



# BRAND GUIDELINES

[www.elvaemattress.com](http://www.elvaemattress.com)



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# About the Brand

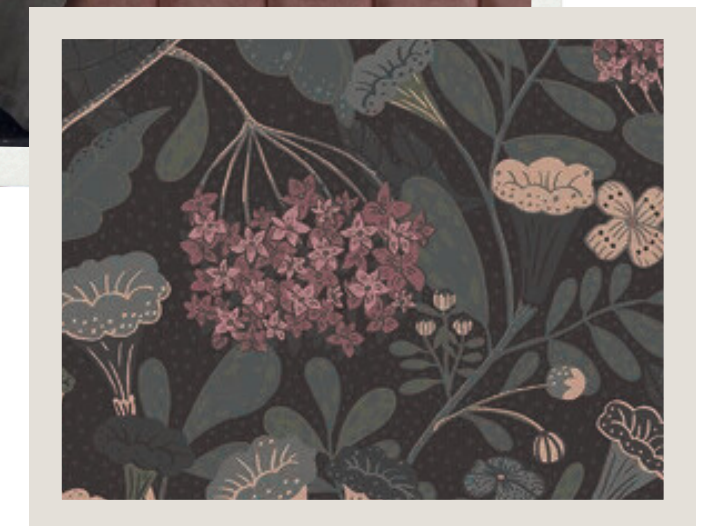
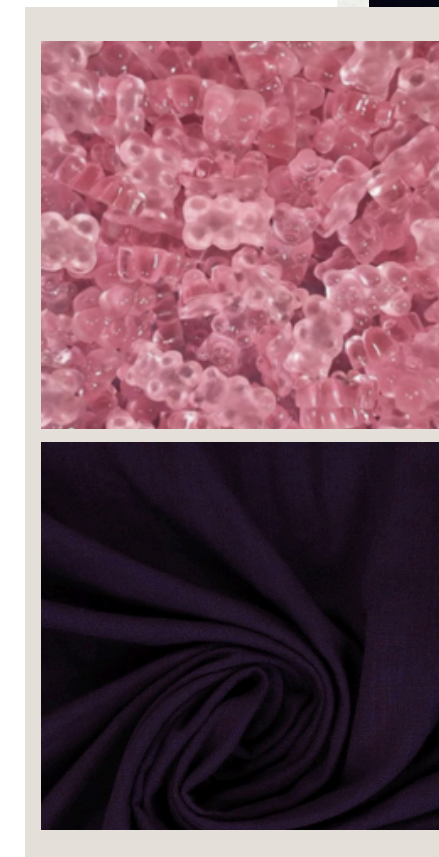
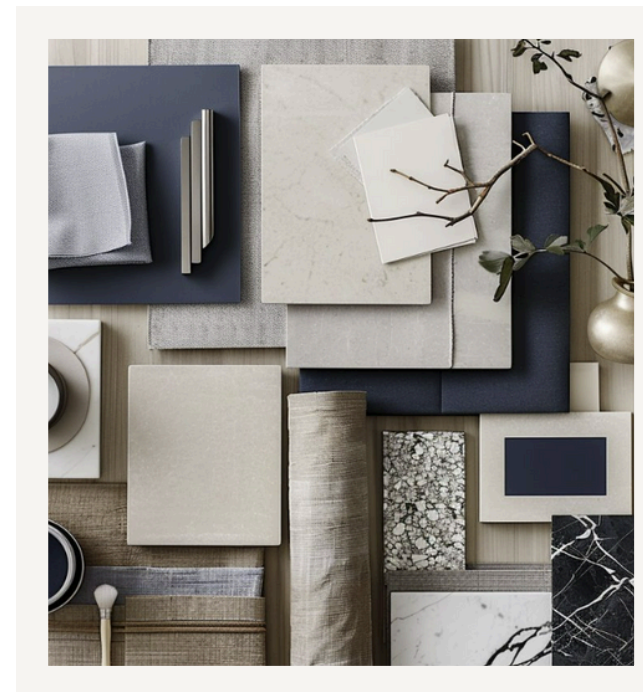
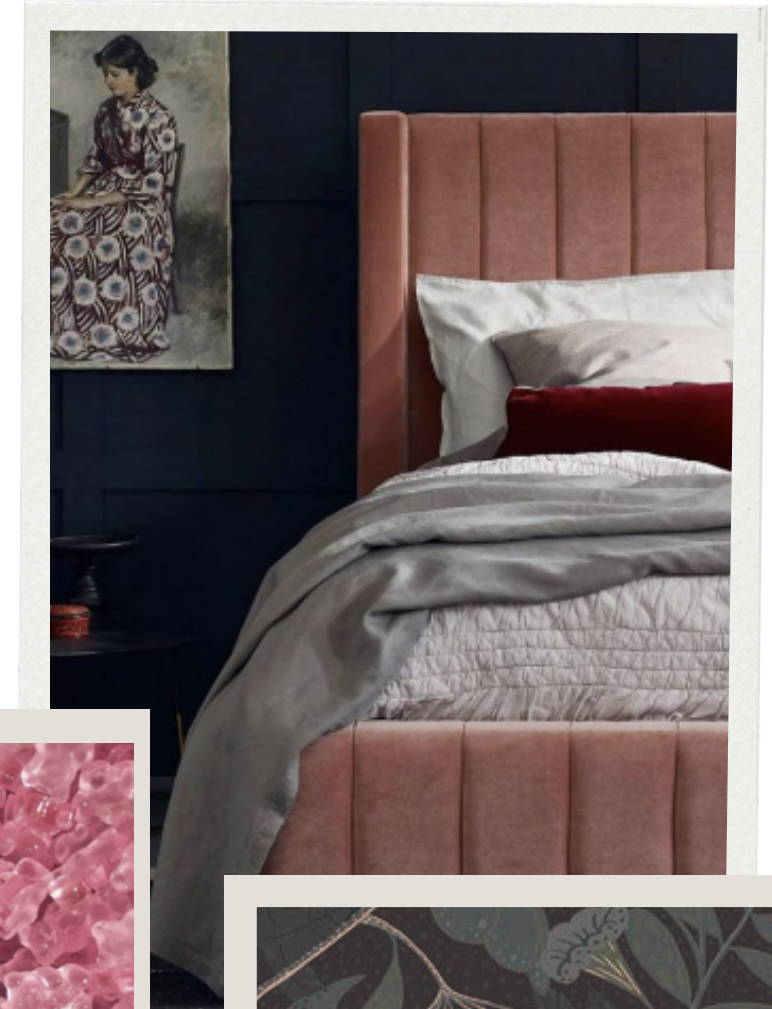
Elvaé traces its origins to Matelas Personnel, a distinguished Canadian mattress company celebrated for its exceptional craftsmanship and bespoke organic mattresses. With a legacy spanning over four decades, Matelas Personnel has earned a sterling reputation for creating sleep solutions that marry unparalleled quality with sustainable innovation.

Founded in 1980 by visionary craftsman Claude Savoie, Matelas Personnel has served countless discerning customers, transforming the art of sleep into a personalized experience of ultimate comfort. Backed by a team of seasoned experts, the company has consistently delivered on its promise of excellence, crafting mattresses from the finest organic and luxurious materials.

Elvaé carries forward this proud heritage, infusing it with a contemporary vision of sophistication and elegance. With its roots in a tradition of honesty, artistry, and impeccable design, Elvaé now offers a new pinnacle of sleep luxury to those who demand only the finest.

# Our Mission

Just as the words in a beautifully written book flow seamlessly without drawing attention to themselves, our mission is to ensure every luxurious component of an Elvaé bed works in perfect harmony—elevating the sleep experience into something so purely and undeniably amazing, it's worth savoring every night.



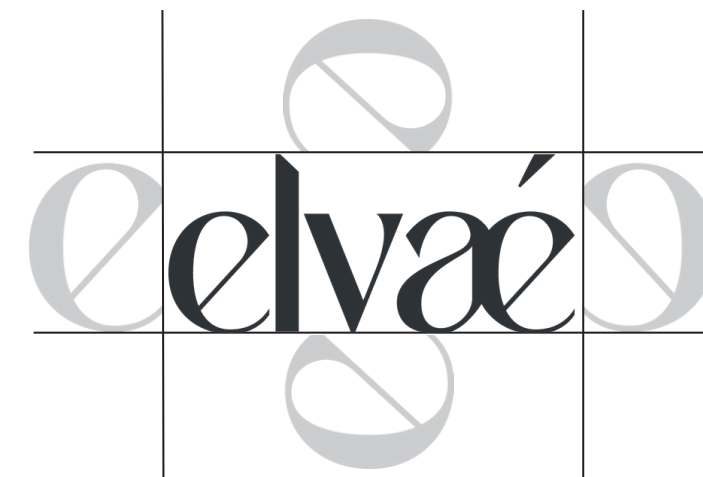
# LOGO

Reflecting exclusivity, elegance, and sophistication.

Ensure that the background does not overpower the logo. Avoid skewing or resizing the logo in a non-proportional manner. Select a high-contrast logo color that makes the logo stand out. Be sure that the colors used in the logo are from the color palette outlined in these guidelines.

## LET IT BREATHE WHITE SPACE GUIDELINES

Proper use of white space can elevate a brand's perception, giving it a sense of sophistication and modernity. In essence, white space doesn't just make a logo aesthetically pleasing; it also reinforces the brand's message by allowing each design element to stand out and be easily recognized. Use Elvae's "e" as an example of spacing to give the logo proper breathing room, see example.

The word "elvae" in a black, elegant serif font with a small accent over the 'e'.The word "elvae" in a white serif font with a small accent over the 'e', centered on a dark grey rectangular background.The word "elvae" in a dark grey serif font with a small accent over the 'e', centered on a red rectangular background.



## BRANDMARK

Symbolizing luxury and excellence

A brand mark, or logo, serves as the visual identity of a company, conveying its values and personality to customers. It is used across various platforms, including marketing materials, websites, social media, and product packaging, to enhance recognition and build brand awareness. This helps create a cohesive and consistent image for the brand.

The brand mark can be used in combination with the logo or separately. Reference the logo guidelines in regards to color and resizing for brandmark rules.

### OPACITY USE

Use an opacity of 8% when placing the brandmark behind objects as an additional design element.



**ELEVATE YOUR SLEEP.**





# Logo Application

## The rules on proper positioning

Logo placement refers to the strategic positioning of a logo across various brand touch points to maximize visibility, consistency, and impact. Whether on a website, product packaging, business cards, or advertising materials, the placement of the logo plays a key role in reinforcing brand recognition and ensuring it is easily identifiable. Effective logo placement ensures that the logo is prominent but not overpowering, often placed in locations that naturally draw the viewer's eye, such as the top left corner of a website or the center of a product label. Consistency in logo placement across different platforms helps to create a cohesive brand experience, while thoughtful placement can also influence how the brand is perceived.



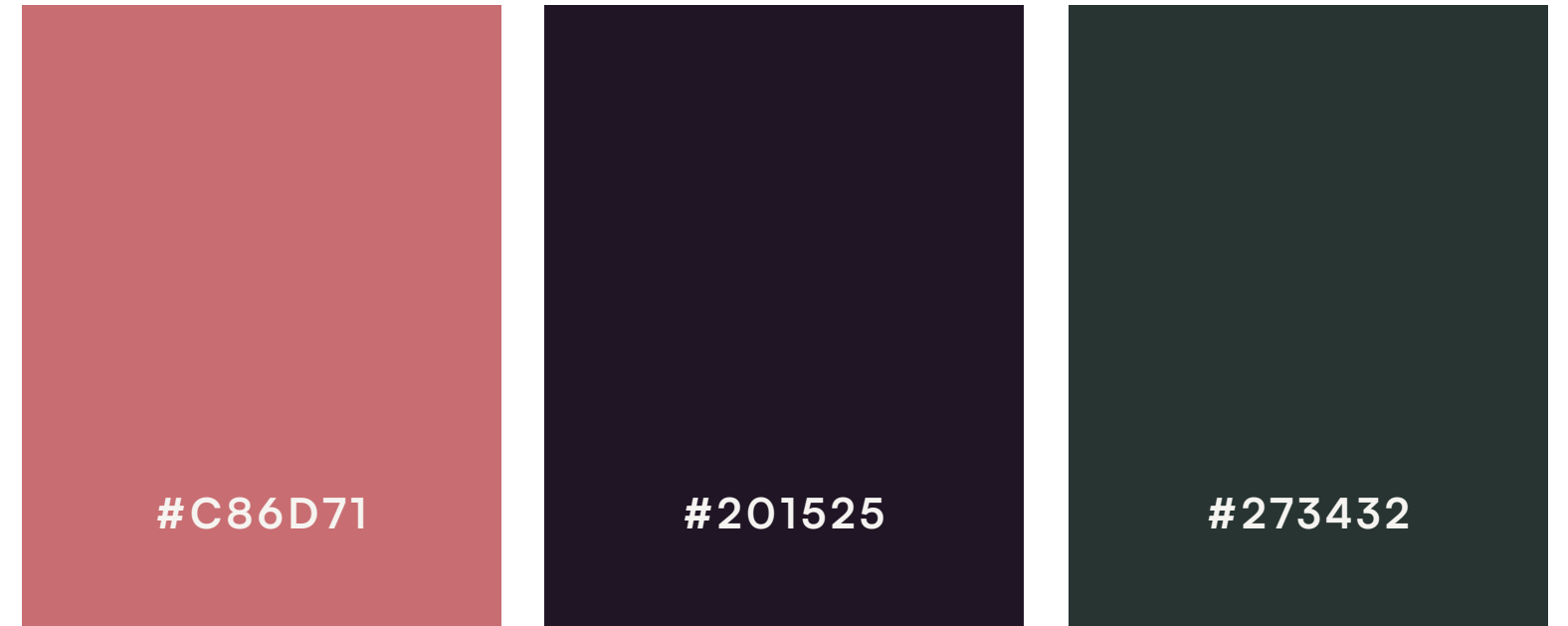
# Brand Colors

## New Age, Luxe Colors



### Primary

The primary colors are the focus of the design. These colors should dominate visually, as they represent the brand and enhance brand awareness.



### Accent

Utilize an accent color to improve the overall appearance, add visual interest, and create focus or emphasis.

A clearly defined color palette is essential in branding; contributing significantly to brand recognition, emotional connection, and cohesion. The color palette serves as a fundamental component of a brand's identity, facilitating the creation of a recognizable, relatable, and impactful presence.

# Typography

## Headers

This font is the primary font for headers, which can be used in either all caps or with initial caps. The header should be at least twice the size of the paragraph font. For example, if the average paragraph font size is about 10 pts, then the header should be 20 pts or larger.

## Paragraph

Ensure the paragraph font size is at least half of the header size for an aesthetically pleasing design. **DO NOT USE ALL CAPS IN PARAGRAPH FORM UNLESS IT IS MEANT TO DRAW ATTENTION OR ISSUE A WARNING.**

## Ivy Presto

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

## Satoshi

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Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

# Brand Mood Board & Values

Leading our Brand



## Bold

In design, bold elements stand out through their size, color, or contrast, capturing attention and creating a sense of power or decisiveness. Boldness often conveys a sense of daring and fearlessness, whether in typography, visuals, or branding strategies.

## Tasteful

Tasteful elements in design refer to features that have enduring appeal and remain relevant across changing trends. These elements often include simple, elegant shapes, balanced proportions, and colors, which convey sophistication, stability, and reliability. Elements can be bold and still be tasteful and timeless like a simple red lipstick.

## Elevated

Refinement, sophistication, and distinction that goes beyond the ordinary. In design and branding, an elevated approach signifies a focus on quality, attention to detail, and a premium experience. It's about creating something that feels luxurious, exclusive, and aspirational, whether through high-end materials, thoughtful craftsmanship, or innovative concepts.

# Photography Guidelines



## FEEL

Ensure that the photography embodies a sense of high-end luxury. The images should be modern yet warm, incorporating a touch of sophistication. Focus primarily on neutral tones, but include some photographs with small pops of color. Bright and airy styles, as well as dark and moody or high-contrast images, can all convey a luxurious feel. Additionally, pay careful attention to composition and the elements used in the photography to enhance that luxurious ambiance.



## COMPOSITION

Avoid cluttered or overly busy photos, as they can take attention away from your product. Opt for simple, modern images that create an emotional connection and a luxurious and classy feel. This composition will enhance focus and resonate more with your audience.



## SUBJECT

Create an atmosphere that radiates modern sophistication through carefully chosen elements and room scenes, particularly the furnishings. Select pieces that seamlessly align with the brand's identity and aesthetic. When capturing photos with people, encourage them to engage naturally rather than looking directly at the camera, evoking a more authentic and candid vibe. Aim for photography that exudes luxury and boldness. Don't shy away from adding an element of fun to your luxurious setting—this playful touch can elevate the overall experience and appeal.

LET'S CONNECT

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