



BRAND GUIDELINES

BEDFACE

For The Love of Sleep

bedface.ca | bedface.com



Welcome

This document outlines all guidelines to the usage of Bedface's brand assets. It is important that our brand is consistent through all channels and marketing materials.



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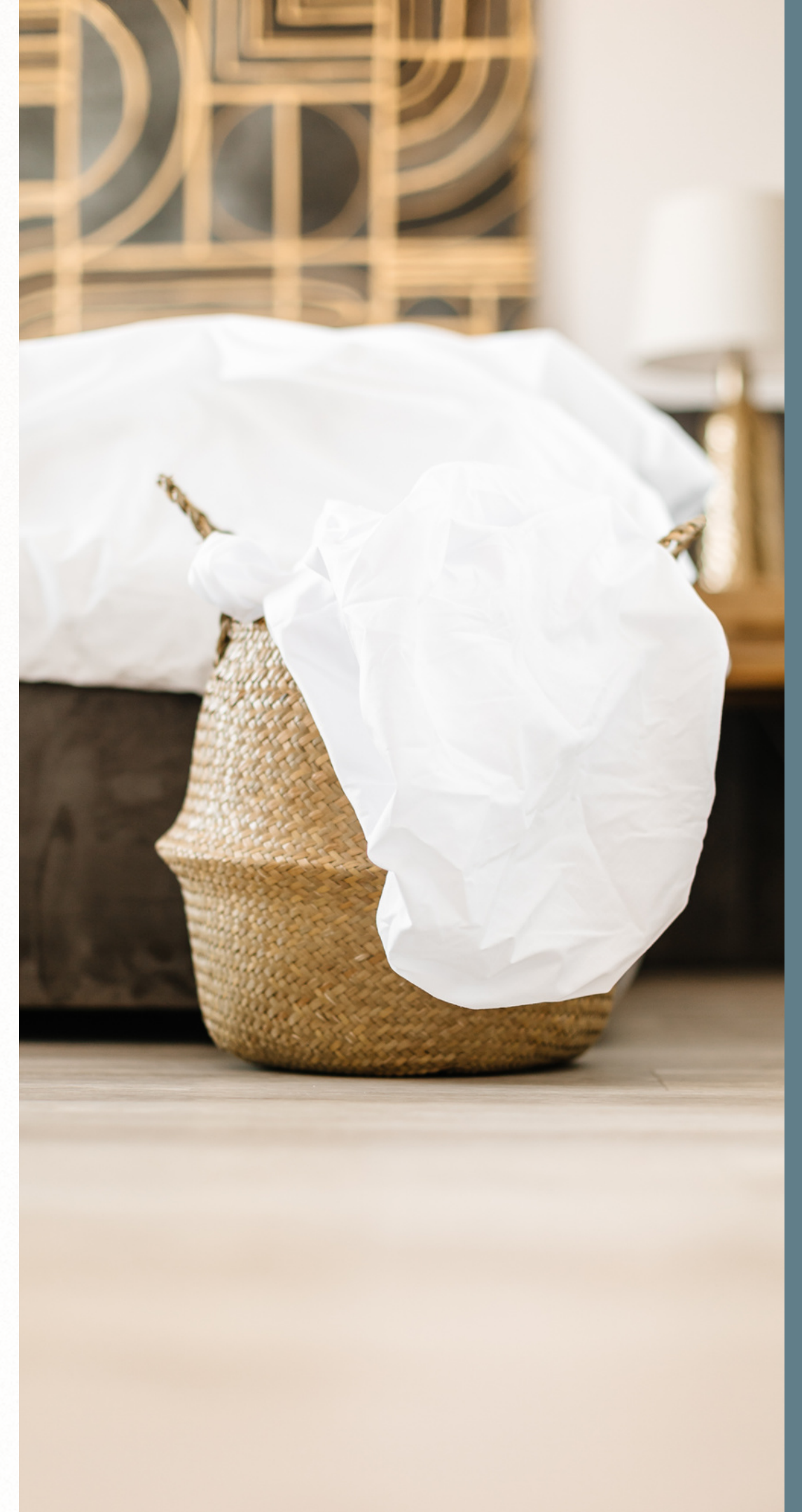
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Brand Strategy

Bedface is offers a timeless and minimalistic line of luxury bedding made to feel like home. Using only the best-in-class materials that are breathable, durable, and comfortable, for an amazing night sleep.



Logo

BEDFACE

BEDFACE
For the Love the Sleep

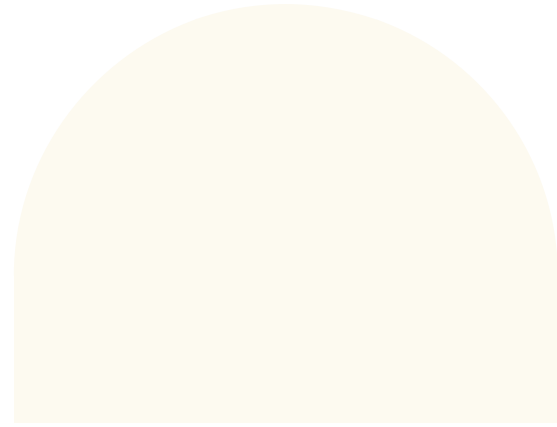
BEDFACE

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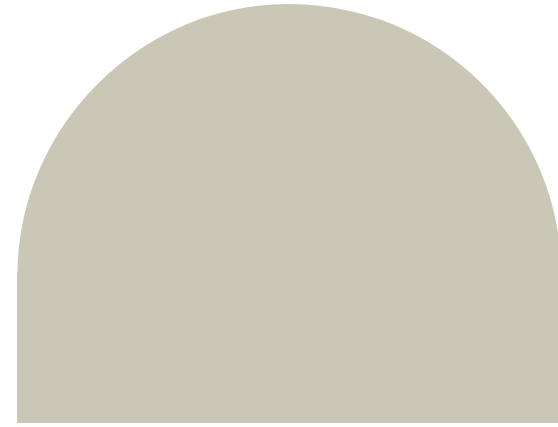
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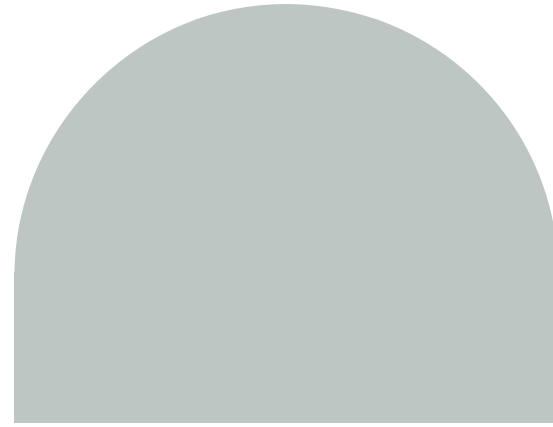
Colours



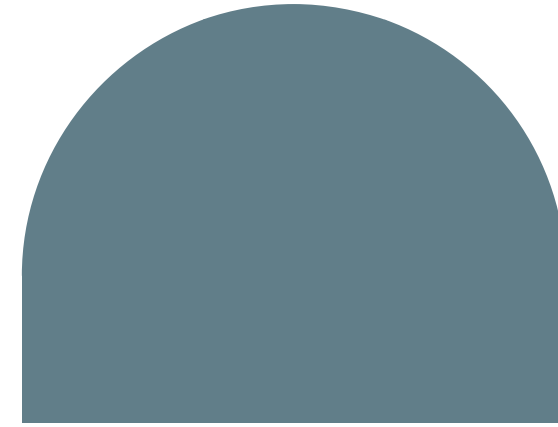
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#cbc7b7



#bec6c3



#617e89



#3d4a55



Typography

The Youngest Serif

To be used for headings and titles.

Nunito

To be used for main copy and body of text.

Brittany

To be used mainly for captions and secondary titles





BRAND PLAYBOOK



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CONTACT

QUESTIONS?

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