



 Give Kids
The World
Village®
Where Happiness Inspires Hope

Brand Book



Welcome to our Brand Book

Give Kids The World Village is a special place where extraordinary moments happen all the time. It's important for us to be able to capture that and share it with as many people as possible.

This Brand Book has been created to provide guidance to anyone who engages with our audiences on behalf of Give Kids The World Village. These audiences include wish children and their families, donors, corporate partners, volunteers, employees and more. Maintaining and growing our community will be easier and more effective if every interaction with each of our audiences is clear, consistent and relevant.

While these pages include explanations of our history, mission and brand, our greater hope is that it describes and illustrates what makes Give Kids The World Village so meaningful, impactful and loved and will facilitate sharing that with others.



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History

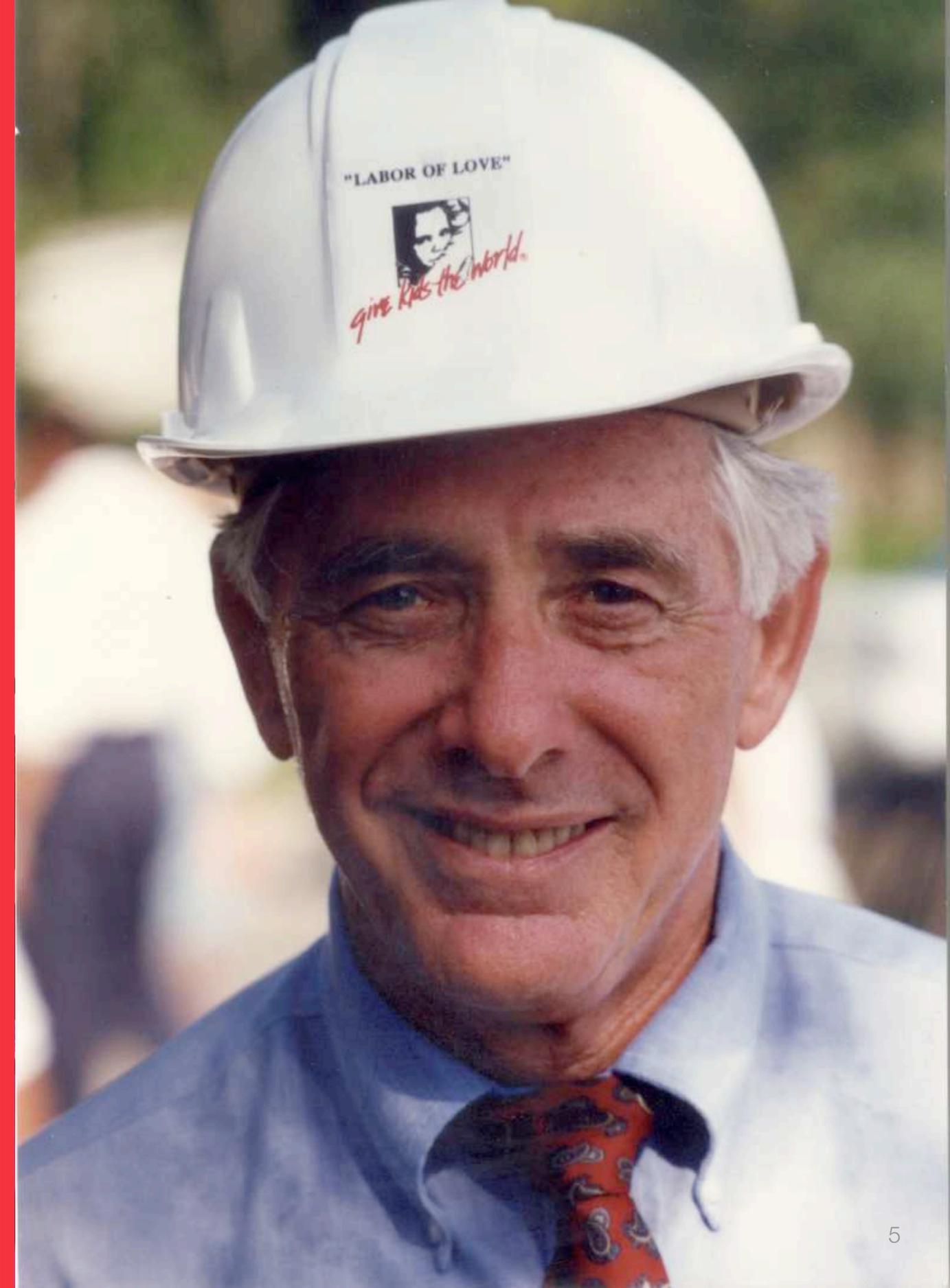
.....

History

Give Kids The World began with a little girl named Amy. Amy was battling leukemia and had a wish to visit Central Florida's theme parks. **Henri Landwirth**, a respected hotelier in the area, was asked to provide a complimentary stay for Amy and her family, and he gladly obliged. Unfortunately, the remainder of Amy's travel plans took too long to arrange, and she passed away before her wish could be granted.

That's when Landwirth made a vow to never turn a child away. Enlisting the support of colleagues in the hospitality and tourism industries, he started bringing critically ill kids and their families to enjoy Central Florida theme parks—within 24 hours if need be. In 1986 he named this project **Give Kids The World**, because that's exactly what he intended to do: provide magical, uplifting experiences in the form of unforgettable vacations for critically ill children and their families.

As the program expanded and the number of visiting families continued to grow, it became clear to Landwirth that **Give Kids The World** would need a place of its own to properly serve these families' needs. In 1989 **Give Kids The World Village** opened—and what was once a dream became the resort where we've been igniting joy and hope in the hearts of visiting children and families ever since.





What is Give Kids The World Village?

.....

We're a Destination

On the surface, we're a **place**: an 84-acre nonprofit resort with 166 fully-furnished villas, unique entertainment, attractions and whimsical venues designed for critically ill kids of all abilities and their families. Wish-granting organizations send families to our Village, where they stay while enjoying Central Florida's array of theme parks and attractions.

We're a Community

But we're so much more than a resort. At our core, **Give Kids The World Village** is a **community** of families, volunteers, donors and staff where *everyone* is welcome. We all come together to become something bigger than ourselves; surrounding critically ill children and their families with **uplifting joy** and connecting them with other families overcoming similar situations. That's how we ensure every child and family who visits our resort walks away not just with an unforgettable vacation; but with renewed **purpose**, **optimism**, and an **enduring sense of hope** that continues well after their week here ends.



What We Do

Igniting **Happiness** and **Hope**

In a very real sense, the Village offers families **the gift of a wonderful time**—time away from the burdens of doctors' appointments, hospital stays and isolation, and a chance to rediscover the joys of simply being happy together. We celebrate Halloween every Monday and Christmas every Thursday to **give families back the moments** they may have lost. We have meet and greets with theme parks characters and pony rides to **make every day extraordinary**. For many families, the Village is the first time in a *very long time* that they've seen their child light up, smile, and simply *be happy again*. That alone is often enough to inspire enduring hope for the entire family!





Mission

.....

Mission



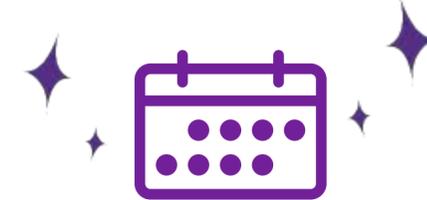
We ignite an enduring sense of hope
in the hearts of critically ill children and their families by
fulfilling their wishes through our Village experience.



Wish Journey

Wish Journey

So where does **Give Kids The World Village** fit along the journey of a child getting their wish?



it all starts with
a wish

A Wish Granting Organization (WGO) grants a critically ill child's wish to come to Central Florida's theme parks

the wish reaches the
Village

WGOs contact Give Kids The World, where staff and volunteers start working on fulfilling the wish

the family arrives in
Florida

The family is greeted at the airport and they arrive at the Village to discover it is no ordinary resort

GKTW provides a week of
happiness

Everything is taken care of so the family can enjoy the Village and Central Florida's parks and attractions

we ignite enduring
hope

Long after the family's departure, the Village experience endures, inspiring the children and their families to keep hoping, keep fighting and keep smiling



Brand

.....

Our Brand

Every interaction and experience we have shapes perception and influences response—everything from contacting a family to arrange their visit, to an email seeking support from a corporation.

It's not only *what* we say and do that's important, but *how* we say and do it. Our previous section covered the fundamentals: our history, our mission, what we are and what we do.

In this next section, you will find guidance and guardrails on how we communicate and how we act; our beliefs, our personality, our tone and voice—and how we adjust our emphasis to be of greatest relevance to our various audiences.



Brand Traits (Who We Are)

Just like people, **brands have traits and beliefs** that define who they are. The principles below are an intrinsic part of our brand's DNA, adding dimension to GKTW's personality and how we communicate.

We Are Purpose-Driven

Our larger mission—to bring an enduring sense of hope to every critically ill child and family in our Village—guides our every action. It's the purpose that unites us, drives us, and guides us to something greater.

We Are Family-First

At the Village, it's all about the kids and their families—never about ourselves. Everything we do is for them and in their service.

We Are Hospitable

We are here to make everyone feel welcome and well taken care of, so they can fully focus on the joy of being together and worry less about their everyday challenges.

We Are Empathetic

We exhibit an empathetic and patient heart, remembering that every child and their family has a challenge of their own. We adapt accordingly to discover and deliver what joy means to them.

We Are a Community

Challenges are unique, but unity brings strength—and at the Village, we're all in this together. We create lasting relationships to connect wish children, their families, donors, volunteers and staff to something bigger than themselves.

We Are Joyful

With enough joy and optimism, any challenge can be overcome. We embrace guests with a sense of happiness and wonder as soon as they enter the Village, in order to refuel their spirits and fill their hearts with hope.

Core Values (How We Act)

Much like how our brand traits define who we are, our core **values define what we do.**
These values guide and inform our actions and behavior.

Compassion:

We put the needs of the children and their families first. Give Kids The World exists only to fulfill the wishes of critically ill children and their families.

Dedication:

We do whatever it takes to provide a joyful and quality experience for every guest. When children and families have grown accustomed to hearing “no”, we say “yes.” “Yes, you can have ice cream for breakfast. Yes, wheelchairs are allowed in that pool.”

Credibility:

We earn and maintain the complete trust of our corporate partners. Of each dollar we spend, typically 93 percent goes directly to our families for their cost-free, magical vacation.

Integrity:

We always try to do the right thing. We are transparent and committed to standards which go beyond obeying the law.

Team Work:

We help each other and feel collectively responsible for achieving our mission. It takes the cooperation and efforts of our donors, partners, volunteers and staff to accomplish the Village’s mission.

Guardrails

We Are

Hopeful

.....

Optimistic

.....

Enduring

.....

Accommodating

.....

Transformative

We Are Not

Overpromising

.....

Naive

.....

Short-Lived

.....

Self-Serving

.....

A Distraction

We focus on the **positives to reignite optimism, not** to give false hope or expectations to our wish children and their families.

.....

We're about reminding our wish children that **life can be full of good,** not about sugarcoating or pretending there is no bad.

.....

We **bring enduring positivity** to our wish children, **not** a short-lived vacation or a quick getaway. The effects of the Village last far beyond the moment our families leave the resort.

.....

We're about **servicing our wish kids and their families** in every way possible—**not** about feeling good about ourselves for doing good.

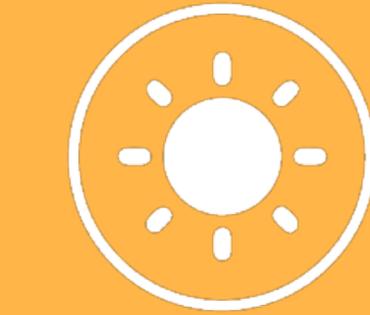
.....

We aim to **bring joy and relief that transforms kids and their families** beyond their time at the Village, through the magic of a devoted, uplifting and inspirational community.

Tone & Voice



Inviting



Bright



Sincere



Playful

Tone & Voice

This is **how we sound** in person *and* in writing when communicating with guests, volunteers, donors—and anyone else.

Inviting

At the Village, every critically ill child and their family is welcome with open arms. We'll do everything we can to give them the best stay possible, with a sense of openness, inclusiveness and warmth.

Bright

In a world filled with "No's," the Village embraces kids with "Yes." Our tone should always inspire positivity—never pity. It should empower, spark optimism and suggest a world of possibilities.

Sincere

We're always honest. We don't need to pretend everything is perfect. Our tone should always be 100% transparent, approachable and human—never disingenuous or falsely hopeful.

Playful

A positive attitude can work wonders. We're never too serious and never lose our sense of humor or childlike wonder. Our tone should reflect an inherent sense of fun, eagerness, curiosity and levity.

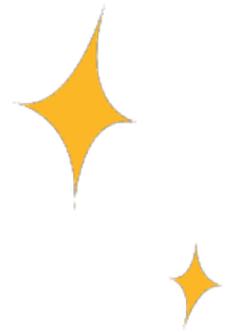
Copywriting

.....

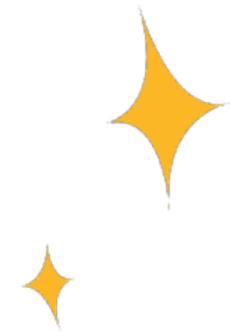


Tagline

.....



Where Happiness Inspires Hope



Audiences

It really does take a village to accomplish our mission. That's why it's important we remain mindful of who we're speaking to in our communications, to ensure we address them in a way that's personally relevant. Below is a list of our key audiences and our priorities when addressing them.

Wish Kids & Families

Wish kids and their families are the stars of the show. Everything we do at the Village is for them.

Communications directed at them should prioritize making them feel **welcome, taken care of, and part of a warm, supportive and caring community.**

Volunteers

Volunteers do the day-to-day heavy lifting for the Village. They comprise a community that is proud to carry out our mission every time they interact with wish kids and families. For this reason, our communications should make them **feel appreciated**, and make it clear that **they are part of something bigger than themselves.**

Donors, Sponsors & Corporate Partners

The Village relies on the support of our donors, sponsors and corporate partners to operate. It's important we remind them they make a real impact in **bringing the magic of the Village to life** and that they can trust us to be **fiscally responsible** with their donations.

Board Members & Staff

Board members and staff keep the Village running, allowing us to serve our wish kids and families. However, they don't always get to interact *directly* with those they're helping—which is why it's important we remind them of our overarching purpose. No matter where they are or what they do, **their every action helps fulfill the Village's purpose** of bringing enduring hope to wish kids and their families.



Messaging

.....

Messaging

The following pages provide examples to guide you as you communicate with our various audiences.

Overarching Recommendations

Regardless of who you're addressing, it's a good idea to keep the following in mind:

- **Make Your Audience the Hero:** Whatever you're writing, ask "how is this pertinent and relevant to this audience?" Find the angle most personal to them: how it affects their lives, their values and what they care about.
- **Leverage Storytelling:** Stories are a great way to bring a message home. Consider using anecdotes and personal stories (they can originate from anywhere in the Village), when crafting content.
- **Remember the Transformation:** The Village is life-changing for guests and supporters alike. When crafting your message, consider the impact your audience's involvement has had on them.
- **Make It Personal & Emotional:** Our messages should appeal to the heart, resonating with what our audiences feel for and care about most.
- **Promote Community & Shared Purpose:** Appeal to our audience's sense of purpose and their eagerness to join and contribute to a meaningful community.



Messaging | Sample Copy

Wish Kids & Families

“

We're Looking Forward to Your Visit!

”

We're excited you're staying at **Give Kids The World Village** and we can't wait to bring you a week full of joy, fun and unforgettable memories! If you happen to be celebrating any special occasion during your stay with us—such as a birthday, anniversary or end of medical treatment—please let us know. We'll be happy to cover all the details, so all you have to do is kick back, enjoy yourself and share a very special moment with your family!



Messaging | Sample Copy

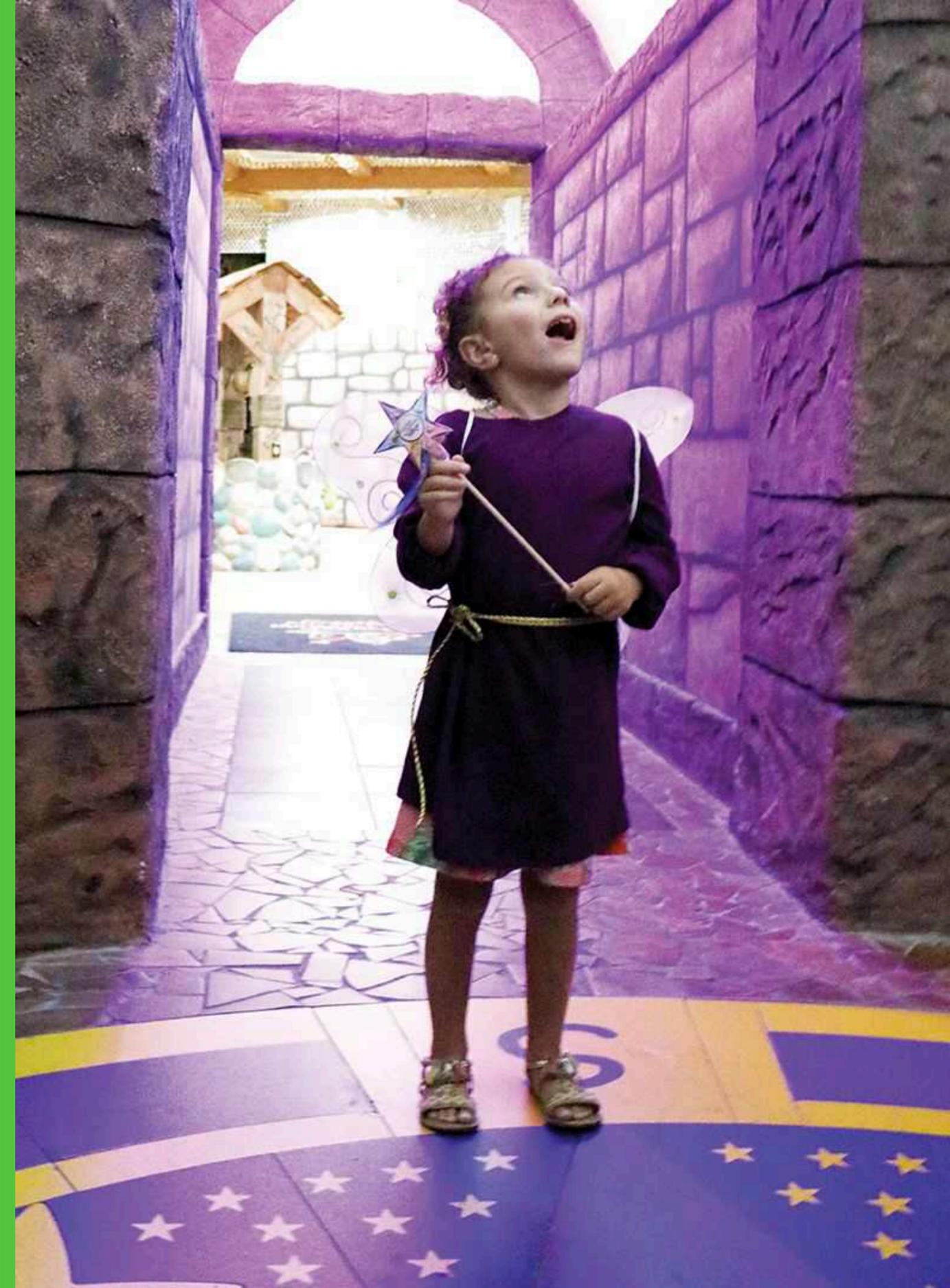
Volunteers

“

Eager to Help? **Come Volunteer!**

”

As a volunteer, you'll be helping us fulfill wishes and get to see first-hand how even the smallest act of kindness can ignite enduring hope in our wish kids and families. Come manage our Cookie Cart, help out at the Rockin' Spa, or even perform as one of our characters! You'll help fill our wish kids and families with smiles and become part of a truly special community.



Messaging | Sample Copy

Donors, Sponsors & Corporate Partners

“ How Give Kids The World Village is Different ”

Thankfully, there are many excellent organizations devoted to treating critically ill kids. However, few address the emotional side of being critically ill. Doctors' visits, hospital treatments and extended periods of uncertainty can take a profound emotional toll for the entire family—and when a child is declared critically ill, it's difficult to escape an overwhelming sense of pain. That's why your contribution is so important!

“ Your Donation Makes Wishes Come True ”

More than a vacation or resort, the Village is a place where the wishes of critically ill kids are fulfilled. Through your donation, you'll help **rekindle joy** and **bring back hope** to our kids and their families. You'll be bringing them much-needed relief, helping them exchange uncertainty for optimism, build a community and develop a sense of belonging with families in similar situations.



Messaging | Sample Copy

Board Members & Staff

“

Another Success—**Thanks to You!**

”

Our fifth annual Black & White Gala was once again a resounding success—and we can't appreciate your involvement enough! A big **THANK YOU** goes out to everyone who participated and helped out behind the scenes. It's your dedication, hard work and passion that makes it possible for **Give Kids The World Village** to continue bringing smiles, joy and enduring hope to wish kids and families all around the world.



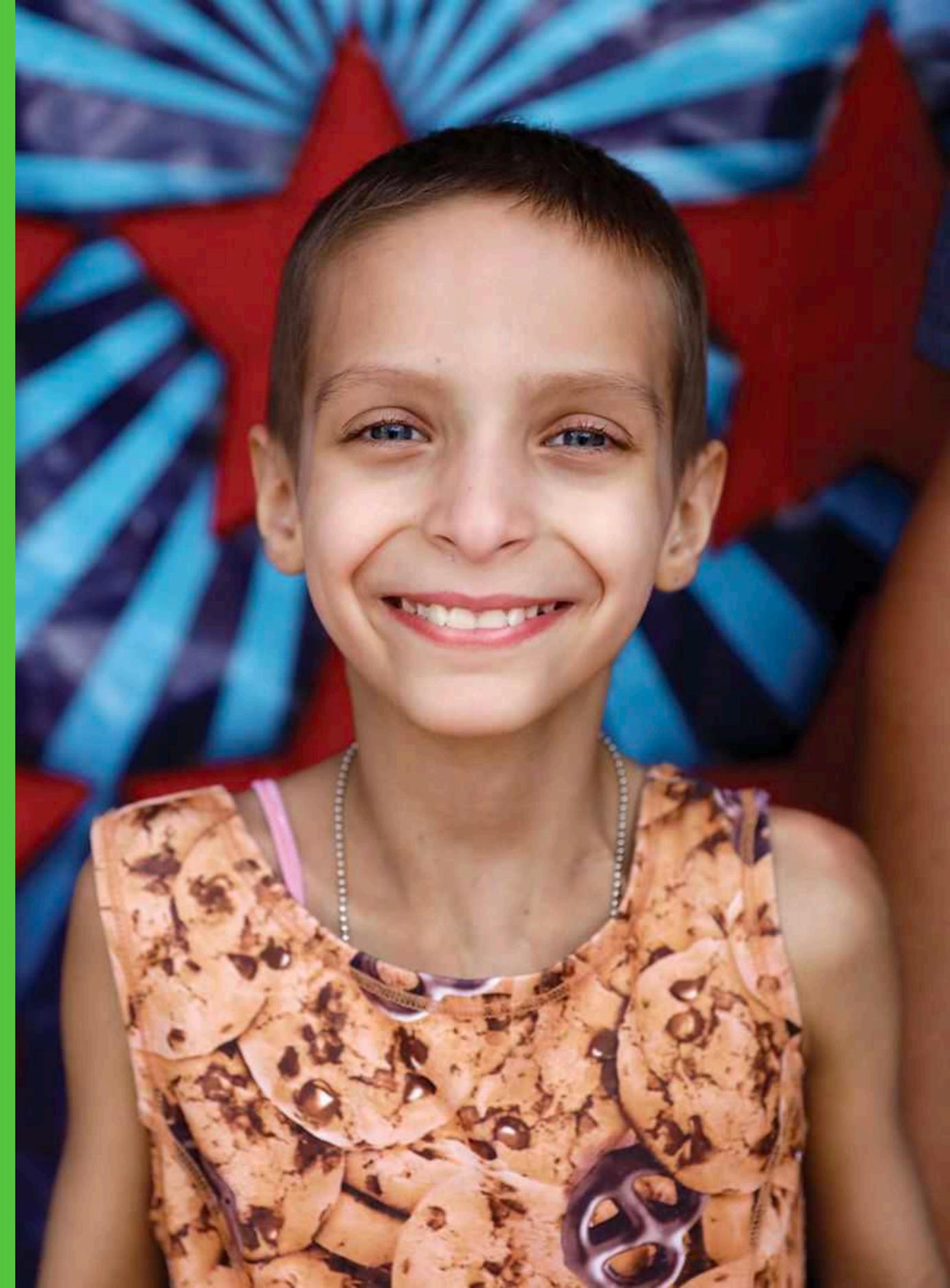
Boilerplate Copy

Short Version

This version should be used to describe what the Village is and does, when a very brief interaction with the reader is expected, and describing the Village quickly and succinctly is necessary.

About Give Kids The World Village

Give Kids The World Village is a nonprofit resort in Central Florida that fulfills the wishes of critically ill kids and their families, to **ignite an enduring sense of hope** in their hearts. For more information, visit www.givekidstheworld.org.



Boilerplate Copy

Mid-Length Version

This version should be used to describe what the Village is and does, when a limited interaction with the reader is expected, and detailed information isn't strictly required.

About Give Kids The World Village

Give Kids The World Village is a nonprofit resort located near Central Florida's world-class attractions. Here, critically ill children and their families are treated to weeklong, cost-free vacations, complete with accommodations, attraction tickets and more. They are immersed in a week full of non-stop joy, which ultimately leaves them with renewed optimism and an enduring sense of hope. For more information, visit www.givekidstheworld.org.



Boilerplate Copy

Full Version

This version should be used to describe what the Village is and does, when a prolonged interaction with the reader is expected, and providing detailed information is warranted.

About Give Kids The World Village

Give Kids The World Village is an 84-acre, nonprofit “storybook” resort located near Central Florida’s world-class attractions. Critically ill children and their families are treated to weeklong, cost-free vacations, complete with accommodations in whimsical villas, transportation, donated attraction tickets, meals, and much more. Since 1986, Give Kids The World Village has welcomed more than 170,000 families from all 50 states and over 75 countries. At the Village, these precious children learn that dreams really do come true, as they and their families are immersed in an unforgettable week of joy, hope, and non-stop fun. This extraordinary, life-changing experience is Give Kids The World’s gift, made possible only through the generosity of dedicated corporations and countless individuals. For more information, visit www.givekidstheworld.org.



Do's & Don'ts

Consider the following rules when creating copy:

Do:

- Write to your audience's level of English reading comprehension and familiarity with the Village. If you are not sure, write in a way that is easy for anyone to understand.
- Consider the purpose of each piece of communication. A letter to a potential partner should be written differently than a pre-arrival post card sent to a child.
- Be concise.
- Write in the active voice. (Mayor Clayton runs the Village.)
- Follow general grammar and punctuation norms. (Refer to AP Stylebook rules when necessary)

Don't:

- Assume every audience is already familiar with the Village, it's venues or characters, or has a high level of English reading comprehension.
- Sacrifice the Village's unique and distinct voice and personality.
- Overcomplicate copy with flowery phrasing or use multiple words when one word will do.
- Write in the passive voice. (The Village is run by Mayor Clayton.)
- Sacrifice clarity, readability or style for strict adherence to proper grammar and punctuation.

Glossary

Wish Kid (or Child) / Wish Family

.....

This terminology applies to children who are recipients of a wish, and their families. While not all WGOs use the term “wish,” we follow category conventions as a general rule*.

.....

**The exception to this rule is during a family’s planning phase. We generally try not to use the term “wish” if their WGO uses a different term.*

Wish-Granting Organization (WGO)

.....

This is the overarching category name for organizations who provide “wishes” to children with critical illnesses. These include Make-A-Wish, Dream Factory, and many more.

.....

Critical Illness vs. Life-threatening

.....

While both terms are often used interchangeably within the WGO industry, we favor using “critical illness” and avoid using “life-threatening” altogether.

.....

Fulfill vs. Grant

.....

While WGOs *grant* wishes, GKTW *fulfills* wishes. This means that while WGOs are involved in selecting wish recipients, we’re involved in bringing those wishes to life. This includes making travel arrangements, providing accommodations, and making the child’s actual wish come true.

.....

GKTW’s Capital “T”

.....

Every time “Give Kids The World” is spelled out, the word “The” should have a capital “T” for consistency across all materials. This is the only time the word “The” requires capitalization in this way.

.....

The Village

After “Give Kids The World Village” has been mentioned in a piece of communication, we can use “the Village” (with a lower case “t” in “the”) as shorthand moving forward.

Glossary Continued

The Village Experience

.....

The Village Experience refers to everything wish kids and families experience directly or indirectly in relation to our Village—whether it’s before, during or after their visit. This includes our volunteers, donors and corporate partners, Central Florida’s theme parks, our community, our services and beyond.

.....

Villa

.....

This is how we refer to all of our 166 on-site accommodations (including Banyan Park).
Villa does not require capitalization.

.....

Club 39

.....

The exclusive club for volunteers comprised of our most dedicated individuals, honoring the original group of Village volunteers.

.....

The Avenue

.....

The main walkway through the Village and home to Towne Hall, the Castle of Miracles, Henri’s Starlite Scoops, Twinkle Hope’s Rockin’ Spa, House of Hearts, Julie’s Safari Theatre, Amberville and more.

.....

Where Happiness Inspires Hope

.....

This should only be used as a tagline. It should not appear capitalized in copy or be paraphrased in copy.

.....

A photograph of a child wearing a white helmet decorated with drawings, kissing a person in a white bear costume. The scene is overlaid with a teal color filter. The text "Visual Elements" is centered in white, with five dots below it.

Visual Elements

.....

Our Logo

Available Versions

Our logo is available in three versions including a word mark and horizontal mark.



Available Colors

Our logo is available in full color and single-color. *



Logo Selection

Our standard logo is preferred but choose the logo that fits your design needs best



* The single colors can only be PMS color 7680 C and solid black and solid white.



Placement & Spacing

Standard

This version should not be smaller than 1.5 inches wide.



This is our standard and preferred logo for most uses.



Horizontal

This version should not be smaller than 2 inches wide.



This logo should be used when vertical space is limited.



Word Mark

This version should not be smaller than 1 inch wide.



This logo should be used when space is an issue or simplified logo is needed.



The clear space is equal to the total height of the script letter "V" in the logo.

Logo Guidelines

Using the Give Kids The World Logo

Do not use logos found on the internet. We will provide you with the most current version.

Our Tagline

Our tagline is part of our official logo and as a graphic element should not be used separately.

Where Happiness Inspires Hope

Subhead

Do not add a drop shadow.



Subhead

Do not outline.



Subhead

Do not use a color other than Pantone 2607 or black for single-color logos.



Subhead

Do not squish or stretch the logo.



Subhead

Do not change the colors.



Subhead

Do not use a gray for black-and-white applications.



Backgrounds

We've chosen bright, joyous, enchanting colors to give children a vivid picture of our world. Please do not adjust the colors of our logo or place them on a background or image that makes the logo difficult to read. Do not place our logo on a solid black background.



Graphic Elements

The Color Bar

This can be used to frame messaging or imagery or to provide a visual break in a layout.

.....



Patterned Background

This is composed of our single color brand mark repeated, offset and framed by dotted intersecting lines.

.....



A Palette With a Purpose

Each color in the Give Kids The World palette is intentional and represents a key aspect of our organization's makeup and characteristics.



Red

Red represents passion, vitality, love and life. It spurs us to action and reminds us to help those in need. It stands for the compassion that gave the Village its start and the kindness and sacrifice that keep it going.



Purple

Purple is the color of fantasy, magic, royalty and bravery. Representing harmony, purple blends the passion of red and the serenity of blue, much like our passion and dedication combines with the carefree environment within our walls to create the Village experience.



Yellow

Yellow is light. It's cheerful and warm. It's invigorating and it promotes interaction and communication. It's the sun piercing the darkness at dawn, just as we aim to be a light shining on a hope for the families we serve.



Green

Green is the color of vitalization and growth. It's the symbol of nature, balance and progress. It represents our aspiration to serve as many in need as possible and our cultivation of relationships with our supporters, partners and families.



Blue

Blue is the color of loyalty, wisdom and courage. It's associated with exploration in everything from journeys of introspection to voyages across the seas. It is, by its nature, calming and healing.



Gray

Gray represents agreement, stability and calmness. It is impartial and neutral. It has a moderating effect, balancing brightness with elegance.

Color Palette (CMYK, RGB, HEX & PMS)

It's important to use the proper and exact hue of each of our colors for consistency and brand recognition.

	PANTONE RED 032 C C: 0% M: 93% Y: 76% K: 0%	R: 245 G: 51 B: 63 HEX: F5333F					Primary Red, purple, yellow and green are the core colors of our brand.
	PANTONE 7680 C C: 82% M: 95% Y: 20% K: 7%	R: 83 G: 50 B: 120 HEX: 533278					
	PANTONE 1365 C C: 0% M: 34% Y: 80% K: 0%	R: 255 G: 181 B: 72 HEX: FFB548					
	PANTONE 360 C C: 56% M: 0% Y: 93% K: 0%	R: 112 G: 212 B: 75 HEX: 70D44B					
	PANTONE 325 C C: 57% M: 0% Y: 25% K: 0%	R: 98 G: 203 B: 201 HEX: 62CBC9					
	PANTONE COOL GRAY 7 C C: 43% M: 35% Y: 35% K: 1%	R: 152 G: 152 B: 154 HEX: 98989A					Secondary Blue is part of our color palette but is not considered one of our primary colors.
	PANTONE 7540 C C: 69% M: 59% Y: 52% K: 33%	R: 74 G: 79 B: 84 HEX: 4A4F54					

Storybook Typography - Garden Grown



Title Fonts - Garden Grown

LOREM IPSUM DOLOR SIT AMET,

LOREM IPSUM DOLOR SIT AMET,

LOREM IPSUM DOLOR SIT AMET,

Our Storybook typography allows us to add a bit of whimsy and wonder to our communications, while still being clear and professional.

The first of two fonts that make up this typography is Garden Grown. It resembles a hand drawn font without sacrificing clarity. It feels hopeful, playful and innocent. It is intended to be used by the creative department for applications including headlines, titles and collateral.

Storybook Typography - Porcelain



Title Fonts - Porcelain

LOREM IPSUM DOLOR SIT AMET,

Lorem ipsum dolor sit amet,

The second font in our Storybook typography, Porcelain resembles a slightly more straightforward hand drawn font. It feels fresh, comfortable and enthusiastic. It is intended for use by the creative department for applications including headlines, titles and featured quotes.

Core Typography - Whitney



Copy Fonts - Whitney Light

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Lorem ipsum dolor sit amet,
consectetuer autem vel

*Lorem ipsum dolor sit amet, consectetuer
autem vel*

.....

Copy Fonts - Whitney Book

.....

Lorem ipsum dolor sit amet,
consectetuer autem vel

*Lorem ipsum dolor sit amet, consectetuer
autem vel*

.....

Copy Fonts - Whitney Medium

Lorem ipsum dolor sit amet,
consectetuer autem vel

*Lorem ipsum dolor sit amet, consectetuer
autem vel*

In a single design, Whitney bridges the divide between the energy needed to encourage extended reading and the openness required to be legible at a distance. It is simultaneously elegant and artistic. It uses space efficiently, and its open shapes make it clear under any circumstances. It is intended for general use by the creative department.

Core Typography - Whitney



Copy/Title Fonts -
Whitney Semibold

.....

Copy/Title Fonts - Whitney Bold

.....

Title Fonts - Whitney Black

Lorem ipsum dolor sit amet,
consectetuer autem vel

*Lorem ipsum dolor sit amet, consectetuer
autem vel*

Lorem ipsum dolor sit amet,
consectetuer autem vel

**Lorem ipsum dolor sit amet,
consectetuer autem vel**

Lorem ipsum dolor sit amet,
consectetuer autem vel

**Lorem ipsum dolor sit amet,
consectetuer autem vel**

Core Typography - Whitney



Title Fonts - Whitney Smallcaps

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER AUTEM VEL

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER AUTEM VEL

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER AUTEM VEL

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER AUTEM VEL**

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER AUTEM VEL**

Core Typography - Whitney Condensed



Title/Copy Fonts -
Whitney Condensed Light

.....

Title/Copy Fonts -
Whitney Condensed Book

.....

Title/Copy Fonts -
Whitney Condensed Medium

Lorem ipsum dolor sit amet, consectetur elit.
Lorem ipsum dolor sit amet, consectetur elit.

.....

Lorem ipsum dolor sit amet, consectetur elit.
Lorem ipsum dolor sit amet, consectetur elit.

.....

Lorem ipsum dolor sit amet, consectetur elit.
Lorem ipsum dolor sit amet, consectetur elit.

Core Typography - Whitney Condensed



Title/Copy Fonts -
Whitney Condensed Semibold



Title/Copy Fonts -
Whitney Condensed Bold



Title/Copy Fonts -
Whitney Condensed Black

Lorem ipsum dolor sit amet, consectetur elit.
Lorem ipsum dolor sit amet, consectetur elit.



Lorem ipsum dolor sit amet, consectetur elit.
Lorem ipsum dolor sit amet, consectetur elit.



Lorem ipsum dolor sit amet, consectetur elit.
Lorem ipsum dolor sit amet, consectetur elit.



Typography - Whitney Condensed

Title/Copy Fonts -
Whitney Condensed Light



Title/Copy Fonts -
Whitney Condensed Book



Title/Copy Fonts -
Whitney Condensed Medium

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Typography - Whitney Condensed

Title/Copy Fonts -
Whitney Condensed Semibold



Title/Copy Fonts -
Whitney Condensed Bold



Title/Copy Fonts -
Whitney Condensed Black

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Typography - Arial



Title/Copy Fonts - Arial Regular

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Title/Copy Fonts - Arial Italic

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Title/Copy Fonts - Arial Bold

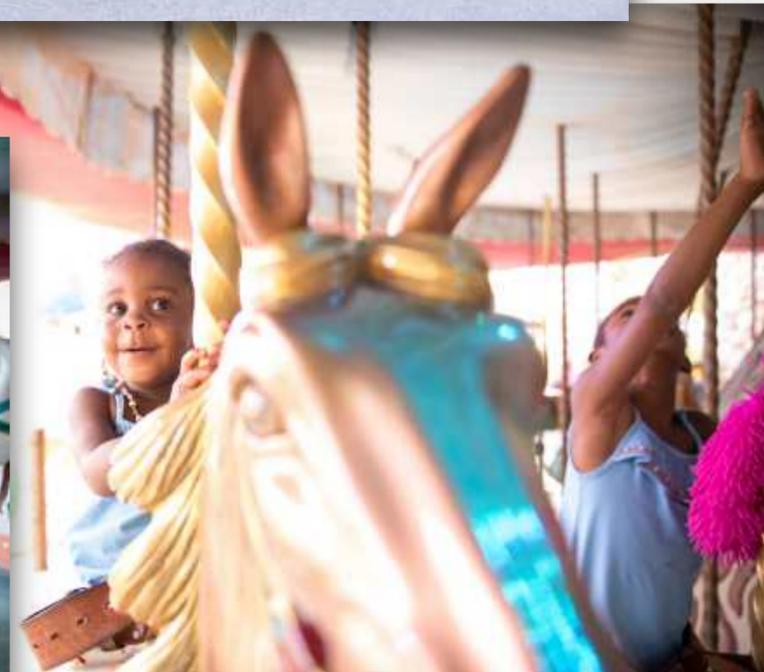
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Arial is one of the most readily accessible and widely used fonts in the world. It's simple to implement, easy to read and is found within both Windows and Mac OS operating systems. It is suitable for digital and print applications and should be used by those outside the creative department or when a default font is necessary.

Photography Samples



We want photography to inspire the viewer while representing us accurately and consistently. While our guests are facing significant challenges, our images should portray the positivity of the Village experience.

- Focus on children and families smiling, laughing and having a good time
- Show a sense of place (don't crop out backgrounds or surroundings to the point the photo could have been taken anywhere)
- Feature bright, vivid colors when applicable



Design Applications and Examples

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Usage of Templates and Standard Brand Elements



GKTW Partners Event Information

The title of your event or fundraiser goes here. This should not be our tagline.

This section should explain your event.

Include dates, times and location in this section.

Templates are available for a wide-variety of uses. For more information or to request a template please contact LyndseyK@gktw.org

The flyer is a vertical rectangle with a dark purple background. At the top, it features the text 'Benefiting Give Kids The World Village' in a white serif font. Below this is the event title 'SHARE THE LOVE VOW RENEWAL' in large, bold, yellow-orange capital letters. A horizontal bar with a multi-colored gradient (red, orange, yellow, green, blue) separates the title from the body text. The body text is a block of placeholder text in a small white font. Below the text is the event date and time: 'SATURDAY, SEPTEMBER 14, 2019 FROM 10 AM TO 12 PM' in white, followed by the location 'Best Place On Earth Kissimmee, FL in the Hopping Place' in a smaller white font. Another horizontal bar with the same multi-colored gradient is below the date. At the bottom, there is a white box containing the 'Give Kids The World Village' logo on the left and a short paragraph of text on the right, followed by the website 'givekidstheworld.org' in a blue font. At the very bottom, there is a row of four small, bright photographs showing children and a person in a wheelchair.

GKTW Branded Elements

Our horizontal logo is presented with proper spacing. (page 37)

The single-color word mark logo (pages 36-38) is accompanied by boilerplate copy appropriate for the space available (pages 29-31).

The color bar is used to frame messaging and provide a visual break in the layout (page 39)

Photography is bright and inspiring, while focusing on children and representing our brand and mission accurately.

Logo Usage on 3rd-Party Event Shirts



Example Using Our Horizontal Mark Logo



Ensure proper spacing all around our logo (page 37).

Example Using Our Standard Logo



3rd party event logo goes here.

Ensure our logo has proper spacing all around so other design elements are not encroaching on it while it is clear the event supports GKTW (page 37).

3rd-Party events should be "benefiting Give Kids The World," not "Presented by Give Kids The World."

Applications - Print



From the NORTH POLE to Give Kids The World

VOLUNTEERS SANTA AND MRS. CLAUS BRING HOLIDAY CHEER

Every Thursday night, we hold our Winter Wonderland celebration at Give Kids The World Village. It's complete with presents, reindeer games and even snow!

And of course, what's a Winter Wonderland without some friendly faces from the North Pole?

Santa and Mrs. Claus have volunteered their time and good cheer during Winter Wonderland for more than 13 years, logging over 300 volunteer hours! At this point, they've put some serious mileage on their sleigh coming from the North Pole to the Village every week.

"Once you've been to the Village, you're hooked," says Santa. "If I can make kids smile and be happy, I've done my job."

When children see them, no matter what time of year it is, their eyes light up. Kids and families will pose for photos, share their favorite moments of their wish trip, and tell him what they want for Christmas. Sometimes, Santa will even make special hospital visits and throw the football with kids outside of Towne Hall.

"One evening, there was a family in line, and I could tell the son was very nervous. So I spent time telling him stories and offered him a gift," said Santa. "Soon he started to warm up and he was laughing and smiling. The mom and dad had tears of joy rolling down their face."

Our Winter Wonderland party and parade is a way for children and families to relive their favorite holiday memories. For many, it's also the chance to make up for time they may have lost because of critical illness. Christmases spent in hospitals, money spent on medical bills rather than gifts or decorations.

Every Thursday, every year, the Village helps families reclaim their holidays - and our big-hearted volunteers like Santa make that possible.

If you'd like to join our volunteers to make holiday magic for families, visit www.gktw.org/volunteer to register!

"If I can make kids smile and be happy, I've done my job."



TOTAL DOMESTIC 7,044

Alabama - 151	Illinois - 313	Montana - 16	South Carolina - 10
Alaska - 15	Indiana - 156	Nebraska - 57	South Dakota - 40
Arizona - 144	Iowa - 94	Nevada - 50	Tennessee - 173
Arkansas - 72	Kansas - 96	New Hampshire - 41	Texas - 679
California - 303	Kentucky - 109	New Jersey - 231	Utah - 106
Colorado - 132	Louisiana - 97	New Mexico - 41	Vermont - 11
Connecticut - 111	Maine - 34	New York - 450	Virginia - 167
Delaware - 41	Maryland - 122	North Carolina - 293	Washington - 156
District of Columbia - 6	Massachusetts - 165	North Dakota - 21	West Virginia - 60
Florida - 359	Michigan - 234	Ohio - 265	Wisconsin - 159
Georgia - 142	Minnesota - 117	Oklahoma - 104	Wyoming - 8
Hawaii - 46	Mississippi - 65	Oregon - 76	Guam -
Idaho - 25	Missouri - 178	Pennsylvania - 367	Puerto Rico -
		Rhode Island - 47	

TOTAL INTERNATIONAL 1,111

Argentina - 1	Ecuador - 1	Mexico - 7	Scotland -
Barbados - 1	Hong Kong - 2	Netherlands - 9	South Africa -
Brazil - 3	Israel - 58	Panama - 5	Spain - 1
Canada - 555	Ireland - 37	Peru - 2	United Kingdom -
Colombia - 6	Italy - 1	Portugal - 5	Wales - 1
Dominican Republic - 1			



Give Kids The World Village ADOPT-A-VILLA

Give Kids The World Village is an 84-acre, nonprofit resort in Central Florida that provides weeklong, cost-free vacations to critically ill children and their families. At the Village, families receive meals, theme park tickets, transportation and accommodations in fully-furnished villas.

You can help keep the magic of the Village alive by becoming part of the Give Kids The World Adopt-A-Villa program.

The Adopt-A-Villa program is a unique group volunteer opportunity. Two afternoons a year, you can work with friends, family and coworkers to help maintain one of the magical villas our families call home during their stay.

Share your time and talents with Give Kids The World and enjoy an afternoon of team building and fun! You'll leave satisfied knowing you made a difference in the lives of children. Join our Adopt-A-Villa program today.

A FUN TEAM BUILDING EVENT!

For more information, contact Shelby Crawford at 407.396.1114 ext. 4202 or email ShelbyC@gktw.org

Applications - Digital

TODAY, WE HONOR THOSE WHO COME TOGETHER TO
MAKE A DIFFERENCE



Philanthropic deeds come in all different shapes and sizes — donating, volunteering, being part of our events. And, on National Philanthropy Day, no act of kindness goes unnoticed.

Celebrate the holiday by making a donation to support critically ill children and their families.

DONATE TODAY

Learn more about the selflessness that makes the Village possible.



Celebrating birthdays is one of our specialties!

Each week our families get to celebrate Mayor Clayton's birthday with a huge surprise party, but this month we get to celebrate you. Happy Birthday all month long from your friends at Give Kids The World Village!

ook makes it easy to create a birthday fundraiser to help critically ill children and their families. On Facebook, start fundraising by selecting "Fundraise for Money," then "Nonprofit" and typing "Give Kids The World." Thank you for choosing to give kids your birthday!

GET STARTED

Give Serve Share



[Customize your email preferences and user profile here.](#)

World Village is a nonprofit resort in Central Florida that fulfills the wishes of critically ill families, to ignite an enduring sense of hope in their hearts. For more information, visit givekidstheworld.org.

210 South Bass Road, Kissimmee, FL 34746 · 407-396-1114



GKTW
FULFILLS ONE
WISH ALMOST
**EVERY
HOUR**

1,800
VOLUNTEERS
RUN THE VILLAGE
**EACH
WEEK**

**YOU
MAKE
HOPE
COME
ALIVE**



Give Kids The World *Village* **#HopeRipples**

A photograph of a family of three—a man, a woman, and a young boy—smiling and looking towards a bar counter. The man is on the right, the woman is in the middle, and the boy is on the left. They appear to be in a restaurant or bar setting. The image is overlaid with a semi-transparent blue filter. The text "Thank You" is centered in the upper half of the image, with five dots below it.

Thank You
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