

Zed’s brand identity and digital presence to reflect your vision.

Let’s put everything together based on:

- 🎨 Your **color palette & logo elements**
- 🌙 Your **brand tone**: *casual, fun, cozy, with a hint of luxury*
- 🚩 Your **mission**: to revolutionize sleep through thoughtful, aesthetic, and sustainable products

☀️ ZED — Brand Identity & Digital Launch Blueprint

Tagline: *Sleep Revolutionized*

Tone: Cozy • Whimsical • Elevated • Approachable

1. 🎨 Visual Identity Summary

Element	Description
Primary Colors	- Soft Pink → #8DE2ED (serene, fresh) - Soft Olive → muted version of green, use for accents - Deep Purple → #582BAF (adds a luxe contrast) - White & Black → base and typography balance
Logo Features	Stars and a peeking bunny behind the “E” in ZED, tagline in a soft semi-circle above
Aesthetic	Soft, sleep-friendly visuals with whimsical charm — bunny & stars evoke innocence and warmth, while deep purple adds luxury
Typography	Round-edged sans-serif for headings and paragraph Poppins, and Genty Sans for Brand name

2. 🧬 About/ Brand Story (ZED)

At ZED, we believe sleep isn’t just rest; it’s a revolution.

Born in the UAE and inspired by dreamers everywhere, ZED reimagines the way you wind down by blending **buttery-soft comfort, sustainable fabrics,** and **playful design** to create sleepwear and rituals you’ll actually

look forward to.

From **natural, sustainable pyjamas** to **dreamy eye masks** and **plush slippers**, every ZED piece is crafted with care and intention to help you breathe deeper, feel lighter, and wake up better.

Every ZED piece carries a little wonder, and a bunny who believes in better sleep.

ZED. Sleep, Revolutionized.

3. 🖥️ Homepage Layout Mockup

HEADER

- Logo (top center)
- Navigation: Home | Shop | Sleep Kits | About ZED | Sleep Journal | Contact

HERO SECTION

Visual: Full-width banner: Close-up of pyjama set in soft pink and olive, lying on white linen bedding.

Text (centered):

ZED

Sleep Revolutionized

Button: **Explore Sleep Kits / Pre-order Now**

COLLECTION HIGHLIGHTS

Use alternating color blocks (soft pink & soft olive backgrounds)

- 🌿 **Earth Sleep Collection** — bamboo & organic cotton-based
- zZ **Everyday Sleep** — playful & comfy, everyday affordability

🐰 MEET THE BUNNY

Visual: Close-up of the bunny logo or a plush sleep accessory

Your sleep just found a new friend.

Our bunny is always peeking, always dreaming, and always by your side — quietly guiding you toward better rest and sweeter dreams.

Website Feature Section — “The Story Behind the Bunny”

At ZED, the bunny isn’t just a logo — it’s a symbol of the cozy, comforting, and playful spirit that inspires everything we do. Just like your best bedtime companion, our bunny represents the little moments of wonder that transform ordinary sleep into a true sleep revolution.

Whether it’s peeking from behind the ‘E’ in ZED or nestled on your favorite pillow, this gentle mascot is here to remind you that rest should be magical, personal, and full of warmth. Sleep with a friend who believes in better nights and brighter mornings.

SLEEP STORIES

Testimonials or mockups if not launched yet.

SLEEP JOURNAL PREVIEW

Blog teasers:

- “5-Minute Bedtime Rituals You’ll Actually Do”
- “Why Bamboo Beats Cotton for Summer Sleep”
- “Packing the Perfect Sleepover Kit”

FOOTER

- Newsletter sign-up: *Join the ZED Sleep Club*
- Social icons: IG | TikTok | Pinterest
- Links: FAQ, Shipping, Returns, Wholesale, Privacy

4. 🧺 Product Strategy: Organize Into “Sleep Kits”

Kit Name	Contents	Price Range (AED)
Zed Starter Kit	PJ set + Sleep mask	250–300 AED
Cozy Nights Kit	PJ set + Slippers + Mist	350–420 AED
Ultimate Sleep Kit	PJ set + Sleep mask + Mist + Headband + Pouch	500–600 AED

Add-on items can be shown during checkout (“Want to add a matching mist?”).

Website

Hero Section (Homepage)

- **Full width background** with lavender overlay or cloud texture.
- *Text Example:*
 - ZED

- *sleep, revolutionized.* (in **Apricots**)
- Explore Rituals → rounded button with sky blue hover.


 Optional: Subtle animated stars, clouds moving slowly on scroll, or a gently pulsing moon.

2. “Why Zed” Section

- Split layout: text on left, soft-blob image on right (woman in Zed nightwear, tea ritual, moon bathing).
- **Background:** pale yellow or lavender with white text blocks.

3. Product Preview Grid

- Use **rounded rectangles** with hover zoom or soft drop shadows.
- Categories like:
 - “Float Sets”
 - “Layered Looks”
 - “Ritual Robes”

 Shapes: uniform for products, but *add circular crops* or **moons for detail shots**.

4. Ritual Section

- Horizontal scroll or vertical step-by-step.
- Each ritual step inside:
 - **Circle or crescent moon shape** image
 - Soft caption using **Apricots**: “Unplug.” “Steam your face.” “Slip into Zed.”
- Add lavender overlays for a dreamy transition feel.

5. About / Founder Section

- Handwritten-style header in **Genty Sans**
- Use **collage layout** with images clipped into cloud shapes or loose blobs.

Quote or brand ethos in **Apricots** font:

“Zed was born from the belief that sleep is sacred. We made it beautiful.”

6. Footer

- Deep purple or navy base with white and pale yellow text.
- **Newsletter CTA:** “Drift off with us...”
- Add floating **stars**, **tiny bunny icon** by contact info, **Instagram preview grid** (in circles).

✨ Bonus Tips to Tie It All Together

- **Backgrounds:** Subtle textures — think cloudiness, brushed lavender, or a velvet night gradient.
- **Icons:** Create a set that matches your aesthetic — bunnies, moons, clouds, teacups.
- **Interactive Delight:**
 - Bunny sparkles when hovered in the logo.
 - Moon phase progress bar while scrolling rituals page.
 - Star trail cursor on homepage (optional, if not too heavy).

1. Homepage

Hero Section

Headline

ZED
Sleep, Revolutionized.

Subtext

Sleepwear made with natural and organic fibres — for nights that feel as good as they look.

CTA Buttons

- Shop Collection
- Explore the Sleep Journal

Featured Collections (Split Layout)

The Natural Collection

Breathable fabrics from the earth — think cotton, linen, and silk — chosen for comfort and timeless wearability.
Naturally soft. Beautifully simple.

The Organic Collection

Crafted from certified organic materials like bamboo cotton and banana fibre — grown without harmful chemicals, and kind to your skin.
Clean for the planet. Cleaner for your rest.

CTA: Explore the Collection

Sleep Journal Preview

Blog Post Title	Excerpt	CTA
“What If Sleep Was Sacred?”	Why our nights deserve more softness — and how to reclaim yours.	→ Read More
“How to Build a Night Ritual You’ll Actually Stick To”	Gentle tips from the ZED community.	→ Read More
“Why We Use Bamboo”	A peek into the natural, breathable fabric you’ll fall asleep in.	→ Read More

2. Shop Collection Page

Intro Copy

At ZED, every fibre tells a story. Our pieces are designed with intention — using natural and organic materials that respect your skin, your rituals, and the planet. Whether you're curling up in cotton or floating in bamboo blends, rest is always wrapped in softness.

Category Tiles:

- **Natural Fibres**
Cotton, linen, silk — breathable classics made to last and loved for their simplicity.
- **Organic Fibres**
Bamboo cotton, banana leaf cotton — planet-kind, chemical-free, ultra-soft.
- **Sleep Kits**
Curated bundles with everything you need to feel calm and comfortable at night: PJs, eye masks, sleep mists, and more.

3. The Sleep Journal

Intro Copy

A space for quiet thoughts, cozy rituals, and stories about better sleep.

From fabric deep-dives to bedtime routines and founder reflections, the Sleep Journal brings you closer to the world of ZED — one dreamy article at a time.

Meet the Founder — *Page Copy*

Page Title:

Meet Our Founder — The Dreamer Behind ZED

Header / Pull Quote (optional):

"I didn't just want better sleepwear — I wanted better nights."

Main Copy:

Hi, I'm [Your Name] — the founder of ZED.

And like many of you, I used to treat sleep like a footnote. An afterthought. Something to squeeze in between everything else.

But I began craving something softer. Slower. Something that made bedtime feel like a ritual instead of a routine.

So I created ZED — a sleepwear and lifestyle brand that honours the night as a space for self-connection, rest, and quiet joy. No more old t-shirts. No more scratchy tags. No more rushing to bed just to crash.

I wanted something better — for myself, and for everyone who feels the same.

ZED is deeply personal. Every piece is thoughtfully designed to reflect how I believe nights should feel: calm, clean, comfortable, and just a little bit whimsical. From the breathable bamboo cotton to our soft natural silks, everything we create is designed to support you in slowing down, showing up for yourself, and sleeping better — inside and out.

What started as a dream in my head (and a sketchbook full of bunny doodles) is now something I'm honoured to share with you.

So thank you — for resting with ZED.

Welcome to the sleep revolution. You deserve it.

—

Optional Subsection: "A Few Things I Believe In"

(can be styled as soft typography tiles or a carousel)

- Bedtime > screen time
- Good sleep is good self-respect
- A little bunny makes everything better
- Rituals are powerful — even small ones
- You don't have to earn your rest
- Comfort is a form of care

Meet the Bunny — Page Copy

Page Title:

Meet ZED's Bunny — Your Softest Sleep Companion

Header / Pull Quote:

She peeks out from the "E" — and whispers:

"Slow down. You're safe now."

Main Copy:

At first glance, you'll spot her peeking shyly behind the letter **E** in ZED. A tiny, hand-drawn bunny. Soft ears. Curious eyes. Quiet comfort.

She's more than a mascot — she's the heart of ZED.

Our bunny is a symbol of everything we believe in: stillness, softness, safety, and a little bit of whimsy. She represents the quieter moments — the ones we often overlook — when you're lighting a candle, putting on your PJs, or pulling the duvet up to your chin.

She's always with you. Watching over bedtime routines. Hiding in your packaging. Showing up on your favourite sleep mask or tag.

We keep her small, subtle, and sweet — just like the best parts of winding down.

She's a reminder that you don't need to be loud to be powerful.

And that rest doesn't have to be boring — it can be magical.

Optional Subsection: "Why a Bunny?"

- Bunnies are **gentle** by nature
- They're creatures of **ritual** and calm
- In many cultures, the moon holds a **rabbit-shaped spirit**
- They **curl up quietly**, just like we do at night
- And... they're just plain *adorable*

Closing Line:

Look closely. She's always near.

Dream softly, sleep deeply — with ZED's bunny by your side. 🐰✨

💬 6. Testimonials Page

Page Title:

What Dreamers Are Saying

You can style this page like Polaroids or quotes floating in a collage-style layout.

Example Testimonials

"The softest set I've ever worn. I used to dread bedtime — now I look forward to it."

– *Leila, Abu Dhabi*

"ZED helped me fall in love with winding down again. It's a vibe."

– *Mena, Dubai*

"Sustainable, beautiful, and cozy. Everything I needed in one box."

– *Tara, Sharjah*

Optional: Add a video or photo carousel later.

🏠 Final Optional Line for the Homepage

Natural. Organic. Designed to be lived in.

Welcome to your best rest yet.

