



HUXBERRY®

Brand guidelines

Mostly light, anchored by green.

Version 2026.2 • 2026-09-28

brand.huxapps.com

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Huxberry brand guidelines

Version 2026.2, updated 2026-09-28. The current version is always at brand.huxapps.com, where every chapter is also available as plain text for software.

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CHAPTER 01

01

The brand

The idea: light through the canopy, Personality, Tone of voice, Registered marks, Facts we state the same way everywhere.

The idea: light through the canopy

Huxberry makes natural and organic sleep: wool, latex, cotton, timber. The identity should feel like standing in a forest clearing in the morning. The deep greens are the trees at the edge. Most of the space is the clearing itself: open, pale, warm and full of light.

That gives one rule that decides most design questions:

Mostly light, anchored by green.

Share of any page, spread or post	What fills it
About 80%	Light grounds: White, Sand, Linen
About 15%	Natural-light photography and soft green grounds (Pale Sage)
5% or less	Deep colour: Forest Ink, Deep Green

The green comes mostly from buttons, eyebrows, line art and the photographs themselves. Most web pages have no dark band at all. If a layout feels heavy, remove dark area before adding anything else.

The look in four words: bright, inviting, modern, premium.

Personality

We are	So we	We are not
Calm	Leave space, use few elements, let images breathe	Loud, promotional, urgent
Honest	Name the material, show the certificate, give the number	Vague ("eco", "green", "clean")
Crafted	Use careful type, real textures, precise details	Glossy, synthetic, over-retouched
Quietly expert	Explain how things work in plain words	Technical for its own sake, or cute

Tone of voice

Write like a knowledgeable friend in the showroom: plain, specific, warm, never pushy.

Principles

1. **Specific over general.** "New Zealand wool from certified farms" beats "premium natural materials".
2. **Prove it.** Every organic or safety claim names its certificate (GOTS, GOLS, OEKO-TEX, RWS, CertiPUR-US) or it is not made.
3. **Short sentences, one idea each.** Headlines are usually under eight words.
4. **Sentence case everywhere.** Headlines, buttons, badges, menus. Capitals only for small eyebrow labels, and the style applies them, not the keyboard.
5. **No pressure.** "Lie down. Take your time." not "Hurry, sale ends tonight!"
6. **British English spelling** (colour, centre, organise) with AED prices written **AED 2,300**.
7. **No em dashes.** Use a full stop, a comma or a colon instead.

Reference lines from the site that get it right

- "Sleep closer to nature."
- "The air conditioner cools the room, not the bed."
- "Organic isn't a feeling. It's a certificate."
- "Lie down. Take your time."

Words we use: natural, organic (only when certified), breathable, wool, latex, crafted, made to order, certified, calm, rest.

Words we avoid: eco-friendly, green (as a claim), chemical-free, toxin-free, luxury (on its own), revolutionary, best ever, cheap, limited time only, exclamation marks.

Registered marks

HUXBERRY is registered in the **UAE (326417)**, the **USA (7870942)** and **Saudi Arabia (1441018013)** in Class 20 (furniture, beds, mattresses and pillows). See O2 • Logo for when to show the ® symbol.

Facts we state the same way everywhere

Fact	Wording
Warranty, Huxberry mattresses	15 years (every Huxberry mattress, including budget and youth ranges)
Warranty, Hypnos mattresses	10 years
Certifications	Only those that apply to the product shown, worded for the part they cover
Reviews	Real reviews only, with the source (for example Google) and the date checked

CHAPTER 02

02

Logo

What changed in 2026, Versions, Clear space and minimum size, The ® symbol, Placement, Don't.

What changed in 2026

The wordmark is unchanged. Its **colour** changed: the default logo is now **single colour Forest Ink**, with the accent square in the same colour as the letters. The grey and coral version is now a legacy mark, kept only on signage and packaging that already exist, until they are reprinted.

Why: the old logo grey was a cool grey outside the warm palette, and coral was the only red-orange in a green and neutral system. Coral on Clay or Taupe measured 1.3:1 contrast, which is effectively invisible.

The square is never deleted. It is the top of the H's right stem. Without it the H reads as a lowercase h.

Versions

Version	File	Use on
Forest Ink (primary)	logo/huxberry-wordmark-forest-ink-r.svg	White, Sand, Linen, Pale Sage, Mist, light photography. The default for everything
White	logo/huxberry-wordmark-white-r.svg	Forest Ink, Deep Green, Sage, Clay, Taupe, dark photography
Deep Green	logo/huxberry-wordmark-deep-green-r.svg	Optional on Sand and Linen for packaging, tags and embroidery
H mark	logo/huxberry-h-*.svg	Favicon, app icon, social avatar, labels, embroidery, anywhere under the minimum wordmark size
Legacy grey + coral	logo/legacy-*.svg	Existing signage and packaging only. Not for new work

Files ending in **-r** include the ® symbol. Files without it are for markets and goods not yet covered (see below).

Clear space and minimum size

Rule	Value
Clear space	Width of the H stem on all four sides. Nothing enters it: type, image edges, rules
Minimum wordmark width, screen	110 px
Minimum wordmark width, print	30 mm
Minimum H mark, screen	24 px
Minimum H mark, print	8 mm
® symbol	27% of cap height, top flush with the caps

The ® symbol

- Use the ® version on material for the **UAE, USA and Saudi Arabia**, for goods in **Class 20** (furniture, beds, mattresses, pillows).
- Show it on the **first or most prominent** appearance in a document, not on every one.
- For Canada, and for goods outside Class 20 (bed linen, textiles), use the plain wordmark until registration covering them is confirmed.

Placement

- **Web:** top left in the header, 130 to 160 px wide on desktop, 110 px on mobile.
- **Print:** bottom right or top left, aligned to the grid margin. Never centred on a cover unless it is the only element.
- **Photography:** only on a calm, flat area of the image. If no such area exists, put the logo on a Linen strip instead.
- **Social:** the H mark as the avatar. The wordmark is rarely needed inside posts because the account name is already there.

Don't

- Don't use coral or logo grey in new work.
- Don't delete, move or resize the accent square.

- Don't recolour the logo outside the versions above (no Fern, Ochre or gradients).
- Don't add shadows, outlines, glows or 3D effects.
- Don't stretch, rotate, condense or re-type the wordmark.
- Don't place the logo on a busy part of a photograph.
- Don't lock the logo up with other words or a tagline inside its clear space.

CHAPTER 03

03

Colour

Green carries the brand, bright neutrals give it light, and every colour has one job. They are not interchangeable.

Green carries the brand, bright neutrals give it light, and every colour has one job. They are not interchangeable.

Grounds: where everything sits

Name	Hex	RGB	CMYK (FOGRA39)	Job
 White	#FFFFFF	255 255 255	0 0 0 0	Main band on the website, header, footer, cards on Sand
 Sand	#F3EFE5	243 239 229	6 5 12 0	The alternating band, product image grounds, buying panels, hero band
 Linen	#FBFAF6	251 250 246	2 2 4 0	Paper tone in print, email background, social text cards
 Pale Sage (new)	#E6EEE5	230 238 229	to confirm with printer	Soft green ground: announcement bar, review summary, showroom panel, social cards
 Mist	#EFF4EF	239 244 239	7 4 7 0	Quietest green ground: certification strips

The greens

Name	Hex	RGB	CMYK (FOGRA39)	Job
 Forest Ink	#24312A	36 49 42	79 51 73 81	Headings, product names, interface text, the logo
 Sage	#537156	83 113 86	70 36 69 29	The action colour: primary buttons, selected states, eyebrows, focus rings
 Deep Green	#365644	54 86 68	82 42 73 47	Button hover, text links, product tags, dark panels (the hero text panel on phones)
 Slate Green	#48534D	72 83 77	72 51 60 45	Running paragraphs, descriptions, captions
 Moss	#5E6F5C	94 111 92	64 40 62 29	Secondary labels on light grounds
 Pale Green	#C9D7CE	201 215 206	26 10 22 0	Fine print (captions, legal lines) on Forest Ink or Deep Green
 Fern	#A7C09B	167 192 155	39 10 45 5	Botanical line art, patterns, charts. Never text, never buttons

Details

Name	Hex	RGB	CMYK (FOGRA39)	Job
 Hairline	#DCD8CC	220 216 204	17 14 22 0	Rules, card borders, dividers, table lines
 Control (new)	#7F8B82	127 139 130	to confirm with printer	Borders of inputs and selectors, so they are visible (3.5:1 on White)
 Honey (new)	#955B18	149 91 24	to confirm with printer	Star ratings only
 Clay	#877A69	135 122 105	47 45 56 20	An occasional warm band, large type only
 Taupe	#585048	88 80 72	63 59 65 42	Narrow dark strips in print and packaging

Proportion

Mostly light, anchored by green. About 80% White, Sand and Linen; about 15% photography and soft green grounds; 5% or less deep colour. Most web pages have no dark band at all: the green comes from the buttons, the eyebrows and the photographs.

Text and ground pairs

Contrast ratios (WCAG 2.1). ✓ = passes for all text (4.5:1). L = large text only (24 px or 19 px bold and up). X = never.

Text \ Ground	White	Sand	Linen	Pale Sage	Forest Ink	Deep Green	Sage	Clay
Forest Ink	13.6 ✓	11.8 ✓	13.0 ✓	11.5 ✓	•	1.7 ×	2.5 ×	3.2 L
Deep Green	8.2 ✓	7.1 ✓	7.8 ✓	6.9 ✓	1.7 ×	•	1.5 ×	2.0 ×
Sage	5.4 ✓	4.7 ✓	5.2 ✓	4.6 ✓	2.5 ×	1.5 ×	•	1.3 ×
Slate Green	8.0 ✓	7.0 ✓	7.7 ✓	6.8 ✓	1.7 ×	1.0 ×	1.5 ×	1.9 ×
White	•	1.1 ×	1.0 ×	1.2 ×	13.6 ✓	8.2 ✓	5.4 ✓	4.2 L
Pale Green	1.5 ×	1.3 ×	1.4 ×	1.3 ×	9.1 ✓	5.5 ✓	3.6 L	2.8 ×
Honey	5.5 ✓	4.8 ✓	5.3 ✓	4.7 ✓	2.4 ×	1.5 ×	1.0 ×	1.3 ×

Text on any green or dark ground is **White**, eyebrows included. Pale Green only for fine print such as captions and legal lines.

What changed for the final 2026 brand

Change	Why
Sage is now the action colour (buttons are Sage pills, Deep Green on hover)	Brighter and more inviting than Deep Green blocks, and still 5.4:1 with White text
White and Sand are the main grounds , alternating in full-width bands	Cleaner and brighter than an all-Linen page. Linen stays for paper, email and social
Pale Sage added	A soft green ground that lifts a section without a dark band
Honey replaces Ochre for stars	Ochre looked dull and failed contrast on White. Honey passes 5.5:1
Control added	Hairline was too faint for input borders. Control is visible at 3.5:1
Retired: Ochre <code>#9A7A31</code> , coral <code>#C45A4E</code> / <code>#E16F62</code> , apricot <code>#EDB67C</code> / <code>#F4D3B0</code> , logo grey	Off-palette, low contrast, or they made tags look cheap

Gradients and tints

- No decorative gradients.
- The one allowed gradient is a **photo shade**: Forest Ink from 50% to 0%, behind text on a photograph, only where the text needs it.
- No tints of brand colours outside this palette. A lighter green ground is Pale Sage or Mist. A lighter warm ground is Sand or Linen.

Print colour

- The CMYK builds above are converted from sRGB with **FOGRA39 (ISO Coated v2)**, relative colorimetric. They are starting points for **coated** stock.
- On **uncoated** stock colours print darker and duller: ask the printer to convert from the sRGB values with their uncoated profile (FOGRA52 / PSO Uncoated v3) and approve a **hard proof**.
- Pale Sage, Control and Honey have no approved CMYK build yet. The printer proposes one from the sRGB value; approve it on a hard proof and record it here.
- Pantone matches for Forest Ink, Sage, Deep Green and Sand are chosen with the printer from a physical guide under D50 light, never on screen. Details in 08 • Print.

Don't

- Don't use retired colours (coral, Ochre, apricot, logo grey) anywhere.
- Don't use pure grey or black for text. Text is Forest Ink; body copy is Slate Green.
- Don't put Honey on a button, link or heading. It is for stars.
- Don't use Fern or Pale Sage for text or buttons.
- Don't make a button any colour other than Sage (White on photographs).
- Don't stack two dark bands next to each other.

CHAPTER 04

04

Typography

One family: Satoshi, The five rules, Web scale, Print and social sizes, Numbers, prices and units, Don't.

One family: Satoshi

Typeface	Satoshi, by Indian Type Foundry
Why	A clean, modern sans with soft, open shapes. It reads as calm and premium at large sizes and stays very legible at small ones. One family keeps every page, post and brochure consistent
Weights we use	Regular 400 (headlines and body), Medium 500 (small headings, buttons, menus, badges), Bold 700 (eyebrows, prices, table headers)
Download	Free from fontshare.com/fonts/satoshi
Licence	ITF Free Font License. Free for commercial use in web, print, social, video, packaging and PDFs. Staff may share the files internally. Do not post the font files on a public website or send them to other companies: agencies and printers download their own copy from Fontshare
Web	<code><link rel="stylesheet" href="https://api.fontshare.com/v2/css?f[]=satoshi@400,500,700&display=swap"></code>
Fallback	Arial (email, Office documents, any system without Satoshi)

Arabic: Satoshi has no Arabic letters. See 09 • Social media for the Arabic pairing.

The five rules

1. **Headlines are Regular, never bold.** Size and space make a headline, not weight. A Bold or Black headline is always wrong.
2. **Tight headlines, open body.** Headlines track in slightly (-0.02 to -0.025em). Body copy stays at 0 with a 1.6 line height.
3. **Sentence case everywhere:** headlines, buttons, badges, menus. Capitals only for small eyebrow labels, and the style applies them, not the keyboard.
4. **Nothing small.** Body text 16 px minimum on screen, nothing under 14 px anywhere. In print, nothing under 7.5 pt.
5. **Hierarchy from size and weight, not colour.** Headings Forest Ink, body Slate Green, eyebrows Sage. White on any green or dark ground.

Web scale

Style	Weight	Size	Line height	Tracking	Colour
Hero headline	Regular 400	40 px phone, up to 56 px desktop	1.08	-0.025em	Forest Ink, or White on a dark panel
Page title, product name	Regular 400	40 px	1.1	-0.025em	Forest Ink
Section heading	Regular 400	28 px phone, 40 px desktop	1.15	-0.02em	Forest Ink
Card heading, product card title	Medium 500	18 px (up to 24 px for feature cards)	1.3	-0.01em	Forest Ink
Intro paragraph	Regular 400	17 to 18 px	1.6	0	Slate Green
Body	Regular 400	16 px	1.6	0	Slate Green
Small, footer, caption	Regular 400	14 px	1.5	0	Slate Green
Menu	Medium 500	15 px (the top row never wraps)	1.3	0	Forest Ink
Button	Medium 500	15 to 16 px, sentence case	1	0	White on Sage
Eyebrow	Bold 700	14 px, caps	1.6	0.08em	Sage (White on dark)
Badge, tag	Medium 500	14 px, sentence case	1	0	White on Deep Green
Price	Bold 700	16 to 22 px	1.2	0	Forest Ink

Text sizes are identical on every page. A section heading on the homepage is the same size as one on a product page.

Print and social sizes

The same rules, scaled: print sizes (brochures, booklets, leaflets, specification sheets) are in 08 • Print; social and video sizes are in 09 • Social media.

Numbers, prices and units

- Prices: **AED 2,300** (code, space, comma thousands, no decimals unless needed). On the website, the theme's dirham symbol is fine inside price widgets.
- Sizes: **160 × 200 cm** with a true multiplication sign and a space either side.
- Heights and weights: **27 cm**, **2.4 kg** with a space before the unit.
- Ranges: **7 to 9** in sentences, an en dash **7–9** in tables only.
- **No em dashes anywhere** in Huxberry copy. Use a full stop, a comma or a colon.

Don't

- Don't use Fraunces, Inter, Figtree, Montserrat, Georgia or any serif. Arial is a fallback only.
- Don't set headlines in Bold or Black, or thicken them with a stroke.
- Don't type in capitals. Caps come only from the eyebrow style.
- Don't letterspace lowercase text.
- Don't go under 14 px on screen or 7.5 pt in print.
- Don't centre more than three lines of body copy.
- Don't use colour to make something look important. Use size, weight or space.

CHAPTER 05

05

Layout and shape

Principles, Shape, Web grid and spacing, Bands: how a page is built, The hero, Print and social.

Principles

1. **Space is the material.** Generous margins and section spacing make the brand feel airy and premium. When in doubt, add space, not elements.
2. **One idea per section.** One eyebrow, one headline, a short paragraph, at most one primary action.
3. **Same system everywhere.** Every page, post and document uses the same column, the same spacing, the same corners. A visitor should never notice a change of style as they scroll.
4. **Soft, not rounded-cartoon.** Panels, cards and photos have gently rounded corners; buttons are pills. Nothing has a drop shadow except review cards.

Shape

Element	Web	Print (A4)	Social (1080 px canvas)
Panels, cards, photos, videos	16 px corners	3 mm	32 px
Inputs, selector tiles, thumbnails	12 px	2 mm	24 px
Buttons, badges, tags, toggles	Pill (999 px)	Pill	Pill
Full-bleed hero or band	Square (it runs off the edge)	Square	Square

Web grid and spacing

Property	Desktop	Phone
Content column	1320 px max	Full width
Side gutter	40 px	20 px
Section spacing (top and bottom)	80 px	56 px
Base unit	8 px	8 px
Text measure	64 characters max	64 characters max
Gap between cards	24 px	16 px

Bands: how a page is built

Every section is a **full-width band**. Content sits in the one 1320 px column inside it.

Band	Ground	Text	Use
Default	White	Forest Ink / Slate Green	Most sections
Alternate	Sand	Forest Ink / Slate Green	Every other section, hero band, material stories
Soft green	Pale Sage	Forest Ink, Sage eyebrow	Showroom invitation, review summary
Dark panel (rare)	Deep Green	White	Hero text panel on phones, one closing call to action at most
Footer	White with a Hairline top rule	Forest Ink / Slate Green	Every page

- **Bands alternate White and Sand** as you scroll. Never two Sand bands in a row.
- **On a White band**, panels are Sand. **On a Sand band**, cards are White with a Hairline border.
- The header is White with no rule. The announcement bar is Pale Sage with Forest Ink text.

The hero

Screen	Layout
Desktop (1024 px and up)	The photograph fills the hero on a Sand band. The headline sits on the calm side over a short Forest Ink shade behind the text only
Phone and tablet (up to 1023 px)	The photograph shows clean, with no shade. Headline, intro and buttons sit on a Deep Green panel below it in White, with a White pill button and a White outline pill

- One headline (40 to 56 px Regular), one intro line (17 to 18 px), two buttons at most.
- Never a flat brown block, never text over a busy part of a photo.

Print and social

Print grids (brochures, booklets, leaflets, specification sheets, stationery) are in 08 • Print. Social canvases and safe areas are in 09 • Social media.

Don't

- Don't change the column width or spacing from page to page.
- Don't use square-cornered photos or cards (full-bleed images excepted), or 4 px "almost square" corners.
- Don't add drop shadows, frames or outlines to photos.
- Don't place two dark sections next to each other, or use a dark band on most pages at all.
- Don't fill space for the sake of it. Remove before adding.

CHAPTER 06

06

Photography, illustration and certification marks

Photography, Botanical line art, Certification marks.

Photography

The feeling: a real bedroom on a bright morning. Clean natural daylight, whites and soft greens, wool, cotton, oak and stone. Rooms that look lived in and calm, not staged. Bright, inviting, modern, premium.

Do	Don't
Soft daylight from a window, clean and very slightly warm	Flash, hard studio light, blue shadows, orange or yellow casts
Whites and greens dominate the frame	Brown, beige or dim rooms that read heavy
Natural materials: wool, cotton, linen, oak, rattan, stone, plants	Chrome, glossy plastics, neon, busy patterns
Calm, uncluttered compositions with space for a headline	Every inch filled
People resting naturally, relaxed, often turned away	Posed stock smiles, people staring at the camera
Greenery as a quiet accent (olive, fig, fern)	Fake plants, tropical over-styling
Textures up close: fibres, weave, grain	Heavy retouching, plastic-looking skin or fabric
Modest, respectful styling suited to the UAE	Anything that would feel out of place in a Dubai home

Colour grade recipe

Apply to every photograph, render and AI image before it is published.

1. **White balance:** clean, very slightly warm. Whites read as white or Linen, never blue, never orange.
2. **Shadows:** lift slightly (+10 to +15). No crushed blacks.
3. **Greens:** fresh but not neon. Desaturate 5 to 10% so foliage sits with Sage and Fern.
4. **Blues:** desaturate 20 to 30%. Skies and windows pale and neutral.
5. **Contrast:** soft. No HDR look, no heavy clarity.
6. **Test:** place the image next to a Sand swatch and a White swatch. It should look bright next to both, and not brown next to White.

Product images

- **Rooms:** daylight bedrooms in whites, soft greens and pale oak. The Natural Harmony lineup images are the benchmark.
- **Cut-outs:** on Sand (the website product ground) or Linen. Never grey. Pure white only where a marketplace demands it.
- **Consistency:** the same camera angle, height and light across a range, so models compare fairly.
- **Truth:** the product in the picture must be the product we sell: layers, fabric, stitching, legs and headboard exactly as made.
- **Corners:** 16 px rounded corners on the website, 3 mm in print, 32 px on social (full-bleed images excepted).

AI-generated images

Allowed for rooms, moods and backgrounds, never for the product's construction, certificates, customers or showrooms. Rules, tools and ready prompts: 11 • AI imagery and prompts.

Botanical line art

A light, hand-drawn line illustration of leaves, fern fronds, wool fibres and grasses. It brings the natural feeling into print and social where there is no photograph.

- Colour: **Fern** on White, Linen, Sand or Pale Sage. **Pale Green** on Forest Ink or Deep Green.
- Line weight: 1.5 px on screen, 0.5 to 0.75 pt in print. Single weight, no fills.
- Use at the edges of a layout, running off the page, covering 20 to 40% of the area. Never behind body text.
- One motif per layout. Never a repeating wallpaper on the website.

Icons are in 07 • Components.

Certification marks

Rule	Value
Colours	The certifier's official colours. The one place other brands' colours appear
Height	40 to 48 px on web, 10 to 12 mm in print, all marks the same height
Ground	White, Linen or Mist
Certificate number	Underneath, Satoshi 14 px (web) or 7.5 pt (print), Slate Green
Which marks	Only the certificates that apply to that product category, worded for the part they cover (for example "GOLS-certified latex layer", not "every Huxberry product")

Certification artwork lives in [Legacy-2024/assets/certifications/](#). Use the official files; never redraw or recolour them.

CHAPTER 07

07

Components

The building blocks for the website, email and any digital product. Print and social use the same shapes and colours (see 08 • Print and 09 • Social media).

The building blocks for the website, email and any digital product. Print and social use the same shapes and colours (see 08 • Print and 09 • Social media).

Buttons

Every button is a **pill** with **sentence case** text in Satoshi Medium.

Button	Fill	Text	Border	Use
Primary	Sage #537156	White	none	The main action: Add to cart, Shop mattresses, Book a visit
Primary hover	Deep Green #365644	White	none	
Secondary on photos	White	Forest Ink	none	Second action over an image. Hover: Pale Sage
Secondary on dark	transparent	White	1.5 px White	Second action on a Deep Green panel
Text link	none	Deep Green, Bold, underline on hover	none	"View all mattresses", "Read more"

Property	Value
Height	48 px (44 px minimum on phones)
Padding	0 28 px (0 20 px on compact buttons)
Type	Satoshi Medium 15 to 16 px, sentence case, no letter spacing
Corners	Pill (999 px)

- One primary button per section. A second action is secondary.
- Never capitals, never square or 4 px corners, never Honey, Clay or any retired colour.

Tags and badges

Tag	Fill	Text	Use
Product tag	Deep Green	White	New, Flagship, Best seller. Top left of the product image
Soft tag	Pale Sage	Forest Ink	"You're viewing this", filters that are on

- Pill, Satoshi Medium 14 px, sentence case, padding 7 × 12 px.
- **One tag per card at most.** No "Save up to" badges: the price shows the saving.
- No cream, apricot or yellow tags.

Forms and selectors

Element	Spec
Input	White fill, 1 px Control border, 12 px corners, 48 px tall, Satoshi 15 to 16 px Forest Ink
Label	Above the field, Satoshi Medium 14 px Forest Ink
Helper and error text	Satoshi 14 px. Errors in Forest Ink with an icon, never red
Focus	2 px Sage outline, 2 px offset. Always visible
Size and option tiles	White, 1 px Control border, 12 px corners. Selected: Sage border plus a 1 px inner Sage line. Hover: Pale Sage
Toggle (e.g. firmness)	White pill track with a Hairline border; the selected option is a Sage pill with White text
Search	Pill field, round Sage button with a White magnifier

Cards

Card	Spec
Product card	Image on Sand with 16 px corners; one product tag top left; name Satoshi Medium 18 px Forest Ink; a short facts line in Slate Green 14 to 15 px (feel, sizes, fabrics); rating if 3+ reviews; price Satoshi Bold Forest Ink
Content card (journal, stories)	Photo with 16 px corners, Sage eyebrow, Medium 18 to 24 px headline, one line of body at most
Panel	Sand on a White band, White with a Hairline border on a Sand band, 16 px corners, 24 px padding
Review card	White, 16 px corners, the one soft shadow (0 1px 2px rgba(36,49,42,.04), 0 8px 24px rgba(36,49,42,.06))

No other shadows. Borders are Hairline or nothing.

Ratings and reviews

- Stars in **Honey**, the rating in Forest Ink, the count and source in Slate Green: **★★★★★ 4.8 · 265 Google reviews**.
- Show the source and the date checked. Never invent or edit a review. Show a rating on a product only when 3 or more reviews mention it.
- The review summary sits on Pale Sage with 16 px corners.

Header and navigation

- White ground, no bottom rule. The Forest Ink wordmark on the left (the real logo file).
- Menu in Satoshi Medium 15 px Forest Ink. The top row never wraps.
- Icons (search, account, cart) are line icons in Forest Ink.
- Mega menu: White, Hairline dividers, Forest Ink text, Deep Green "View all" links.

Announcement bar

Pale Sage ground, Forest Ink Satoshi Medium 14 px. One message at a time; arrows and a pause button if it moves.

Trust strip

Line icons in Deep Green with 14 px Slate Green labels (free delivery, warranty, showrooms, payment in instalments). Same icons and labels on the homepage and product pages.

Footer

White with a Hairline top rule. Forest Ink wordmark, Satoshi Medium 15 px headings, 14 px Slate Green links, Deep Green map links. Columns fold into tap-to-open groups on phones.

Icons

- Line icons, 1.5 px stroke on a 24 px grid, rounded caps and joins.
- Forest Ink or Deep Green; White on dark grounds. Never Honey or Fern.
- Simple and literal: a bed, a truck, a shield, a leaf. No emoji, no filled or two-tone icons.
- Always with a short label.

Motion

- Transitions 150 to 250 ms, ease-out. No bounce, no parallax.
- Carousels never move faster than every 6 seconds and always have a pause control.
- Videos do not load until they are near the screen. No sound without a tap.
- Respect "reduce motion" settings.

Accessibility

- Every text and ground pair from 03 · Colour passes 4.5:1.
- Tap targets at least 44 × 44 px.
- Every image has alt text that says what it shows.
- Panels that open (cart, menus) trap focus and close with Escape.

08

Print: brochures, spec sheets, stationery, signage

Everything a designer or printer needs to produce Huxberry print: principles, type, colour, formats, paper, finishes and file handover. This chapter is the only place for print type sizes and print grids.

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Principles

Principle	In practice
One typeface	Satoshi only: Regular 400, Medium 500, Bold 700. No second font, no serif
Regular headlines	Headlines are Regular 400 with tight tracking. Never Bold, never thickened
Lots of space	Generous margins, few elements. When in doubt, take something out
Natural paper	Uncoated warm white paper, or Linen #FBFAF6 as the paper tone. Never glossy
White and Sand panels	Pages and panels alternate White (the paper) and Sand. Pale Sage for a soft green panel, Deep Green rarely
Soft corners	Photos, panels and cards have rounded corners (see below). Full-bleed images stay square
Pill calls to action	Printed calls to action are pill-shaped labels in Sage with White text
One idea per spread	One eyebrow, one headline, a short text, one image, at most one call to action
Proof, not promises	Every organic or safety claim names its certificate. Only the certificates that apply to that product

Corners and pills

On screen, panels and photos have 16 px corners. In print that becomes:

Item	A4	A5 and DL	Small items (cards, tags)	Large format (A-frame, roll-up, windows)
Photos, panels, cards	3 mm	2.5 mm	1.5 mm	About 1.5% of the shorter side (A1 about 8 mm, roll-up about 12 mm)
Thumbnails, tiles, write-in boxes	2 mm	1.5 mm	1 mm	Scale in proportion
Calls to action, badges, tags	Pill	Pill	Pill	Pill
Full-bleed photos and bands	Square	Square	Square	Square

Printed call-to-action pill: Sage fill, White Satoshi Medium, sentence case ("Visit a showroom", "Scan to find your size"), radius half the height.

- Size: 9 mm tall with a 10 pt label and 6 mm side padding on A4; 8 mm, 9.5 pt and 5 mm on A5, DL and spec sheets. Scale up for signs.
- On Deep Green or a photograph: White pill with Forest Ink text.
- One pill per page or panel. Pair it with a QR code or a short web address, because paper cannot be clicked.
- Tags and badges (for example "New", "GOTS certified cover") are White text on a Deep Green pill, 9 pt Medium, at most one per product.

Type scale

Sizes are size / leading in pt. Tracking in InDesign units (thousandths of an em): -25 = -0.025em.

Style	Weight	A4 brochure, catalogue	A5 booklet	DL leaflet	Spec sheet (A4)	Tracking	Colour
Cover headline	Regular 400	48 / 52	34 / 37	28 / 30	Not used	-25	Forest Ink, or White on dark
Headline, product name	Regular 400	30 / 34	24 / 27	20 / 23	26 / 29	-20	Forest Ink
Subhead, card heading	Medium 500	14 / 18	12.5 / 16	11.5 / 15	12 / 16	-10	Forest Ink
Intro	Regular 400	13 / 19	12 / 17.5	11 / 16	11 / 16	0	Slate Green
Body	Regular 400	10.5 / 16	10 / 15	9.5 / 14	9.5 / 14	0	Slate Green
Table text	Regular 400	9.5 / 13	9 / 12.5	9 / 12.5	9 / 13	0	Slate Green, labels Forest Ink
Table header	Bold 700	9 / 13	8.5 / 12.5	8.5 / 12.5	8.5 / 13	0	Forest Ink
Caption, small print	Regular 400	8.5 / 12	8 / 11.5	8 / 11	8 / 11.5	0	Slate Green
Eyebrow	Bold 700, caps by style	8.5 / 12	8 / 11	8 / 11	8 / 11	+80	Sage; White on dark
Price	Bold 700	12 to 16	11 to 14	11 to 13	9.5 in tables	0	Forest Ink
Legal terms	Regular 400	7.5 / 10	7.5 / 10	7.5 / 10	7.5 / 10	0	Slate Green

Stationery, small items and large format

Item	Headline or name	Body	Smallest text
Business card	Name 10 pt Medium	8.5 pt Regular	8 pt
Letterhead, compliments slip	Not used	10.5 / 15 pt (Arial 10.5 in Office)	Footer 7.5 pt
Swing tag, gift card	Product name 12 to 14 pt Regular	8.5 pt	7.5 pt
Bed-end card, shelf talker (read at 1 m)	28 to 36 pt Regular	14 pt	11 pt
A-frame, A1 poster (read at 2 to 4 m)	120 to 160 pt Regular	36 pt	28 pt
Roll-up banner (read at 3 m and more)	200 to 280 pt Regular	60 pt	44 pt

Minimum sizes. Nothing under 7.5 pt, legal text included (follow a regulation that asks for more). Running body text 9.5 pt at least: if you squint at arm's length, it is too small.

- White text on green or photographs: 9 pt minimum, Medium 500 below 10 pt.
- Sign headlines: at least 25 mm of capital height for every 3 m of viewing distance.

Colour in print

Start from the CMYK builds below (FOGRA39, coated). The source of truth for every colour is 03 • Colour.

Colour	Hex	CMYK start (coated)	Print job
Forest Ink	#24312A	79 51 73 81	Headlines, product names, logo, dark backs of cards
Sage	#537156	70 36 69 29	Call-to-action pills, eyebrows
Deep Green	#365644	82 42 73 47	Tags, a rare dark panel or back cover
Slate Green	#48534D	72 51 60 45	Body text, captions, table text
Moss	#5E6F5C	64 40 62 29	Secondary labels on light grounds
Pale Green	#C9D7CE	26 10 22 0	Fine print (captions, legal lines) on Forest Ink or Deep Green
Fern	#A7C09B	39 10 45 5	Botanical line art and diagrams only. Never text
Sand	#F3EFE5	6 5 12 0	Panels, product image grounds, chapter openers
Linen	#FBFAF6	2 2 4 0	Paper tone. Choose the paper, do not print a flood
Mist	#EFF4EF	7 4 7 0	Certification strips
Hairline	#DCD8CC	17 14 22 0	Table rules, dividers
Clay	#877A69	47 45 56 20	Occasional warm panel, large type only
Taupe	#585048	63 59 65 42	Narrow dark strips on packaging
Pale Sage	#E6EEE5	To confirm with printer	Soft green panels. Use Mist until a build is approved
Control	#7F8B82	To confirm with printer	Write-in boxes on printed forms (warranty cards, order forms)
Honey	#955B18	To confirm with printer	Star ratings only

- **Coated vs uncoated.** The builds above are for coated stock. Our preferred papers are uncoated, where greens print darker and duller. The printer converts from the sRGB values with their uncoated profile (FOGRA52 / PSO Uncoated v3). Approve a hard proof on the actual paper.
- **Pale Sage, Control, Honey.** The printer proposes a build from the sRGB value; approve it on a hard proof and record it in O3 • Colour.
- **Pantone.** For spot-colour jobs (stationery, packaging, signage), match Forest Ink, Sage, Deep Green and Sand on press from a physical Pantone guide (Solid Coated and Solid Uncoated) under D50 light. Never pick them on screen. Record the approved references in O3 • Colour so the next job matches.
- **Tiny text.** Text under 9 pt in Forest Ink or Slate Green prints as 100% K (or as the Forest Ink spot on spot jobs), so it stays sharp. Four-colour small text blurs when plates shift.
- **Reversed text.** White type out of a four-colour green: 9 pt minimum, Medium below 10 pt.

Never: retired colours (coral, Ochre, apricot, logo grey); rich black or grey text; tints of brand colours outside the palette; gradients (the only exception is a soft Forest Ink shade behind text on a photograph); metallic inks; Fern or Pale Sage as text; Honey for anything but stars.

Formats

Margins are inside / outside / top / bottom, or one value for all sides. Keep all critical content 5 mm inside the trim.

Item	Trim size	Margins	Grid	Bleed
A4 brochure (8 to 24 pages)	210 × 297 mm	20 / 15 / 15 / 20 mm	12 columns, 5 mm gutter, 4 mm baseline	3 mm
Catalogue (24 pages and more)	210 × 297 mm	25 / 15 / 15 / 20 mm (wider inside for the spine)	12 columns, 5 mm gutter, 4 mm baseline	3 mm
A5 booklet (care, sleep guide)	148 × 210 mm	16 / 12 / 12 / 16 mm	6 columns, 4 mm gutter, 3.75 mm baseline	3 mm
DL leaflet (roll fold, 6 panels)	297 × 210 mm flat, 99 × 210 mm panels (inner fold-in panel 97 mm)	10 mm per panel	2 columns per panel, 4 mm gutter	3 mm
Product specification sheet	A4 portrait	15 mm	12 columns, 5 mm gutter	3 mm, or none if printed in the office
Price list	A4 portrait	15 mm	12 columns, 5 mm gutter	None (White paper, office or digital print)
Business card	90 × 55 mm	6 mm	Free	3 mm
Letterhead	A4 portrait	20 mm sides, logo 15 mm from top, text starts 50 mm down, footer 15 mm from bottom	1 column	None
Compliments slip	210 × 99 mm	12 mm	2 columns	None
Envelope (DL)	220 × 110 mm	Logo and return address 15 mm from the top left corner	Free	None, printed on made-up envelopes
Presentation, proposal	16:9 slides (33.87 × 19.05 cm), or A4 landscape	15 mm (60 px on 1920 px slides)	12 columns	None
A-frame, pavement board	A1 insert, 594 × 841 mm (check the frame)	30 mm	6 columns	3 mm, or the frame maker's template
Bed-end card, shelf talker	A5 landscape or A6 tent card (105 × 148 mm per face)	8 mm	Free	3 mm
Mattress tag, law label	Per the factory's label specification	Per the label maker	1 column	None
Swing tag	55 × 90 mm, 5 mm hole centred 8 mm from the top	5 mm	Free	3 mm
Roll-up banner	850 × 2000 mm visible (plus the base allowance on the maker's template)	40 mm sides; nothing important in the bottom 300 mm	6 columns	Per the maker's template
Window graphics	Measured on site	50 mm from frames	Free	Per the installer
Packaging, carton labels	Per the packaging dieline	5 mm inside folds and creases	Free	3 mm on printed board
Gift card	85.6 × 54 mm (card size), 3 mm corner radius	5 mm	Free	3 mm
Thank-you card	A6, 105 × 148 mm (flat or folded)	10 mm	Free	3 mm

- **Letterhead and envelope.** Align the address block to the envelope window (confirm the window position with the envelope supplier). Printed letterhead carries only the wordmark and the footer; everything else is typed.
- **Showroom signage.** Fascia: White wordmark on Deep Green or Forest Ink, or Forest Ink wordmark on timber or a Linen-painted surface. Halo lighting, never a lightbox. Existing signs with the grey and coral logo stay until they are due for replacement.
- **A-frame, roll-up.** Logo at the top, one headline at eye level (about 1,200 to 1,700 mm from the floor on a roll-up), one photograph, one pill, a QR code of at least 40 mm.
- **Mattress tags and law labels.** Content and minimum text size come from the regulations of the market and the factory. The brand applies only to type (Satoshi, or the label maker's closest sans), colour (Forest Ink on white or natural fabric) and order: logo, product name, materials, size, care symbols, origin.
- **Window graphics.** Forest Ink or White cut vinyl, or a frosted band with the wordmark; safety markings at the heights the landlord or local code requires.
- **Packaging and labels.** One or two colours: Forest Ink or Deep Green on kraft or natural board, Taupe for narrow strips. Barcodes in 100% K on a White panel with a clear quiet zone.
- **QR codes.** At least 20 mm (40 mm on signs), Forest Ink on White or Linen with a clear border of four modules, the short web address written underneath. On dark grounds place the code on a White rounded panel.

Specification sheet anatomy

One A4 page per product (front and back if needed). Blocks run in this order, top to bottom:

- 1. **Header.** Forest Ink wordmark top left, 35 mm wide. Top right: the range as an eyebrow in Sage, and a small version code with the month (for example `v3 · Oct 2026`). - **Hypnos products:** the same Huxberry layout, with the official Hypnos logo beside the Huxberry wordmark: same cap height, separated by a 0.5 pt Hairline rule, clear space on both sides equal to the H stem width. Use Hypnos's own artwork and colours, never redrawn or recoloured. The range eyebrow moves below the logos. Add one line under the promise: "Hypnos beds are available in the UAE only at Huxberry."
- 2. **Product name.** 26 / 29 pt Regular, Forest Ink.
- 3. **One-line promise.** Intro style, one sentence, 12 words at most.
- 4. **Hero image.** The product on a Sand ground, full column width, 3 mm corners, about 80 mm tall.
- 5. **Key specifications.** Two-column table (label, value), 6 to 8 rows: feel, height, comfort layers, support, cover, turning, delivery, made in.
- 6. **Layers diagram.** A cross-section, top layer first, each layer labelled with its material and thickness in cm. Lines 0.5 pt Forest Ink, fills in Sand, Mist, Pale Green and Hairline, Fern for fibre and leaf details only.
- 7. **Sizes and prices.** Size name, dimensions (`160 × 200 cm`), price (`AED 2,300`). A line under the table: "Prices valid from [date]". Trade versions drop the price column.
- 8. **Certifications row.** Official marks at 10 to 12 mm high on White or a Mist strip, certificate or licence number under each in 7.5 pt Slate Green. Show only certificates held for this product. If a certificate covers one part, say so next to the mark ("GOLS-certified latex layer"). Official artwork from `legacy-2024/assets/certifications/`, never redrawn. At most four marks. Nothing expired, nothing pending.
- 9. **Warranty line.** "15-year warranty" on every Huxberry mattress; "10-year warranty" on Hypnos mattresses. Other products state their own warranty or none.
- 10. **Care.** Three or four short lines with line icons (rotate, air, spot clean, use a protector).
- 11. **Footer.** Showroom names and phone, huxberry.com, a QR code to the product page, Huxberry Trading LLC, the version code.

Table style (spec sheets, price lists, catalogues, quotations)

Element	Rule
Rules	0.5 pt Hairline between rows; no vertical rules; no outer box
Header row	Bold 700 Forest Ink on no fill, or on a Sand fill. Never a dark header row
Row fills	None. No zebra stripes
Numbers	Right-aligned, with tabular figures where the font offers them. Prices Bold
Units	In the cell (<code>27 cm</code>), never alone in the header
Row height	At least 7 mm on A4, so the page breathes

Brochure and catalogue anatomy

Part	Formula
Cover	One photograph, one headline (Regular), the wordmark. Nothing else: no badges, no offers, no list of products
Inside cover	White or Linen, a short brand statement, one piece of Fern line art bleeding off the edge
Spread rhythm	Alternate an image-led spread with a text-led spread. Grounds alternate White and Sand; never two Sand spreads in a row
Chapter opener	Sand or Pale Sage page, eyebrow, headline, two lines of intro, one photograph with 3 mm corners or full bleed
Material stories	One material per spread (wool, latex, cotton, springs, timber): what it is, where it comes from, which certificate proves it
Product page	Product on Sand, name, promise, three key facts, sizes and prices table, warranty line, applicable certificates, one pill and a QR code
Certifications page	Mist ground, marks in a row at 10 to 12 mm, number under each, one line on what each covers
Back cover	White or Deep Green (rarely), wordmark, showrooms, phone, huxberry.com, QR code on a White panel

Office documents

For Word, Google Docs, Slides, PowerPoint and quotations. Build each template once and share it; do not rebuild layouts per document.

	Word, PowerPoint (Satoshi installed)	Google Docs, Slides, or no Satoshi
Font	Satoshi (free from Fontshare)	Arial
Document title	24 pt Regular, Forest Ink	22 pt Arial Regular, Forest Ink
Heading	16 pt Medium, Forest Ink	15 pt Arial, Forest Ink
Body	10.5 pt Regular, 1.4 line spacing, Slate Green	10.5 pt Arial, 1.4 line spacing, Slate Green
Tables	9.5 pt, Hairline rules, Sand header row	Same, Arial
Slide title	36 to 44 pt Regular	36 to 40 pt Arial
Slide text	20 pt minimum, 16 pt for footnotes	Same

- Colours as hex: Forest Ink **#24312A** , Slate Green **#48534D** , Sage **#537156** , Sand **#F3EFE5** , Hairline **#DCD8CC** . Headings are never bold.
- **Quotations:** A4, logo top left, customer and quote number top right, table in the style above, prices as **AED 2,300** , VAT on its own line, validity date, warranty line, showroom footer.
- Save as PDF before sending. Never send editable Word or Slides files to customers.

Logo on print

Use only the files in **Logo/** . Full rules in 02 • Logo.

Item	Version	Width	Position
A4 brochure, catalogue cover	Forest Ink, or White on a dark photograph	45 to 55 mm	Bottom right or top left, on the margin
A5 booklet cover	Same	35 mm	Same
DL leaflet front	Same	30 mm	Same
Spec sheet, price list, quotation	Forest Ink	35 mm	Top left
Letterhead, compliments slip	Forest Ink	40 mm	Top left
Envelope	Forest Ink	35 mm	Top left
Business card	Forest Ink front; White H mark on a Deep Green back	32 mm; H mark 10 mm	Front top left
Swing tag, gift card	Wordmark, or H mark on small faces	30 mm; H mark 8 to 12 mm	Top centre on a tag
A-frame (A1)	Forest Ink or White	180 to 220 mm	Top
Roll-up banner	Forest Ink or White	500 to 600 mm	Top, 150 mm below the top edge

- Minimum sizes: wordmark 30 mm, H mark 8 mm. Below 30 mm use the H mark.
- Clear space: the width of the H stem on all four sides.
- ®: use the **-r** files on material for the UAE, USA and Saudi Arabia for Class 20 goods (beds, mattresses, pillows, furniture), on the first or most prominent appearance only. Bed linen and textiles, and Canada, use the plain files. Never add a typed ®.

Handing files to the printer

Item	Standard
File	PDF/X-4, one PDF per item, single pages (not spreads) unless the printer asks
Bleed and marks	3 mm bleed (large format per the maker's template), crop marks offset 3 mm outside the bleed
Fonts	Embedded in the PDF. Printers download their own Satoshi from Fontshare; never send font files
Images	300 ppi at final size (150 ppi for A1 and roll-ups), graded to the recipe in 06 • Imagery
Colour	Output intent agreed with the printer first: FOGRA39 for coated, FOGRA52 / PSO Uncoated v3 for uncoated
Proof	Hard proof on the actual paper, signed off before the run. Wet proof for any Pantone

Paper

Item	Stock	Weight
Brochure, catalogue and booklet covers	Uncoated warm white or natural, FSC certified	300 to 350 gsm
Brochure, catalogue and booklet text pages	Uncoated warm white, FSC certified	120 to 150 gsm
DL leaflet	Uncoated warm white	170 gsm
Spec sheets and price lists	Uncoated white (office printing: 100 to 120 gsm laser paper)	120 to 150 gsm
Letterhead, compliments slip, envelopes	Uncoated warm white, laser-safe, all matching	100 to 120 gsm
Business cards	Uncoated warm white, FSC certified (or two sheets duplexed)	400 to 600 gsm
Swing tags, gift and thank-you cards	Uncoated natural board or kraft-look	350 to 400 gsm
Bed-end cards, shelf talkers, A-frame inserts	Uncoated or matt board; matt synthetic outdoors	350 gsm, or 3 mm foamex for rigid
Roll-up banner	Matt, non-curl polyester film	About 200 to 250 microns

Print the FSC mark and licence code on the back cover when the printer's chain of custody allows it.

Finishes

Allowed	Not allowed
Uncoated, or matt	Gloss lamination, gloss varnish
Soft-touch lamination on covers, cards and gift cards	Spot UV
Blind emboss or deboss of the wordmark or H mark	Metallic gold, silver, copper or holographic foil
Matt foil in Forest Ink or Deep Green (White on dark board), logo only	Foil on text, patterns or prices
Section-sewn, PUR or saddle-stitched binding	Plastic wire or comb binding
Rounded die-cut corners on gift cards	Die-cut shapes, windows or pop-ups for effect

Don't

- Don't use any font but Satoshi (Arial only in Office documents without it), or set headlines Bold, in caps or in colour for emphasis.
- Don't fill a page because there is space left. Space is the premium.
- Don't round full-bleed images, or square off photos placed inside the margins.
- Don't print Linen as a flood on white paper, or use gloss, spot UV or metallic foil.
- Don't show a certificate that does not apply to that exact product, or crowd a page with badges.
- Don't retype, recolour or crowd the logo, or put it or a QR code on a busy part of a photograph.
- Don't use em dashes, American spelling or capitals typed on the keyboard.

Pre-print checklist

- ☐ Satoshi only, embedded; headlines Regular; nothing under 7.5 pt
- ☐ Text Forest Ink and Slate Green; text under 9 pt in 100% K
- ☐ Only palette colours; Pale Sage, Control and Honey builds approved by the printer
- ☐ Photo and panel corners correct for the format; full-bleed images square
- ☐ Logo from **logo/**, right version for the ground, ® rule followed, clear space kept
- ☐ Certificates apply to this product, with numbers; warranty 15 years Huxberry, 10 years Hypnos
- ☐ Prices **AED 2,300**, sizes **160 × 200 cm**, British English, sentence case, no em dashes
- ☐ QR code tested on the printed proof and links to the right page
- ☐ 3 mm bleed, crop marks, 5 mm safe area, PDF/X-4 with the agreed profile
- ☐ Images 300 ppi at final size, graded warm
- ☐ Hard proof approved on the actual paper

09

Social media, video, ads and email

How the 2026 brand looks and sounds on Instagram, Facebook, TikTok, YouTube, Pinterest, LinkedIn, WhatsApp, in paid ads and in email. Written for the marketing team, agencies and automated tools: every size, colour and rule here can be used as it is.

How the 2026 brand looks and sounds on Instagram, Facebook, TikTok, YouTube, Pinterest, LinkedIn, WhatsApp, in paid ads and in email. Written for the marketing team, agencies and automated tools: every size, colour and rule here can be used as it is.

Platform sizes, safe zones and limits checked September 2026. Platforms change often: check again every six months and before any large campaign.

The social look

A Huxberry feed looks like a bright bedroom seen through a series of calm windows: clean morning daylight, whites and soft greens, wool, latex, cotton and oak, real rooms and real hands, with the same few layouts coming back again and again. Type is rare and quiet (Satoshi Regular, sentence case, lots of space); green appears in small doses as a Sage label, an eyebrow or a leaf in the photograph. Nothing shouts: no bursts, no red, no stacks of badges, no busy collages.

The rule of the grid

Rule	Detail
Mostly photo	At least 6 in every 9 grid posts are photographs, most of them with no type at all
Few layouts, repeated	Use only the nine layouts below. The same layout always looks exactly the same
One idea per post	One message, one photograph, one action
Light grounds	Text posts sit on White, Sand, Linen or Pale Sage. A Deep Green post is rare (one in 12 at most)
Never two text posts side by side	In any row of three, at least two tiles are photographs
Graded images	Every image follows the colour grade in O6 • Photography

Social type and shape (1080 px canvas)

This is the only place social type sizes are set. Sizes are for a 1080 px wide canvas.

Style	Weight	Size	Line height	Tracking	Colour
Headline	Regular 400	64 to 96 px	1.08	-0.025em	Forest Ink; White on photos and green
Card heading, product name in a card	Medium 500	40 to 48 px	1.2	-0.01em	Forest Ink
Body	Regular 400	32 px minimum (up to 36 px)	1.4	0	Slate Green; White on green
Eyebrow	Bold 700, caps by style	26 to 28 px	1.3	0.08em	Sage; White on dark
Pill label	Medium 500	30 px	1	0	White on Sage; Forest Ink on White
Price	Bold 700	40 to 48 px	1.2	0	Forest Ink
Terms, review source	Regular 400	28 px (terms and sources only)	1.4	0	Slate Green
Video caption	Medium 500	44 to 52 px	1.25	0	White

Shape and space	Value
Outer margin, 1080 × 1350 posts	80 px all round (content area 920 × 1190 px). This also clears the 3:4 profile grid crop
Spacing unit	8 px. Eyebrow to headline 24 px, headline to body 32 px, body to label 48 px
Panels, cards, inset photos	32 px corners
Small tiles (thumbnails, swatches)	24 px corners
Labels, tags, buttons	Pill. Label 72 px tall, 36 px side padding. Product tag 56 px tall, 24 px padding, Deep Green, White Medium 28 px
Full-bleed photos	Square corners (they run off the edge)
Photo shade	Forest Ink, 50% to 0%, behind text only (never over the whole image)
Words on an image	20 at most, including the label
Shadows	None, except the soft review-card shadow

Logo on social

Use	Rule
Profile avatar, every platform	H mark in Forest Ink, centred on a Pale Sage circle, the H 50% of the circle's height. Upload 1080 × 1080. One file for every platform
Inside posts	Usually none: the account name is already there. Use the wordmark only on offers, final carousel slides, showroom invitations and video end cards
Wordmark in a post	Real file only (Forest Ink on light, White on green or dark photos). 300 px wide (280 px minimum), bottom left on the 80 px margin
Never	Typed or redrawn wordmarks, logos on busy parts of a photo, logo watermarks on every image, the legacy grey and coral logo

Platform by platform

Instagram

Placement	Size (px)	Safe zone and limits	Notes
Feed post	1080 × 1350 (4:5)	80 px margin. The profile grid shows a 3:4 centre crop (about 34 px lost each side)	Our standard post. 1080 × 1440 (3:4) is also accepted; do not mix ratios in one carousel
Carousel	1080 × 1350, 4 to 8 slides (platform allows up to 20)	As feed	Every slide the same ratio. See the carousel system below
Stories	1080 × 1920 (9:16)	The vertical safe box (below). Up to 60 s per video story	Organic Stories: 5 to 15 s per frame
Reels	1080 × 1920	The vertical safe box. Cover: key content inside the centre 1080 × 1440	15 to 45 s. Reels over 3 minutes are not shown to new audiences
Profile photo	1080 × 1080 upload, shown as a circle about 110 px	Centre only	H mark on Pale Sage
Highlight covers	1080 × 1920, shown as a small circle	Keep the icon inside the centre 640 × 640	Pale Sage ground, one Forest Ink line icon (1.5 px stroke at 24 px, scaled up evenly). Names: Showrooms, Mattresses, Beds, Bedding, Reviews, Delivery
Bio	150 characters		Line 1 what we are, line 2 proof, line 3 action. Link to a page with the showroom and product links
Caption	2,200 characters; about 125 show before "more"		Hashtags 3 to 5 at most

Suggested bio: **Natural and organic mattresses, beds and bedding.** / **15-year warranty on Huxberry mattresses.** / **Showrooms in Dubai. Lie down, take your time.**

Works for Huxberry: material close-ups, light moving over a made bed, showroom walk-throughs, carousels that explain layers, real reviews.
Avoid: memes, trend dances, collages, text-heavy tiles, reposted stock images.

Facebook

Placement	Size (px)	Safe zone and limits	Notes
Feed post	1080 × 1350 (4:5)	80 px margin	Same file as Instagram
Reels and Stories	1080 × 1920	The vertical safe box	Same file as Instagram
Page cover	851 × 315 recommended (upload at 2x: 1702 × 630)	Phones crop the sides and the profile photo overlaps about 40 px at the bottom left. Keep the subject in the centre 60%	A real showroom or bedroom photograph. No text, no offers
Profile photo	320 × 320 minimum (upload 1080), shown as a circle		H mark on Pale Sage

Works for Huxberry: showroom news, events, longer captions for older buyers, reviews, Messenger and WhatsApp as the next step. **Avoid:** link posts with no image, boosted posts that only repeat Instagram hashtags.

TikTok

Item	Spec
Video	1080 × 1920 (9:16). Post 15 to 45 s (uploads can run to 10 minutes on most accounts)
Safe zone	The vertical safe box. TikTok's right-hand buttons need 140 px clear on the right; in Arabic interfaces the layout can mirror, so keep 140 px clear on both sides for Arabic videos
Caption	Up to 4,000 characters; only the first 80 to 100 show. Put the point first
Ad text	1 to 100 characters, and shown on few lines: one short sentence
Profile	H mark on Pale Sage; bio 80 characters

Works for Huxberry: staff to camera answering one real question ("Why does wool keep you cool?"), a hand pressing latex, unboxing a pillow, "how to choose your firmness" in under 30 s, showroom walk-throughs. **Avoid:** trend dances, borrowed sounds (see sound policy), shouting hooks, fake "customer" skits, green-screen memes.

YouTube, Pinterest, LinkedIn and WhatsApp

Platform	Sizes and limits	Works for Huxberry	Avoid
YouTube	Shorts 1080 × 1920, up to 3 minutes (we post 20 to 50 s); home page shows its own 4:5 crop of a Short, so keep the subject centred. Thumbnail 1280 × 720, at least 640 px wide, JPG or PNG, under 2 MB. Channel banner 2560 × 1440 (minimum 2048 × 1152, under 6 MB), text and logo inside the centre 1235 × 338	Longer guides (how mattresses are made, choosing a bed, care), showroom tours, product walk-throughs; Shorts cut from the same shoots	Clickbait thumbnails: arrows, circles, shocked faces, more than 5 words
Pinterest	Pin 1000 × 1500 (2:3), 60 px margin. Video pin 1000 × 1500 or 1080 × 1920, 6 to 15 s (platform allows 4 s to 15 minutes). Title up to 100 characters; description up to 800	Room photographs, material flat lays, styling ideas, bedroom sets. Titles say what it is: "Oak bed with organic cotton bedding in a bright bedroom"	Offers and dates (pins live for years)
LinkedIn (company page, trade and B2B)	Logo 400 × 400 (H mark on Pale Sage). Cover 1128 × 191, a photograph with no text. Image post 1080 × 1350 or 1200 × 627 for link posts. Video 3 s to 10 minutes (we post 30 to 90 s)	Hospitality and trade projects, certificates and how we earned them, craft and workshop stories, team news, hiring. Same tone, a little more factual	Consumer offers, hashtag lists, reposted Reels with their captions
WhatsApp Business	Profile photo 1080 × 1080 upload, shown as a circle (H mark on Pale Sage). Catalogue images 1080 × 1080, product on Sand filling about 80%. Status 1080 × 1920 in the vertical safe box, 15 to 30 s (up to 60 s; 90 s on newer apps)	Replies, product links, showroom directions, Status from the week's Reels	See Messaging

YouTube thumbnails: one graded photograph, up to 5 words in Satoshi Regular 96 to 120 px (on the 1280 canvas), White on a Forest Ink shade or Forest Ink on a light area.

The vertical safe box (Stories, Reels, TikTok, Shorts, Status)

One box for every vertical placement, so one file works everywhere:

Edge	Keep clear	Why
Top	270 px (14%)	Account name, progress bar, close button
Bottom	670 px (35%)	Caption, audio line, call-to-action button, reply bar
Left	80 px	Screen edges and Meta's 6% margin
Right	140 px (both sides for Arabic videos)	TikTok, Reels and Shorts button column

Everything that must be read (captions, titles, prices, labels, logo) sits inside the box: x 80 to 940, y 270 to 1250. The photograph or video still fills the whole 1080 × 1920 frame.

Post layouts (1080 × 1350)

All layouts use the 80 px margin and the type table above. Coordinates are measured from the top left.

#	Layout	Ground	Composition	Type	Logo
1	Photo only	Full-bleed photograph	Subject on a third, space around it. Square corners	None	None
2	Photo and headline	Full-bleed photograph	Headline on the calmest side, bottom left, last line ending 80 px above the bottom edge. Forest Ink shade (50% to 0%) behind the lower 45% only if the photo needs it	Eyebrow (optional) Pale Green 26 px; headline White 72 to 88 px, up to 7 words. Or Forest Ink on a light, calm area with no shade	None
3	Text card	Linen, White, Sand or Pale Sage	Eyebrow top left at y 80. Headline below it, left aligned, up to 3 lines. Body 32 px under it. Fern line art bleeding off one edge, 20 to 40% of the area, never behind text	Eyebrow Sage 28 px; headline Forest Ink 80 to 96 px; body Slate Green 32 to 36 px	Optional wordmark, bottom left
4	Material close-up	Sand	Macro photograph as an inset panel, 920 × 920 at y 80, 32 px corners. Text block below it	Eyebrow Sage 28 px ("WOOL"); card heading Forest Ink Medium 40 to 48 px, one line ("RWS-certified wool from New Zealand")	None
5	Review card	Pale Sage	White card 920 wide, centred, 32 px corners, 64 px padding, the soft shadow (<code>0 2px 4px rgba(36,49,42,.04), 0 16px 48px rgba(36,49,42,.06)</code>)	Honey stars 48 px, 8 px apart, matching the real rating; quote Forest Ink Regular 48 to 56 px, up to 20 words, no quotation marks; name Medium 32 px Forest Ink (format: "Sara K., Dubai"); source 28 px Slate Green (format: "Google review, Sheikh Zayed Road showroom, March 2026")	None
6	Offer	Linen or Sand, optional photo panel 920 × 560 at y 80 with 32 px corners	One offer, stated plainly, left aligned	Eyebrow Sage 28 px; headline Forest Ink 80 to 96 px ("20% off organic bedding"); terms 28 px Slate Green with the real end date; Sage pill label ("Shop bedding")	Wordmark bottom left
7	Carousel	See the carousel system below			
8	Product spotlight	Sand	Product photo (room or cut-out on Sand) as a 920 × 760 panel at y 80, 32 px corners; one Deep Green product tag 24 px in from the panel's top left corner	Product name Forest Ink Regular 64 px; facts line 32 px Slate Green ("Medium feel • 5 sizes • GOLS-certified latex layer"); price Bold 40 px ("From AED 2,300"); Sage pill ("See the Essentia")	None
9	Showroom invitation	Pale Sage (or Deep Green, rarely)	Real showroom photograph as a 920 × 640 panel at y 80, 32 px corners; text below	Eyebrow "VISIT US"; headline "Lie down. Take your time." 72 to 88 px; body 32 px with the showroom names; Sage pill "Book a visit" (White pill with Forest Ink text on Deep Green)	Wordmark bottom left (White on Deep Green)

Prices and product names in examples are placeholders: always take them from the live product page on the day of posting.

Carousel system

Slide	Rules
Cover	Layout 2 or 3. The headline promises what the swipe gives ("What's inside a natural mattress"). A 28 px Slate Green line "Swipe to see the layers" is the only extra
Inner slides	Same ground and grid on every slide. Eyebrow at y 80 numbers the step ("02 • LATEX"); photo panel 920 × 640 with 32 px corners; card heading 40 to 48 px; body 32 px, 25 words at most. Each slide makes sense alone
Final slide	Summary in one headline, proof line (certificate, warranty or review count), one Sage pill, the wordmark bottom left
Length	4 to 8 slides. One idea per slide, never a wall of text

Stories (1080 × 1920)

- Full-bleed photo or video, with at most one caption or headline (64 to 80 px Forest Ink on Linen or Pale Sage, or White on a shaded photo) inside the safe box.
- Platform stickers (poll, question, link, location) sit inside the safe box, one per frame. No decorative stickers, GIFs or animated text effects.

Video (Reels, TikTok, Shorts, Stories)

Principle: slow, real and close. The viewer should almost feel the wool.

Topic	Rule
Hook, first 2 seconds	Open on the most tactile moment: a hand pressing into latex, wool being pulled apart, morning light hitting a bed. An on-screen line of up to 6 words appears on frame one. No logo intro, no black frames, no "Hi guys"
Pacing	A cut every 1.5 to 3 s. Slow, steady camera moves. No whip pans, zoom punches, flashes or glitch transitions
Framing	Shoot vertical (9:16) at 4K, deliver 1080 × 1920 at 25 or 30 fps. Subject in the middle band of the frame, away from the safe-box edges
On-screen titles	Satoshi Regular 64 to 80 px, sentence case, in the upper part of the safe box (from y 270). One title at a time, 6 words at most
Burned-in captions	Always on. Satoshi Medium 44 to 52 px, sentence case, White on a Forest Ink pill at 85% (24 px top and bottom padding, 32 px sides). Clean White text is allowed on calm, dark footage with a soft shadow (0 2px 8px rgba(36,49,42,.5)); never on bright footage
Caption lines	Up to 32 characters (about 5 words) per line, 2 lines at most, centred on x 540 within 800 px, the bottom line ending at y 1250
Voice	Real people: staff, the founder, craftspeople or real customers, speaking plainly to camera. Calm pace, no hype, no scripted shouting
Sound and music	Acoustic, ambient, unhurried. Natural sound (fabric, footsteps, birds) is welcome. Keep music under the voice
Trending audio	Business accounts use only the platform's commercial music library or music we have licensed in writing. No trending songs from the personal library. Original sounds only when the platform marks them as cleared for business use
Cover frame	A clean, graded frame with the title inside the centre 1080 × 1440 so the grid crop keeps it
End card	Optional, 2 s at most: Linen ground, Forest Ink wordmark 360 px wide centred at y 800, one line Regular 48 px under it, "huxberry.com" 32 px Slate Green. Organic Reels can simply end on the product
Logo	Only on the end card. No corner watermark
Accessibility	Captions on every video, including ads and Stories. Nothing flashes more than 3 times a second. Say what matters out loud and on screen

Shots that fit the brand: wool pulled apart in backlight and latex pinholes in macro; a hand sinking into a mattress and the surface returning; a slow move across a made bed as morning light crosses it; one steady showroom walk-through ending with someone lying down; staff or the founder answering one question to camera in under 30 s; real workshop hands tufting, sewing, finishing.

AI-generated video and images follow 11 • AI imagery and prompts: never for customers, staff, showrooms, construction or proof of performance.

Captions and copy

Topic	Rule
Tone	The knowledgeable friend in the showroom from 01 • Brand: plain, specific, warm, never pushy
First line	The point, in under 125 characters (under 80 on TikTok). It must work alone
Length	Feed and Reels: 1 to 4 short sentences. Carousels and LinkedIn can run to 120 words
Case and spelling	Sentence case everywhere, British English, AED 2,300 , 160 × 200 cm . No em dashes, no exclamation marks, no capitals for emphasis
Hashtags	3 to 5 at most, at the end, specific (#organicmattress #dubaihome #naturalbedding). None on LinkedIn or Facebook
Emoji	None, or one calm one (a leaf, the moon). Never 🧯 , ✨ , !! or rows of emoji
Calls to action	"Visit a showroom", "Book a visit", "Find your mattress", "Shop bedding", "Message us on WhatsApp", "See the layers". One per post

Claims: name the certificate, for that part of that product

Certificate	What it covers	Say	Never say
GOTS	Organic cotton and textiles	"GOTS-certified organic cotton cover"	"GOTS-certified mattress" if only the cover is
GOLS	Organic latex	"GOLS-certified organic latex layer"	"Organic bed"
RWS	Wool	"RWS-certified wool"	"Ethical wool" with no certificate
OEKO-TEX Standard 100	Textiles tested for harmful substances	"OEKO-TEX Standard 100 tested fabric"	"Toxin-free", "chemical-free"
CertiPUR-US	Foam	"CertiPUR-US certified foam layer"	"Natural foam"
FSC	Timber	"FSC-certified oak" (only when the chain of custody covers that product)	"Sustainable furniture"

- Only claim the certificates a product actually holds, as listed on its product page. Never "every Huxberry product is certified".
- **Warranty:** 15 years on every Huxberry mattress (including budget and youth ranges). 10 years on Hypnos mattresses. For beds, sofas and furniture, use exactly the wording on the product page.
- **Reviews:** give the source and the date: "4.8 from 265 Google reviews, Sheikh Zayed Road showroom, checked September 2026".
- **Never say:** eco-friendly, green (as a claim), chemical-free, toxin-free, non-toxic, cure, heals, fixes back pain, doctor recommended (without a named doctor and permission), best in Dubai, luxury on its own, cheapest, limited time only, last chance, hurry, revolutionary.

Content pillars and weekly mix

Pillar	What it is	Example posts
Materials	What is inside and why	Wool pulled apart in backlight; carousel "Four layers of the Essentia"
Better sleep	Useful, honest advice	"The air conditioner cools the room, not the bed"; choosing firmness
Rooms	Our products in real, bright homes	Photo-only post of a bedroom; Pinterest room sets
Proof	Reviews, certificates, warranty, making	Review card; "What GOLS actually checks"
People and showrooms	Staff, craftspeople, visits	Showroom walk-through Reel; staff answering one question
Product	Launches and spotlights	Product spotlight; new bedding colours
Offers	Occasional, calm	One offer post, never more than 1 in 10 posts

Suggested week (Instagram, mirrored to Facebook): Monday materials Reel • Tuesday photo-only post • Wednesday better-sleep carousel • Thursday review card or proof • Friday people or showroom Reel • Saturday photo or product spotlight • 2 to 4 Stories a day.

TikTok: 3 videos a week from the same shoots. YouTube: Shorts from the same edits, one long guide a month. LinkedIn: 1 to 2 posts a week. Pinterest: 5 to 10 pins a week from the photo library.

Creators, customer content and reviews

Briefing a creator

Brief item	What to give
One message	"Wool keeps you cool in a Dubai summer", not five selling points
Proof they may say	The exact certificate and warranty wording from this chapter
Must show	The real product, their real room, natural light, captions on
Must not	Scripted hype, before-and-after health claims, discount codes unless agreed, trending songs, our logo redrawn
Look	O6 • Photography: bright daylight, whites and soft greens, lived-in, no flash
Disclosure	Use the platform's paid-partnership label on every paid or gifted post. Work only with creators who hold the UAE advertising permit the law requires
Approval	We see the final edit and caption before it goes live; we check claims, not personality

Showing reviews truthfully

- Only real reviews, quoted word for word. Shorten with "..." only if the meaning stays the same, and never fix the reviewer's opinion.
- First name and initial, or initials only, with the city: "Sara K., Dubai". Ask permission before using a full name or photo.
- Always the source and date: "Google review, March 2026".
- Never invent, combine, translate loosely or generate a review, a reviewer or a reviewer's photo.
- Reshare customer photos only with the customer's written permission, credited to them.

Local and seasonal

Moment	Angle	Rules
Ramadan	Calm evenings, rest between suhoor and work, a restful bedroom	Dates move about 11 days earlier each year: check them. "Ramadan Kareem" greetings, no food or drink in daytime posts and ads, softer tone, no heavy selling in the first days
Eid Al Fitr and Eid Al Adha	Hosting family, guest rooms, fresh bedding	"Eid Mubarak". Any offer follows the offer rules
UAE National Day, 2 December	Pride in home and the country we make things in	One respectful post. Use the UAE flag correctly (never distorted, cropped or on a product). Do not recolour the brand in flag colours
Summer (June to September)	"The air conditioner cools the room, not the bed." Breathable wool and latex	Explain how breathable materials help; no cooling-performance numbers unless tested and on file

Respectful imagery: modest, relaxed clothing (sleeves, loungewear); people resting alone or sitting together, never intimate poses in bed; no alcohol; faces relaxed or turned away, as in O6 • Photography.

Arabic text

Topic	Rule
Typeface	Satoshi has no Arabic letters. Use IBM Plex Sans Arabic (free, SIL Open Font License, Google Fonts): Regular for headlines and body, Medium for labels and captions, Bold for eyebrows. For large display lines, Noto Kufi Arabic (also SIL Open Font License) is the alternative
Size	Set Arabic about 10% larger than the English next to it, with a line height of 1.5 to 1.7
Direction	Right to left: right aligned, the layout mirrored, same margins and safe box (140 px clear on both sides of vertical video)
Letter spacing and caps	Never letterspace Arabic. Arabic eyebrows are Bold with no tracking
Numbers and prices	Western digits in both languages: AED 2,300
Bilingual posts	English and Arabic in separate blocks, never mixed in one line. Same hierarchy, same colours
Translation	Written or checked by a native Arabic speaker. Never machine translation alone. All the same claims rules apply

Paid ads (Meta, TikTok, YouTube, Pinterest)

Structure: product in a real room, then the proof, then the action. One message per ad.

Part	Rule
Frame or image	The product in a bright, real room, graded to O6 • Photography. Video ads: the product in the first 2 s
Proof	One: the certificate for that part, the warranty, or the Google review count with its source
Action	One call to action
Primary text (Meta)	125 characters or fewer recommended; first line carries the message
Headline (Meta)	40 characters for image ads, 27 for video ads
Sizes	Design on the 1080 canvas. Export Meta ads at the recommended 1440 × 1800 (feed, 4:5) and 1440 × 2560 (Stories and Reels, 9:16) by scaling every measurement by 4/3
Vertical safe zone	Meta: 14% top, 35% bottom, 6% sides, one zone for Facebook and Instagram Stories and Reels. Our vertical safe box covers it
TikTok ads	9:16, 9 to 15 s works best (the platform allows much longer), ad text up to 100 characters. Check TikTok's safe-zone template for the caption length used
Allowed calls to action	Shop now, Learn more, Book now, Get directions, Send WhatsApp message. In our own copy: "Visit a showroom", "Find your mattress", "Book a visit"
Never	Countdown timers, "last chance", flashing or burst graphics, red price flashes, fake scarcity ("only 3 left" unless true and live), before-and-after health claims

Offer rules

- One offer per ad, stated plainly: what, on which range, until when.
- Real end date in the terms line. No countdowns and no extensions presented as "back by demand".
- The price shows the saving: the old price struck through in Slate Green, the new price in Bold Forest Ink (**AED 3,200** **AED 2,560**); no "up to" headlines, no percentage bursts, no stacked discount badges.

- Hypnos mattresses are never shown in discount offers.
- Terms at 28 px Slate Green on the image, full terms on the landing page.

Email

Part	Spec
Width	600 px content column, centred; images supplied 1200 px wide
Grounds	Linen page behind the column. Content blocks alternate White and Sand, like the website bands. Pale Sage for a showroom or review block
Type	Satoshi loaded as a web font (https://api.fontshare.com/v2/css?f[]=satoshi@400,500,700&display=swap), falling back to Arial. Headline Regular 32 px (28 px on phones), line height 1.15, Forest Ink. Body Regular 16 px, line height 1.6, Slate Green. Small print 14 px
Buttons	Bulletproof HTML buttons (they work with images off, and include the Outlook version): Sage #537156, White Satoshi Medium 16 px, sentence case, 48 px tall, 28 px side padding, pill corners (24 px radius)
Header	White block, Forest Ink wordmark as a PNG at twice the size, shown 140 px wide, alt text "Huxberry", links to huxberry.com. Keeping it on White keeps it visible in dark mode
Footer	White with a Hairline top rule: showroom names, phone, WhatsApp link, 14 px Slate Green, unsubscribe link
Calls to action	One primary button per email. Others are Deep Green text links
Images	Graded, 16 px corners where the email client allows, alt text on every image, never a whole email as one image
Subject and preheader	Subject in sentence case, under 50 characters, no emoji or one calm one, no capitals. Preheader 40 to 90 characters that adds to the subject

Messaging and email signature

WhatsApp and direct messages

- Plain, friendly, short. Greet by name, answer the question, offer one next step.
- Sign off with your first name ("Maya, Huxberry"), not just the brand.
- Link to the exact product page or showroom map, never the homepage.
- No stickers, no emoji walls, no voice notes to someone who has not sent one first.
- Broadcasts only to customers who opted in, one message, one link, never more than twice a month.
- Business profile: H mark photo, the bio line from Instagram, showroom addresses and opening hours kept current.

Email signature (Arial, because signatures do not load web fonts)

Name Surname Role · Huxberry +971 4 295 8802 · huxberry.com

Arial 14 px. Name in Forest Ink Bold, the rest in Slate Green. No logo image, no banners, no quotes, no social icons.

Pre-publish checklist

- ☐ One of the nine layouts (or the Stories and video rules), exactly as specified
- ☐ 1080 × 1350 feed, 1080 × 1920 vertical, text inside the 80 px margin or the vertical safe box
- ☐ Satoshi only (IBM Plex Sans Arabic for Arabic); headlines Regular, never bold; sentence case
- ☐ Nothing under 26 px on a 1080 canvas; 20 words or fewer on the image
- ☐ Colours from the palette only: Sage labels, Honey stars only, White text on green; no retired colours
- ☐ 32 px corners on panels, pills for labels, square full-bleed photos, no shadows except review cards
- ☐ The real logo file, where the rules allow it, or none
- ☐ Photo graded to O6 (bright, clean, very slightly warm); no flash, stock smiles, cold blues or brown casts
- ☐ Captions burned in on every video; first 2 seconds show the product or material
- ☐ Audio from a commercial library or licensed in writing
- ☐ Every claim names its certificate for that component; warranty 15 years Huxberry, 10 years Hypnos
- ☐ Reviews real, word for word, with name or initials, source and date
- ☐ One message, one call to action, no countdowns, no em dashes, no exclamation marks, 5 hashtags at most

- ☐ Prices and product names checked against the live product page today
- ☐ Alt text written (Instagram, Facebook, LinkedIn, email)

CHAPTER 10

10

Website: huxberry.com

How the 2026 rules apply to huxberry.com. The theme files that do this live in `shopify/`.

How the 2026 rules apply to huxberry.com. The theme files that do this live in `shopify/`.

The system on every page

Rule	Value
Typeface	Satoshi throughout. Headlines Regular, never bold
Column	1320 px, 40 px gutters (20 px on phones)
Section spacing	80 px (56 px on phones)
Bands	Full width, alternating White and Sand
Corners	16 px panels, cards and photos; 12 px inputs and tiles; pill buttons
Buttons	Sage pills, sentence case, Deep Green on hover
Text sizes	Identical on every page (see 04 · Typography)
Text on green	White

Homepage, section by section

#	Section	Ground	Rules
0	Announcement bar	Pale Sage	Forest Ink Medium 14 px, one message at a time, pause control
1	Header	White, no rule	Forest Ink wordmark, Medium 15 px menu that never wraps, line icons
2	Hero	Sand band	Desktop: photo with a short shade behind the text only. Phones and iPad portrait: clean photo, then a Deep Green panel with White headline, White pill and White outline pill
3	Trust strip	White	Deep Green line icons, 14 px labels, same as the product page
4	The lineup	Sand	Sage eyebrow, 28 to 40 px heading, White product cards, one Deep Green tag, "Find your feel" guide above the grid
5	Breathable comfort	White	Heading, 17 px intro, Medium 17 px points, lived-in photo with 16 px corners
6	Reviews	Sand	Pale Sage summary, White review cards with the soft shadow, Honey stars, source and date checked
7	Categories	White	Photo tiles with 16 px corners, sentence-case labels
8	Showroom invitation	Pale Sage panel	Sage eyebrow, Forest Ink heading, Sage pill button
9	Journal	Sand or White	Content cards
10	Newsletter	Alternating band	Pill email field with Control border, Sage pill button
11	Footer	White, Hairline top rule	Wordmark, 14 px links, tap-to-open groups on phones

Product pages

#	Section	Ground	Rules
1	Overview	White	Gallery on Sand with 16 px corners and 12 px thumbnails; product name 40 px Regular; Bold price; Honey stars
2	Buy box	Sand panel	Size selector and option tiles with Control borders and 12 px corners; Sage selected state; Sage "Add to cart" pill
3	On phones		Name, price, size, feel and Add to cart come before the service icons
4	Services	White	The same trust strip as the homepage
5	Choose your firmness	Sand	Pill toggle, Sage selected option, video with 16 px corners
6	Material stories	White	40 px headings, Slate Green body, 16 px photos
7	Compare the collection	Sand	White cards with Hairline border; the current model outlined in Sage
8	FAQ and reviews	Alternating	Hairline rules between questions

After Add to cart the visitor stays on the page and a cart panel slides in.

Collection, search and content pages

- Collection and search: the same 1320 px column and product cards; "13 products" count beside Sort; filters in a panel with "Clear all" only when a filter is on.
- Locations, Warranty, FAQ, Contact, About and 404 share one **page header** section: a Sand band with the page title, then White and Sand bands.
- The 404 page offers search and three ways back.

Content rules for the site

- Product names in full in page titles.
- One H1 per page.
- Only the certifications that apply to that category, worded for the part they cover.
- Warranty: 15 years on Huxberry mattresses, 10 years on Hypnos.
- No em dashes anywhere, including product descriptions and meta text.
- Payment badges (tabby, tamara) keep their own brand colours. That is correct.

11

AI imagery and prompts

AI images and video help us show real Huxberry products in bright, calm rooms quickly. They never replace the truth about a product. This chapter is written for marketers and for image models: copy the blocks as they are, fill the slots in [SQUARE BRACKETS], and check every result against the product before it goes anywhere.

AI images and video help us show real Huxberry products in bright, calm rooms quickly. They never replace the truth about a product. This chapter is written for marketers and for image models: copy the blocks as they are, fill the slots in [SQUARE BRACKETS], and check every result against the product before it goes anywhere.

When to use AI, and when never to

Use AI for	Never use AI for
Rooms and settings around a real product, made from a reference image of that product	The Huxberry logo or wordmark. Always place the real logo file in layout
Editorial and journal images: materials still lifes, calm bedrooms, hands and details	Certification marks, certificate numbers, awards, star ratings
Category tiles, collection banners, social backgrounds, seasonal scenes	Text of any kind: headlines, prices, offers, captions, greetings. Add them as live type
Short motion from an approved still: light moving, fibres settling, a slow camera glide	Construction: layers, springs, cut-aways, comparisons between models. These come from photography or 3D
Illustrating a benefit as a clear metaphor (breathable wool, a soft touch)	Proof of performance: cooling, pressure, motion or durability demonstrations
	Customers, reviews, testimonials, experts, staff or founders
	Our showrooms, our workshop, our kitchen and closet projects. Use real photos
	Unboxing, expansion or anything that shows how the real product behaves

- An AI image of wool, latex or cotton shows a mood, not the material the customer receives. Never caption it as if it were.
- An AI craftsperson is not our workshop. Do not label it as Huxberry's makers.

Which tool for which job

Try the tools in this order and stop at the first result that is good enough.

Order	Tool	Use it for	Notes
1	GPT Image (ChatGPT or Codex, on the company subscription)	Most stills: product lifestyle, tiles, social, editorial	No per-image cost. First choice every time
2	Nano Banana Pro (Gemini)	Wide 16:9 and 21:9 layouts, fine product detail, a 2K re-render of the picked image	Use when GPT Image misses the layout twice (for example keeping one half clear for text)
3	Higgsfield Marketing Studio Image	Last resort for stills	Draft at 1K, medium quality. Ask before rendering at high quality
Never	Nano Banana 2	Not for product shots	In testing it changed a bed's base
Video	Kling 3.0 image-to-video	Animating one approved still	720p by default, 1080p at most, never 4K
Video	Seedance 2.0 reference-to-video	Scenes guided by several approved references	Same limits as Kling

- **Draft at 1K.** Go bigger only for the image that is picked, and only as large as it will display.
- 1K is enough for product pages, tiles and cards (the website never shows them wider than 1400 px). 2K only for full-width heroes and wide banners.

Sizes by placement

Placement	Ratio	Final size (px)	Composition note
Homepage or page hero, desktop	16:9	about 2730 × 1536	One side calm (wall, window light) for the headline
Hero, phone	1:1	1200 × 1200	Generate its own centred square. Do not crop the desktop image
Hero, tablet	4:3	1440 × 1080	Photo only; text sits on a panel below
Collection banner	21:9	about 1916 × 821	Product in the centre third; phones show a 4:3 centre crop
Category tile	1:1	1024 × 1024	Product whole, name sits below the photo
Product page lifestyle photo	1:1	1200 × 1200	Product fills about 70% of the width
Instagram and Facebook feed	4:5	1080 × 1350	80 px margin all round (see chapter 09)
Square feed	1:1	1080 × 1080	80 px margin
Stories, Reels, TikTok, Shorts	9:16	1080 × 1920	Keep 270 px top, 670 px bottom, 80 px left and 140 px right clear (see chapter 09)
Link ads	1.91:1	1200 × 628	40 px safe area
Pinterest	2:3	1000 × 1500	80 px margin
Email image	any	1200 wide	Shown in a 600 px column
Website video loop	4:3 or 16:9	720p, 1080p at most	6 to 10 seconds, silent, seamless loop

Master style block

Paste this at the end of every still-image prompt.

STYLE: Must look like a real photograph by a professional interior photographer, full-frame camera, 35mm lens, natural daylight. Never a 3D render or CGI. Bright, calm garden room: white limewash walls, a large window onto a lush green garden, leafy plants (olive tree, fig, kentia palm, monstera), pale oak floor and furniture, crisp white organic cotton bedding, sage-green linen accents, undyed wool. Clear fresh morning daylight from the side window; soft, lifted shadows; gentle contrast; true colour. Whites are clean and very slightly warm, never blue, never orange. Greens are fresh but soft, close to sage (#537156) and fern (#A7C09B). Real fabric texture and creases, soft contact shadows, real wood grain, fine film grain. Uncluttered, generous calm space. Fresh, green, organic, bright, inviting and premium: whites and greens dominate, not brown or beige. No people unless asked. No added text, no logos, no watermark.

Avoid block

Add this as a closing line, or as the negative prompt where the tool has one.

AVOID: 3D render look, CGI, plastic sheen, HDR, heavy clarity, oversaturation, cold or blue white balance, orange or amber cast, brown or beige rooms, flash, hard studio light, black crushed shadows, chrome, glossy plastic, neon, busy patterns, fake plants, tropical over-styling, clutter, posed stock smiles, people looking at the camera, text, letters, numbers, logos, badges, certification marks, watermarks, extra or missing product parts, changed stitching, warped or misspelled labels, cropped product.

Prompt templates

Put the reference image first, then the template, then the style and avoid blocks. Describe the product's visible details in the prompt so the model knows what to protect.

1. Mattress lifestyle (product page, square)

Square product lifestyle photo. The [MATTRESS NAME] mattress ([VISIBLE DETAILS, e.g. tufted cream top, quilted cream border, thin olive piping, HUXBERRY side label]) from the reference, on a low pale-oak platform bed, partly made: two white pillows at the head and a crisp white duvet folded back to the foot so the mattress top and the full side border with its label stay clearly visible, one folded sage linen throw. Three-quarter view at mattress height; the whole mattress complete, centred, filling about 70 percent of the width. Reproduce the mattress in the reference exactly: shape, height, border, stitching, tufting and label. Copy the side label wording letter for letter from the reference; it must be sharp and correctly spelled. The reference may be an older computer render; copy the product design exactly but never make it look like a render.

2. Bed or sofa lifestyle (product page, square)

Square product lifestyle photo of the [PRODUCT NAME] from the reference, in a calm, bright garden [bedroom / living room]. [For beds: made with crisp white organic cotton sheets, white pillows and a softly rumpled white duvet, a folded sage linen throw at the foot.] [For sofas: on a soft sage wool rug with a low pale oak coffee table and two linen cushions.] Three-quarter view; the whole piece complete and uncropped (headboard,

frame, arms, legs or base), centred, filling about 70 to 75 percent of the width. Reproduce the product in the reference exactly: same shape, proportions, colour, fabric, stitching, buttons and legs; do not add or remove parts. Show it in its normal state: [e.g. storage bed closed / adjustable bed with head and foot raised].

3. Wide hero with space for a headline (16:9)

Image 1 is the [PRODUCT]. Wide 16:9 website hero. CAMERA AND FRAMING (most important): a wide room shot with the camera well back. The whole product is visible with margin on every side. It is small in the frame, about [38] percent of the image width, and sits entirely in the [RIGHT / LEFT] HALF. The other half is calm white wall, window light and pale floor with no furniture, for headline text. [Bed made with crisp white cotton, duvet folded back to show the mattress border, white pillows, a sage linen throw.] Three-quarter view. Reproduce the product in the reference exactly: same shape, proportions, colour, fabric and details.

4. Edit an approved image (fix only what is named)

Image 1 is the approved photograph. EDIT image 1, do not recreate it: keep exactly the same room, camera angle, framing, crop, lighting, plants, bedding and the position of every product. Make only these changes: 1. [CHANGE]. 2. [CHANGE, e.g. the left mattress (27 cm) is clearly lower than the right mattress (35 cm)]. 3. [Side labels read exactly: HUXBERRY / MODEL NAME]. Everything else stays identical to image 1. It must remain a real photograph, never a render.

5. Materials still life (editorial, illustrative)

Calm still life on a pale oak table by a bright garden window: [MATERIALS, e.g. a soft cloud of raw undyed wool, folded undyed organic cotton, a cream block of natural latex with its pinhole texture, a sprig of olive]. Editorial, airy, generous white space around the objects. [Macro version: close crop on the fibres and weave, shallow depth of field, detail stays readable.]

6. Quiet people moment (journal, social)

[SCENE, e.g. a sleeper resting under light white linen on a hot day, sheer curtains moving slightly, a glass of water on a pale oak bedside table]. Natural and candid, not posed; faces relaxed, turned away or out of frame; nobody looks at the camera. [Hands-only version: only the hands and forearms, no faces.] Calm, restful, trustworthy.

7. Social or seasonal background with text space

[4:5 / 9:16 / 1:1] background photo for a social post. [SCENE, e.g. a made bed by a garden window at golden hour]. The [TOP / BOTTOM] [40] percent of the frame is calm, softly lit plain wall or linen with no objects, for a headline added later. [Ramadan and evening version: early evening, warm soft lamplight and the last daylight at the window, a simple brass lantern and a small bowl of dates on a pale oak side table, calm and modest styling.] No calligraphy, no religious symbols or text, no crescent graphics: greetings are added as live type by the designer.

8. Video from an approved still (Kling 3.0 or Seedance 2.0)

[8]-second silent, photorealistic shot, [4:3 / 16:9 / 9:16], 720p. Use the attached image as the exact first frame and keep everything in it: [PRODUCT OR MATERIAL], colours, lighting and composition. ONE continuous shot, one event: [MOTION, e.g. the camera glides slowly forward and slightly right over the fabric at constant height / the wool loft rises gently and settles back twice]. [If the product must not move: the product is completely stationary; only the camera and the light move. No bulging, rippling, sagging or bounce.] Stable exposure. No cuts, no zoom, no orbit, no wobble, no text, no logos, no people, no extra objects. Ends at rest so it can loop.

- Video: the still supplies the look; the prompt describes only the motion. Do not re-describe the textures.
- Build the loop, captions and end card in the edit, not in the generator.

Keeping the product true

1. **Reference first.** Start from a real photo or an approved render of the exact product. No reference, no product image.
2. **Edit, don't recreate.** To fix an approved image, ask for an edit that names the only things to change.
3. **Name what must not change:** shape, height, border, tufting, piping colour, label wording, legs, base.
4. **Real heights.** When several products share a frame, give their real heights so the model keeps the differences.
5. **Whole product.** Never crop off a headboard, legs or the label side. Fold the duvet back so the border shows.
6. **Labels letter by letter.** Compare every side label to the reference. The notch in the H of HUXBERRY is correct. If a label comes out garbled, retouch it from a correct version; never publish a misspelled label.
7. **No invented parts.** Reject any image that adds, removes or changes a part, even if it looks better.
8. **Metaphors stay metaphors.** Effects for cooling, breathability or softness carry no numbers, arrows or diagrams, and the claim wording is checked separately.

9. **Keep the record.** Save the prompt, reference, tool and date with every final, and keep the previous version so it can be restored.

Before you publish

- ☐ Product matches the reference at 100% zoom: shape, height, stitching, piping, legs, base
- ☐ Every label reads correctly, letter by letter
- ☐ No generated text, logos, badges or marks anywhere in the image
- ☐ Nothing on the "never AI" list, and no AI image presented as a real customer, showroom or workshop
- ☐ Looks like a real photograph, not a render: real textures, soft contact shadows
- ☐ Colour passes the grade test in O6: not cold next to Sand, not orange or brown next to White
- ☐ Right ratio and size for the placement; product fully inside the phone crop and safe areas
- ☐ Space for type is where the layout needs it; text added as live type (and legible at 4.5:1 or on the scrim in O3)
- ☐ Video: no product drift frame to frame, clean loop, 1080p or less, silent version available
- ☐ Alt text written; prompt, reference and tool saved with the file

12

Using this guideline with AI agents

This guideline is published for people and for software. Every chapter on brand.huxapps.com has a plain-text twin that an AI tool can read, so ChatGPT, Claude, Gemini, Codex, Cursor, image tools and agency tools apply the 2026 brand without anyone retyping it. This chapter says which address to give which tool, and the rules an agent must keep.

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The addresses to paste

File	Address	Give it to an agent when
Index	https://brand.huxapps.com/llms.txt	It can browse and should find the right chapter itself
Everything in one file	https://brand.huxapps.com/llms-full.txt	It cannot browse, or you want no gaps. All chapters in order
One chapter	https://brand.huxapps.com/guidelines/O3-colour.md	The job touches one topic. Every chapter has the same address pattern: number, hyphen, name, .md
Tokens, JSON	https://brand.huxapps.com/tokens/huxberry-tokens.json	It builds a design system, a Figma library, a theme, a template, a chart or a slide master
Tokens, CSS	https://brand.huxapps.com/tokens/huxberry-tokens.css	It writes HTML, CSS, Liquid, email or web components
Claude skill	https://brand.huxapps.com/SKILL.md	It is Claude or Codex, or any tool that reads skill files
Logo files	https://brand.huxapps.com/logo/	It lays out anything that carries the logo. It must use these files, never draw one
The website	https://brand.huxapps.com	A person, or an agent with a browser

The full list of chapter addresses, with the current version number, is always in **llms.txt**.

Which file for which job

Job	Give the agent
Write copy: product page, email, social caption, ad, WhatsApp reply	Chapter 01 (voice) and chapter 09 (digital marketing). When in doubt, llms-full.txt
Design a page, a template, a slide deck, a brochure	The tokens JSON plus chapters 03, 04, 05 and 07. For print, add chapter 08
Write web code, a Shopify section, an email template	The tokens CSS plus chapters 07 and 10
Make or edit a product image or video	Chapter 11 (it contains the prompt blocks) and chapter 06
Prepare a file for the printer	Chapter 08, chapter 03 (CMYK builds) and the logo files
Check finished work before it goes out	The checklist at the end of chapters 08, 09 and 11, and the one at the end of this chapter
Anything else	llms-full.txt

Set-up by tool

ChatGPT

- **Project or custom GPT:** upload **llms-full.txt** and **huxberry-tokens.json** as knowledge files, and paste the system prompt below into the instructions.
- **A single chat:** with browsing on, paste the **llms-full.txt** address and ask it to read the whole file before answering.

Claude

- **claude.ai project:** add **llms-full.txt**, **huxberry-tokens.json** and **SKILL.md** to the project knowledge, and paste the system prompt below into the project instructions.
- **Claude Code:** install the skill once and Claude applies the brand whenever a task mentions Huxberry. Run the same two lines again after each release to update it.

```
mkdir -p ~/.claude/skills/hux-brand-guidelines curl -fsSL https://brand.huxapps.com/SKILL.md -o ~/.claude/skills/hux-brand-guidelines/SKILL.md
```

- **One repository only:** save the same file as **~/.claude/skills/hux-brand-guidelines/SKILL.md** inside that repository instead.

Gemini

- **Gem:** paste the system prompt into the instructions and upload `llms-full.txt` as a file.
- **A single chat:** Gemini can read the addresses directly. Paste `llms.txt` and ask it to read the chapters it needs.

Codex

- **Skill:** save `SKILL.md` as `~/.codex/skills/hux-brand-guidelines/SKILL.md` (or `.codex/skills/` inside a repository).
- **AGENTS.md:** add this block to the file at the root of the repository.

```
## Huxberry brand Before making anything customer-facing, read https://brand.huxapps.com/llms.txt and the chapters it points to. Tokens: https://brand.huxapps.com/tokens/huxberry-tokens.json Logo: use the files at https://brand.huxapps.com/logo/ as they are. Never draw or type the wordmark.
```

Cursor, Windsurf and other coding assistants

- **Rules file:** save the system prompt below as `.cursor/rules/huxberry-brand.mdc` (Cursor) or the equivalent rules file for your editor, set to apply always.
- **Docs:** in Cursor, add `https://brand.huxapps.com/llms-full.txt` under Settings, Features, Docs, so the guideline can be referenced with `@Docs`.

Image and video tools

- The prompts live in chapter 11. Paste the master style block and the avoid block exactly as written.
- Never ask an image model for the logo, text, badges, certificates or star ratings. They are added in layout from the real files.
- Check every result against the chapter 11 checklist before it is used anywhere.

Agency and design tools

Tool	What to give it
Figma	<code>huxberry-tokens.json</code> through a tokens plugin, or the values typed from the Colours and Type pages. Satoshi from Fontshare. Logo SVGs from the zip
Canva, Adobe Express	A brand kit built from the hex values on the Colours page, the SVG logos from the zip, Satoshi uploaded from Fontshare
InDesign, Illustrator, Affinity	Swatches from the CMYK builds in chapter 03 for coated stock, logo SVGs, Satoshi installed from Fontshare, the print rules in chapter 08
Shopify, Klaviyo, Mailchimp	<code>huxberry-tokens.css</code> for the values, chapter 07 for components, chapter 09 for email
Slides, Docs, Office	The hex values, Satoshi (Arial where it cannot be installed), the PNG logos from the zip

System prompt to paste

Paste this into the instructions of any assistant. Shorten it if the tool has a character limit, but keep the numbered rules.

```
You are working for Huxberry, a natural and organic sleep and furniture brand in Dubai. Follow the Huxberry brand guidelines at https://brand.huxapps.com Index: https://brand.huxapps.com/llms.txt Full text: https://brand.huxapps.com/llms-full.txt Tokens: https://brand.huxapps.com/tokens/huxberry-tokens.json Read the relevant chapter before you design or write anything. Rules that are never broken: 1. Use only the brand colours in the tokens, each for its stated job. Text on green or dark grounds is White. 2. One typeface, Satoshi, with Arial as the fallback. Headlines are Regular 400, never bold. Body copy is 16 px minimum on the web and nothing is smaller than 14 px. 3. Buttons, badges and toggles are pills. Panels, cards and photos have 16 px corners. Flat: the only shadow is a soft one on review cards. 4. Sentence case everywhere. British English. Prices as AED 2,300. Sizes as 160 × 200 cm. No em dashes and no exclamation marks. 5. The logo is always one of the real files from https://brand.huxapps.com/logo/. Never type, draw, recolour, stretch or modify the wordmark. 6. Never invent claims, certificates, numbers, reviews or awards. An organic or safety claim names its certificate and applies only to the product category the certificate covers. Warranty: 15 years on Huxberry mattresses, 10 years on Hypnos mattresses. 7. Before you hand over, check the work against the checklist in the chapter you used and list what you checked. When the guideline and your own taste disagree, the guideline wins. When the guideline is silent, choose the lighter, calmer, simpler option and say that you did.
```

Rules for agents

Rule	Why
Use the real logo files. Never type, draw, trace or recolour the wordmark, and never delete the square on the H	A redrawn logo is the fastest way to be sent back. The files are free to download and already in every colour we allow
Never invent a claim, certificate number, review, rating, award or statistic	Every claim we make can be checked. A made-up one is a legal problem, not a style problem
Copy the values from the tokens. Do not approximate a hex code, a size or a radius	"Close enough" greens drift across a hundred documents until nothing matches
Stay inside the palette. No tints, gradients or new colours	If a lighter green is needed it is Pale Sage or Mist. If a lighter warm ground is needed it is Sand or Linen
No em dashes anywhere, in any language	House style. Use a comma, a colon, a full stop or "to"
Keep every text size at or above the minimums in chapter 04	Small text is the most common complaint about generated layouts
Use the sizes and safe areas in chapters 09 and 11 for social, ads and video	A layout that ignores the safe area loses its headline behind the app's own interface
Check the work against the chapter checklist and say what was checked	The checklist is the definition of done for print, social and AI imagery
State assumptions. When the guideline is silent, say what was chosen and why	Nobody can correct a decision they cannot see
Keep the record for AI images: prompt, reference, tool and date	So a good image can be repeated and a wrong one traced

Keeping agents current

- The version number is in the tokens JSON and at the top of `llms.txt`. After a release, re-download the files an agent holds as knowledge, and run the skill install lines again.
- If an agent mentions Fraunces, Inter, 4 px corners, Deep Green buttons, Ochre stars or coral, it has read the 2024 guideline or the first 2026 draft. Point it at the addresses above.
- Agents fetch the site directly, so an agent with browsing is always current. Files uploaded as knowledge are only as current as the upload.

Before you accept an agent's work

- ☐ The logo is an unmodified file from `Logo/`, the right version for its ground, with the ® rule from chapter 02 followed
- ☐ Every colour is a token value and every text and ground pair passes the contrast table in chapter 03
- ☐ Satoshi throughout, headlines Regular, nothing under 14 px on the web or under the print minimums in chapter 08
- ☐ Sentence case, British English, prices as AED 2,300, no em dashes, no exclamation marks
- ☐ Every claim names its certificate and the warranty is stated correctly
- ☐ Pill buttons, 16 px corners, White and Sand bands, generous space, one dark band at most
- ☐ Any AI image passes the chapter 11 checklist, and its prompt, reference and tool are saved with the file

APPENDIX A



Colour reference

Every colour with its hex, RGB and CMYK values, and the text and ground pairs that pass.

Greens

Forest Ink Headings, product names, interface text, logo Hex #24312A RGB 36 49 42 CMYK 79 51 73 81 CSS --hux-forest-ink	Deep Green Button hover, text links, product tags, dark panels (hero text panel on phones) Hex #365644 RGB 54 86 68 CMYK 82 42 73 47 CSS --hux-deep-green	Sage Primary buttons (pills), selected states, eyebrows, focus rings Hex #537156 RGB 83 113 86 CMYK 70 36 69 29 CSS --hux-sage
Slate Green Body copy, descriptions, captions Hex #48534D RGB 72 83 77 CMYK 72 51 60 45 CSS --hux-slate-green	Moss Secondary labels on light grounds Hex #5E6F5C RGB 94 111 92 CMYK 64 40 62 29 CSS --hux-moss	Fern Botanical line art, patterns, charts. Never text or buttons Hex #A7C09B RGB 167 192 155 CMYK 39 10 45 5 CSS --hux-fern
Pale Green Fine print (captions, legal lines) on Forest Ink or Deep Green Hex #C9D7CE RGB 201 215 206 CMYK 26 10 22 0 CSS --hux-pale-green	Pale Sage Soft green ground: announcement bar, review summary, showroom panel, hover on white pills Hex #E6EEE5 RGB 230 238 229 CMYK to confirm with printer CSS --hux-pale-sage	Mist Quietest green ground: certification strips Hex #EFF4EF RGB 239 244 239 CMYK 7 4 7 0 CSS --hux-mist

Neutrals

White Main band colour, header, footer, cards on Sand Hex #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 CSS --hux-white	Sand Alternating band colour, product image grounds, buying panels, hero band Hex #F3EFE5 RGB 243 239 229 CMYK 6 5 12 0 CSS --hux-sand	Linen Print paper tone, email background, social cards Hex #FBFAF6 RGB 251 250 246 CMYK 2 2 4 0 CSS --hux-linen
Hairline Rules, card borders, dividers Hex #DCD8CC RGB 220 216 204 CMYK 17 14 22 0 CSS --hux-hairline	Control Borders of inputs and selectors (3:1 on White) Hex #7F8B82 RGB 127 139 130 CMYK to confirm with printer CSS --hux-control	Clay Occasional warm band, large type only Hex #877A69 RGB 135 122 105 CMYK 47 45 56 20 CSS --hux-clay

Taupe

Narrow dark strips in print and packaging

Hex **#585048**
RGB **88 80 72**
CMYK **63 59 65 42**
CSS **--hux-taupe**

Accent

Honey

Star ratings only

Hex **#955B18**
RGB **149 91 24**
CMYK to confirm with printer
CSS **--hux-honey**

Pairs that pass

Text and ground pairs measured against WCAG 2.1. The first set passes for all text (4.5:1 and up). The second set is for large text only: 24 px and up, or 19 px Medium and up, and for graphics such as star ratings.

For all text

Aa Forest Ink on White 13.6:1	Aa Forest Ink on Linen 13.0:1	Aa Forest Ink on Sand 11.8:1	Aa Forest Ink on Pale Sage 11.5:1	Aa Forest Ink on Mist 12.2:1
Aa Deep Green on White 8.2:1	Aa Deep Green on Linen 7.8:1	Aa Deep Green on Sand 7.1:1	Aa Deep Green on Pale Sage 6.9:1	Aa Deep Green on Mist 7.3:1
Aa Sage on White 5.4:1	Aa Sage on Linen 5.2:1	Aa Sage on Sand 4.7:1	Aa Sage on Pale Sage 4.6:1	Aa Sage on Mist 4.9:1
Aa Moss on White 5.4:1	Aa Moss on Linen 5.1:1	Aa Moss on Sand 4.7:1	Aa Moss on Pale Sage 4.5:1	Aa Moss on Mist 4.8:1
Aa Slate Green on White 8.0:1	Aa Slate Green on Linen 7.7:1	Aa Slate Green on Sand 7.0:1	Aa Slate Green on Pale Sage 6.8:1	Aa Slate Green on Mist 7.2:1
Aa Pale Green on Forest Ink 9.1:1	Aa Pale Green on Deep Green 5.5:1	Aa Pale Green on Taupe 5.3:1	Aa White on Forest Ink 13.6:1	Aa White on Deep Green 8.2:1
Aa White on Sage 5.4:1	Aa White on Taupe 7.9:1	Aa Honey on White 5.5:1	Aa Honey on Linen 5.3:1	Aa Honey on Sand 4.8:1

Aa
Honey on Pale Sage
4.7:1

Aa
Honey on Mist
5.0:1

Large text and graphics only

Aa
Forest Ink on Clay
3.2:1

Aa
Pale Green on Sage
3.6:1

Aa
White on Clay
4.2:1

The full matrix

Text on	White	Linen	Sand	Pale Sage	Mist	Forest Ink	Deep Green	Sage	Clay	Taupe
Forest Ink	13.6	13.0	11.8	11.5	12.2	-	1.7	2.5	3.2	1.7
Deep Green	8.2	7.8	7.1	6.9	7.3	1.7	-	1.5	2.0	1.0
Sage	5.4	5.2	4.7	4.6	4.9	2.5	1.5	-	1.3	1.5
Moss	5.4	5.1	4.7	4.5	4.8	2.5	1.5	1.0	1.3	1.5
Slate Green	8.0	7.7	7.0	6.8	7.2	1.7	1.0	1.5	1.9	1.0
Pale Green	1.5	1.4	1.3	1.3	1.3	9.1	5.5	3.6	2.0	5.3
White	-	1.0	1.1	1.2	1.1	13.6	8.2	5.4	4.2	7.9
Honey	5.5	5.3	4.8	4.7	5.0	2.4	1.5	1.0	1.3	1.4

Green: all text. Sand: large text and graphics only. Struck through: never.

Retired

Colour	Was	Replaced by	Why
Ochre	#9A7A31	Honey	Stars read too dull and failed 4.5:1 as text
Coral	#C45A4E	None	Legacy logo accent only
Apricot	#EDB67C	Deep green tag	Cream and apricot tags looked cheap

APPENDIX B

B

Type specimen

Satoshi in its three weights, the web and social type scales, and how to set them.

Aa

Satoshi

Indian Type Foundry (Fontshare). ITF Free Font License: free for personal and commercial use, web, print, video, packaging.

Fallback: Arial (email, Office documents, systems without Satoshi).

Download: <https://www.fontshare.com/fonts/satoshi>

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 AED × ® & ?

Regular 400: headlines, body copy

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 AED × ® & ?

Medium 500: card headings, buttons, menu, badges

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 AED × ® & ?

Bold 700: eyebrows and prices only

Web scale

Every size the website uses. Sizes with a range are fluid between phone and desktop.

Hero

40px to 56px • 400
Line 1.08 • tracking -0.025em
forest ink or white

Sleep closer to nature.

Page Title

40px • 400
Line 1.1 • tracking -0.025em
forest ink

Find the mattress that fits how you sleep.

Section Heading

28px to 40px • 400
Line 1.15 • tracking -0.02em
forest ink

Give the heat beside your
body somewhere to go.

Card Heading

18px to 24px • 500
Line 1.3 • tracking -0.01em
forest ink

Natural Harmony Select mattress

Intro

17px to 18px • 400
Line 1.6 • tracking 0
slate green

Natural and organic mattresses, thoughtfully made for breathable comfort and deeper rest.

Body

16px • 400
Line 1.6 • tracking 0
slate green

The air conditioner cools the room, not the thin pocket of heat and humidity between your skin and the mattress. That pocket is your sleep microclimate.

Small

14px • 400
Line 1.5 • tracking 0
slate green
Smallest size anywhere

Google Maps ratings and counts checked 23 Sep 2026.

Menu

15px • 500
Line 1.3 • tracking 0
forest ink

Mattresses

Button

15px to 16px • 500
Line 1 • tracking 0

Shop mattresses

Eyebrow

14px • 700 • caps
Line 1.6 • tracking 0.08em
sage

THE LINEUP

Badge

14px • 500
Line 1 • tracking 0

Flagship

Price

16px to 22px • 700
Line 1.2 • tracking 0
forest ink

From AED 2,564

Social scale, on a 1080 px canvas

Headline	64px to 96px Regular, -0.025em
Body	32px minimum
Eyebrow	28px Bold caps, 0.08em
Max words on image	20

Setting it right

Do

- Headlines Regular 400, tracking -0.02 to -0.025em, sentence case
- Card and small headings Medium 500
- Body 16 px, line height 1.6, Slate Green
- Prices Bold: **AED 2,300**. Sizes with a true multiplication sign: 160 × 200 cm
- Capitals only in eyebrows, applied by the style

Don't

- No bold or thick headlines, no serif display fonts
- Nothing smaller than 14 px on the web
- No all-caps headings, buttons or badges
- No em dashes anywhere. Use "to" for ranges
- No letterspaced lowercase text

Loading Satoshi

On the web, link the Fontshare stylesheet and use the stack from the tokens.

```
<link rel="stylesheet" href="https://api.fontshare.com/v2/css?f[]=satoshi@400,500,700&display=swap">

body {
  font-family: 'Satoshi', Arial, -apple-system, BlinkMacSystemFont, 'Segoe UI', sans-serif;
}
```

The ITF Free Font License allows web, print, video and packaging use, and embedding in documents, but not redistributing the font files. Colleagues and agencies download their own copy from Fontshare.

APPENDIX C



Logo sheet

The logo on every allowed ground, clear space, minimum sizes and what never to do.

The primary logo

HUXBERRY®

The wordmark in Forest Ink, with the square on the H in the same colour. This is the default for everything on a light ground. The square is the top of the H's right stem and is never removed.

On each allowed ground

HUXBERRY®

Forest Ink on White

HUXBERRY®

Forest Ink on Linen

HUXBERRY®

Forest Ink on Sand

HUXBERRY®

Forest Ink on Pale Sage

HUXBERRY®

Forest Ink on Mist

HUXBERRY®

Forest Ink on calm, light photography

HUXBERRY®

White on Forest Ink

HUXBERRY®

White on Deep Green

HUXBERRY®

White on Sage

HUXBERRY®

White on Clay

HUXBERRY®

White on Taupe

HUXBERRY®

White on dark photography, over the scrim

HUXBERRY®

Deep Green on Sand: packaging, tags, embroidery



The H mark: avatars, favicons, labels, small uses

Clear space and minimum size

HUXBERRY®

Clear space on every side equals the width of the H stem.
Nothing enters it: type, image edges, rules.

Minimum sizes

Wordmark, screen	110 px wide
Wordmark, print	30 mm wide
H mark, screen	24 px
H mark, print	8 mm
Website header	130 to 160 px on desktop, 110 px on phones

Use the ® version in the UAE, USA and Saudi Arabia for Class 20 goods, on the first or most prominent appearance. Elsewhere, the plain version.

Never

HUXBERRY®

Stretch or condense it

HUXBERRY®

Add shadows, outlines or effects

HUXBERRY®

Put it on a colour it cannot be read on

HUXBERRY®

Rotate it

HUXBERRY®

Recolour it, or type it in any font



Place it on a busy part of a photograph

Never recolour the logo outside the allowed versions, never delete or move the square, never lock it up with other words inside its clear space. The grey and coral logo is legacy: existing signage and packaging only.

APPENDIX D



Examples and templates

Social posts, a story cover, an end card, a spec sheet, a brochure cover, a business card and an email, drawn from the tokens.

Instagram and Facebook feed, 4:5

1080 × 1350 px, 80 px margin. Three layouts that repeat, so the grid stays calm.

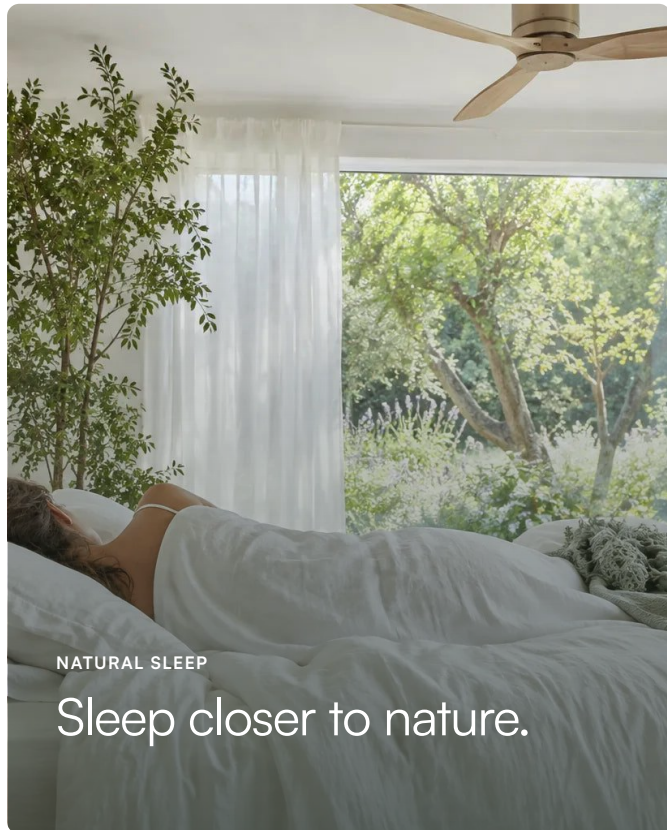


Photo and headline

Forest Ink shade, White eyebrow, White headline 84 px Regular



Text card on Linen

Fern line art at the edge, headline 76 px, body 34 px Slate Green



The quality is excellent, and it's been incredibly comfortable. I've been sleeping so much better since I got it.

Renz Jayson Alcafaras

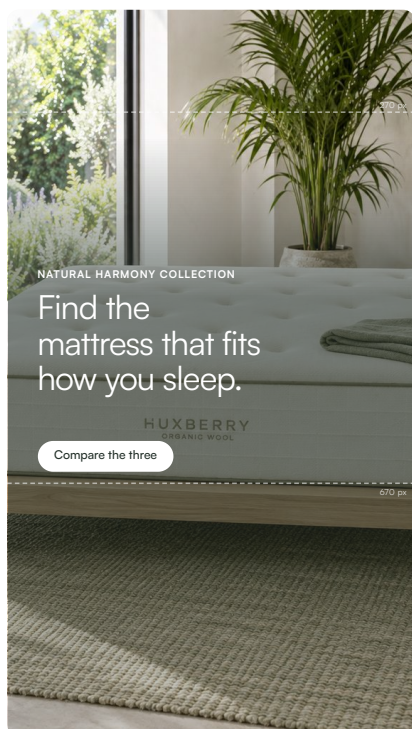
Google review, Sheikh Zayed Road showroom

Review card on Pale Sage

Honey stars, quote 56 px Regular, name 32 px Medium

Stories, Reels and TikTok, 9:16

1080 × 1920 px. Keep 270 px at the top, 670 px at the bottom, 80 px left and 140 px right clear of anything that matters. The dashed lines show the safe area.



Story or Reel cover

Photo, scrim, headline 88 px, one White pill



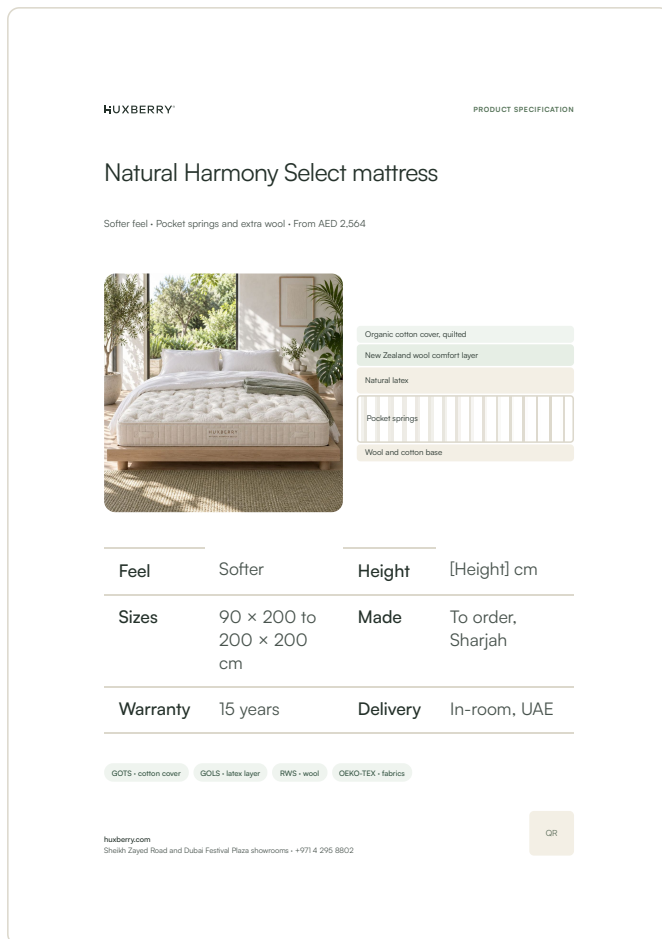
TikTok or Reel end card

Linen, the real wordmark, one line, the website

Video rules

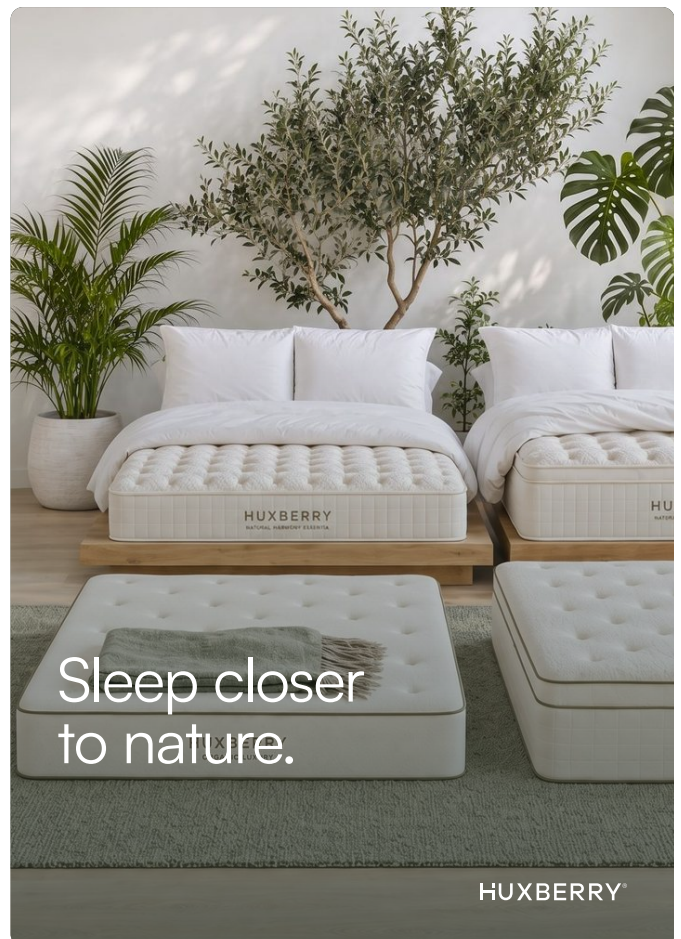
- Slow, natural movement. No bounce, no whip pans
- Captions burned in: Medium, White on the scrim, sentence case, inside the safe area
- End card holds for 2 seconds at least
- Music acoustic and unhurried. No voice-over hype
- 720p by default, 1080p at most

A4 at 3 mm bleed, uncoated FSC paper, matte. Photos and panels have 3 mm corners, calls to action are pills. Sample content: check every figure against the product before use.

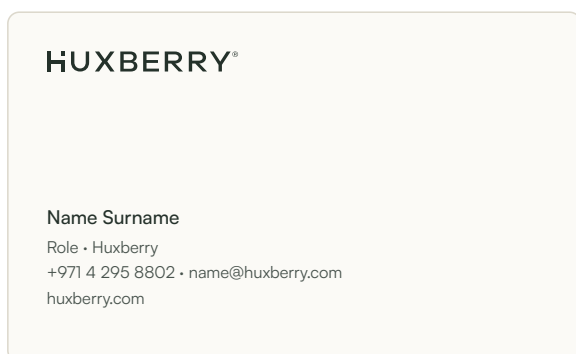


A4 product specification sheet

Layer diagram, Hairline table with no fills, certification strip, QR to the product page



A4 brochure cover
One photograph, one headline, the logo. Nothing else



Business card, front
90 × 55 mm, natural white, Forest Ink wordmark 30 mm



Business card, back
Deep Green with the White H mark, or blind deboss

600 px wide, Linen background, White content blocks, one call to action. Satoshi where it can load, Arial where it cannot.

HUXBERRY®



NEW IN THE LINEUP

The Organic Wool mattress is here.

Pocket springs, organic wool and latex, made to order. Lie down on it at either showroom. Take your time.

[See the mattress](#)

Huxberry Trading LLC • Sheikh Zayed Road, open 10am to 10pm • Dubai Festival Plaza, open 10am to 11pm

You are receiving this because you joined the Huxberry letter. [Unsubscribe](#)

Marketing email

Header logo 140 px, image with 16 px corners, heading 28 px Regular, Sage pill button, Sand footer

Email rules

- Headline as live text, never an image
- Body 16 px, Slate Green, line height 1.6
- Button: a bulletproof HTML pill in Sage with White text
- Images graded warm, with alt text
- Signature: name in Forest Ink Medium, the rest Slate Green, no banners

HUXBERRY®

Huxberry brand guidelines 2026.2, generated on 2026-09-28 from the guideline repository. The website at brand.huxapps.com is always the current version.

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