

Brand Guidelines



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Verbal Identity

- 1.1 Manifesto
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Manifesto

Our manifesto is an inspirational body of text that encapsulates our verbal identity. It can be used internally as a sort of verbal mood board, or even externally as desired. If this brand guide were in the form of a big-budget commercial, this manifesto could be the voiceover track.

At Cloverlane, we know sleep is much more than a basic need. To us, sleep is an art — because restorative rest has the power to truly transform you.

Maybe you don't need that all-inclusive luxury vacation to feel refreshed. Maybe you just need a luxury mattress, and a 5-star sleep.

Cloverlane is a nightly retreat from life's daily stresses and tough decisions, where you can recharge and renew yourself. Reach a new realm of relaxation with incredible sleep products and seamless customer service for ultimate peace of mind.

We invite you to be our guest. Check into comfort. Experience luxury sleep, perfected.

Tagline

Our tagline is the simplest form of our value offer to our clients. It's our rallying cry. It can be used as a signoff in creative or as a headline on its own.

Luxury Sleep Perfected

Who We Are

These adjectives describe our brand's personality and should be infused in our messaging across all channels, including web, email, paid ads, organic social, and collateral.

Luxurious:

Treat yourself to a new level of luxury where every detail is exceptional and White Glove Service is included.

Inviting:

We communicate in a warm, welcoming, receptive manner that's not overly forced or formal.

Personalized:

Our mattresses offer customized levels of firmness and enhancements to ensure your unique sleep needs are met.

Timeless:

We're not chasing fads or trends. Our classic aesthetic and high-quality products are elegant, and won't go out of style.

Trustworthy:

Buy with complete confidence. Our premium products and customer service are world-class, and our sleep trial and warranty are industry-leading.

WHO WE ARE

Luxurious
Inviting
Personalized
Timeless
Trustworthy

WHO WE AREN'T

Basic
Pushy
Uniform
Trendy
Phony

Tone & Voice

This is how we communicate—our unique style of writing and speaking. It's the expression of our brand's personality in language. We use this as an internal guide for creating any and all verbal elements.

Clear Confidence

We're the leading experts in all things sleep. In a crowded industry full of misleading marketing, we communicate confidently in a way that's also empathetic and trustworthy.

A Softer Sell

We're not pushy or aggressive. We educate and emphasize our product quality to empower the customer to make the best choice. Our voice is warm, conversational, and relaxed.

Elevated Experience

Not only do we deliver the finest mattresses, frames, and bedding to your door, we anticipate our customer's wants, needs, and pain points. Every interaction is seamless and stress-free.

Brand Headlines

These are evergreen headlines—both an entry point to the world of our brand, and core language we can return to as necessary.

Elevate your sleep experience.

Check into comfort.

Your luxury sleep retreat.

A new realm of rest & relaxation.

Discover the art of sleep.

Your 5-star sleep destination.

Enhanced sleep for an enhanced life.

Destination relaxation.

A staycation state of mind.

Paradise found in every night's sleep.

Luxurious nights. Revitalized mornings.

Product Headlines

These are headlines meant to speak to specific brand benefits, value props, and features.

Luxurious layers designed for ultimate comfort.

The perfect sleep is personal.

State-of-the-art Zoned Spinal Support System.

Personalized support for incredible sleep.

Expertly crafted by us, customized by you.

Customized comfort awaits.

Made with handcrafted details.

Transformative rest tailored to you.

Designed to last a lifetime.

Leave the heavy lifting to us.

A seamless mattress shopping experience.

Visual Identity

- 2.1 Logotype
- 2.2 Logotype Clearspace
- 2.3 Logomark
- 2.4 Logomark Clearspace
- 2.5 Social Avatars

Logotype

This is the logotype for Cloverlane. This logo is to be used whenever possible. If this logo does not fit within the given space or it becomes too small for optimal legibility, use the logomark instead.

CLOVERLANE

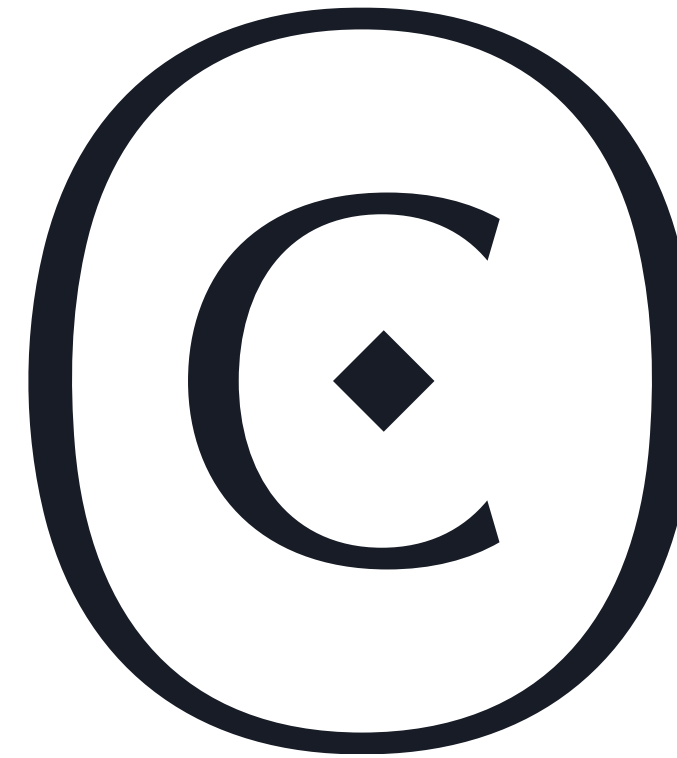
Logotype Clearspace

When the logotype is used, its perimeter must have ample clear space for improved legibility. The clear space is equal to 100% of the height of the logotype.

x		x
↑ x ↓	CLOVERLANE	↑ x ↓
x		x

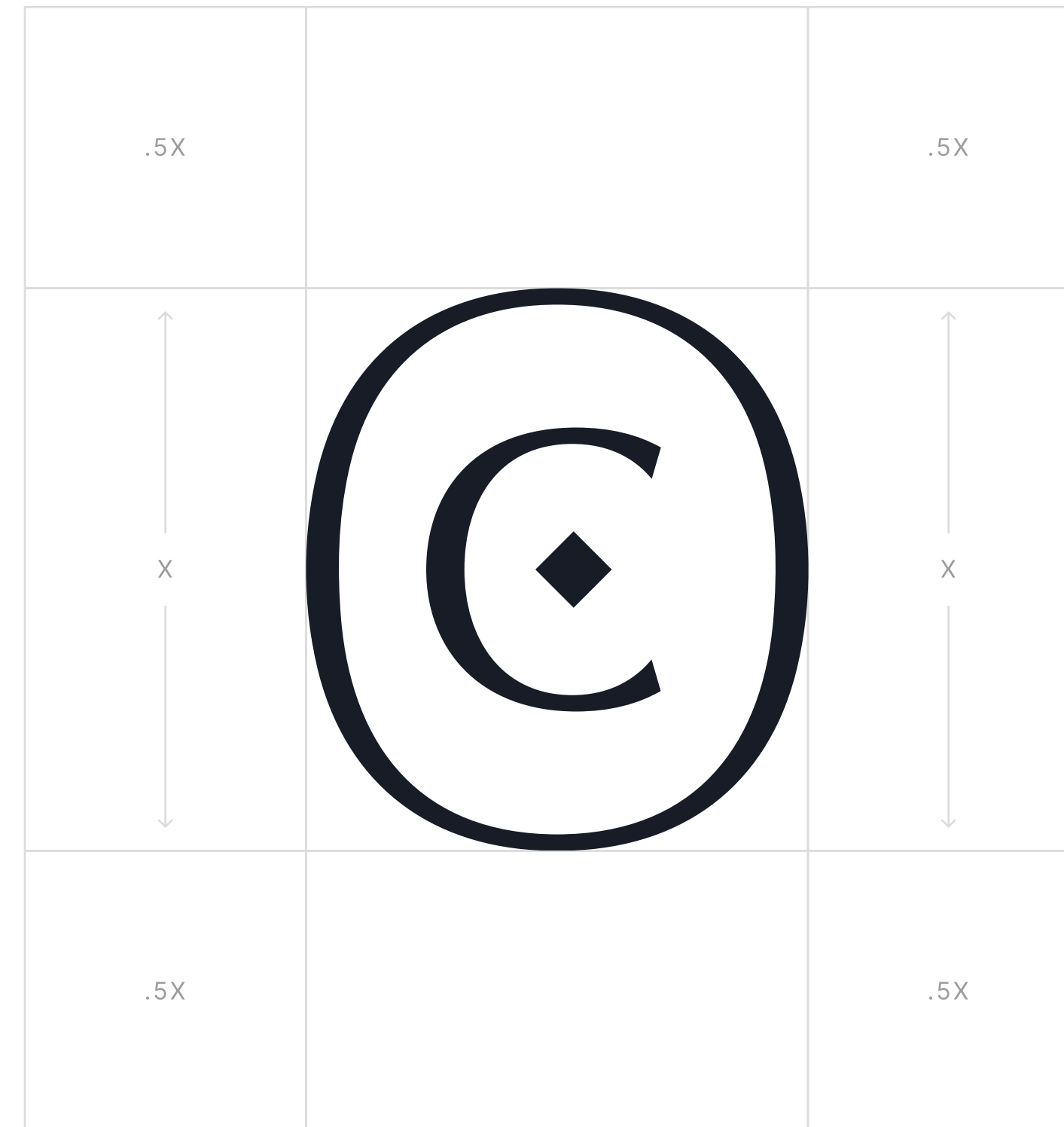
Logomark

This is the logomark for Cloverlane. This logo is to be used as a complementary element in addition to the logo type. Example: side of box, above the logo type, below the logo type, background element, accent element.



Logomark Clearspace

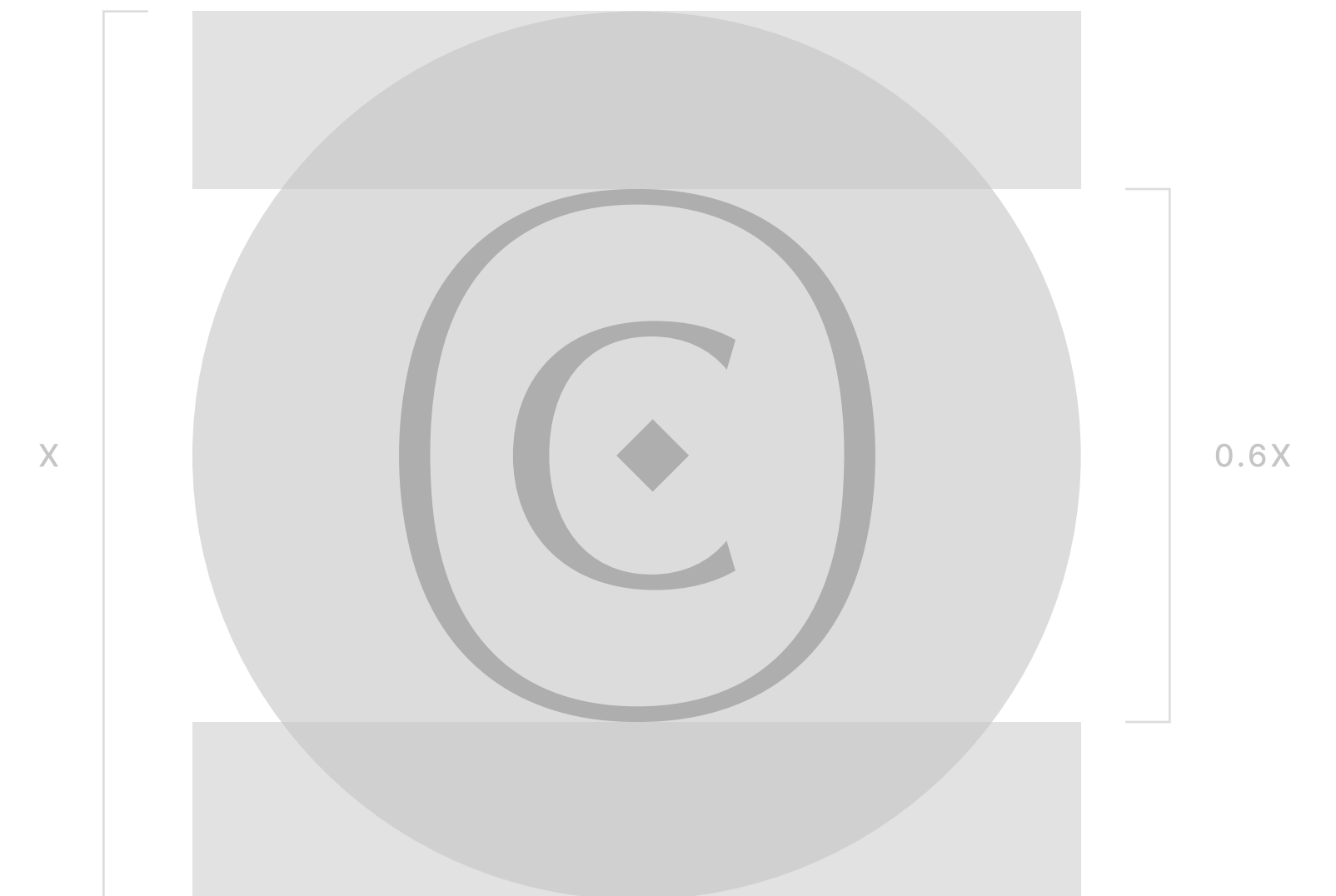
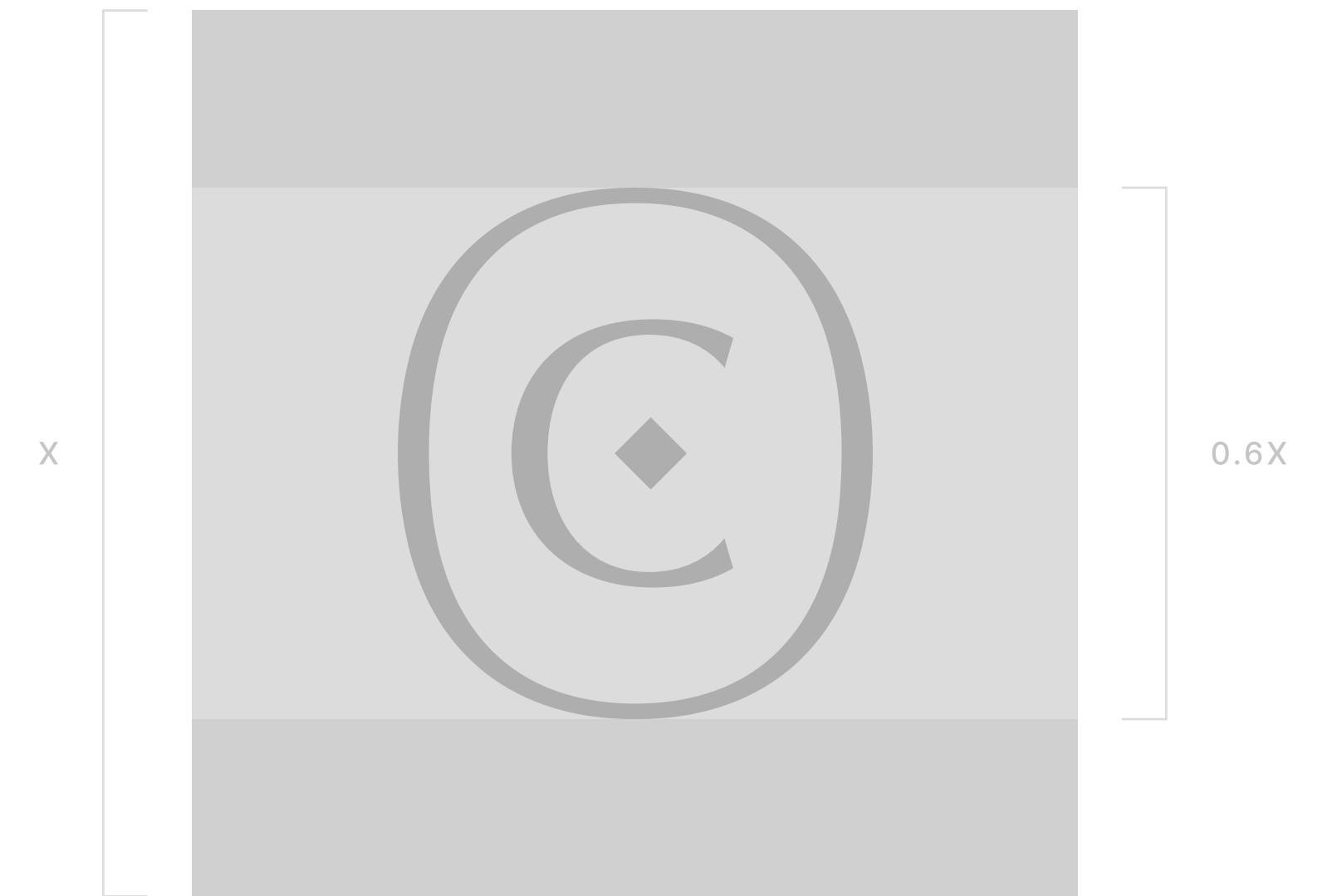
When the logomark is used, its perimeter must have ample clear space for improved legibility. The clear space is equal to 50% of the height of the logomark.



Social Avatars

Here are the social avatar logos for the Cloverlane brand. Always use the pre-created social avatar logos for all social media avatar applications. They have been designed and spaced with intention and should not be reproduced unless absolutely necessary.

Always select the proper social media avatar. Example: Facebook should use the square avatar and Instagram should use the circle avatar.



Color Palette

- 3.1 Primary Colors
- 3.2 Color Weight
- 3.3 Grayscale Colors

Primary Colors

These are the primary colors for the Cloverlane brand. Our main brand color is Navy and should be used often. Pair Navy with Beige and Gold to create on-brand, elegant designs.

Navy

HEX: #171C26
RGB: 23, 28, 38
Pantone: N/A

75%

50%

25%

Gold

HEX: #8C6437
RGB: 140, 100, 55
Pantone: N/A

75%

50%

25%

Beige Light

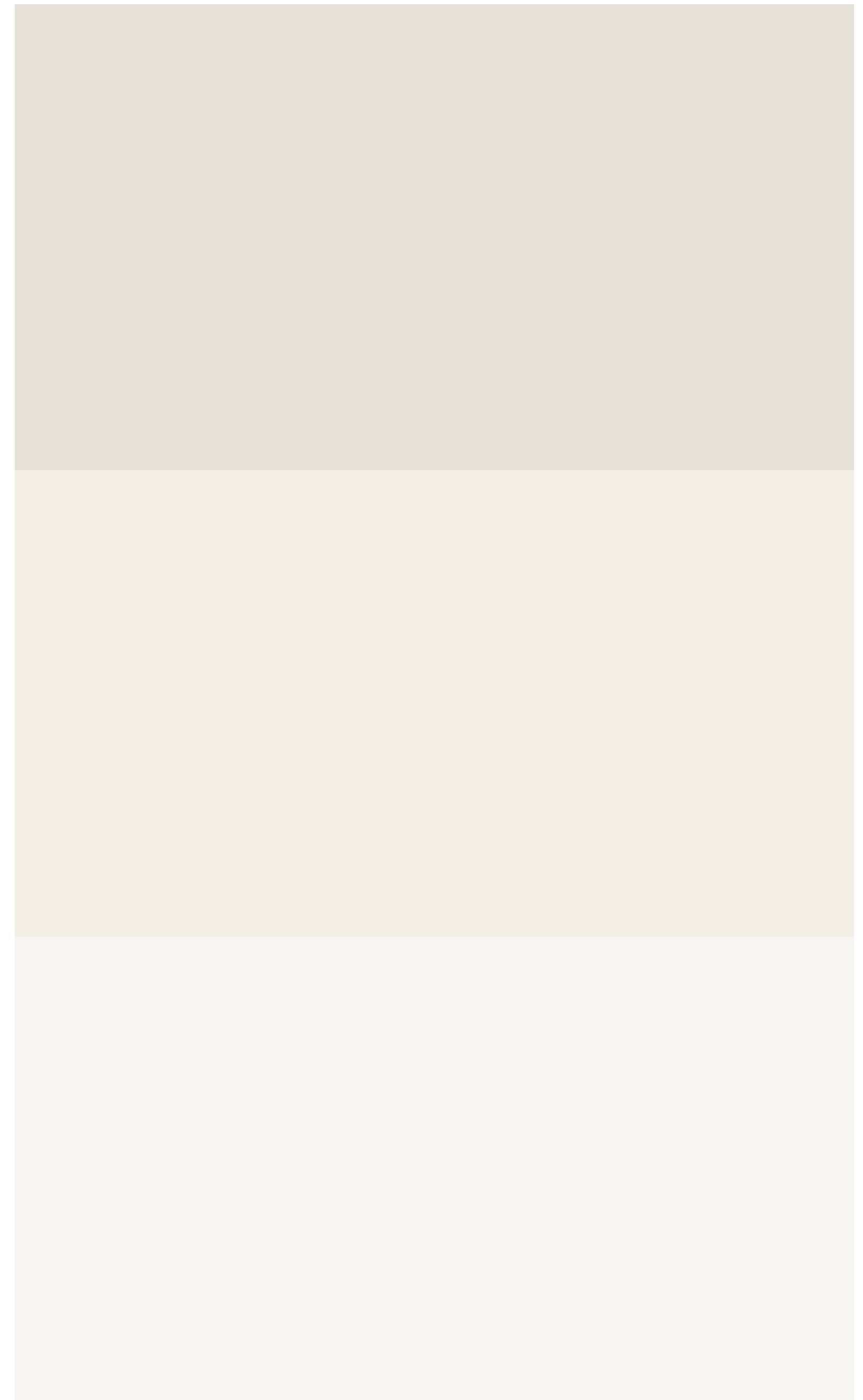
HEX: #F8F6F2
RGB: 247, 243, 235
Pantone: N/A

Beige: #F2EEE6

Beige Dark: #E6E2DA

Color Weight

Here is the color weight application for the Cloverlane brand. Navy is our main brand color and should be used most often, along with Beige. Gold should be used as an accent color throughout the brand. Example: CTAs and Sale.



Grayscale Colors

These are the grayscale colors for the Cloverlane brand. Since a large majority of our customers interact with the Cloverlane brand through web and digital applications, it is necessary to have a defined grayscale palette to use across our website experience. Grays should be used sparingly and only in instances of user interaction elements.

Example: Dropdown border set to Gray 200.

Gray 50
HEX: #FAFAFA

Gray 100
HEX: #F5F5F5

Gray 200
HEX: #EEEEEE

Gray 300
HEX: #E0E0E0

Gray 400
HEX: #BDBDBD

Gray 500
HEX: #9E9E9E

Gray 600
HEX: #757575

Gray 700
HEX: #616161

Gray 800
HEX: #424242

Gray 900
HEX: #212121

Typography

- 4.1 IvyMode
- 4.2 Inter
- 4.3 Typography Usage

IvyMode

IvyMode started out as a high-contrast companion to IvyJournal before evolving into a distinct design in its own right. Jan Maack's new sans hints at serifs via subtly flared stroke endings and offers an extended collection of novel ligatures, alternates, and additional glyphs. Diamond dots and punctuation, pronounced contrast, extenders cut on the bias, and slightly angled stress give this face the crispness of a freshly ironed toile.

Learn more here:
<https://fonts.adobe.com/fonts/ivymode>

IvyMode

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis consequat amet mi, at ut dui at. Potenti at ultricies sagittis pretium dignissim consequat. Consequat arcu felis tempus lorem rutrum ultrices. Blandit lectus a pellentesque vitae diam nulla. Pharetra, eu, tellus in diam ipsum scelerisque eget.

Weights: Light

Aa

A refined, elegant headline font.

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
0123456789!@#\$%^&*()

Inter

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Learn more here:

<https://fonts.google.com/specimen/Inter>

Inter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis consequat amet mi, at ut duis at. Potenti at ultricies sagittis pretium dignissim consequat. Consequat arcu felis tempus lorem rutrum ultrices. Blandit lectus a pellentesque vitae diam nulla. Pharetra, eu, tellus in diam ipsum scelerisque eget.

Weights:

Regular

Medium

Semi-Bold

Aa

A workhorse,
supporting font.

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
0123456789 ! @ # \$ % ^ & * ()

Typography Usage

Here is an example of how typography should be used throughout the Cloverlane brand. Headlines should be set in IvyMode Light. Body copy should be set in Inter Regular. Eyebrows and detail type should be set in Inter Medium. Inter Semi-Bold should only be used to bold type when we absolutely need extra contrast.

Depending on the application, these selections can be flexible, but this should be the primary reference for the Cloverlane brand typography.

Example:

Eyebrow: Inter Medium - 16px / 10%
 Headline: IvyMode Light - 100px / 0%
 Body Copy: Inter Regular - 18px / 0%
 CTA: Inter Medium - 14px / 10%

Eyebrow

LEARN MORE ABOUT OUR MATTRESSES

Headline

Elevate your sleep experience.

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis consequat amet mi, at ut dui at. Potenti at ultricies sagittis pretium dignissim consequat. Consequat arcu felis tempus lorem rutrum ultrices. Blandit lectus a pellentesque vitae diam nulla. Pharetra, eu, tellus in diam ipsum.

CTA

SHOP MATTRESSES

Art Direction

- 5.1 Room Direction
- 5.2 Prop Direction
- 5.3 Wardrobe Direction
- 5.4 3D Render Examples
- 5.5 Lifestyle Examples

Room Direction

Our rooms should always be consistent and well considered. The Cloverlane home is refined and elegant. Our walls are generally in the range of off-white, neutral, and navy. Bright colored walls and trim are discouraged. We love to mix in rich tones throughout our accent pieces. Example: A rich green velvet side lounge chair.

What we love:

- Rich wood floors
- Off-white, warm toned, and navy walls
- Black trim
- Large bedrooms
- Plenty of room to shoot
- Modern, elegant, and refined
- Contemporary meets traditional
- Aspirational styling

What we don't love:

- Brightly painted walls
- Small bedrooms



Prop Direction

Props are an amazing way to add personality to a photo or video shoot. While we like refined and sophisticated locations for our shoots, we also love any opportunity to bring in brand-related colors where they make sense. Our props should always speak to the elegant, aspirational personality of the Cloverlane brand.

What we love:

- Gold tones
- Marble
- Rich textures
- Velvet
- Branded colors
- Mixing and matching

What we don't love:

- Bright colors
- Basic shapes
- Cheap furniture



Wardrobe Direction

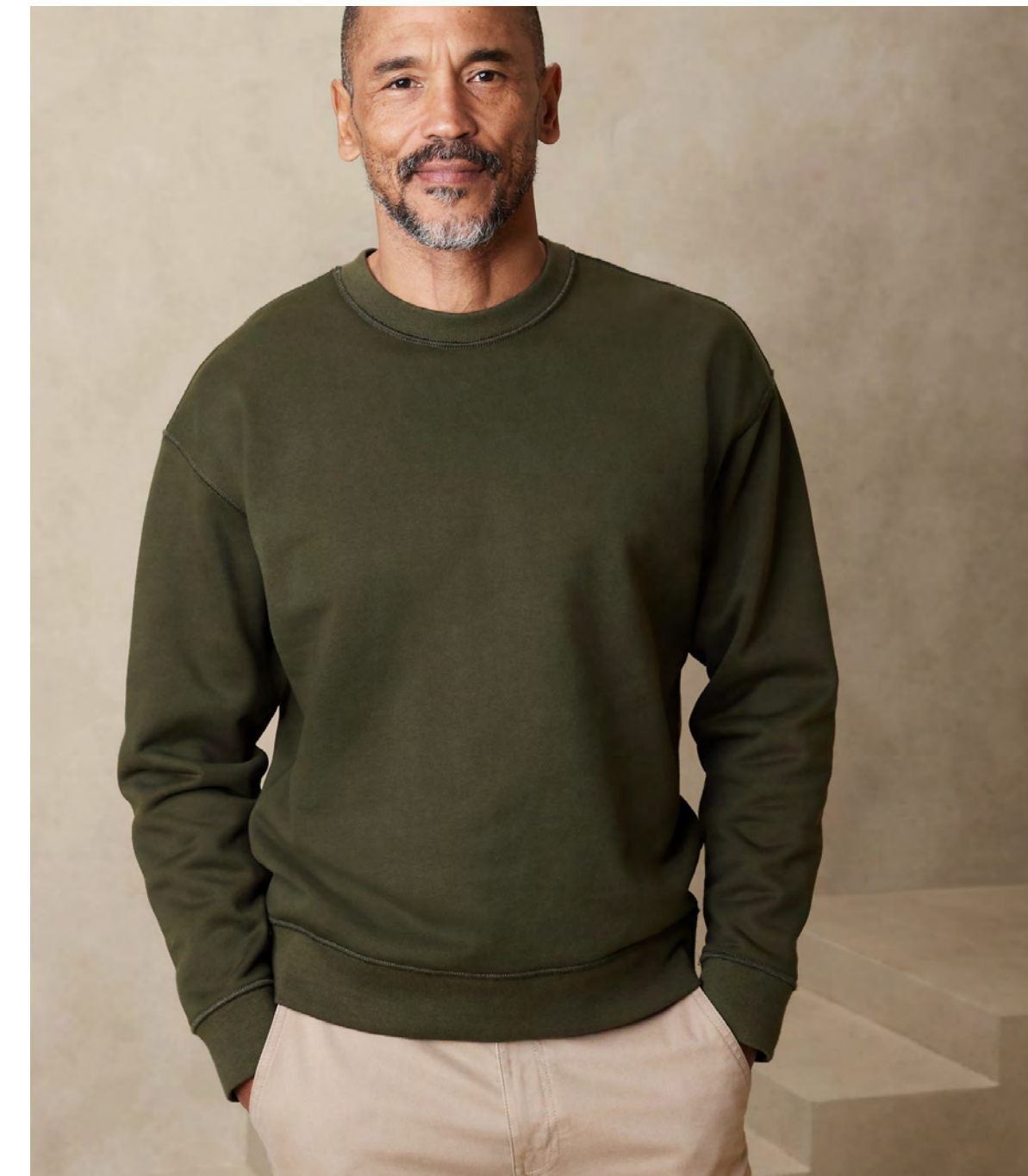
Just like the rest of our brand, our wardrobe also needs to be considered when we shoot our products with talent. Use the imagery on the right as a starting point. Our talent should always feel comfortable, but aspirational. We want to embrace the fact that we are a luxury sleep company and our wardrobe choices should reflect that.

What we love:

- Lived-in layering
- Cozy textures
- Loungewear
- Neutral tones
- Earth tones

What we don't love:

- Graphics
- Denim
- Super tight fits



3D Render Examples

Here are some examples of Cloverlane 3D renders. These are perfect use case examples of how our art direction should come together to create cohesive, elegant, and branded imagery. You can use this page as a reference point for any future 3D renders.



Lifestyle Examples

Here are some examples of Cloverlane photography. These are perfect use case examples of how our art direction should come together to create cohesive, elegant, and branded imagery. You can use this page as a reference point for any future photo or video shoots.



Brand in Use

- 6.1 Website Hero
- 6.2 Website Mobile
- 6.3 Website Interior
- 6.4 Ad Templates
- 6.5 Lifestyle Pairing
- 6.6 Email Templates
- 6.7 Instagram Profile
- 6.8 Instagram Stories

MATTRESSES

BED FRAMES

CLOVERLANE

BEDDING

ACCESSORIES

Luxury Sleep Perfected


SHOP THE MATTRESS



☰ CLOVERLANE 🛒


Luxury Sleep Perfected

SHOP THE MATTRESS



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- Mattresses
- Bed Frames
- Bedding
- Compare
- Reviews

 **QUESTIONS?**
Sleep concierge available 24/7


CALL US CHAT LIVE

SHOP THE MATTRESS

☰ CLOVERLANE 🛒

Cloverlane Mattress

★★★★★ 4.8 (37,552)



SELECT SIZE [Size Guide](#)

Queen ▾

SELECT COMFORT LEVEL [Learn More](#)

Ultra Premium Plush ▾

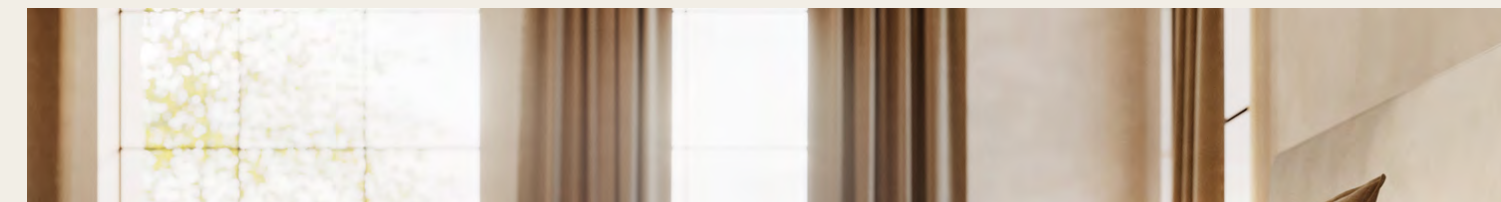


THE PERFECT MATTRESS

Crafted by us. Customized by you.

Each mattress is made with the finest materials and handcrafted details. Cloverlane is chiropractor approved, with a state-of-the-art Zoned Spinal Support System.

CREATE YOUR MATTRESS





Designed
to last a
lifetime.

CLOVERLANE

CLOVERLANE

Shop the
summer sale



CLOVERLANE

Destination
relaxation



Your luxury
sleep retreat

SHOP MATTRESS

CLOVERLANE



CLOVERLANE

Elevate your
sleep experience




CLOVERLANE

Luxury sleep perfected

Start your Cloverlane journey with a free sleep bundle worth \$399 when you buy any mattress

SHOP MATTRESS




FOR A LIMITED TIME

Complimentary Serenity Sleep Bundle



Includes a 300-thread count sheet set, cooling pillows and one mattress protector

SHOP MATTRESS



DISCOVER OUR BED FRAMES

Find your perfect Cloverlane bed frame

If you struggle with mobility issues, sleep apnea, heartburn, acid reflux, or poor circulation, this frame is your perfect match.


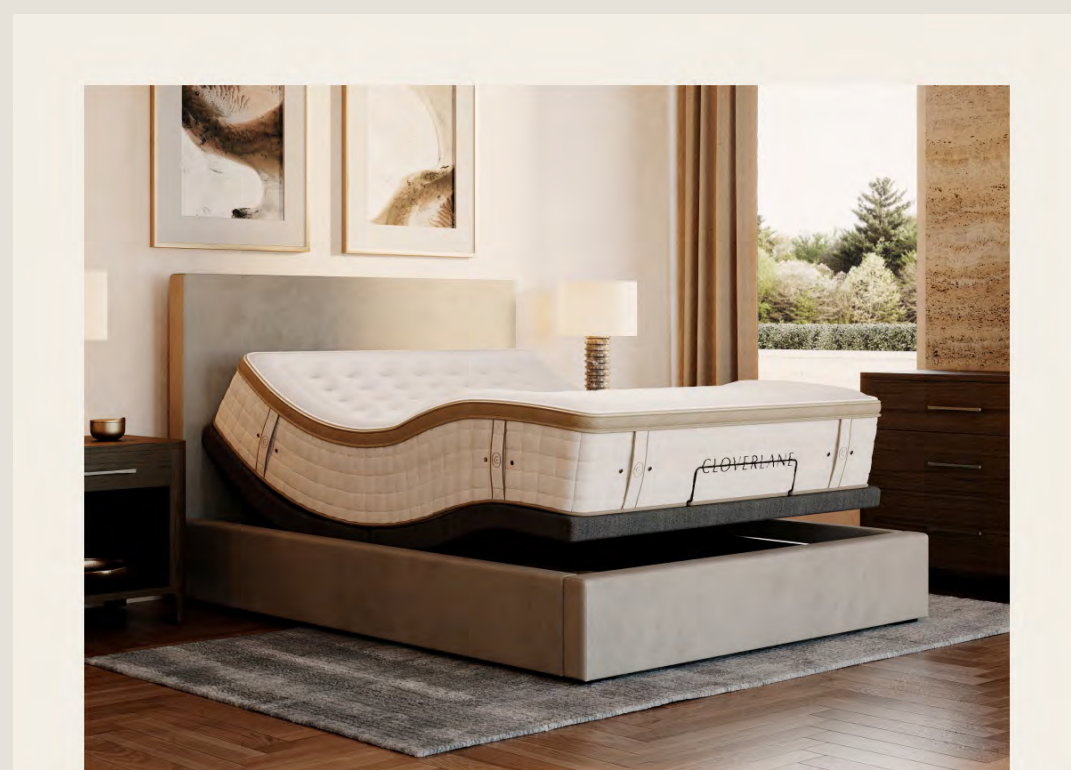
SHOP ADJUSTABLE BASE

CLOVERLANE

A staycation state of mind

Start your Cloverlane journey with a free sleep bundle worth \$399 when you buy any mattress

SHOP MATTRESS

CLOVERLANE

Discover the art of sleep

Start your Cloverlane journey with a free sleep bundle worth \$399 when you buy any mattress

CLOVERLANE

Luxury sleep perfected

Start your Cloverlane journey with a free sleep bundle worth \$399 when you buy any mattress

FOR A LIMITED TIME

Complimentary Serenity Sleep Bundle



9:41



cloverlane



130

Posts

82.5k

Followers

353

Following

Cloverlane

Luxury Sleep Perfected.

365 Night Trial. Forever Warranty. Free Shipping.

cloverlane.com

Followed by **resident**

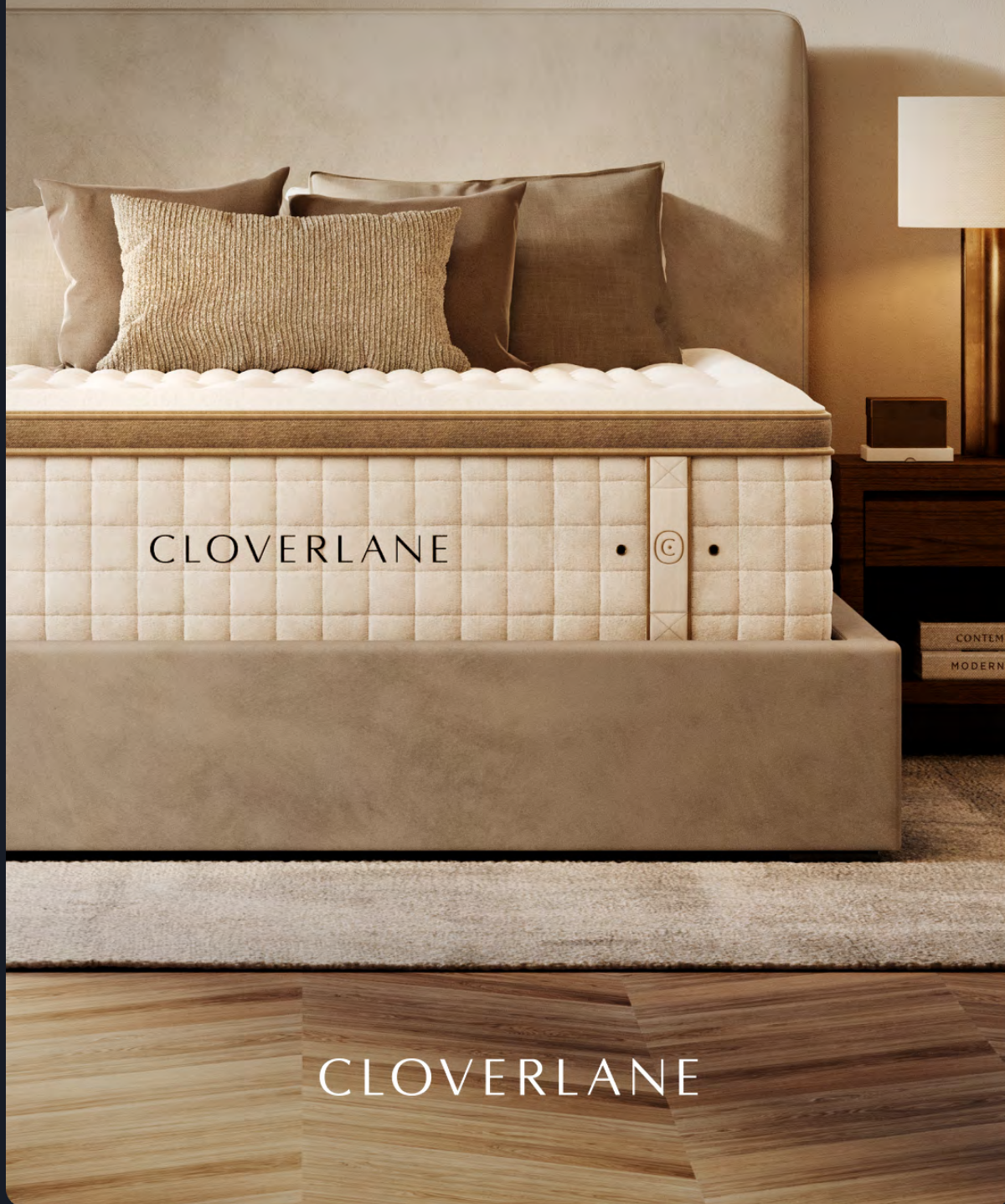
Following ▾

Message

Email



Your luxury
sleep retreat



CLOVERLANE

CLOVERLANE

Linen sheet sets
now available



CLOVERLANE

A new realm of
rest & relaxation



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