

The Dream Factory is turning a new page in their story with the opening of an innovative new space — a literal "Dream Factory" in the heart of Winnipeg. In preparation for the opening, they worked with the UpHouse team to create a brand platform and visual identity that reflected this new chapter along

with brand launch strategy and communications plan to share it with their community and beyond. The refreshed branding aims to modernize their image and evolve to capture the full scope of their work, all while maintaining their heartfelt, magical essence.





Methodology

Since 1993, The Dream Factory has brought dreams to life, building an engaged audience along the way. But, even their most dedicated donors weren't always aware of the full scope of their work. They don't just make dreams happen, they go further, supporting kids and their loved ones through dark moments, addressing needs such as meals and dental care and building relationships that can last a lifetime. They needed a brand identity that captured their mission and would resonate their evolving audience.

We worked closely with their team, listening to their stories and learning more about their work through workshops. We needed to create an identity that preserved the warmth, character, magic and legacy of the original brand while appealing to both the families they serve and the corporate donors whose support is critical to their success.





Execution

Striking a balance between a professional and trustworthy image and a friendly, approachable identity was important. Our key insight was that this wasn't about the dream's themselves, it was about creating a space where kids could imagine possibilities rather than focus on probabilities—where they could dream again. This was a "dreaming factory" full of tangible reminders of hope (like a golden ticket they can cash in with no expiration date). They were making a space where, even if dreaming didn't come naturally anymore, they could follow a process that would lead to freedom, creativity and a special type of magic.

The visual identity needed to be child-friendly without veering into childish territory and the brand platform needed to inspire hope while also recognizing the reality of their work. Whimsical imagery had practical elements and could

be stripped back to speak to more corporate audiences. Language was direct but comforting with no room for sugarcoating, but always a search for hope and a promise of support. The brand also took every opportunity to include Dreamers, loved ones and donors, whether through stories, photography or collaboration. This type of support takes a community and the brand recognizes that.

This reimagined brand identity serves as a bridge between The Dream Factory's legacy of heartfelt support for their community and their practical need to continue their mission.

"a perfect blend of wonder, community, and hard work!"













Outcomes

The impact of the refreshed brand is already being felt through the words and energy of those closest to the work. Staff at The Dream Factory have embraced the toolkit with enthusiasm, finding joy in creating materials that feel cohesive and full of personality. That excitement has extended to student placements from the RRC Creative Communications program, who were eager to dive into content creation with a brand kit that gave them clear direction and confidence to create content that was unified with The Dream Factory's voice and brand.

Dream Kids and their families are drawn to the vibrant colours and playful wavy arms in the new design — elements that reflect the joy and magic at the heart of The Dream Factory, while also symbolizing the thoughtful, wraparound support they provide. Community members and donors have echoed this sentiment, with one supporter on Instagram, @haleythea, describing the new brand as "a perfect blend of wonder, community, and hard work!"

As the visual identity and brand launch strategy progress, the alignment within the organization on its core purpose and messaging continue to deepen. The collaborative process has reinforced that The Dream Factory's magic isn't just in the dreams they grant — it's in how they continue to show up for families, in moments both big and small.