

# BRAND GUIDELINES



## MAKE-A-WISH® NAME & LOGO

Like any other corporation – Coca-Cola, McDonald’s, Wal-Mart, Target, Ford – Make-A-Wish® Wisconsin’s name and logo are federally-registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. Make-A-Wish’s brand is shaped by its mission statement:

*We grant wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.*

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization’s branding standards provided below:

### Trademark Guidelines:

- Please note that “Make-A-Wish” is spelled with a capital “A” and hyphens between the words.  
**Correct:** Make-A-Wish                      **Incorrect:** Make a Wish
- The logo may not be altered in font, color, configuration or position.
- The superscripted registration ® symbol must appear next to each trademark.
- The name should never be altered for a specific event (i.e. “Bake a Wish”).
- Please don’t attempt to copy and paste the Make-A-Wish logo from the internet. You can obtain a high-resolution copy by contacting your Make-A-Wish representative directly.
- There are only three colors that may be used to display the logo: Black, White and PANTONE 2935CP Blue.

### Publicity Guidelines:

Focus on the positive! Make-A-Wish’s mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Never use words like “terminally ill” or “dying,” as many, if not most wish kids, do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

### When in doubt – reach out!

Make-A-Wish is here to help! If you plan to use the Kids For Wish Kids® logo in any public-facing documents, please send associated materials to your Make-A-Wish contact prior to distribution. If you have any other questions regarding branding rules, please contact Make-A-Wish Wisconsin.

