

# SIMMONS STYLEGUIDE OVERVIEW

## CORE LOGO:



4/c with tag Logo Usage



PMS8183 with tag Logo Usage



1/c with tag Logo Usage



1/c with tag Logo, and Negative Logo Usage



4/c Logo Usage



PMS8183 Logo Usage



1/c Logo Usage



1/c Logo, and Negative Logo Usage

## LOGO VARIANTS:



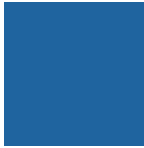
## COLOR USAGE:



C: 100 M: 56 Y: 0 K: 23



C: 0 M: 0 Y: 0 K: 100



PMS 8183 C

## FONTS:

Headline Text:  
Futura T Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Subhead Copy:  
Futura T Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body Copy:  
Futura T Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

URL Text:  
Futura T Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Tagline Text:  
Futura T Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Legal Type:  
Futura T Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## STYLE:

