

NORTH BEDS
BRAND IDENTITY
& COMMUNICATION



SCANDINAVIAN SLEEPING

North Beds has several different models in various qualities and sizes. Our models are stylishly designed and come with many different textile options. All of our bed models are equipped with our unique Active Zone System, which follows the shape of your body to give you optimal comfort that is suited to your sleep position.

NORTH
BEDS

N^oRTH[®]
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SCANDINAVIAN SLEEPING

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GRAPHIC GUIDELINES

LOGOTYPE

N^oRTH[®]
BEDS
SCANDINAVIAN SLEEPING

MAIN LOGO TAG



NEGATIV LOGOTYPE



PRIMARY COLOR

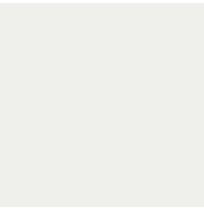


Black
CMYK
C: 0 M: 0 Y: 0 K: 95
PMS
Pantone neutral black C

SECONDARY COLORS



Grey
CMYK
C: 0 M: 0 Y: 12 K: 41
PMS
Pantone 415 C



Light grey
CMYK
C: 0 M: 0 Y: 12 K: 41
PMS
Pantone 415 C 20%

TYPEFACE

Museo sans 100

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Æ Ø Å

Museo sans 300

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Æ Ø Å

Museo sans 500

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Æ Ø Å

IMAGES LANDSCAPE & NATURE

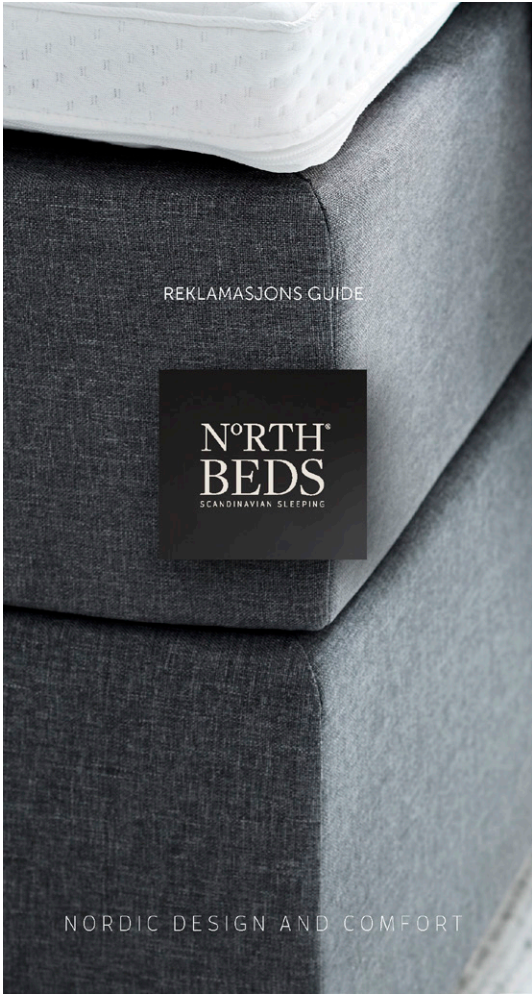


IMAGES MODELS INVIROMENT



MOOD & DETAILS IMAGES

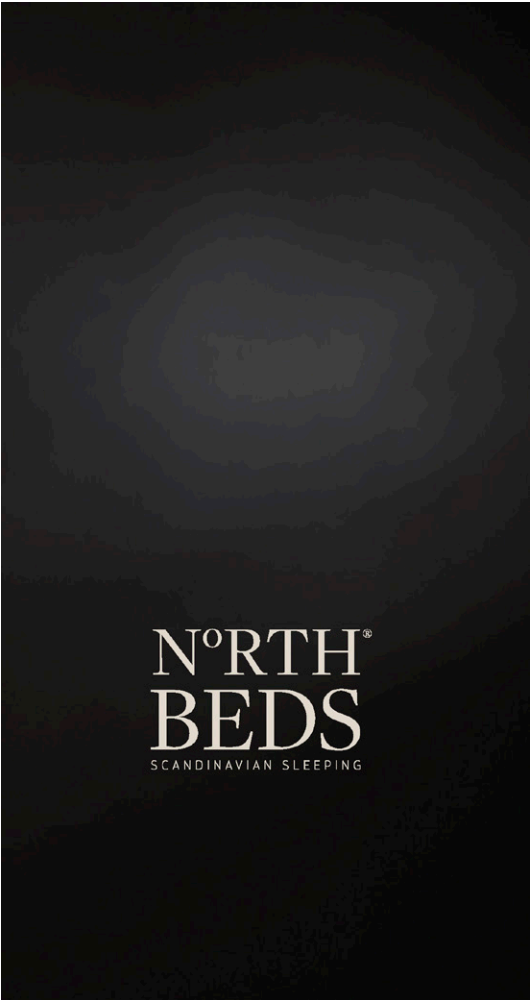


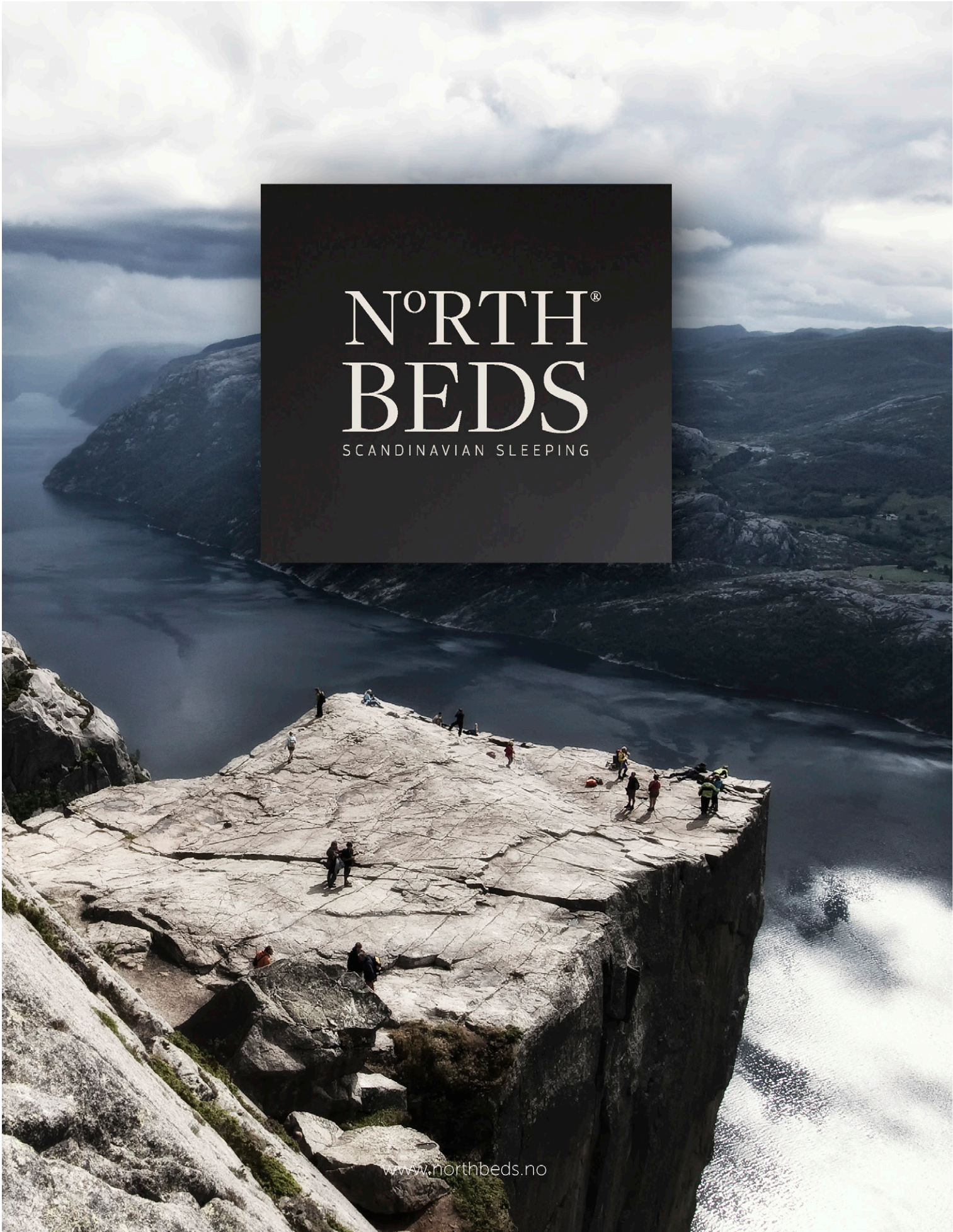


2 / NORTH BEDS REKLAMASJON



REKLAMASJON NORTH BEDS / 7





N°5859 Lysefjord

Kontinentalseng med suveren komfort til svært fornuftig pris

- Comfort 8 cm overmadrass gir sengen en myk og behagelig følelse.
- Kraftig strechtekstil som kan vaskes på 60° gir grunnlag for god hygiene.
- Oppbygging med to lag fjærer gir god dybdefjæring og trykkavlastning.
- Active Pocket 7 sone -fjær gir optimal støtte til alle kroppstyper.
- North Beds unike Active sone system med tre komfortnivåer gir avlastning til nakke og skuldre, ekstra støtte til korsbygg og balanserer hoftesonen.

		Comfort 8 cm overmadrass		
North N°5859 kontinental		120x200	8.999,-	
North N°5859 kontinental		150x200	9.999,-	
North N°5859 kontinental		180x200	11.999,-	
		120x120 cm	150x120 cm	180x120 cm
North N°01 hodegavl		1.999,-	2.299,-	2.999,-

IN STORE COMMUNICATION

