



MARKETING & BRAND GUIDE

Developed in partnership with





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ABOUT WILD WEATHER



Science North is pleased to present the highly interactive and entertaining traveling exhibition *Wild Weather*, developed and produced by Science North, in partnership with the Ontario Science Centre.

ABOUT THE EXHIBITION

Severe weather is a powerful and unpredictable force that causes great damage to communities, infrastructure and lives. This 3,000 square-foot traveling exhibition is designed to immerse and engage visitors in the science of severe weather.

Visitors are given unique opportunities to experience severe weather: they will witness the destruction of tornadoes, follow turbulent cloud formations and lightning strikes, and meet a researcher studying the force of wind in the lab. Through *Wild Weather's* unique experiences, visitors will discover how technologies and scientific discoveries are improving our ability to forecast severe weather and prepare for future climate changes.

Wild Weather is divided into key theme areas, each with its own mix of experiments, challenges, models, computer interactives, multimedia experiences, and full-scale images. Visitors are invited to delve into the science behind some of the world's most severe weather phenomena: tornadoes, thunderstorms, hurricanes and heat waves.

The goals of the *Wild Weather* exhibition are to:

- provide an engaging, immersive, and entertaining experience for visitors to explore severe weather, its power and its unpredictability.
- increase visitors understanding of the science behind severe weather, its connection to the world's changing climate, the emerging technologies and forecasting techniques.
- showcase the stories of people who are working to better understand severe weather events in order to improve our ability to predict and mitigate the impacts of severe weather, and prepare for future conditions as our climate changes.

AUDIENCES

- Teens and young adults
- Adults
- School groups
- Photographers
- Meteorologists
- Youth groups
- Seniors groups

EDUCATIONAL THEMES

- Climate change
- Meteorology
- Climatology
- Science
- Technology

ADDITIONAL RESOURCES AVAILABLE

- Interpretive Plan
- Marketing & Brand Guide
- Educational Guide

MESSAGING

KEY MESSAGES

- **Severe weather can be a powerful and unpredictable force with the capability to cause great damage to communities, infrastructure and lives.**
- **Scientists are working hard to better understand how severe weather works in order to create more accurate forecasts, and to better understand extreme weather events in a changing climate.**

MESSAGING - 25 WORDS

Wild Weather immerses visitors of all ages in the science of severe weather. Through fun, engaging and interactive experiences, visitors will delve into severe weather science and technology.

MESSAGING - 50 WORDS

Wild Weather immerses visitors of all ages in the science and power of severe weather. Through fun, engaging and interactive experiences, visitors will delve into severe weather science and technology. They will leave *Wild Weather* feeling they have experienced the humbling power of severe weather—from lightning and hurricanes to tornadoes.

MESSAGING - 100 WORDS

Wild Weather immerses visitors of all ages in the science and power of severe weather. Through fun, engaging and interactive experiences, visitors will delve into severe weather science and technology, and investigate the stories of scientists, forecasters and passionate enthusiasts. Visitors will leave the exhibition feeling they have been immersed in the real-life power of severe weather—from lightning to hurricanes and even tornadoes.

Wild Weather visitors will gain a better understanding of the science of severe weather, its connection to climate change, and learn about technologies and forecasting techniques from scientists working to mitigate severe weather impacts.

MESSAGING - 250 WORDS

Wild Weather immerses visitors of all ages in the science and power of severe weather. Through fun, engaging and interactive experiences, visitors will delve into severe weather science and technology, and investigate the stories of scientists, forecasters and passionate enthusiasts. Visitors will leave the exhibition feeling they have been immersed in the real-life power of severe weather—from lightning to hurricanes and even tornadoes.

Wild Weather allows visitors to explore the fascinating power and unpredictability of severe weather. They will gain a better understanding of the science behind it, its connection to climate change, and technologies and forecasting techniques. They will also hear the stories of people who are working to better understand and mitigate severe weather impacts.

Exhibit zones lead visitors through a series of *Wild Weather* experiences, beginning with an introduction, and followed by a zone featuring tornadoes—one of our planet's most unpredictable forms of weather.

Visitors will be “struck by lightning” in slow motion in the thunderstorm zone before they experience more theme areas.

Visitors will then experience a hurricane before they move on to one of the deadliest forms of severe weather—extreme heat.

Other engaging *Wild Weather* experiences feature popular weather videos from around the world, a common weather myth buster, and an opportunity to be “blown away” in a staged hurricane photo opportunity.

SAMPLE MEDIA RELEASE

[Date]

For Immediate Release

[Science Centre] Opens New Wild Weather Exhibition

[CITY, STATE/PROVINCE] – *Wild Weather*, an immersive, experiential exhibition opened today at [Science Centre]. The highly-interactive exhibition, developed and produced by Science North in partnership with the Ontario Science Centre, illustrates severe weather as a powerful and unpredictable force that can often cause great damage to communities, infrastructure and lives.

“*Wild Weather* will immerse visitors of all ages in the science of severe weather. Through fun, engaging and interactive experiences, visitors will delve into severe weather science and technology, and investigate the stories of scientists, forecasters and passionate enthusiasts. Visitors will leave *Wild Weather* feeling they have experienced the humbling power of severe weather—from lightning and hurricanes to tornadoes”, said [Name], [Title] at [Science Centre].

Exhibit zones lead visitors through a series of *Wild Weather* experiences, beginning with an introduction, and followed by a zone featuring tornadoes—one of our planet’s most unpredictable forms of weather.

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the thunderstorm zone before they experience more theme areas.

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Other engaging *Wild Weather* experiences feature popular weather videos from around the world, a common weather myth buster, and an opportunity to be “blown away” in a staged hurricane photo opportunity.

Experience weather in its many powerful and unpredictable forms in this new exciting exhibition open at [Science Centre] until [Date].

For more information, please visit: [URL].

[Science Centre Boiler Plate Copy]

For more information, please contact:

[Media Contact]

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[Download in Word](#)



PROMOTIONAL INSPIRATION

MEDIA STORY STARTERS

- Research the most extreme weather event in the history of your community and do a pictorial exposé on the event. Outline what impact it had on your community. Explain how it happened and predict the probability of it occurring again and the comparative impact it would have today. Tie this back to the *Wild Weather* exhibition and how it provides an experience to see all of the world's extreme weather conditions.
- Referencing a global extreme weather event, contact local media to offer an explanation of the phenomenon and relate it back to the *Wild Weather* exhibition. Outline how it provides an opportunity to see all of the world's extreme weather conditions.
- Meet with local officials to discuss municipal emergency preparedness for extreme weather conditions. Coordinate a collaborative media release to illustrate through *Wild Weather* what impact extreme weather conditions can have on a community (traffic, electricity, heat, access to food and fuel) and help ensure that your community is prepared for potential *Wild*

Weather conditions.

PROMOTIONAL IDEAS

- Launch the opening of *Wild Weather* with dignitaries, politicians, business leaders, weather reporters, media and students.
- Present a guided tour by the best-known meteorologist in the community.
- Partner with a local Dairy Queen to create a special Blizzard just for the exhibition
- Host a speaker from a local or regional university who is an authority on extreme weather events that may occur in your community.

LOOKING FOR MORE INSPIRATION?

Please contact us if you have questions, or would like to engage Science North's consulting services to develop unique promotional experiences.

CREATIVE

CREATIVE ASSET DOWNLOAD LINKS

- [Exhibit Images](#)
- [Exhibit Logos](#)
- [Science North & Ontario Science Centre Logos](#)

QUICK START ASSET PACK: DESIGN FILE DOWNLOAD LINKS

Digital (Adobe Illustrator) [Download all digital assets](#)

Ad - banner	728 x 90px
Ad - mobile banner	320 x 50px
Ad - small box	300 x 250px
Ad - tall box	300 x 600px
Social - 1:1/Square	1080 x 1080px
Social - 1.91:1/Horizontal	1200 x 630px
Social - 1:1.91/Vertical	630 x 1200px
eNewsletter graphic	600 x 400px
Facebook Event cover	1920 x 1005px
Website hero	2000 x 1000px

Print (Adobe InDesign) [Download folder](#)

Postcard	7 x 5"
Ad - square	8 x 8"
Ad - wide	6 x 4"
Ad - tall	4 x 6"
Poster - letter	8.5 x 11"
Poster - tabloid	11 x 17"
Poster - movie	27 x 40"

Quick start design files incorporate placeholder logos for your organization and a sponsor (if needed); just replace them with your own logos. You may use this creative or further adapt to your brand within these guidelines. In all cases, creative approval is required (please see page 8).



Design starter for 6 x 4" print ad

QUICK BRAND GUIDE

Wild Weather Colours

PRIMARY

Medium Blue	CMYK	80 44 0 0
	HEX	2d7ec2

Dark Blue	CMYK	100 84 34 21
	HEX	193a66

Dark Grey	CMYK	0 0 0 70
	HEX	5e5e5e

SECONDARY

Light Blue	CMYK	50 20 0 0
	HEX	6fccf2

Light Grey	CMYK	0 0 0 40
	HEX	a7a9ac

Purple	CMYK	55 90 0 0
	HEX	883f98

Yellow	CMYK	0 42 89 0
	HEX	f7a136

Wild Weather Fonts

HEADLINES (CAPS ONLY)

KALLISTO BOLD ITALIC

KALLISTO BOLD

NOTE:

All specified fonts are included in Adobe Fonts

BODY

Montserrat Regular

Montserrat Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extra Bold

Montserrat Extra Bold Italic

APPROVALS & RECOGNITION

APPROVALS - CONTACT US

All promotional materials used to market the exhibition must be submitted to Science North for approval at least 30 days before their use. If approval within a shorter time frame is required, Science North will do its best to accommodate such requests.

Email approvals@sciencenorth.ca for approval and to contact us with any marketing or creative questions.

RECOGNITION GUIDELINES

Wild Weather is developed and produced by Science North in partnership with the Ontario Science Centre.

Wild Weather exhibitors are responsible for all publicity, promotion, and advertising relating to the display of the exhibition at their venue.

Wild Weather exhibitors must use the *Wild Weather* logo provided by Science North. Please refer to the Creative section of this guide for download links to the *Wild Weather* logo and other resources.

Wild Weather exhibition clients must identify and credit Science North as the developers and producers of the exhibition in partnership with the Ontario Science Centre in all publicity, communications and promotional materials relating to the exhibition, wherever practical, using the following credit line:

Wild Weather is developed and produced by Science North, Sudbury, Ontario, Canada in partnership with the Ontario Science Centre.

Supporter Recognition: All publicity, communications and promotional materials relating to the exhibition must also credit funders and any other exhibition tour sponsor/supporter as specified in this guide. At present, there are no tour sponsors/supporters. As described in Article 11 of your Lease Agreement, should Science North secure tour sponsors, additional or alternate credit line(s) will be provided by Science North.

Reporting: *Wild Weather* exhibitors must send to Science North, no later than 45 days following the date of closing of the exhibition, an attendance and publicity

report. This summary report shall include attendance figures, press clippings and reviews, installation photos and other pertinent information related to the display of the exhibition. Please submit the summary report to the marketing contact for the *Wild Weather* exhibition.

Event Invitation: As indicated in your Lease Agreement, should there be an opening event for this exhibition, the exhibitor must invite representatives of Science North, Ontario Science Centre and its sponsors (if any) and include a representative in the opening remarks.

Please refer to your *Wild Weather* Traveling Exhibit Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.

Other Sponsors: As a *Wild Weather* exhibitor, you may solicit other sponsors, subject to Science North's approval, not to be unreasonably withheld. Please refer to your *Wild Weather* Traveling Exhibit Lease Agreement for full details and contractual obligations.