



# BRAND GUIDELINES

JULY 2021



## ABOUT THE PROGRAM

**Get to know the Mattress Recycling Council's (MRC) newest initiative, the Sleep Products Sustainability Program — SP2, for short.**

SP2 is a proactive environmental program designed by MRC to help mattress manufacturers reduce waste and energy consumption while increasing operational efficiencies. The program was developed as part of the industry's commitment to environmental stewardship and will complement MRC's sustainability efforts. The training is offered at no-cost to eligible California-based mattress manufacturers.

An SP2 certification program, (similar to Enhancing Furniture's Environmental Culture and ISO 14001) will offer training for an in-depth business analysis to identify steps to reduce operational environmental impacts, establish best practices and define metrics to track progress.

The SP2 logo was created to visually connect with MRC's logo, showcasing the environmental side of the sleep products industry. Much like MRC's brand, SP2 is always showcased as clean, modern, and strong. Use the guidelines that follow to insure SP2's branding is intact throughout all media outlets.

**Primary Logo**

Full Color



**Primary Logo**

One Color



## PRIMARY LOGO

**We are all about the logo.**

There are two acceptable forms of the SP2 logo, the full color logo and the solid, one color logo. The colors of the full color version must be represented in CMYK (for print media) or RGB (for digital use). When a full color option is not available, the one color version can be used. The solid, one color logo can appear in any of the approved colors for SP2.

## Meet FUTURA.

Futura is the official font for the Sleep Products Sustainability Program. Futura Book is the primary typeface, but the entire font family is useful for headlines, body copy and accent type.

# TYPOGRAPHY

### Futura (primary)

Futura Light  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...

*Futura Light Oblique*  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...*

Futura Book  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...

*Futura Book Oblique*  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...*

Futura Medium  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...

*Futura Medium Oblique*  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...*

**Futura Heavy**  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...**

***Futura Heavy Oblique***  
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...***

**Futura Extra Bold**  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...**

***Futura Extra Bold Oblique***  
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...***

### Futura Condensed (accent and call outs)

Futura Light Condensed  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...

*Futura Light Oblique Condensed*  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...*

Futura Medium Condensed  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...

*Futura Medium Oblique Condensed*  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...*

**Futura Bold Condensed**  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...**

***Futura Bold Oblique Condensed***  
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...***

## Primary Colors



**SP2 LIGHT GREEN**

CMYK	C	40%
	M	0%
	Y	100%
	K	0%
RGB	R	166
	G	206
	B	57



**SP2 BLUE**

CMYK	C	50%
	M	20%
	Y	0%
	K	0%
RGB	R	123
	G	175
	B	222



**MRC MEDIUM GREEN**

CMYK	C	70%
	M	0%
	Y	85%
	K	0%
RGB	R	76
	G	184
	B	96

## Secondary Colors



**BLACK**

CMYK	C	0%
	M	0%
	Y	0%
	K	100%
RGB	R	0
	G	0
	B	0



**SP2 DARK BLUE**

CMYK	C	70%
	M	35%
	Y	0%
	K	15%
RGB	R	65
	G	125
	B	179



**SP2 LIGHT BLUE**

CMYK	C	20%
	M	3%
	Y	0%
	K	0%
RGB	R	199
	G	226
	B	246

# COLOR

### SP2's color story.

Color tells a story and is a foundation for the SP2 brand. The primary colors are used in large areas, as well as call-outs and headline text. The secondary palette is used for body text and accent boxes of color. Large areas of white are also useful to relax the eye and create a canvas for SP2's cool color palette.

## Don't mess with a good thing.

The SP2 logo can not be altered in any way. Some examples of an improper treatment of the logo are shown below. If your company or organization has any questions on proper logo usage, please email: [lbarnes@mattressrecyclingcouncil.org](mailto:lbarnes@mattressrecyclingcouncil.org)

# D O N ' T

*Do not screen, shade, or lighten.*



*Do not change the colors.*

*Do not change the size ratio of the icon to the logo type.*



*Do not adjust the scale horizontally or vertically.*

*Do not tilt or angle.*



*Do not alter the font in any way.*

*Do not add effects such as outlines or drop shadows.*



**SLEEP PRODUCTS  
SUSTAINABILITY PROGRAM**

*Do not display the logo incomplete.*

*Do not move the icon.*



*Do not add any additional elements.*



15% Black



50% Black



## DO

### Everyone likes to be treated well.

The SP2 logo on a white background is preferred, however, reverse versions of the logo are acceptable. One color and full color reverse options are shown above. Proper contrast must be maintained. The SP2 logo can only be on a background the same or lighter than the visual equivalent of 15% black, or the reverse logo on the same or darker than the visual equivalent of 50% black.

### Room to breathe.

The SP2 logo must have sufficient clear space on all four sides, the minimum distance of one “leaf” width from any other text, logo, or art. Do not print or display the logo smaller than 1.25” wide.

## SIZE AND SPACE





## A seal of approval.

SP2 has created a seal to award members who've earned recognition within its sustainability program. The seal can be displayed proudly for customers and vendors. Outlined in the pages following, is the proper use of this seal. The official seal is below, and always displayed in full color.

The certification mark, as used or intended to be used by persons authorized by the certifier, certifies or is intended to certify that the goods/services provided have met the sustainability standards established by the Mattress Recycling Council.

## SP2 SEAL





## SIZE AND SPACE

### A little space.

The SP2 seal must have sufficient clear space on all sides, the minimum distance of the outer ring-width from any other text, logo, or art. Do not print or display the logo smaller than 1" wide.

## Hard to earn, easy to use.

The SP2 seal is a complete circle and can be easily placed on virtually any background (light or dark) as long as there is sufficient "clear" space so the seal is easily read. Do not change or alter the seal interior in any way. It is only to be reproduced in full color but may be tilted for effect.

# DO

*Preferred seal.  
Do not alter or change  
the fonts or colors in  
any way.*



*Seal can be given a 30° tilt  
in either direction for a  
"stamp" effect.*

*The seal can  
be placed on  
any color.*



**FOR ADDITIONAL  
INFORMATION  
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