

Brand Book made by

 Pomelli

Puffy

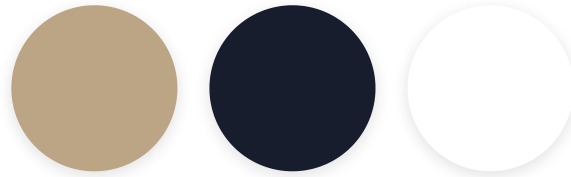
BRAND BOOK



01 Brand Overview

Puffy is a leading American sleep company that designs and assembles award-winning luxury mattresses and bedroom essentials in the USA. Focused on improving sleep health through innovative cooling technology and targeted support, the brand serves over a million customers with high-quality products backed by a lifetime warranty.

"America's #1
Award-Winning
Luxury Mattresses"



02. Brand Logo



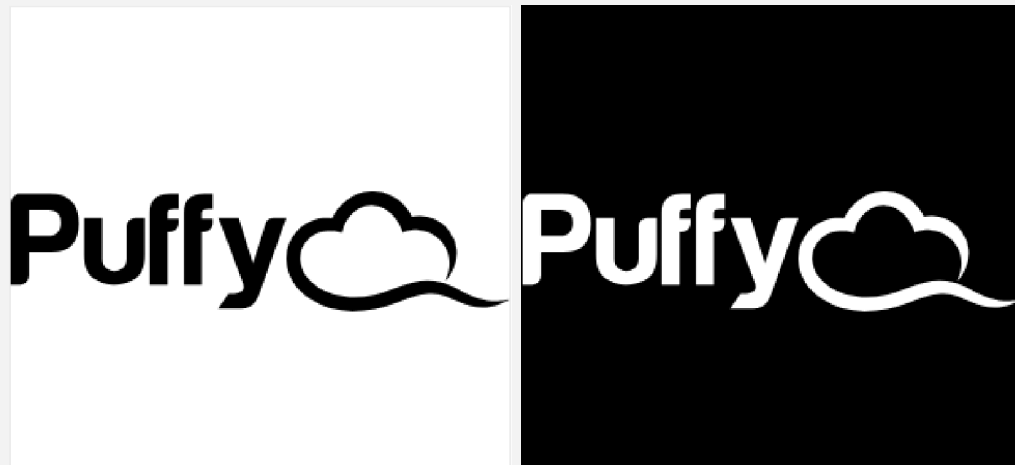
LOGO CLEAR SPACE



Always maintain clear space around the logo to keep the logo clean and legible.

30 px on each side

VARIANTS



MINIMUM SIZE



Below this size, clarity is lost.
Always honor the minimum.

0.83 inch / 80 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

pt serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

SECONDARY TYPEFACE

mukta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Latte Brown

Hex #BCA584

RGB 188, 165, 132

CMYK 0%, 12.23%, 29.79%, 26.27%

HSL 35.36, 29.47%, 62.75%

Obsidian Black

Hex #171D2D

RGB 23, 29, 45

CMYK 48.89%, 35.56%, 0%, 82.35%

HSL 223.64, 32.35%, 13.33%

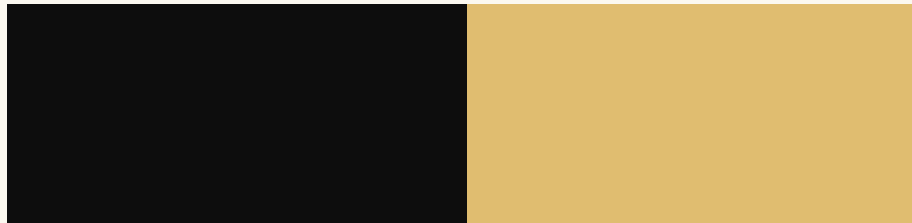
Pure White

Hex #FFFFFF

RGB 255, 255, 255

CMYK 0%, 0%, 0%, 0%

HSL 0, 0%, 100%



Jet Black

Hex #0D0D0D

RGB 13, 13, 13

CMYK 0%, 0%, 0%, 94.9%

HSL 0, 0%, 5.1%

Fawn Brown

Hex #E0BD70

RGB 224, 189, 112

CMYK 0%, 15.62%, 50%, 12.16%

HSL 41.25, 64.37%, 65.88%

05. Imagery



VALUES

"American Craftsmanship, Customer-First
Confidence, Sleep Wellness, Social Responsibility"

AESTHETIC

cloud-like comfort
aspirational serenity
modern minimalism
wholesome luxury
polished domesticity

TONE OF VOICE

Luxurious
Reassuring
Professional
Comforting