

 **RIPLEY'S**  
***Believe It or Not!***<sup>®</sup>

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**BRAND GUIDELINES**

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# INTRODUCTION

## **Ripley's Makes the Unbelievable Come Alive**

A Believe It or Not! is a powerful thing.

It sparks curiosity, strikes intense emotions, and curates a sense of wonder for the weird world around us.

Through Ripley's Believe It or Not! Odditoriums, daily cartoon, annual book, TV shows, digital content, and live events, our brand is at the core of so many self-discoveries, family moments, and memorable conversations, holding a unique place in people's hearts.

**This guide ensures we hold our brand to the highest standard and continue to give our guests and fans the best experience possible.**

# KEY MESSAGES

## Brand Lore and History

Built on the foundation of a daily newspaper cartoon in 1918 – still in print today – Ripley's has grown to be a global leader in family entertainment, expanding to include more than 100 attractions in 10 countries around the world.

Our brand grew from the adventures of Robert Ripley and his travels across the globe searching for extraordinary people, unusual artifacts, and unbelievable things.

We want our guests and fans to embrace the spirit Ripley had for discovery and put themselves into the narrative to look at the world in a different way.

### **It's All True – Whether You Believe It or Not!**

Ripley's is inspired by stories of people and places that are incredibly hard to believe, but undeniably true.

We only present true facts and true stories, applying a rigorous fact-checking process on all information and exhibits presented. Truth is quite often stranger than fiction, after all!

## KEY MESSAGES

### **A Collection Worth Sharing with the World**

With more than 25,000 exhibits, Ripley's is home to one of the world's largest oddities collections — and it's still growing!

Building on the foundation of Robert Ripley's personal collection, the Believe It or Not! team continues to scour the globe for new and exciting exhibits, from multi-million-dollar auction purchases to items donated by lifelong fans and everything in between.

Each Ripley's Believe It or Not! Odditorium features hundreds of exhibits, including significant cultural items, historical artifacts, bizarre art, animal oddities, prehistoric relics, pop-culture memorabilia, and more! This incredible variety means there is something for everyone to enjoy at Ripley's.

## KEY MESSAGES

### **Everyone has a Place at Ripley's**

Beyond the incredible artifacts featured in our Odditoriums, Ripley's fans are also drawn in by inspirational stories and aspirational achievements.

Whether you can perform mind-boggling feats, made a strange discovery, are a child prodigy, have extreme body modifications, create obscure art, or simply know about something we've never seen before, everyone has a Believe It or Not! to share because everyone is unbelievable!

In the spirit of celebrating differences, Ripley's is committed to being inclusive and uplifting marginalized individuals and groups. This includes, but is not limited to, people of color, the LGBTQ+ community, and people with disabilities. Achieving the unbelievable is an admirable feat, and to do so in the face of adversity is all the more remarkable.

# BRAND DESCRIPTIONS

## Who We Are: The Essence of Ripley's

### Short

Ripley's Believe It or Not! embraces the spirit of discovery and curiosity. Here, you'll find that truth is always stranger than fiction, as the unbelievable comes alive right before your very eyes!

### Medium

Built upon the adventures of Robert Ripley and his travels across the globe searching for extraordinary people, unusual artifacts, and unbelievable things, Ripley's Believe It or Not! embraces the spirit of discovery and curiosity. Here, you'll find that truth is always stranger than fiction, as the unbelievable comes alive right before your very eyes!

### Long

Welcome to the world of Ripley's Believe It or Not!, where truth is always stranger than fiction! Built upon the adventures of Robert Ripley and his travels across the globe searching for extraordinary people, unusual artifacts, and unbelievable things, Ripley's Believe It or Not! embraces the spirit of discovery and curiosity. Step into a Ripley's Believe It or Not! Odditorium to get hands-on with out-of-this-world interactives, open the pages of a Ripley's book to marvel at rare and unusual artifacts, or scroll through Ripley's online to share the stories of remarkable people from around the world. You'll be amazed, astounded, and most of all entertained as the unbelievable comes alive right before your very eyes!

# BRAND VOICE

## Writing for Ripley's

Ripley's Believe It or Not! embodies a sense of awe and amazement, which should be reflected in our voice. We strive to impart knowledge with a sense of enthusiasm and humor, as opposed to an authoritative tone. Our goal is to inform and entertain.

While what is considered a Believe It or Not! is partially determined by opinion, our writing should not be overtly opinionated. Editorial integrity is important — stick to the facts, and treat people and cultures with respect. In this vein, it is also important to stay up to date with respectful terminology, especially when it comes to writing about people with disabilities. Do not reduce a complex individual to something they have no control over.

When in doubt, think of the Golden Rule and remember:  
*Ripley's is a celebration of the odd and unusual!*

### Words We Use:

- *fascinating*
- *inspiring*
- *astonishing*
- *unbelievable*
- *oddities*
- *curiosities*
- *extraordinary*
- *bizarre*
- *intriguing*
- *hair-raising*
- *jaw-dropping*
- *rare*
- *unusual*
- *strange*

### Do not use:

- *freak*
- *deformity*
- *oddity (in reference to a person)*
- *ridiculous*
- *insane*
- *crazy*
- *stupid*
- *silly*
- *gross*
- *disgusting*
- *nasty*
- *ugly*

FASCINATING    INSPIRING    ASTONISHING    UNBELIEVABLE    ODDITIES    CURIOSITIES    BIZARRE



EXTRAORDINARY    INTRIGUING    HAIR-RAISING    JAW-DROPPING    RARE    UNUSUAL    STRANGE

# Respecting the Ripley's Name and Brand

## LOGO & WORD MARK

### Logo

To ensure its integrity, please refer to [Ripleys.com/Logos](https://Ripleys.com/Logos) for proper usage of the Ripley's Believe It or Not! logo.

### Written Name Usage

The written name comprises the words: Ripley's Believe It or Not! Casing and punctuation remain critical.

- The Ripley's Believe It or Not! name operates as an adjective and noun – e.g. "a Ripley's Believe It or Not! exhibit" or "... visiting Ripley's Believe It or Not!"
- The Ripley's Believe It or Not! name must be reproduced in full – all five words of the name must be used and be of equal size and emphasis. It is not permissible to make one word larger or more distinctive than the other four.
- Avoid breaking the name across multiple lines of text.
- The name must not be rearranged or changed in any way.
- No additional words are ever allowed.

### Shortened versions are permissible when applicable:

- Ripley's – When referring to the brand as a whole or multiple attractions
- Believe It or Not! – When using the phrase in the conventional meaning
- The exclamation mark remains even when the phrase is followed by a comma – e.g. "Believe It or Not!, Robert Ripley was a champion handball player!"

# CREATIVITY AT YOUR FINGERTIPS

## We're Here to Help!

This guide is designed to help you understand the Ripley's Believe It or Not! brand and effectively communicate our message both visually and editorially. Our team is here to assist in your marketing efforts, as well.

Do you need promotional materials or simply some design help? Submit a Graphics Request online via our company portal:

**The Source:** [Ripleys.com/Solutions](http://Ripleys.com/Solutions)

Do you need an update to your website or have a question about social media? Submit a Web Request via email to:

[helpweb@ripleys.com](mailto:helpweb@ripleys.com)

Still have questions? We're here to help ensure all your marketing needs get met! Visit [Ripleys.com/Solutions](http://Ripleys.com/Solutions) for helpful guides and resources provided by the Believe It or Not! Creative Solutions team.

# MARKETING EXAMPLES

## Social Media and Cartoon Posts



## MARKETING EXAMPLES

