



MAKE·A·WISH®

Make-A-Wish®
Brand Identity Standards

Elijah, 3
neuroblastoma

I wish to go out on the range

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THE MAKE-A-WISH® BRAND

THE MAKE-A-WISH BRAND

Our brand includes our own set of beliefs. We believe:

- when each wish comes true, it empowers the child, strengthens the family and enriches the community.
 - a wish experience carries lifelong benefits to every wish child and family.
 - we must grant the highest quality wish possible every time.
 - we must reach every eligible child with a wish come true.
 - each wish we grant has the power to move in concert with medical care and strengthen every child we serve.
 - each wish exudes the life-affirming, hope-giving, joyful essence of our mission.
-

MISSION, VISION AND VALUES OVERVIEW

Our mission, vision and values form the cultural foundation of our brand.

MISSION: Why Make-A-Wish exists – to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy;

VISION: What Make-A-Wish aims to achieve – make every eligible child’s wish come true;

VALUES: How we create culture and make business decisions – with integrity, by focusing on wish children, striving toward excellence, fostering community and following our inspiration.

MISSION

The global Make-A-Wish mission statement is:

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

Acceptable expressions of this mission statement include:

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

VISUAL IDENTITY ELEMENTS

PRIMARY LOGO



For use on all communications. As the primary graphic identity for Make-A-Wish, the primary logo must appear on all communications.

Never manipulate the logo in any way. This rule includes, but is not restricted to, color, type, rules, surrounding boxes, shadows, outlines and embellishments. 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.

Treat the logo as artwork, not as typography. The primary logo is our single most important visual element and should be treated as a graphic icon.

SECONDARY LOGO



For use only on applications where the layout space is limited. As the secondary graphic identity for Make-A-Wish, the secondary logo should only appear on promotional products and online where the primary logo will not fit.

Never manipulate the logo in any way. This rule includes, but is not restricted to, color, type, rules, surrounding boxes, shadows, outlines and embellishments. 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.

Treat the logo as artwork, not as typography. The secondary logo is a visual element and should be treated as a graphic icon.

CLEAR SPACE & MINIMUM SIZE

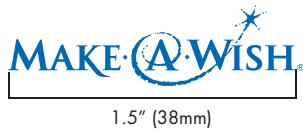
Clear Space

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.



Minimum Size

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



Co-Branded Logos

When co-branding with another logo, the Make-A-Wish logo should be of equal visual height. Do not create custom logos for individual Make-A-Wish programs, departments or initiatives. Whenever possible, use more than the recommended clear space. Please use a rule centered between logos when set side-by-side.



LOGO USAGE

SWIRL-AND-STAR ELEMENT

The swirl-and-star element of our logo is not to be used on its own under any circumstances, nor are any parts of that design to be used, such as the six-point star. It violates every best practice of use for corporate identities. Its appearance outside our logo only serves to weaken our master mark.



BACKGROUNDS

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.



TYPOGRAPHY

Make-A-Wish type fonts are the Futura Std font family and Century Schoolbook. These are the only two acceptable fonts for formal graphic design. Futura is not a font that is installed on many office computers. In this case, Century Gothic may be used as a substitute for Futura.

CORPORATE COLORS

Make-A-Wish Blue

Make-A-Wish Blue is our primary brand color. Consistent use of our colors will create a strong brand look on all Make-A-Wish communications. Make-A-Wish Blue (Pantone 2935CP) is our primary color and should be used whenever possible.



PANTONE: 2935CP (for print)*
CMYK: 100, 52, 0, 0 (print)*
RGB: 0, 107, 182 (screen)
Hexachrome: #006BB6 (web)

Make-A-Wish Gray

Make-A-Wish Gray (Cool Gray 9) is our secondary brand color used to add a level of professionalism to the brand. This gray can be used in many different shades, so it is very versatile.



PANTONE: Cool Gray 9
CMYK: 29, 23, 16, 51
RGB: 116, 118, 120
Hexachrome: #747678

Black & White

Black and white are inherent parts of any color palette. Black may be used instead of Make-A-Wish Gray on communications with restricted production requirements such as one-color and two-color printing.



ACCEPTABLE LOGO COLOR TREATMENTS

Color treatments for Make-A-Wish logos

Pantone 2935 on white, off-white, or a light-colored background that provides sufficient contrast.



White reversed out of solid Pantone 2935 background.



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.



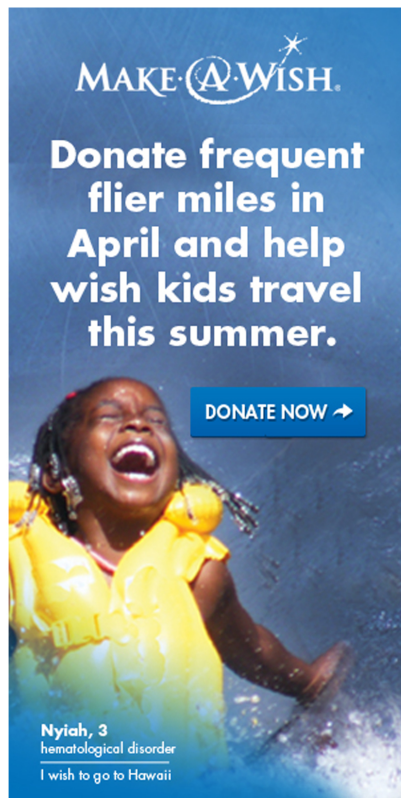
WISH KID IDENTIFIERS

When putting an identifier on photos they should be in the following format. Please make sure the font size is greater than 6 pt for the smallest font or condition.

Name, age (bold, largest font size)

condition (lowercase unless its a proper noun, i.e. Hodgkin lymphoma, 2 font sizes smaller)

I wish to (1 font size larger than condition)



SPONSOR CO-BRANDING

SPONSOR CO-BRANDING

When using the MAW branding, please ensure the following:

- Our name is correctly spelled, punctuated and trademarked.
- Our logo is displayed correctly, in our approved colors only, and the collateral avoids dominant use of pink or other off-brand colors, unless it is the corporation's corporate color.
- Our logo – in whole or in part – is not incorporated into any other logo treatment, including an event logo.
- Language describing Make-A-Wish is accurate, including our mission and/or vision when they are mentioned.
- Images depicting wish children should be actual wish children, identified by first name, age, medical condition and wish.
- Do not allow for the use of words that improperly describe our mission, like using "dream" or "fantasy" instead of "wish."
- Avoid the use of angel imagery, which could connote children who have died.
- All required disclosure language is in proper order.

MAKE-A-WISH AS BENEFICIARY


When communicating that Make-A-Wish is benefiting from a promotion, sponsorship or other business opportunity, the chapter specific logo may be used as a listing only, underneath a heading like "Proud Sponsor of" or "Benefiting."

A Make-A-Wish logo should never replace the name in a sentence.

CORRECT: This event will benefit Make-A-Wish®.

CORRECT: Benefiting



INCORRECT: This special event will benefit 



wish.org

Make-A-Wish® America
4742 N. 24th St., Suite 400, Phoenix, AZ 85016
(800) 722-WISH (phone) (602) 279-0855 (fax)

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