



BRAND USAGE GUIDE

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Primary Logo

This is a secondary logo layout to be used when the primary logo is not appropriate.



FULL COLOR

This is the preferred color option.

NOTE: Background image is a gray not transparent.



BLACK ON WHITE

To be used for monochromatic purposes.



WHITE ON SOLID DARK COLOR

To be used for monochromatic purposes.

Alternate Logo

This is the preferred logo layout.



FULL COLOR

This is the preferred color option.



BLACK ON WHITE

To be used for monochromatic purposes.



WHITE ON SOLID DARK COLOR

To be used for monochromatic purposes.

Primary French Logo

This is a secondary logo layout to be used when the primary logo is not appropriate.



FULL COLOR

This is the preferred color option.

NOTE: Background image is a gray not transparent.



BLACK ON WHITE

To be used for monochromatic purposes.



WHITE ON SOLID DARK COLOR

To be used for monochromatic purposes.

Alternate French Logo

This is the preferred logo layout.



FULL COLOR

This is the preferred color option.



BLACK ON WHITE

To be used for monochromatic purposes.



WHITE ON SOLID DARK COLOR

To be used for monochromatic purposes.

Logo Clear Space

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



Unacceptable 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.



No Other Colors
or Gradients



No Proportion Changes



No Stretching

Logo Minimum Size

To guarantee readability, the color logo must never be reproduced smaller than .25 inches or .635 centimeters wide.

.25 inches or .635 centimeters



Brand Colors

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

PANTONE 540C
C100 M57 Y12 K66
R0 G48 B87
HEX #003057

PANTONE 7648C
C86 M42 Y29 K4
R20 G121 B151
HEX #147997

PANTONE 631C
C72 M11 Y18 K0
R38 G174 B199
HEX #26AEC7

PANTONE 1245C
C6 M35 Y99 K18
R198 G146 B20
HEX #C69214

Preferred Core Fonts

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

Headline

Locator (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body

Open Sans (varied weights)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Word Mark Usage

The word mark comprises the words **GUINNESS WORLD RECORDS**.

The first or most prominent use of the word mark should be marked with the appropriate symbol indicating its status as a trade mark – a superscript TM or the R symbol.

Use ® in countries where the wordmark is registered

(To find out if the mark is registered in your country, please speak to your Guinness World Records contact.)

Use ™ for all online usage and in countries where the word mark is not registered.

In every instance afterward, the TM sign can be omitted, but **the word mark must be upper case and/or in bold**. The **only exception to this rule is when the mark is used to describe the company name**, in which case the TM sign should also be omitted: i.e., Guinness World Records Limited.

Using the Word Mark in Copy

The word mark should be used as an **adjective** rather than a noun.

✓ **A GUINNESS WORLD RECORDS® achievement.**

✗ **A GUINNESS WORLD RECORD.**

Do not use the word mark in the possessive or plural form. It should also never be shortened, rearranged or changed in any way.

✓ **GUINNESS WORLD RECORDS** ✗ **GUINNESS**

✗ **GUINNESS WORLD RECORDS'S** ✗ **GUINNESS BOOK OF RECORDS**

Translation

The word mark should always appear in the English language. There are very few exceptions to this - only Mandarin Chinese, Japanese (both Katakana and Kanji characters), and Arabic.

When the words GUINNESS WORLD RECORDS appear in the star-and-pedestal logo **they should never be translated**. There are no exceptions to this.



IMPORTANT!

The GUINNESS WORLD RECORDS word mark **must always be reproduced in full**. Under no circumstances can the word “Guinness” be used alone or other than in conjunction with the words “World Records.”

All three words of the word mark must be shown in equal size and emphasis.

Copyright Notices

A copyright notice indicates who owns the copyright in the item to which it is applied and the date of the first publication.

A copyright notice looks like this:

© 2014 Guinness World Records Limited

The date specified in the copyright line should be the year in which the material under copyright (the product, packaging, promotional item, etc.) is first “published.” This is normally the year in which it is first sold to the public.

If you redesign or refresh any aspect of a product, packaging, or promotional item, the copyright date must be amended to reflect the change. For example, if you refresh content in 2014 that was first published in 2011, please use the notice: © 2014, 2011 Guinness World Records Limited

The copyright line provides full legal protection only when used in its entirety. Therefore, it must appear as shown in these guidelines, even when space is restricted.

The copyright line can appear very small as long as it is legible.

Guinness World Records Photography

Whenever an image is used that has been supplied by Guinness World Records, credits are as follows:

© 20XX Guinness World Records Limited

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.

.5 inches or 1.27 centimeters

Minimum logo size is .5 inches wide or
1.27 centimeters 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

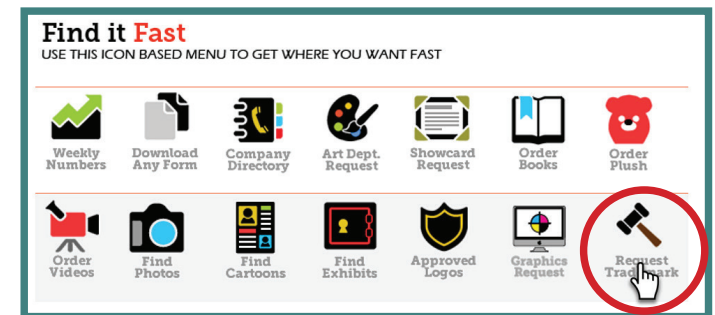
For further information and/or clarification about anything contained in this Brand Guide, please contact:

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TravelingShows@Ripleys.com

RipleyEntertainment.com



**ALL LOGO FILES CAN BE FOUND
AT THE DROPBOX LINK BELOW.**

<https://www.dropbox.com/sh/3on1716krat7ewc/AAAAdmQJ89SwT5wDiufjQj6MOa?dl=0>

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