

Brand Guidelines

bedface

PRIMARY LOGO



ICON

AaBbCc

URW GEOMETRIC BOLD

AaBbCc

PROXIMA NOVA

Heading

```
font-family: 'URW Geometric';  
font-weight: 700;  
color: #39445A;
```

Subtitle

```
font-family: 'URW Geometric';  
font-weight: 700;  
text-transform: uppercase;  
letter-spacing: 2px  
color:#39445A;
```

Paragraph

```
font-family: 'Proxima Nova';  
font-weight: 400;  
color:#39445A;
```

Heading Goes Here

A SUBTITLE GOES HERE

At Bedface, we believe that great sheets (and great sleep) shouldn't cost a fortune. That's why we are committed to changing the way you sleep by providing luxury quality sheets at fair prices. By streamlining our processes and bypassing the middlemen, we deliver luxury bedding (and generous savings) straight to your door. From yarn to cotton to the final finishings, quality is our top priority every step of the way.

Button Style

```
font-family: 'URW Geometric';  
background-color: #4D6C98;  
color: #ffffff;  
font-weight: 700;  
letter-spacing: 2px
```

PAMPER YOURSELF

#39445A

#233E70

#4D6C98

#1ADED8

#DFE0E2

#F6F6F6