



Yogabed™



Yogabed





OUR ROAD TO WELLNESS



PHYSICAL, MENTAL AND SPIRITUAL WELL-BEING

We want to improve people's lives and wellness through a better sleep experience. Our innovative features provide assurance and peace of mind. Our technology ensures sensational comfort that supports the body. We build trust with our customers by demonstrating unparalleled value. All of these benefits are essential to the Yogabed experience.

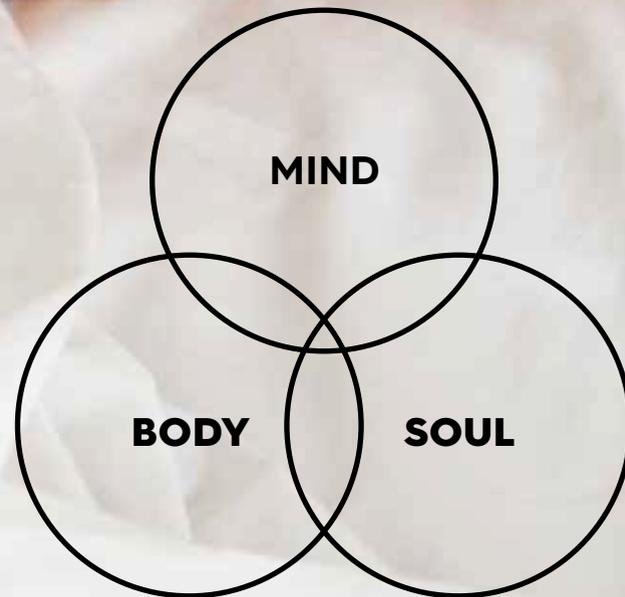


OUR CORE VALUES



MIND. BODY. SOUL.

The physical, mental, and spiritual benefits of yoga resemble those of a good night's sleep. A well-rested mind improves memory, mental sharpness, and creativity. A rejuvenated body increases overall health and immunity to disease and illness. And a soothed soul reduces stress and anxiety, and increases positive emotions and energy. It's the simple things that make the biggest difference.



THE BENEFITS OF YOGA THAT INSPIRE OUR BRAND.

EMOTIONAL WELL-BEING

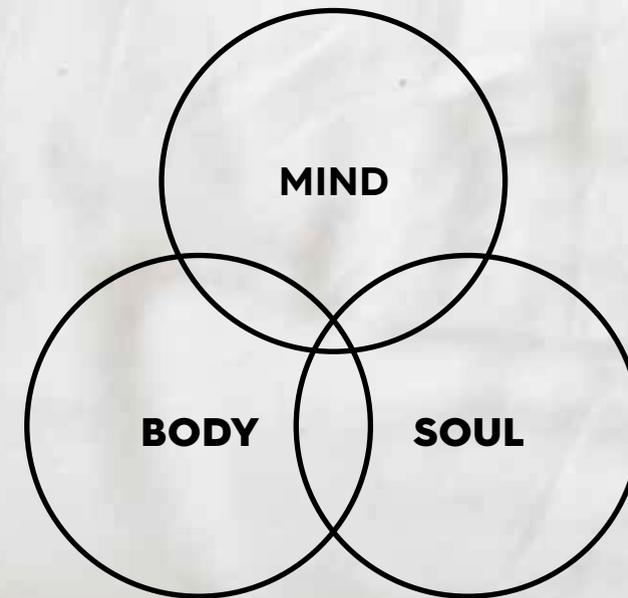
- Reduces anxiety
- Alleviates depression
- Improves self-image

PHYSICAL WELL-BEING

- Improves sense of balance
- Relieves chronic pain
- Increases flexibility

SPIRITUAL WELL-BEING

“Stills the thoughts of the mind in order to connect with the self.”



THE BENEFITS OF SLEEP THAT DEFINE OUR PRODUCT.

EMOTIONAL WELL-BEING

- Reduces stress
- Improves clarity
- Enhances memory

PHYSICAL WELL-BEING

- Improves overall health
- Builds immunity
- Restores and rejuvenates

SPIRITUAL WELL-BEING

- Balances emotions
- Spurs creativity
- Fosters positive emotions

CORE VALUES - MIND

TO PROVIDE VALUE

Great customer service is a never-ending story.

We do everything humanly possible to make our customers feel as special as we know they truly are. From first contact, to first night's sleep, and to many good night's sleeps ever-after, they know they made the right choice.





CORE VALUES - BODY

TO DELIVER COMFORT

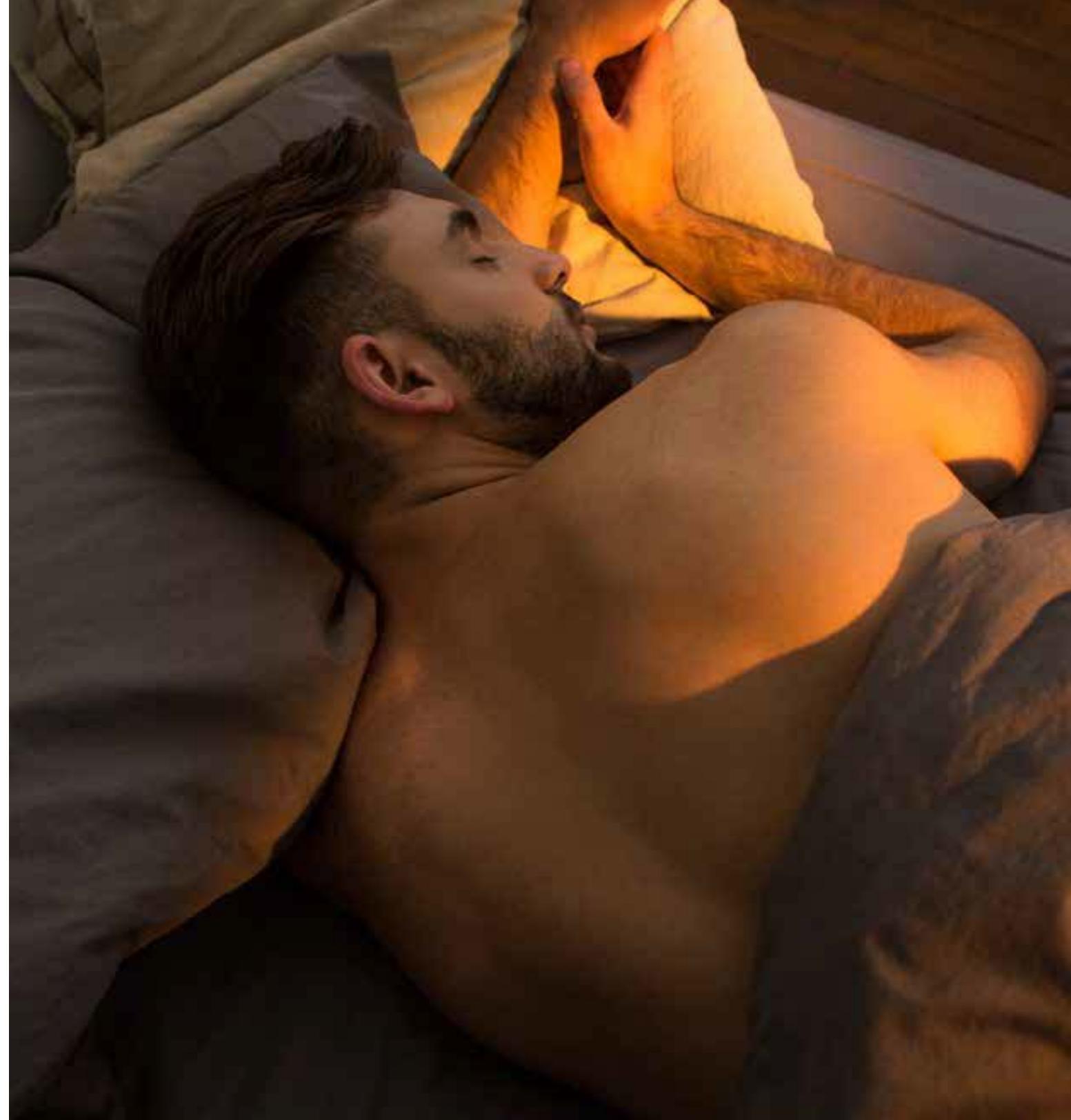
We believe in better, because better matters.

We use better materials. And rely on better American-made craftsmanship. Our complete comfort solution was designed with a single-minded obsession. To provide optimal support for unmatched comfort and the best possible night's sleep.

CORE VALUES - SOUL

TO HELP PEOPLE REST EASY

We are always honest, transparent and provide ongoing products and services to meet the unique needs and values of our customers. They feel good about their decision because they know we are industry experts, and that their satisfaction is our highest priority.



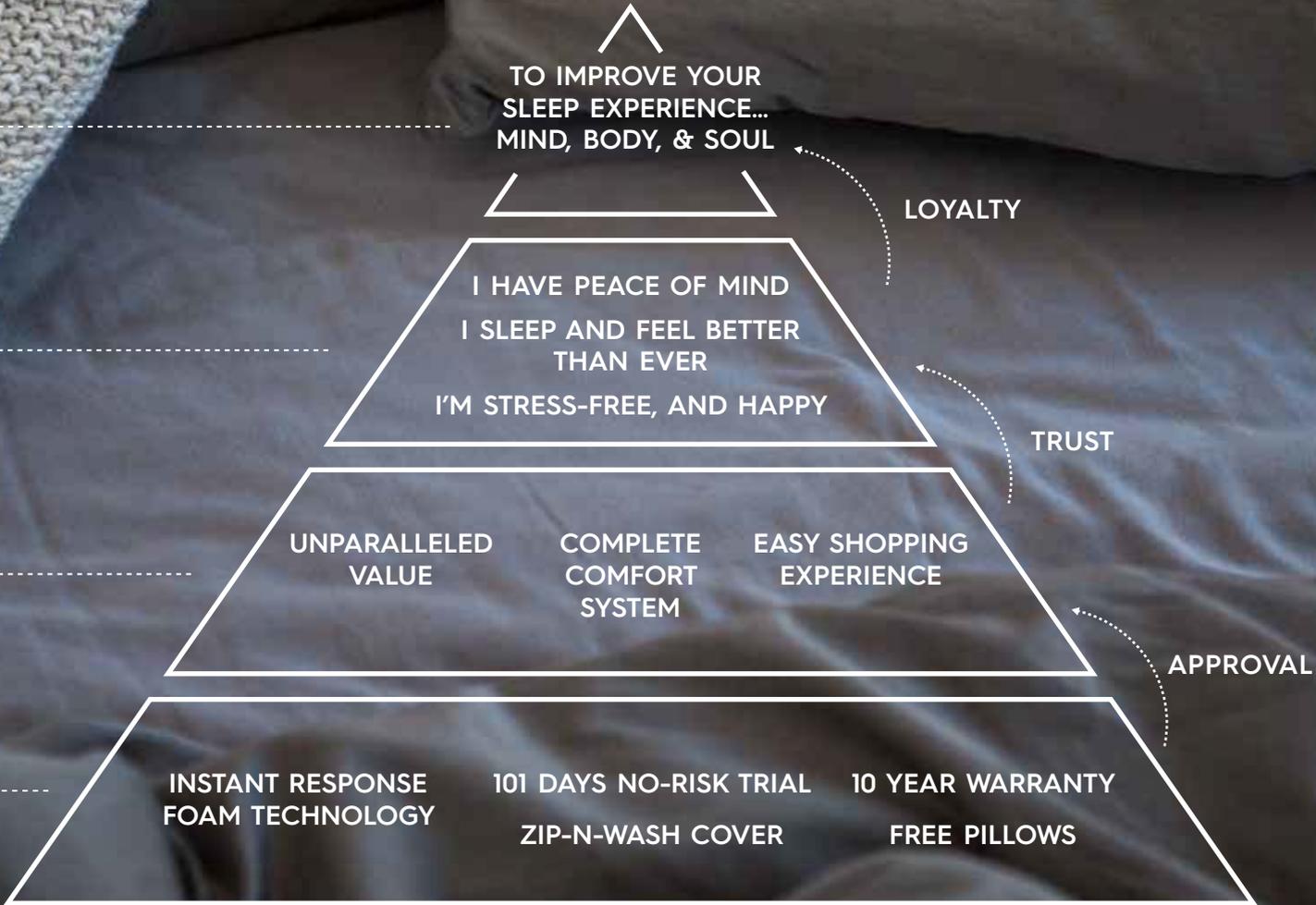
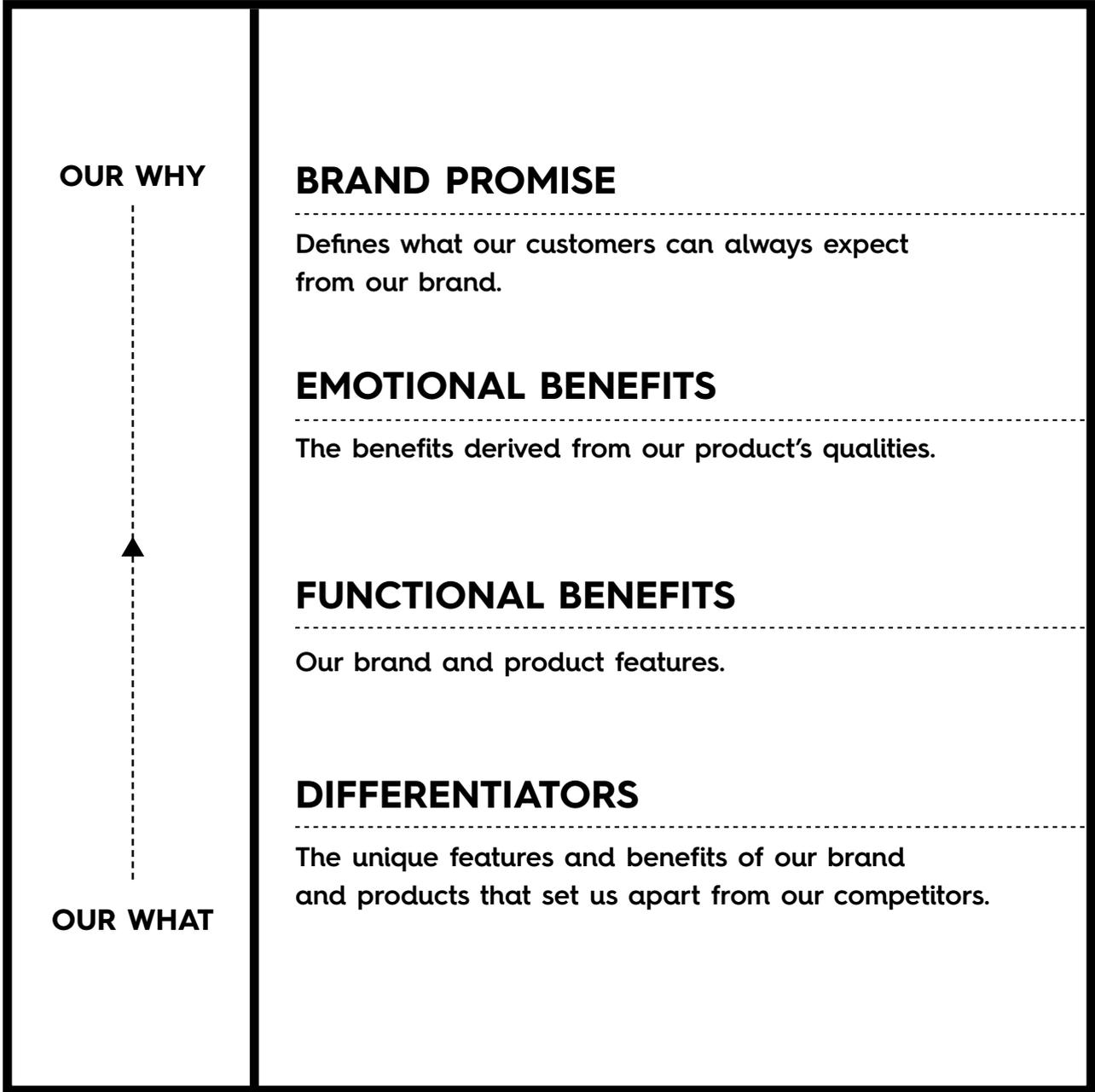


WE DO NOT SELL BEDS. WE DELIVER WELLNESS.

Comfort the mind, support the body, and replenish the soul.

This is our mantra. This is the reason we do what we do.

And everything we do as a company must reflect this philosophy. We do not simply sell mattresses. We provide a satisfying and memorable experience for our customers.





DIFFERENTIATORS

WHAT MAKES US UNIQUE?

We are sleep experts and wellness engineers. our Yoga Comfort System, free pillows, Zip-n-Wash cover, and industry-leading warranty are some of the features that set us apart from the competition. A unique combination that ensures we are truly in a category of our own.

FUNCTIONAL BENEFITS

VALUE AND COMFORT MADE EASY

Our goal is to provide a simple online shopping experience that provides complete comfort at the best price imaginable.

We offer unparalleled value that helps our customers sleep better, and saves them time and money.





EMOTIONAL BENEFITS

NO SALES PITCH. NO PRESSURE. NO PROBLEM.

Customers place their trust in brands. They want to feel confident they made the right choice, and feel proud about their purchase. Yogabed customers tell us they're delighted with their shopping experience: from start to finish. They tell us they sleep better, and feel better. And there's nothing in the world that makes us happier.



OUR CUSTOMERS



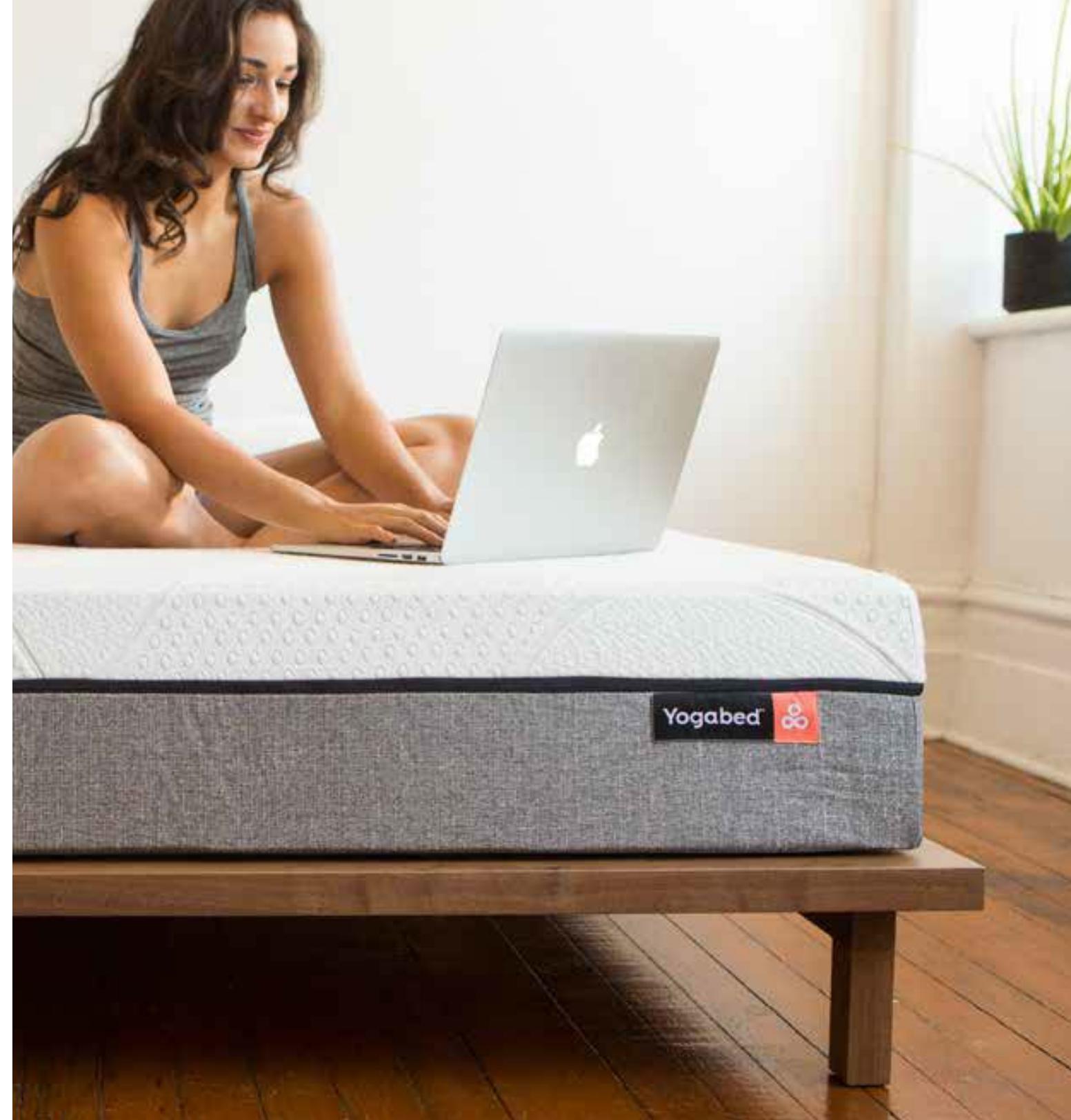
CONNECTED TECH-SAVVY MULTITASKERS

Our customers live and breathe technology. They are digital citizens with many faces and names. Conversations travel at the speed of light and every action and purchase is an instantaneous social affair. We must operate with the same mindset and exceed their expectations if we are to create brand ambassadors. We must communicate on their terms if we are to succeed in engaging them in our brand conversation.

WHO THEY ARE

THE DIGITAL CONSUMER

Our customers travel many roads to get where they're going. They daydream on Pinterest. And travel alone when moving quickly, scanning company websites and product reviews. When seeking safety and reassurance, they turn to their tribes, asking for advice across Facebook and Twitter. Yogabed adapts to meet their needs, answer their questions and reassure them about their purchase decision.





THEIR UNIVERSE

FULLY CONNECTED

We live in a world where everything is instantaneous. Our customers value brands that are authentic, honest and transparent. As a result, we do not just tell our story, but instead build a platform that enables our consumers to tell their own Yogabed story.

OUR UNIVERSE

WE PRACTICE WHAT WE PREACH

We believe in our product. And so do our employees. They are as proud as we are to be part of a wellness story that is made in America. And they share it with family and friends. They are the first and foremost of our brand ambassadors. It's more than simply being polite to use a product we manufacture, it's a testament to our unshakeable belief in Yogabed.

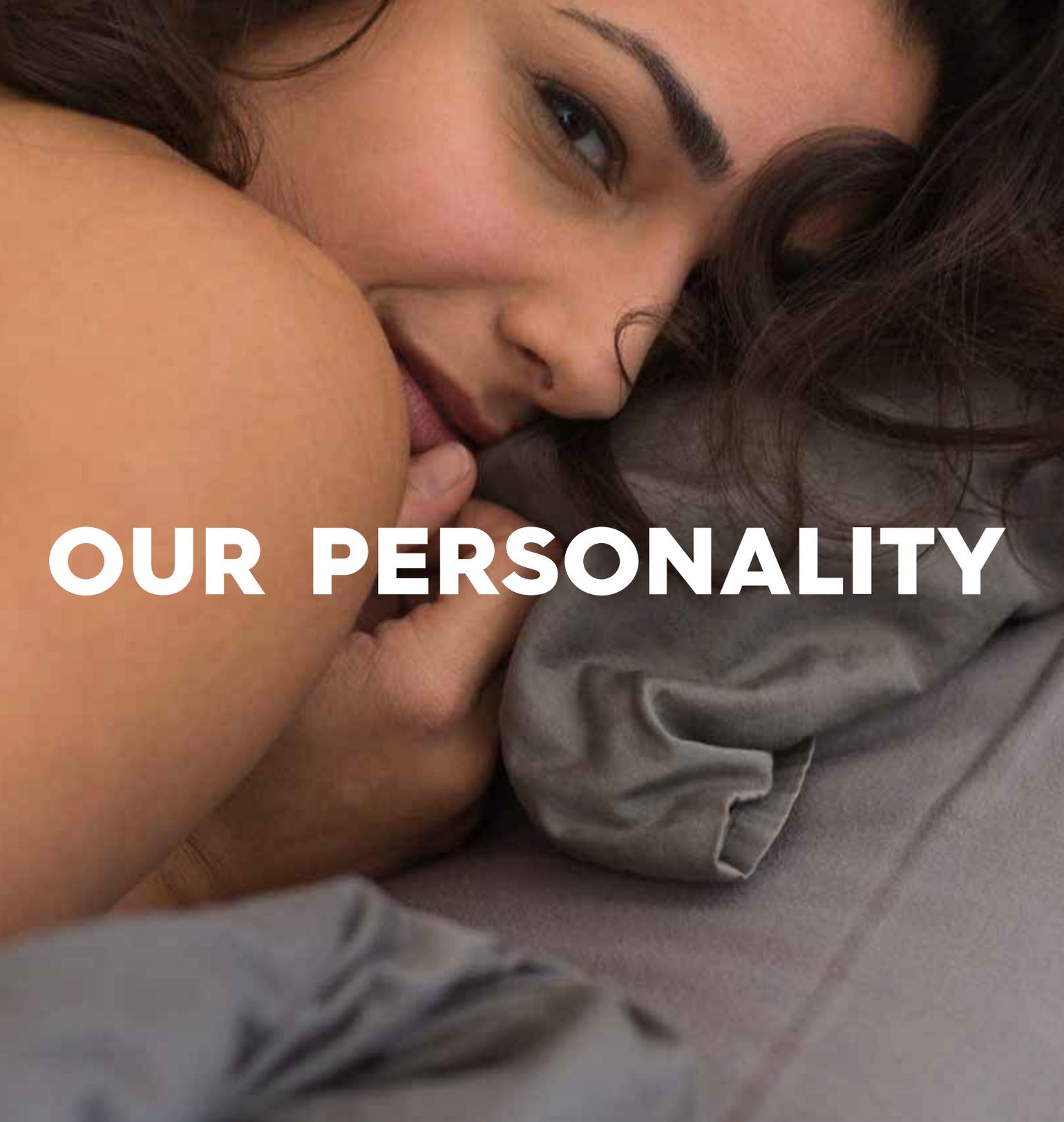




CREATING AMBASSADORS

CUSTOMERS DEFINE BRANDS

The success of the Yogabed brand depends on the satisfaction of our customers. It is critical that every advertisement displayed, every conversation we have, and every package delivered, delights our audience. We enable them to create their own Yogabed story and share it with friends, family and the world. And we're very happy to see them doing so!



OUR PERSONALITY



RESPECTFULLY DISRUPTIVE

We are the difference. We are the breath of fresh air in a multi-billion dollar category controlled by few and ripe with ambiguity, misinformation, and high-pressure sales. We are honest, transparent and always speak with our customers, not at them. Our product speaks for itself. And our dream is to improve wellness, one perfect night's sleep at a time.

THE SPIRIT OF YOGABED

NOT THE SAME OLD STORY

When consumers are at the fork in the road and need to decide where to purchase a mattress, shopping online is the path less traveled. Yogabed helps with this journey. Small and agile, we do not answer to boards or shareholders. We innovate for the better, embrace change that makes sense, and never sacrifice on quality. Ours is a journey of exploration that we travel hand-in-hand with our valued customers.





THE LOOK OF YOGABED

THE ART OF SLEEP

Our pictures tell a story. Stretch a single moment into a day-dream. They are the instant before “sweet dreams,” and the many moments after “rise and shine.” Smiling eyes and stretching souls whisper sweet nothings. Our design is simple, uncluttered, and lovingly frames the art of sleep. We believe perfection can only be reached not when there’s nothing left to add, but when there’s nothing to take away.

THE TONE OF YOGABED

PILLOW TALK

Our conversations are relaxed and intimate. Our attention entirely focused. Words are clear and simple, never confusing or convoluted. We always look people in the eyes when we speak. More importantly, we are good listeners. The conversation is never about us, but about them.





OUR VOICE



THE WHOLE TRUTH AND NOTHING BUT...

With over 40 years in the mattress industry, we know what we're talking about. And what it takes to create the best sleep solution possible. We've seen the shell games and the scams, and have witnessed every song and dance. Every Yogabed feature answers to a higher calling. Complete wellness.

And that's how we speak about our brand.

YOGABED IS NOT...

TRYING TO SELL YOU A MATTRESS.

A MATTRESS MANUFACTURER.

competently integrating long-term synergistic technologies to proactively cultivate an optimum nocturnal rest-cycle.

A CORPORATE ENTITY JUST LOOKING TO MAKE A QUICK BUCK.

A PRODUCT EXCLUSIVELY FOR YOGA PEOPLE.

A NAME.

YOGABED IS...

HELPING YOU FIND A BETTER SLEEP.

A SLEEP SOLUTION.

a great mattress that meets the needs of our customers.

A TEAM OF PEOPLE YOU WOULD INVITE OVER FOR DINNER.

INSPIRED BY YOGA, BUT DESIGNED FOR EVERYONE.

A BRAND EXPERIENCE.

STYLE

We are not afraid to say we are great at what we do.

We may speak less than our competitors, but when we say something, we make it count.

STONE

Our product was inspired by yoga but it does not define us.

We are down to earth and approachable. We are tech-savvy but not faddish or hip.

RHYTHM

Direct.

Light.

Enthusiastic.

Confident.

EXPERIENCE

The Yogabed brand is not created by us.

The brand is created by the Yogabed customer.

OUR VOICE

MESSAGING CHART

When we speak about Yogabed, we use the following messaging hierarchy. We start with a feature, define what it is, describe what it does, and explain how it contributes to overall wellness. All our claims have been tried and tested and are based on the truth.

We do not claim benefits without proof.

FEATURE	DEFINITION	DESCRIPTION	WELLNESS
Yoga Comfort System	Yoga Instant Response Foam™ forms the whole system of every Yogabed™	Has the best qualities of memory foam, latex foam and gel foam, all-in-one	Provides great pressure relief, unbelievable support and sleeps cool
Zip-n-Wash Cover	A removable, washable cover created using our patented THERMOCOOL™ fiber	Keeps you warm when you feel cold and cool when you feel hot 30-second on/off for easy removal and washing	You always sleep at your optimal temperature for greater comfort Your sleep environment is always clean and fresh
Free Yogabed™ Pillows	Made from Yoga Instant Response Foam™	Provides optimal head and neck support	An integral part of a complete sleep solution
101 No-risk Trial	101 night money back guarantee	Your comfort is our highest priority	Feel confident you made the right choice (We also give back by donating returned mattresses to charity)
10 year warranty	Industry standard warranty	We guarantee our craftsmanship	We stand behind our product so you have peace of mind
Free delivery	Free shipping anywhere in the continental USA	Covers all freight and delivery	You can rest easy knowing there are no hidden costs

A close-up photograph of a man and a woman lying in bed, smiling and laughing together. The man is wearing a grey t-shirt and the woman is wearing a light-colored top. The background is a soft, out-of-focus white pillow and headboard.

VISUAL GUIDELINES



DESIGNING BETTER SLEEP

The following pages illustrate how the Yogabed brand story is told. Key elements to consider are consistency, simplicity and authenticity. Be consistent with brand values, tell the story in the simplest way possible, and most importantly, be genuine in all communications.

GRAPHIC GUIDELINES

THE YOGABED LOGO

Our logo embodies our visual identity. It is the universal signature across all Yogabed communications. We use the same version in print, on screen, and on packaging. It is our sign and symbol, and the face consumers recognize.

We always treat it with the respect it deserves.

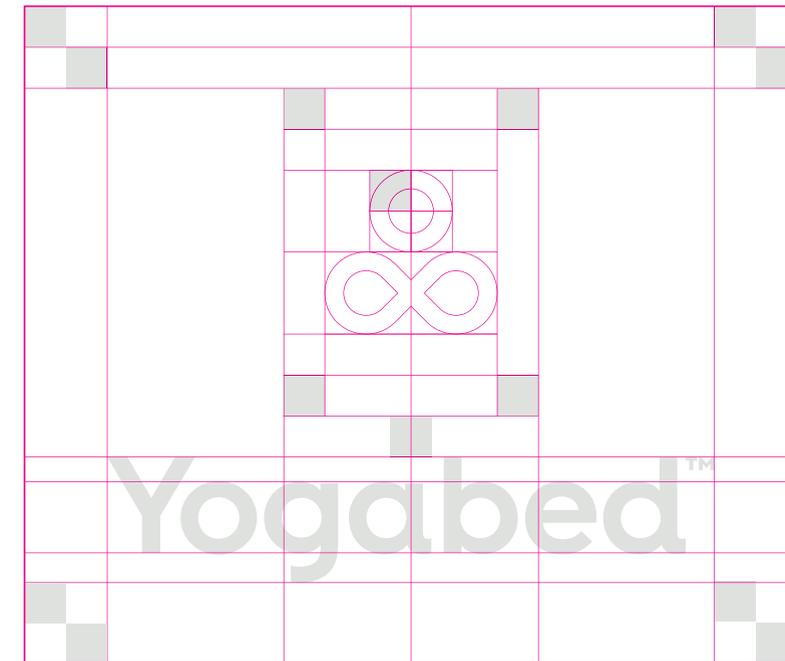


GRAPHIC GUIDELINES

LOGO SAFETY

To ensure that all logo versions are clearly visible in any application, they need space to breathe. The area directly surrounding them is protected and free of type, graphics, and images to avoid visual clutter. When the full name logo is used, a clear space of 25% of the symbol's height is always maintained.

25% clear space

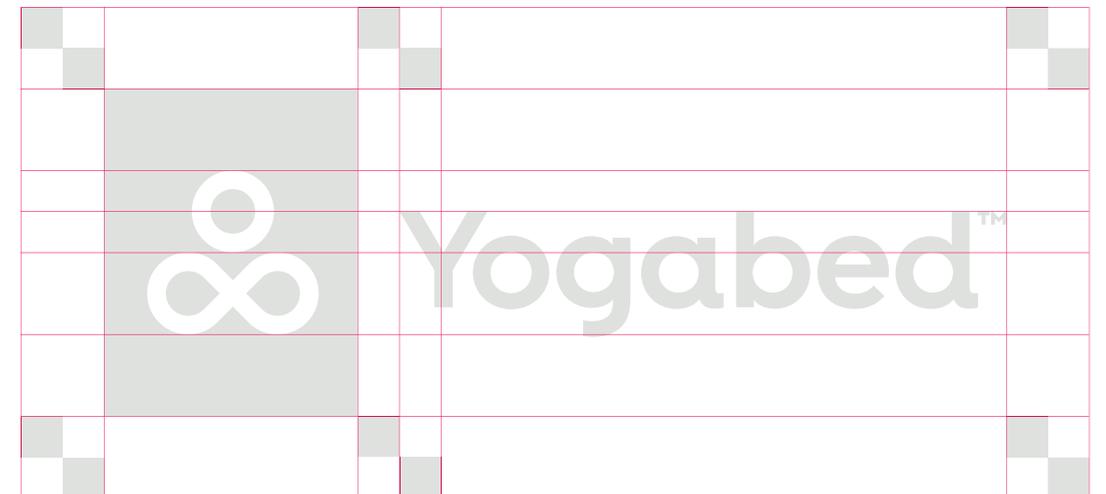


Note: the logotype typography has been carefully spaced, and should not be changed, or re-typed. The 'g' has also been modified.

GRAPHIC GUIDELINES

THE YOGABED LOGO HORIZONTAL ORIENTATION

This logo should only be used when it is not possible to use the vertical logo. While the proportions of the icon and the name Yogabed are different in size than in the vertical version, the necessity to maintain its visual integrity and safety remain the same.



GRAPHIC GUIDELINES

YOGABED LOGO DON'TS

To maintain brand consistency, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the Yogabed logo and should be avoided. If you have any questions, please contact our marketing department.



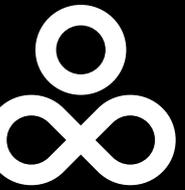
GRAPHIC GUIDELINES

LAYOUT FORMULA

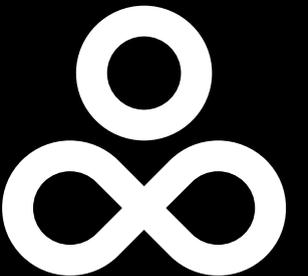
The proportions of the logo icon are the basis for all Yogabed layouts. Every communications piece is built from the essence, and most visibly recognizable element of the Yogabed brand. The following pages illustrate how the grid system originates from the logo and is applied in various layout orientations.



1 X 1



2 X 2



3 X 3

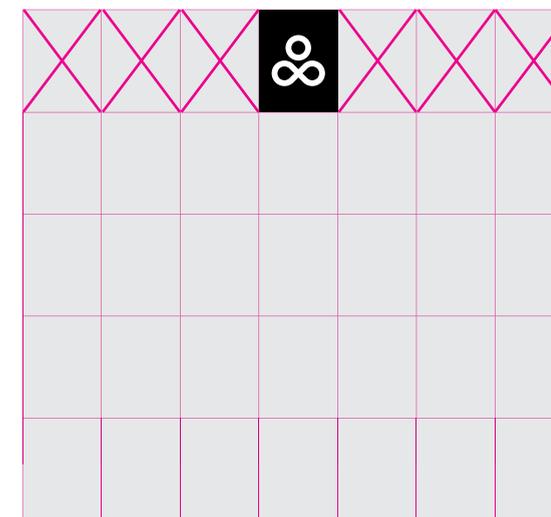
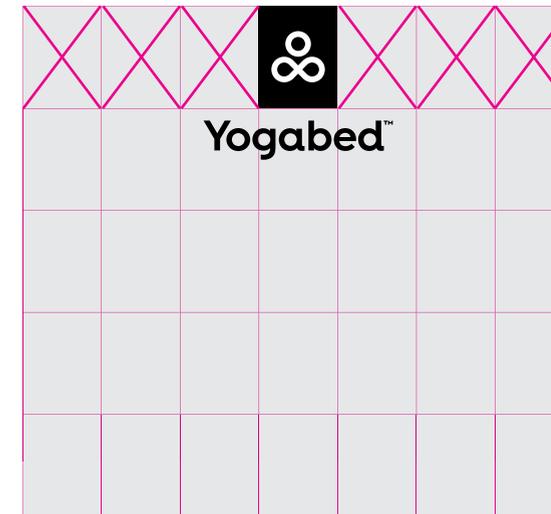
GRAPHIC GUIDELINES

LOGO PLACEMENT

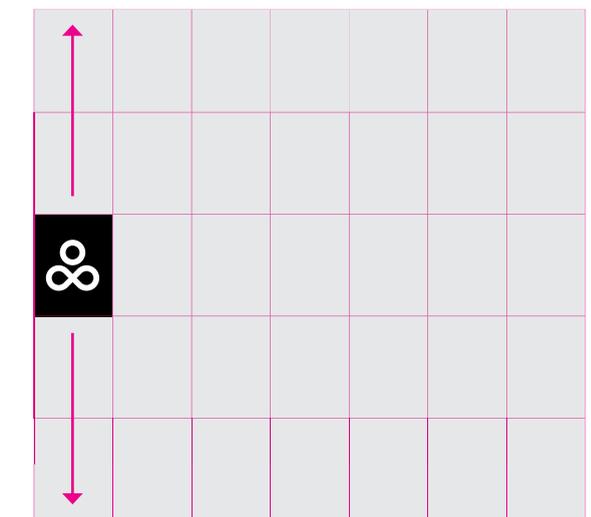
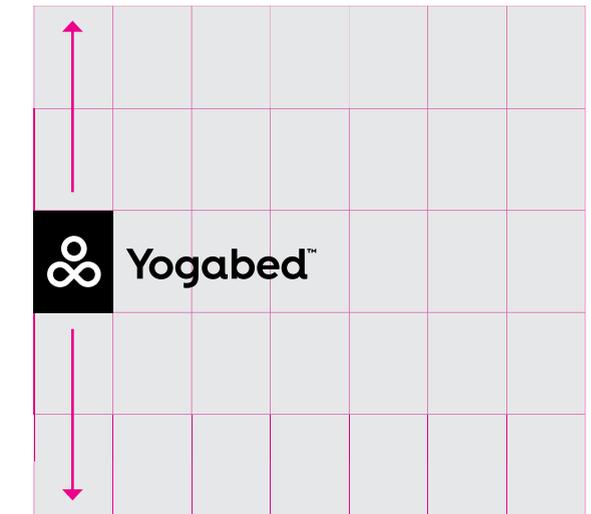
There is as much thought put into where we place our logo as the logo itself. In layouts and in packaging executions, the logo is anchored to the edge of a frame. For vertical logo orientations, the logo is always centered.

For horizontal logo orientations, the logo is anchored on the left edge but can be positioned vertically for optimal placement within visual elements.

Vertical Orientation



Horizontal Orientation

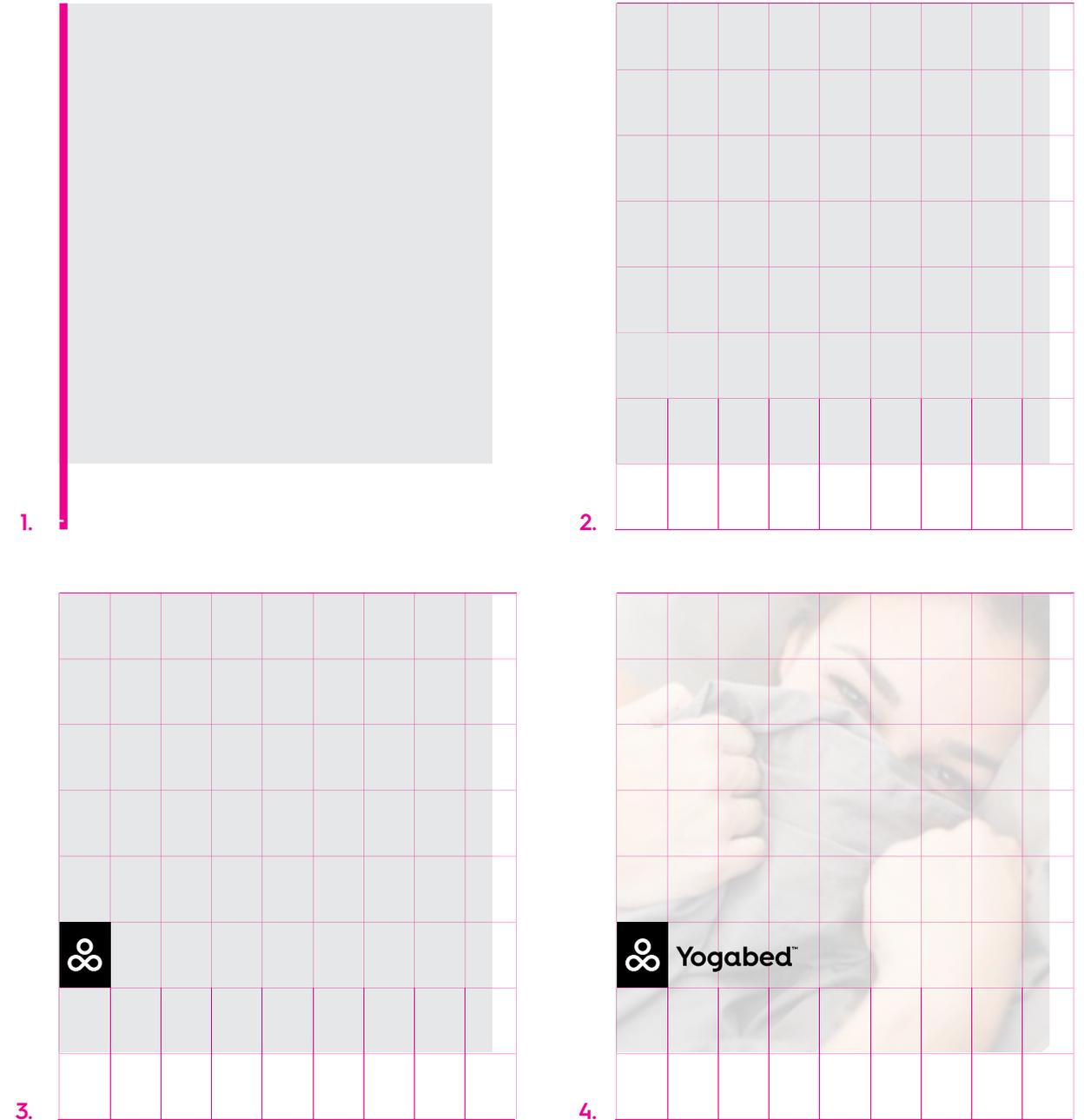


GRAPHIC GUIDELINES

THE GRID FORMULA

Following is the recipe used to create the correct Yogabed logo and grid proportions. The page on the right illustrates each step.

1. IDENTIFY THE FRAME EDGE.
2. EXPAND THE GRID TO FIT THE FRAME EDGE.
3. PLACE THE YOGABED LOGO.
4. CREATE YOUR LAYOUT.



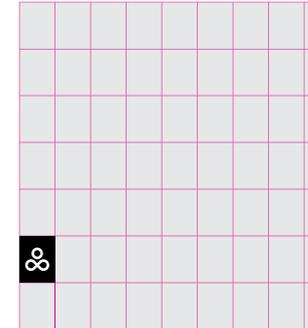
GRAPHIC GUIDELINES

THE GRID IN DIGITAL ADVERTISING

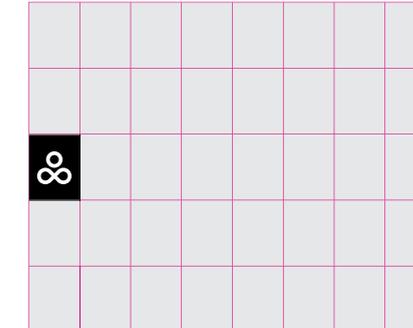
Our primary points of contact are entirely digital.

Wherever we're seen on the web, and regardless of device or platform, our graphic identity remains constant. The grid formulas on the right are proportions taken from actual banner ads deployed at the launch of Yogabed.

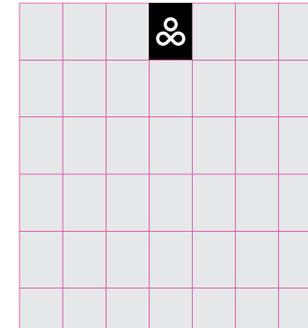
300 x 320



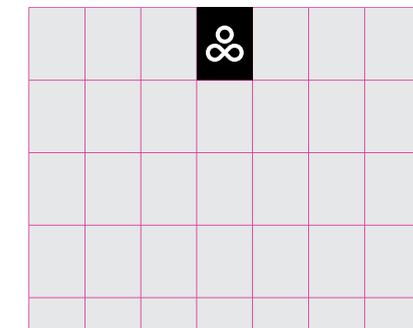
300 x 320



300 x 320



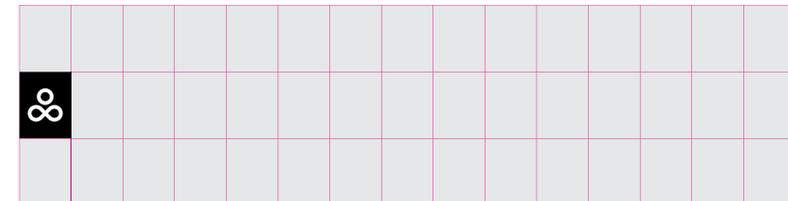
300 x 250



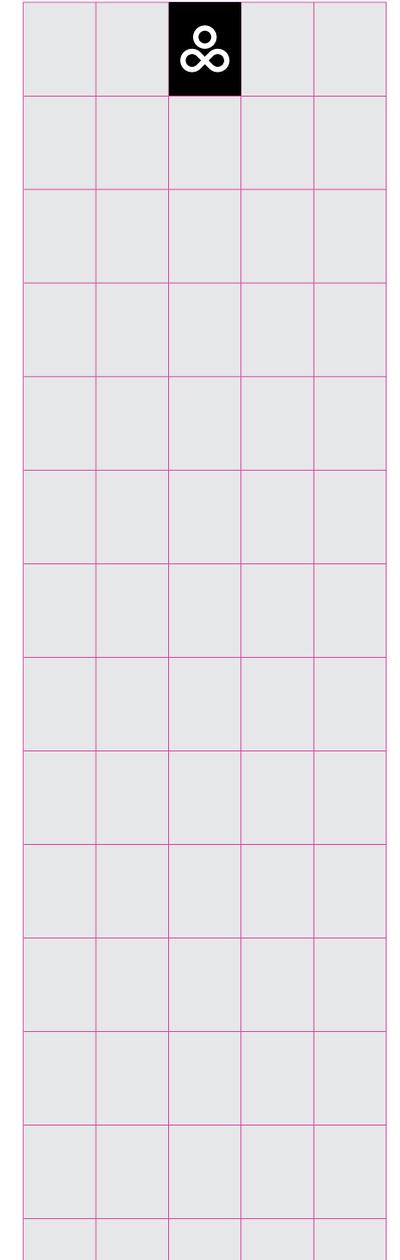
728 x 90



790 x 250



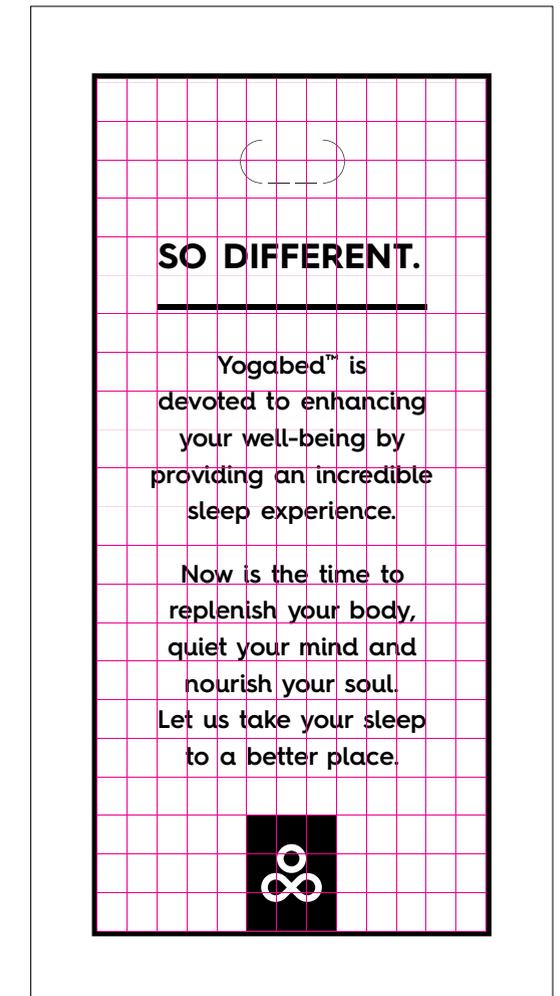
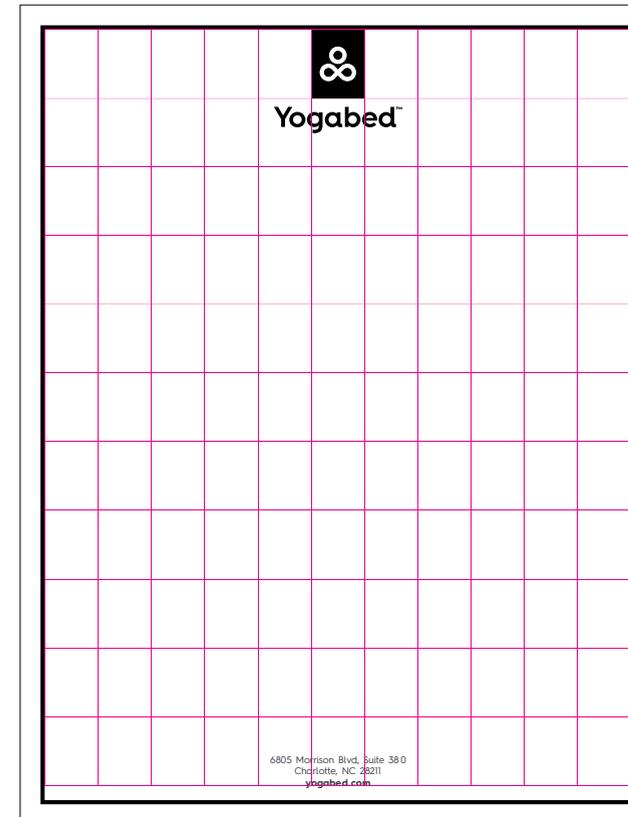
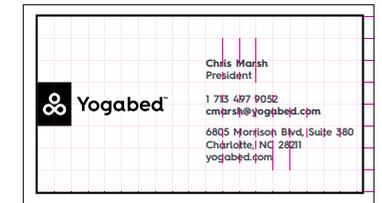
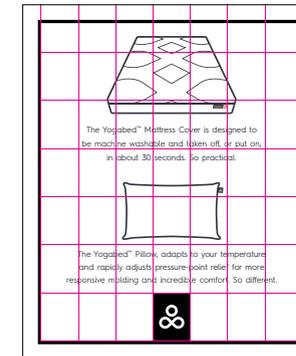
300 x 1050



GRAPHIC GUIDELINES

THE GRID IN PRINTED MATERIALS

The brand grid applies to all printed collateral, from business cards to instruction manuals. Follow the same guidelines when creating print pieces to ensure that what customers receive in hand has the same look and feel as what they see online.



GRAPHIC GUIDELINES

TYPOGRAPHY

Fonts are the clothes that words wear. They give personality to the words we say and their character and visual idiosyncrasies are critical to our brand. Although seemingly imperceptible to some, the improper use of typographic components can damage our credibility – we must dress our message appropriately for the occasion.

Yogabed wears Hurme Geometric Sans 4.

HEADLINES AND TITLES

HURME GEOMETRIC SANS 4 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – &*#@?!/+(.,:;)

BODY COPY

HURME GEOMETRIC SANS 4 SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – &*#@?!/+(.,:;)

HURME GEOMETRIC SANS 4 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – &*#@?!/+(.,:;)

SECONDARY TYPEFACE

In cases where a standard system font is required, such as in Word or PowerPoint documents, Helvetica is an acceptable substitute. Please use discretion and common sense.

GRAPHIC GUIDELINES

COLORS

Our color palette comes from our customers' sleep environments: morning sunrise, to mid-afternoon nap-time and to twilight and beyond. The surroundings are natural: woodgrains and comforting fibers are bathed in soft subdued shadows. Our color palette is eternal, born of the first sunrise, and enduring past many sunsets to come. These are the colors of our brand personality, and our shopping experience. More pronounced hues are used to highlight information and capture the attention of consumers.

PROCESS BLACK C C: 000 M: 000 Y: 000 K: 100 R: 0 G: 0 B: 0	PANTONE CG11 C C: 44 M: 34 Y: 22 K: 77 R: 83 G: 86 B: 90	PANTONE 418 C C: 000 M: 000 Y: 000 K: 000 R: 000 G: 000 B: 000	PANTONE WG10 C C: 24 M: 34 Y: 35 K: 60 R: 121 G: 110 B: 101	PANTONE 438 C C: 42 M: 56 Y: 47 K: 77 R: 88 G: 68 B: 70	PANTONE 411 C C: 30 M: 42 Y: 34 K: 75 R: 94 G: 81 B: 77	PANTONE WG11 C C: 26 M: 36 Y: 38 K: 68 R: 110 G: 98 B: 89
PANTONE 414 C C: 13 M: 8 Y: 17 K: 26 R: 168 G: 169 B: 158	PANTONE 423 C C: 22 M: 14 Y: 18 K: 45 R: 137 G: 141 B: 141	PANTONE CG9 C C: 30 M: 22 Y: 17 K: 57 R: 117 G: 120 B: 123	PANTONE 7639 C C: 0 M: 42 Y: 15 K: 48 R: 147 G: 109 B: 115	PANTONE 7532 C C: 23 M: 37 Y: 45 K: 65 R: 99 G: 81 B: 61	PANTONE 404 C C: 20 M: 25 Y: 30 K: 59 R: 119 G: 110 B: 100	PANTONE 408 C C: 12 M: 19 Y: 19 K: 40 R: 151 G: 140 B: 135
PANTONE 7534 C C: 3 M: 4 Y: 15 K: 8 R: 209 G: 204 B: 189	PANTONE 7536 C C: 11 M: 13 Y: 30 K: 32 R: 166 G: 159 B: 136	PANTONE WG8 C C: 48 M: 44 Y: 49 K: 9 R: 140 G: 130 B: 121	PANTONE 4725 C C: 13 M: 42 Y: 43 K: 31 R: 174 G: 138 B: 121	PANTONE 7505 C C: 17 M: 44 Y: 62 K: 49 R: 129 G: 96 B: 64	PANTONE 2318 C C: 27 M: 57 Y: 69 K: 9 R: 164 G: 116 B: 73	PANTONE 2316 C C: 25 M: 39 Y: 50 K: 3 R: 189 G: 154 B: 122
PANTONE 7534 C C: 16 M: 13 Y: 25 K: 0 R: 209 G: 204 B: 189	PANTONE CG3 C C: 8 M: 5 Y: 7 K: 16 R: 200 G: 201 B: 199	PANTONE 427 C C: 17 M: 4 Y: 6 K: 4 R: 191 G: 206 B: 214	PANTONE 7590 C C: 11 M: 27 Y: 33 K: 0 R: 212 G: 181 B: 158	PANTONE 4735 C C: 7 M: 28 Y: 27 K: 16 R: 192 G: 163 B: 146	PANTONE 7613 C C: 21 M: 47 Y: 46 K: 0 R: 188 G: 138 B: 126	PANTONE 486 C C: 0 M: 55 Y: 50 K: 0 R: 232 G: 146 B: 124

GRAPHIC GUIDELINES

PHOTOGRAPHY

Our photography is a slice of everyday life. It captures a moment in time that allows consumers to feel like they're actually there. It may be our personality, but it's their experience. This is the story of them, not us. Consumers cherish brands that are authentic and allow them to genuinely live their feelings and emotions.

Our guiding principles for photography are:

EVERYDAY • APPROACHABLE • ENGAGING • NATURAL

RELAXED • HONEST • INTIMATE • PERSONAL



GRAPHIC GUIDELINES

ICONOGRAPHY

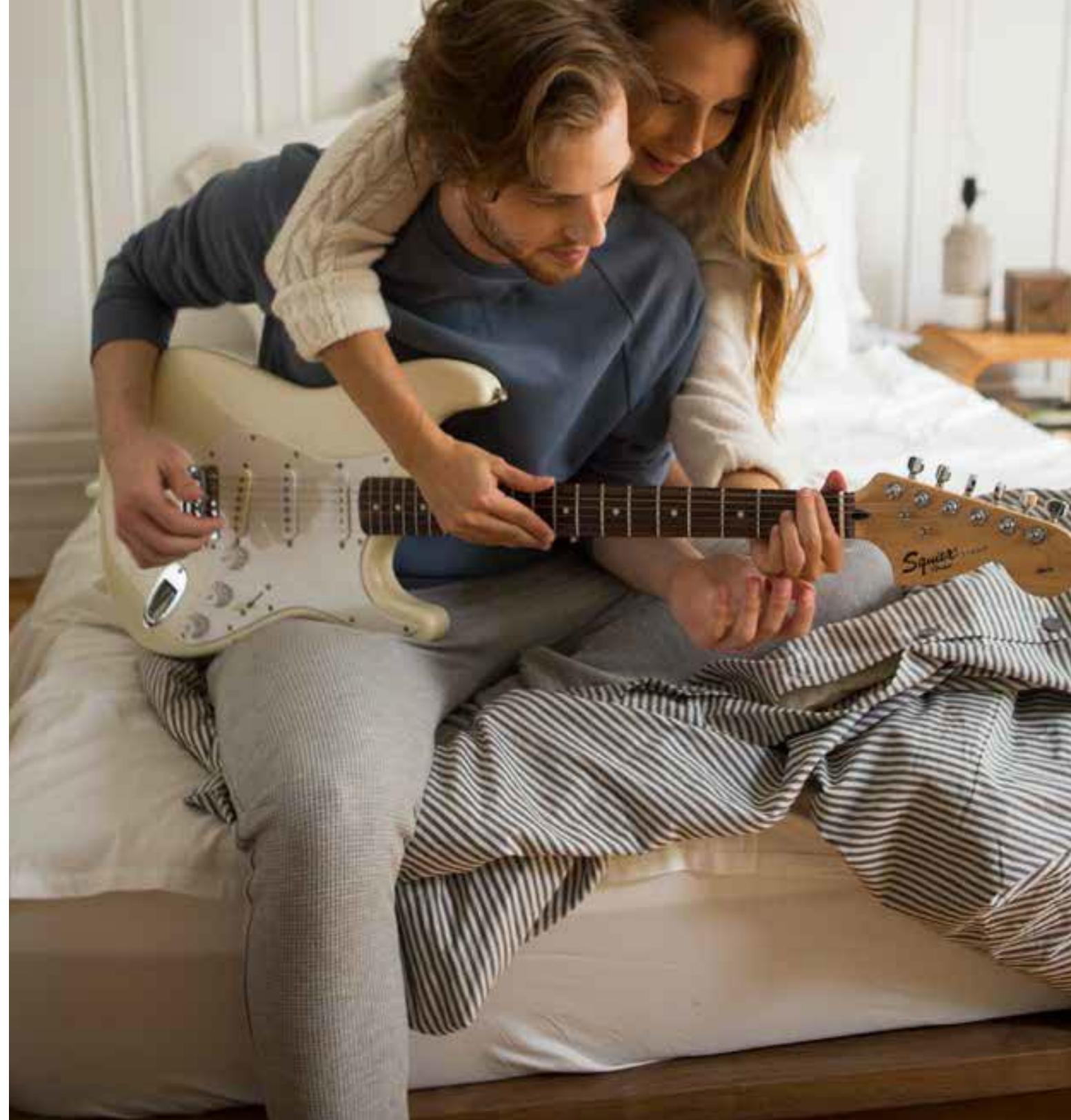
Yogabed's icon library was designed to communicate the brands unique personality, and support specific themes in marketing communications. They play an important role in calling attention to key information in a playful and approachable manner. When using them please always consider that, less is more, and use the icons sparingly and only when appropriate.



WHAT WE BELIEVE

WE ARE COMMITTED TO BEING BETTER

We believe that quality doesn't have to come at a high price. That honesty, transparency, and good manners are not values, but a way of life. And that trust and peace of mind are to be expected: at work, at play, and for each and every customer we serve.



www.yogabed.com