



# MAKE-A-WISH NAME, LOGO AND USAGE

Like any other corporation – Coca-Cola, McDonald’s, Wal-Mart, Target, Ford, etc. – 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. The Make-A-Wish brand is shaped by its mission statement:

*Together, we create life-changing wishes for children with critical illnesses.*

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 has 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.
- Avoid making Make-A-Wish possessive (correct “the Make-A-Wish message” vs. incorrect “Make-A-Wish’s message”).
- The name and logo should never be altered for a specific event (i.e., “Bake-A-Wish”).
- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 2935 Blue
- Contact Kelsey Rice at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org) to obtain a high-resolution copy of the logo. Please don’t copy and paste the logo from the internet.

## PRIORITY GUIDELINES:

Focus on the positive! When talking about Make-A-Wish, please do not use words such as “terminally ill” or “dying,” as many 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 Make-A-Wish and/or Kids For Wish Kids logos in any public-facing documents, please send associated materials to your Make-A-Wish contact prior to distribution. If you have any questions regarding branding rules or guidelines, please contact Kelsey Rice, Community Outreach Coordinator at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org).

## THANK YOU FOR HELPING TO MAKE WISHES COME TRUE!

