

# Make-A-Wish Foundation of Central and Western North Carolina Logo and Brand Usage Agreement

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Thank you for helping us make wishes come true!

In planning and conducting your fund raiser, please adhere to the following rules:

- 1) **Any use of the Make-A-Wish name and/or logos must be approved by the Make-A-Wish Foundation. All printed material, publicity releases, and advertising relating to the event which mentions the Make-A-Wish Foundation or contains the trademark must be submitted to the Make-A-Wish Foundation for approval.**
- 2) We do not allow door-to-door or telephone solicitation.
- 3) In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, you must agree to receive approval from Make-A-Wish before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or donations for the event.
- 4) All materials must directly state that funds will be raised for the local chapter. Names of chapters and affiliates follow the standard name of the organization.
  - Make-A-Wish Foundation of Central & Western North Carolina

## Make-A-Wish Foundation Mission

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The official mission statement of the Make-A-Wish Foundation, for both the national organization and all chapters, is:

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

It is acceptable to modify the beginning slightly, but only in the following contexts:

- The mission of the Make-A-Wish Foundation is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.
- The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

When providing a boilerplate description about the Foundation, the following language should be used:

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is one of

the world's leading children's charities, with 64 chapters in the United States and its territories. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 200,000 wishes in the United States since its inception. For more information about the Make-A-Wish Foundation, visit [wish.org](http://wish.org) and discover how you can *share the power of a wish*<sup>®</sup>.

**IMPORTANT: Words and terms such as “terminal,” “dying” or “last wish” should never be used when communicating the mission of the Make-A-Wish Foundation.**

## Make-A-Wish Foundation Name

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Use of “Make-A-Wish” or “Make-A-Wish Foundation” always requires a hyphen between the words “Make,” “A,” and “Wish.” The “A” in “Make-A-Wish” must always be capitalized.

The term “Make-A-Wish” should be used only as an adjective – never as a noun, as the name of the organization, or as a verb phrase in a sentence.

Correct:       The Make-A-Wish experience provides unforgettable moments.

Incorrect:     Thank you for supporting Make-A-Wish.  
                  The organization helped to make a wish come true.

In text that may be viewed by external audiences, acronyms that refer to the Make-A-Wish Foundation should be avoided. Spell out full names instead.

- Make-A-Wish Foundation of Central & Western North Carolina, instead of MAWFCWNC
- Make-A-Wish Foundation, instead of MAWF
- Make-A-Wish, instead of MAW

Names of chapters and affiliates follow the standard name of the organization.

- Make-A-Wish Foundation of America
- Make-A-Wish Foundation of Central and Western North Carolina  
*except for*
  - Greater Bay Area Make-A-Wish Foundation

## Make-A-Wish Foundation Typography

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As specified on the [BrandMaker](http://BrandMaker) Web site and in the “Brand Identity Standards” brochure, the Make-A-Wish Foundation type fonts are Futura and New Century Schoolbook. In Microsoft Word, these fonts are identified as Century Gothic and Century Schoolbook. Both fonts may be used as headline and text fonts, but Century Schoolbook 11 pt. is recommended as the standard text font in external correspondence and documents.

In e-mail correspondence, it is recommended to use Arial 10 pt., Century Schoolbook 10 pt., or Century Gothic 10 pt. as the standard font. However, in e-mails sent and received over the Internet, the type font may default to Calibri.

## Make-A-Wish Foundation Logo Usage

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\*\*Please contact our local office in order to obtain an importable file for logos. \*\*



### **Primary Make-A-Wish Logotype**

For use on all communications. Do not alter the logotype in any way. Do not replicate the logotype as a solid pattern. Do not use the logotype as a watermark. Always include the registered trademark symbol (®) as shown.

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### **Secondary Make-A-Wish Logotype**

For use only on communications where the layout space is limited. Not to be used on any standard business collateral or standard promotional material.

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### **Logotype Color**

Make-A-Wish Blue on white, off-white, or a light-colored background that provides sufficient contrast. For [Make-A-Wish Blue](#), match Pantone\* 293.



White reversed out of solid Make-A-Wish Blue background. For Make-A-Wish Blue, match Pantone 293.



Black on white, off-white, or any light-colored background that provides sufficient contrast.



White reversed out of black or any dark background that provides sufficient contrast.



Other than on Make-A-Wish letterhead, stand-alone use of the swirl and star is NOT permitted.

(Sponsor) proudly supports



DO NOT use Make-A-Wish logotype in a sentence or similar structure, as shown here.



### Clear Space

Keep the area around the Make-A-Wish logotype clear of all type, photos, illustrations, or other graphic elements. These elements should not be placed closer to the logotype than the clear space area shown here. Whenever possible, use more than the recommended clear space. The logotype should always appear on a clear and uncluttered layout. It may not be placed on a patterned or complex background.



### **Logotype Background**

The Make-A-Wish logotype should always appear on a clear and uncluttered layout. It may not be placed on a patterned or complex background. The logotype can be placed against a photographic background. Make sure the area behind the logotype is not too busy and provides sufficient contrast



1.5" (38 mm)



1.0" (25.5 mm)

### **Minimum Size**

The logotype may not appear smaller than the minimum size shown here, except on certain merchandising items such as pens where the print area is very small. Always check the logotype while it is being printed for quality and legibility.

Make-A-Wish® Central and Western North Carolina  
1131 Harding Place  
Charlotte, NC 28204  
704-339-0334 work  
877-677-9474 toll free  
704-339-0335 fax  
www.nc.wish.org



**Logo and Brand Usage Agreement**

*We are deeply grateful to you and your organization for conducting an event to benefit Make-A-Wish® Central and Western North Carolina. It is because of caring people like you that we have been able to bring hope and happiness to so many special children in this area. Please fax or mail this agreement back with your event licensing agreement. Thank you for helping us make wishes come true!*

Signature:

\_\_\_\_\_ Date: \_\_\_\_\_

Organization/Group:

\_\_\_\_\_  
Position:

\_\_\_\_\_  
Event Name:

\_\_\_\_\_  
**Make-A-Wish Central and Western North Carolina**  
**Attn: Marketing**  
**1131 Harding Place, Charlotte NC 28204**  
**Ph: (704) 339-0334 Fax: (704) 339-0335 Toll Free: (877) 677-9474**

*Share the Power of a Wish®*