



## Using the Give Kids The World® Logo and Name

A copy of the Give Kids The World logo will be sent to you for your fundraising efforts. Some rules for the logo:

- DO NOT USE LOGOS found on the internet. We will provide you with the most current version. If you need a larger size or color variation we can help with that as well.
- The logo and name must never be used in the title of the event. Your event is benefiting Give Kids The World NOT sponsored by produced by Give Kids The World.
- Any products or collateral you develop for your fundraiser which incorporate the Give Kids The World logo must be approved by GKTW.
- The “Where Happiness Inspires Hope” tagline is a part of our official logo and should not be separated.
- When using our federally registered trademarks, use the circle R designation (®).
- 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.
- The Give Kids The World logo should not be altered in any way including, adding a shadow, an outline, squishing or stretching.



*Do not add a drop shadow.*



*Do not outline.*



*Do not use a color other than Pantone 2607 CVC or Black for single-color logos on a white background.*



*Do not squash or stretch the logo.*



*Do not change the colors.*



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



*Do not use color on a black background.*



*Do not use a white outline on photo backgrounds.*



*Do not use white on photo backgrounds.*

# Talking about Give Kids The World

It is important to remain consistent in spreading the Give Kids The World message. Below is the brand approved copy when referencing the Village.

## Full Description

Children's laughter is the most magical sound in the world.

It fills the air at Give Kids The World Village—a wish-fulfilling, fanciful, carefree retreat for critically ill children, and their families.

The Village is an 84-acre, nonprofit “storybook” resort located near Central Florida’s most beloved attractions. Here, children and their families are treated to weeklong, cost-free dream vacations, complete with accommodations in the Village’s whimsical villas, transportation, donated attraction tickets, meals, and much more.

At the Village, these precious children learn that dreams really do come true, as they and their families are immersed in joy, hope, and non-stop fun for a few unforgettably happy days. Since 1989, the Village has hosted more than 156,000 deserving families from all 50 states and over 75 countries.

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.

## Condensed Descriptions

Give Kids The World Village is an 84-acre, nonprofit “storybook” resort located near Central Florida’s most beloved 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 156,000 families from all 50 states and over 75 countries. For more information, visit [www.givekidstheWorld.org](http://www.givekidstheWorld.org).

Give Kids The World Village is an 84-acre, nonprofit “storybook” resort, located near Central Florida’s most beloved attractions, where critically ill children and their families are treated to weeklong, cost-free dream vacations.

