



# **WILLARD WIGAN**

## **MICROSCULPTOR**

**BRAND & MARKETING GUIDE**

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# ASSET CATALOG

Download logos, advertisement templates & photos.

<https://www.dropbox.com/sh/0hmg4hbpiwzmesp/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.



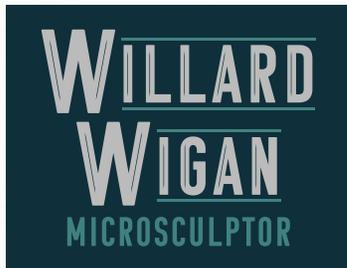
**Logo Clear Space**

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

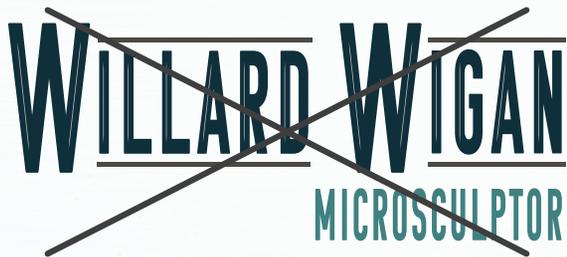
To ensure maximum legibility, maintain a clear space equal to the height of the capital "M" in "MICROSCULPTOR".



**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.



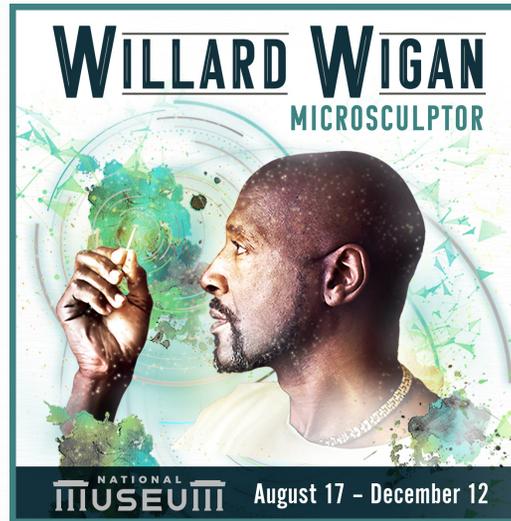
Print

## 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](mailto: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.

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