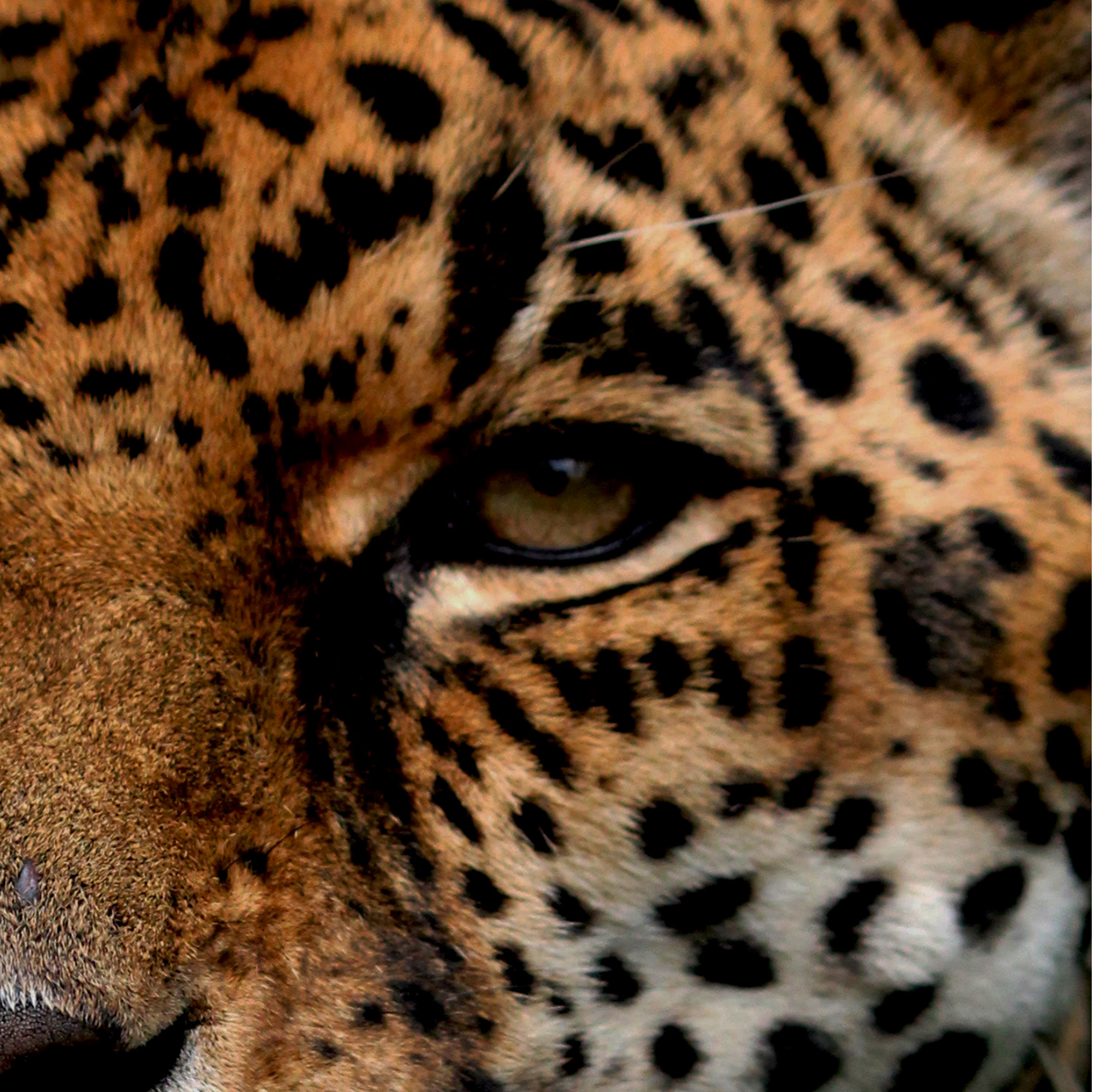
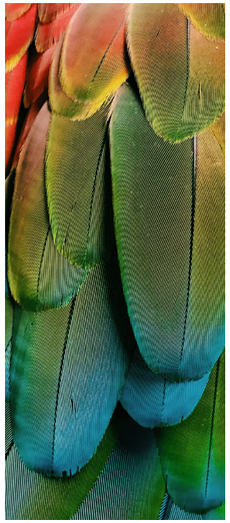

NIGHT OF WONDERS
Children's Wish
Rêves d'enfants
Make-A-Wish
FAIS-UN-VŒU CANADA

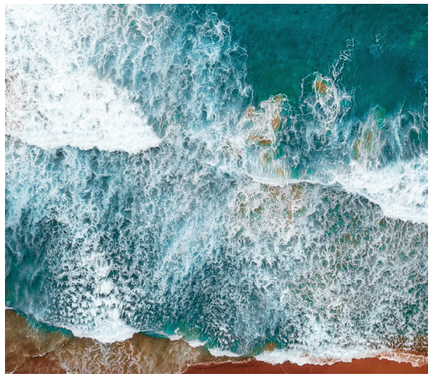


UNCOVER THE MAGIC

This year's Night of Wonders will take a journey into the unknown: a place of discovery, wonder, and curiosity. We will combine elements from the world's most faraway places to celebrate the breadth of imagination that goes into a wish – think ancient temples, mystical jungles, expansive seas, and animal prints. We will use bold, bright, and joyful colours to show the richness of this world. From start to finish, guests will be swept into an exotic locale with surprises around every corner. Night of Wonders is theirs to discover.





MYSTERIOUS
EXOTIC
BRIGHT

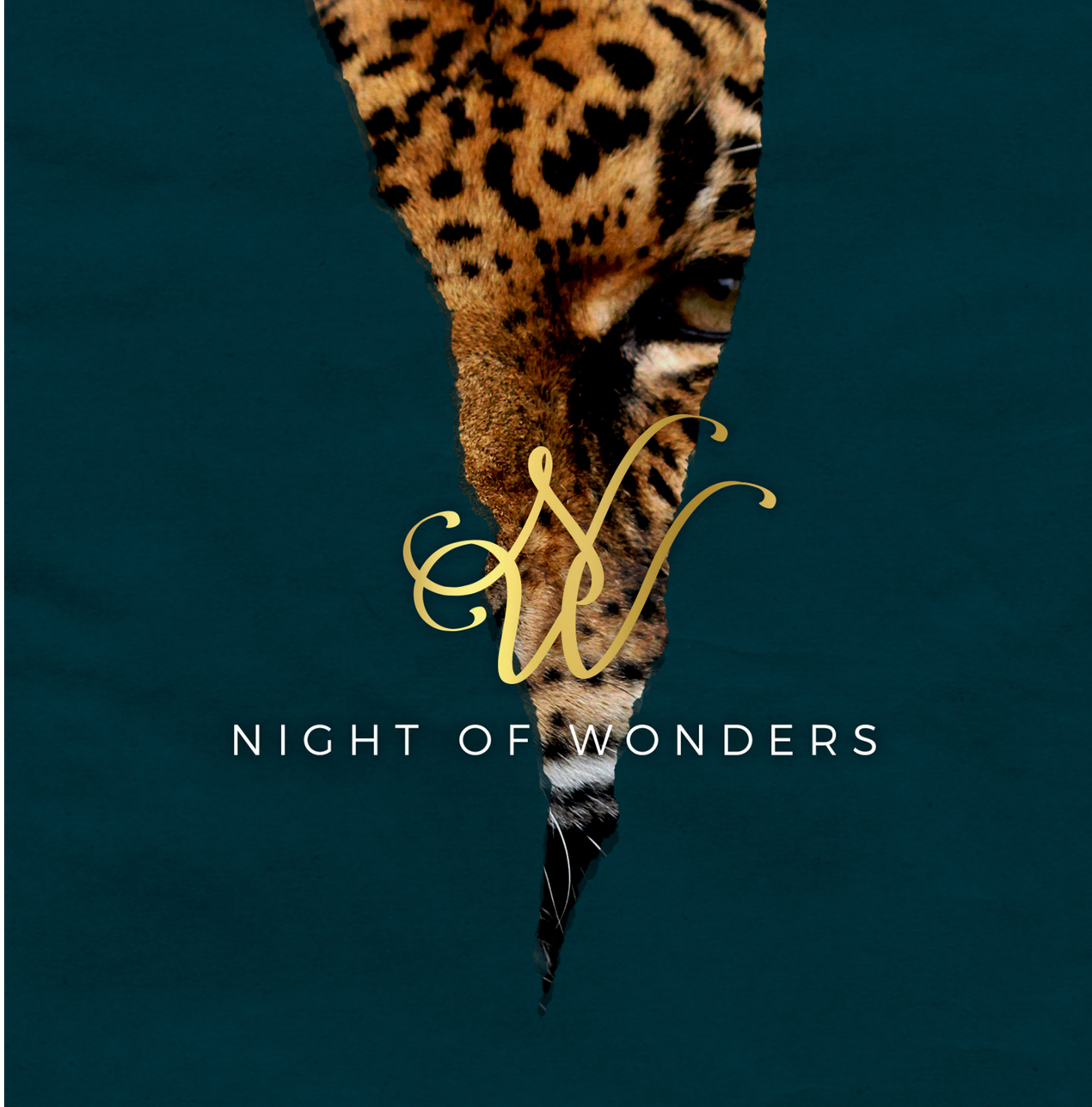
MOODBOARD

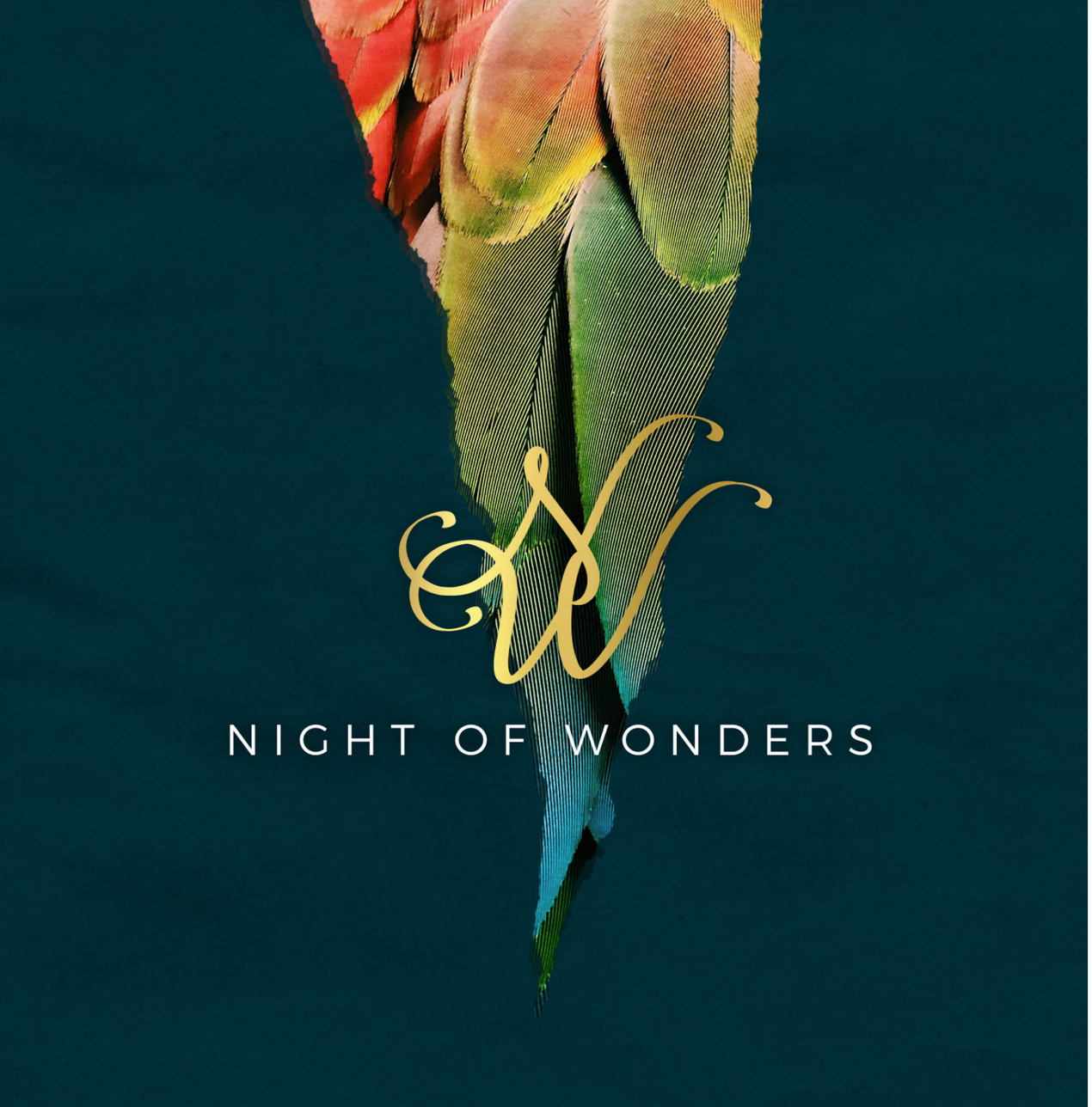
The visuals we have chosen reflect the tearing away of something bland to reveal the magic that lies beneath. We aim to create a visual mystery through the journey of our creative, slowly revealing bits to our guests that will hint at what Night of Wonders has in store. This opens a wide range of opportunities to play with our creative through exciting visuals. The goal is to tease our guests and community with elements that both represent the magic of a wish, and will appear at the gala. We will use a total of 6 different key images that will appear behind torn paper in various materials we create. A teaser video could show a piece of paper slowly getting torn to reveal one of these first images, overlaid with audio that matches that scene, as an example.


NIGHT OF WONDERS


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LANDSCAPE ORIENTATION

Ideal for slideshows, video, or the sponsorship package.



NIGHT OF WONDERS

NIGHT OF WONDERS

NIGHT OF WONDERS

PRIMARY LOGO

The primary Night of Wonders logo under this theme will be gold with black or white text beneath, depending on background.

SECONDARY LOGO

When necessary, we will use the standard all-black or all-white logo and icon. Acceptable uses of this logo will be on standard letter documents or when displayed as a secondary element (example: as a watermark), or when appropriate with background imagery.

Uncover the Magic

TYPOGRAPHY

ADOBE HANDWRITING
Used for feature headlines

Sentence case

Adobe Handwriting

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9

MONTSERRAT
Used for headlines

UPPERCASE

MONTSERRAT
Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9

MONTSERRAT
Used for body copy

Sentence case

MONTSERRAT
Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9

COLOUR PALETTE

We will use bold and rich colours to impart the wonder and curiousity established in our theme.

The **dark teal** is reminiscent of deep blue seas, tropical jungles, and darkening skies. It represents idealism and rejuvenation.

The **poppy red** colour combines the energy of red with the happiness of yellow. It represents creativity, joy, and passion.

DARK TEAL

CYMK: 91, 67, 56, 58
RGB: 12, 46, 56
HEX: #0C2E38

POPPY RED

CYMK: 1, 89, 84, 0
RGB: 235, 69, 56
HEX: #EB4538

GOLD FOIL

CYMK: 18, 25, 78, 0
RGB: 212, 182, 90
HEX: #D4B65A

CHARCOAL

CYMK: 71, 65, 64, 69
RGB: 39, 39, 39
HEX: #272727



NIGHT OF WONDERS

Children's Wish Rêves d'enfants | Make-A-Wish FAIS-UN-VŒU CANADA

Uncover the Magic