



WILLARD WIGAN

MICROSCULPTOR

BRAND & MARKETING GUIDE

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ASSET CATALOG

Download logos, advertisement templates & photos.

<https://www.dropbox.com/sh/Ohmg4hbpiwzmesp/AACa-dz5cG-UwGtiaB6YW09Ga?dl=0>



A PRODUCTION OF RIPLEY ENTERTAINMENT INC.



WILLARD WIGAN
MICROSCULPTOR

Primary Logo

The preferred logo layout and colors.



Dark Backgrounds

Preferred version for dark colored backgrounds.



White Only Available

For use when white is the only print or digital color available.



Black Only Available

For use when black is the **only** print color available.



Logo Clear Space

To ensure maximum legibility, maintain a clear space equal to the height of the capital “M” in “MICROSCULPTOR”.

WILLARD
WIGAN
MICROSCULPTOR

Stacked Logo

The secondary stacked logo version for use when primary logo layout cannot be used.



Dark Backgrounds

Preferred version for dark colored backgrounds.



White Only Available

For use when white is the **only** print or digital color available.



Black Only Available

For use when black is the **only** print color available.



Logo Clear Space

To ensure maximum legibility, maintain a clear space equal to the height of the capital "M" in "MICROSCULPTOR".



No Other Colors or Gradients



No Stretching



No Stretching

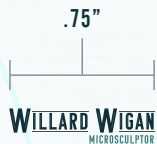


No Proportion Changes

Unacceptable Logo Usage

Do not do the following:

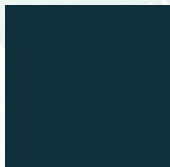
- Change the colors in the logo to colors that do not already appear in the logo.
- Change the proportions of the elements in the logo.
- Alter the shape of the logo.



Logo Minimum Size

To guarantee readability, the color logo must never be reproduced smaller than .75" wide.

BACKGROUNDS
COPY HEADERS



C=1 R=16
M=67 G=49
Y=55 B=60
K=54

BACKGROUNDS
COPY HEADERS



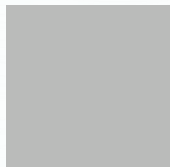
C=76 R=66
M=34 G=129
Y=48 B=129
K=8

BACKGROUNDS
COPY HEADERS



C=63 R=76
M=57 G=75
Y=62 B=69
K=41

BACKGROUNDS



C=27 R=187
M=21 G=188
Y=22 B=187
K=0

BACKGROUNDS
BODY COPY



C=0 R=128
M=0 G=130
Y=0 B=133
K=60

BODY COPY



C=1 R=83
M=67 G=95
Y=55 B=96
K=54

Campaign Colors

Core colors for campaign assets for use with process printing and digital applications.

Headline

Alternate Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

HEADLINE (ALL CAPS)

KOMU B

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Body

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Preferred Core Fonts

The use of clean and readable fonts is important to maintaining the show brand & style.



Print

Advertising Templates

A selection of customizable pre-made advertising templates are available in the asset catalog.



Banner & Environmental



Web & Social Media

Primary Tagline

The sculptures are amazing, the story is even better.

Secondary Tagline

Magnify the world's tiniest sculptures!

Quotes

“Just because you can't see something, doesn't mean it's not there.”

– Willard Wigan

“I want to show the world that the little things can have the biggest impact.”

– Willard Wigan

“The microscopic world became my obsession.”

– Willard Wigan

“Respect the little things.”

– Zeta Wigan, Willard Wigan's Mother

Ad Copy

The Willard Wigan exhibition showcases remarkable works of art so small they must be viewed through a microscope! Learn the amazing story of how ants and “nothing” inspired Wigan to become a world-renowned artist.

Taglines & Copy

Choose from a selection of pre-approved taglines, quotes, & copy. Alternatively other copy is permissible with approval.

Show Ownership Statement

Marketing & advertising collateral must include the below statement:

“A Production of Ripley Entertainment Inc.”

10 pt minimum font size.

Ownership Logo

The use of the Ripley Entertainment logo on marketing collateral is recommended.



Minimum logo size is .5" wide.

Approval Process

To obtain approval for displays, ads, and promotional materials using Ripley show trademarks and/or logos, submit a Trademark Approval request online via our Company Portal (“The Source”):

<http://portal.ripleys.com>

New clients may request a Source Login by contacting:

TravelingShowSupport@Ripleys.com

Ripley Entertainment Inc. Support

For further information and/or clarification about anything contained in this Brand Guide, please contact.:

Ripley Entertainment Inc.

Traveling Shows

7576 Kingspointe Parkway, #188

Orlando, FL 32819

Tel: 407-345-8010

Fax: 407-345-0801

TravelingShows@Ripleys.com

RipleyEntertainment.com

