

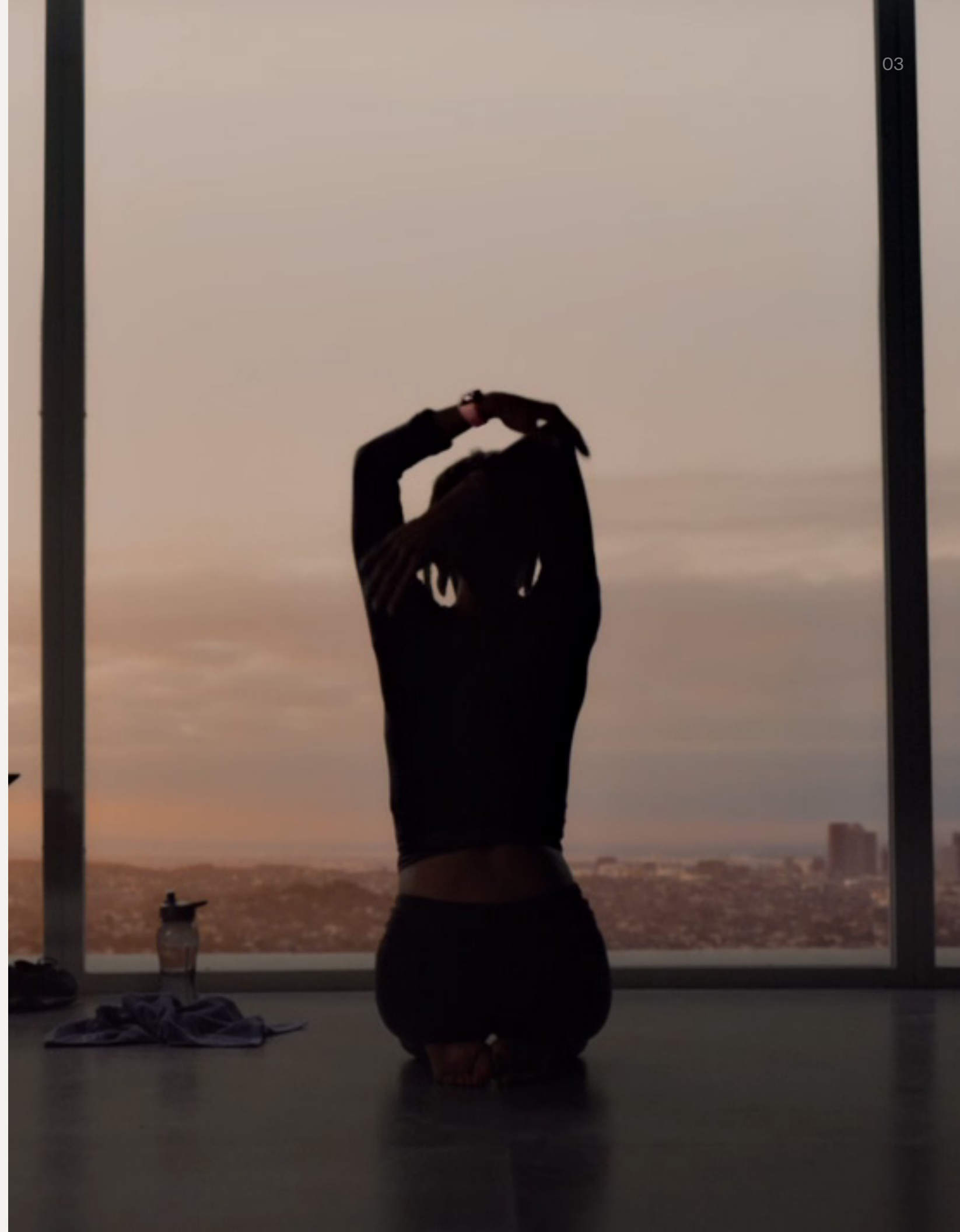
Tomorrow



Are you a morning person?

We ask ourselves like it's out of our hands. Like either you are or you aren't, so just deal with it.

But luckily, it's not that simple.





Every morning is a clean slate. It's up to you to decide how you'll make your mark tomorrow.

And the better you understand what you do while you sleep, the more you can improve how you feel when you step out of bed.





So we designed our sleep system with that in mind — creating the perfect environment for you, whether you spend your nights flat, sideways or somewhere in between.

It's the result of years spent testing, learning, and most of all sleeping, to discover what works best.





That's why we don't
care if you're a morning
person or not.

We want you to be the
person you're striving
to become.





So now you can ask
yourself a much more
exciting question.

Tomorrow Brand Book

Contents

The Tomorrow Brand Guidelines diverge into two chapters: Brand Strategy and Visual Identity.

The following table shows the contents of each chapter.

14 Brand Strategy and Tone

- Tomorrow Is...
- Tomorrow Is Not...
- Customer Benefits
- Brand Framework
- Our Tone
- Language Examples

34 Visual Identity

- Logotype
- Logomark
- Iconography
- Color
- Logo + Color
- Typography
- Art Direction
- Graphic Elements
- Composition of Ads

81 Applications

- Box
- Welcome Booklet
- Mattress
- Poster

Brand Strategy

The Brand Strategy serves as Tomorrow’s foundation. The following pages articulate the very core of the brand and should be applied as a lens for all key business decisions.

Tomorrow Is...

Comfortable
Connected
Accessible
Smart

Future Facing
Human
Premium
Differentiated

Authentic
Visionary

Tomorrow Is Not...

Cheap

Traditional

Expected

Slow

Complicated

Just for Millennials

Big Company

Expensive

One size fits all

Pure Luxury

Informed
Understood
Taken Care Of
Refreshed
Empowered

Optimistic
Confident
Optimized
Clear Headed

Emotional Benefits

MAKING A CONNECTION

How we want consumers to feel when they interact with our brand.

Insights
Context
Health
Completeness
Quality
Comfort
Value

Functional Benefits

DELIVERING VALUE
Utilities we provide to deliver tangible value to consumers.

SSB BACKING

Sleep Expert Team
SSB Craftsmanship
R&D Facility

TOMORROW OPERATIONS

Dynamic Product Ecosystem
Industry Leading Construction
World Class Customer Service

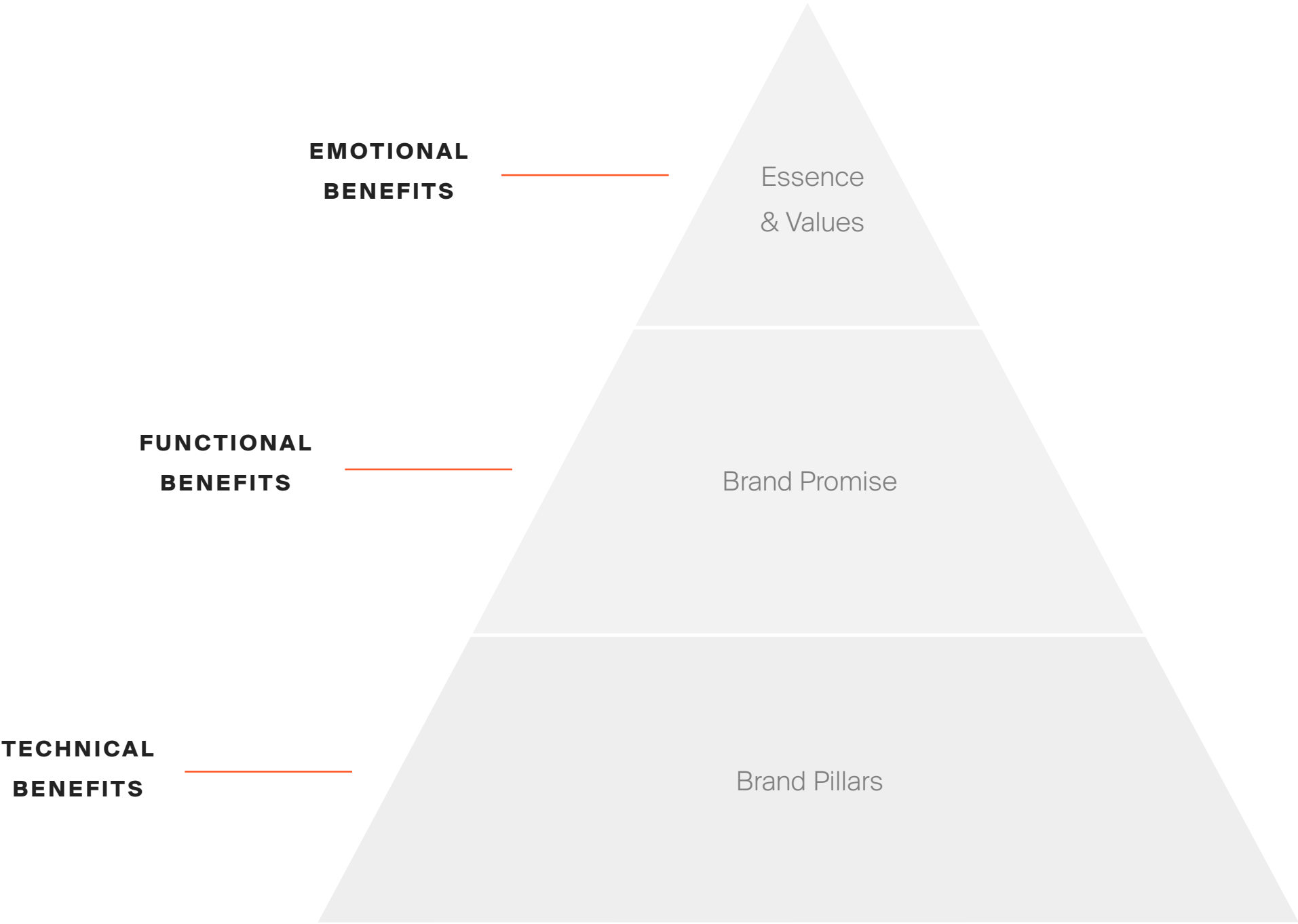
TOMORROW TECHNOLOGY

Personalized Web Experience
Sleep Tracking Technology
Edu-tainment Content

Technical Benefits

DIFFERENTIATING THE BUSINESS

Operational differentiators that support
our relationship with consumers

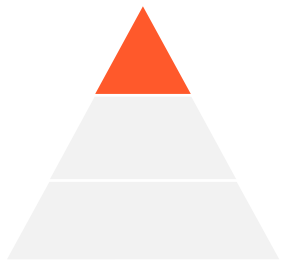


Brand Pyramid

The Brand Pyramid is a framework that expresses each facet of the brand by identifying the benefits that Tomorrow provides emotionally, functionally and technically.



ESSENCE
From our Emotional Benefits: Our brand’s core belief that drives a connection with our customer.



VALUES
From Emotional Benefits: Our brand’s cherished ideals.



PROMISE
From Functional Benefits: The promise we make to the world.

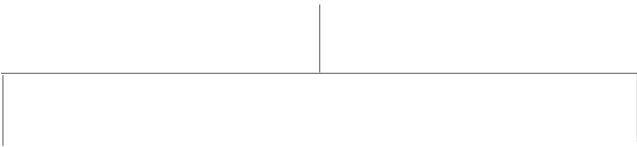


PILLARS
From Technical Benefits: Major points of differentiation for our brand.

Building on our Foundation

Each benefit set corresponds to and informs a specific element of the Brand Pyramid.

We are speaking to customers who have an innate drive for continuous improvement.



A better you through better sleep



Sleep is one of the three key pillars contributing to balanced health + wellness.

Essence

We derive the Essence from the emotional benefits. The Essence serves as the highest order of the brand.

EMOTIONAL BENEFITS

Informed, Understood, Taken Care Of, Refreshed, Empowered, Optimized, Optimistic, Clear Headed



A sense of orientation & comfort

Guidance
Commitment

A sense of momentum & improvement

Continuous Improvement
Ambition

A sense of vision & positivity

Connectedness
Optimism

EMOTIONAL BENEFITS

Informed, Understood, Taken Care Of, Refreshed, Empowered, Optimized, Optimistic, Clear Headed

Values

The ideas that your brand holds most dear, Brand Values play a foundational role in how the brand comes to life across visual elements and voice.



With SSB’s backing, Tomorrow is uniquely positioned to be an authority with a fresh voice.

The functional touchpoints we provide that help our users cross the chasm from conscious to informed to improved.

We provide the insights, products, and tools to enable better sleep for continuous improvers.

By representing the final frontier of health, better sleep represents the next step to a better you.

Using our expertise, communications, and technology to connect with people who aspire to optimize every aspect of their lives.

Brand Promise

The Brand Promise sits at the intersection of the Emotional and Functional Benefits. It expresses Tomorrow’s value proposition through the lens of the brand’s impact on the overall experience.

FUNCTIONAL BENEFITS

Insights, Context, Health, Completeness, Quality, Comfort, Value, Personalization, Coaching



INSIGHTS

Insightful Content
Holistic Approach

PRODUCTS

Leading Expertise
Cohesive Product Ecosystem
Unparalleled Quality

TOOLS

Contextualized Data
Sleep as a Service

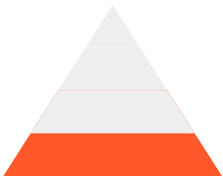
TECHNICAL BENEFITS

Sleep Expert Team, SSB Craftsmanship, R&D Facility, Dynamic Product Ecosystem, Industry Leading Materials, World Class Customer Service, Personalized Web Experience, Sleep Tracking Technology, Edu-tainment Content

Brand Pillars

Tomorrow’s major points of differentiation.

Brand Pillars highlight the qualities that set Tomorrow apart in the sleep landscape.



Wise

We're the only ones who have been in this business long enough to know that nothing is perfect. Iteration is perfection.



Optimistic

We truly believe the future will be better than the present. Any negative is just a step on the road to getting it right.

Driven

It's a humble driven - built on accountability and individualism. We define our own destiny.

Our Tone

As a brand, our tone should strike a balance between three key attributes. We're combining the drive to change an industry, the optimism that we can, and the wisdom to know how. Like Mr. Miyagi, our tone should embody the characteristics of a great sensei, which includes the ability to flex from encouraging guide to tough-loving teacher.

Please refer to language examples on the following pages.

What do you want to be
when you wake up?

Language Example

Sleep to your full potential.

Language Example

Tomorrow starts tonight.

Language Example

Real. Smart. Sleep.

Language Example

When we understand
what happens at night,
our days get better
and so do we.

Language Example

Restless → Ready

Language Example

Cooler nights,
calmer mornings.

Language Example

Visual Identity

The visual identity is the outward expression of Tomorrow. It uniquely sets the brand apart from its competitors in the sleep space.

The system is shaped around the brand values and emotional benefits defined in the brand framework and is composed to show the different ways Tomorrow can visually communicate to customers.

Elements

To communicate the emotional benefits of the brand, a core understanding of the brand elements is required. The logotype is the primary element of that identity; however, other components play an important role in establishing Tomorrow’s visual style.

SYSTEM ELEMENTS:

- Logotype
- Logomark
- Color
- Typography
- Iconography
- Art Direction: Product
- Art Direction: People and Social
- Graphic Elements
- Composition of Elements

Logotype

Tomorrow

The Tomorrow logotype has been designed to reduce to a minimum height of 0.15 inches for print.

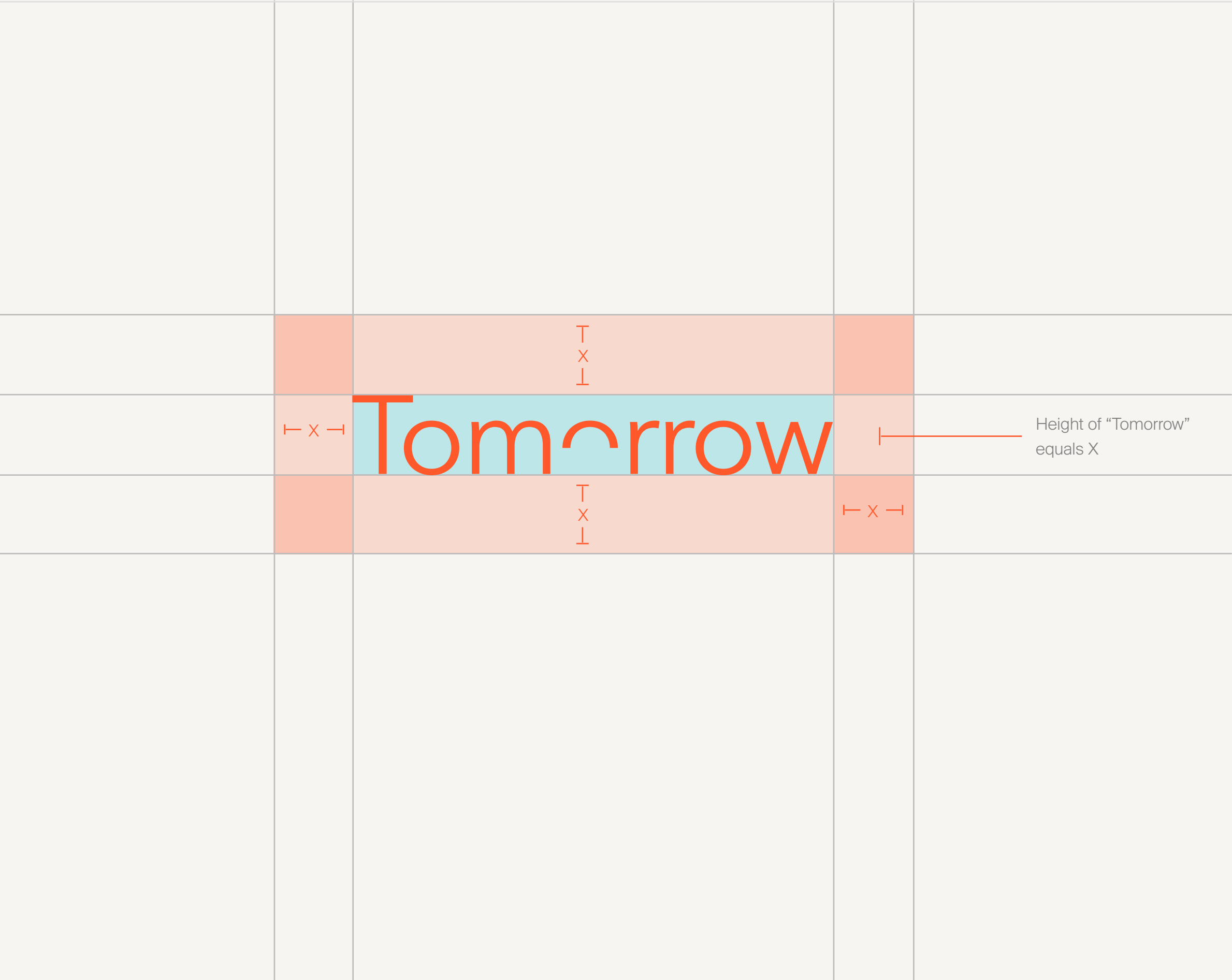
On the web, a minimum size of the logo is 18 pixels in height. There is no maximum reproduction size of the logotype.

Digital
Min Height 18 pixels



Print
Min Height 0.15 in





Logotype Isolation Area

The Tomorrow logotype should always be surrounded by a minimum area of space known as the area of isolation.

The area of isolation ensures that headlines, text, or other visual elements, do not encroach on the logotype.

The area is defined by using the height of the word “Tomorrow”. Keep a space equivalent to the height of the word ‘Tomorrow’ from the top and bottom, left and right. More space is always preferred, when possible.



DO NOT: Increase the logotype tracking.



DO NOT: Alter the letterforms in any way.



DO NOT: Change the position of the sun



DO NOT: Change the orientation of the logotype

Logotype Misuse

1. Never change the orientation of the logotype.
2. Never fill the logotype with imagery.
3. Never distort or extrude the logotype.
4. Do not use the incorrect resolution.
5. Do not crop the logotype.
6. Never change the typeface of the logotype.
7. Never use the logotype as body copy.
8. Never alter letterspacing on the logotype.



Logo Lock-up

The Tomorrow logo lock-up has been designed to reduce to a minimum height of 0.5 inches for print.

On the web, a minimum size of the logo is 30 pixels in height. There is no maximum reproduction size of the logo lock-up.

Digital
Min Height 30 pixels



Print
Min Height 0.5 in



Tomorrow

4 / 4

SLEEP

I 1 / 4

Logo Lock-up Relationship

The relationship between the logotype and tagline should never be altered. Only use the provided logo lock-up.

The descriptor was designed to measure 1/4 of the height of Tomorrow logotype.

Logo Lock-up Isolation Area

The Tomorrow logo lock-up should always be surrounded by a minimum area of space known as the area of isolation.

The area of isolation ensures that headlines, text, or other visual elements, do not encroach on the logotype.

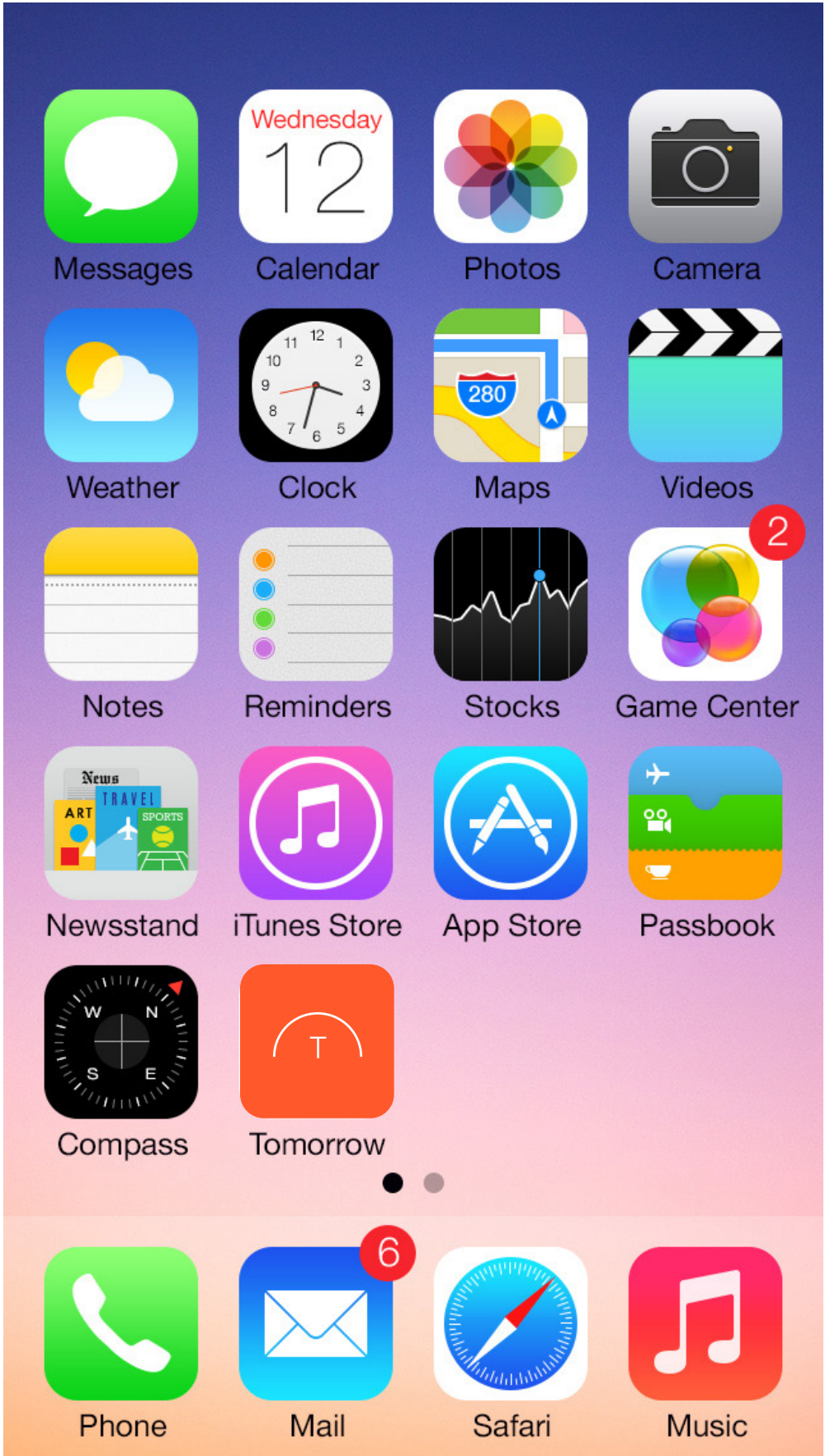
The area is defined by using the height of the word “Tomorrow”. Keep a space equivalent to the height of the word ‘Tomorrow’ from the top and bottom, left and right. More space is always preferred, when possible.



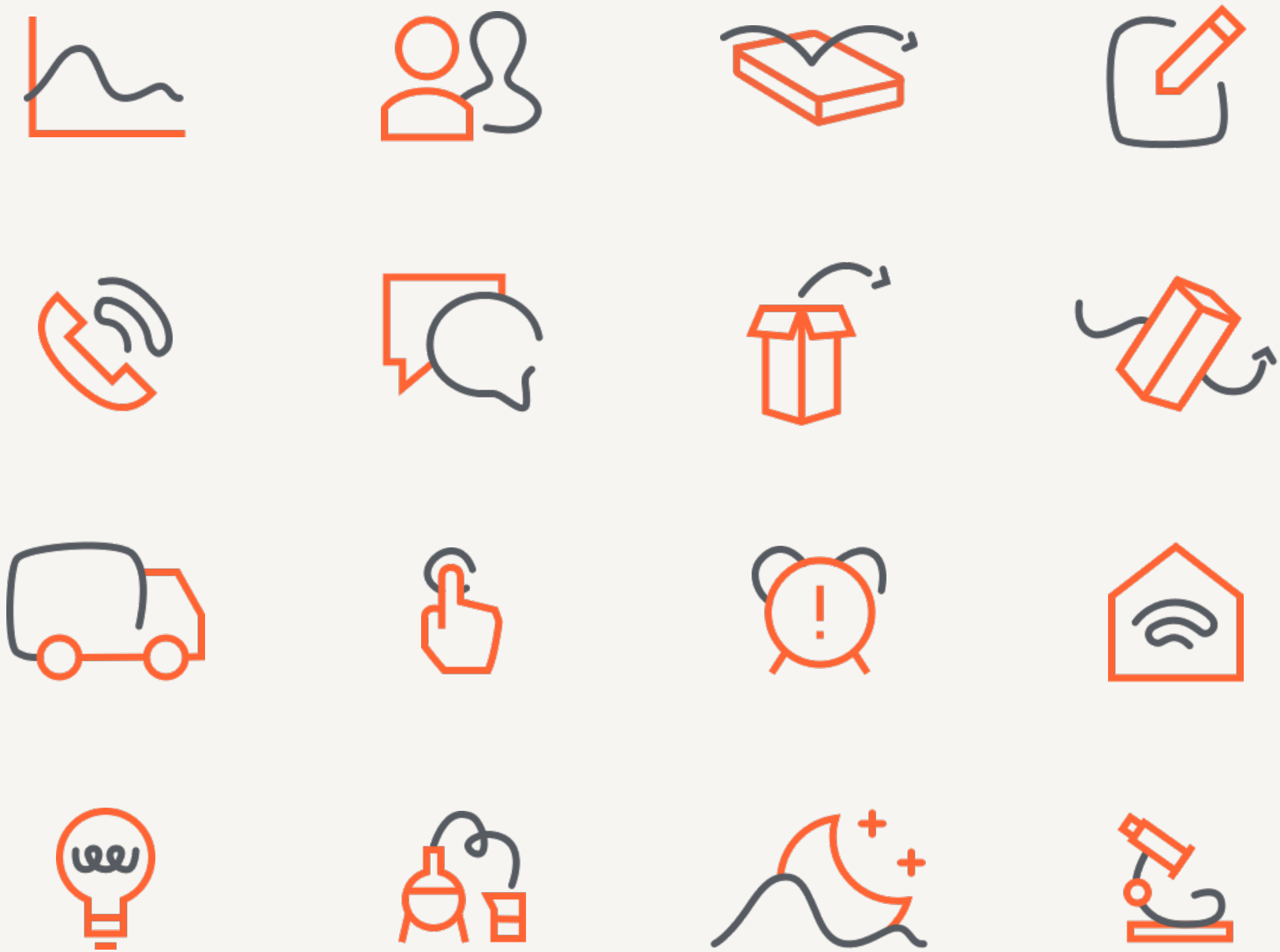
Logomark

The Tomorrow logomark should be used when the logotype becomes too small to read.

Logomark in App



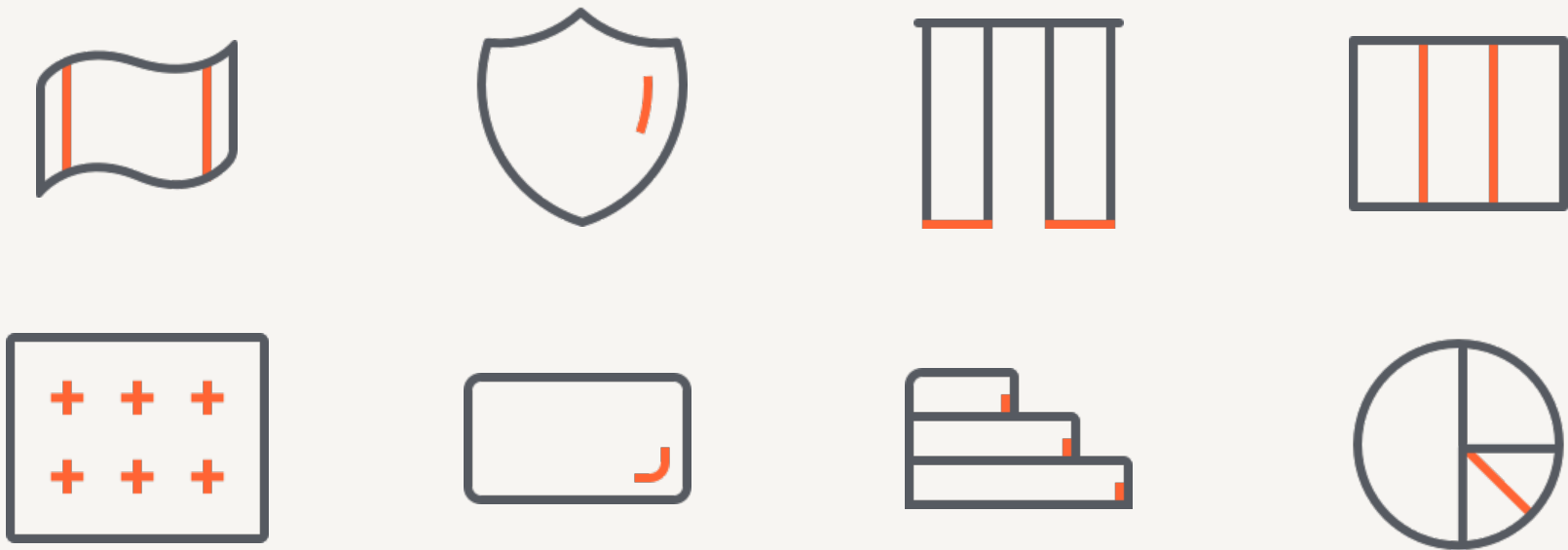
Iconography



Iconography (Guidance)

The “guidance” icons are used to direct the consumer through digital and physical experiences.

The icons use a mix of hard and soft lines to convey the idea of literal versus abstract.



Iconography (Product)

The “product” icons serve as a literal representation of various pieces of the Sleep System.

Color

Primary Colors

Tomorrow uses a base color of White, Soft Black, Orange, Blue and Warm Grey. The brand’s color palette is designed to provide a simple but bold base for the brand while adding vibrance to the overall aesthetic.

White and Warm Grey should be used as the main canvas colors across all print and digital products.

Soft Black, Tmrw Orange and Tmrw Blue should be used in small area’s (like type or line) for impact.

Tmrw Orange
#ff592b
RGB: 255/89/43

PANTONE 165 U
CMYK: 0/53/89/0 (uncoated)

PANTONE 165 C
CMYK: 0/70/100/0 (coated)

Tmrw Blue
#3077bc
RGB: 48/120/189

PANTONE 285 U
CMYK: 70/30/0/0 (uncoated)

PANTONE 285 C
CMYK: 90/48/0/0 (coated)

Warm Grey
#f7f5f2
RGB: 247/245/242
CMYK: 2/2/3/0

Soft Black
#333333
RGB: 51/51/51
CMYK: 0/0/0/93



Gradients

Inspired by the landscapes that represent the optimism of tomorrow, use this palette of gradients to create a system of backdrops for other information.

See page 77 for more on Gradient Meshes.

Logo + Color



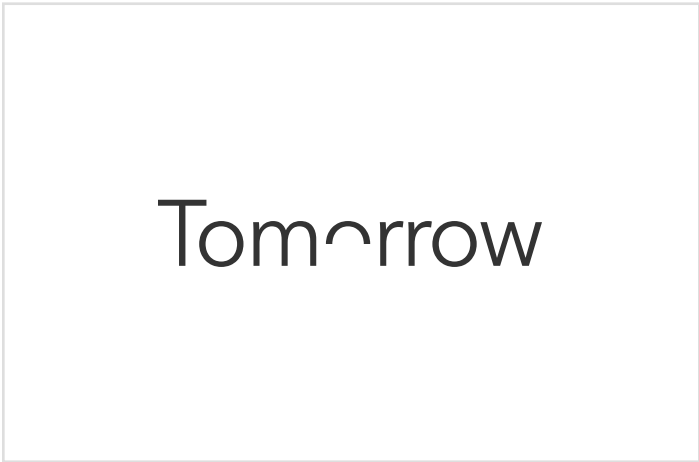
Tmrw Orange on White



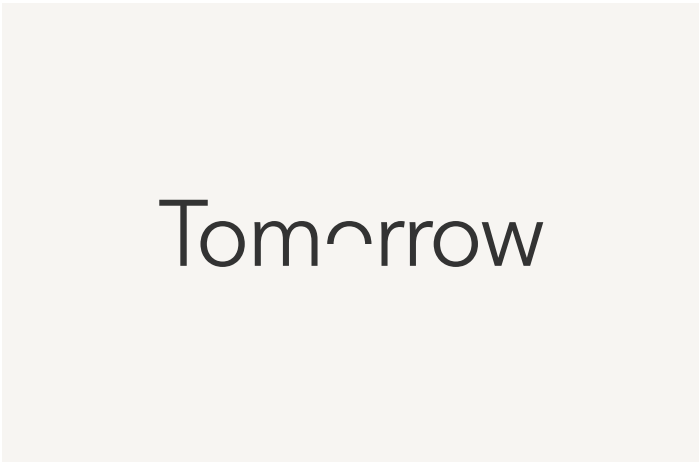
Tmrw Orange on Warm Grey



White on Gradient



Soft Black on White



Soft Black on Warm Grey



White on Tmrw Orange

Logotype Color: Primary Variations

Most commonly, when on White or Warm Grey, “Tomorrow” should always appear in Tmrw Orange or soft black.

Using Tmrw Orange as a backdrop for the logo should only happen on rare occasions for impact.



Logotype Color Misuse

DO NOT: Use any colors out of the Tomorrow color palette as a background color or logo color.

DO NOT: Do not mix colors if they are not specified in the logo color variation guidelines

DO NOT: Change the color of the rising sun.

Typography

A B C D E F G H I J K L M N
O P Q R S T U V X Y Z

1 2 3 4 5 6 7 8 9 0

Aa Bb Cc

Suisse BP Int'l

Suisse Int'l is a neo-grotesque sans-serif typeface that follows in the style of other Swiss neo-grotesques like Univers and Helvetica. Suisse creates a clean and utilitarian feeling that balances out the soft gradients and wavy lines.

Headline 1

Font: Suisse Int'l
Weight: light
Style: Title Case
Size: 70pt
Leading: 80pt
Tracking:0pt

Headline 2

Font: Suisse Int'l
Weight: light
Style: Title Case
Size: 50pt
Leading: 60pt
Tracking:0pt

Headline 3

Font: Suisse Int'l
Weight: light
Style: Title Case
Size: 28pt
Leading: 30pt
Tracking:0pt

HEADLINE 4

Font: Suisse Int'l
Weight: Bold
Style: All Caps
Size: 13pt
Leading: 30pt
Tracking:0pt

Type Hierarchy: Headlines

Suisse Int'l should be used as Tomorrow's headline font and can be used for calls to actions in a digital context.

Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Font: Suisse Int’l
Weight: light
Style: Sentence Case
Size: 16pt
Leading: 26pt
Tracking:Opt

Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Font:Verdana
Weight: Regular
Style: Sentence Case
Size: 14pt
Leading: 26pt
Tracking:Opt

Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Font: Suisse Int’l
Weight: light
Style: Sentence Case
Size: 13pt
Leading: 18pt
Tracking:Opt

Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Font: Verdana
Weight: Regular
Style: Sentence Case
Size: 12pt
Leading: 18pt
Tracking:Opt

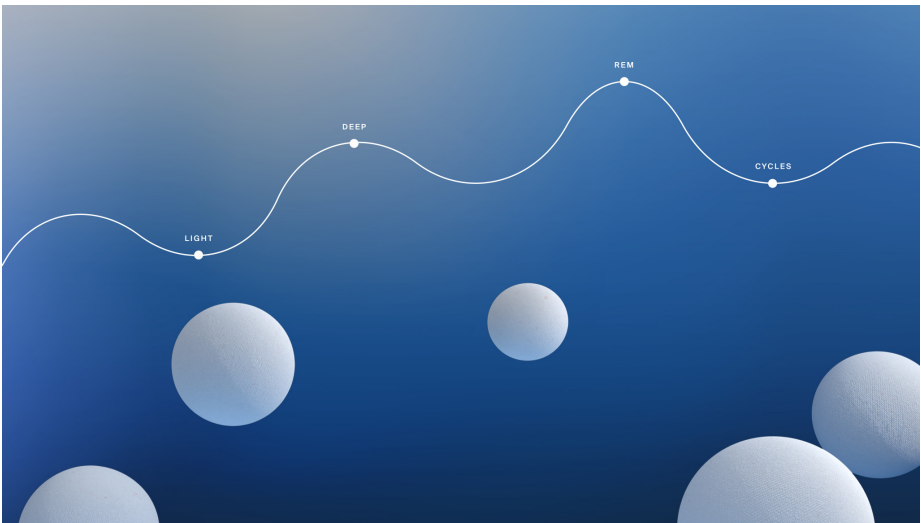
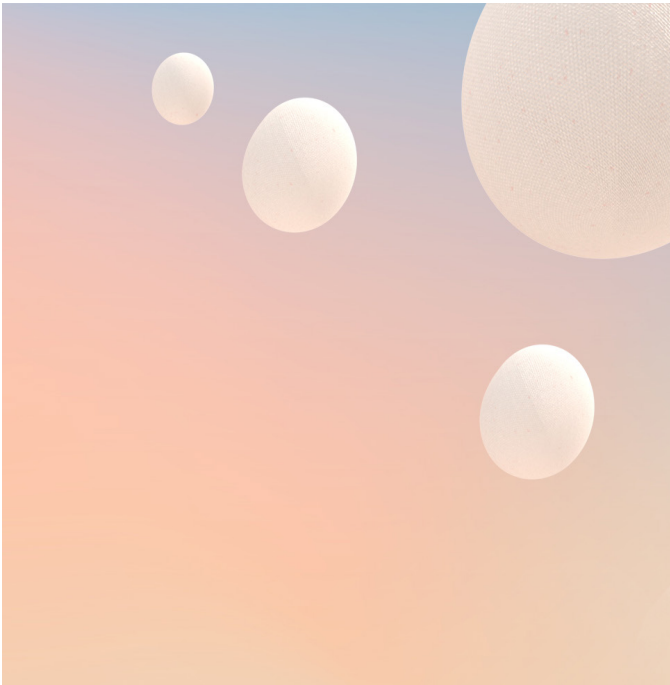
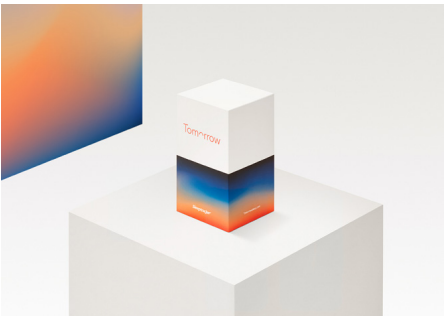
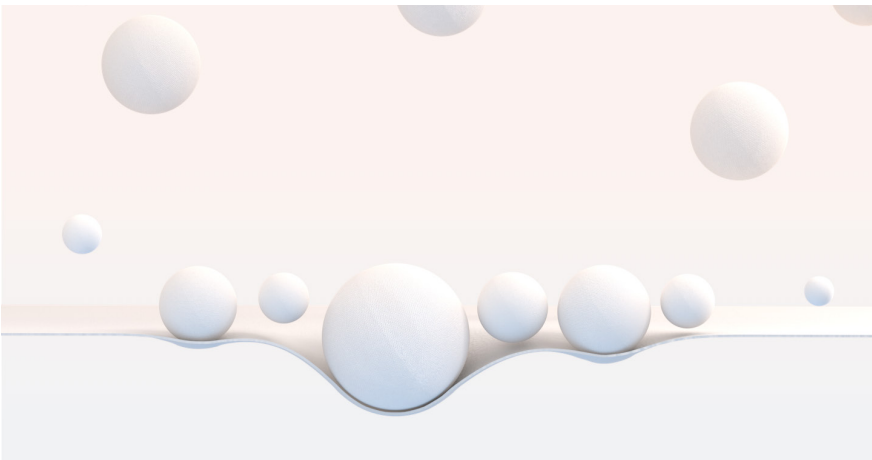
Type Hierarchy: Body

Suisse Int’l should be used as Tomorrow’s body copy font. It’s legibility allows it to be set at a smaller scale or when laying out large amounts of copy.

As a fall back to Suisse Int’l, Verdana can be used as a body and caption font for the brand when Suisse Int’l is unavailable.

Art Direction: Product

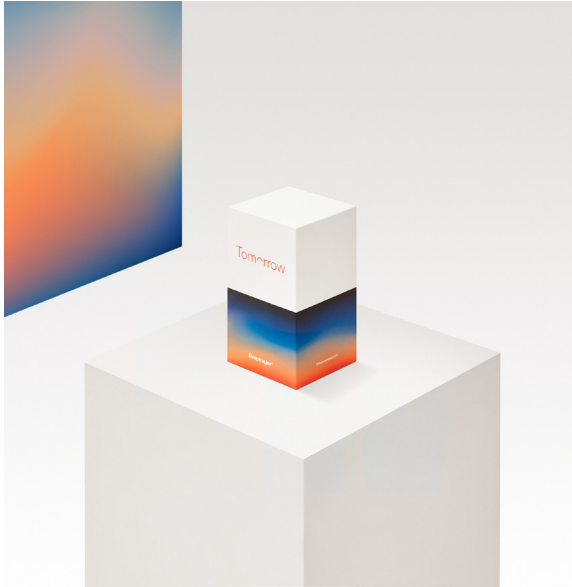
- Overall Direction
- Editorial
- Seamless
- Detail
- Abstract Thumbnails
- Abstract Attributes
- Literal Attributes



Product Overall Direction

Tomorrow’s product photography is designed around an abstraction of the bedroom, highlighting a system of products that work together to create an ideal sleep climate.

Product photography should be composed to showcase tactile benefits like comfort and support while tonally positioning Tomorrow as a future-facing brand.



Product Editorial

The Editorial product photography uses geometric props to create a dreamy abstraction of the bedroom. Rather than using “real life” bedroom props, the abstract props pulls attention back to the products.

Gradients are used to add a pop of color and warmth, while also functioning as a connector to our visual brand language.

Seamless

Warm white.

Lighting

Soft, warm and dreamy. No harsh shadows or contrasts.

Composition

High 3/4 angle that shows the surface of the product.





Product Seamless

The individual products should also be shot on a seamless for a more literal representation.

Seamless

Warm white.

Lighting

Soft, warm and dreamy. No harsh shadows or contrasts.

Composition

High 3/4 angle that shows the surface of the product.





Product Detail

The product detail shots should focus on fabric, material and texture.

Always capture the part of the product that shows the Tomorrow label, to ensure there’s a branded moment and pop of color.

Seamless

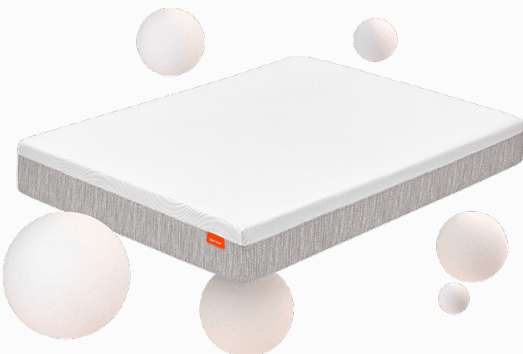
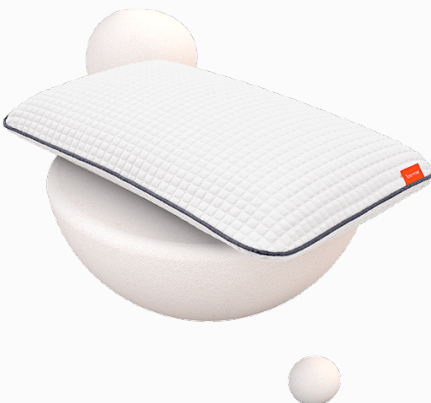
Warm white.

Lighting

Soft, warm and dreamy. No harsh shadows or contrasts.

Composition

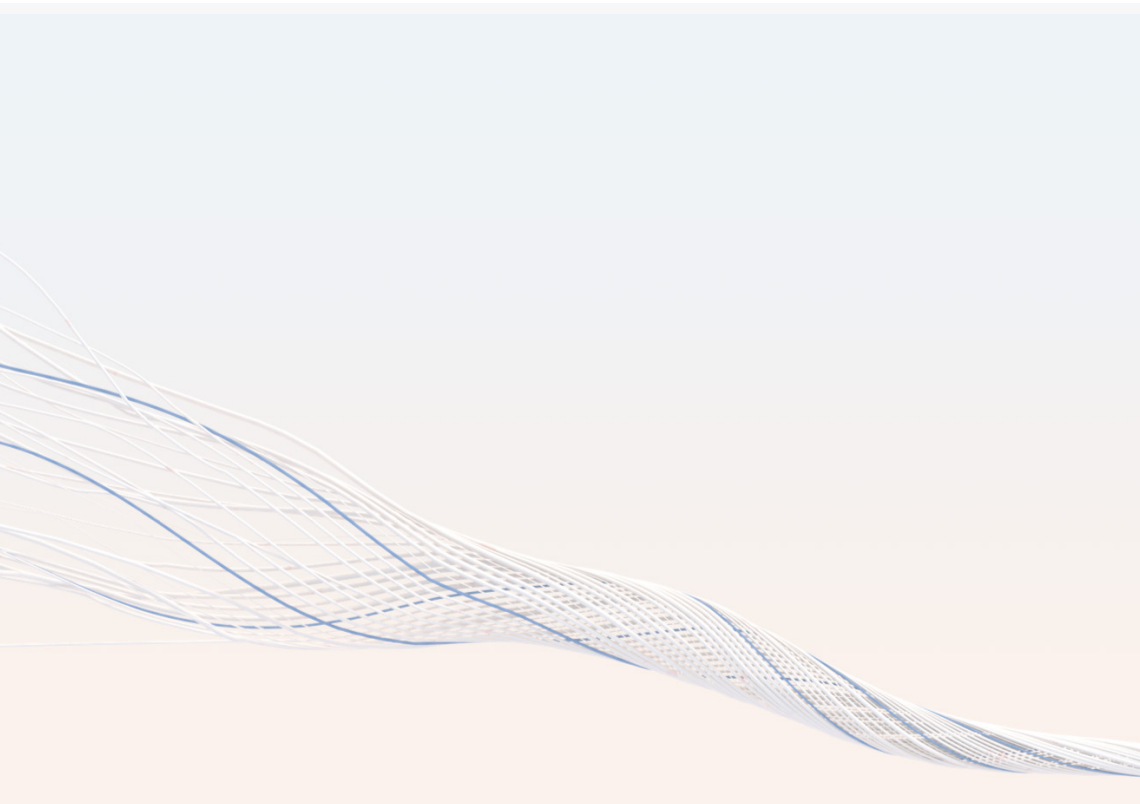
High 3/4 angle that shows the surface of the product.



Product Abstract Thumbnails

These specific shots are meant to show the products in a state between abstraction and literal. They are used on our website and are not intended for use in printed materials.

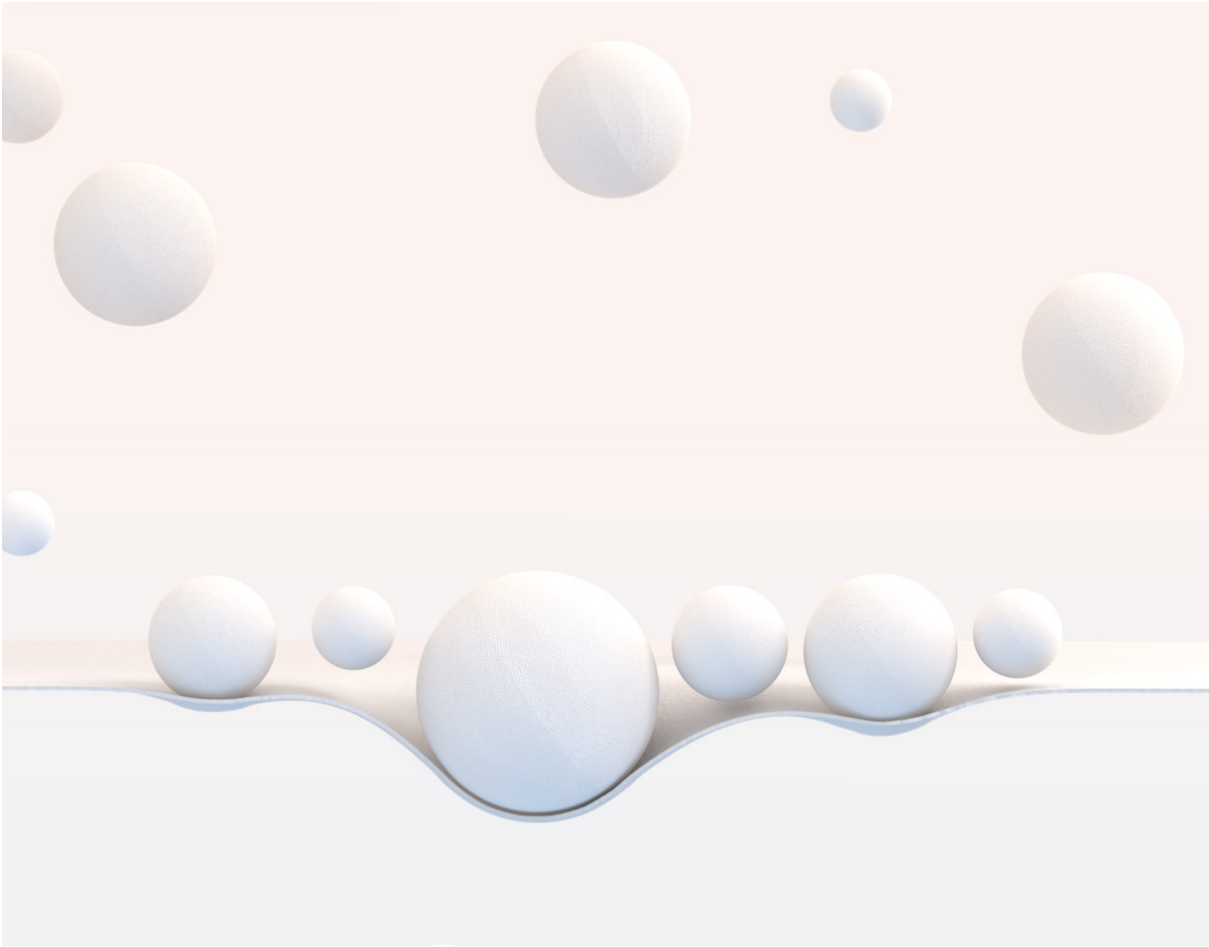
The spheres help convey comfort and warmth.

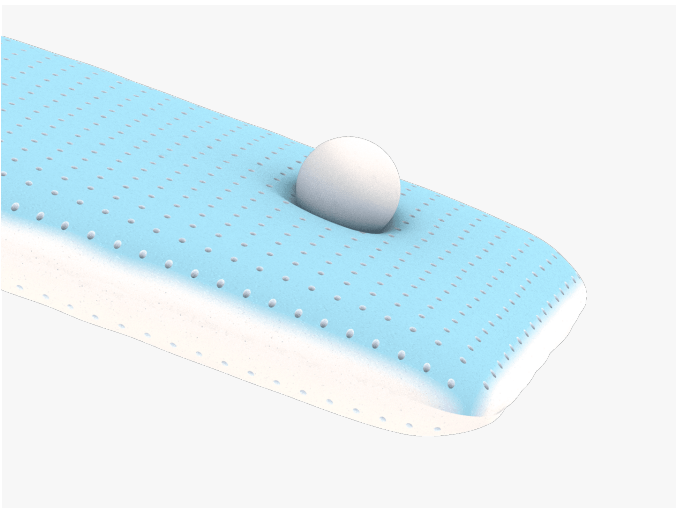
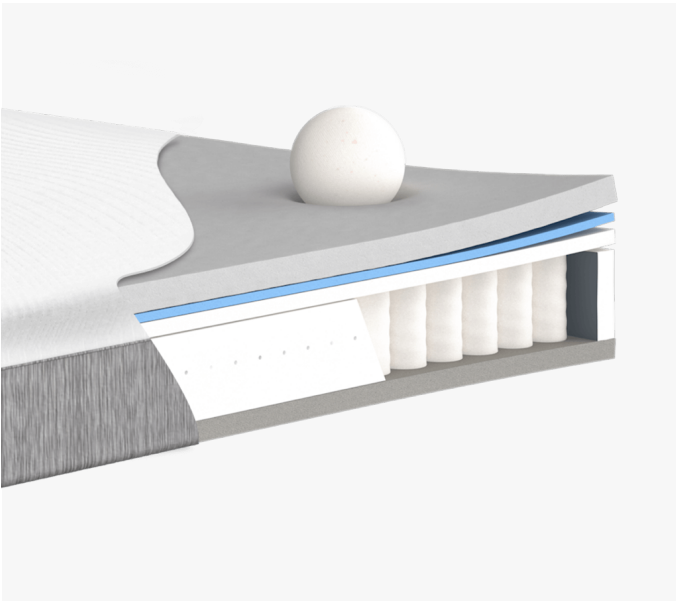
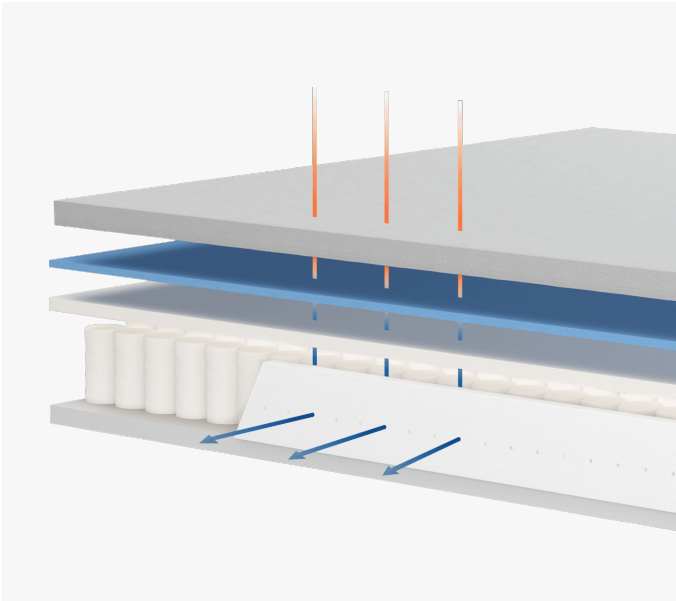
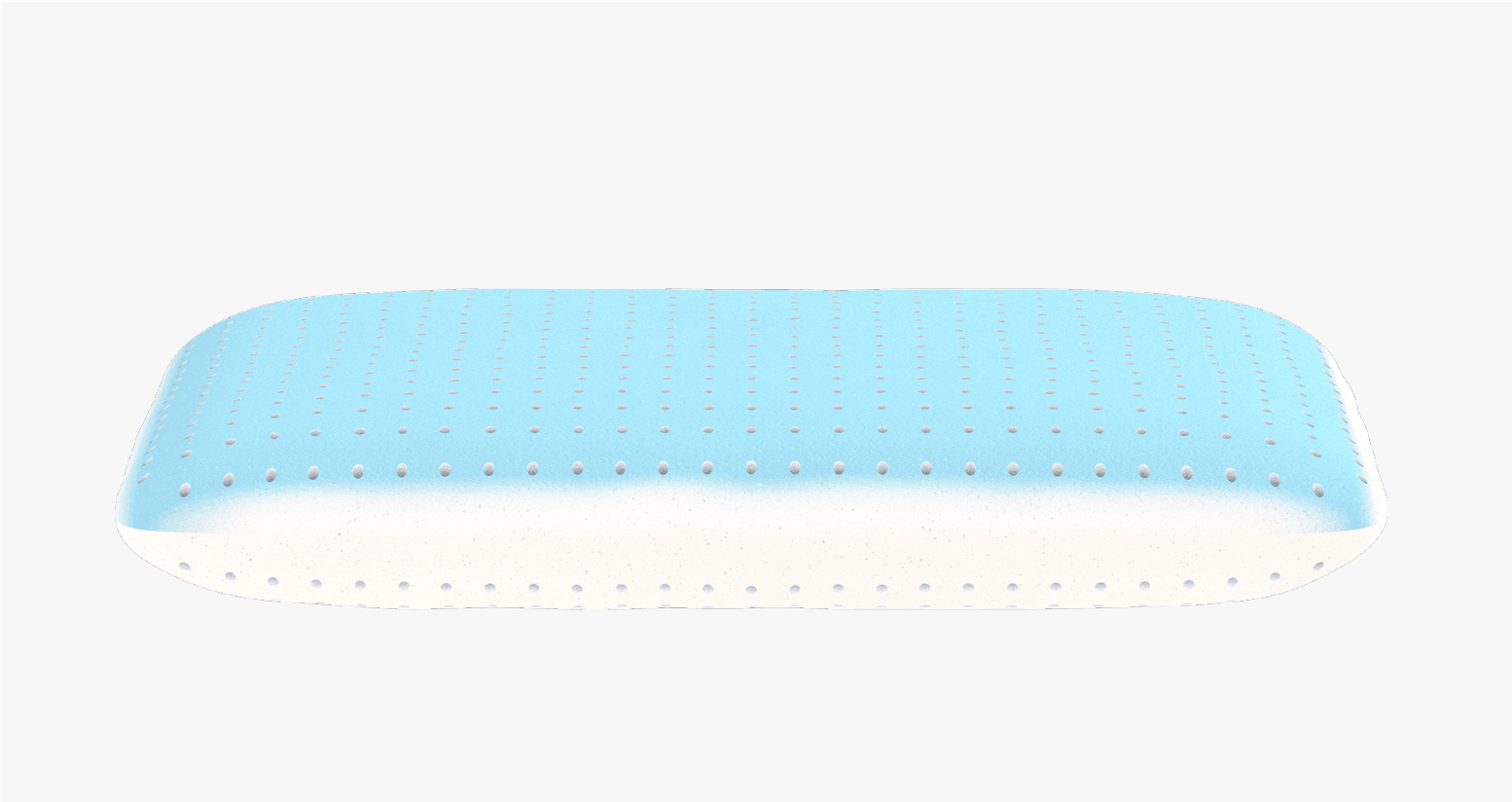
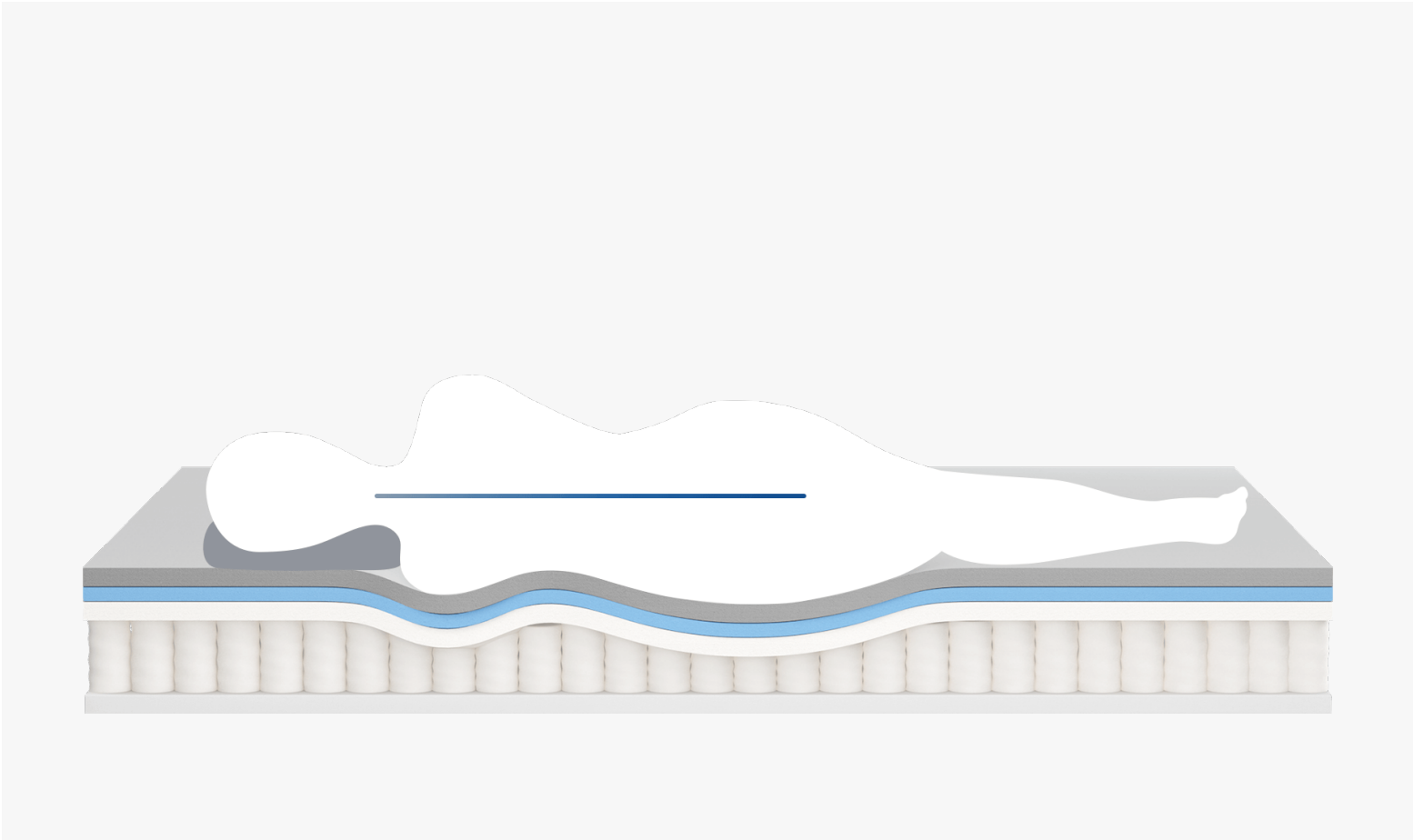


Product Abstract Attributes

The abstract product attributes are meant to show the benefits in an emotional, playful way.

These four represent (starting upper left and going clockwise) comfort, durability, support and cool.





Product Literal Attributes

The literal product attributes are meant to visually express the technical benefits of the products.

These two represent the box spring system, memory foam and the cooling Phase Change Material.

The spheres help show the attributes of the products, such as softness and texture.

Art Direction: People and Social

- Overall Direction
- Color and Lighting
- Activities
- Casting
- Testimonials
- Found Imagery (Social Media)
- Photography Don'ts



People Editorial Overall Direction

When photographing people for any Tomorrow touchpoints, it should always convey motion, energy and health.

Our goal is to convey and align ourselves with the wellness-driven lifestyle of a continuous improver.



People Editorial Color and Lighting

AM MOMENTS

Connecting with the visual style of Tomorrow, the colors and lighting are inspired by the colors of dawn.

The range of colors captured within the sunrise offer tranquility and clarity. Our sleepers appear fully restored to take on the day.

The color and lighting can serve as a backdrop for a silhouette effect or as direct light for a glowing look.



People Editorial Activities

DOING EVERYDAY THINGS

Here, Tomorrow highlights individual morning routines that radiate energy and health as a result of a great night’s sleep.





People Editorial Casting

SHOWING REAL PEOPLE

The people of Tomorrow have a real, authentic glow to them. They look healthy, but not necessarily fit. They are driven, but not overly intense. They are street-casted, not models.

And because they're united by a common mentality, we can showcase a range of ages (mainly 24-44 years), races, and genders, professions, and lifestyles.

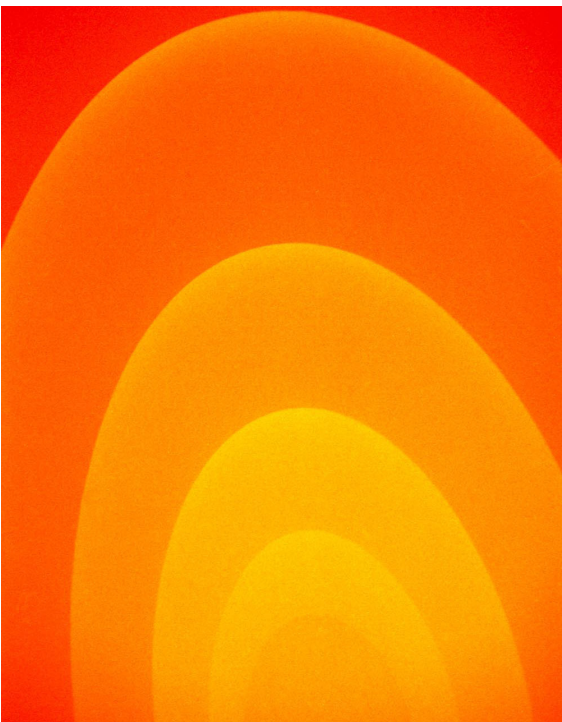
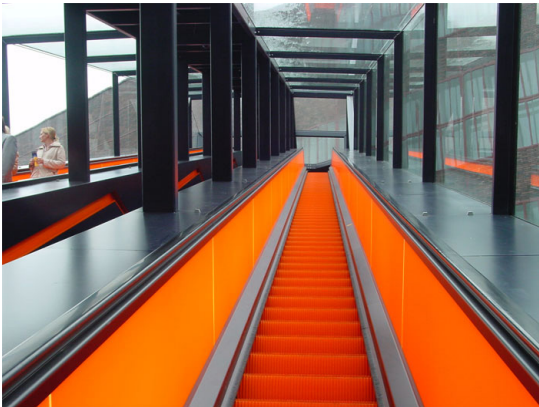


Editorial: People Testimonials

TESTIMONIALS FROM REAL PEOPLE

As part of our launch campaign, we intend to capture real answers to the question: *What do you want to be when you wake up?*

Connecting the product photography with editorial, the gradient seamless is meant to be placed in a “real” context, eg. cityscape or park. Our goal is to blend the brand’s abstract gradient with the authentic lives of the individuals being portrayed.

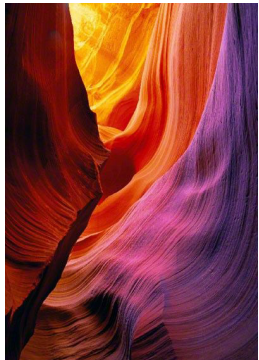
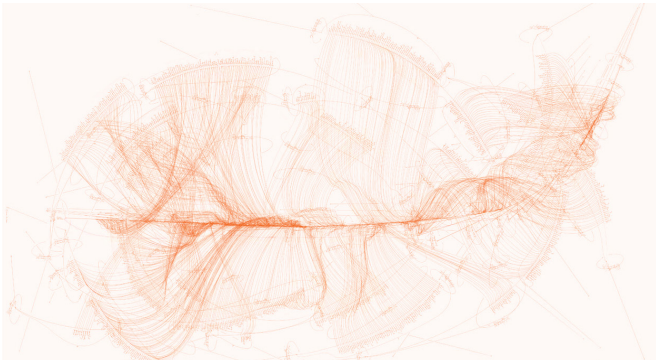
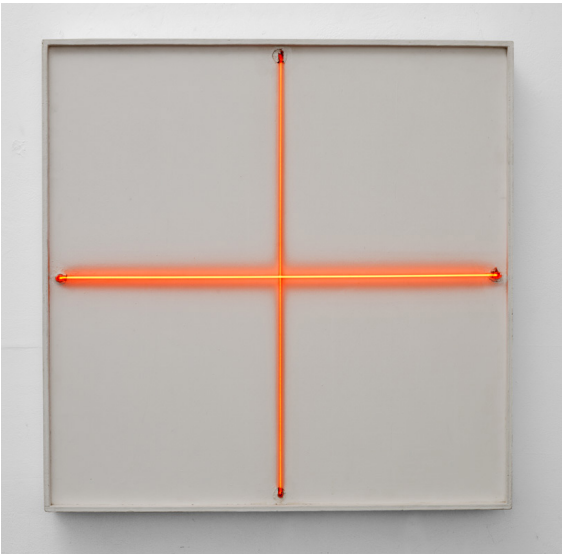


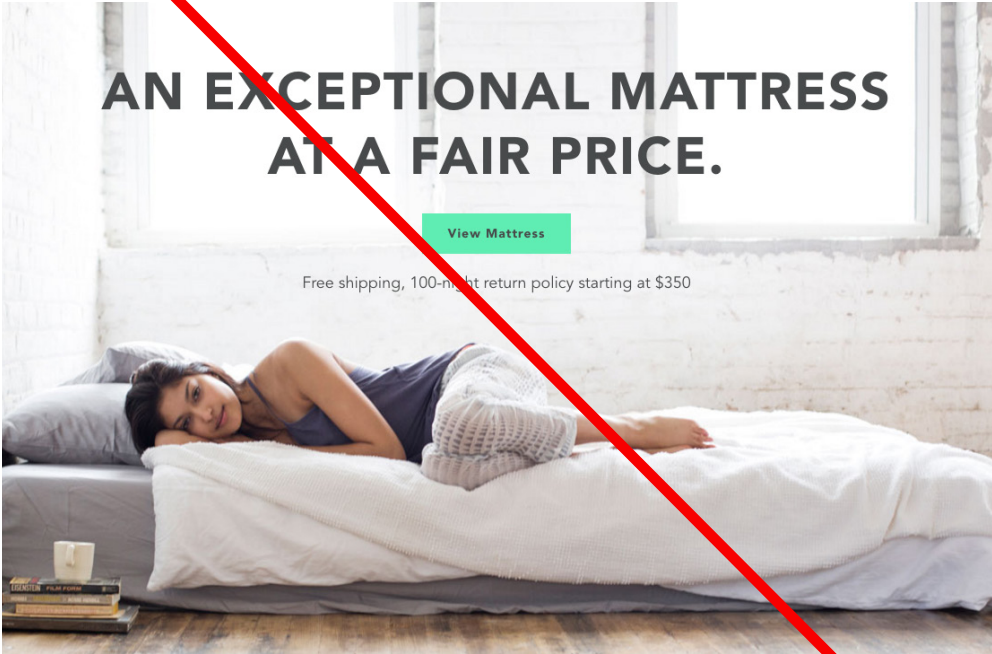
Found Imagery for Social Media

THE ORANGE FEELING

This is an opportunity to own orange and connect it to our Emotional Benefits, making people feel energized, optimistic and motivated when connecting with Tomorrow on social media.

A more analog, artistic approach to found imagery can convey a sense of sport, health, and sleep while balancing the cleaner, product-centric side of the brand.





Photography: Don'ts Lifestyle

Most of the companies in the sleep space go after the millennial market with aspirational imagery of 20 somethings and their beds. They use elements like natural light, plants, exposed brick and Mid-Century modern furniture to give of a fresh and optimistic feeling that balances polished and raw.

The over saturation of the this look on websites like pinterest and tumblr makes this approach tired and hard to own.



Photography: Don'ts People Casting

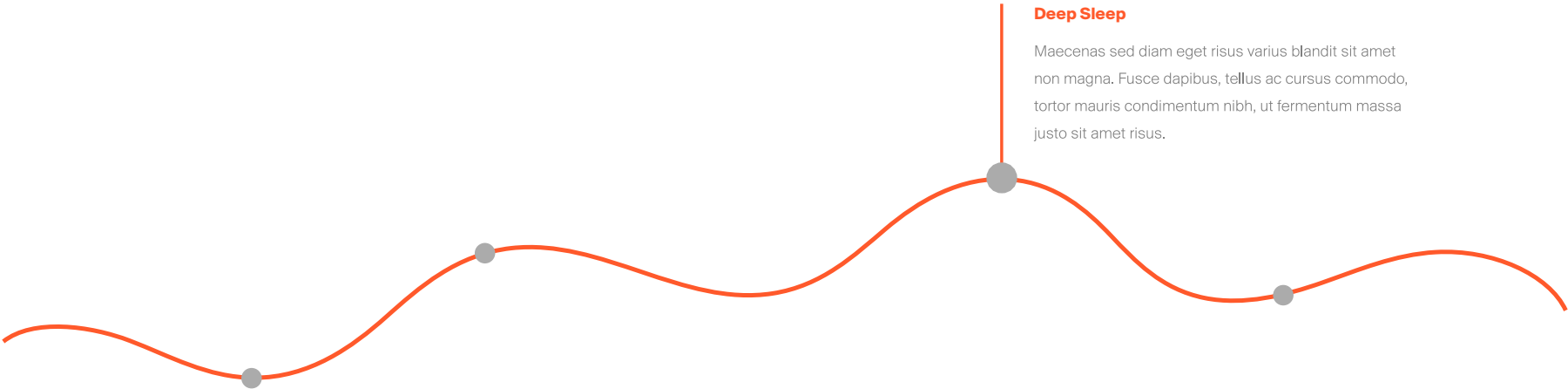
When selecting real people, we want to ensure that our cast has the energy of a continuous improver. They should have a healthy glow, an aura of optimism, and a sense of natural movement.

DO NOT

- Show people that feel posed.
- Use models.
- Overly stylize the images.
- Show sporty moments that feel static.
- Use people with low energy or more introverted personalities.

Graphic Elements

Education and Personalized Data



Storytelling

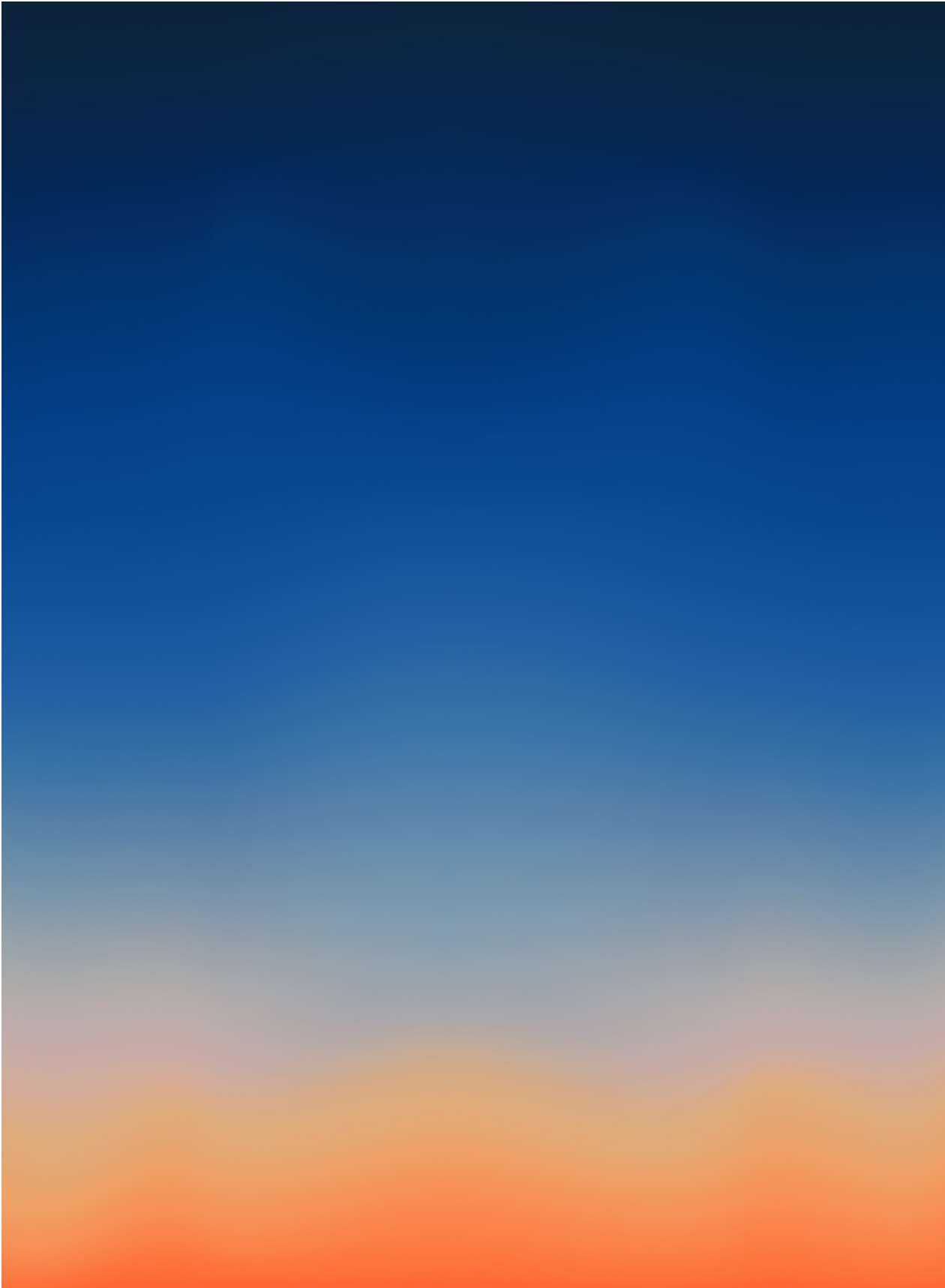


Line

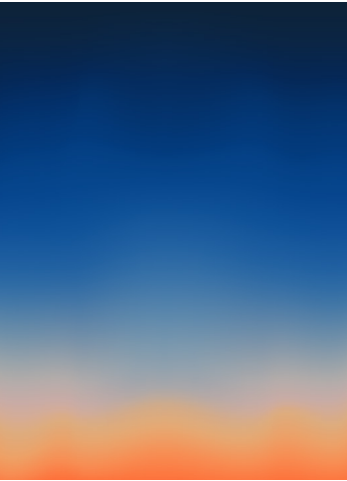
Inspired by the visual documentation of sleep cycles and waves, Tomorrow re-appropriated the line as an element that can be used in a variety of ways.

The free form line will be used as a functional tool for educating the customer on the science of sleep and offering up personal information about their sleep patterns.

The line can also be used in a more playful way to tell a story, convey the passing of time or communicate that sleep is that path to a better tomorrow.



Awake



Asleep



Day



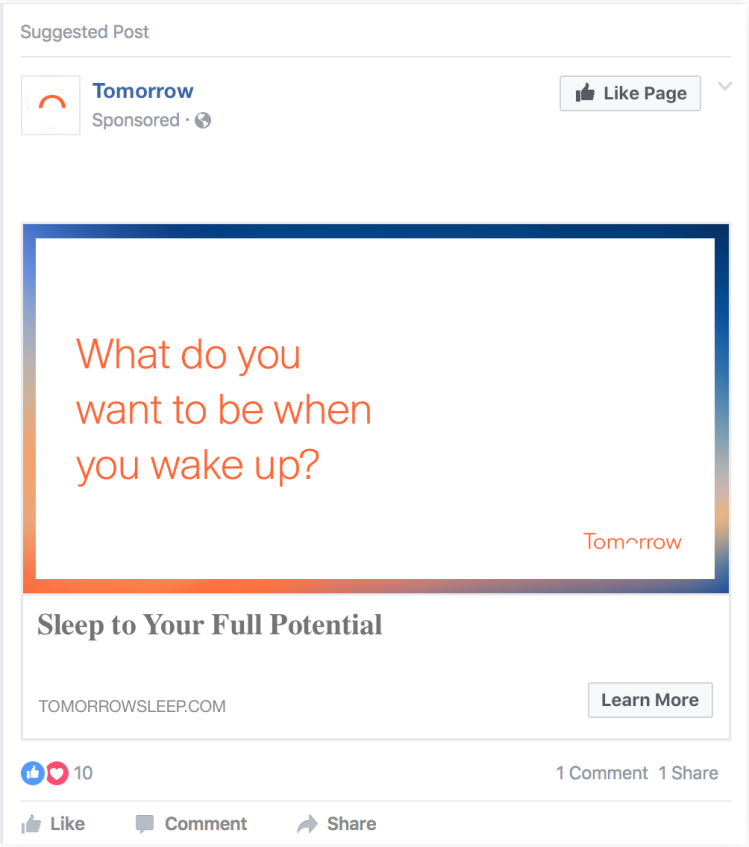
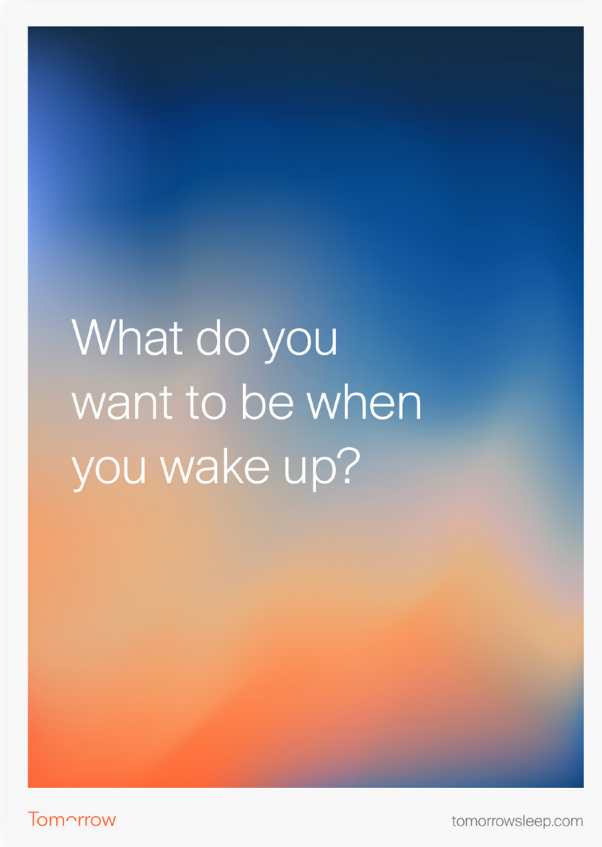
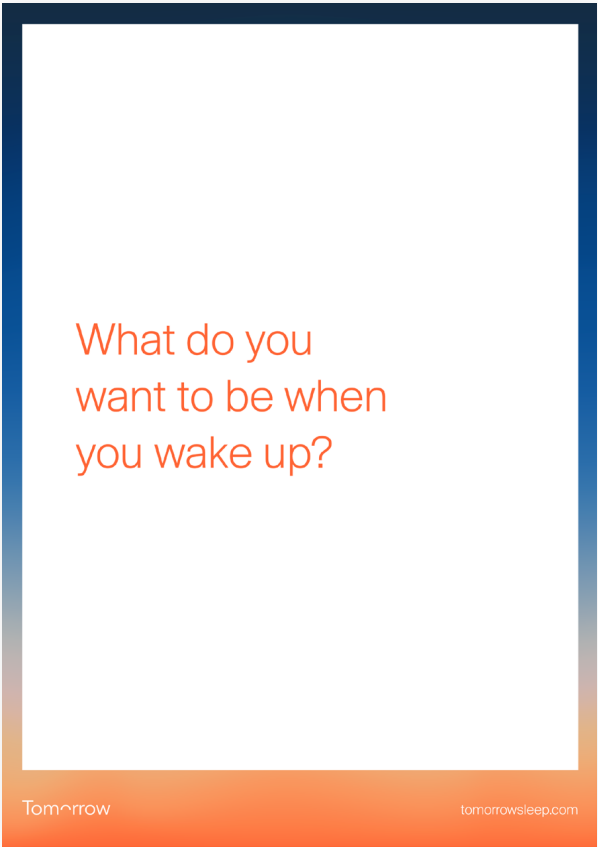
Night

Gradient Mesh

The abstract gradient meshes create a dreamy atmosphere that nicely pulls attention back to our clean products.

Each gradient can be used to convey a different feeling depending on the moment. The “Awake” gradient is the primary gradient in the system.

Composition of Ads



Composition: Text Ads

Please use the below rules to maintain consistency in all visual touchpoints.

BORDER

The gradient and white space are two core design elements in any piece of Tomorrow’s communications.

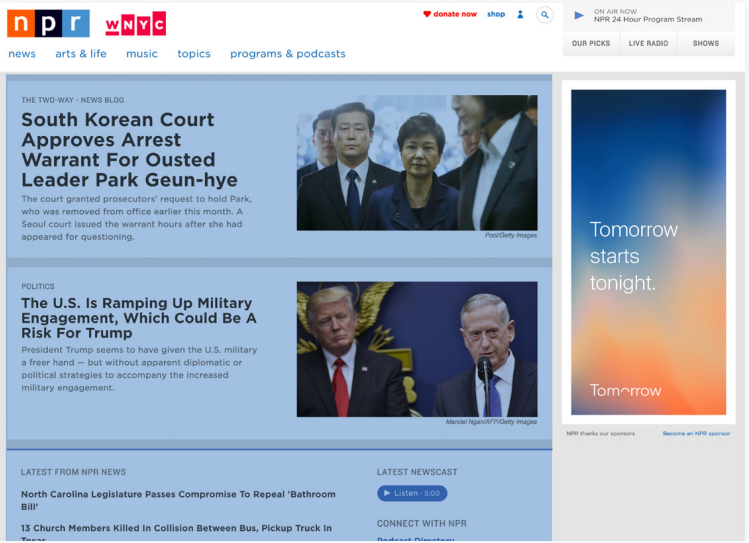
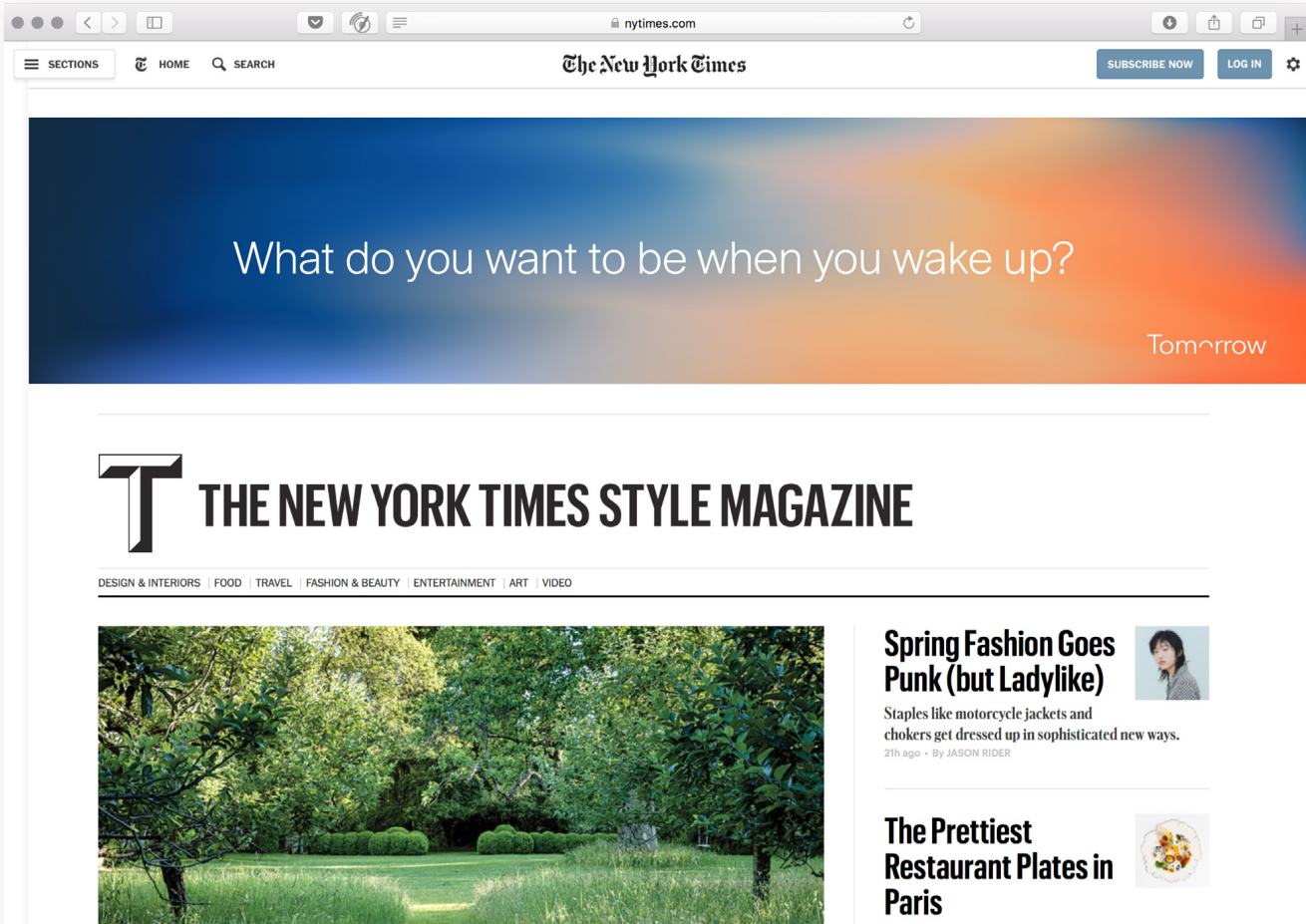
When one of the elements is used as the main graphic, the other should be used in a thin border to balance the composition. In contexts that use white space heavily, the gradient can stand alone to draw the user in with a pop of color.

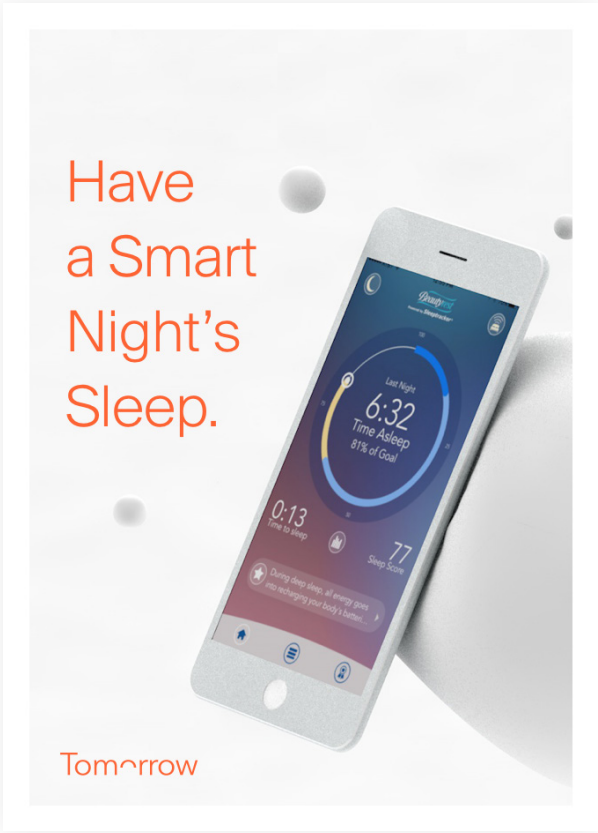
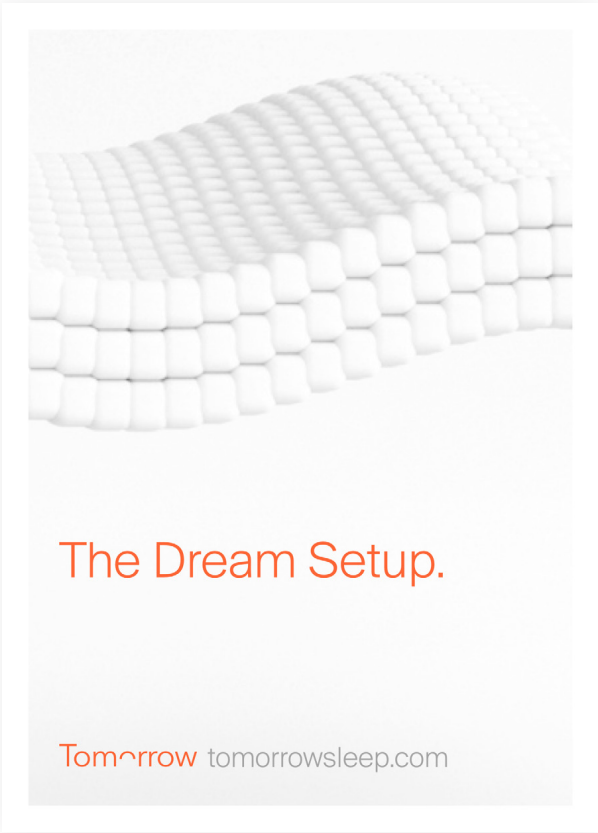
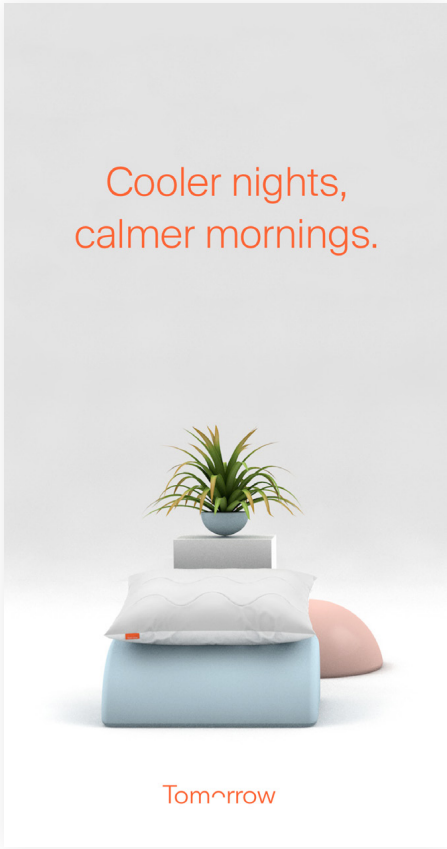
LOCK-UP

For *printed* touchpoints, the Tomorrow logo should be anchored to the bottom left corner with the URL anchored to the bottom right corner. For *digital* touchpoints, the Tomorrow logo should be anchored to the bottom right corner. Do not include the URL here.

HEADLINES

Keep all copy to a single sentence for high impact. Headline should be left-aligned.





Composition: Editorial Ads

Please use the below rules to maintain consistency in all visual touchpoints.

BORDER

Keep a white border on all printed ads to let the colorful imagery breathe.

LOCK-UP

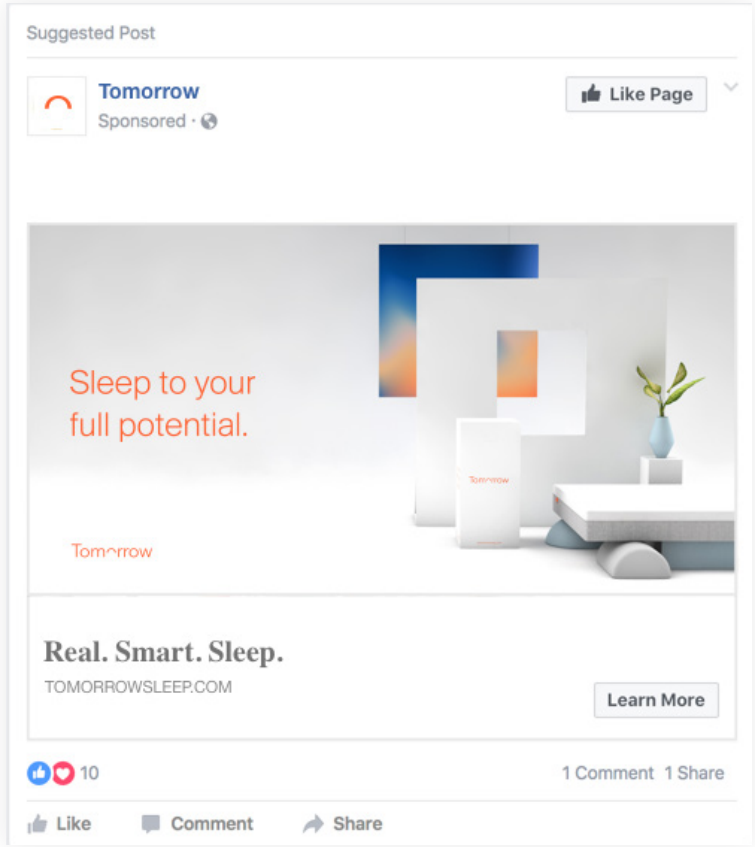
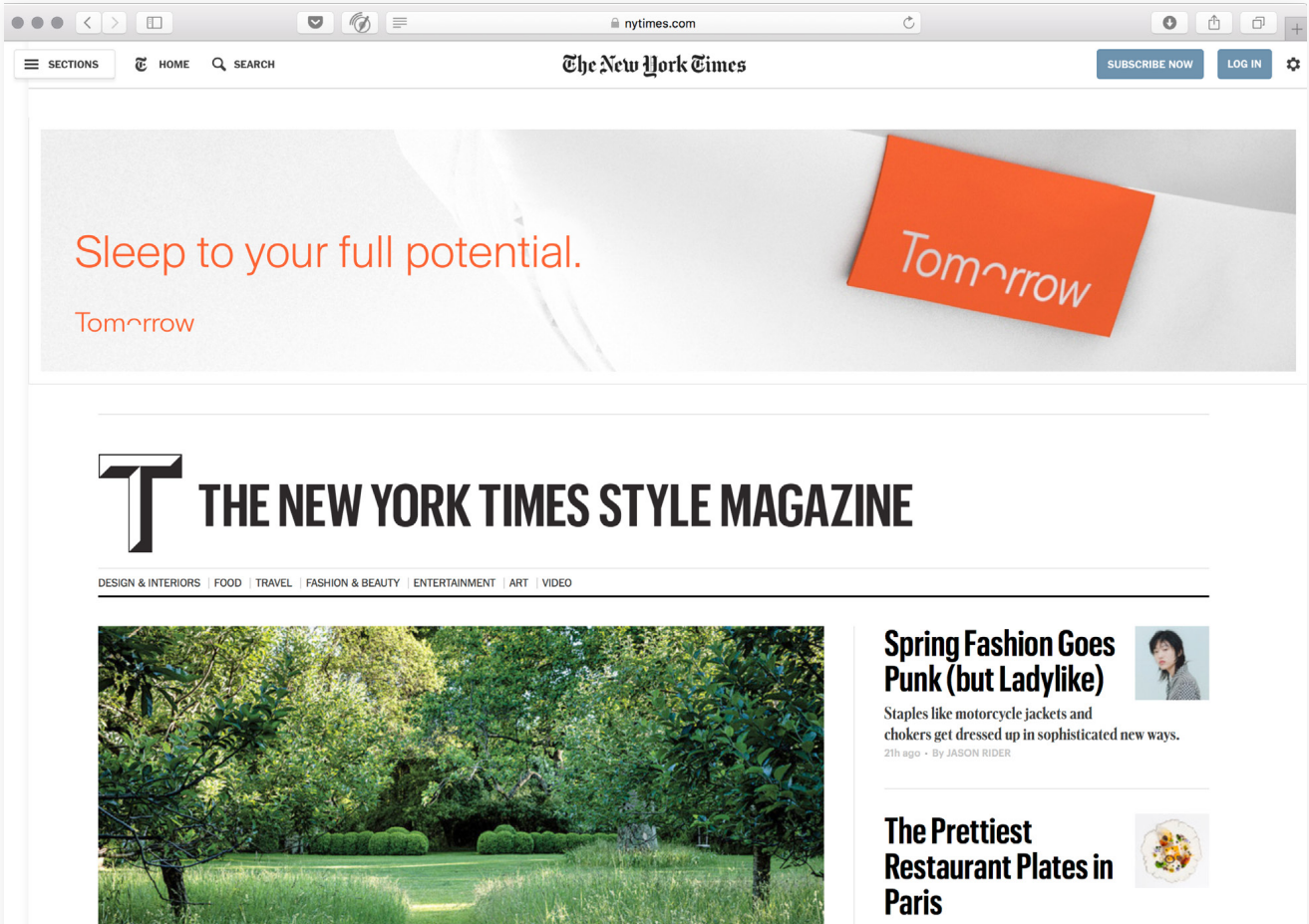
For *printed* touchpoints, the Tomorrow logo should be anchored to the bottom left corner with the URL anchored to the bottom right corner. For *digital* touchpoints, the Tomorrow logo should be anchored to the bottom right corner. Do not include the URL here.

HEADLINES

Keep all copy to a single sentence for high impact. Headline should be left-aligned.

DO NOT

Use the gradient in combination with our brand imagery. The gradient should *only* be used for text-only ads.



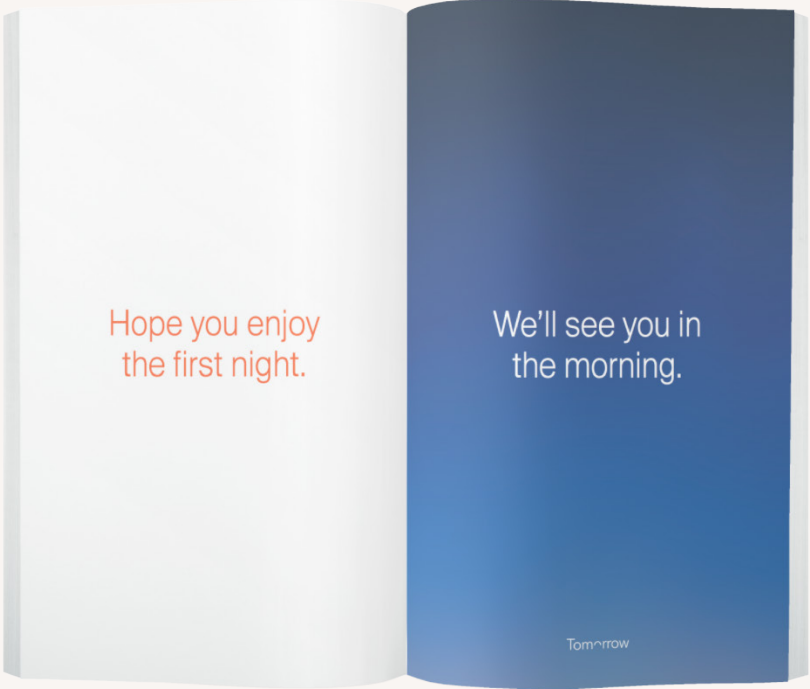
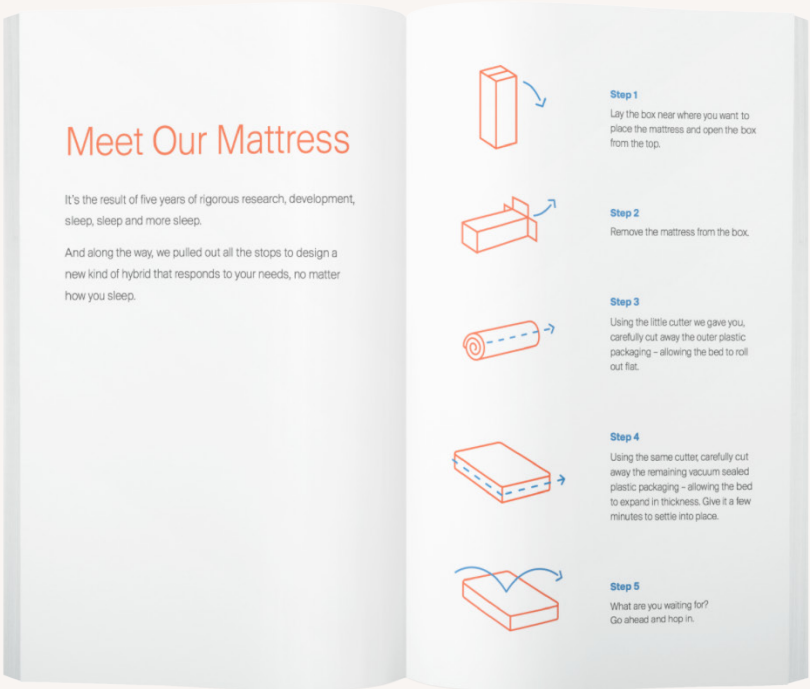
Applications



Bed Box



Welcome Booklet Cover





Mattress Tag



Subway Poster