MLILY® | Brand Guidelines

MLILY USA **2023**

What's in a name?

Pronounced EM-LILY

梦 **MENG** (muhng)
Translates to "dream" from Mandarin & represents deep-restful sleep
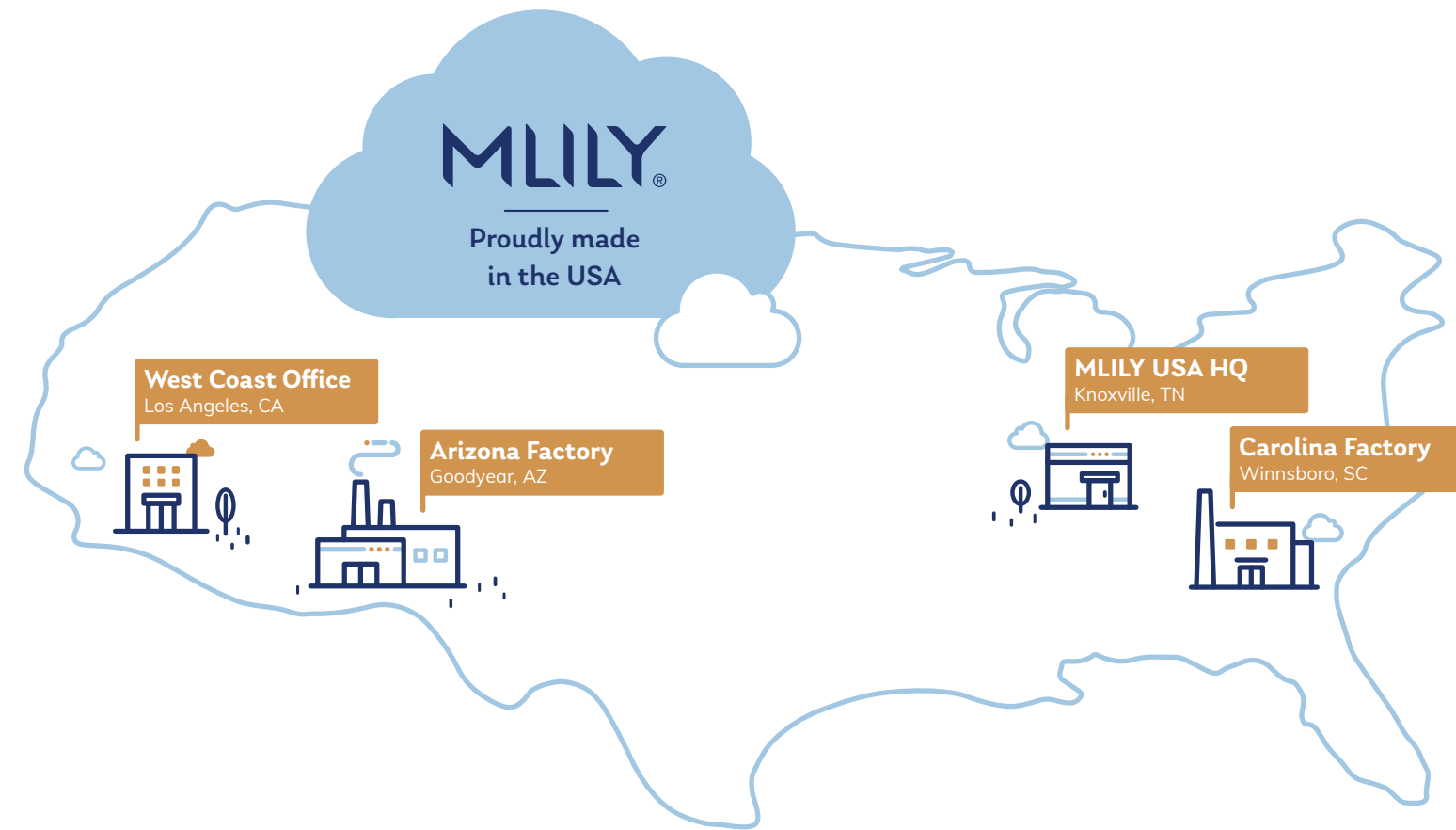
MLILY®

百合 **BAIHE** (bye-khuh)
Translates to "lily" from Mandarin
Symbolizes prosperity, unity & success

Our Mission

MLILY USA is dedicated to the mission of redefining how people sleep. Science shows that a cooler room and body temperature delivers better, more restful sleep. At MLILY, our mattresses and pillows are crafted with advanced foams designed to deliver a cooler sleep while wicking away moisture and fighting odors.

MLILY®
Proudly made in the USA

West Coast Office
Los Angeles, CA

Arizona Factory
Goodyear, AZ

MLILY USA HQ
Knoxville, TN

Carolina Factory
Winnsboro, SC

Our Global Presence

MLILY is the largest memory foam producer in the world with products available in more than 72 countries. Our US manufacturing footprint includes facilities in South Carolina & Arizona. Multiple warehouses coast to coast provide fast delivery to you and your customers. MLILY's full suite of sleep products includes our signature lines of mattresses, adjustable bases, pillows, toppers and protectors.

Brand Timeline

2003
First MLILY factory is established in Asia

2008
The MLILY brand is established

2011
MLILY USA is established

2013
MLILY Japan is established

2014
MLILY UK & Germany are established

Launched first smart mattress in China's market

2015
MLILY Canada, Korea, & Australia are established

MLILY Europe factory begins operations in Serbia

2016
MLILY is listed on the Shanghai Stock Exchange

2017
MLILY Thailand, Italy, Israel, & Lebanon are established

MLILY acquired Max Colchón, well-known mattress retailer in Spain

2018
MLILY France, Spain, & Malaysia are established

MLILY Thailand factory begins operations

2019
MLILY USA factory begins operations in Winnsboro, SC

MLILY USA opens Los Angeles office

MLILY acquired MOR Furniture

2021
MLILY USA begins second factory operation in Goodyear, AZ

2022-2023
MLILY USA Mattresses and Pillows exclusively endorsed by ICA

Logo Guidelines

The MLILY logo should always be sized and scaled for optimal presentation and legibility.

CLEAR SPACE

In all cases, the minimum amount of clear space is a rectangle that extends twice (2x) the height of X. (X = width of stem of the "M").

This clear space rule applies to both print and digital applications.

MLILY LOGO REVERSED WHITE

The MLILY logo may also be produced as a reversed out of color - appearing as a solid white logo.

MINIMUM SIZE

Width = .75" or 19.05 mm

LOGO COLORS

PMS 294
PMS Process White

MLILY Logo Usage: the Dos & Dont's

The MLILY logo may be placed on a photograph or image background.

On imagery, the MLILY logo should be placed on an area of flat, light color. Take care to ensure that the image background is not distracting.

The logo in Primary MLILY Blue is the preferred color. The logo used in 100% white is also acceptable to use when a background is too dark for the blue logo to be visible.

Use the MLILY Reversed logo (white) when the background color doesn't allow for high enough contrast using the blue logo.

Placing the MLILY logo on a textural background is allowed as long as there is enough contrast for the logo to be readable.

Always place the MLILY logo in an area of high contrast or with a light enough background so the logo is readable.

DON'T DO THIS

Do not place the logo on a background that is too busy.

Do not place the logo on a background that does not allow enough contrast for the logo to be readable.

Do not place the logo on a background that is too busy.

DO NOT place the logo at an angle.

DO NOT use effects that alter the color of the logo.

DO NOT use add an outline of color around the logo.

DO NOT use colors other than approved logos colors.

Typography

There are 2 typefaces in the MLILY brand family: one for headlines, and another used for body copy.

Laca

Headline Font: Adobe Font

The headline font looks like this.
The headline font looks like this.
The headline font looks like this.
The headline font looks like this.
The headline font looks like this.
The headline font looks like this.
The headline font looks like this.
The headline font looks like this.

ABDDEFGHIJKLMNOPQRSTUVWXYZ
abddefghijklmnopqrstuvwxyz
0123456789%$

Headlines can be lowercase.
HEADLINES CAN BE ALL UPPERCASE.

VARIOUS WEIGHTS CAN BE USED

Mulish

Body copy font: Google Font

The body copy font looks like this.
The body copy font looks like this.
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The body copy font looks like this.

ABDDEFGHIJKLMNOPQRSTUVWXYZ
abddefghijklmnopqrstuvwxyz
0123456789%$

MULISH REGULAR is the preferred weight for body copy. This is 10-point copy with 13-point leading. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this.

If body copy is below 8 point or smaller, we recommend using the MULISH SEMIBOLD.

Terminology

To create consistency in look and feel, our company and products should be written as shown below for all internal and external communications.

OUR NAME

- MLILY USA
- MLILY Mattress
- MLILY Kids
- MLILY University

PRODUCT NAMES

- ChiroPro
- Fusion Luxe™
- Fusion Supreme™
- Fusion Orthopedic
- Harmony+
- Harmony Chill
- JAMA™
- MLILY Dream
- Mprove™
- PowerCool™
- WellFlex

- Adjustable Pillow
- ArctusGel
- AirCell Classic
- BioRelax
- Harmony Classic
- Harmony Cool
- Hybrid Shoulder
- Manchester United Contour
- Manchester United Classic
- Serenity Contour

- Fully Encased
- Cooling Ice Fiber
- Polyester Knit Fabric
- Tencel Fabric
- Terry Fabric

MATERIAL NAMES

- AdaptiFoam™
- AeroFusion™

WEBSITE

- www.mlilyusa.com
- www.mlilymattress.com
- www.mlilyu.com

PHONE NUMBERS

- 877.475.7768
- +1 877.475.7768

Color Palette

As a company who is focused on helping people sleep better, we've chosen colors based on our natural circadian rhythm. This internal clock, also referred to as a sleep/wake cycle, regulates our levels of wakefulness over a 24-hour period.

The MLILY Color Palette is comprised of a range of colors where the primary color, MLILY Blue, is combined with a secondary palette of RESTFUL COLORS—and more sparingly—with an accent palette of energetic colors known as AWAKE COLORS.

Primary Color

MLILY Navy Blue

PMS 294
Hex #002e6d
RGB: 0, 46, 109
CMYK: 100, 86, 29, 23

Restful Colors
Secondary

Pale Cream

Hex #fef4eb
RGB: 254, 244, 235
CMYK: 0, 3, 6, 0

Pale Coral

Hex #fee8df
RGB: 254, 232, 223
CMYK: 0, 10, 9, 0

Light Blue

PMS 543
Hex #a2c7e2
RGB: 162, 199, 226
CMYK: 35, 11, 3, 0

Muted Purple

Hex #b7adae
RGB: 183, 173, 174
CMYK: 29, 29, 26, 0

Muted Coral

Hex #debbab
RGB: 222, 187, 171
CMYK: 12, 27, 29, 0

Awake Colors
Accents

Awake Green

Hex #5c9495
RGB: 92, 148, 149
CMYK: 67, 28, 40, 2

Awake Red

Hex #d16148
RGB: 209, 97, 72
CMYK: 15, 75, 76, 2

Awake Yellow

Hex #d1944f
RGB: 209, 148, 79
CMYK: 17, 45, 79, 1

MLILY BLUE

The primary color, MLILY Blue, is a color that may be used on its own or combined with any combination of the RESTFUL or AWAKE COLORS.

RESTFUL COLORS

Restful colors can be used as the secondary color option in any graphic layout. Restful colors serve as large backgrounds and compliment the MLILY Blue tone.

AWAKE COLORS

In illustration, they can be used in smaller areas to add pops of color and interest to an image. Online or in electronic communications, AWAKE COLORS can be used in tables to highlight information. They can also serve as an action color—a button/link for banner ads or hyperlinks on the website. AWAKE COLORS should never be used as the main color scheme for MLILY communications. In order to maintain a sophisticated feel, we recommend limiting the usage of AWAKE colors to ten percent of a page size.

Color Palette Usage

Examples on this page show appropriate combinations of the primary, secondary, and accent colors.

FULL PALETTE

The examples on the left show 3 full palettes— each using a different AWAKE COLOR.

Note
To maintain an elegant feel, only one AWAKE COLOR should be used within a communication. The only exceptions are for website usage.

OR

OR

PARTIAL PALETTE

The use of the full palette is not required nor is the use of an AWAKE COLOR. On the left, are examples of RESTFUL COLORS combined with our primary color.

PARTIAL PALETTE

AWAKE COLORS are to be used as smaller accents and can be combined with any combination of RESTFUL COLORS and MLILY Blue. MLILY Blue, our primary color can be used with a small amount of 1 AWAKE COLOR.

VALUES

Screens or percentages of color are permitted. RESTFUL COLORS can be used at 25% and 50%.

Screens of AWAKE COLORS are discouraged. There may be instances in illustrations where an extended palette is needed.

25% screen of RESTFUL COLORS

50% screen of RESTFUL COLORS

Visual Identity

To build a consistent and cohesive brand identity, photography, iconography, and illustration style must be used strategically throughout our print, digital, and social channels.

General Principles for Photography, Illustration, and Iconography

✦ Photography is always preferred over illustrations.

✦ Illustrations should use the Restful Color palette with the Awake Color palette used as accents.

✦ Use the library of standard icons as much as possible. If a new icon needs to be created, please follow the established style.

PHOTOGRAPHY is the primary tool used to communicate our brand identity. This is used throughout our print, digital, and social materials.

ICONS AND INFOGRAPHICS are for use on point of sale, the web, and product materials to quickly and visually convey product features.

ILLUSTRATIONS are used for social media posts or specific campaigns associated with a product line. These are custom illustrations done in a simple but organic graphic style.

ILLUSTRATIONS AND ICONOGRAPHY are graphic approaches that may be used judiciously in MLILY marketing materials.

Photography

Our photography is used to help build an emotional connection with the MLILY consumer. Four different photography styles are used to connect our products to the consumer's lifestyle. Photography is used in both our print and digital materials and can coincide with our illustration style.

Detail photography is used to communicate the comfort and quality of MLILY products. This photography is light, clean, and displays the small details of products or lifestyles.

MLILY Products
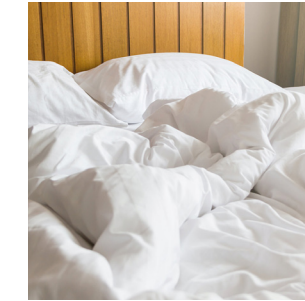
Stock Photos

Comfy photography is used to portray a relaxed and inviting lifestyle. This photography portrays a "lived in" look and uses warmth, different textures, and relaxing colors.
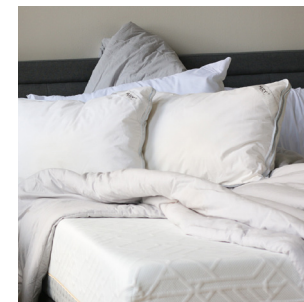
MLILY Products

Stock Photos

Human Interaction photography builds trust with the consumer and helps them envision these products in their lives. This photography features human elements interacting with our products.
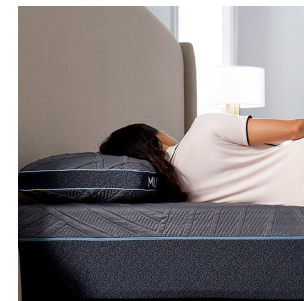
MLILY Products

Stock Photos
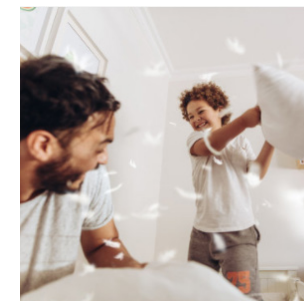
Product photography is used to inform the consumer of our offering. This photography is simple and features just the product itself.

Mattresses

Bases

Pillows

3D Renders

Renders are primarily used as digital assets for product pages. Room scenes can be used in place of traditional photography when product images are not available.

When creating 3D renders, each product should always follow these view guidelines.

NOTE

For room renders, it is ideal to include a bed frame and mattress, two pillows, two side tables, two lamps (floating or a mix of different types), a large potted plant on the left, a wardrobe dresser on the right wall, a rug, and minimal decor.

Room Scenes

Front View

Left 3/4 View

Mattress Silhouette Views

Left 3/4 View

Front View
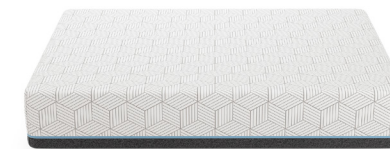
Side View

Right Angle View

Right 3/4 View

Illustrations

Our illustrations are used to communicate the fun and playful side of MLILY. Graphics are used primarily on our social channels and digital material, but can be used with photography on print material.

In style, our illustrations target towards being somewhat geometric but mostly simple and organic. The characters and scenes created are flat colors without outlines. The background may or may not include gradients.

simple

MLILY ZONE

geometric

organic

complex

Signature MLILY Night Sky Icons

Our signature brand icons and patterns help create strong brand recognition and a memorable brand experience. These icons and patterns can be used in flat illustration or in unity with photography.

Stars

Stardust
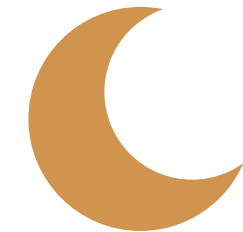
Moon

Gradient Clouds

Tonal Background

Iconography

Our icons are used on point of sale materials, the web, and product materials to visually convey product information.

General Features & Benefits

| Bestseller | Luxury Softness | Extended Coolness | Hypoallergenic | Cooling Gel Pad | PCM Coating | Regulates Temperature | Sustainable Materials | CBD Infused | Aloe Vera Infused | Removable Cover | Machine Washable |

| Dust Mite & Mildew Resistant | Allergen Barrier | Crease Resistant | Moisture Wicking Cover | Certified Organic Cotton | Bamboo Infused | 100% Waterproof | 10-Year Warranty | Stomach Sleepers | Back Sleepers | Side Sleepers |

Mattress Specific Icons

| Cooling Fabric | Increased Breathability | Ventilated Memory Foam | Memory Foam | Adapts to Body | Perfect for Adjustable Base | Built-in Cooling Fans | Graphene Technology |

Pillow Specific Icons

| Cooling Materials | Cool Comfort Gel | Breathable Design | Ventilated Memory Foam | Memory Foam | Shredded Memory Foam | Adapts to Head & Neck | Adjustable Fill | Multiple Thicknesses | Extra Stuffing Included | Foam Storage Bag Included | Ventilated Foam |

Protector Specific Icons

Breathable Design

360° Protection
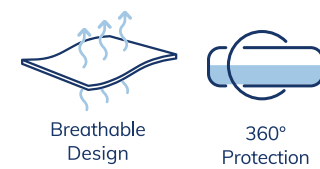
Mattress Coolness Scale

Cold

Ice Cold — Room Temp

Firmness Scale

Medium

Plush — Firm

Firm

Medium Firm

Medium

Medium Plush

Plush

MLILY USA | ICONOGRAPHY
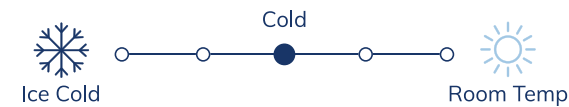
Iconography

Wording for point of sale icons can be changed depending on the sale.

There are several types of warranty icons that can be used. However, they should not be adjusted in any way.

Point of Sale Icons

50% off *Harmony Classic Pillows*	free *gift with purchase*	4-in-1 *multifunction*	new	limited edition	exclusive item	best offer	unique	comfort guarantee	Based on Clinical Research	Based on Clinical Research
50% off *Harmony Classic Pillows*	free *gift with purchase*	4-in-1 *multifunction*	new	limited edition	exclusive item	best offer	unique	comfort guarantee	Based on Clinical Research	Based on Clinical Research

Warranty Icons

10-year warranty	3-year warranty	2-year warranty	10 YEAR WARRANTY	3 YEAR WARRANTY	2 YEAR WARRANTY	10 YEAR WARRANTY	3 YEAR WARRANTY	2 YEAR WARRANTY

Service Icons

free no-contact delivery	risk-free 180-night trial	risk-free 180-night trial

Certification Icons

CertiPUR-US Icons

OEKO-TEX Icons

Mattress Build Infographics

Our infographics are used to help aid product comparison and visually convey product information.

Cooling Knit Fabric Cover

Gel AeroFusion™ Memory Foam

AdaptiFoam™

Flex Comfort Foam with Egg Crate Top
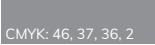
Hybrid Base Foam with Individually Pocketed Springs
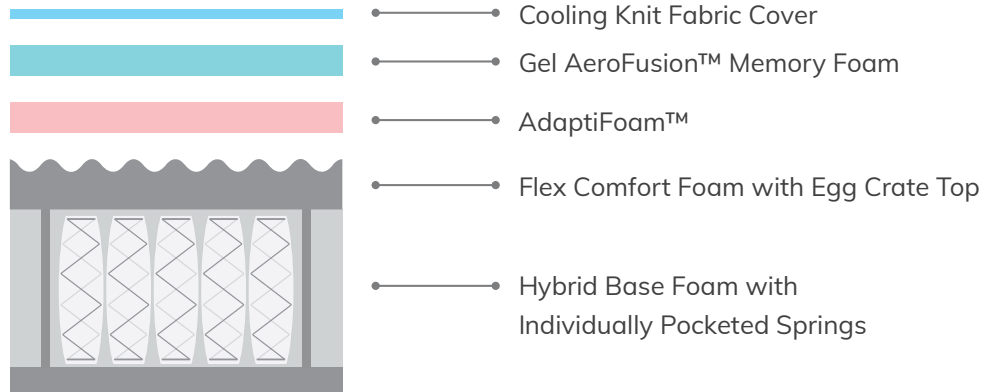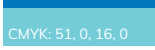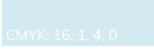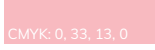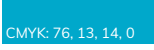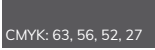
FULL COLOR

Full color mattress build infographics are used on light backgrounds where the layer is clearly identified. The foams and materials used in our mattresses keep a consistent color in full color infographics.

Cooling Knit Fabric Cover

Gel AeroFusion™ Memory Foam

AdaptiFoam™

Flex Comfort Foam with Egg Crate Top

Hybrid Base Foam with Individually Pocketed Springs
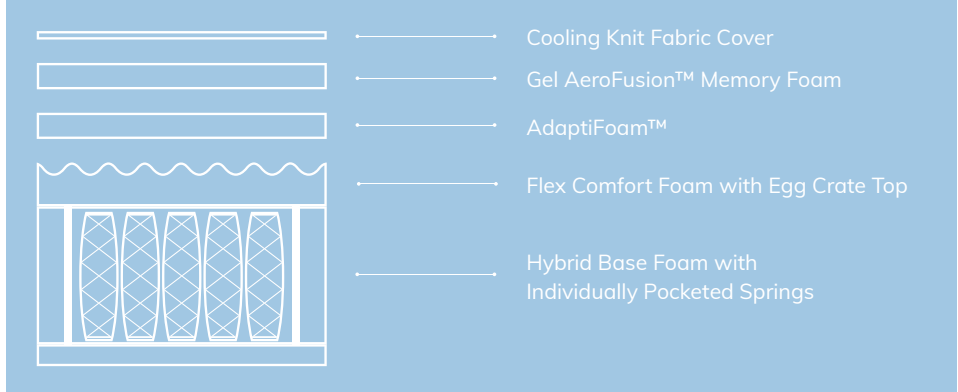
MONOCHROMATIC

Monochromatic mattress build infographics are used on solid backgrounds. The materials and foams in these mattress builds are outlined in white.

CMYK: 0, 0, 0, 25	AeroFusion™ Memory Foam	CMYK: 80, 22, 41, 1	Gel Memory Foam
CMYK: 51, 0, 16, 0	Gel AeroFusion™ Memory Foam		Liquid Gel Flex Foam
CMYK: 51, 0, 16, 0	Gel AeroFusion™ Memory Foam with PCM Coating	CMYK: 16, 1, 4, 0	Performance Memory Foam
CMYK: 0, 33, 13, 0	AdaptiFoam™	CMYK: 76, 13, 14, 0	Performance Foam

CMYK: 63, 56, 52, 27	Bamboo Charcoal Memory Foam	CMYK: 18, 13, 13, 0	Flex Support Base Foam
CMYK: 72, 12, 11, 0	Convoluted Comfort Foam		Hybrid Base Foam with Individually Pocketed Springs
CMYK: 46, 37, 36, 2	Flex Comfort Foam with Egg Crate Top		Hybrid Base Foam with 7-Zoned Individually Pocketed Springs
CMYK: 46, 37, 36, 2	Flex Comfort Foam		

Ad Examples

When creating ads and flyers, designs should follow the MLILY aesthetic using our signature Night Sky illustrations. Elements should be consistent with our color palettes and have defined hierarchy. Designs should be clutter-free with a clear purpose.

NOTE
Design liberties can be taken, but ensure that new elements follow MLILY guidelines.

Brand at Retail

Including beautiful fresh floral arrangements that feature varieties of lilies is an artful expression of nature and an elegant way to reinforce the MLILY brand story. We recommend a fresh floral arrangement of lilies on a nightstand for photoshoots.

For tradeshows, bouquets of lilies in the showroom reception areas add an on-brand touch of beauty.

Interesting floral designs that incorporate lilies help reinforce our brand story in an elegant way. The overall colors of the arrangements should feel fresh, restful and calming. Creative styling is encouraged.

Thank You

MLILY USA, INC

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