

# CLONE-A-WILLY®

## STYLE GUIDE





# OUR STORY

Clone-A-Willy and Clone-A-Pussy are more than DIY penis and vulva molding kits. They have inspired a brand and many loyal followers who believe in sexual expression, body positivity, nurturing intimacy, and creating a space for conversations around something vital in every human experience—sex and self love.

MADE IN  
PORTLAND, OR  
USA

Clone-A-Willy is a brand aiming to pair sex positivity and creativity in a fun and approachable way. Originally formed in San Francisco in 1996, Empire Labs—the company behind the Clone-A-Willy legacy—started off manufacturing highly customized, body-safe, and amazingly lifelike penis molding kits. Invented by a chemist, today the retail version of these kits allow anyone to make an exact replica of a penis or vulva in the comfort of their own home. Now Empire Labs is happy to call Portland, Oregon home and has grown the Clone-A-Willy legacy to be an international hit.

The entire Clone-A-Willy line, including the female counterpart Clone-A-Pussy, are sold all over the world and have been translated into multiple languages. The Clone-A-Willy line has expanded in recent years and is now excited to offer all its customers not only the original Clone-A-Willy and Clone-A-Pussy kits, but also the expanded Plus+ Balls and Plus+ Sleeve kits. The product range has been reviewed and endorsed by several sex-toy columnists, featured on multiple television shows, and even made an appearance in a major motion picture in 2014.



est. 1996



SELF LOVE



DIY



# CLONE-A-WILLY® CLONE-A-PUSSY®

The Clone-A-Willy and Clone-A-Pussy logos are bold and precise, hinting at the brand's background in science and chemistry. These logos are always to be used on packaging.

## Clear Space

A reasonable amount of clear space around the Clone-A-Willy and Clone-A-Pussy logos should always be used so that the brand name is allowed to shine. At least the width of the 'O' in 'Clone' should be maintained on all sides.



## The Trademark Symbol ®

Both brand logos should always be accompanied by the registered trademark symbol.

## Alternate Logo

For social media and other fun platforms, the below alternate logo may be used.





# ASSETS

## HEADER - PROXIMA NOVA BOLD

### Subheader - Proxima Nova Semibold

Body copy - Proxima Nova Regular

Left align body copy whenever possible and maintain a good distinction between headers and subheaders either by size contrast or by making the headers all caps.

### Alternate Header - Keep on Truckin'

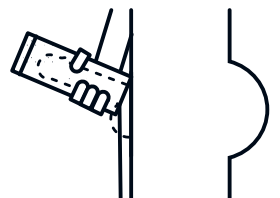
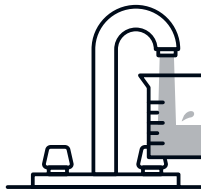
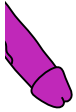
Keep on Truckin' can be used as a header font when a little more personality feels appropriate. Examples include, social media and large print ads.

### Marketing Illustrations

Clone-A-Willy and Clone-A-Pussy marketing collateral often includes some form of hand-drawn doodles that help convey the fun and creative aspects of the products. They can be key words (e.g. "DIY" or "Body-Safe"), renderings of the products or merely decorative elements (twinkles, hearts, lightning bolts). They are always lively and most importantly, inclusive!

### Packaging Illustrations

Packaging illustrations are more informative and graphic. They help customers to navigate the process behind creating perfect clones of their parts.





# IMAGERY





# CLONE-A-WILLY<sup>®</sup> PRESS KIT





# COLLABORATIVE OPPORTUNITIES



- ◆ Cross promotions
- ◆ Donation for reviews
- ◆ Event collaborations
- ◆ Sponsored giveaways
- ◆ Product placement
- ◆ Photo & video projects
- ◆ Banner ads
- ◆ Company interviews

[WWW.CLONEAWILLY.COM](http://WWW.CLONEAWILLY.COM) / [MEDIA@EMPIRELABS.COM](mailto:MEDIA@EMPIRELABS.COM)

## AUDIENCE



- 60% Men
- 40% Women
- 80% Ages 18-44
- 70% USA & Canada



23k+  
@cloneawillykit



5.2k+  
@cloneawilly



350+  
@cloneawilly



5.1k+  
@cloneawilly





PRESS MENTIONS

**NETFLIX** **GLAMOUR**

**max** **BuzzFeed**

**HUFFPOST** **Men'sHealth**

**COSMOPOLITAN**



**METRO**

REFINERY29

*Out*

**JEZEBEL**

**VICE**



**elite  
daily**

