WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION

BRAND STANDARDS

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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 thoughout all mediums. By following this brand identity system, you protect the equity of the Will Rogers Motion Picture Pioneers Foundation brand.

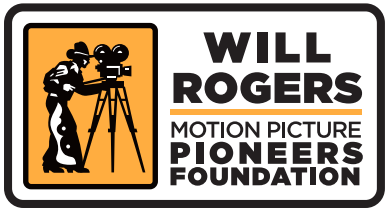
Logos and Marks

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

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.



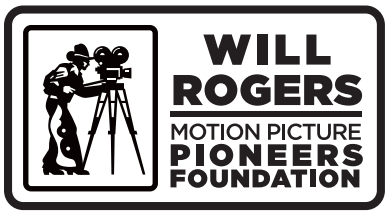
Horizontal Two-Color:
(WRMPPF_Logo_Horizontal_TwoColor.eps)

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:
(WRMPPF_Logo_Horizontal_Black.eps)
(WRMPPF_Logo_Horizontal_Reversed.eps)

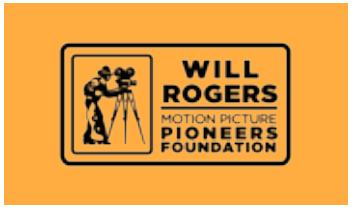
PMS Black

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.

Correct Usage:



Incorrect Usage:

Primary Logomark: Unacceptable Usage

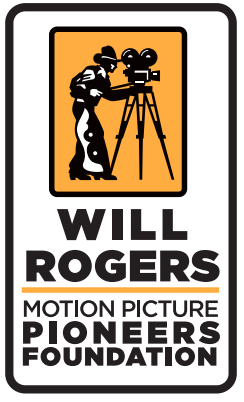
The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.

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

Logos and Marks

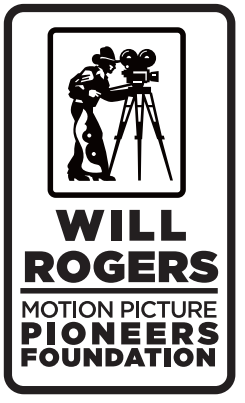
Primary Logomark: Vertical Logomark

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_Vertical_TwoColor.eps)

PMS Black
PMS 129 U



One-Color or Reversed:
(WRMPPF_Logo_Vertical_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.

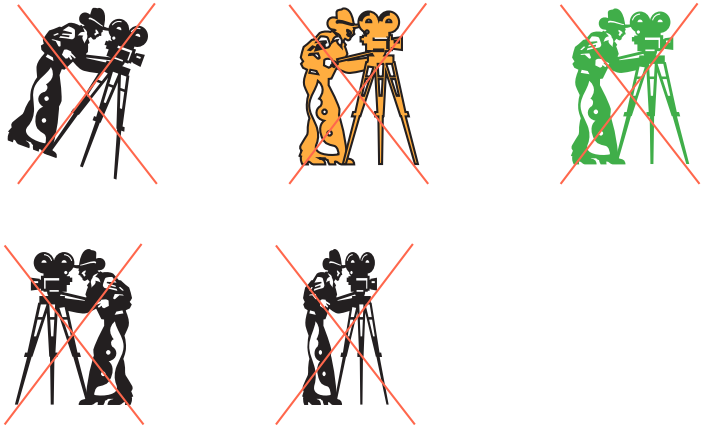
One-Color:
(WRMPPF_Logo_CameraCowboy_Gold.eps)

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.

.40 IN
MINIMUM SIZE

1 IN
MINIMUM SIZE

Logos and Marks

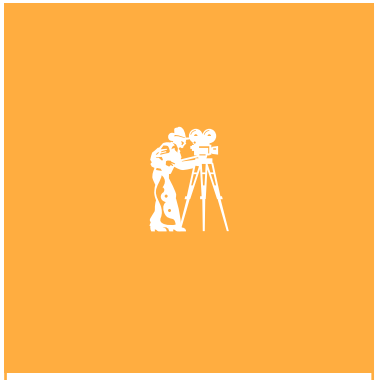
Logo and Marks: Minimum Size

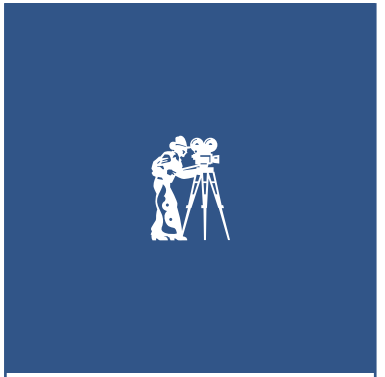
Spacing is an important consideration for the placement of the Will Rogers Motion Picture Pioneer Foundation marks. When done correctly, it provides focus on the logo for greater emphasis and impact.

Brand Colors

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

Primary:





Secondary:

Brand Color

Color Palette:

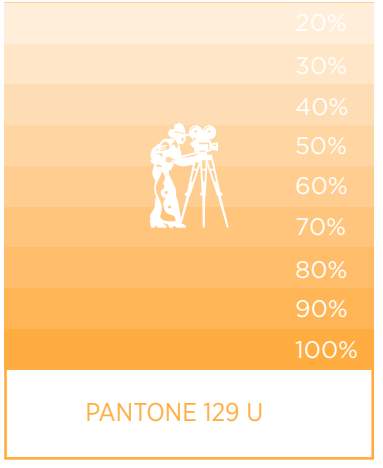
Our colors are what give us personality. In order to build a recognizable brand the same colors should be used consistently across the board in similar applications. An approved palette of primary and secondary colors can be used to add visual interest to all materials.

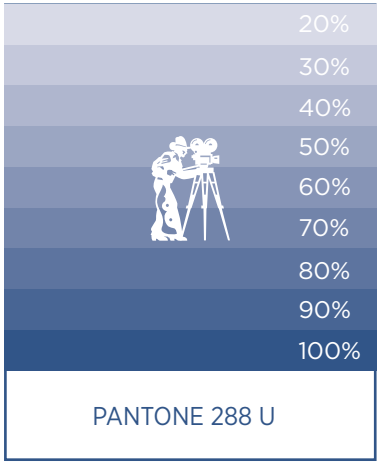
Primary:
PMS 129U (130C)
C0 M36 Y85 K0
R250 G6172 B72
#FAAC48

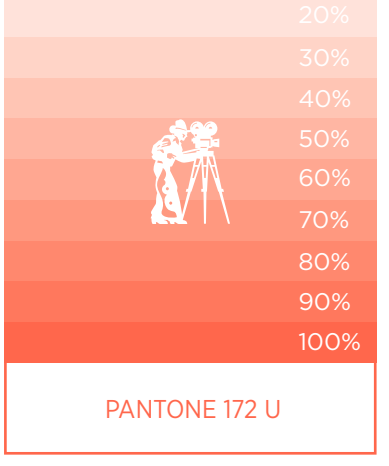
PMS 288U (288C)
C86 M71 Y22 K6
R61 G87 B134
#3D5786

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.

Typography

“
I never met a man
I didn’t like.
”

Typography

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ().,?!$&* 1234567890

Ut quam consedis eosanihitio 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.

Print Primary: Gotham

Gotham is an honest and modern typeface. The letterforms are simple yet refined. The symplicity 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

Gg

Typography

Print Secondary: 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.

Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ().,?!$&* 1234567890

Ut quam consedis eosanihitio 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.

Adobe Caslon Regular
Adobe Caslon Italic
Adobe Caslon Semibold
Adobe Caslon Semibold Italic
Adobe Caslon Bold
Adobe Caslon Bold Italic

Typography

Online: Arial and Palatino

When Gotham and Adobe Calson aren't available, please substitute with Arial and Palatino.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ().,?!$&* 1234567890

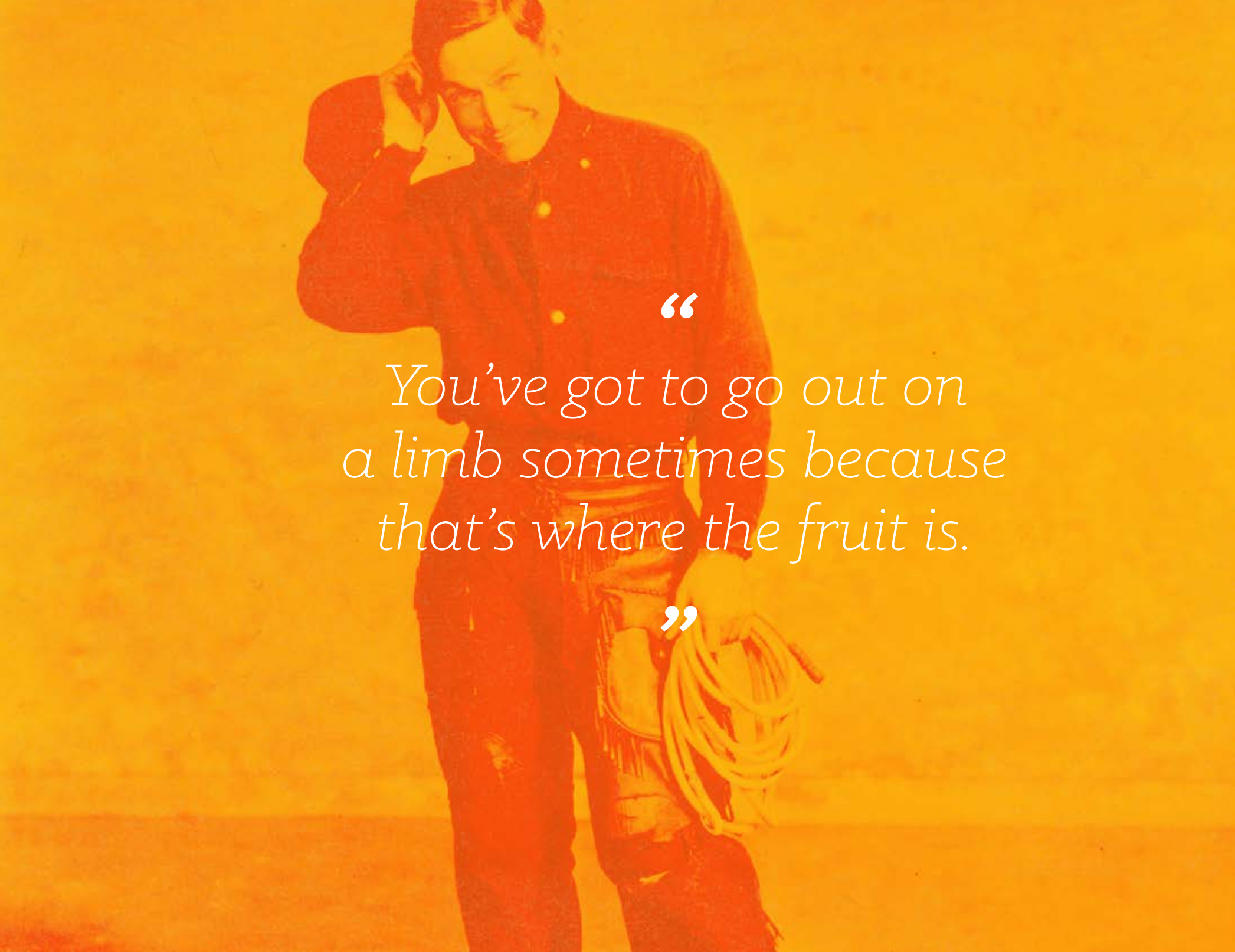
Ut quam consedis eosanihitio doluptur, tenihic te ipsam as itature rescipitis dolor re ipidele ntempos veleste offi cim volorep erciend ipsanimagni tenia doluptum atatis et ommos coressit quiaers perspedigni re eum quas dundit voluptatet latiis molorum repudit.

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ().,?!$&* 1234567890

Ut quam consedis eosanihitio doluptur, tenihic te ipsam asitature rescipitis 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.

Imagery


“
You’ve got to go out on
a limb sometimes because
that’s where the fruit is.
”

Imagery

Photography

Photos of Will Rogers should be used to convey emotion and extend his legacy.

Sample Application

“
Live your life so
that whenever you lose
it, you are ahead.
”

Sample Application

Brand Identity: Stationery

CHAIRMAN
Ted Cooper

PRESIDENT
Chris Aronson

FIRST VICE PRESIDENT
Kyle Davies

TREASURER
Mark Christiansen

SECRETARY
Jim Orr

VICE PRESIDENTS
Steve Bunnell
Nick Carpou
Richard Fay
Dave Hollis
Robert Lenihan
David Passman

EXECUTIVE DIRECTOR
Todd Vradenburg

MEDICAL ADVISOR
Edward Crandall, PhD, MD

PAST PRESIDENTS COUNCIL
Rory Bruer
Dan Fellman
Jerome A. Forman
Erik Lomis
Travis Reid
Bruce Snyder
Robert Sunshine
Chuck Viane

HONORARY CHAIRMEN
Salah M. Hassanein
Erik Lomis
Frank G. Mancuso
Sumner Redstone
Travis Reid

TODD VRADENBURG
Executive Director

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willrogersmotionpicture.org

"Even if you're on track, you'll get run over if you just sit there."

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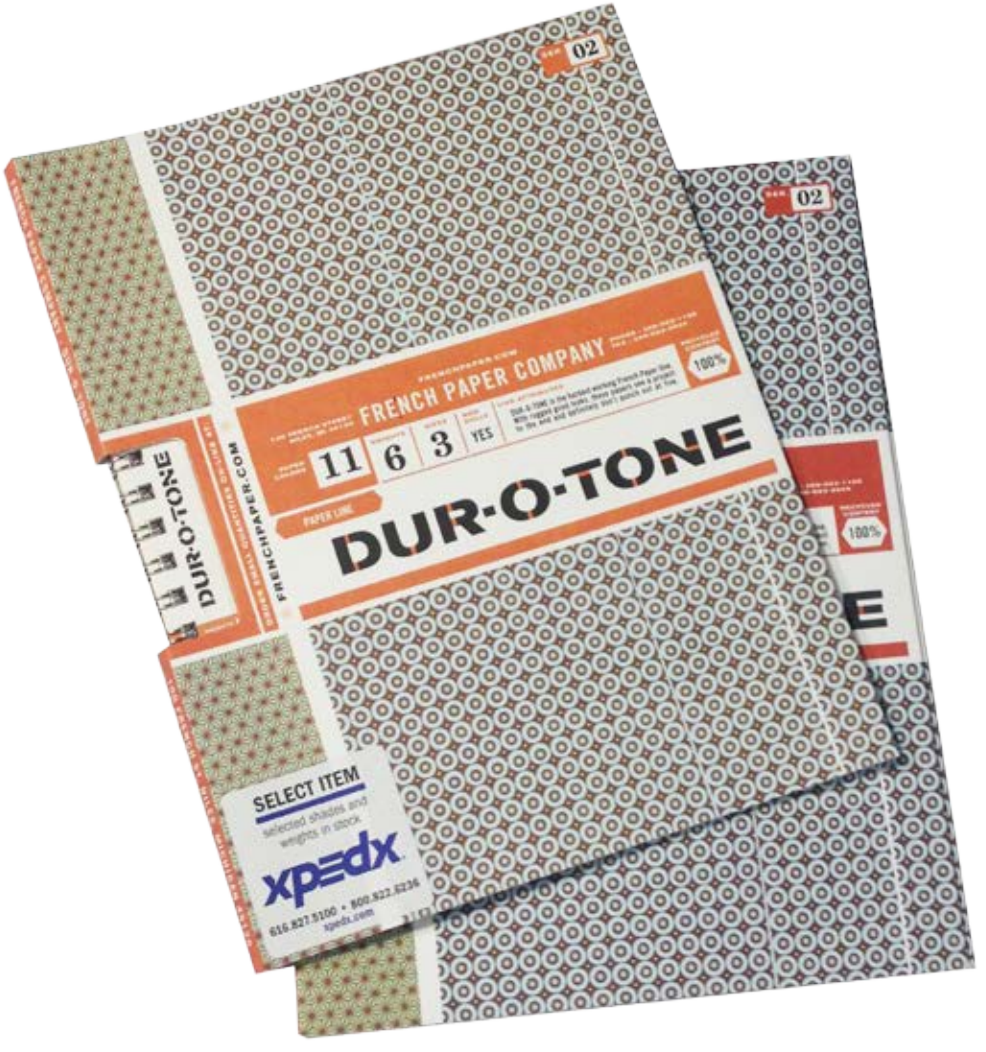

Sample Application

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, hard-working 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.