Identity

Guidelines

01.09.17 Version 1

Brand Components

WHITE DOVE™
MATTRESS ——| Primary Logo

WHITE DOVE™ ——| Horizontal Logo

——| Logo mark

WHITE DOVE™
MATTRESS ——| Logo type

Minimum Size Requirement

1"

WHITE DOVE™
MATTRESS

To ensure readability, the primary logo should not be used under a size of 1" wide. If the logo must be used this small, please use the secondary logo.

Area of Isolation

Clear space

To create maximum impact, the space around the White Dove logo should be free from other text and graphics. The area of isolation is the designated clear space around the logo no matter what size the logo is placed.

When placing the logo on any material, the area of isolation must be accommodated. The gray area represents this safety area. In the primary logo, the area of isolation is based on X, which is the height of the dove in the logo.

Logo

When placing the logo, a minimum of X on all sides must be maintained.

Collection Logos

Cambridge™
BY WHITE DOVE

Classic™
BY WHITE DOVE

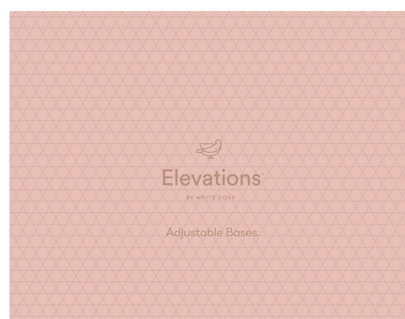**Duality**™
BY WHITE DOVE
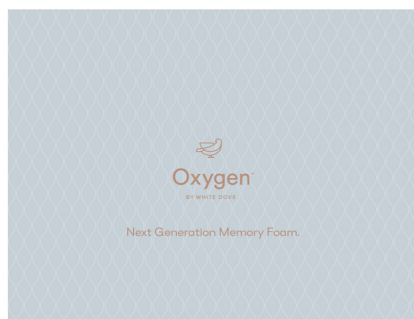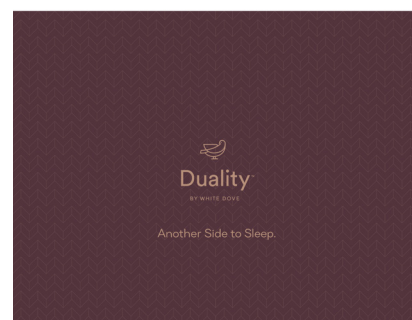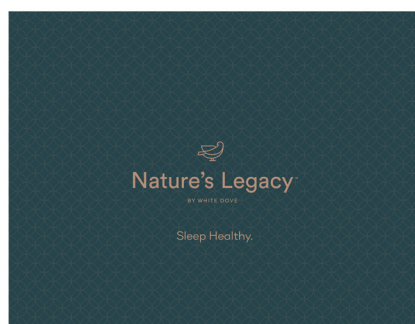
Elevations™
BY WHITE DOVE

Nature's Legacy™
BY WHITE DOVE

Atlas™
BY WHITE DOVE

Trade Dress

Cambridge™
BY WHITE DOVE

An Estate Collection.

Atlas™
BY WHITE DOVE

Comfort that Lasts.

Classic™
BY WHITE DOVE

The Original. Reinvented.

Nature's Legacy™
BY WHITE DOVE

Sleep Healthy.

Duality™
BY WHITE DOVE

Another Side to Sleep.

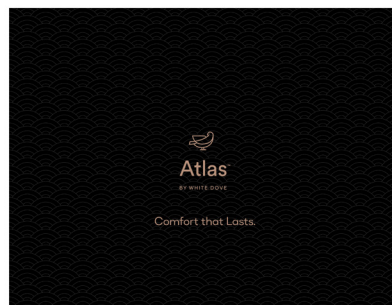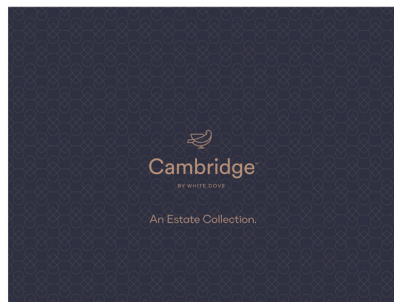Oxygen
BY WHITE DOVE

Next Generation Memory Foam.

Elevations
BY WHITE DOVE

Adjustable Bases.

Color Application

Color Specifications

Please refer to the chart below when using the White Dove complimentary colors. If the piece is part of a four-color process reproduction, the colors should be created with CMYK screen tints. If the identity is part of an electronic medium such as the web, broadcast or Power Point, the colors should be created with RGB values.

Primary Palette

PMS 5255 U

PMS 875 U

R96 G94 B104

HEX#

C29 M20 Y1 K60

THREAD COLOR
Madeira 1387/1617

R184 G145 B123

HEX# B8917B

C21 M35 Y50 K15

THREAD COLOR
Madeira 1726

GOLD FOIL
Crown 923

Secondary Palette

PMS 7611 U

PMS 690 U

PMS 537 U

PMS 7470 U

PMS 289 U

R233 G192 B183

HEX# E9C0B7

C6 M20 Y24 K0

R90 G60 B70

HEX# 53333D

C44 M70 Y50 K10

R202 G213 B220

HEX# C5D0D7

C19 M6 Y9 K0

R42 G73 B79

HEX# 26454B

C69 M42 Y39 K10

R51 G53 B70

HEX# 2F3142

C75 M58 Y38 K20

Full-Color Treatment - Print

For maximum visibility, the full-color logo should appear on a white or light-colored background.
It is also very effective when shown in white reversed out of the primary palette.

Full-Color Treatment - Electronic and Video

Color created through transmitted light on a monitor or a television screen is composed of three primary colors: red, green and blue (RGB). RGB color is produced electronically, the overall color quality will tend to be more vivid than the printed color.

Please note: electronic color is more subjective than printed color. Temporal changes of light source, reflection from adjacent objects, manufacturer and age of screen all affect the color appearance. In the event that clarity becomes an issue in an electronic medium, please use the magnified RGB ONLY version. To create an electronic match for the White Dove palette, refer to the colors specified in this book.

Black & White Treatment

The black & white logo is used for applications that do not warrant the expense of color reproduction or when convention calls for black & white reproduction.

WHITE DOVE™

MATTRESS

Typography

Primary Typefaces

The typographic style relies on a primary typeface of Basis Grotesque Pro Light and a secondary typeface of GT Pressura Mono.

This typeface is to be used for corporate applications such as the letterhead system and business cards, form titles, and signage. In addition, digital and print advertising should utilize the same typefaces.

Headlines: Chronicle display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Link for purchase: typography.com/fonts/chronicle-display

Sub Headlines: Danzza Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Link for purchase: heavyweight.cz

Body Copy: Danzza Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Link for purchase: heavyweight.cz

Incorrect Logo Usage

Never violate the area of isolation.

Never add any marking signatures.

Ensure sufficient contrast for proper identification.

Never distort, skew or redraw the logo.

Never change the color of the logo to a secondary color.

Never rotate (vertically, horizontally or diagonally) or flip the logo.

Logo Library

Choosing a File Type

The correct use of the White Dove brand is one responsibility we all share. Reproduction artwork is provided for easy use. Before choosing the file format, confirm the final use of the logo.

Vector Files
Vector files are used for print reproduction and for incorporation into MicroSoft software applications (e.g. Word and PowerPoint). Vector files may be scaled up and down within an unlimited specified size range. (EPS, PDF)

Bitmap Image Files
Bitmap files are composed of pixels for use on a display screen. These files are composed in CMYK (cyan, magenta, yellow, black) & RGB (red, green, blue) for use in interactive, video or TV applications. These files should not be enlarged, as a jagged edge will appear. Never use a bitmap file for print reproduction. (JPEG, BMP, TIFF, PNG)