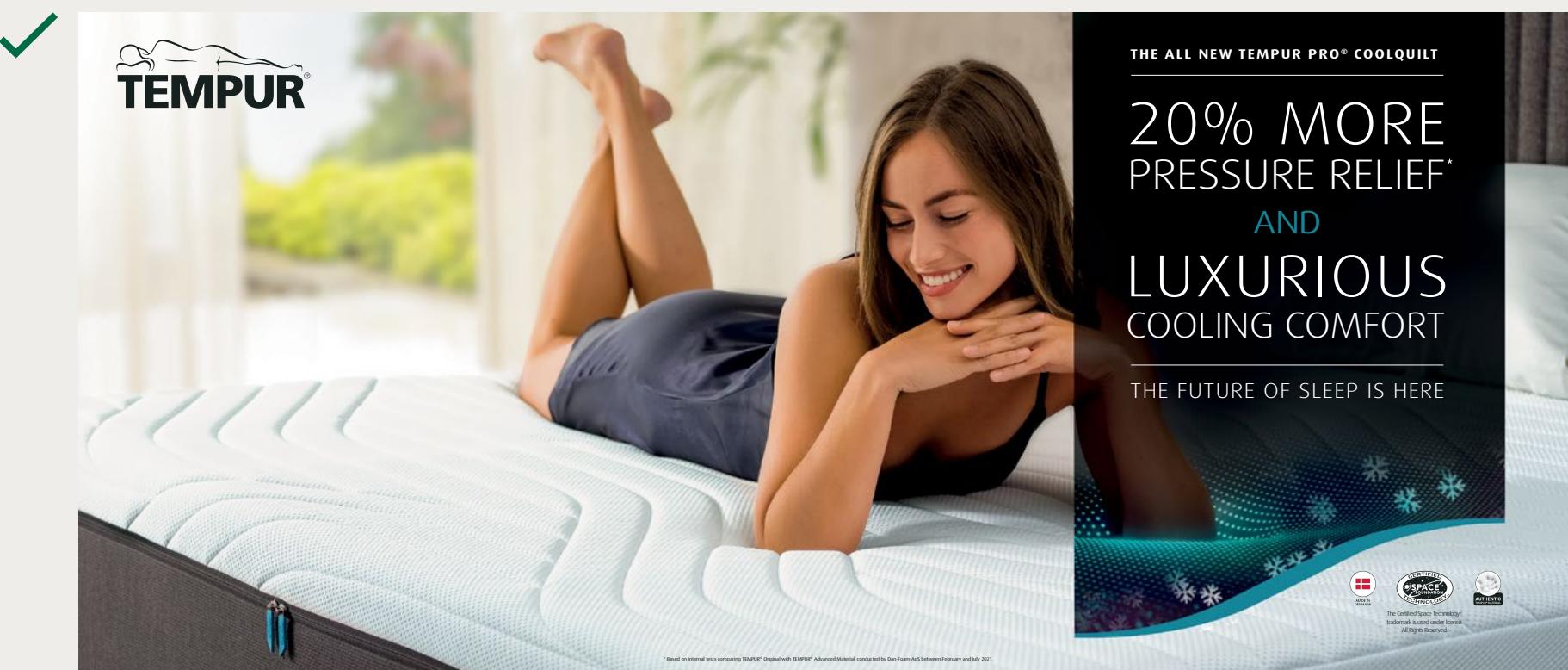
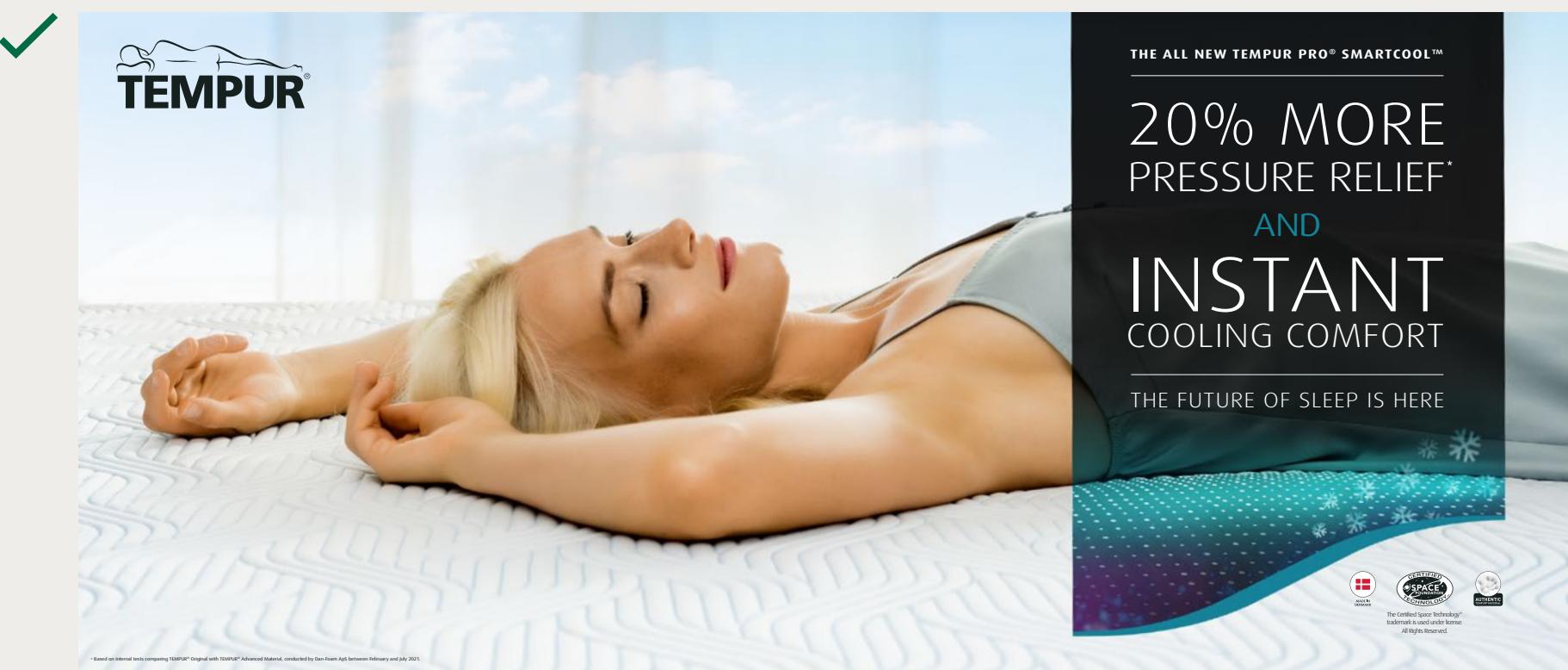
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## EXECUTIONS & LOCAL SIZING WALL BANNERS

### BEST PRACTICES / DO'S ✓

Please see the following examples for best layout practices in action. Note the size of the logo is consistent through each execution.



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## EXECUTIONS & LOCAL SIZING WALL BANNERS

### THINGS TO AVOID / DON'TS

Please see the following examples of layout practices to avoid.

- 1 DON'T** make the TEMPUR® logo too big or placed over the model's face/head
- 2 DON'T** create margins that are too tight or place text too close to the top edge
- 3 DON'T** create too large a gap between the banner and format's right edge
- 4 DON'T** place the bottom of the banner too close to the bottom edge of the format



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## EXECUTIONS & LOCAL SIZING ROLLUPS

### 80 x 200cm ROLLUP EXAMPLES

For long format roll-ups, please see the following examples for best scenario placement of all basic elements.



**NOTE:** the extra appropriate spacing at the bottom is for obstructing materials once displayed.

**NOTE:** The black band to image ratio and opacity rules are more flexible in these very wide or very tall format circumstances.

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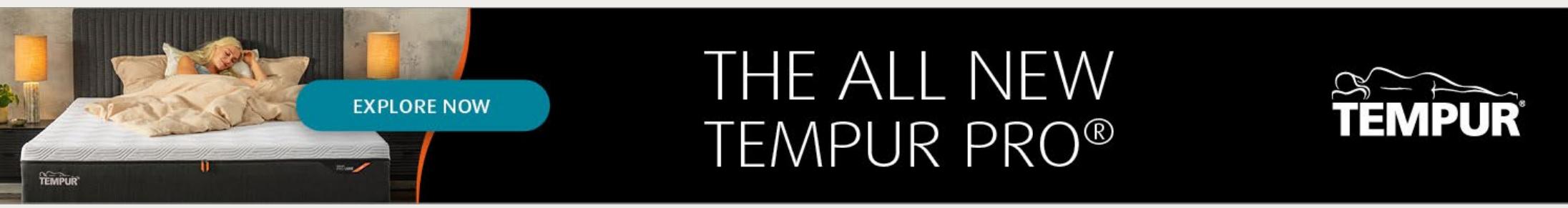
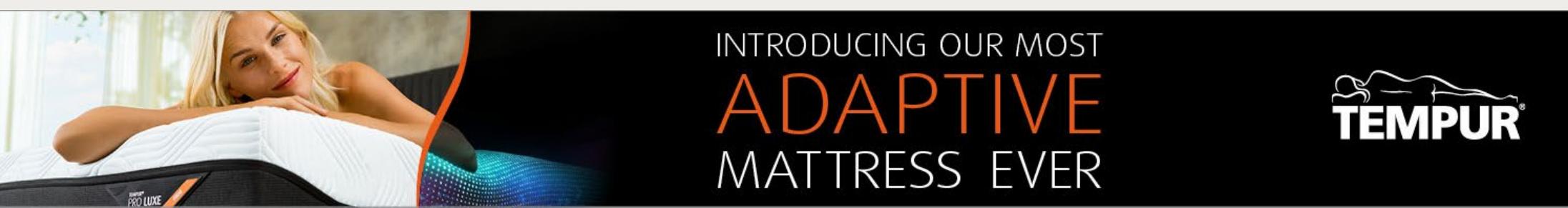
## EXECUTIONS & LOCAL SIZING WEB BANNERS - LANDSCAPE

### 90 x 720px WEB BANNER EXAMPLES

To accommodate the tapered curve in wide web banner formats, it is tilted to flow upwards as shown.

CTA buttons are placed in a contrasting colour across the curve. It may also be put on the image, but not covering the model.

These banners will always be used together as part of a rotating carousel. The "Explore Now" banner is the end slide of the carousel.



**NOTE:** The black band to image ratio and opacity rules are more flexible in these very wide or very tall format circumstances.

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## EXECUTIONS & LOCAL SIZING WEB BANNERS - PORTRAIT

### 300 x 600px WEB BANNER EXAMPLES

For all web banners, the black band may go to full opacity black as shown in these and the previous web banner examples.

This allows for more flexibility in placing the image and makes the message more visible.

These banners will always be used together as part of a rotating carousel. The "Explore Now" banner is the end slide of the carousel.



**NOTE:** The black band to image ratio and opacity rules are more flexible in these very wide or very tall format circumstances.

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# IMAGERY

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**ROOMSET IMAGES**

**BRAND IMAGES**

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## IMAGERY INTRODUCTION

TEMPUR® brand and product images convey comfort, innovation, sophistication and advanced technology.

The brand images include ambient and lifestyle shots that visualise the moment of relief experienced when you lie down on a TEMPUR® product. The images feature diverse models from various backgrounds and gender types.

The product images include hero shots that showcase TEMPUR® products in minimal, restful environments, and pack shots that depict the innovation, quality and design detail found in TEMPUR® products. These images feature more variety and angles.

### PRODUCT IMAGES ARE:

- Pack shots
- Product lifestyle (with and without models)
- Roomset images

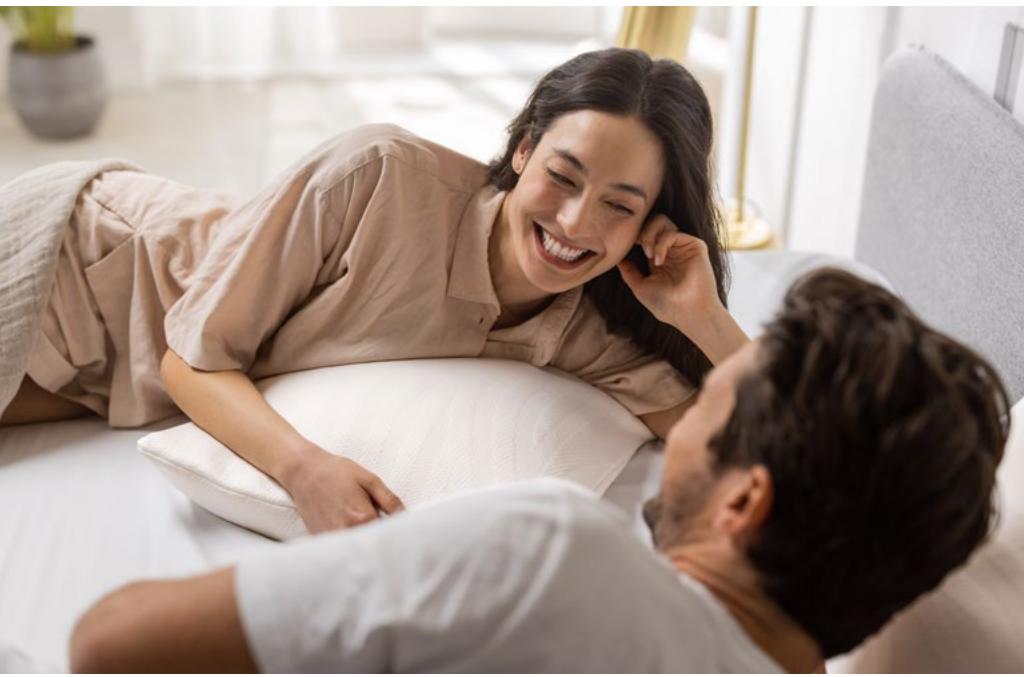
### BRAND IMAGES ARE:

- Lifestyle with model
- Lifestyle mood

These images are used to convey how TEMPUR® products help improve quality of life.



Pack shots



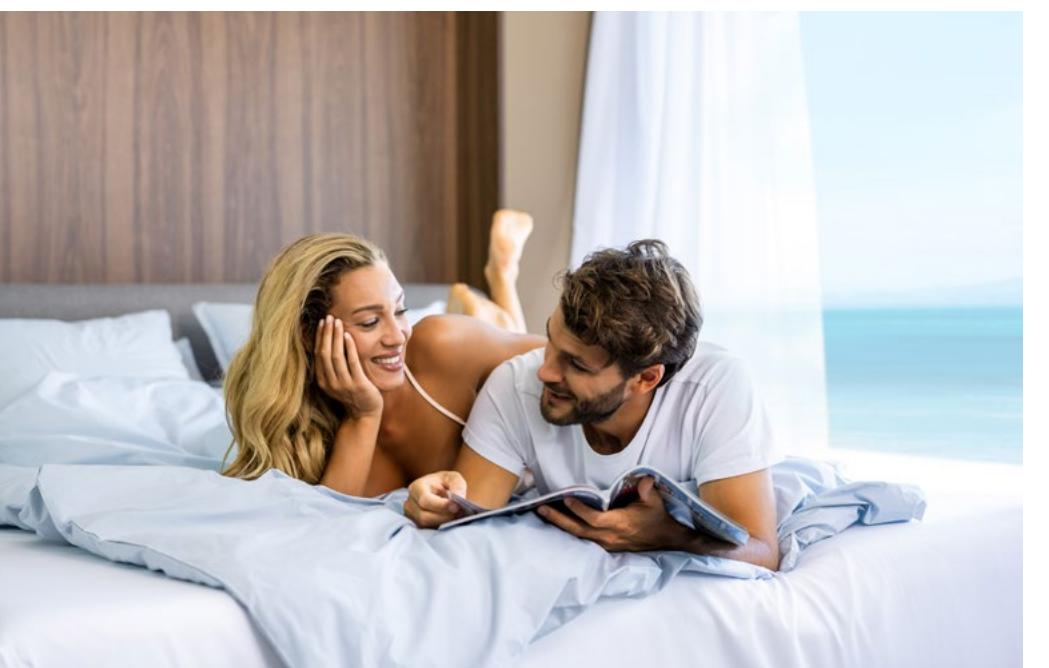
Product lifestyle (with model)



Product lifestyle (without model)



Roomset images



Lifestyle with model



Lifestyle mood

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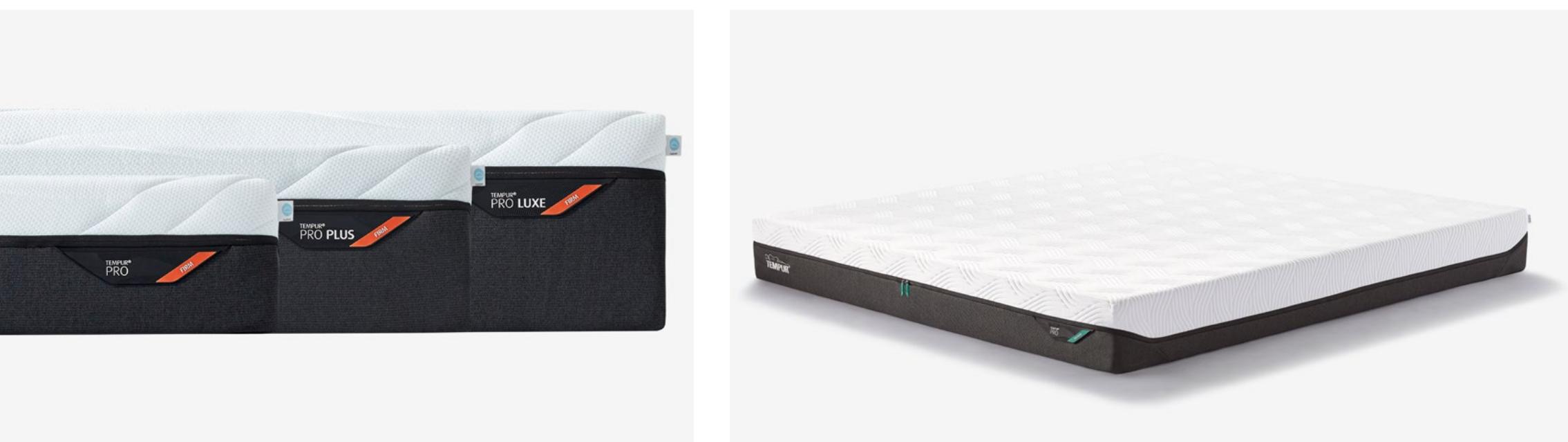
## PRODUCT IMAGES PACK SHOTS

The pack shots illustrate product technologies and should be used on a light infinity background to highlight the image.

### **TYPES OF PACK SHOTS AND POTENTIAL USES:**

- Cover close-ups show product technologies such as cover types, feels and more for use on the web or comparison pages
- Full mattress or stacks show different feels or heights and can be used for comparison pages
- Feature labels and logos show the quality and design

Recommended: Use these images on websites, product sheets, brochures and ads.



**NOTE:** please ensure that pack shot corresponds with the product

**NOTE:** all images can be downloaded from the TEMPUR® Asset Factory: [tempurseal.widencollective.com](http://tempurseal.widencollective.com)

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## PRODUCT IMAGES PRODUCT LIFESTYLE (WITH AND WITHOUT MODEL)

The images showcase TEMPUR® products in a range of appealing, restful bedroom environments. The naturally lit interiors draw on the TEMPUR® colour palette and reflect a variety of modern tastes and decorating styles.

Recommended: use primarily where there is minimal text, or when it is necessary to accentuate the look and feel of the brand.



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## ROOMSET IMAGES

### TIMELESS SOPHISTICATED DESIGN

Roomsets are the environment in which our products should be placed. The interior design should reflect the clean lines common in New Nordic Design. Inspired by the unspoiled nature of the North, it should feel aspirational, serene, and sophisticated.

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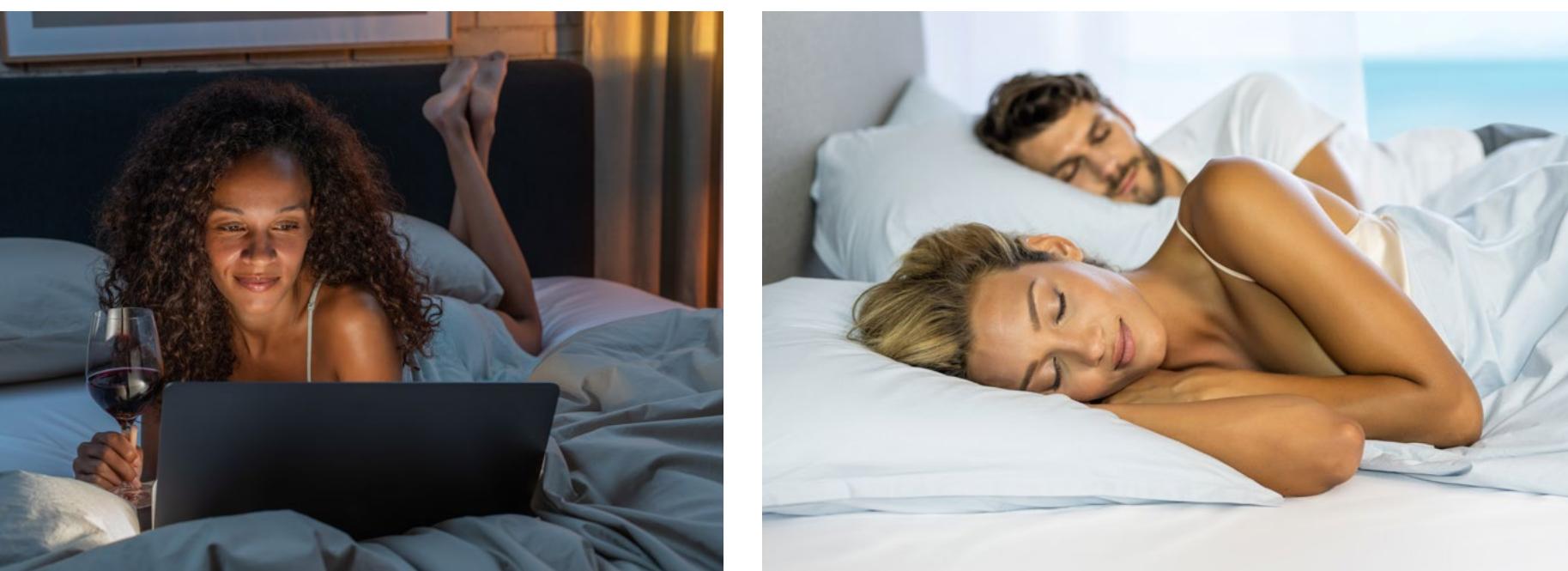
## BRAND IMAGES LIFESTYLE WITH MODEL

### RELAXATION, SATISFACTION AND WELLBEING

To capture the feeling of relaxation, satisfaction and wellbeing through imagery, models are captured in a bedroom setting in a moment of ease and comfort. The moments are relaxed, intimate, and bright.

The mattresses and pillows are usually covered and are not product specific. These images can be used in any communications.

Recommended: use primarily where there is minimal text, or when it is necessary to accentuate the look and feel of the brand



**NOTE:** For images using talent, please closely consider longevity. This is especially important for long-running campaigns across all media, promotional advertising and marketing materials, as well as product packaging. Always check to confirm if usage rights are current or due for renewal. If rights are not to be renewed, all usage will need to be stopped immediately.

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## BRAND IMAGES LIFESTYLE MOOD

### COMFORT, QUALITY AND TRANQUILLITY

These images are used to establish a sense of comfort, quality and tranquillity. They are meant to inspire a feeling rather than focus on a product. This establishes TEMPUR® as a premium, aspirational lifestyle brand.

Recommended: use primarily where there is minimal text, or when it is necessary to accentuate the look and feel of the brand.



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## TECH & CGI IMAGES

### INNOVATIVE TECHNOLOGY FOR UNRIVALLED COMFORT AND SUPPORT

Some images are lifestyle alone while some are made with a CGI overlay that is integrated with both the image and black band as shown.

When placing lifestyle or integrated CGI images into a composition, avoid cropping out any key branding including the logo or Pro® label.

Prioritise these items while also ensuring the model is well-positioned and that neither their face nor body is cropped out in any way.



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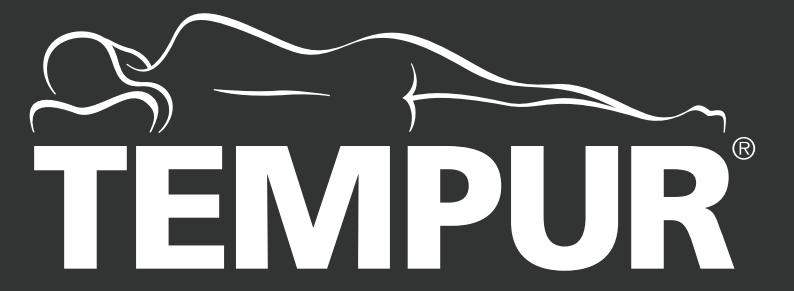
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For questions, please contact the Tempur International  
Brand Team and your Regional Marketing Director