



A mattress like no other

# 2023 Brand Guidelines and Assets



# Table of contents

Note from the Managing Director	3	Video	29	<b>HOME by TEMPUR®</b>	53
<b>About TEMPUR®</b>	4	TVC Video	30	<b>Logos and Icons</b>	54
The TEMPUR® Story	5	TEMPUR® Performance	31	<b>Protectors</b>	55
Brand Mission	6	Certified Space Technology	32	<b>Duvet</b>	56
Brand Territory	7	<b>Mattress Range</b>	33	<b>TEMPUR®Accessories</b>	57
Tone of Voice	8	Mattress USPs	34	Pack Shots	58
Colour Palette	9	Hero Images	35	<b>TEMPUR®Advertising</b>	59
Colour Palette Values	10	Mattress Lifestyle Images	36	TEMPUR® Advertising Plan	60
Mattress Colour Collection	11	Mattress Pack Shots	37	PPC	61
Promotions	12	Exploding Layers	38	Promotions	62
Typography	13	Collection Videos	39	Google Trademark Form	63
Typography - Secondary	14	Hygiene Assets	40	Marketing Contribution Portal	64
<b>Brand Pillars and new content assets</b>	15	Mattress Print Assets	41	Contribution	65
TEMPUR® Material	16	Bed End Displays	42	Contact	66
TEMPUR® Material vs Memory Foam	17	<b>Pillow Range</b>	43		
The TEMPUR® Feeling	18	Pillow USPs	44		
Quality	19	Pillow Lifestyle Images	45		
Danish Design	20	Pillow Pack Shots	46		
Sleep Technology	21	Pillow Print Assets	47		
Claims	22	<b>Bed Range</b>	48		
Customer Satisfaction Claim	23	Bed Lifestyle Roomsets	49		
Quality of Sleep Claim	24	Pack Shots	50		
Brand Loyalty Claim	25	Social Carousel	51		
All Claims	26	Bed Print Assets	52		
Brand Film	27				
Sustainability	28				

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# Note from the Managing Director

I am delighted to present to you our 2023 Marketing Brand Guidelines.

You will find links to all of our latest Marketing Assets and they are the most comprehensive ever. You will find images of all of our different products and an updated advertising plan for 2023. We are looking forward to working with you in 2023 to build our businesses together.

The brand guidelines will be updated throughout the year as and when we receive new assets and have new product launches.

We look forward to working with you.

**Tobin James**

A stylized, handwritten signature in black ink, likely belonging to Tobin James, the Managing Director.

# About TEMPUR®

# The TEMPUR® Story

The TEMPUR® story begins in the late 1960s when NASA scientists and engineers were asked to develop a material to use onboard the space shuttles.

They invented a viscoelastic material, with both high-energy absorption and soft, pressure relieving properties. In the early 1970s, knowledge of this unique new material reached our Scandinavian founders.

They realised this NASA material would make perfectly supportive and comfortable cushions for healthcare and medical purposes, and started importing and selling it to help improve patient comfort and support. In 1988, our Danish scientists began refining that original material. After two years of extensive testing, in 1990, TEMPUR® Material was born.

Later that year, in a breakthrough moment, one of our scientists realised the Material's potential as ideal for sleeping on.

After enhancing both its adaptability and durability even further, in 1991 we created and launched the world's first viscoelastic mattress and pillow. It changed the game. And it all started with the ground-breaking work of that team of NASA scientists.

We have dedicated thirty years continually evolving TEMPUR® Material as the perfect balance of comfort and support, ensuring it remains light years ahead of subsequent memory foams and other materials.



# Brand Mission

Imagine a world where everyone sleeps well. Where we all get the sleep we need and wake up feeling fantastic every morning.

Imagine a world where everyone cannot wait to go to bed, to drift off in a feeling of total blissful relaxation. Imagine a world where we can be more productive and be the best version of ourselves, every day. And all because we all get the sleep we need.

Our mission is simple:

**To improve the sleep of more people every night, all around the world.**

It's what has made us the world's largest bedding company. More than this, it's why we get up in the morning: to make that vision a reality.





# Brand Territory

## Target groups

Our customers have distinct needs and motivations. To ensure we appeal to them all, we have divided our customers into primary and secondary target groups.

### Primary target audience

#### Brand Buyers

Motivated by brand name, reputation and perceived quality.

### Secondary target audience

#### Comfort Chasers

Motivated by personal comfort and cosiness.

#### Function Finders

Motivated by physiological needs and product features.

## The TEMPUR® USP

The unique TEMPUR® Material contours to your body for unrivalled comfort and support from the moment you lie down until the moment you wake.

Our USP differentiates us from our competitors and is the primary selling point of our brand.



# Tone of Voice

We can adapt our tone to suit our audience, and the channel of communication, but we have one voice. There are four key elements that make up our tone of voice at TEMPUR®:

## Positive

We use clear, simple messaging that focuses on the benefit or action.

## Helpful

We explain the benefits in warm, easy-to-understand language to guide and inform.

## Confident

We tell our story with honesty and authority to convey the pride we have in our products and service.

## Soothing

We use gentle, calming language to put people at ease, and to portray the feeling of a great night's sleep.



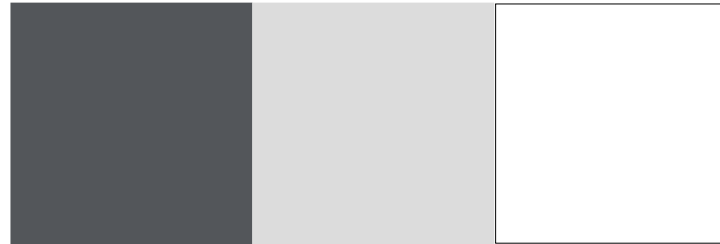
# Colour Palette

The TEMPUR® colour palette is a core element of the brand's visual identity. Each colour accentuates the vibrant, premium and aspirational image of the brand and helps strengthen brand recognition.

The colours are used as an identifying element for a specific mattress collection, for example green for the TEMPUR® Hybrid range, in communications and campaign materials.

The TEMPUR® colour palette is a core element of the brand's visual identity. Each colour accentuates the vibrant, premium and aspirational image of the brand and helps strengthen brand recognition.

## Primary colours



## Mattress collection



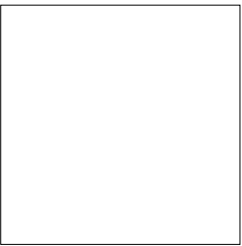
## Promotions



# Colour Palette Values

It's important to maintain consistency and ensure the integrity of the TEMPUR® brand colours across print and digital.

Use these values to safeguard the quality and consistency of the colours on screen, in print and online.



Dark Grey

Light Sand

White

HEX  
35565A

HEX  
DDDDDD

HEX  
FFFFFF

CMYK  
C : 40  
M : 30  
Y : 20  
K : 68

CMYK  
C : 3  
M : 3  
Y : 6  
K : 7

CMYK  
C : 0  
M : 0  
Y : 0  
K : 0

RGB  
R : 83  
G : 86  
B : 90





RGB  
R : 215  
G : 210  
B : 203

RGB  
R : 255  
G : 255  
B : 255

# Mattress Colour Collection

To visually define the TEMPUR® mattress collections, each has its own distinct colour. The complementary bright blue, orange, green and yellow provide a burst of contrast to the strong, refined primary, secondary and accent colours.


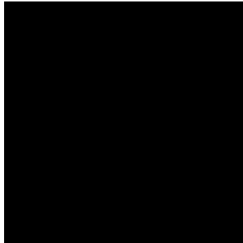
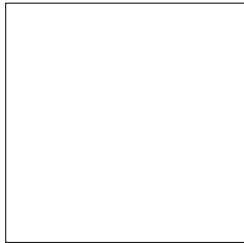
The colours are used as an identifying element for a specific mattress collection, for example green for the TEMPUR® Hybrid range, in communications and campaign materials.

Hybrid	Original	Cloud	Sensation
			
Green	Orange	Blue	Yellow
HEX 74AA50	HEX E57200	HEX 4B82A8	HEX FFD100
CMYK C : 61 M : 14 Y : 92 K : 0	CMYK C : 0 M : 66 Y : 100 K : 0	CMYK C : 74 M : 40 Y : 17 K : 3	CMYK C : 0 M : 9 Y : 100 K : 0
RGB R : 116 G : 170 B : 80	RGB R : 229 G : 114 B : 0	RGB R : 75 G : 130 B : 168	RGB R : 255 G : 209 B : 0

# Promotions

It's important to ensure the brand appears consistently premium, in copy, imagery and colours. To maintain the aesthetic of brand during promotions, please ensure you follow the list of do's and don'ts:

- Blue can be used as roundels **only** between April-September. All other periods please use black.
- Blue and black can be used in ads as a banner in co-op templates, behind the curve.
  - See example [here](#)
- Please ensure the text inside the blue or black is white.

Text Colour		
		
Azur Blue	Deep Black	White
HEX 00afcb	HEX 000000	HEX FFFFFF
CMYK C : 80 M : 0 Y : 20 K : 0	CMYK C : 100 M : 100 Y : 100 K : 100	CMYK C : 0 M : 0 Y : 0 K : 0
RGB R : 0 G : 175 B : 203	RGB R : 0 G : 0 B : 0	RGB R : 255 G : 255 B : 255

# Typography

Typography plays a central role in TEMPUR® brand visuals. The primary typeface used across TEMPUR visual communications is FF Dax Wide Pro.

The typeface includes characters for Latin-based, Cyrillic and Greek writing systems.

“LIKE NO OTHER”

When used on a dark background, the font must be minimum 7 pt.

## TYPOGRAPHY

Dax Pro Wide Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå,;:-@  
1234567890?\$€&

The brown fox jumps  
THE BROWN FOX JUMPS

Dax Pro Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå,;:-@  
1234567890?\$€&

The brown fox jumps  
THE BROWN FOX JUMPS

Dax Pro Wide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå,;:-@  
1234567890?\$€&

The brown fox jumps  
THE BROWN FOX JUMPS



# Typography - Secondary

For communication materials where Dax Wide Pro is not an option, Verdana can be used as a secondary font.

The font is pre-installed in Windows and Mac OS software, so is accessible to all.

The font is ideal for PowerPoint presentations and other on-screen longform copy due to its legibility at small sizes.

# LOREMIPSUM

Verdana Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyzæøå,;:-@  
1234567890?\$€&

The brown fox jumps  
THE BROWN FOX JUMPS

Verdana Bold

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyzæøå,;:-@  
1234567890?\$€&**

**The brown fox jumps  
THE BROWN FOX JUMPS**

# Brand Pillars

# TEMPUR® Material

## What is it?

The moment you lie down feels like pure magic as the cells instantly respond to your body's shape, weight and warmth, precisely adapting and aligning to every inch of you. Its proven pressure relief gives your body total comfort and support, helping you to drift off faster. It has been clinically proven to reduce tossing and turning. It absorbs motion from your partner so you are less likely to disturb one another.



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# TEMPUR® Material vs Memory Foam

TEMPUR® invented memory foam, but a lot of people don't know this.

See how TEMPUR® Material benefits compare against similar products:

## **ORDINARY SPRING MATTRESS**

Lumps and bumps, uneven pressure points, bouncy

## **STANDARD MEMORY FOAM MATTRESS**

Layers break down, more even pressure distribution, feel motion transfer

## **TEMPUR® MATTRESS**

10 years of lasting quality, absorbs and distributes pressure, minimal motion transfer

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# The TEMPUR® Feeling

A feeling like no other.

The TEMPUR® feeling is hard to describe. When you lie down on your TEMPUR® mattress and pillow, you experience a sensation completely unique to you. No two experiences are exactly the same. That's the magic.

The moment you make contact with TEMPUR® Material, the viscoelastic cells inside instantly respond to your shape, weight and warmth. They change state and adapt to every inch of you.

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# Quality

TEMPUR® created the first memory foam mattress and pillow in 1991.

Research shows that one of the most important steps towards getting great sleep is to invest in a high-quality mattress and pillow. That's why we are committed to creating the very best products possible.

**During the 60 hours it takes to create a TEMPUR® mattress, our team performs up to 67 checks.** And yet, if any one of our team members feels the mattress still isn't good enough, they can simply reject it.

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# Danish Design

TEMPUR® products originate from Denmark, a country with a long-respected tradition of pioneering science and technology. Danish design is also revered throughout the world - widely considered a distinctive mark of quality, clean lines that embrace the simplicity of nature.

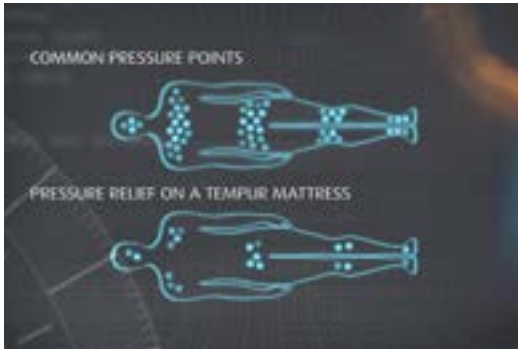
Our products perfectly reflect these characteristics. From the simple but elegant aesthetic, to the complex science behind our unique TEMPUR® Material's unbeatable comfort and support, our products are the perfect fusion of form and function.

Everything we create is imbued with the Scandinavian spirit of innovation and efficiency. We celebrate the Danish principles of creativity, practicality, honesty and being true to ourselves. This helps our team strive to create only the very best so we can all sleep happily ever after.

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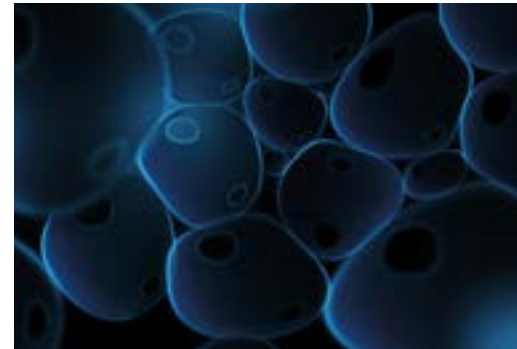


# Sleep Technology



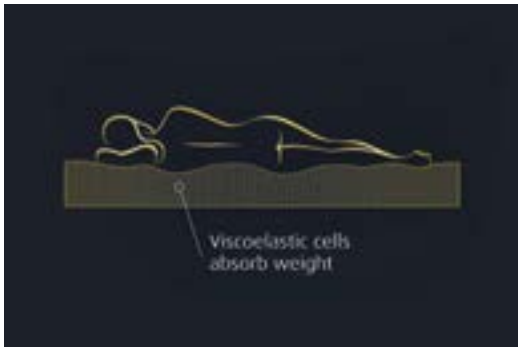
## Minimum pressure Maximum comfort

TEMPUR® Material is engineered with an open cell structure that absorbs and evenly distributes the weight of your body to maximise comfort.



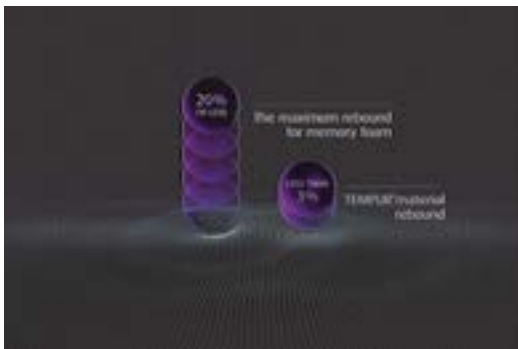
## Viscoelastic Material

TEMPUR® has an interconnected viscoelastic cell structure



## Personalised body support

Whichever position you prefer to sleep in, a TEMPUR® mattress adapts to suit you. It softens, compresses and conforms to your shape and weight.



## Outstanding motion absorption

Drop a weighted ball on to standard memory foam and it can rebound up to 20%. With TEMPUR® Material, it has a rebound of less than 3%. By absorbing motion, TEMPUR® Material means you and your partner are less likely to disturb each other when you move around.

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# Claims

We are proud to have received many awards over the years. But what's most important to us, is what customers think. We are now no. 1 in customer satisfaction, quality of sleep and brand loyalty\*.



We encourage you to utilise the claims in your below-the-line (BTL) consumer-facing Marketing materials.

Including:  
Website  
Social Media

Over the next few pages we will outline how you can use the claims individually and together. Please ensure you read this for terms and conditions that need to be used when using these claims.



# Customer Satisfaction Claim

To use our Customer Satisfaction claim, please follow the guidance below.



**The hero headline claim for maximum impact**

**Body text to further unfold the claim featuring the asterix \***

**\*Disclaimer wording and placement including legal signpost**

**TEMPUR® IS RATED**

**#1**

**IN CUSTOMER SATISFACTION.**

TEMPUR® owners are, on average, more satisfied than owners of other mattress brands\*.

\*Based on consumer research across 2021 and 2022 with over 35,000 mattress owners in 19 countries, calculated by comparing the average top satisfaction scores of TEMPUR® mattress owners across all 19 countries with the closest competitor's average top scores in each country. Closest competitor means the nearest competitor based on the interview scores only. For more details please contact [rowlegal@tempurseyaly.com](mailto:rowlegal@tempurseyaly.com)

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# Quality of Sleep Claim

To use our Quality of Sleep claim, please follow the guidance below.



**The hero headline claim for maximum impact**

**Body text to further unfold the claim featuring the asterix \***

**\*Disclaimer wording and placement including legal signpost**

**TEMPUR® IS RATED**

**#1**

**IN QUALITY OF SLEEP.**

TEMPUR® owners report, on average, better quality of sleep than owners of other mattress brands.\*

\*Based on consumer research across 2021 and 2022 with over 35,000 mattress owners in 19 countries, calculated by comparing the average top scores for general quality of sleep from TEMPUR® mattress owners across all 19 countries with the closest competitor's average top scores in each country. Closest competitor means the nearest competitor based on the interview scores only.

For more details please contact  
[rowlegal@tempursealy.com](mailto:rowlegal@tempursealy.com)

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# Brand Loyalty Claim

To use our Brand Loyalty claim, please follow the guidance below.



**The hero headline claim for maximum impact**

**Body text to further unfold the claim featuring the asterix \***

**\*Disclaimer wording and placement including legal signpost**

**TEMPUR® IS RATED**

**#1**

**IN BRAND LOYALTY.**

TEMPUR® owners are, on average, the most likely to purchase a TEMPUR® mattress again.\*

\*Based on consumer research across 2021 and 2022 with over 35,000 mattress owners in 19 countries, calculated by comparing the average top score for likelihood to purchase same mattress brand again from TEMPUR® mattress owners across all 19 countries with the closest competitor's average top scores in each country. Closest competitor means the nearest competitor based on the interview scores only.  
For more details please contact [rowlegal@tempursealy.com](mailto:rowlegal@tempursealy.com)

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# All Claims

You can use all 3 claims together, but please ensure you use the below icon and disclaimer.

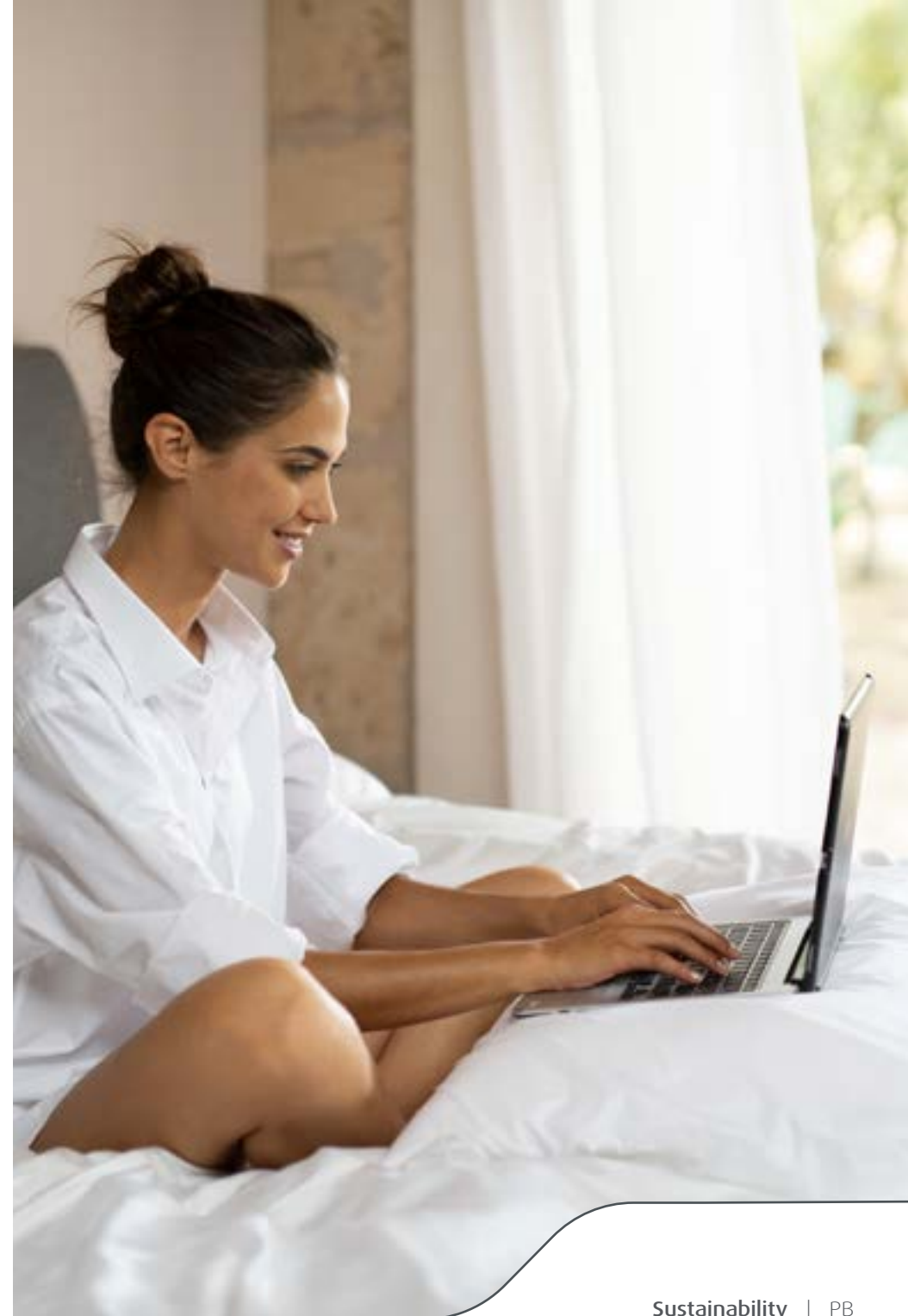


\*Based on consumer research across 2021 and 2022 with over 35,000 mattress owners in 19 countries. Calculated by comparing the average top scores for satisfaction; general quality of sleep; and likelihood to purchase same mattress brand again from TEMPUR® mattress owners across all 19 countries with the closest competitor's average top scores in each country. Closest competitor means the nearest competitor based on the interview scores only.

Substantiation Signpost For more details please contact [rowlegal@tempursealy.com](mailto:rowlegal@tempursealy.com)

ABOVE DISCLAIMER WORDING ONLY APPLIES WHEN USING ALL 3 TOGETHER.

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# Brand Film

We now have available an all new TEMPUR® Brand Film that can be shared on your website and social media channels. This video is a great way to demonstrate the uniqueness of our material.



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# Sustainability

Sustainability is no longer a nice to have, but a need to have for businesses due to change in consumer's behavior.

One of our industry's greatest challenges is reducing our impact on landfill sites. Our facilities in Denmark and Estonia have already achieved zero landfill waste, and our USA facilities are on track to achieve this by the end of 2022.

We encourage consumers to get involved to reduce their potential impact on landfill sites. All our mattresses have a ten-year lifespan, so they don't need to be replaced often.

Our journey towards a more carbon neutral manufacturing process has begun. We strive to use less plastic, produce less waste and reduce CO2 emissions as seen in our CSR report, but we always aim to do more.

We have now succeeded in sourcing 100% of our electricity from renewable sources at our TEMPUR UK Head Office.

From reducing shipping costs and investing in renewable energy to using box packaging made from up to 78% recycled fibres, we always find new ways to protect our planet. That way, we can all sleep better at night, knowing that we're doing our part to save the environment.





# Video

# TVC Video

There are a range of short and long TVCs available.



TVCs available:

- Pillow
- Quality
- Sleep Technology

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# TEMPUR® Performance

Videos that reinforce TEMPUR® Sleep Technology



Videos available:

- Pressure
- Absorption
- Quality
- Adapts

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# Certified Space Technology logo

TEMPUR® viscoelastic products are licensed by the US Space Foundation to use the Certified Technology seal.

**‘The only mattress and pillow recognized by NASA and certified by the Space Foundation.’**

We can use this sentence on digital media (i.e. website, Google ads, social, etc..) and not on fixed media (i.e. brochures, POS, etc...).

This sentence cannot be used close to the Space foundation logo

## Primary logo

With the following notice in bold, at the bottom, and in a font no smaller than 8 pt.:

“The Certified Space Technology™ trademark is used under license. All Rights Reserved.”

No other text should be around the logo. For example as we mentioned above, the sentence:

“the only mattress and pillow recognized by NASA and certified by the Space Foundation” should not be shown close to this logo.

## Minimum size without the text

To ensure the logo is always legible, it must be no less than 10mm wide.



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# Mattress Range

The TEMPUR® flagship mattress range is described by feel. The four feels are:

Soft

Medium

Medium  
with springs

Firm



Cloud



Original



Hybrid

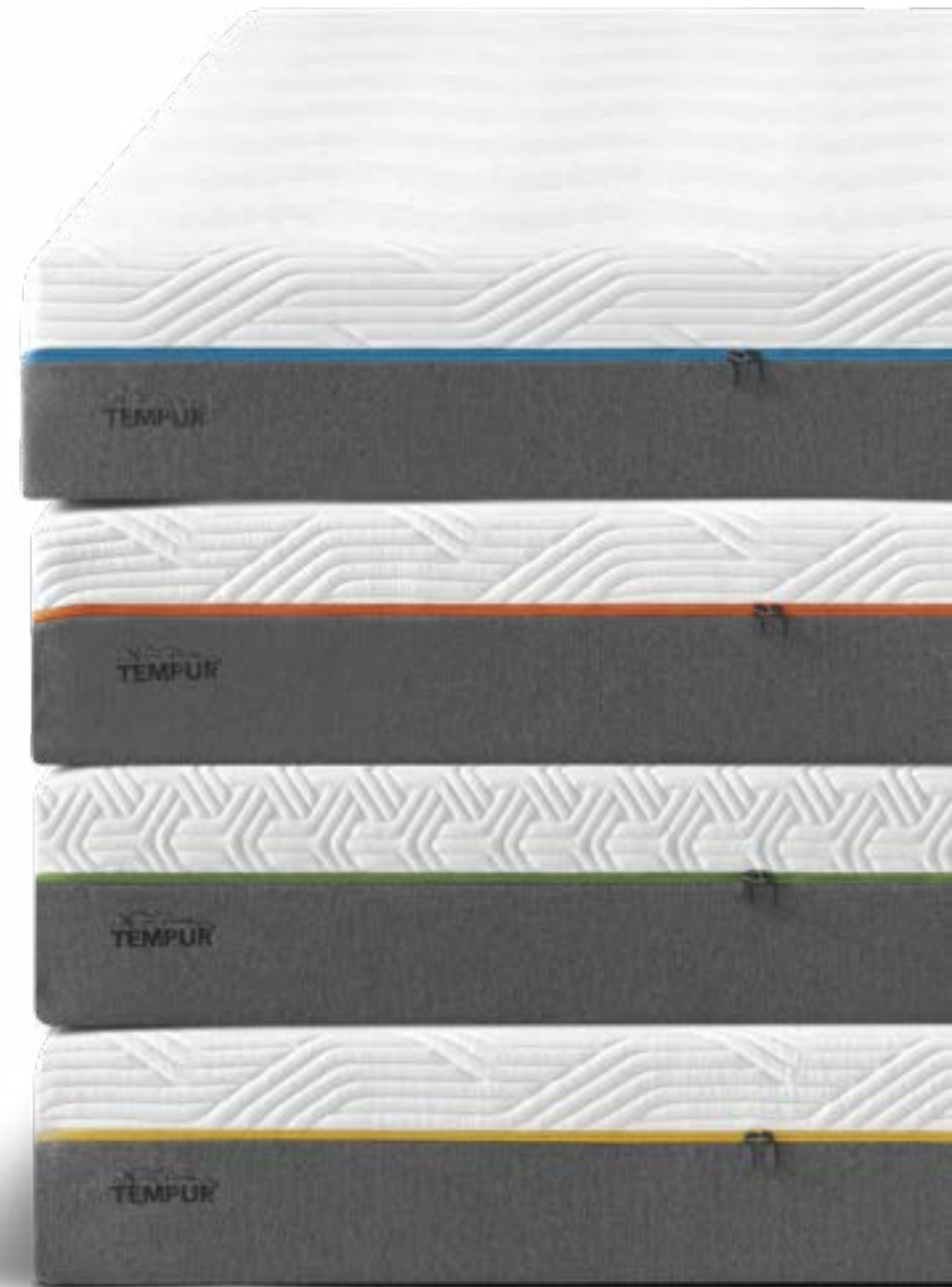


Sensation



10 year guarantee comes with  
all TEMPUR® mattresses

TEMPUR® mattresses are  
designed to last. Therefore,  
every mattress comes with  
an extended warranty.



# Mattress USPs

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"The Certified Space Technology™ trademark is used under license. All Rights Reserved."

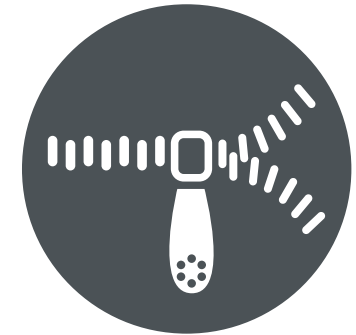
Certified Space  
Technology Logo



Authentic TEMPUR®  
Material Logo



10 Year Guarantee



QuickRefresh™ Cover



No Turning



Washable Cover



Wash Cover at 60°C



Free Delivery

# Hero Images

The hero images showcase TEMPUR® products in a range of appealing, restful bedroom environments. The naturally lit interiors draw on the TEMPUR® colour palette and reflect a variety of modern tastes and decorating styles.

Use these images to represent a bedroom environment in for example brochures, or on websites. Only use the far angled shots if you sell TEMPUR® beds.



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# Mattress Lifestyle Images

The lifestyle images convey relaxation, satisfaction and wellbeing. They capture models in bedroom environments that convey a feeling of ease and comfort.

Use these images to represent the overall TEMPUR® brand universe.

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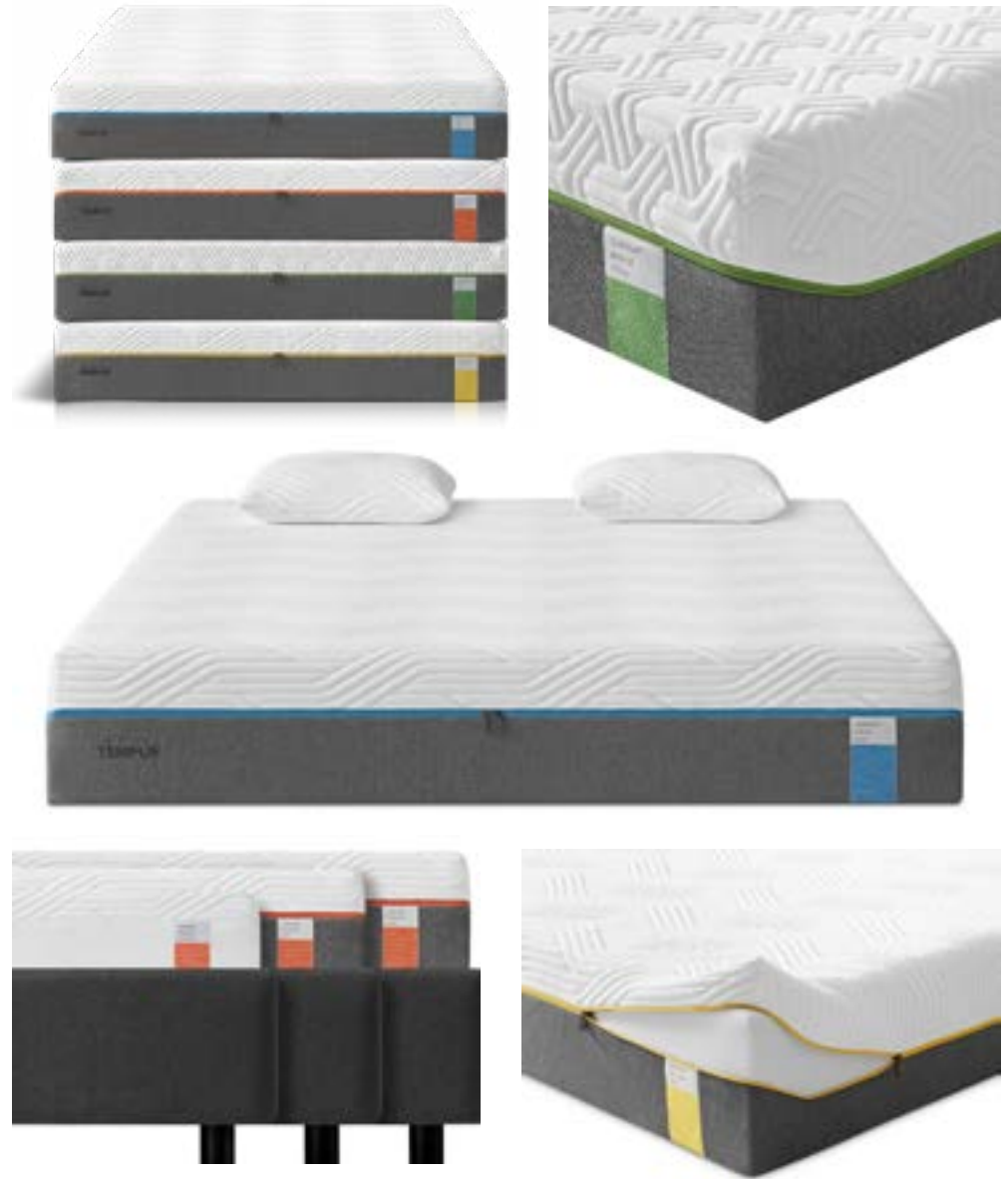


# Mattress Pack Shots

The pack shots illustrate product features and should be used on a light background to highlight the image.

Use these images on for example websites, product sheets, brochures, and ads.

**NOTE:** please ensure the pack shot corresponds with the product.

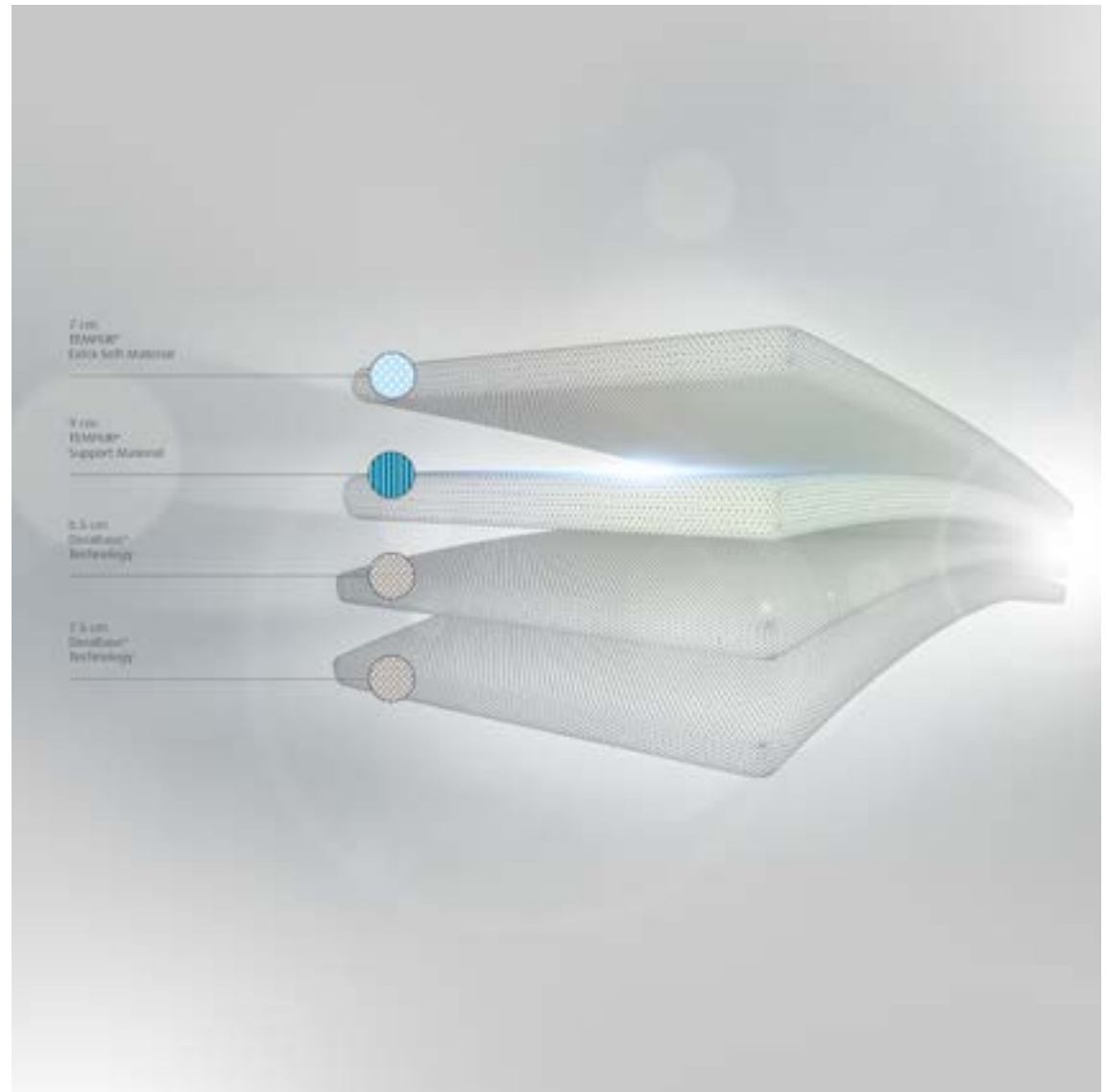


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# Exploding Layers

The exploding layers showcase the different features and benefits in each of the four mattress collections.

Use these images when communicating the layer details in each collection only.



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# Collection Videos

The collection videos highlight the different features of our mattress range.



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# Hygiene Assets

Carousel, link post and video showing how to keep a TEMPUR® mattress clean.



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# Mattress Print Assets

These co-op templates are ideal for product-focused and feature-focused ads, available to use throughout the year for brochures, ads and websites.



TEMPUR® provides unrivalled comfort and long-lasting support

TEMPUR® Material contours perfectly to your body, while the easy-to-wash top cover ensures you can always keep your mattress feeling fresh.

There's quality in every detail, right after night.

Experience the TEMPUR® mattress range in store.



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# Bed End Displays

These bed end displays are ideal for showing the prices of all mattress sizes in one range.

We have created these for the four mattress ranges: Cloud, Original, Hybrid and Sensation.

 A mattress like no other		
TEMPUR® Cloud Elite with TEMPUR® Linear Ottoman King Size		
TEMPUR® Mattress Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000
TEMPUR® Bed Base Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000

 A mattress like no other		
TEMPUR® Original Elite with TEMPUR® Linear Ottoman King Size		
TEMPUR® Mattress Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000
TEMPUR® Bed Base Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000

 A mattress like no other		
TEMPUR® Hybrid Elite with TEMPUR® Linear Ottoman King Size		
TEMPUR® Mattress Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000
TEMPUR® Bed Base Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000

 A mattress like no other		
TEMPUR® Sensation Elite with TEMPUR® Linear Ottoman King Size		
TEMPUR® Mattress Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000
TEMPUR® Bed Base Price		
Single	(90x190cm)	£0000
Double	(135x190cm)	£0000
King	(150x200cm)	£0000
Super King	(180x200cm)	£0000

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# Pillow Range

Our TEMPUR® pillow range consists of Ergonomic and Classic Pillows. They give the TEMPUR® full body support experience when used in conjunction with the TEMPUR® mattress and range from a soft to a firm feel.



3 year guarantee comes with all TEMPUR® pillows

TEMPUR® pillows are designed to maintain their shape over time. Therefore, every pillow is guaranteed for 3 years.



# Pillow USPs

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"The Certified Space Technology™ trademark is used under license. All Rights Reserved."

Certified Space  
Technology Logo



Authentic TEMPUR®  
Material Logo



3 Year Guarantee



Wash Cover at 60°C



Washable Cover

# Pillow Lifestyle Images

The lifestyle images convey relaxation, satisfaction and wellbeing. They capture models in bedroom environments that convey a feeling of ease and comfort.

Use these images to represent the overall TEMPUR® brand universe.

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# Pillow Pack Shots

The pack shots illustrate product features and should be used on a light background to highlight the image.

Use these images on for example websites, product sheets, brochures, and ads.

**NOTE:** please ensure the pack shot corresponds with the product.



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# Pillow Print Assets

These co-op templates are ideal for product-focused and feature-focused ads, available to use throughout the year for brochures, ads and websites.



A PILLOW  
LIKE NO OTHER

**TEMPUR**  
A pillow like no other

Shapable and huggable,  
there's a pillow for every  
type of sleeper

The moment you lie down  
TEMPUR® Material feels like pure  
magic as the cells instantly  
respond to your body's shape.  
weight and warmth. Its proven  
pressure relief gives your body  
total comfort and support,  
helping you to drift off faster.

Experience the TEMPUR®  
pillow range in store today.

RETAILER LOGO



DOWNLOAD ASSETS

# Bed Range

Designed to work with TEMPUR® mattresses, TEMPUR® bed bases and frames come in a wide range of colours and styles, with practical storage options too.



10 year guarantee comes with all TEMPUR® beds





# Bed Lifestyle Roomsets

The bed images showcase TEMPUR® beds in a range of appealing, restful bedroom environments.

Use these images to represent beds in a bedroom environment in for example brochures, or on websites. Please only use the bed imagery according to what you sell.



[DOWNLOAD ASSETS](#)



# Product Shots

The pack shots illustrate product features and should be used on a light background to highlight the image.

Use these images on for example websites, product sheets, brochures, and ads.

**NOTE:** please ensure the pack shot corresponds with the product.



DOWNLOAD ASSETS

# Social Carousel

DOWNLOAD ASSETS

Carousel highlight key USPs of TEMPUR® beds



  
A bed like no other

# Bed Print Assets

These co-op templates are ideal for product-focused and feature-focused ads, available to use throughout the year for brochures, ads and websites.



## Stylish bed solutions to support your mattress

Designed to work with TEMPUR® mattresses, TEMPUR® bed bases and frames come in a range of attractive frames. With a choice of colours and styles so you can choose the perfect look for your bedroom.

Experience the TEMPUR® bed range in store today.



DOWNLOAD ASSETS

# HOME by TEMPUR®

Introducing our new home section, HOME by TEMPUR®.

Please find all relevant imagery and iconography within this guide.

[DOWNLOAD ASSETS](#)



# Logos and Icons

These logos and icons must be used for HOME by TEMPUR® on your website and any marketing materials.



WASHABLE



FREE  
DELIVERY

DOWNLOAD ASSETS

# Protectors

Please find all relevant imagery for our new cooling mattress and pillow protectors.



DOWNLOAD ASSETS





# Luxe Cooling Duvet

Please find all relevant imagery for our new Luxe Cooling Duvet.



DOWNLOAD ASSETS





# TEMPUR® Accessories

A range of different accessories to help you work, rest and travel with TEMPUR®.



\*Selected items where indicated



# Pack Shots

The pack shots illustrate product features and should be used on a light background to highlight the image.

Use these images on for example websites, product sheets, brochures, and ads.



**NOTE:** please ensure the pack shot corresponds with the product.

DOWNLOAD ASSETS

# TEMPUR® Advertising

# TEMPUR® Advertising Plan

Advertising spend planned for 2023.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TV (BR/DR)												
VOD												
SOCIAL												
PPC												
SEO												

# Promotions

TEMPUR® no longer publishes Recommended Retail Prices (RRPs). TEMPUR® retailers are entirely free to set their own selling prices for TEMPUR® products.

Guidance for Traders on Pricing Practices by the Chartered Trading Standards Institute came into effect in April 2017. This includes a detailed section on reference prices (from page 14) including RRP's:

[View the guide here](#)

'Marketers should be aware that while it is acceptable for them to quote RRP's if they are genuine, such price comparisons are likely to mislead if the RRP differs significantly from the price at which the product or service is generally sold'.

TEMPUR® advertising should not include reference pricing to an RRP. TEMPUR® advertising can include reference pricing but it must meet the terms set out in Guidance for Traders on Pricing Practices by the Chartered Trading Standards Institute and must not mislead the consumer.

## Do's

- Save £
- Worth £
- £ off
- Extra savings
- Great offers
- Limited offers
- Don't miss out
- % off - must be a genuine saving of your actual selling prices

# Google Trademark Form

If you wish to use the TEMPUR® trademark as part of your paid search campaign, you must submit a Google Trademark Form and also submit the ad copy that will be used. Please ensure your ad copy is in line with our brand guidelines.

DOWNLOAD

# TEMPUR® Marketing Contribution Portal



# Marketing Contribution

The marketing contribution structure for 2023 is as follows:

- £0 to £50,000 annual net invoiced sales = 1.5% marketing accrual to be spent centrally by TEMPUR® Marketing to support retailer focused marketing campaigns.
- £50,001 to £100,000 annual net invoiced sales = 2% marketing contribution. Balance to be spent centrally by TEMPUR® in co-operative advertising campaigns.
- £100,001 to £150,000 annual net invoiced sales = 3% marketing contribution. The balance to be spent centrally by TEMPUR® in co-operative advertising campaigns.
- £150,001 to £200,000 annual net invoiced sales = 4% marketing contribution. The balance to be spent centrally by TEMPUR® in co-operative advertising campaigns.
- £200,001+ annual net invoiced sales = 5% marketing contribution. The balance to be spent centrally by TEMPUR® in co-operative advertising campaigns.

Planned campaigns will be shared with applicable retailers including campaign strategy and post campaign analysis and results.

# Contact

We hope you have enjoyed perusing through the TEMPUR® 2023 Brand Guidelines. If you have any requests, issues or questions please send an email to the below address:

[marketing@tempur.co.uk](mailto:marketing@tempur.co.uk)