Get rest

YEAR 2020 | CLIENT GET REST MATTRESSES | SERVICES BRANDING / VISUAL IDENTITY

01 Visual identity

LUXURY IN COMFORT

The visual identity of Getrest embodies refined sophistication, exuding subtle luxury through minimalist designs and calming tones. Elegant typography paired with soft, muted color palettes creates a serene and inviting aesthetic. The brand's visuals aim to evoke comfort, relaxation, and an upscale sleeping experience.

LOGO EMBLEM SYMBOL

The Getrest logo encapsulates a blend of sophistication and unobtrusive luxury, featuring an elegant typeface with a touch of modernity. Subtle nuances, such as the "G" resembling a mattress or stream, lend a playful sophistication. Sharp and triangularity, reinforcing the brand's promise of restful indulgence.

TEXTUAL LOGO

This wordmark logo is the first wordmarks where the space is more to put the identity for the brand. Also the cropped logo can be very well used as the symbol alternative for the main logo.

GETREST

LOGO STACKING

The Logo Stacking is kept very classic and simple yet it has a touch of modern. The logo stacking design is a gap between the footboards and bedroom logo.

Luxury — Sophisticated

Comfort — Fun/ happening

COLORS

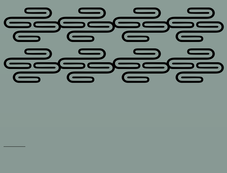
The Getrest color chosen complates of velvet that evokes a sense of luxury and sophistication, creating a tranquil ambiance. Its comfortable nature lends to feelings of stability, trust, and comfort and relaxation.

VISUAL IDENTITY AND PATTERN

VISUAL IDENTITY ELEMENT

The visual identity elements is taken from the chosen shape of the main logo, and make into pattern that clarifies the line stacking of the brand.

PATTERN



TYPOGRAPHY

AVIANO FLARE (MEDIUM):
ABCDEFJIKLMNOPQRSTUVXYZ
1234567890 ABCDEFGHIJKLMNOPQRSTUVXYZ

NEW ORDER (MEDIUM) : ABCDEFJIKLMNOPQRSTUVXYZ
1234567890 ABCDEFGHIJKLMNOPQRSTUVXYZ