



Brand Guidelines

July 2025

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Who we are

Brand promise

We're proud to be one of the top mattress manufacturers in the U.S. and a leading name in sleep around the world. That leadership is built on a legacy of comfort, meaningful innovation, and strong, lasting partnerships. As one of the most recognized names in home furnishings, Serta shows up with honesty and confidence—connecting with retailers, partners, and communities to deliver comfort that's not just felt, but trusted.

While our name has earned us plenty of trust with our retailers and consumers, we haven't rested on our laurels in other areas. We back up our products so they keep coming back. To do this, you can rest assured that all of our mattresses are:

- Proudly made in the U.S.A. using globally sourced components
- Made with foam that is CertiPUR-US® certified
- Completely fiberglass-free
- Backed by a fair, hassle-free 10-year limited warranty



**WE MAKE THE WORLD'S
BEST MATTRESS.™**



Serta collections

ZONED COMFORT	Serta Five Star MATTRESS ★★★★★								
	Serta perfectday. Mattress in a box 3-ZONED SUPPORT*  Individually wrapped coil system	Serta classic. 3-ZONED SUPPORT  800 individually wrapped coil system	Serta perfectsleeper. 3-ZONED SUPPORT  825 and 850 individually wrapped coil system	Serta perfectsleeperX. 5-ZONED SUPPORT  5 ZoneActive Design™ featuring individually wrapped coils	Serta perfectsleeperpro. 5-ZONED SUPPORT  5 ZoneActive Design™ featuring individually wrapped coils	Serta iSERIESNXG™ HYBRID MODELS  5-zoned coils	Serta iCOMFORT™ ALL-FOAM MODELS  High-density foam core	Serta iCOMFORT™ 5-ZONED SUPPORT  5 ZoneResponse Design™ featuring all-foam technology	Serta iCOMFORTPRO™ 5-ZONED SUPPORT  5 ZoneResponse Design™ featuring all-foam technology
	PRESSURE RELIEF	 PillowSoft® Aire Foam	 PillowSoft® Aire Foam	 Cool Twist® Gel Memory Foam	 Perfect Conform™ Memory Foam	 True Response™ Latex Foam	 Carbon Fiber Memory Foam	 Perfect Conform™ Memory Foam	 True Response™ Latex Foam
		COOLING TECHNOLOGY	 Breathable cover	 Breathable cover	 CoolFeel™ Fabric	 Cooling technology	 CoolFeel™ Pro System	 MaxCold™ Cover	 CoolFeel™ Fabric
ADJUSTABLE BASE COMPATIBLE	✓ Available in Quilted Construction *Available in select models		✓ Available in Quilted Construction	✓ Available in Quilted and Smooth Hybrid Constructions	✓ Available in Quilted and Smooth Hybrid Constructions	✓ Available in Quilted Hybrid Construction	✓ Available in Foam and Hybrid Constructions	✓ Available in Smooth All-Foam Construction	✓ Available in Quilted All-Foam Construction

Master brand color palette

The palette colors are to be used to ensure brand consistency across all brand communication points.

Primary palette



NAVY
PMS: 2965 C
CMYK: 100/63/16/78
RGB: 0/23/62
Hex: 00263E

LIGHT BLUE
PMS: 2707 C
CMYK: 21/7/0/0
RGB: 195/212/232
Hex: C3D4EB

WHITE
PMS: n/a
CMYK: 0/0/0/0
RGB: 255/255/255
Hex: FFFFFFFF

Secondary palette

YELLOW
PMS: Process Yellow
CMYK: 0/0/100/0
RGB: 255/255/0
Hex: FFFF00

Brand mark (without tagline)

To ensure consistency across all brand communications, PMS Process Yellow C and PMS 2965 C are the preferred colors to be used. If PMS Process Yellow C and PMS 2965 C can not be used, then positive black and white reversed out of a solid background color can be used.

Preferred

2 Color
PMS Process Yellow C
PMS 2965 C



Important note:

The Serta® logo should maintain minimum size limit for both print and digital media.

Print Logo Size Limit:

The Serta® logo should never be produced at a size less than 0.75 inch in width.



Secondary

1 Color
PMS Black



Digital Logo Size Limit:

The Serta® logo should never be produced at a size less than 55 pixels in width.



Brand mark (with tagline)

To ensure consistency across all brand communications, PMS Process Yellow C and PMS 2965 C are the preferred colors to be used. If PMS Process Yellow C and PMS 2965 C can not be used, then positive black and white reversed out of a solid background color can be used.

Preferred

2 Color
PMS Process Yellow C
PMS 2965 C



Preferred

2 Color
PMS Process Yellow C
PMS 2965 C



Important note:

The Serta® logo should maintain minimum size limit for both print and digital media.

Print Logo with tagline Size Limit:

The Serta® logo should never be produced at a size less than 0.75 inch in width.



Digital Logo with Tagline Size Limit:

The Serta® logo should never be produced at a size less than 55 pixels in width.



Logo clear space

Below demonstrates the way to execute the Serta® master brand. To ensure consistency across all brand communications, the brand mark should never be re-drawn, re-spaced or altered in any way.



X = 1/2 of height of “S” in logotype

Logo with tagline clear space

Below demonstrates the way to execute the Serta® master brand with tagline. To ensure consistency across all brand communications, the brand mark should never be re-drawn, re-spaced or altered in any way.



X = 1/2 of height of “S” in logotype

Typography

GT Walsheim Regular

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

0 1 2 3 4 5 6 7 8 9
! @ . ? # \$ % ^ & * () _ + - { } [] \ / | : ; , ” ’ < >

GT Walsheim Bold

**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**

**0 1 2 3 4 5 6 7 8 9
! @ . ? # \$ % ^ & * () _ + - { } [] \ / | : ; , ” ’ < >**

GT Walsheim is the primary Serta typeface and should be used across all marketing, sales and packaging materials, with the exception of Serta product logos. Licenses may be purchased from [**Grilli Type here.**](#)

Typically copy should be set in sentence case, though occasionally all caps will be used for objects like callouts or icons. As GT Walsheim by default contains a lot of space between characters, tracking should be set to at least -10.

Brand strategy

Brand personality

Serta® is the everyman, the everywoman, the everyone.

We are a forward-thinking leader, guiding our customers on sleep innovations that are truly worth their time and money.

We are trusted, not just because we make such a reliable, comfortable product, but because our customers know, no matter where they are in life, we will offer a mattress in their price range.

We are joyful, optimistic, and a little bit playful. Our Serta Counting Sheep serve as both our wink to the customer and our symbols of comfort.

We are the mattress brand that everyone can see themselves in because **we make the world’s best mattress.**



Brand voice

Voice: The brand's consistent personality through words.

We aim to be authentic and approachable with a touch of playfulness.

Imagine walking into a certain grocery store chain known for its neighborhood feel, quirky and global assortment, and friendly staff wearing Hawaiian shirts. You feel comfortable and trust the products inherently because you know they offer the best, for a fair price, and back it up with great customer service. Because of that, you try the new peach variety that the produce guy was telling you about. As you check out, you share polite conversation with the cashier about favorite items and what you have planned for the rest of the day. You leave excited to get home and dive into what you found.

This is the feeling we want to leave our customers with whenever they interact with anything that has our logo on it. Trustworthy, familiar, comfortable, and real while still teaching you about new products that just might help you get the best sleep of your life.

A unique and imperative aspect of our voice, the Serta Counting Sheep provide an excellent avenue for a playful, purposeful way to educate our consumers about our zoned comfort and any new technologies we wish to highlight.



Brand tone

Tone: How the voice adapts to audiences and assets

While we always want to come off as authentic and approachable, we may take on more informal or proven tones depending on the asset.

Devoted

- Comfortable
- Reassuring
- Caring

Witty

- Clever
- Joyful
- Informal

Empowering

- Reassuring
- Supportive
- Educational

Proven

- Established
- Straightforward
- Recognized

Value propositions

Our value propositions are not just a message—they are a commitment.

They should be the first thing a consumer understands about us and the consistent thread that runs through every touchpoint—from packaging and advertising to social media and product pages.

Why It Matters

- It ensures clarity and consistency across channels
- It helps consumers quickly understand what we stand for
- It distinguishes us from competitors
- It reinforces trust by making and keeping a clear promise

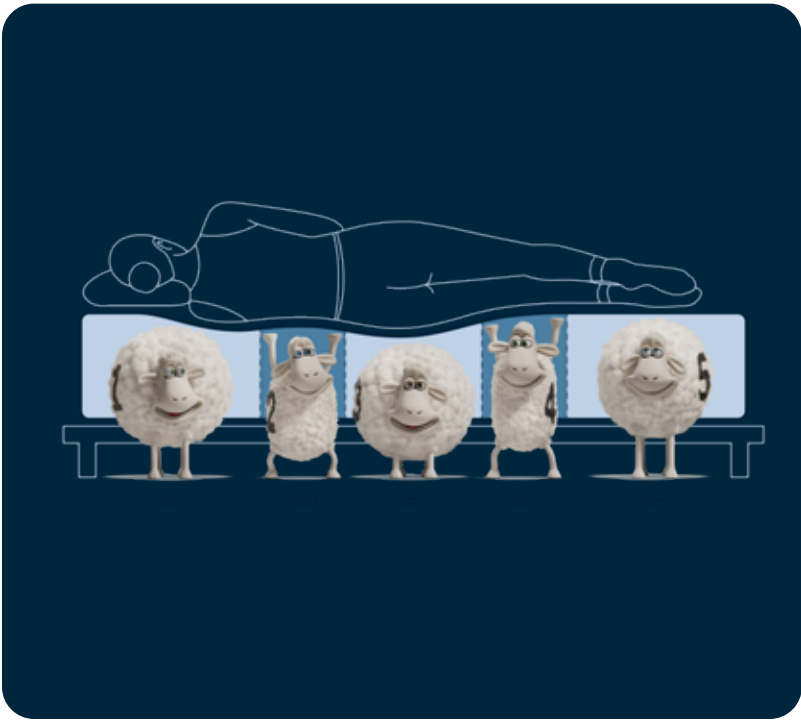
Zoned comfort for all-night back and body support.

Different areas of your body have different needs. Serta® knows this and builds our mattresses to fit each area. Our zoned comfort system features alternating bands of firm and plush foams and/or coils for more targeted pressure relief for areas like your shoulders and hips. While every collection features zoning, we're able to build upon it and use it as a step up throughout our collections.

Serta's focus on zoned comfort is a differentiator in the mattress industry. Mattresses tend to have a uniform feel throughout, not recognizing that the body has curves and angles. Our shoulders and feet have very different requirements for comfort. We know and understand this, so we have made zoned comfort our signature value proposition.



How we show our value propositions



Sheep

Our super Serta Counting Sheep, these two have been affectionately named Fluffy and Buffy, help us represent areas of increased support and areas of increased pressure relief in this zoning graphic.



Mattress graphic

For areas where the Zoned Sheep graphic doesn't necessarily make sense, we are also able to highlight the different zones on the mattress itself in photography.



Icons

For assets where neither of the above work, we do have icons for each collection that help to demonstrate zoned comfort.

COMING SOON!



Iconography

DTC + Retailers



In-Home Trial



10 Year Limited Warranty



Free Shipping + Returns



Adjustable Base Compatible



Certipur-US® Certified



120 Day Trial

****preferred icon when space allows****



Made in the USA with global components



Made in the USA with global components



Fiberglass Free



Upstairs



Haul Away



Mattress in a Box



Unpack



Unroll



Unwind



EZ Tote



Setup

Benefits



Cooling



Reduce Tossing and Turning



Pressure Relief



Support



Comfort



Edge Support



Increase Sleep Surface



Compatible-with most bed frames

Components



Cool Feel Fabric



Foam



True Response™ Latex Foam



Memory Foam



Individually wrapped coil system



High density foam core



Innerspring



Hybrid



ZoneActive Wrapped Coils

Zoning icons

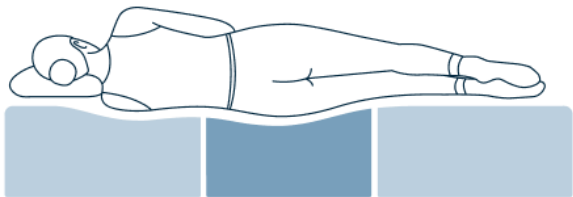
3 Support zones

Option 1

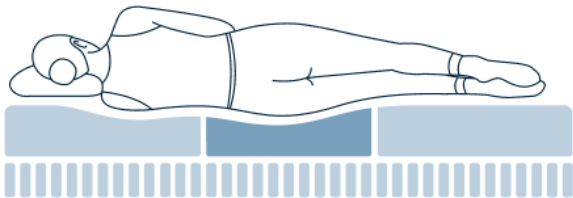
Option 2

Option 3

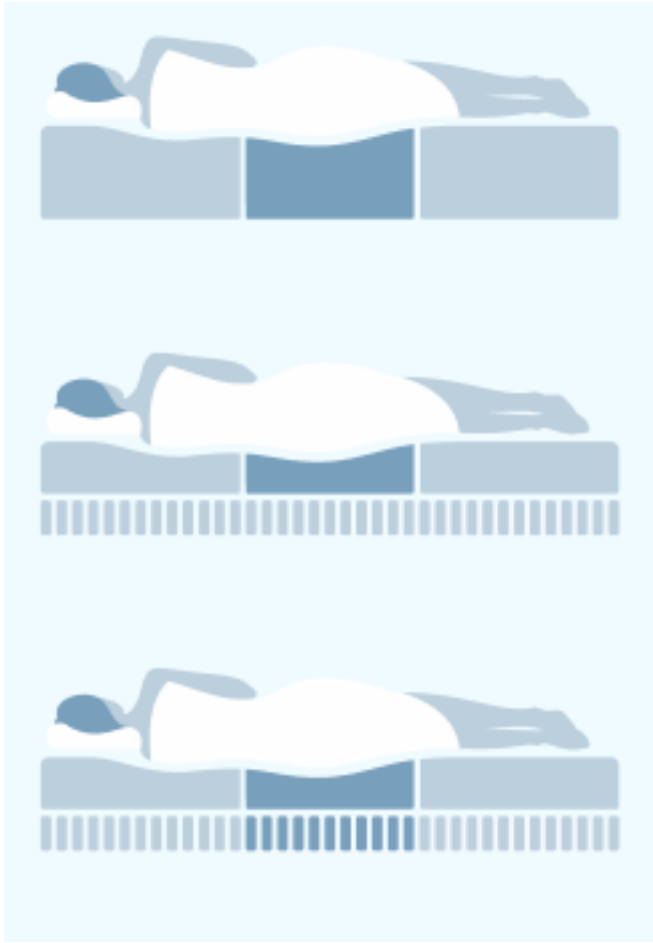
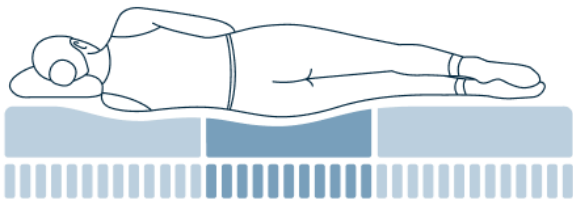
MIB Foam



MIB Hybrid



Perfect Sleeper



Zoning icons

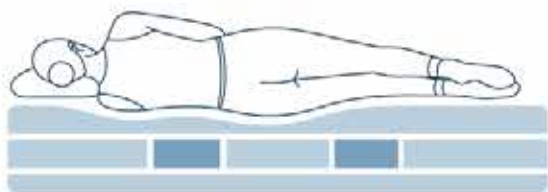
5 Support zones

Option 1

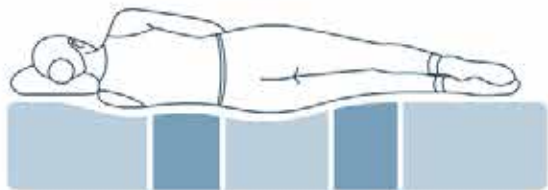
Option 2

Option 3

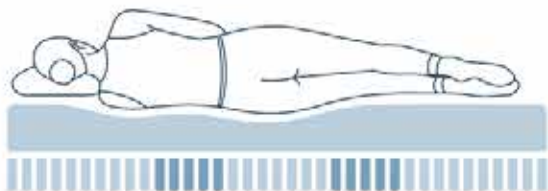
iComfort



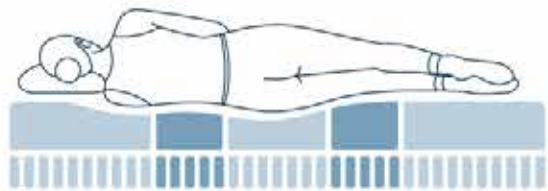
iComfortPro



Perfect Sleeper X



Perfect Sleeper Pro



Environmental photography

Photography across all Serta brands should feel intentional and tell a story. Each brand has its own vibe, but they all share some key visual elements, consistent angles, textures, and styling that feels thoughtful. The overall look should be happy and relatable but varies from attainable to aspirational.

Mood

- Tasteful, bright and happy with tones of blue, ivory and gold/yellow
- Should feel lived in, not staged
- Warm, balanced, familial and relatable environment

Lighting

- Go for natural, directional lighting with soft, diffused shadows
- Keep it refined and artistic, light should enhance, not overpower
- Skip anything harsh or overly stylized, it should feel lived-in, not staged

Propping

- Shapes and edges should be circles/round to cue softness and comfort, not harsh right angles
- Wood accents should be warm wood like cherry or walnut
- Soft goods should be tones of blue, ivory and gold/yellow
- Something in the room can nod to sleep whether it be a framed picture, a tabletop ceramic statue or a sherpa textured throw pillow



Lifestyle photography

Talent

- Talent should feel relatable
- Conventionally attractive with a real-world presence
- Prioritize a 50/50 racial mix for diversity
- Real couples/families preferred if concept supports it
- Addition of pet is appropriate for certain sub brands
- Movement should be natural and effortless
- Avoid anything overly posed, stiff, or unnatural

Wardrobe, hair and makeup

- Wardrobe should reflect everyday wear, soft, comfortable, and brand-appropriate
- Style can range from casually relaxed to athletic and sporty, depending on the brand
- Stick to neutral color palette with some accents of blue, ivory and yellow
- Hair and makeup should enhance natural beauty, clean, minimal, and understated
- Avoid being overly styled
- Overall appearance should feel authentic and relatable



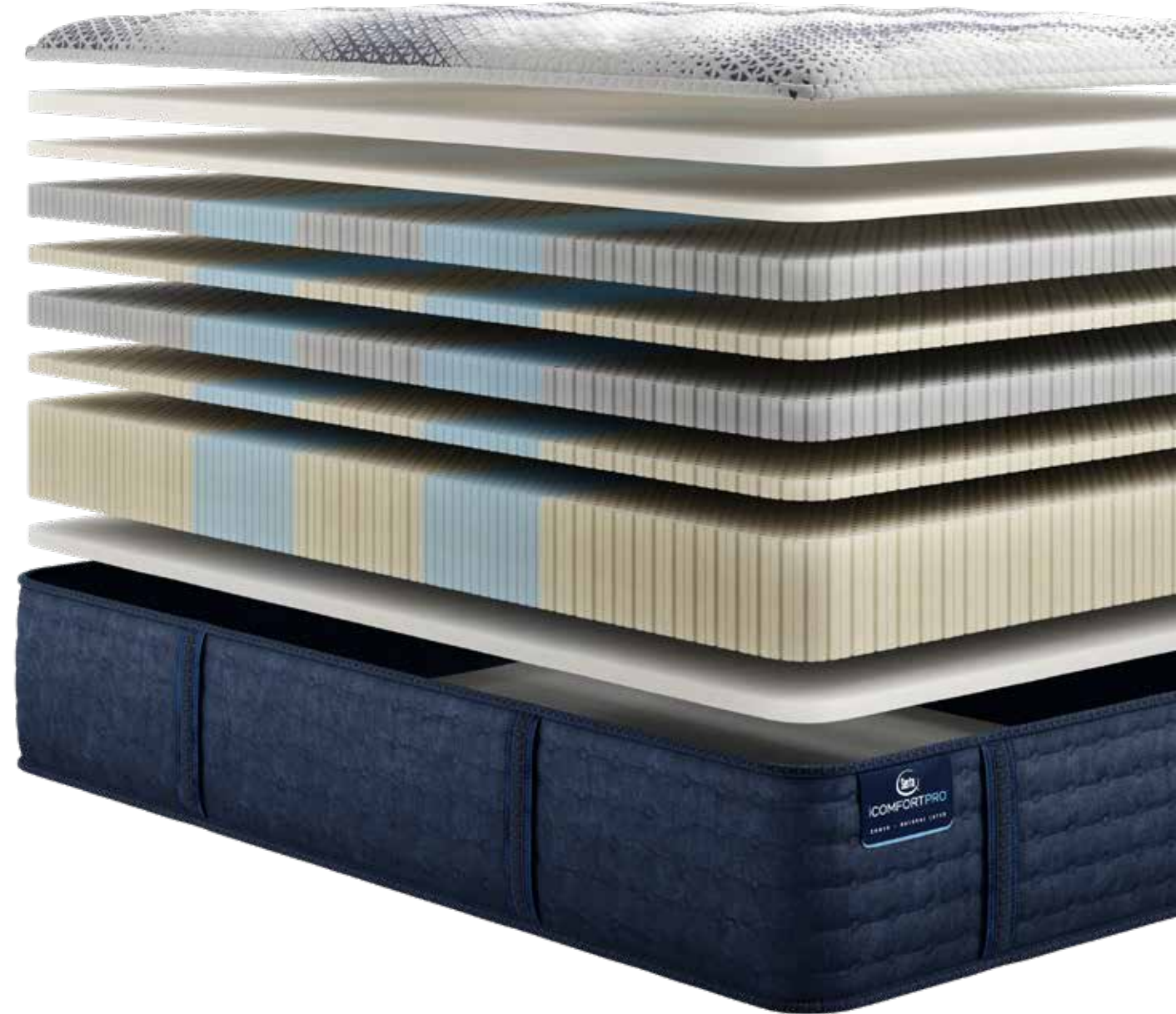
Silo photography

General Guidelines

- Maintain consistent lighting with clear direction
- Remove any dust, lint, specs or dirt from the product
- Allow for breathable margins in the composition
- Ensure product is straight and properly aligned
- Ensure product labeling/branding is always in the shot

Mattresses + Foundations

- Top corners should align directly with bottom corners
- Corners should appear smooth and evenly rounded
- Keep piping thickness consistent throughout
- Straighten piping along all edges



Silo photography



3/4 angle without foundation



3/4 angle with foundation



3/4 angle with low profile foundation



Front view with foundation



Side view



High angle front



Cutaway angle



Overhead



Exploded



Mattress stack



Detail of top panel