

MLILY®

# Brand Guidelines

MLILY USA 2026



MLILY®

MLILY®



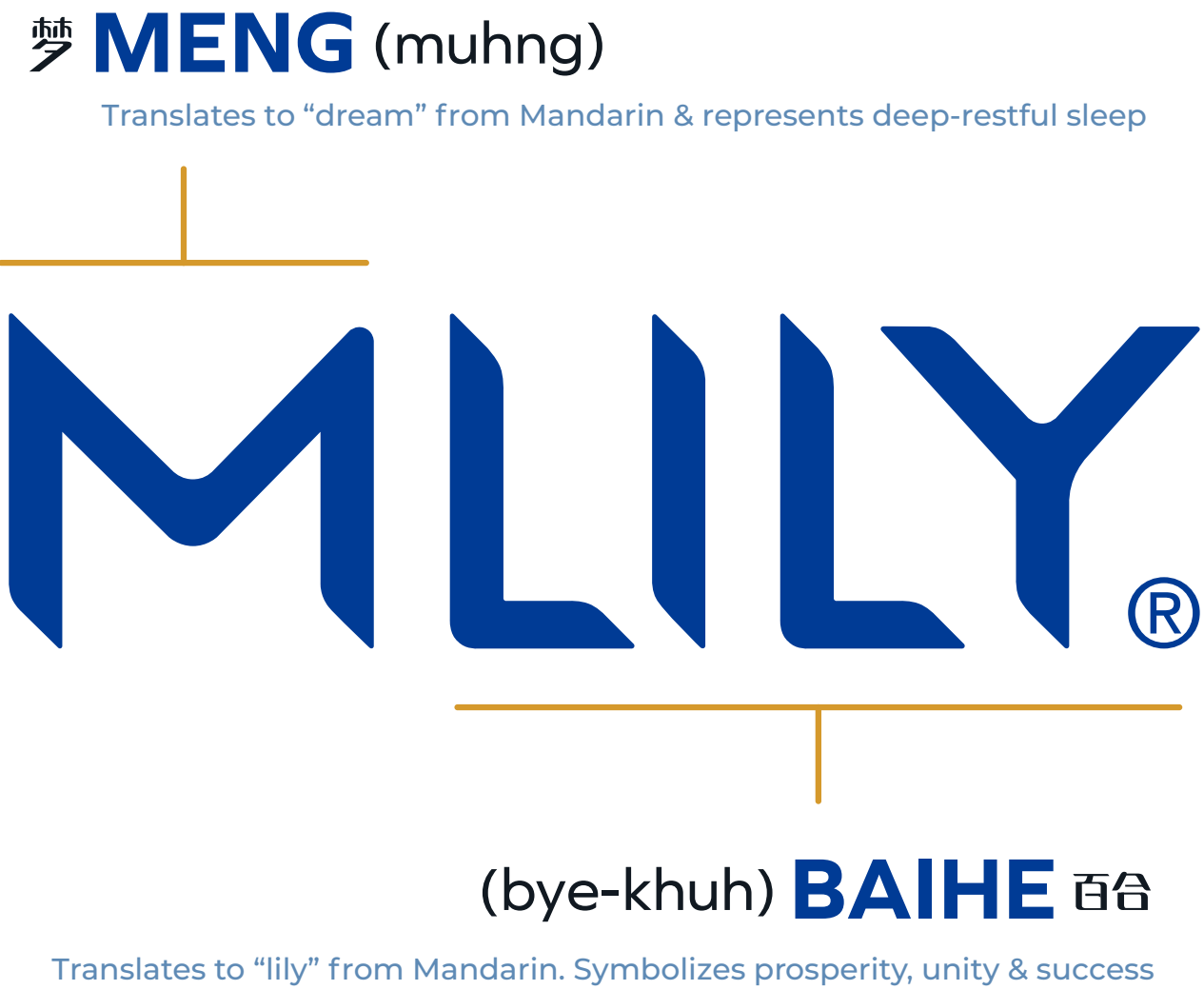
Midnight Ice

# What's in a Name?

Pronounced EM-LILY

## Our Mission

MLILY USA is dedicated to the mission of redefining how people sleep. Science shows a cooler room and body temperature deliver a better, more restful sleep. At MLILY, our mattresses and pillows are crafted with advanced foams designed to deliver a cooler sleep while wicking away moisture and fighting odors.

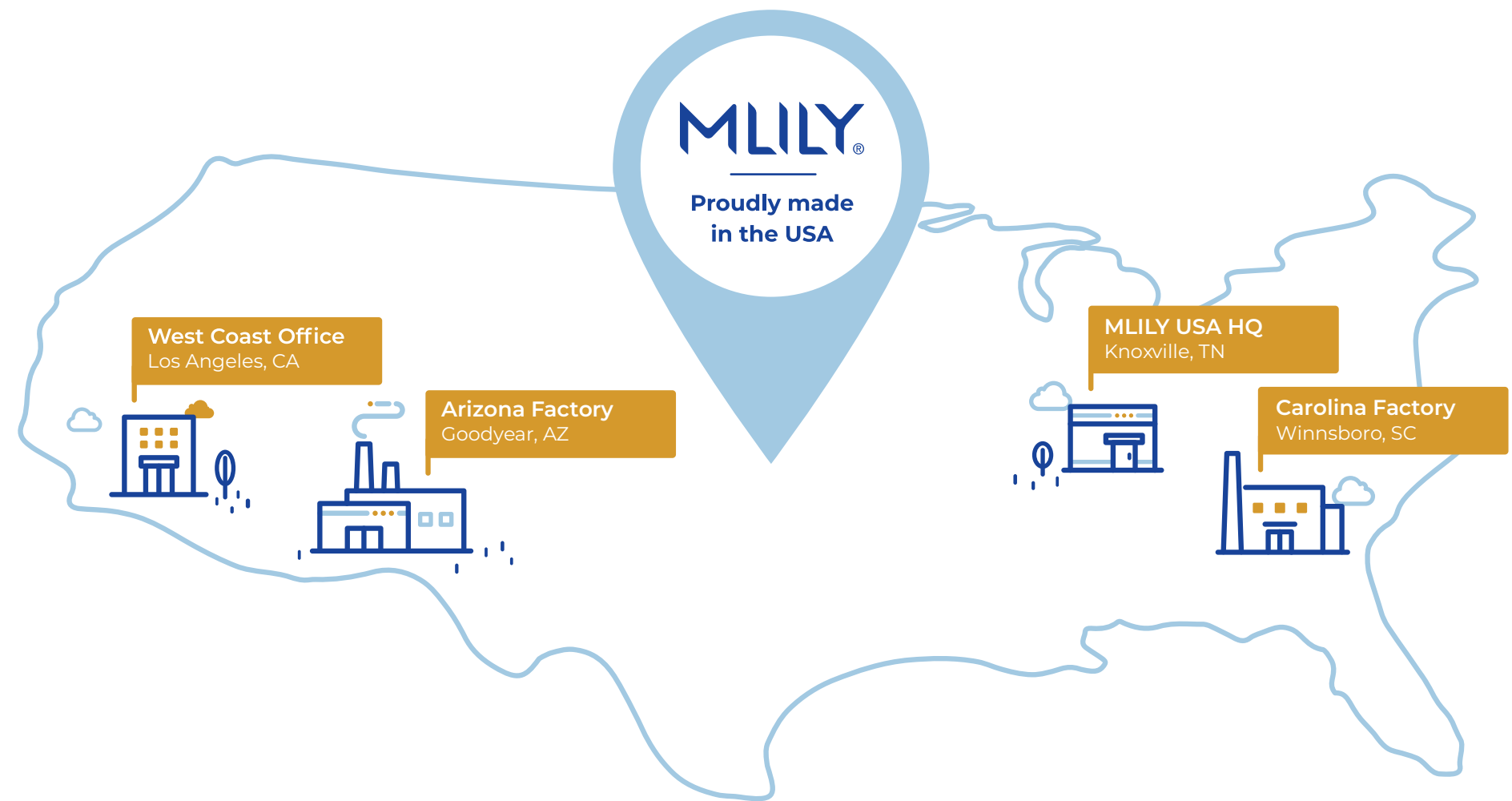




# Our Story

MLILY's journey began with the invention and production of cutting-edge foam machinery. Today, we've mastered every stage of foam production. From developing our patented foams, in-house foam pouring, cut and sew for covers - our entire process happens under one roof, ensuring unparalleled quality and control.

This vertical integration allows us to deliver exceptional mattresses at competitive prices. It has also enabled our global growth to become one of the largest specialized producers of memory foam.



## Our Global Presence

MLILY is the largest memory foam producer in the world with products available in more than 72 countries. Our US manufacturing footprint includes facilities in South Carolina & Arizona that can pour over 10,000 meters of foam per day. Multiple warehouses coast to coast provide fast delivery to you and your customers. MLILY's full suite of sleep products includes our signature lines of mattresses, adjustable bases, pillows, toppers and protectors.





# Brand Persona

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Statements that embody the values, tone, and personality that MLILY can offer to B2B (businesses) and B2C (consumers).

## CONFIDENT LEADER

We speak with authority because we are experts in sleep.

## RELIABLE PARTNER

We have dependable stock and quality to support our retailers.

## KNOWLEDGEABLE GUIDE

We provide valuable insights and advice to help our retailers and customers understand sleep and make informed decisions.

## FRIENDLY HELPER

We make every interaction streamlined as your one-stop shop for all your sleep product needs.



# Vertical Integration

Our vertical integration makes us one of the world's largest foam producers, with manufacturing across multiple countries and the capacity to produce 490,000 mattresses and 1.5 million pillows each month.

We supply major global retailers with consistent, high-quality products.

Rather than focusing on traditional advertising, we invest heavily in research, development, and sleep science to create products that truly improve sleep. Uniquely, our founder designed the very machines we use, giving us complete control from foam pouring to spring coiling. This control ensures superior quality, flexibility, rapid response to demand, and a lasting competitive edge.



# Our Voice

Our voice embodies our unwavering confidence in the quality of our sleep products, our steadfast reliability, our unparalleled expertise in the sleep industry, and our commitment to making every interaction with our brand easy and enjoyable.

Our brand voice is a powerful tool that communicates our core values and distinguishes us in the sleep product industry. By consistently using these guidelines, we ensure that every piece of communication reflects our commitment to confidence, reliability, expertise, and ease.

# Core Attributes

## CONFIDENT

Tone: Assertive, assured, and authoritative.  
Language: Use decisive and clear language that exudes trust.  
Example: “Experience the ultimate in sleep comfort with our expertly crafted mattresses.”

## RELIABLE

Tone: Trustworthy, consistent, and supportive.  
Language: Emphasize our agility, dependability and commitment to consistency, quality, and innovation through start-to-finish manufacturing and vertical integration.  
Example: “Reduce back orders and inability to control variables by partnering with MLILY and our fully integrated manufacturing.”

## EXPERT

Tone: Knowledgeable, informative, and professional.  
Language: Use precise terminology and showcase our deep industry knowledge. Apply quantitative details when available.  
Example: “MLILY customers report an increase in deep sleep by 25%. That’s because we meticulously design each mattress to reduce pressure and promote optimal rest and recovery.”

## EASY TO WORK WITH

Tone: Friendly, strategic, supportive, collaborative.  
Language: Use simple, clear language that highlights quality, easy-to-use tools, full product lines, and partnership support.  
Example: “MLILY supports its retailers with an intuitive ordering portal, turnkey sales tools, and a one-stop shop for all your bedding needs.”

# Guidelines

## VOCABULARY

Use: High-quality, pressure-relieving, premium, innovative, expert-crafted, vertically integrated, nimble, agile, US-based manufacturing, restful, rejuvenating.  
Avoid: Cheap, budget, basic, complicated, generic, off-shore manufacturing.

## SENTENCE STRUCTURE

Use: Clear and concise sentences that communicate key points effectively. Use effective comparison visuals whenever possible to enhance descriptions.  
Avoid: Overly complex sentences or jargon that might confuse the reader or hinder product differentiation.

## MESSAGING

Confidence and Reliability: Highlight vertical integration, ability to quickly innovate or pivot, management of quality control, inventory availability and trustworthiness.  
Example: “As a fully vertically integrated company, we oversee every step of the production process, ensuring unparalleled quality and value.”

Expertise: Emphasize our history, production volume, and industry knowledge.  
Example: “MLILY is one of the largest producer of foam globally, with years of experience and a dedication to excellence, enabling us to meet the needs of our retailers consistently and reliably.”

Ease of Partnership: Focus on the simplicity and convenience of working with MLILY.  
Example: “From ordering to education, to marketing, we’ve made the partnership easy and profitable.”



## Key Partnerships

Our partnerships are strategic purposeful alliances, all rooted in our unwavering commitment to promoting optimal sleep health.

The distinctive reach and influence of each partnership, creates a collaboration that is designed to amplify the importance of healthy sleep habits, validate the effectiveness of our products, and empower consumers to make informed decisions about their sleep wellness.

Through these powerful partnerships, we reinforce our mission to elevate the conversation around sleep health.



## International Chiropractors Association

The International Chiropractors Association (ICA) is the world's oldest leading authority on spinal health. Our exclusive partnership ensures that every MLILY product is meticulously tested and approved by the ICA's expert chiropractors. This rigorous process guarantees our sleep products cradle your spine in its natural position, promoting optimal comfort, and whole-body support.



## Manchester United Football Club

We're proud to team up with Manchester United, one of the world's most iconic sports teams. Together with their experts in athlete recovery, our scientists have created cutting-edge solutions and proprietary foams to optimize performance and well-being. These advancements are at the core of our product range, demonstrating our commitment to pushing the boundaries of sleep technology.



## Special Spaces

Special Spaces transforms ordinary bedrooms into extraordinary healing havens where children with cancer can find comfort, inspiration, and joy during their treatment. We are honored to support their mission by providing mattresses for each and every thoughtfully designed room makeover.

# Logo Guidelines

The MLILY logo should always be sized and scaled for optimal presentation and legibility.

Place the logo in a prominent position where it’s easily visible and makes sense for the brand.

Do not modify the logo’s design, including changing its shape, colors, or typography.

Avoid combining the logo with other graphics or text that might obscure or distract from it.

If you’re unsure about how to use the logo in a new context, consult with the brand team or the person responsible for maintaining the brand guide.



## CLEAR SPACE

In all cases, the minimum amount of clear space is a rectangle that extends twice (2x) the height of X. (X = width of stem of the “M”).

This clear space rule applies to both print and digital applications.



## MLILY LOGO REVERSED WHITE

The MLILY logo may also be produced as a reversed out of color - appearing as a solid white logo.

MLILY®

## MINIMUM SIZE

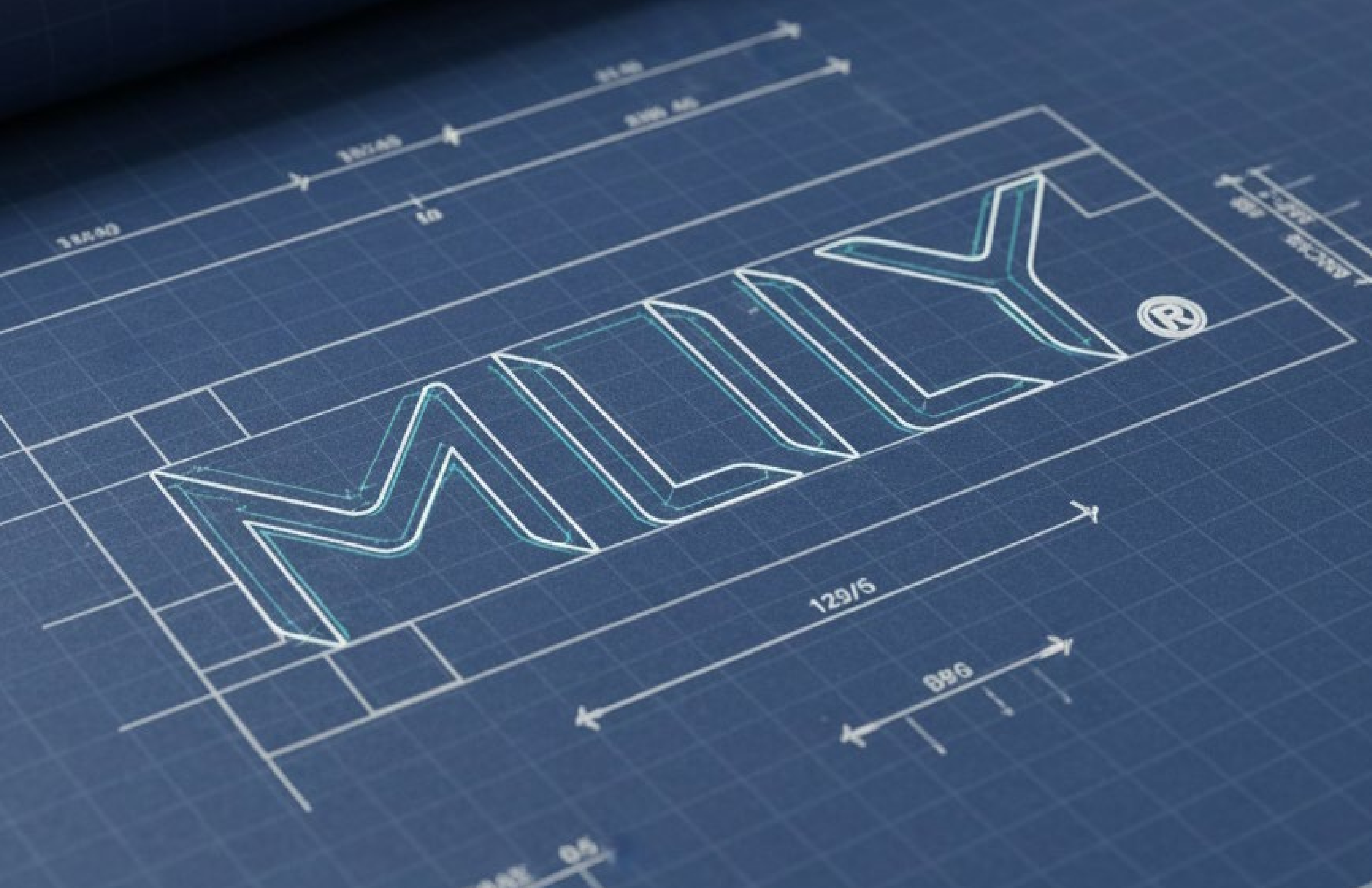
Width = .75” or 19.05 mm



## LOGO COLORS

#003b95

PMS Process White





# MLILY Logo Usage: the Dos & Dont's

The MLILY logo may be placed on a photograph or image background.

On imagery, the MLILY logo should be placed on an area of flat, light color. Take care to ensure that the image background is not distracting. The logo in Primary MLILY Blue is the preferred color.

The logo used in 100% white is also acceptable to use when a background is too dark for the blue logo to be visible.



# MLILY Logo Usage: the Dos & Dont's

To maintain brand consistency, do not place the logo on backgrounds that are too busy or lack sufficient contrast for readability. The logo should always remain upright—do not tilt or angle it. Avoid applying effects that alter its color, adding outlines around it, or using any colors outside of the approved brand palette.

## TIPS

If you have a unique design project that may require exceptions to these guidelines, please contact us for approval before using the logo in public.



MLILY®

Relieve Pressure, Sleep Better



# Slogan Guidelines

The slogan “Relieve Pressure, Sleep Better” should be used to emphasize the core benefit of our products—offering superior comfort and support that directly contributes to better sleep quality.

## CONSISTENCY

Ensure the slogan is consistently used in the same wording and format across all platforms and materials.

## VISIBILITY

Place the slogan in prominent positions where it can capture attention, such as the top of advertisements or near product images.

## TONE

Use the slogan in contexts where the tone is confident, reassuring, and benefit-focused.

## TRANSLATION

English : Relieve Pressure, Sleep Better  
Spanish : Alivia la Presión, Duerme Mejor  
French : Soulager la Pression, Dormir Mieux

# When to Use

## PRODUCT DESCRIPTIONS

Include the slogan elements when highlighting features of products like pressure-relieving materials or ergonomic designs for mattresses and pillows.  
Example: “Our memory foam pillow is engineered to relieve pressure, so you can sleep better every night.”  
Note: This should be the only use case where the elements can be broken up to be more subtly incorporated into messaging and communications.

## PACKAGING

Print the slogan without additional copy on product packaging to immediately communicate the slogan in a clean, simple format without detracting from the message visibility.  
Example: “Relieve Pressure, Sleep Better”

## MARKETING CAMPAIGNS

Feature the slogan in digital campaigns, social media posts, and newsletters to reinforce the health benefits of our products, particularly when discussing comfort and support  
Example: “Say goodbye to restless nights. Relieve pressure, sleep better with our hybrid mattress collection.”

## CUSTOMER COMMUNICATIONS

Use the slogan in customer-facing communications such as POP, brochures/catalogs, or promotional offers.  
Example: “Unlock the secret to restful sleep. Relieve Pressure, Sleep Better with an MLILY sleep package.”

## BRAND STORYTELLING

Integrate the slogan into brand storytelling, whether it be the website, in videos, or during events, to consistently communicate our commitment to better sleep through pressure relief.  
Example: “Here at MLILY, our mission is as simple as our promise: Relieve Pressure, Sleep Better.”

# When Not to Use

## OVERUSE

Avoid excessive and repetitive use of the slogan in multi-page documents and website, multiple posts, or long-format media like videos and commercials. Overexposure can diminish the slogan’s impact and irritate viewers.

## NON-SPECIFIC CONTEXTS

Avoid using the slogan in contexts where the message of pressure relief is not directly relevant, such as general wellness or unrelated product lines.

## TECHNICAL OR SCIENTIFIC COMMUNICATIONS

When the focus is on detailed, scientific explanations, or thought leadership the slogan might be too general and should be replaced with more precise language.

# Pairing with Logo

## GUIDELINES

Follow standard Logo Guidelines when pairing with the logo and always use the Graphie for the Slogan.



# Typography

There are 2 typefaces in the MLILY brand family: one for headlines, and another used for body copy.

## Graphie

Headline Font: Adobe Font

The headline font looks like this.  
The headline font looks like this.  
The headline font looks like this.  
The headline font looks like this.  
The headline font looks like this.  
**The headline font looks like this.**  
**The headline font looks like this.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789%\$

Headlines can be lowercase.  
**HEADLINES CAN BE ALL UPPERCASE.**

**VARIOUS WEIGHTS CAN BE USED**

**Aa**

## Montserrat

Body copy font: Google Font

The body copy font looks like this.  
The body copy font looks like this.  
The body copy font looks like this.  
The body copy font looks like this.  
The body copy font looks like this.  
**The body copy font looks like this.**  
**The body copy font looks like this.**  
**The body copy font looks like this.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789%\$

MONTERRAT MEDIUM is the preferred weight for body copy. This is 12-point copy with 17-point leading. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this. The MLILY body paragraph copy font looks like this.

If body copy is below 8 point or smaller, we recommend using the MONTERRAT SEMIBOLD.

**Aa**

# Terminology

To create consistency in look and feel, our company and products should be written as shown to the right for all internal and external communications.

## Writing our Brand Name

To reflect the logo style always utilize full capitlization when writing MLILY or MLILY USA within text or titles. The only exception is if you are writing out the legal name of the corporation as Mlily USA, Inc.

# Naming Structure

### OUR NAME

- MLILY USA
- MLILY Mattress
- MLILY Kids
- MLILY University

### PRODUCT NAMES

#### MATTRESSES

- ChiroPro
- Midnight
- PowerCool
- WellFlex
- The Dream

#### PILLOWS

- Harmony Collection
- Serenity Collection
- PowerCool Collection

### MATERIAL NAMES

- ActiveTemp™ PCM
- AeroFusion® Memory Foam
- BioBreeze™ Memory Foam
- Latex-like AdaptiFoam®
- Liquid Gel CoolFlex™ Foam

### WEBSITE

www.mlilyusa.com  
www.mlily.com  
www.mlilyu.com

### PHONE NUMBERS

877.475.7768  
+1 877.475.7768



# Color Palette

At MLILY USA, our color palette is thoughtfully chosen to reflect both our brand values and the needs of our market. While our core blues: Best Blue, Better Blue, and Good Blue, offer a calming, trustworthy foundation tied to rest and clarity, they also speak to our identity as a sleep-focused brand. These hues promote feelings of stability and serenity, aligning with our mission to help people rest better.

### Best Blue

C 100 M 76 Y 0 K 9  
R 24 G 67 B 153  
HEX #003B95

### Better Blue

C 67 M 38 Y 13 K 0  
R 94 G 138 B 180  
HEX #5E8AB4

### Good Blue

C 35 M 10 Y 4 K 0  
R 164 G 200 B 225  
HEX #A4C8E1

Primary brand color. Used for main headers, logos, and key branded moments.

Secondary brand colors. Used for backgrounds, supporting graphics, and subtle accents.

### Accent Black

C 82 M 71 Y 59 K 75  
R 16 G 24 B 32  
HEX #101820

### Accent Gray

C 17 M 12 Y 12 K 0  
R 208 G 211 B 212  
HEX #D0D3D4

### Accent Gold

C 16 M 41 Y 98 K 1  
R 214 G 154 B 45  
HEX #D69A2D

Body copy color. Ensures strong readability across print and digital.

Neutral filler. Used for backgrounds, dividers, and areas where subtle balance is needed.

Call-to-action color. Reserved for buttons, links, highlights, and other small elements that require emphasis.

### Manchester United Red

C 0 M 100 Y 100 K 5  
R 219 G 29 B 36  
HEX #DB1D24

For use To help our USA branch stand out while remaining on-brand, we've introduced a bold Pop Red accent. Used sparingly, this vibrant red creates visual energy and subtle patriotic cues, helping to reinforce our Made in USA message. It's a strategic color choice that speaks to our local identity while maintaining harmony with the global brand system.

# Visual Identity

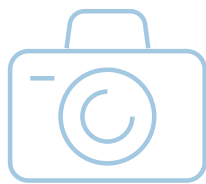
To build a consistent and cohesive brand identity, photography, iconography, an illustration style must be used strategically throughout our print, digital, and social channels.

## GENERAL PRINCIPLES FOR PHOTOGRAPHY, ILLUSTRATION, AND ICONOGRAPHY

Photography is always preferred over illustrations.

Illustrations should use the Restful Color palette with the Awake Color palette used as accents.

Use the library of standard icons as much as possible. If a new icon needs to be created, please follow the established style.



**PHOTOGRAPHY** is the primary tool used to communicate our brand identity. This is used throughout our print, digital, and social materials.



**ICONS AND INFOGRAPHICS** are for use on point of sale, the web, and product materials to quickly and visually convey product features.



**ILLUSTRATIONS** are used for social media posts or specific campaigns associated with a product line. These are custom illustrations done in a simple but organic graphic style.



**ILLUSTRATIONS AND ICONOGRAPHY** are graphic approaches that may be used judiciously in MLILY marketing materials.

# Photography

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# Commercial Photography

## Lifestyle

Our commercial photography captures real-life moments that feel relaxed, natural, and inviting. Every image should reflect the comfort and connection found at home — showcasing our products in authentic settings that feel soft, warm, and livable. The goal is to create an emotional connection with the viewer through storytelling, atmosphere, and functionality.



**REAL RELATIONSHIPS**  
Highlight couples, parents, and children to reflect everyday family life and genuine connection.

**COMFORT FIRST**  
Show people resting or sleeping in a way that feels cozy, peaceful, and effortless.

**LIFESTYLE-DRIVEN**  
Capture joyful, functional living that naturally integrates our products into daily routines.



# Commercial Photography

## Detail

Our detail photography focuses on showcasing the quality, comfort, and innovation behind every MLILY mattress. These images highlight the materials, construction, and smart features that set our products apart, giving viewers a deeper look at what makes MLILY mattresses supportive, breathable, and thoughtfully designed.



**MATERIAL & CRAFTSMANSHIP**  
Highlight close-ups of stitching, texture, and edge detailing to emphasize quality construction.

**FUNCTION & FEEL**  
Use action shots and press tests to show responsiveness, comfort zones, and support in motion.

**INNOVATION & CERTIFICATION**  
Include layered breakdowns, ventilation features, and eco-labels that speak to smart design and sustainability.



# Commercial Photography

## Room Scenes

To maintain consistency across our product visuals, each mattress must be photographed using the standard four angles shown here: front view, angled corner view, close-up detail, and side profile. These core shots ensure a clean, uniform presentation across product lines. Additional angles may be captured if needed for special features or marketing needs, but the core set should always be included.





# 3D Renders

Renders are primarily used as digital assets for product pages. Room scenes can be used in place of traditional photography when product images are not available. When creating 3D renders, each product should always follow these view guidelines.

## NOTE

For room renders, it is ideal to include a bed frame and mattress, two pillows, two side tables, two lamps (floating or a mix of different types), a large potted plant on the left, a wardrobe dresser on the right wall, a rug, and minimal decor.

## ROOM SCENES



Front View



Left 3/4 View

## MATTRESS SILHOUETTE VIEWS



Left 3/4 View



Front View



Side View



Right Angle View



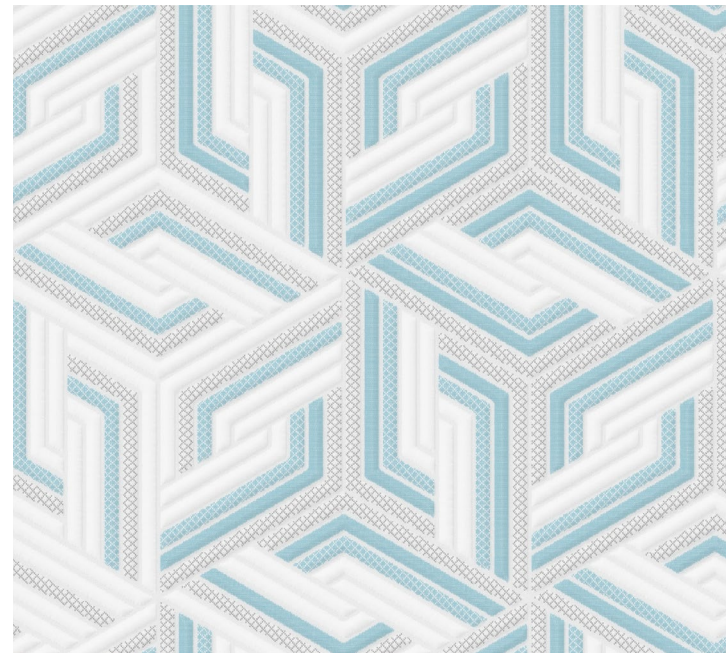
Right 3/4 View



# Textures & Patterns

The patterns and textures used throughout MLILY's branding are directly inspired by the very heart of our product, our mattresses. These visual elements reflect the thoughtful engineering, layered comfort, and innovation built into every MLILY design. By echoing the stitched quilting, foam contours, and breathable materials found in our mattresses, we create a visual language that reinforces our commitment to quality sleep.

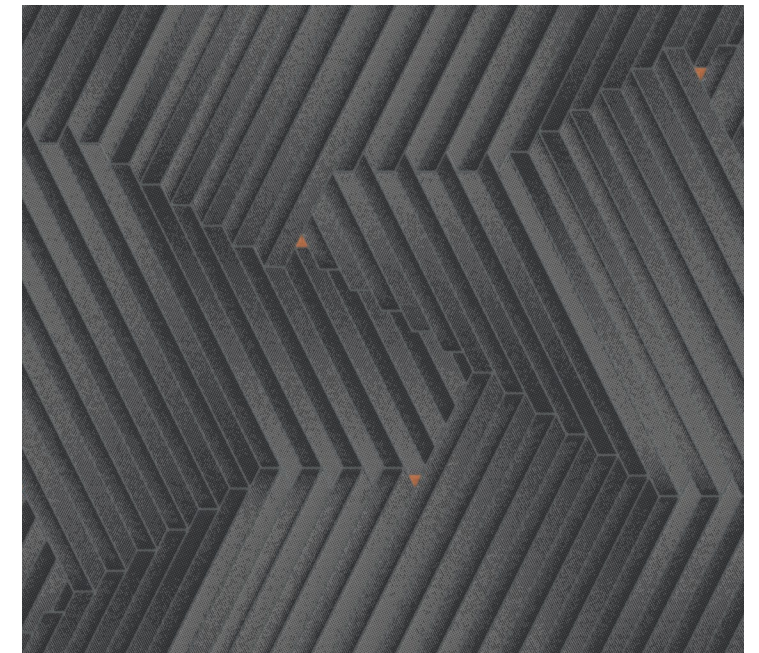
These patterns don't just serve as decoration—they remind customers of the craftsmanship and comfort that define the MLILY experience.



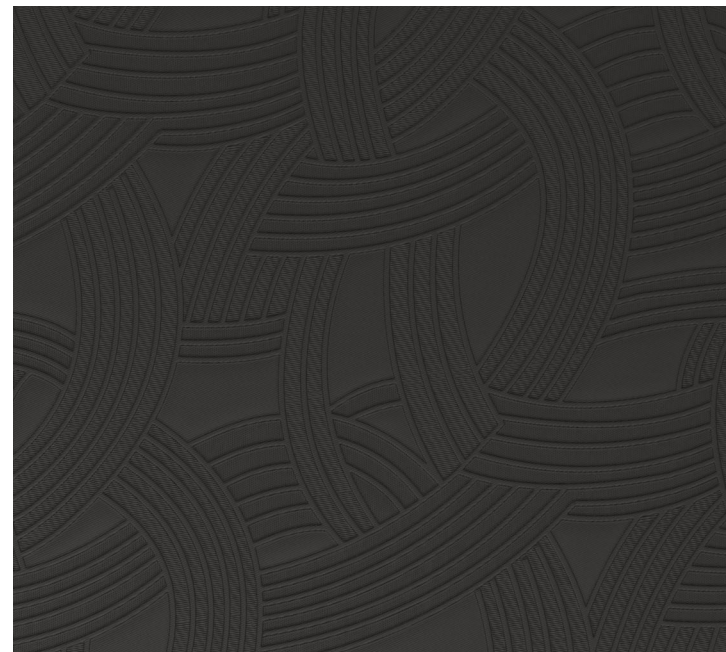
ChiroPro



WellFlex



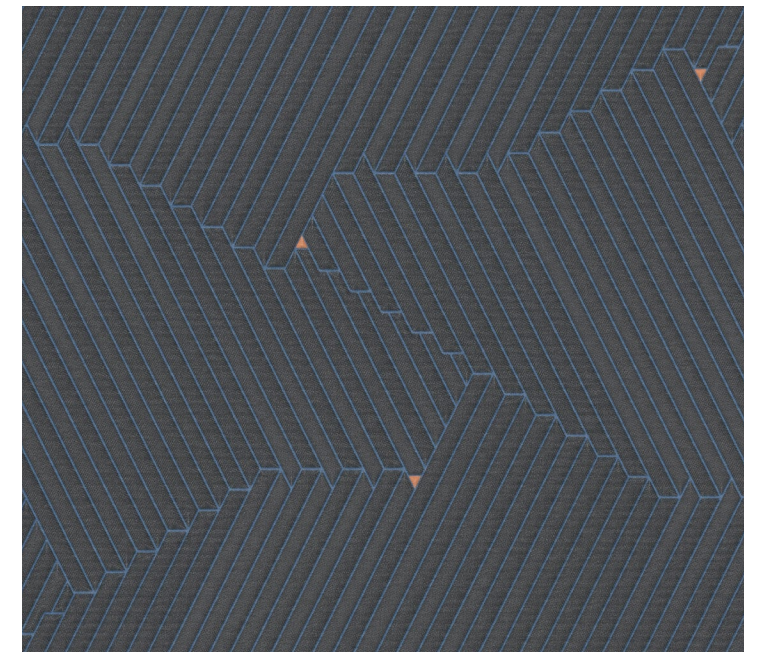
Midnight



PowerCool



WellFlex ICE



Midnight ICE



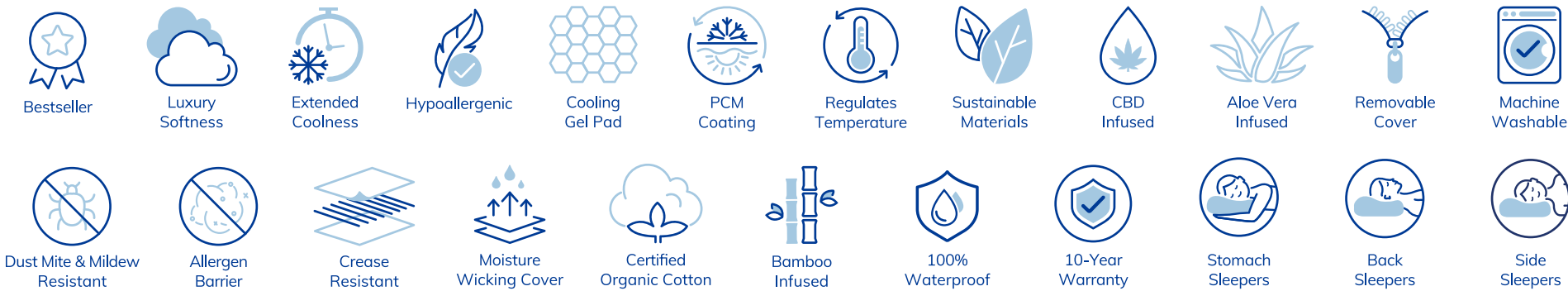
# Iconography

Our icons are used on point of sale materials, the web, and product materials to visually convey product information.

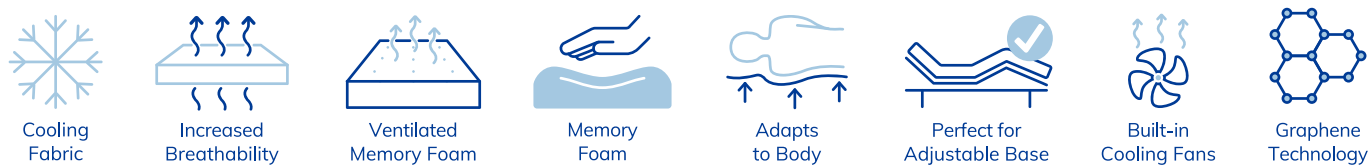
**NOTE**

Icons coloration can be changed or simplified to a single color as needed to better accent the feature or compliment the overall design. Additional icons will need to be developed following a similar style.

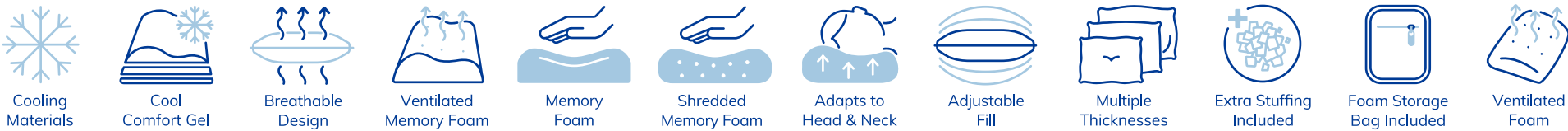
## GENERAL FEATURES & BENEFITS



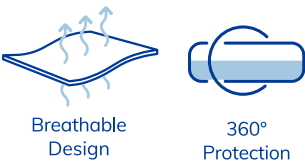
## MATTRESS SPECIFIC ICONS



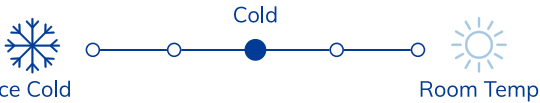
## PILLOW SPECIFIC ICONS



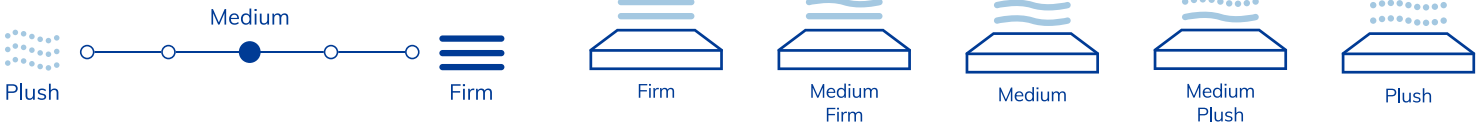
## PROTECTOR SPECIFIC ICONS



## MATTRESS COOLNESS SCALE



## FIRMNESS SCALE



# Iconography

Wording for point of sale icons can be changed depending on the sale. There are several types of warranty icons that can be used. However, they should not be adjusted in any way.

## POINT OF SALE ICONS



## WARRANTY ICONS



## SERVICE ICONS



## CERTIFICATION ICONS



CertiPUR-US Icons



OEKO-TEX Icons



ICA Icons



Made in US Icons



# Graphic Design

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# Ad Examples

Our advertisements are designed to be bold, clean, and product-forward. We lead with branded colors to create a cohesive visual identity, using a mix of rich blue tones for energy and clarity. Headlines are bold and modern, drawing attention quickly with high contrast and clear hierarchy.

NOTE

Overall, our ads reflect a confident, premium, and approachable brand presence tailored to both retail buyers and consumers.



**ChiroPro**  
COLLECTION

Developed with the International Chiropractors Association, the ChiroPro delivers optimal body alignment with Gel AeroFusion® Memory Foam, a three-zone support system, and cooling technology — giving customers better sleep and easier mornings.

**Essential Comfort.  
Exceptional Value.**

Offer your customers the feel they want at a price they'll say yes to.

**Sept 10-12, 2025**

**Midwest Furniture Show**  
@ Treasure Island Resort & Casino  
5734 Sturgeon Lake Road Welch, MN 55089

**BECOME AN MLILY  
RETAILER TODAY**

**Appointments requested, but not required.**

US Factories & Warehouses • Direct Shipment to your customer

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

**Wake Up Stress Free**

Get **50% Off** Harmony Classic Pillows

Save \$20

**19<sup>50</sup>**

bestseller  
adapts to head & neck  
shredded memory foam  
breathable design

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**NOTE**

This template ensures that all internal communications align with our visual identity while remaining functional, clear, and easy to use for teams across departments.

The image displays a 3x3 grid of presentation slide templates for the MLILY brand. Each slide is a rectangular panel with a white background and a blue header or footer area. The top-left slide is a title slide with the MLILY logo in the top right, the text 'Presentation Template' in large blue font, and 'MLILY USA 2025' in smaller blue font. The top-middle slide is an agenda slide with the MLILY logo in the top right, the title 'Agenda' in large blue font, a subtitle 'Index Page to List Your agenda', a list of six items (01 Introduction to 06 Additional Info) with horizontal lines, and the text 'Presentation Title' in the bottom right. The top-right slide is another agenda slide, similar to the middle one but with a different list of items. The middle-left slide is a section title slide with the MLILY logo in the top right, the title 'Add Section Title' in large blue font, and 'Presentation Title' in the bottom right. The middle-middle slide is another section title slide, similar to the left one but with a different title. The middle-right slide is a page title slide with the MLILY logo in the top right, the title 'Page Title' in large blue font, and 'Presentation Title' in the bottom right. The bottom-left slide is a product introduction slide with the MLILY logo in the top right, the title 'About The Product' in large blue font, an image of a white MLILY mattress, and placeholder text. The bottom-middle slide is another product introduction slide with the MLILY logo in the top right, the title 'Introduction' in large blue font, a paragraph of placeholder text, an image of a white MLILY mattress, and the text 'Presentation Title' in the bottom right. The bottom-right slide is a thank you slide with the MLILY logo in the top right, the title 'Thank you' in large blue font, and 'MLILY' in the bottom right. All slides have a small copyright notice '©2025 MLILY USA | CONFIDENTIAL' in the bottom left corner.



# Internal Design

Our internal stationery is designed to reflect the MLILY brand’s professionalism and clarity. We use our core brand colors — primarily the signature MLILY blue — to create a strong visual identity across letterheads and business cards. Typography is kept consistent using our approved brand fonts, ensuring readability and a cohesive look.



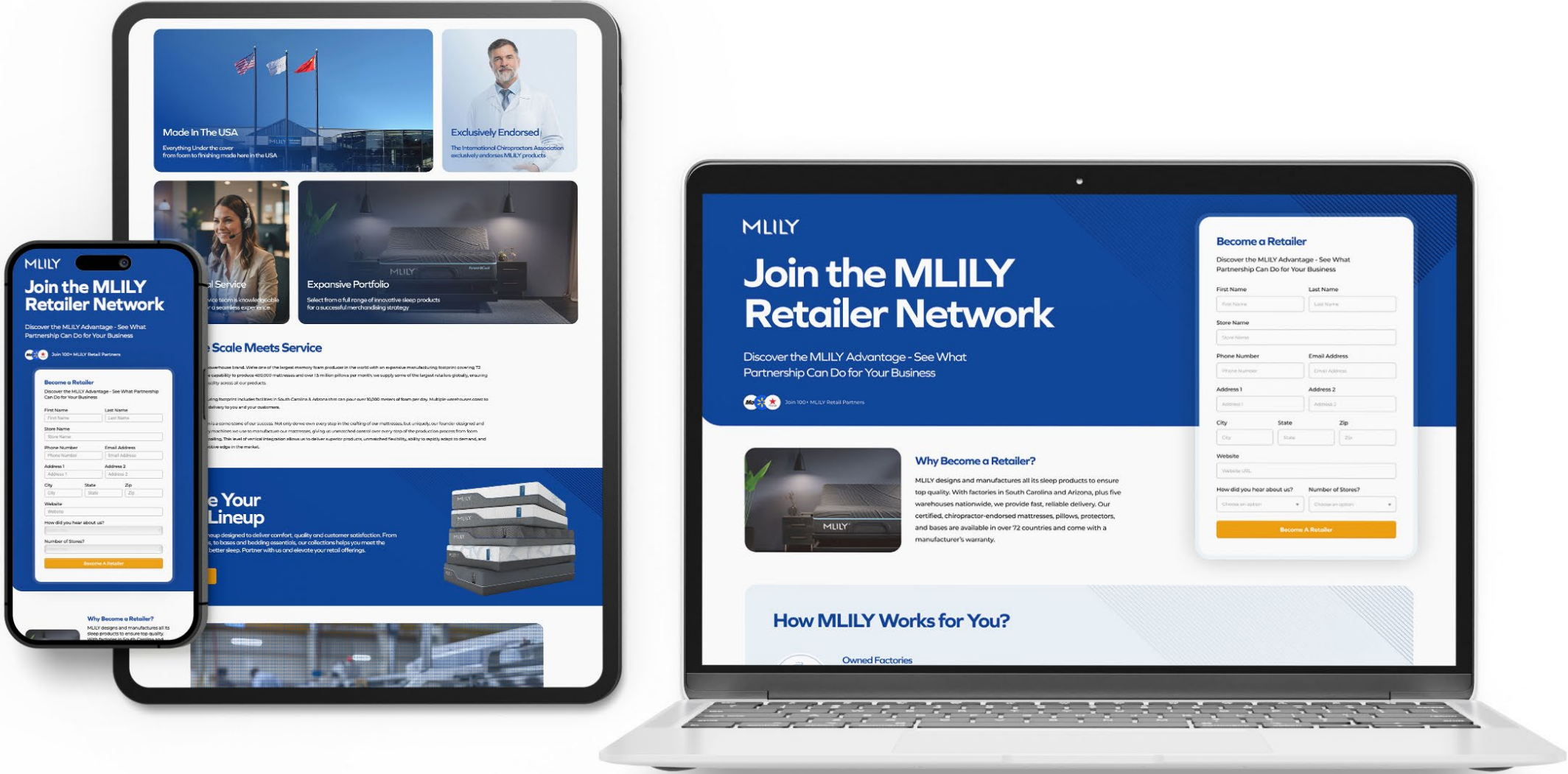
STATIONARY

# Interactive Design

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# Interactive Design

Our digital interfaces should reflect the same clarity and consistency as the rest of the MLILY brand. Clean layouts, intuitive navigation, and a cohesive use of color, typography, and imagery ensure that every UI/UX touchpoint feels seamless and professional. By applying our brand standards thoughtfully across web and mobile experiences, we create a trustworthy and user-friendly environment that reinforces MLILY’s identity while guiding users with ease.





# Social Media

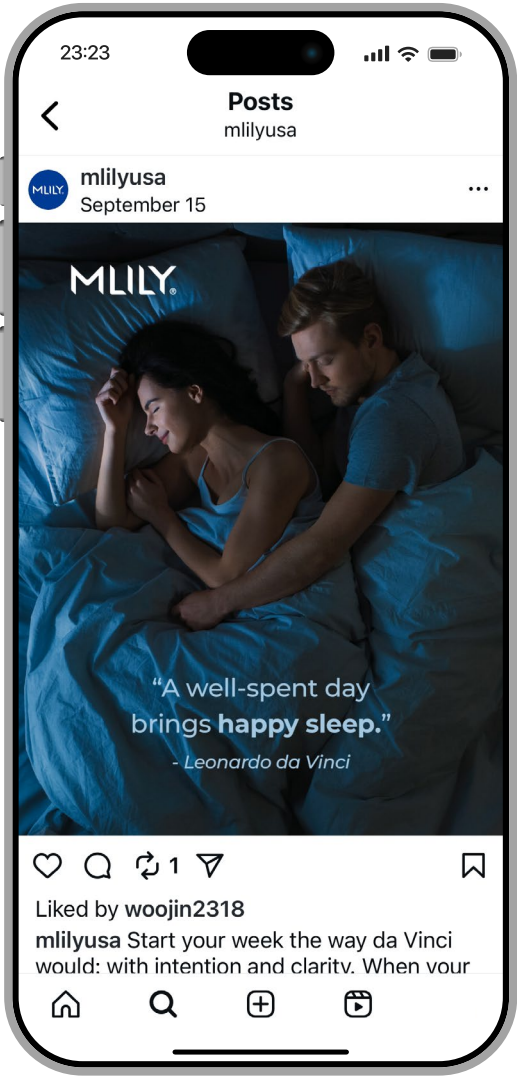
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# Social Media

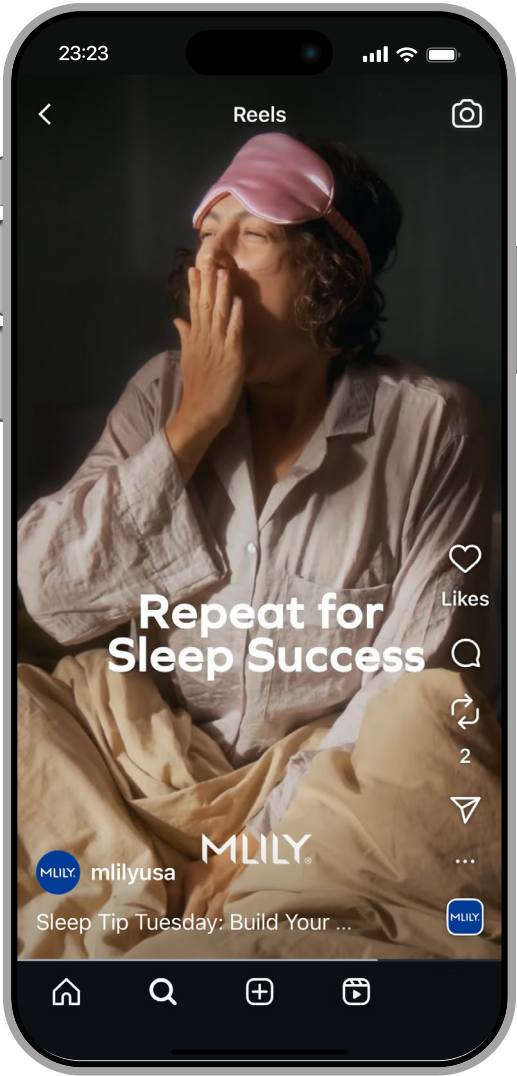
Our social media presence comes to life through vibrant, eye-catching imagery that reflects the comfort and energy of a great night's sleep. Each post is anchored in our signature brand colors, ensuring instant recognition and consistency across platforms.

We prioritize information-driven content that educates and inspires — from expert sleep tips to product features — positioning MLILY as a trusted authority in sleep innovation.

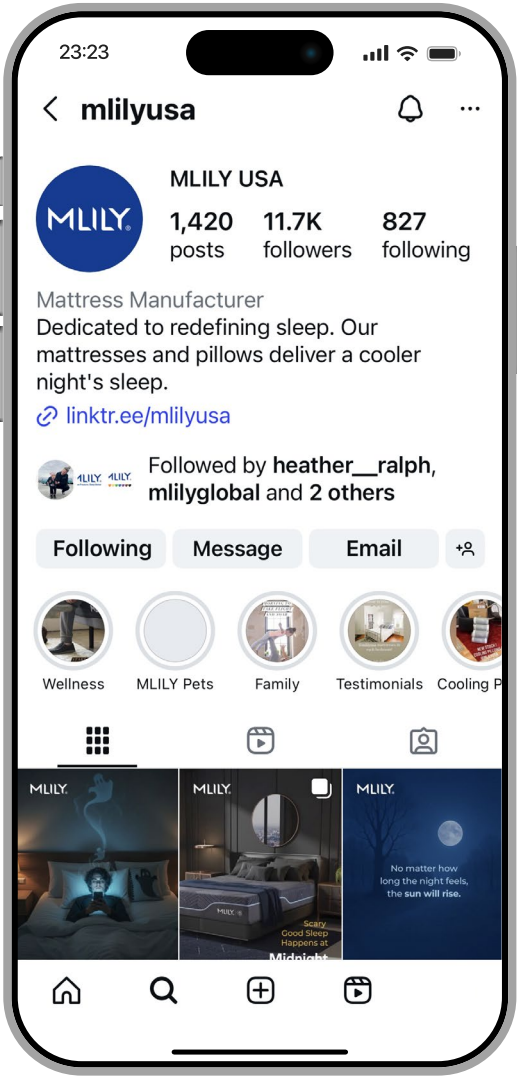
Post



Reel



Profile



Explore

