How to use our brand

LOGO
- Once the partnership has been approved, we will send the Make-A-Wish® Wisconsin supporter logos.
- The logos must never be used in the title of the event or within a sentence; Make-A-Wish Wisconsin should be typed. They must stand separately.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish Wisconsin logo (i.e. t-shirts or stickers) must be approved.
- Our preferred fonts are Lato and Droid Serif.

NAME
- The registered trademark symbol should appear with Make-A-Wish® Wisconsin when the chapter name is used in a headline or in the first instance in text.
- Superscript the registered trademark symbol after Make-A-Wish, when possible.
- The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens.

LANGUAGE
- Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children.
- The appropriate expression is “children with critical illnesses.”
- Your support provides these children with hope as they battle their medical conditions. Wishes offer something exciting to look forward to during a time often cluttered with worry and uncertainty.

APPROVAL
- Any information you distribute, publish or send using any Make-A-Wish Wisconsin marks, including advertisements and press releases, must be reviewed by Make-A-Wish Wisconsin before it goes out. Please email this information to Kelsey at krice@wisconsin.wish.org.