

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

PDY
SF



DIY



LOGOS

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'

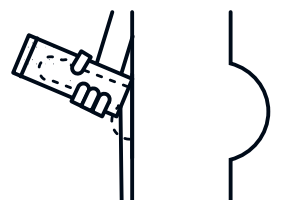
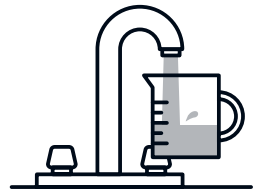
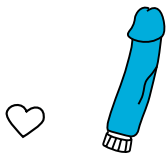
Keep on Truckin' can be used as a header font when a little more personality feels appropriate. Examples include, social media and large print ads.

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[®] PRESS KIT





COLLABORATIVE OPPORTUNITIES



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

WWW.CLONEAWILLY.COM / MEDIA@EMPIRELABS.COM

AUDIENCE



- 61% Men
- 39% Women
- 60% Ages 18-34
- 66% USA & Canada



14.2k+
@cloneawillykit



4k+
@cloneawilly



1.5k+
@cloneawillykit



4k+
@cloneawilly





PRESS MENTIONS

NETFLIX **GLAMOUR**

Pop **BuzzFeed**

HUFFPOST **Men'sHealth**

COSMOPOLITAN



METRO

REFINERY29

Out

JEZEBEL

VICE



**elite
daily**

