



**BRAND STYLE GUIDE**

The Science of Ripley's Believe it or Not! and La Science De Ripley's Croyez-le ou non! Brand Style Guide is designed to help you understand and apply the requirements for the correct usage of trademarks, copyrights and legal verbiage associated with the trademark that is being used. It is intended to help you get usage correct the first time, saving you time and money during the approval process. ***This Style Guide supersedes the trademarks, logos and copyright information included in the franchise agreement.***

## APPROVAL PROCESS

In order to obtain approval to use Ripley trademarks and/or logos for display ads and promotional materials you must first obtain permission by submitting a trademark request online via our Company Portal:

<http://portal.ripleys.com>

Our trademarks must be used properly to preserve its function and distinctiveness. If you submit a trademark that has been used incorrectly we will provide you with the proper requirements to make the correction. Please implement the changes and resubmit for approval.

For further information and or clarification about anything contained in this Style Guide, please contact the Corporate Offices:

Trademark/Legal Department  
Ripley Entertainment Inc.  
7576 Kingspointe Parkway, #188  
Orlando, FL 32819  
Tel: 407-345-8010  
Fax: 407-345-0801  
[www.ripleys.com](http://www.ripleys.com)

## LOGO USAGE

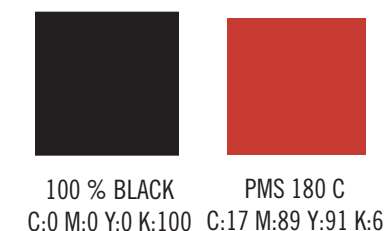
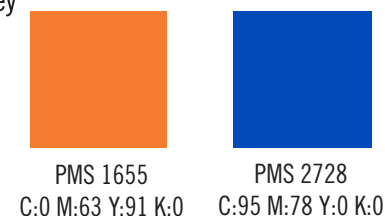
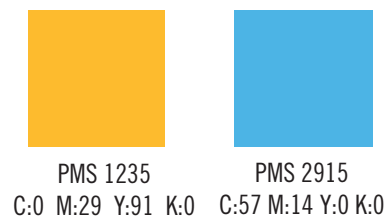


- The primary logo is the full color logo.
- The fill is yellow PMS 1235, and the outline (stroke) is orange PMS 1655. The Ripley signature and the drop shadow behind Believe it or Not! and Croyez-le ou non! are both 100% black.

As an If you would like, you can reverse the orange and the yellow (as seen below), or leave the outline (stroke) off all together.



- The preferred version for printing is the spot color using the Pantone color-matching system. Please use spot color whenever your print production process allows. Alternatively, four color process may be used.



- For any other media please match the Pantone colors.

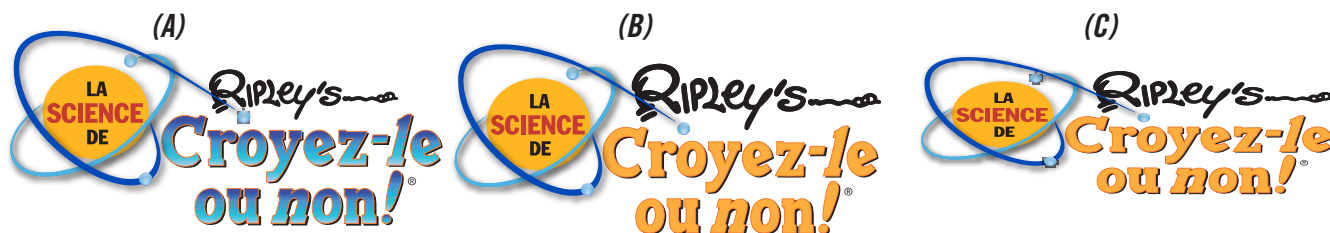
PANTONE® is a registered trademark of Pantone, Inc. Whichever printing process or materials you use, please match your colors to the Pantone numbers for coated stock listed in the Pantone Formula Guide 1000.

- The Science of Ripley's Believe it or Not! and La Science De Ripley's Croyez-le ou non! logo must not be shortened, rearranged or changed in any way.
- Logos should be used as supplied and cannot be reillustrated by you or your designer.

All Logos can be found on The Source, the Ripley company portal <http://portal.ripleys.com>

## Unacceptable Logo Usage

- You may not change the color of any element in the color logo (A).
- You may not change the proportions of the elements in the logo (B).
- You may not change the shape of the logo (C).



## COLOR VARIATIONS

The full-color The Science of Ripley's Believe it or Not! and La Science De Ripley's Croyez-le ou non! logo is preferred for all brand communications. However, when an application requires a background that limits the signature's effectiveness, one of the color variations should be used.

These versions were created to ensure the logo's readability in a variety of communications and to accommodate various printing requirements and limitations.

As with the primary two-color logo, it is essential that none of these variations are ever altered in any way.



2 color spot, 4 color process



Reverse, 4 color



1 color black



Reverse

## MINIMUM SIZE

Because of the nature of the logo, when reproduced too small, it becomes difficult to read and loses impact.

To guarantee its readability, the color logo and its variations must never be reproduced below 0.20 inches in width, as shown in the examples below:



Minimum Height .20"



*The La Science De Croyez-le ou non! line is at .20 inches tall (Image is 100% actual size)*

You can go a bit smaller when using the solid color logo. There are no drop shadows or strokes so the logo is still readable in this smaller size:



Minimum Height .0635"

*The La Science De Croyez-le ou non! line is at .0635 inches tall (Image is 100% actual size)*



## FONTS AND FONT USAGE

The use of a clean and readable font is important when creating a brand identity. We prefer the following:

- Use Trade Gothic Condensed for body copy.
- Use Trade Gothic Bold Condensed for sub-headlines.

### Trade Gothic Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Trade Gothic BOLD Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Sample Ad using Trade Gothic Fonts for sub-headlines and copy.

## CLEAR SPACE

To protect the logo from competing graphic elements, clear space must always surround the logo. Clear space isolates the signature from text, symbols and other artwork and helps to ensure its legibility and impact.



To ensure maximum legibility, please maintain a clear space equal to the height of the lowercase "v" in the Science of Ripley's Believe it or Not! and La Science De Ripley's Croyez-le ou non! brand logo.

The only instance where the clear space can be encroached upon is when you drop in the ODDITORIUM or MUSEUM tag below: Please note that if you use "Odditorium", then please use the registered mark at the end of the word because it is a registered trademark.



## LEGAL GUIDELINES

The following will help you understand and apply the requirements for the use of copyright lines and contractual credits relating to the THE SCIENCE OF RIPLEY'S BELIEVE IT OR NOT! and LA SCIENCE DE RIPLEY'S CROYEZ-LE OU NON! property.

A copyright line looks like this:

***The Science of Ripley's Believe it or Not! is a registered trademark of Ripley Entertainment Inc.***

***La Science De Ripley's Croyez-le ou non! is a registered trademark of Ripley Entertainment Inc.***

When using the word ODDITORIUM in conjunction with the logo, the copyright line looks like this:

***The Science of Ripley's Believe it or Not! and ODDITORIUM are registered trademarks of Ripley Entertainment Inc.***

***La Science De Ripley's Croyez-le ou non! and ODDITORIUM are registered trademarks of Ripley Entertainment Inc***

When using multiple trademarks you may use the following copyright line:

***© Ripley Entertainment Inc.***

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: 4pt font is acceptable.

Example:

The Science of Ripley's Believe it or Not! is a registered trademark of Ripley Entertainment Inc.

La Science De Ripley's Croyez-le ou non! is a registered trademark of Ripley Entertainment Inc.

## TRADEMARK MARKINGS AND ACKNOWLEDGMENTS

The primary purpose of trademark marking and acknowledgments is to give public notice of ownership and exclusive rights to use of the mark. It is not always practical or feasible to use the appropriate trademark marking with every occurrence of the mark. In those cases, it is acceptable to use the symbol whenever the mark is displayed prominently advertising materials, such as in titles, captions, banners and headlines and in the first occurrence of the mark in text on each page, including web pages. The proper marking for a trademark that is registered and used in the United States is ®, and the proper symbol for a trademark which has a pending application for such registration, or for which common law rights are claimed, is tm . When the mark is registered and used in another country, the ® or its local equivalent is used.

# EXHIBIT “A”

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These are the only acceptable configurations for usage of the The Science of Ripley's Believe it or Not! and La Science de Ripley's Croyez-le ou non! logotype. No other configurations of the logotype are acceptable without written permission from Ripley Entertainment Inc. in Orlando, Florida. The ® or ™ must always be used when using any of the below logotypes. Please consult Ripley Entertainment Inc. prior to using the mark.

Whenever the trademark is used in text situations where the logomark would not be appropriate, the trademark must be written or typeset in the following manner:

**The Science of Ripley's Believe it or Not!**

**La Science de Ripley's Croyez-le ou non!**

When using any of the below logotype versions, the following legal line must be included:

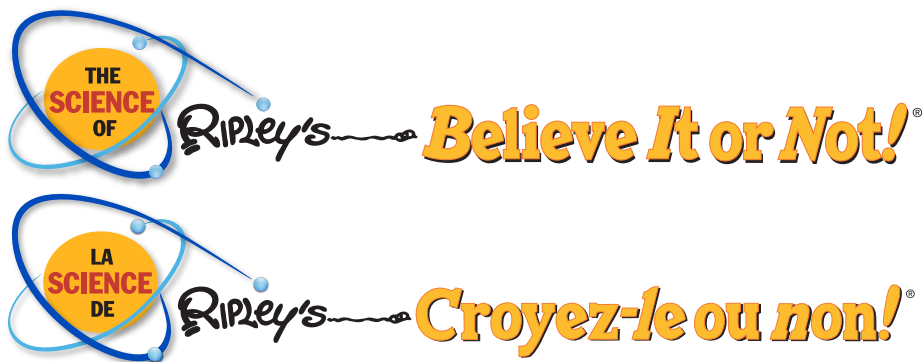
**The Science of Ripley's Believe it or Not! is a registered trademark of Ripley Entertainment Inc.**

**La Science de Ripley's Croyez-le ou non! is a registered trademark of Ripley Entertainment Inc.**

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LOGO 1.

Solid horizontal version:



LOGO 1.

Solid stacked version:



LOGO 1.

3 line stacked version:

