BRANDING GUIDELINES

Make-A-Wish Name & Logo

Like any other corporation – Coca Cola, McDonald's, Walmart, Target, Ford, etc. the Make-A-Wish 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 hyphens between the words.
  Correct: Make-A-Wish® Incorrect: Make a Wish
- The logo may not be altered in font, color, configuration or position. (Contact staff for official logo!)
- 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").
- Never use "Make-A-Wish" in a sentence (i.e. Help us make a wish come true. Instead, say "grant" or "fulfill" a wish).
- You may also use ***share the power of a wish***® as long as the text is italicized and has the registered trademark included.
- There are three appropriate colors that may be used to display the logo: Black / White / Make-A-Wish Blue

Make-A-Wish®
CENTRAL AND WESTERN NORTH CAROLINA

Make-A-Wish Blue
PMS 2935 C
C100 / M52 / Y0 / K0
R0 / G87 / B184
HEX #0057B8

Publicity Guidelines:

Focus on the positive! **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. Many wish children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset.

When in doubt – reach out!

Make-A-Wish is excited to partner with you to ensure that your Wishmakers On Campus experience is rewarding!

Dana Nobles
Medical & Community Engagement Specialist
dnobles@nc.wish.org
Direct: 704.594.5649