



# 16 WISHES™

## ★ Style Guide





# Contents



Intro.....3

Fonts.....4

Color Palette.....5

Elements.....6-7

Character Photography.....8-9

Packaging.....10-19

Movie Stills.....20

Quotable Quotes.....21

Icons.....22-23

Graphics.....24

Legal.....25



## Intro

# 16 WISHES™

16 Wishes follows the story of Abby, a newly minted 16-year-old who receives a magic box of Sweet 16 Birthday Candles from Celeste (a new take on "Fairy Godmother"), each of which corresponds to a list of 16 wishes she's been writing since she was a little girl. Each time she lights a candle and blows it out, one of her wishes comes true! But, as Abby finds out, getting everything she ever wanted isn't exactly what she had hoped for. With the help of best friend Jay and "frenemy" Krista, she makes it through this very special day. Enjoy this style guide, which reflects the spirit, themes, and excitement of 16 Wishes!



# Fonts

Use for all headlines.

**Desyrel** [www.dafont.com](http://www.dafont.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890:?!@#

Use for all body copy and call outs.

**Designer Notes-Bold** [www.dafont.com](http://www.dafont.com)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890:?!@#

Use for numbers on candles.

**Hobo Std-Medium** [www.fonts.com](http://www.fonts.com)

1234567890

# Color Palette



Colors shown throughout this portfolio are not intended to match the PANTONE® color standards. The standards for Pantone colors can be found in the current edition of the Pantone Color Formula Guide 1000. Whichever printing process or materials you use, please match your colors to the Pantone numbers for coated stock listed throughout this Portfolio. Pantone is a registered trademark of Pantone, Inc.

# Elements

## Logos



16Wishes\_Logo\_Purple\_01.psd



16Wishes\_Logo\_Purple\_02.psd



16Wishes\_Logo\_03.ai



16Wishes\_Logo\_Pink\_01.psd



16Wishes\_Logo\_Pink\_02.psd



16Wishes\_Logo\_04.ai

## Background



16Wishes\_BG\_01.psd  
16Wishes\_BG\_01.ai

\* Must use as primary package background



16Wishes\_BG\_02.psd  
16Wishes\_BG\_02.ai

\* Can use as package liner



16Wishes\_BG\_03.psd  
16Wishes\_BG\_03.ai

\* Can use as package liner



16Wishes\_Swoosh.psd

# Elements

## Call Out Bursts



16Wishes\_Burst\_01.psd



16Wishes\_Burst\_02.psd

## Props



16Wishes\_Locket.psd



16Wishes\_Candle.psd



16Wishes\_Paper.psd



16Wishes\_Doodles.ai

# Character Photography



16Wishes\_15.psd



16Wishes\_9.psd



16Wishes\_Gallery\_Jay\_01.psd



16Wishes\_Gallery\_Celeste\_01.psd



16Wishes\_Gallery\_Brother\_01.psd



16Wishes\_Gallery\_Krista\_01.psd



16Wishes\_Gallery\_Parents.psd



16Wishes\_Gallery\_Group.psd



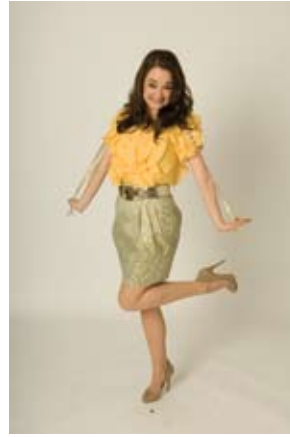
# Character Photography



16Wishes\_Gallery\_Jay\_02.tif



16Wishes\_Gallery\_Jay\_03.tif



16Wishes\_Gallery\_Celeste\_02.tif



16Wishes\_Gallery\_Celeste\_03.psd



16Wishes\_Gallery\_Krista\_02.tif



16Wishes\_Gallery\_Krista\_03.tif



16Wishes\_Gallery\_Mom.tif



16Wishes\_Gallery\_Dad.tif



16Wishes\_Gallery\_Family.tif

# Window Box



## Files:

- 16Wishes\_WindowBox.psd
- 16 Wishes\_Logo\_Pink\_01.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16Wishes\_Logo\_Pink\_02.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_BG\_02.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Burst\_01.psd
- 16 Wishes\_Burst\_02.psd
- 16 Wishes\_Paper.psd
- 16 Wishes\_Doodles.ai
- 16 Wishes\_Candle.psd
- 16 Wishes\_Locket.psd

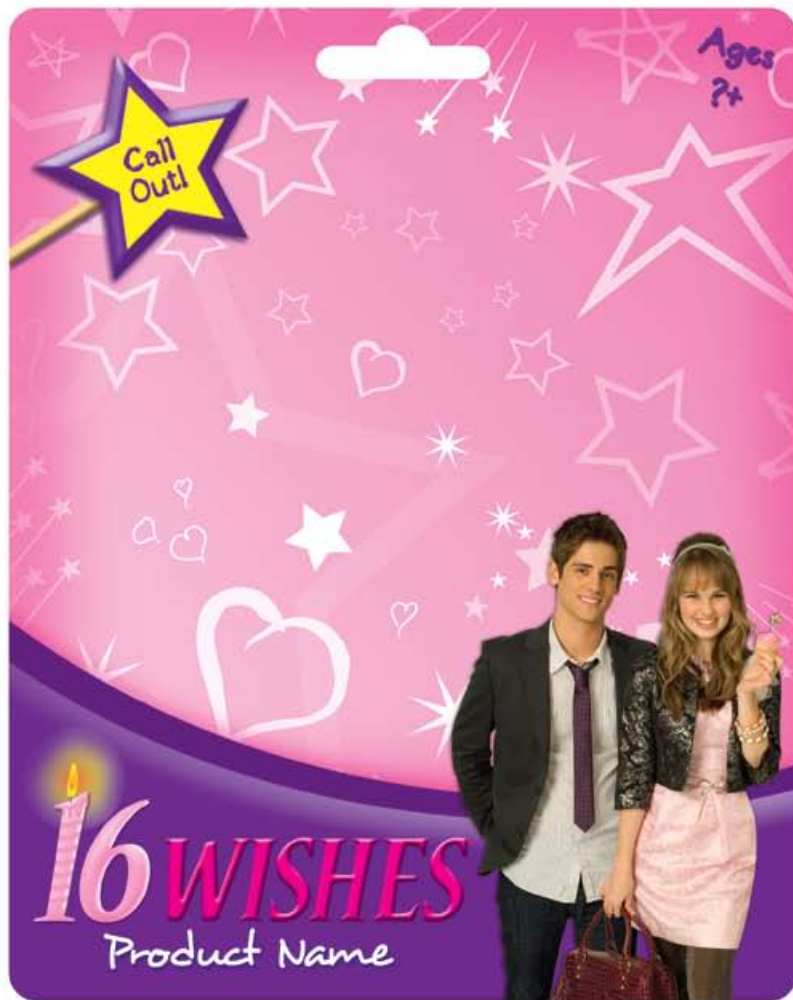
# Closed Box



## Files:

- 16Wishes\_ClosedBox.psd
- 16 Wishes\_Logo\_Pink\_01.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Burst\_01.psd
- 16 Wishes\_Burst\_02.psd
- 16 Wishes\_Paper.psd
- 16 Wishes\_Doodles.ai
- 16 Wishes\_Candle.psd
- 16 Wishes\_Locket.psd

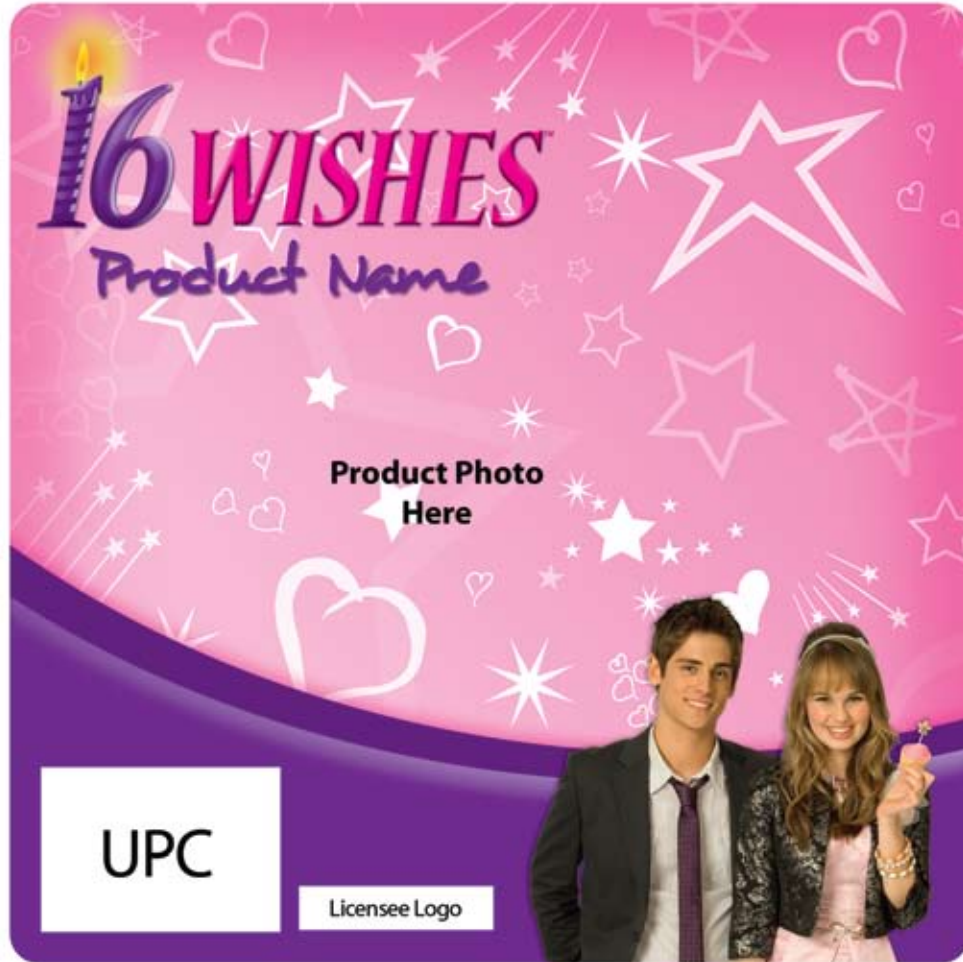
# Blister Card



## Files:

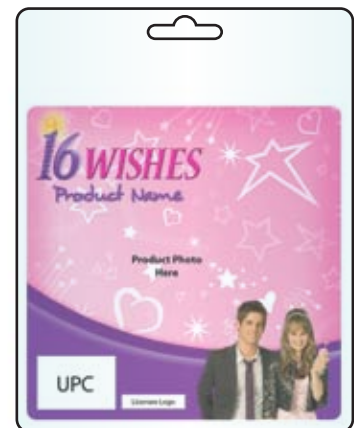
- 16Wishes\_BlisterCard.psd
- 16 Wishes\_Logo\_Pink\_01.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Burst\_01.psd
- 16 Wishes\_Burst\_02.psd
- 16 Wishes\_Paper.psd
- 16 Wishes\_Doodles.ai
- 16 Wishes\_Candle.psd
- 16 Wishes\_Locket.psd

# Single-Sided Slip Sheet



## Files:

- 16Wishes\_Single-Sided Slip Sheet.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd



Slip Sheet insert in poly bag

# Header Card



## Files:

- 16Wishes\_Header.psd
- 16 Wishes\_Logo\_Pink\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Paper.psd
- 16 Wishes\_Doodles.ai

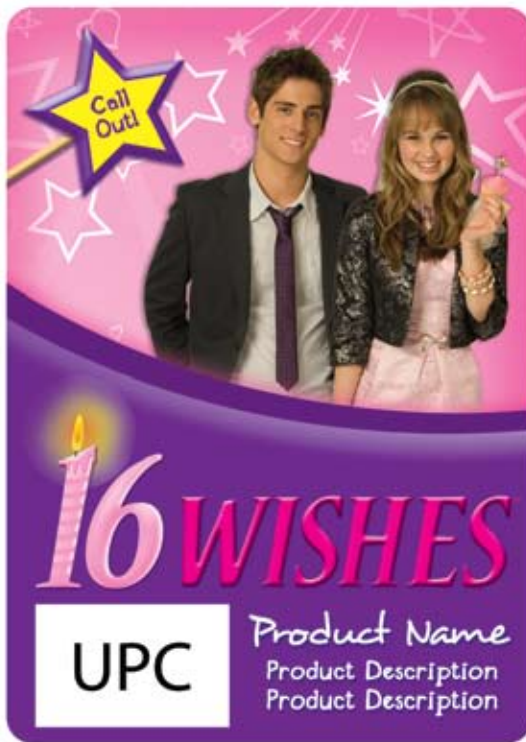
# Accessory Cards



## Files:

- 16Wishes\_AccessoryCards.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd

# Packaging Label/Stickers



## Files:

- 16Wishes\_PackagingLabelsStickers.psd
- 16 Wishes\_Logo\_Pink\_01.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Burst\_01.psd



# Neck Label

Woven Label Option  
Use PMS 224



Size: 28mm x 28mm  
Finish or 1 1/8 inch  
16Wishes\_Logo\_04.ai

Printed Label Option



Size: 28mm x 28mm  
Finish or 1 1/8 inch  
16Wishes\_Logo\_Purple\_02.psd

Heat Seal Option  
Use PMS 2603



16Wishes\_Logo\_Purple\_04.ai

Woven Label Option  
Use PMS 2603



Size: 28mm x 28mm  
Finish or 1 1/8 inch  
16Wishes\_Logo\_04.ai

Printed Label Option



Size: 28mm x 28mm  
Finish or 1 1/8 inch  
16Wishes\_Logo\_Pink\_02.psd

Heat Seal Option  
Use PMS 224



16Wishes\_Logo\_04.ai

## Colors



PMS 230



PMS 224



PMS 2603

# Hangtag



## Files:

- 16Wishes\_HangTag\_01.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Paper.psd

# Hang Tag



## Files:

- 16Wishes\_HangTag\_02.psd
- 16 Wishes\_Logo\_Purple\_01.psd
- 16 Wishes\_BG\_01.psd
- 16 Wishes\_Swoosh.psd
- 16 Wishes\_15.psd
- 16 Wishes\_Paper.psd
- 16Wishes\_Doodles.ai

# Movie Stills



16Wishes\_1.tif



16Wishes\_2.tif



16Wishes\_3.tif



16Wishes\_4.tif



16Wishes\_5.tif



16Wishes\_6.tif



16Wishes\_7.tif



16Wishes\_8.tif



16Wishes\_10.tif



16Wishes\_abby\_celeste.tif



16Wishes\_11.tif



16Wishes\_12.tif

# Quotable Quotes

"It's happening!"  
"Hello! Knock much?"  
The Best Sweet Sixteen Party Ever!  
I'm an essentially hopeful person.  
You're crushed on the quarterback? How cliché ...  
This can't be happening.  
I don't think so, Pumpkin.  
I'll just take the bus. By myself. On my birthday!  
This is the worst birthday in the history of birthdays.  
Today was supposed to be magical.  
Real mail is delivered to your house, not your bus stop.  
What if something good happens?  
Candles don't make mistakes, people do.  
I don't want to be an adult, I just want to be treated like one.  
I'm going to regret this.  
Do you just do birthdays or other events too?  
Why don't you relax and enjoy the ride.  
The only alien planet you'll be visiting today is high school.  
Don't play innocent with me. You know what you did.  
I just love shopping. Especially when it's free!  
I just want to sit next to that handbag.  
I know what you're doing and it's not going to work.  
I got the birthday mojo.  
This day just keeps getting better and better!  
The People spoke and they wanted me.  
This is highly unusual.  
I have a charge account?!  
I'm in the middle of a very important birthday!  
They don't always give you what you want. Sometimes they give you what you need.  
Ah eed ifassyl  
We understand you.  
Sometimes things get buggy.  
So that's what that feels like.  
I had a very unsophisticated palate.  
Magical beings have to eat too.  
She's really nice now that she doesn't want to destroy you.  
Imagine if you used your powers for good instead of evil.  
It's exhausting having to win all the time.  
It is now, officially, the best sixteenth birthday in the history of sixteenth birthdays.

# Icons



16Wishes\_CandleTin\_01.tif



16Wishes\_CandleTin\_02.tif



16Wishes\_CandleTin\_03.tif



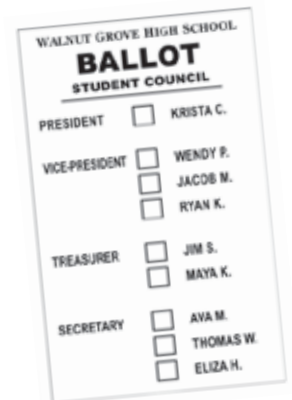
16Wishes\_LuckyDuck\_02.tif



16Wishes\_LuckyDuck\_01.tif



16Wishes\_WishList.tif



16Wishes\_Ballot.tif



16Wishes\_JoeyLockhart\_Poster\_01.tif



16Wishes\_JoeyLockhart\_Poster\_02.tif



16Wishes\_JoeyLockhart\_Poster\_03.tif



16Wishes\_JoeyLockhart\_Poster\_04.tif

# Icons



16Wishes\_Keychain.tif



16Wishes\_KC\_Diary.tif



16Wishes\_Banner.tif



16Wishes\_Guitar.tif



16Wishes\_ClockRadio.tif



16Wishes\_Locket\_01.tif



16Wishes\_Locket\_02.tif



16Wishes\_Locket\_03.tif

# Graphics



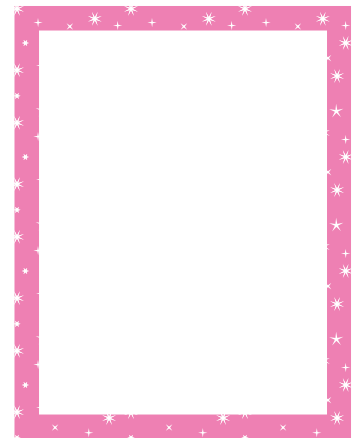
16Wishes\_Krista\_Invite.psd



16Wishes\_Cupcake.ai



16Wishes\_BGG\_Logo.psd



16Wishes\_Border.ai



16Wishes\_Flower\_Pattern.ai



16Wishes\_Doodles\_Pattern.ai



16Wishes\_PinkStarburst\_Pattern.ai



16Wishes\_PurpleStarburst\_Pattern.ai



# Legal

The following legal line must appear on all packaging and product:  
© and TM MVE 16 Wishes, LLC, all rights reserved