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The Will Rogers Motion Picture Pioneers Foundation identity embodies what we do and expresses what we stand for. A well managed brand identity will help to elevate the Will Rogers Motion Picture Pioneers Foundation message. These guidelines are used to ensure a consistent look and feel throughout all mediums. By following this brand identity system, you protect the equity of the Will Rogers Motion Picture Pioneers Foundation brand.
“Even if you’re on the right track, you’ll get run over if you just sit there.”
**Logos and Marks**

**Primary Logomark: Two-Color**

The full color version of the Will Rogers Motion Picture Pioneers Foundation logomark is the primary logomark of the identity system.

It is strongly recommended that the primary version of the logomark be used whenever possible.

**Horizontal Two-Color:**
(SWRMPPF_Logo_Horizontal_TwoColor.eps)
PMS Black
PMS 129 U

**Primary Logomark: One-Color**

When constraints prevent the use of the primary logomark, one-color versions are used as alternatives.

The one-color logomarks are especially useful on materials such as glass, metal and fabric.

**One-Color or Reversed:**
(SWRMPPF_Logo_Horizontal_Black.eps)
(SWRMPPF_Logo_Horizontal_Reversed.eps)
PMS Black
Logos and Marks

Primary Logomark: Background Control
When placing the logo on a background, careful consideration should go into which logo to choose. Colors and graphics can easily overpower the logomark.

Primary Logomark: Unacceptable Usage
The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.

Correct Usage:

Incorrect Usage:

The following are unacceptable ways of reproducing the Primary Logomark. (i.e. stretching/skewing or removing pieces)
Logos and Marks

Primary Logomark: Vertical Logomark

When size or orientation presents a challenge, a vertical version of the primary logomark may be used. The same rules and guidelines apply to the vertical logomark as the primary logomark.

Two-Color:
(WRMPPF_Logo_Verical_TwoColor.eps)
PMS Black
PMS 129 U

One-Color or Reversed:
(WRMPPF_Logo_Verical_Black.eps)
PMS Black

Secondary Mark

The alternative mark may be used when the brand is already in context.

Two-Color:
(WRMPPF_Logo_Alternative_TwoColor.eps)
PMS Black
PMS 129 U

One-Color or Reversed:
(WRMPPF_Logo_Alternative_Black.eps)
PMS Black
Logos and Marks

Alternative Mark (Camera Cowboy): One-Color

The Camera Cowboy mark may be used when the brand is already in context. The Will Rogers Motion Picture Pioneers Foundation name should be present when using this mark.

One-Color: (WRMPPF_Logo_CameraCowboy_Gold.eps) PMS 129 U
One-Color: (WRMPPF_Logo_CameraCowboy_Black.eps) PMS Black

The following are unacceptable ways of reproducing the Secondary Mark. (i.e. sketching/skewing, unapproved colors or rotating)

Alternative Mark: Unacceptable Usage

The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.
Logos and Marks

Logo and Marks: Minimum Size

Spacing is an important consideration for the placement of the Will Rogers Motion Picture Pioneer Foundation marks. When done correctly, it provides focus on the logo for greater emphasis and impact.
We are all here for a spell. Get all the good laughs you can.
Our colors are what give us personality. In order to build a recognizable brand the same colors should be used consistently across the board in similar applications. An approved palette of primary and secondary colors can be used to add visual interest to all materials.

**Primary:**
- PMS 129U (130C)
  - C0 M36 Y85 K0
  - R250 G6172 B72
  - #FAAC48
- PMS 288U (288C)
  - C86 M71 Y22 K6
  - R61 G87 B134
  - #3D5786

**Secondary:**
- PMS 7710U (7710C)
  - C71 M14 Y26 K0
  - R63 G169 B183
  - #3FA9B7
- PMS 172U (172C)
  - C0 M74 Y71 K0
  - R255 G102 B79
  - #FF664F
Brand Color

Color Palette: Tints

Color tints are especially useful when needing to show change or variation. Tints are taken directly from the primary and secondary colors.
"I never met a man I didn’t like."
**Gotham**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()?,!$&* 1234567890

Ut quam consedis eosaniihitio doluptur, tenihic te ipsam asitature rescipitis dolor re ipidele ntempos veleste officim volorep erciend ipsanimagni tenia doluptum atatis et ommos coressit quiaers perspedigni re eum quas dundit voluptatet latiis molorum repudit.

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**Typography**

**Print Primary: Gotham**

Gotham is an honest and modern typeface. The letterforms are simple yet refined. The simplicity of the typeface lends itself to be easily readable and recognizable. As the primary typeface, use Gotham whenever possible to stay on brand.

Gotham Thin  
Gotham Thin Italic  
Gotham Extra Light  
Gotham Extra Light Italic  
Gotham Light  
Gotham Light Italic  
Gotham Book  
Gotham Book Italic  

Gotham Medium  
Gotham Medium Italic  
Gotham Bold  
Gotham Bold Italic  
Gotham Black  
Gotham Black Italic  
Gotham Ultra  
Gotham Ultra Italic
Adobe Caslon

Adobe Caslon is a regal and sophisticated typeface. The letterforms are distinct in shape and classic in form. For the secondary typeface, use Adobe Caslon as a complimentary to Gotham to stay on brand.

Ut quam consedis eos anhitio doluptur, tenihic te ipsam asitature rescipitis dolor re ipidele ntetpos veleste officim volorep erciend ipsanimagni tenia doluptum atatis et ommos coressit quiaers perspedigni re eum quas dundit voluptatet latiiis molorum repudit.

Adobe Caslon Regular
Adobe Caslon Italic
Adobe Caslon Semibold
Adobe Caslon Semibold Italic
Adobe Caslon Bold
Adobe Caslon Bold Italic
When Gotham and Adobe Calson aren't available, please substitute with Arial and Palatino.

**Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()?.!$&* 1234567890

Ut quam consedis eosanihitio doluptur, tenihic te ipsam as itature recipitis dolor re ipidele ntempos veleste offi cim volorep erciend ipsanimagni tenia doluptum atatis et ommos coressit quiaers perspedigni re eum quas dundit voluptatet latiis molorum repudit.

**Palatino**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()?.!$&* 1234567890

Ut quam consedis eosanihitio doluptur, tenihic te ipsam asitature recipitis dolor re ipidele ntempos veleste officim volorep erciend ips animagni tenia doluptum atatis et ommos coressit quiaers perspedigni re eum quas dundit voluptatet latiis molorum repudit.
“You’ve got to go out on a limb sometimes because that’s where the fruit is.”
Photography

Photos of Will Rogers should be used to convey emotion and extend his legacy.
Live your life so that whenever you lose it, you are ahead.
Sample Application

Brand Identity: Stationery

TODD VRADENBURG
Executive Director
10045 Riverside Drive, 3rd Floor
Toluca Lake, CA 91602
toddv@wrmail.org
818.755.2324 Fax: 818.755.2351
willrogersmotionpicture.org

“We are all here for a spell. Get all the good laughs you can.”

“Even if you’re on track, you’ll get run over if you just sit there.”

WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION
10045 Riverside Drive, 3rd Floor
Toluca Lake, CA 91602
Sample Application

Paper Specifications: Butcher Extra White

Established in 1871, the French Paper Company is a sixth generation, family-owned, all-American company located in Niles, Michigan.

Will Rogers materials are printed on French Dur-O-Tone Butcher Extra White paper. Based on the everyday utilitarian papers that made America great, French Dur-O-Tone paper offers customers an honest, hardworking alternative to overly-slick coated sheets.

French Dur-O-Tone Butcher Extra White comes in three weights. Primarily 80# Text and 80# Cover are used for Will Rogers materials.