



*I wish to be a
Yosemite National
Park ranger*

Gabe, 7
connective tissue disorder

BRAND BOOK

U.S. Version



Make-A-Wish[®]



Have you ever made a wish ...



that
came
true?



*I wish to have
a treehouse*

Bowde, 4
cancer



What about a wish ...





that
transformed
your life?

*I wish to
hug a penguin*

Omar, 10
blood disorder



When a wish comes true, it creates
strength, **hope** and **transformation**.



I wish to snowboard

Samantha, 17
Hodgkin lymphoma

What if
you could make a
child's life-changing
wish come true?



Welcome to
Make-A-Wish[®]



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LETTER FROM OUR LEADERSHIP

Say the name “Make-A-Wish” to a friend – or a stranger – and it’s instantly greeted with a smile. Sometimes with an emotional story of connection. Or with a personal account of hope, joy and transformation. The Make-A-Wish brand is incredibly powerful and holds a significant presence in this world. We are all fortunate to play a part in its bright future. This book helps define the qualities that are so important to our brand and arms each of us with guidance to ensure we continue articulating our brand consistently in all that we do.

Whether you’re an employee, volunteer or partner, we encourage you to become well-versed in the book’s content to help us protect and grow our brand. After all, we have an audacious goal of granting the wish of every eligible child. This book sets the foundation for getting there.

In appreciation,

David Williams
President and CEO
Make-A-Wish America

Jon Stettner
President and CEO
Make-A-Wish International






WELCOME

Make-A-Wish has the unique ability to transform a child and family's life during some of their most difficult trials – as a wish creates an opportunity for hope and the ability to experience life beyond illness. We believe a strong brand allows us to communicate that a wish is not simply a wish. In the fight against a critical illness, each wish serves as a catalyst for renewed strength and encouragement for every child and family on their journey.

Put simply:

We believe a single wish transforms lives.

A young girl with blonde hair, wearing a pink princess dress with a white collar and a gold crown, is walking in a parade. She is smiling and looking towards the camera. To her right, a man in a black and red costume with a crown and a cape is walking. Behind them, a woman in a maroon dress with gold accents and a crown is walking. In the background, there are other people in costumes and a parade float with a doll on top. The scene is outdoors on a street with buildings in the background.

I wish to be in a princess parade

Youn-Woo Kim, 5
ovarian cancer



*I wish to be
a police officer*

Chris
wish granted, 1980
leukemia



OUR HISTORY

In 1980, 7-year-old Christopher James Greicius wished to be a police officer for a day.

Little did he know that his wish would create a movement that would transform millions of lives.

Chris' wish inspired the eventual creation of Make-A-Wish. And since Chris' life-changing experience, Make-A-Wish has granted the wishes of hundreds of thousands of children battling critical illnesses all around the world. With each wish, comes renewed strength and encouragement for every child and family we serve. We believe that just as they have for the last 38 years, wish experiences will continue to play a vital role in a child's treatment, serve as an encouragement on a family's journey and provide a source of inspiration for millions of people.

This is the power of joy. This is the power of community. This is the power of imagination. This is the power of hope.



OUR BRAND ESSENCE

We want everyone who interacts with Make-A-Wish to experience the power of imagination and the strength that comes from it.

Spark imagination, deliver strength

Imagination is powerful. It is the beginning of the Make-A-Wish journey.

A child's imagination is at the heart of everything we accomplish together.

Imagination alone inspires, renews and entertains. We do everything we can to capture a child's heartfelt wish and make it a reality.

Strength is essential. Especially when you're fighting for your health. We stop at nothing to deliver it. In large doses. The strength to be resilient; the strength to unify a community; the strength to find hope. And it doesn't stop there.

A wish-come-true empowers and transforms the lives of anyone who plays a part.



*I wish to take care
of the world*

Amelia, 8
brain cancer

OUR MISSION

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

Our mission is our common starting point and ending point.
It's what unites us, what we strive for and ultimately what
we do – every single day.



OUR VISION

To grant the wish of every eligible child

We're on a quest to bring every eligible child's wish to life – a goal that is born from the idea that a wish is an integral part of a child's treatment. Our vision is our roadmap.



*I wish for
a puppy*

Mallory, 10
leukemia



OUR TAGLINE

Transform lives, one wish at a time.

This tagline is our rallying cry. It is the public representation of our brand essence and creates an emotional bond in a way that invites others to join.



*I wish to go
on a cruise*

Victoria, 9
rhabdomyosarcoma

OUR VALUES

Our values are the basis for how we behave and operate as an organization. They should be represented in everything we do.

Child Focus

We always put wish kids first.

Integrity

We are honest, transparent and respectful.

Impact

We deliver life-changing work.

Innovation

We are bold, imaginative and creative.

Community

We are a diverse group of people working together towards a common goal.





OUR VOICE

The way we communicate is a key part of our brand strategy.

Our voice is:

Straightforward

Our messaging and storytelling is direct and clear; it is not terse, emotionless or dry.

Sincere

Our messaging and storytelling is authentic, passionate, warm and personal; it is not pretentious or sappy.

Powerful

Our messaging and storytelling is bold, engaging, dynamic and informed; it is not aggressive or academic.

Vibrant

Our messaging and storytelling is compelling and expressive; it is not overemotional.

These serve as basic guardrails. When creating content, ask the question, “Does what I’m producing fall within these guidelines?”





WHERE WE WORK

Regardless of our role, each of us is passionate about granting wishes. In fact, no one knows wish granting better.

Make-A-Wish is a group of more than **1,800 employees** around the world who, together, grant the wishes of children fighting critical illnesses – whether the wish is granted in the bustling heart of Bangkok, in the relaxed towns of Middle America or along the river Thames. This diversity creates a vast network of caring people who can make most anything happen.

We're joined by a force of **40,000 volunteers** worldwide who are united in our quest to make our communities better places by infusing hope and joy into the lives of many. Together, *we are Make-A-Wish.*



50
countries

62
chapters

40+
international
affiliates



WISHES

If you could wish for anything, what would it be?

That one question is an invitation to unleash limitless imagination. To envision the impossible as possible. To dream.

We believe wishes improve the odds for wish kids fighting critical illnesses. It's why we do what we do. Sure, wishes are amazing and fun. More than that, they inspire and have the power to change lives. Wishes help kids look past their limitations, families overcome anxiety and entire communities experience joy. Most importantly, wishes can improve a child's quality of life, *giving them a better chance of recovering.*

Wishes are the driving force behind all we do because, put simply, wish experiences transform lives.

I wish to take pictures as a bride in a wedding dress

Marle, 16
cystic fibrosis





Our Brand

Our brand is a beacon of hope during one of life's darkest seasons. This hope is the most precious thing we can offer. That's why we won't stop until we grant the wish of every eligible child.

We believe that presenting the Make-A-Wish brand consistently across all mediums and platforms will transform the lives of even more children and families.



*I wish to be
a Marine*

Dalton, 14
leukemia

Messaging

Our brand is built on powerful storytelling. Make-A-Wish tells stories that emphasize our personality, vision and impact. These stories make emotional connections that help us forge strong relationships with supporters, volunteers, medical professionals and families of children with critical illnesses.

To consistently achieve this, it's important that our stories convey the right messages — using a voice and tone that show the anticipation, imagination and hope that are central to our mission.





MESSAGING PILLARS

Four primary pillars provide the framework for our external messages:

IMPACT

NEED

FIT

EMOTION

By anchoring all our messaging with these four pillars, we reinforce our vision of granting the wish of every eligible child. The pillars are embedded in every story we tell. They demonstrate why our mission is critical and clearly show others how they can help achieve that mission.

Use these pillars as conceptual guidelines. While you are empowered to be creative in how you utilize them, these pillars should inform how you frame every story you tell about Make-A-Wish.





PILLAR 1: IMPACT

The Make-A-Wish brand, first and foremost, is focused on the impact of a wish in every phase of the journey.

Wishes have proven physical and emotional benefits that can give children with critical illnesses a higher chance of survival. And wishes not only help these children – they also have far-reaching, positive impacts on their families and communities.



Here is how our brand conveys IMPACT:

Concept

1. **Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. This may improve their quality of life and produce better health outcomes.**

2. **When a wish is granted, a child replaces:**

- **fear with confidence**
- **sadness with joy**
- **anxiety with hope**

3. **A wish transforms the lives of children, their families, volunteers, supporters, medical professionals and entire communities.**

4. **A wish gives children renewed energy and strength, brings families closer together and unites communities.**

Why It's Important

- Shows the immediate nature of our mission and the importance of what we do
- Emphasizes tangible outcomes
- Reinforces the need for wishes and shows each of our key audiences why our work is critical

- Demonstrates that wishes produce positive changes
- Contrasts pre-wish challenges with post-wish outcomes
- Shows the urgency of our mission

- Shows the transformational nature of the wish journey through the eyes of the key Make-A-Wish audiences
- Demonstrates the long-term impact of each wish

- Shows the wide-ranging effects of a wish
- Connects with key Make-A-Wish audiences, including potential volunteers and donors, and those who provide referrals



PILLAR 2: NEED

We have an ambitious vision – to grant the wish of every eligible child – and we have a long way to go in achieving it.

Each wish requires an incredible amount of brainpower, creativity, time and generosity.

So, our need is great in two key ways. First, we need resources to provide each wish. Second, there is a tremendous gap between the number of wishes we're granting today and the number of wishes we need to grant in the future to achieve our vision.



Here is how our brand conveys NEED:

Concept

1. **Children with critical illnesses need your help, today.**

Why It's Important

- Demonstrates the urgency of the need for support (e.g. donations, volunteers, referrals, etc.)
- Shows that granting wishes only occurs with the help of others
- Shows the unique value of Make-A-Wish in its ability to immediately put funds into action

2. **Every hour of every day, XX children are diagnosed with a critical illness. Every one of these kids needs a wish to give them strength and help them heal.**

- Makes the need quantifiable – and shows how the need is growing
- Provides a number that can be easily adapted to fit specific needs by using local data
- By keeping the number small, it is easier for the audience to connect with and visualize the challenge

3. **Only XX of the children in our community who are diagnosed with a critical illness get to experience a wish. Too many children are not getting everything they need to help them fight their illnesses.**

- Shows the gap between the number of children who need wishes and the number who receive them
- Expresses the need and urgency of our mission to those who have the power to help

4. **Your gift of time and money is crucial for kids battling critical illnesses.**

- Shows how consumers can directly impact the lives of children
- Illustrates that contributions play a key role in helping kids battle their illnesses
- Reinforces the value that donors and volunteers play in helping children



PILLAR 3: FIT

A wish engages entire communities in life-changing moments.

As we seek to inspire supporters, volunteers, medical professionals and others to join us in helping children with critical illnesses, we strive to create stories that show them how they connect to these moments – and how these moments enrich their lives.



Here is how our brand conveys FIT:

Concept

1. **Join a caring community of people who improve the lives of children battling critical illnesses.**

Why It's Important

- Offers an invitation
- Connects directly to our universal desire to be a part of something bigger
- Appeals to the audience's desire to make a difference

2. **Wish families are your friends, neighbors and relatives.**

- Addresses the misconception that those who receive wishes aren't a part of the consumer's daily life
- Shows that people who need the hope and joy associated with wishes are all around you
- Personalizes the need for wishes

3. **Your skills, time or money can transform the life of a child with a critical illness.**

- Shows that you can help Make-A-Wish in a number of different ways
- Shows that you can make a tangible difference through your generosity
- Can be easily adapted to fit specific target audiences

4. **Even a small contribution can transform the lives of children with critical illnesses.**

- Removes the barrier of entry for some consumers
- Conveys that help – in any form or amount – has a direct impact in the lives of others
- Shows that even small contributions can have a tremendous impact



PILLAR 4: EMOTION

Life-changing
experiences touch hearts
and inspire action.

Our work brings joy and healing to those who receive wishes —
and to those who help grant them.



Here is how our brand conveys EMOTION:

Concept

1. **A wish positively impacts the life of a child – and will forever enrich yours.**

2. **Experience a wish. It's awe-inspiring. It's uplifting. It's everlasting.**

3. **When they smile, you'll smile. See firsthand the power of pure joy when you grant a wish for a child battling a critical illness.**

4. **There are few experiences more powerful than making a wish come true.**

Why It's Important

- Appeals to our proven desire to give to causes that help us feel fulfilled
- Focuses on the personal enrichment and positivity that comes with helping grant a wish

- Uses positive, emotional descriptors
- Awe-inspiring speaks to the impressive and magnificent wish journey
- Uplifting speaks to the hope that comes from a wish
- Everlasting establishes a wish as a life-changing event, rather than just a single moment in time

- Presents a familiar, positive, universal expression – a smile – to convey emotion
- Creates a tighter sense of belonging to a common cause
- Connects the emotion of another person to our own emotions

- Conveys the incredible emotion and impact that comes from a wish
- Shows that the experience is just as meaningful for those who are giving as those who are receiving the wish
- Offers an invitation to join Make-A-Wish in a powerful experience



NOT A LAST WISH

A wish is empowering and life-affirming.

It doesn't signal the end. For many, it's the start of feeling normal again; for others, it serves as a launching point into new treatments; for some, it's the beginning of hope.

The majority of our wish kids go on to learn to cope with – or even beat – their illnesses. A misunderstanding of this fact prevents referrals and reduces donor commitment, so it's important that we emphasize this concept. Each and every chance we get, let's focus on the positive, life-affirming nature of a wish-come-true.

Here is some example language:

For a majority of our wish kids, a wish serves as a catalyst to better health.

The majority of kids whose wishes we grant go on to beat their illnesses and live typical, healthy lives.

For additional language, refer to impact messaging (page 23), particularly surrounding medical research and health outcomes for children.



Did you know? 

Make-A-Wish stopped granting wishes solely to “terminally ill” children in 1983, and Make-A-Wish completely removed the word “terminal” from our lexicon in 1999.





CRAFTING YOUR MESSAGE

Identifying Make-A-Wish Audiences

When writing, it's important to identify your target audience – otherwise the message may not be as impactful. Outlined below are some of the audiences that interact with Make-A-Wish and the key questions we aim to answer for them.

Key Questions We Must Answer:

Kids and families

What is the experience of Make-A-Wish?
What do I have to do to experience
Make-A-Wish? Why do we need
Make-A-Wish?

Donors and sponsors

Why should I choose you? What do you
do differently? What “cause” do you serve
and how do you serve it? How will this
add value to me or my organization?

Volunteers

Why do you need me? Why do I need you?
How can I be a part of what you're doing?
What is required of me?

Employees and partners

What do I need to know? Why do I need to
know it? What are the next steps and how
does this impact my participation in the
mission of Make-A-Wish?

Medical professionals

What role can Make-A-Wish play in a child's
treatment? How do I refer a child?



SUPPORTER PERSONAS

What are Personas?

Audience personas enable us to help people see themselves as the hero of our story. When people see a role for themselves in a story they are likely to be motivated to act.

How do I use them?

Personas are meant to guide storytelling and messaging efforts. Personas capture a snapshot of each target audience they represent, but are not intended to describe all members of that group.

For more information, search “personas” on DailyWISH.



Vanessa, 25

The Young Professional Volunteer



Eddie, 57

The Empty Nest Volunteer



Sarah, 50

The Social Worker



Dinesh, 48

The Doctor



Margaret, 62

The Major Donor



Elizabeth, 46

The Events Donor



Amy, 44

The Annual Donor



Gina, 42

The Gen X Donor



Manuel, 27

The Millennial Donor



A SHORT WISH STORY EXAMPLE

Persona(s): Margaret, Amy, Elizabeth, Gina

River's struggle for health is on display for every person who encounters her. Every day, she faces the stares, the whispers and the – usually – unspoken questions about her wheelchair and hair loss.

Her mother, Teri, remembers River's first day of second grade. It followed months of chemotherapy and a surgery. She worried what awaited River at school. But River had a source of strength that overcame her frail appearance: Her favorite nurse had referred her for a wish, and she'd just had her first meeting with Make-A-Wish volunteers.

After plenty of thought and consultation with her wish granters, River said her perfect wish would be a playhouse. Teri says River went to school the next day more outgoing than she had been in months. She turned every conversation away from her wheelchair and her bald head to her wish.

Even though her wish is still in the future, River will tell you that it's already made her life better.





BRAND TERMINOLOGY

wish kid

In the U.S., the preferred term for wish recipients is wish kid (no capitalization); in other parts of the world, other terms which may be more culturally appropriate are fine. Under no circumstances should a wish kid be referred to as an adult or any other phrase containing the term (e.g., young adult).

critical illness vs. critically ill child

In medical terms, a critical illness is a life-threatening multisystem process that can result in significant morbidity or mortality and refers to the condition itself. We do not use “critically ill,” as it categorizes and makes an assumption about the child.

use of “Make-A-Wish”

Apart from being used as a proper name to reference our organization, “Make-A-Wish” should only be used as an adjective and not as a verb or noun describing “a wish” or “wish experience.”

Correct usage:

“hosted a Make-A-Wish event”

“had their Make-A-Wish experience”

Incorrect usage:

“you can make a wish come true”

“Billy had his Make-A-Wish”

our founders

Make-A-Wish has six founders. Reference to those who started the organization should never indicate otherwise. For example, “Tommy Austin is one of the founders of Make-A-Wish.”

Our founders are: Linda Pauling, Tommy Austin, Kathy McMorris, Frank Shankwitz, Alan Schmidt and Scott Stahl.



referring to Chris Greicius

When referring to Chris Greicius, it is important to state that Chris' wish was “the wish that inspired the creation of Make-A-Wish” not “the first wish,” as this is incorrect. The first wish (of Bopsy Salazar) did not take place until Make-A-Wish was established as an official charitable organization. Although Chris was not formally in our program, we consider him a wish kid.

magical

We're not opposed to the use of the word “magical” – we understand its appeal. But wishes aren't magic: They take people and time and resources to grant. We prefer terms that more closely align with our brand messaging and tone, such as transformational, life-changing or extraordinary.

dream

We grant wishes. The use of any other term – including “dream” – to describe a wish or the wish-granting process is highly discouraged as it does not reinforce our brand. However, use of the word dream outside of that context (e.g., going to Brazil has always been a dream of his), is appropriate but should be limited in use.

special

Avoid using the word special as an adjective that describes wish kids, wish families, volunteers or any other individuals.

wish granter

Always use the term “wish granter” (not wish grantor) when describing the individuals who directly make wishes possible. Volunteer is an encouraged alternative.

wish categories

There are five formal wish categories (to have, to be, to go, to meet and to give), but in marketing and publicity efforts, use creativity in how a wish is represented. For example, “I wish to watch penguins dance in the snow” instead of “I wish to go to the Antarctic.” Wish descriptions should attempt to capture the unique imagination and desires of each individual wish kid.

wish journey

A wish is not a fleeting gift – it's a carefully planned journey, designed to complement a child's medical treatment, and give them the hope, strength and joy they need to fight their illness. The whole wish journey – from wish capture to building anticipation to lasting memories – aids physical and emotional healing through building strong positive experiences, applying principles of positive psychology. This way the wish journey builds resilience and helps children to better cope with their critical illness.



BOILERPLATE LANGUAGE

About Make-A-Wish®

U.S. Version

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the United States and in 50 countries worldwide. Together, generous donors, supporters, staff and 33,000 volunteers across the U.S., grant a wish every 34 minutes, on average, somewhere in the country. Since 1980, Make-A-Wish has granted more than 285,000 wishes to children in the U.S. and its territories; more than 15,300 in 2016 alone. For more information about Make-A-Wish America, visit wish.org.

Note: For the most up-to-date data, refer to DailyWISH.



Our Name

Our name – the most recognizable brand element we have – is a symbol to the world of hope, joy and healing. Make-A-Wish is the world’s leading children’s wish-granting organization, but even more than that, the name represents a community of people working to make life better for wish kids and families by making the seemingly impossible, possible.



I wish to see snow

Kenny, 11
cancer



*I wish to put
out fires*

Tyren, 3
heart transplant

MAKE-A-WISH FOUNDATION® VS. MAKE-A-WISH®

To the world, we are known as “Make-A-Wish.”

This organization refers to itself simply as Make-A-Wish® and Make-A-Wish® (chapter/affiliate), worldwide. For purposes of Make-A-Wish business, this is our trade name. We use our trade name on all communications and promotional materials. Legal names don't change. For example, the legal name of Make-A-Wish America remains Make-A-Wish Foundation® of America. This is our legal name.

Our name must always appear exactly as “Make-A-Wish.”

Particular note should be paid to the hyphens and capitalization.

As in all registered trademarks, the ® must appear on the first and/or most prominent reference to our name.

When typesetting, registration marks should always be used in superscript.



OUR LEGAL NAME

Make-A-Wish Foundation of _____

This remains the legal naming convention of our corporate bodies. We must continue to use our legal name in the following circumstances:

Corporate documents (articles of incorporation, bylaws, chapter and affiliate agreements, minutes, resolutions, etc.)

Contracts, leases and other legally binding documents

Copyright, trademark and other legal notices

Bank, investment, trade and credit accounts and account applications

State and local government filings (tax filings, fundraising registrations, regulatory reports, insurance filings, etc.)

IRS Form 990s and other IRS forms

Combined Federal Campaign listings

Invoices to sponsors

Official legal correspondence (cease-and-desist letters, demand letters, etc.)

Donor acknowledgment letters and receipts

Charity watchdog agency websites and related documents (BBB Wise Giving Alliance, Guidestar, Charity Navigator, etc.)

On the “board acknowledgment” page of annual reports

In website footers



Our Logo

Our logo is a signpost of life-changing experiences to all who encounter it.

It's the most important visual cue we can give to the world about who we are and what we stand for.

*I wish to play violin
for Itzhak Perlman*

Caesar, 8
blood disorder



LOGO ELEMENTS

The Make-A-Wish logo should appear as shown below in all print and/or electronic applications. The logo consists of three elements – the logotype, swirl and star. These elements should not be rearranged or altered; however, the star and swirl may be used as its own design element. Additionally, the Make-A-Wish brand no longer has a secondary stacked logo.





Make-A-Wish®

THE MAKE-A-WISH LOGO STORY

The Make-A-Wish logo has both a strong presence as well as a sincere, child-like appeal. Our refreshed logo allows us to leverage the brand equity of our original logo and pay homage to the history of our organization. The bold serif type signals a recognized organization with established longevity, without appearing dated. It also gives the logotype a weightiness that presents the Make-A-Wish message with a powerful, dynamic presence. The sentence-case type maximizes legibility and imbues the logo with a casual, approachable feeling. This gives the logo a sense of authenticity and resonance with children, while also connecting donors to the essence of the brand.

The swirl follows an upward trajectory that goes above the logotype, creating a clean baseline for the logo and a cleaner lockup with chapter and affiliate names. The elongated swirl ending in the star brings bright optimism to the logo. Softened points and curves of the star reference back to the soft, fluid curves of the lowercase letterforms, building a sense of cohesion between all the logo's various elements.

*I wish to visit
a dude ranch*

Cody, 8
blood disorder



LOGO COLORS

The primary use of the logo should always be in Make-A-Wish blue (see page 56 for color breakdown). White is permitted for environments that require contrast. When color is not possible, black is permitted.

Make-A-Wish®

The logo is rendered in a vibrant blue color. The word "A" is stylized with a white swoosh that arches over it and ends in a small white star. The registered trademark symbol (®) is located at the bottom right of the word "Wish".

Make-A-Wish®

The logo is rendered in black. The word "A" is stylized with a black swoosh that arches over it and ends in a small black star. The registered trademark symbol (®) is located at the bottom right of the word "Wish".

Make-A-Wish®

The logo is rendered in white against a solid blue background. The word "A" is stylized with a white swoosh that arches over it and ends in a small white star. The registered trademark symbol (®) is located at the bottom right of the word "Wish".



OTHER LOGO REPRODUCTIONS

Metallic Silver and Foil Stamp

If there is a need for a touch of elegance, a metallic silver color (not gold, bronze, etc.) may be used. Pantone 877 is a silver metallic ink that is a cost-efficient way to add a bit of sparkle to a piece. In addition to printing, a more expensive, but beautiful, way to add silver is by using a foil stamp process.

Other Reproduction Methods

In addition to printing, the logotype can be produced using a variety of methods, such as silk screening, embroidery or molded plastic. The logotype can be produced as jewelry. It can be blind embossed, debossed or etched on glass. The logotype can also be laser-cut into materials. Additionally, it can be printed or embroidered onto fabric. Always remember that quality control is vitally important, so be sure to ask for a proof to ensure the integrity of the logotype.



Make-A-Wish®



LOGO SIZE AND SPACING

Every logo lives in a variety of environments, surrounded by various design elements – patterns, images, graphic elements or even other logos. For this reason, the space allotted around the logo is essential to properly represent the brand.

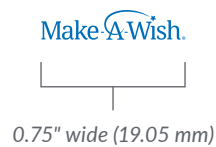
The logo should be surrounded on all sides by clear space the height of the logotype. The only exception to this rule is the chapter/affiliate logo lockups (page 49).

To protect legibility and impact, the logo must be reproduced no smaller than 0.75" (19.05 mm). When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.

Clear Space



Minimum Size





LOGO PLACEMENT

To ensure maximum readability and brand recognition, different logo variations should be used on certain backgrounds.

On photography with lighter backgrounds, the full-color version of the logo can be used as long as the background is “empty” enough to not interfere with the logo’s legibility. On photography with darker or more complex backgrounds, the full-reversed version of the logo should be used.

When using backgrounds of color, use the appropriate logo variation to keep the brand color represented. On darker background colors, including Make-A-Wish blue, use the full-reversed version.





OFFICE AND BUILDING SIGNAGE

Signs should always follow logo identity standards and guidelines. Please note that you must always take into account how the logo will interact with the wall surface, material, and color that it is being installed on. Whenever possible, please use Make-A-Wish blue, white, silver, or black. If landlord building restrictions or municipal sign ordinances prevent compliance, contact the National Office for a collaborative solution.





CHAPTER AND AFFILIATE IDENTIFIERS

Make-A-Wish America will create and distribute all chapter and affiliate logo lockups. Logo users should not use any method to create their own lockups.

Only the provided logos should be used to maintain consistent scale, spacing and type styling. These logos should *never* be altered.





STAR LOGO LOCKUP

The Make-A-Wish star logo lockup was developed for special uses such as wish star sales, car decals, and stickers. This lockup can be used only in Make-A-Wish blue, and should follow all standard misuse guidelines of the logo (page 53). Please note that only the Make-A-Wish star shape should be used.

If using for corporate sponsors to give to donors, a version with a box exists below the logotype for the donor to write his or her name when a donation is given.





ANNIVERSARY BANNER SIZE AND SPACING

Anniversary banners will be supplied by the National Office to celebrate major milestone years. Banners should not be recreated.

When used with local chapters and international affiliates banners must be placed below the chapter/affiliate name within the logo lockup, aligned to the left edge of the Make-A-Wish logotype. The size should not exceed the width of the Make-A-Wish logotype (excluding the registration mark). Regarding placement, the amount of space above the banner should be equal to the space between the Make-A-Wish logotype and the top edge of the chapter/affiliate name. Clear space rules still apply (page 46).

Banners should appear in the same color as the logo used in the lockup (blue, black and reversed banners are available).

Single Line Chapter/Affiliate



Multiple Line Chapter/Affiliate





ANNIVERSARY BANNER MINIMUM SIZE

To protect legibility and impact, the logo lockup with anniversary banner must be reproduced no smaller than 1.25" (31.75 mm). When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.

Minimum Size



1.25" wide (31.75 mm)

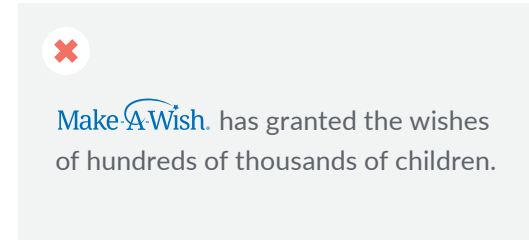


LOGO MISUSE

To establish and reinforce awareness and recognition of the logo, consistent reproduction is essential.

To ensure consistency, never alter the color, rotate, distort or add shadows, glows, strokes or other effects to the logo. The logo must never appear within a shape or container (with the exception of the wish star program), be typeset, or be used in a sentence.

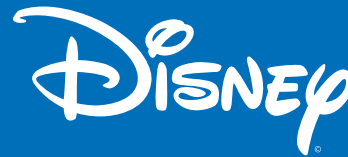
Use only the approved digital files that are supplied from the National Office.





CO-BRANDING

When using the Make-A-Wish logo alongside other corporate sponsor logos, the following lockup should be used. The Make-A-Wish logo should appear on the right, in full color or white, if color is not available. A vertical divider should separate it from the corporate sponsor logo, which should follow the same color rules. Regarding sizing, the corporate sponsor logo should appear approximately the same size as the Make-A-Wish logo for visual balance.





Brand Colors

The Make-A-Wish brand colors evoke positivity and child-like wonder. The bold blue is the heart of our color story, while secondary accents in a range of hues provide flexibility and warmth. When choosing a color, stay within the palette outlined in the following pages.



I wish to be a professional skateboarder

Angel, 6
vascular malformation



PRIMARY COLOR PALETTE

Make-A-Wish blue is the core color of our brand.

It should be present and most prominent in each and every communication, without exception.

Make-A-Wish Blue

PMS 2935 C

C100 / M52 / Y0 / K0

R0 / G87 / B184

HEX #0057B8



SECONDARY COLOR PALETTE

Bright colors should play a supporting role. Use them only as secondary accents to complement the primary blue. In most cases, only 1–2 secondary hues should be used in addition to the blue to avoid a cluttered appearance.

Full shades of color should be used as the default; however, tints of secondary colors can be a good strategy for certain graphic elements like graphs, diagrams, charts and tables. Tints of secondary colors should not be used for text, where it is likely too hard to read.

No gradients should be used.

Make-A-Wish
Red

PMS 178 C
C0 / M70 / Y58 / K0
R255 / G88 / B93
HEX #FF585D

Make-A-Wish
Orange

PMS 1365 C
C0 / M34 / Y76 / K0
R255 / G181 / B73
HEX #FFB549

Make-A-Wish
Yellow

PMS 1215 C
C0 / M6 / Y53 / K0
R251 / G216 / B114
HEX #FBD872

Make-A-Wish
Teal

PMS 2398 C
C71 / M0 / Y36 / K0
R0 / G186 / B179
HEX #00BAB3

Make-A-Wish
Light Blue

PMS 2905 C
C45 / M1 / Y0 / K1
R141 / G200 / B232
HEX #8DC8E8

Make-A-Wish
Dark Gray

PMS Cool Gray 9 C
C30 / M22 / Y17 / K57
R117 / G120 / B123
HEX #75787B

Make-A-Wish
Light Gray

PMS Cool Gray 4 C
C12 / M8 / Y9 / K23
R187 / G188 / B188
HEX #BBBCBC



PRIMARY PALETTE TINT USAGE

When using Make-A-Wish blue, the following tints can be used. Please keep in mind text legibility and contrast against lighter tints – reversed text should not be used on tints less than 40%.

100%

90%

80%

70%

60%

50%

40%

30%

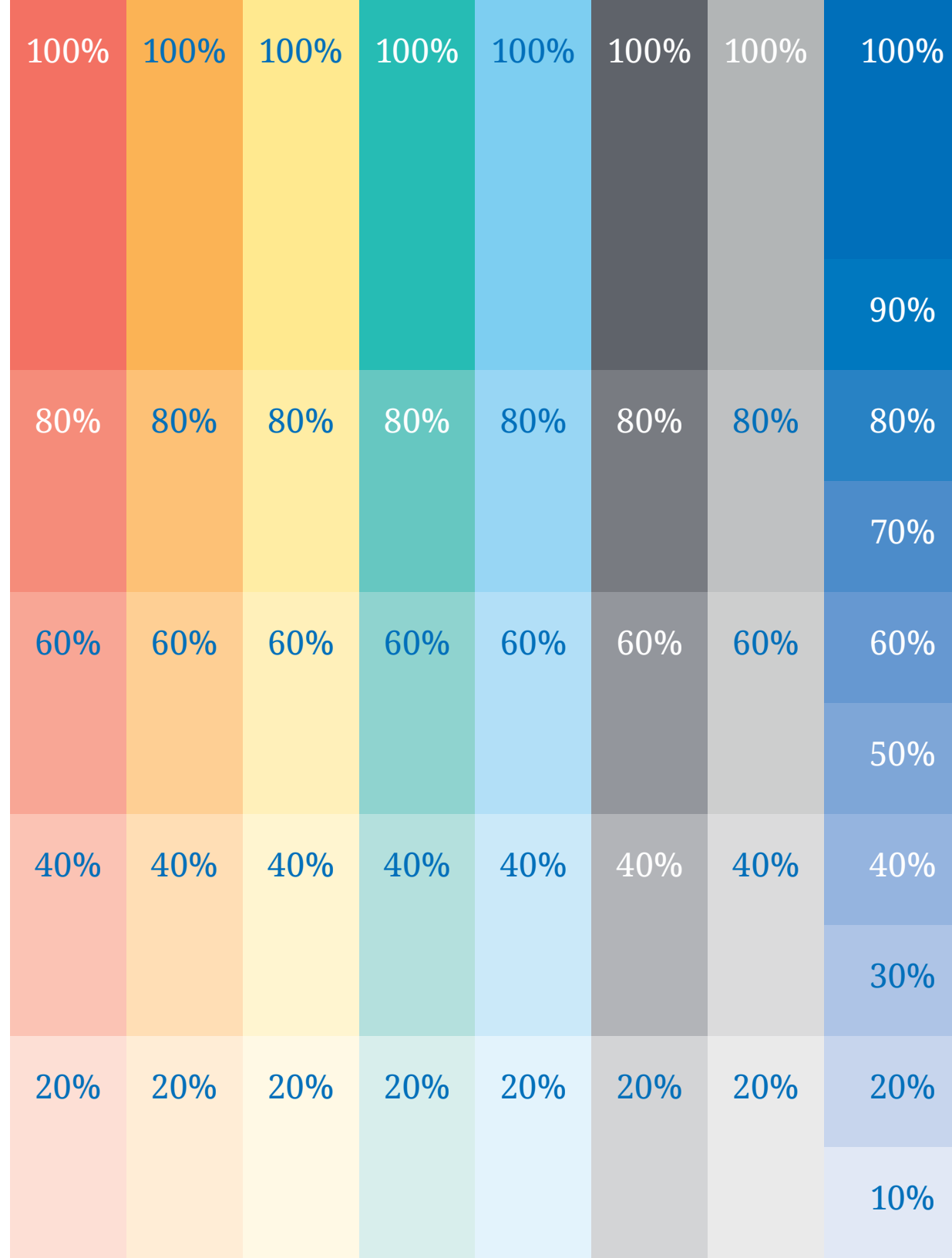
20%

10%



SECONDARY PALETTE TINT USAGE

Like with Make-A-Wish blue, the secondary accent colors may use tints, although just not as many to maintain clarity and consistency. As with lighter tints of the primary blue, secondary hues may not allow for reversed out text to maintain overall legibility.



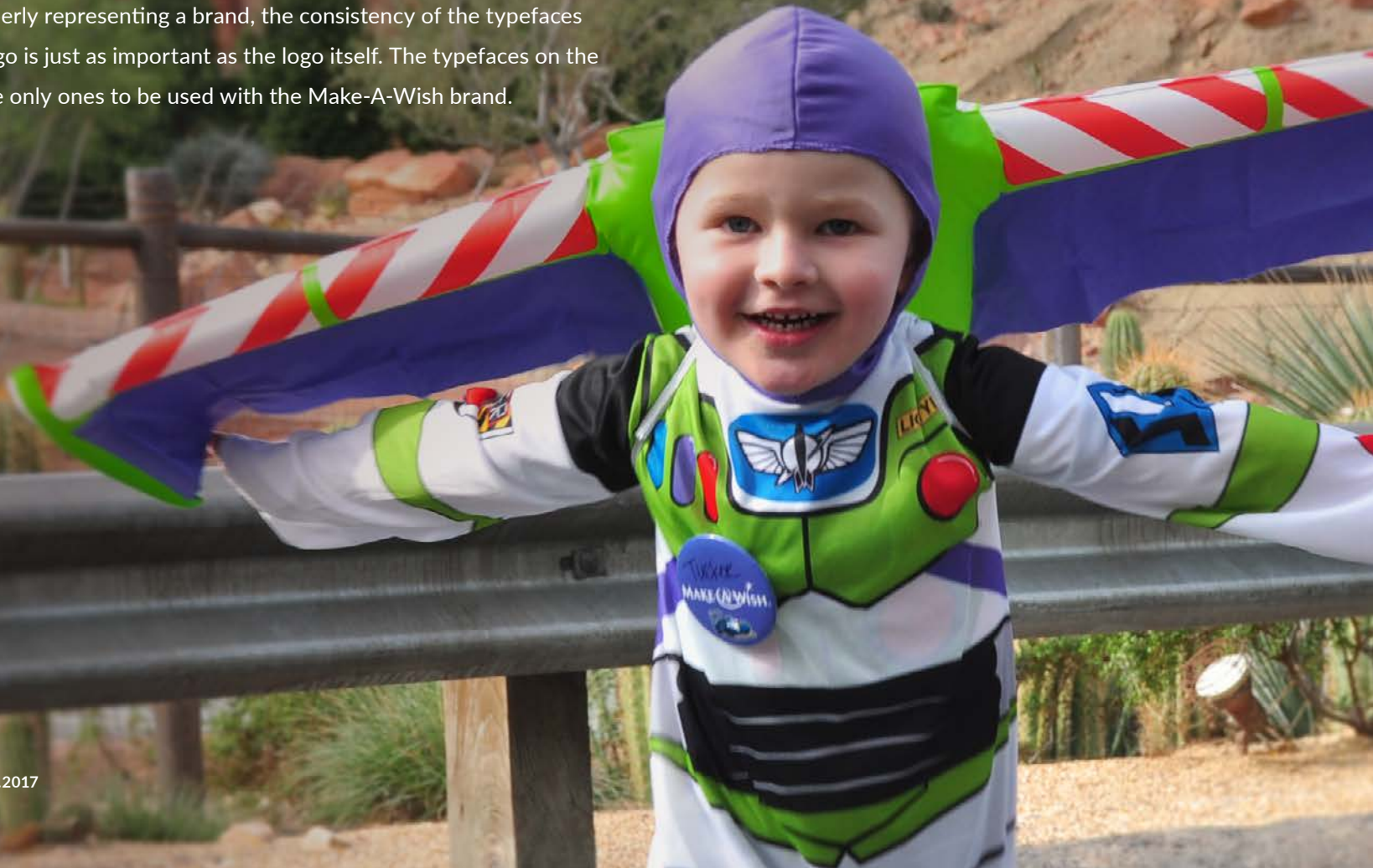


*I wish to go to
Disneyland® Resort*

Tucker, 4
congenital heart disease

Typography

When it comes to properly representing a brand, the consistency of the typefaces that accompany the logo is just as important as the logo itself. The typefaces on the following pages are the only ones to be used with the Make-A-Wish brand.





PRIMARY SAN SERIF TYPEFACE

Lato is a contemporary and legible font choice with a variety of weights for design flexibility. It also supports many international character sets. If a language is not supported, contact Make-A-Wish International for assistance.

It is available for free to download, as well as for use with both Google Fonts and Adobe Typekit. Its usage ranges from headlines to body copy. It should also be used primarily when numbers occur. When Lato is unavailable, it should be substituted with Arial.

Arial should only be used when Lato is unavailable for use.

Aa

Lato Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Hairline Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&



PRIMARY SERIF TYPEFACE

Droid Serif is a beautiful, slightly condensed typeface with an attractive italic. It is best used for larger headlines to create a story-driven look, and was originally designed for the highest level of on-screen legibility. It also supports many international character sets. If a language is not supported, contact Make-A-Wish International for assistance.

It is available for [free to download](#), as well as for use with both [Google Fonts](#) and [Adobe Typekit](#). If Droid Serif is unavailable, it should be substituted with Georgia.

Georgia should only be used when Droid Serif is unavailable for use.

Aa

Droid Serif Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789?!.@#%&

Droid Serif Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789?!.@#%&

Droid Serif Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789?!.@#%&

Droid Serif Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789?!.@#%&



Design Elements

When it comes to our brand beyond the logo, consider the following pages a source for additional assets that can be utilized to succinctly tell the story of Make-A-Wish. Visuals typically help amplify the impact of written words, so don't hesitate to use the following elements to supplement what you are trying to communicate.

*I wish to be
a model*

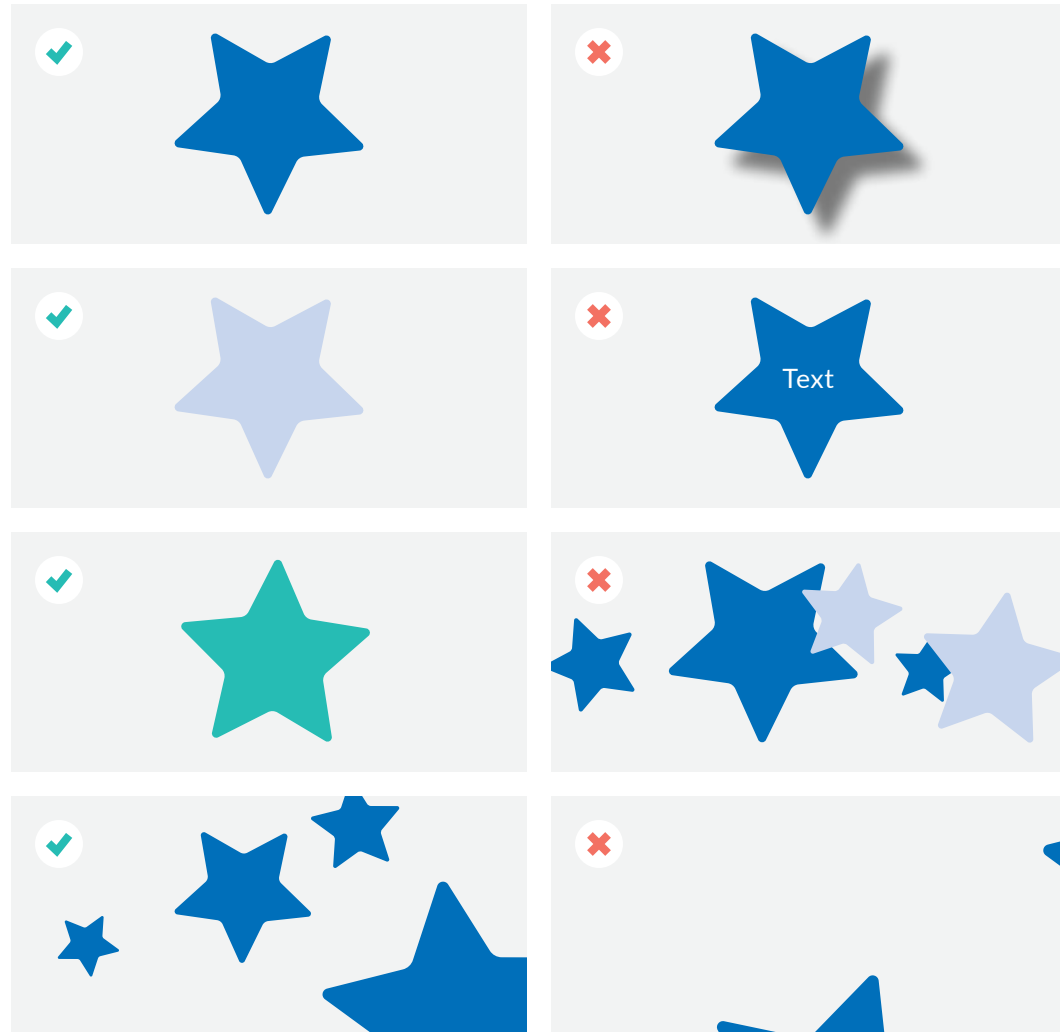
Camille, 18
leukemia





THE STAR

Our Make-A-Wish star is a motif that can be used across all mediums (however, a reminder that this symbol is not to be used *in place* of the Make-A-Wish logo). Only the Make-A-Wish star can be used – **it may not be substituted with a different star shape.** It can be in any of the brand colors (blue or secondary accents) including tints. Feel free to rotate or resize it as needed; it can also be used in a group of other Make-A-Wish stars, however, the stars should not overlap. If ever cropped, a majority of the star should still be visible. Note that the star should not have drop shadows applied to it.





THE SWIRL

The Make-A-Wish swirl may be used if, and only if, it appears with the star. This lockup will be provided by Make-A-Wish, however, it may be resized, rotated and may interact with subjects in photos. The lockup should follow all standard misuse guidelines as the main logo (page 53), and may appear in any of the colors in the brand palette including all secondary colors. Tints may also be used (pages 58 and 59).

When rotating, avoid the appearance of a "falling star" by having the swirl at the top. If cropped, there should always be roughly 75% of the star present to keep the integrity of the lockup. Additionally, the lockup may not be altered – this includes spacing of the two elements, proportions or number of elements.

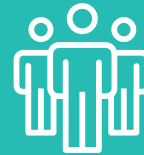




ICONS

Icons are symbols that represent some real, imaginary or abstract motive, entity or action. Our use of icons is to help visually illustrate what we are trying to communicate to our audience. This catalogue of icons is the definitive visual representation of key components of our brand. Don't try to recreate your own. If there's an icon that doesn't exist, please submit a request to the National Office.

They are designed to be clean and simple, and can be used in either full-color positive (in either blue or one of the secondary accent colors) or reversed out white on a colored background.





CURVED ELEMENTS

To add visual interest to a document, video or ad, it is possible to add our signature “curve” to block in colors or photos. This element can appear on any edge of a piece, and is a great way to help adhere to clear space rules (page 46).

Curves should always be either equal (same amount of curve on opposite side of center point), or following an upward path. They should never have a downward slope. Every curve should also only have one center point – multiple points may create an undesired wave effect. This center point should also be away from the edge as to not create a harsh edge.

Curves may incorporate both the blue and/or any of the secondary accent colors. If using as an image container, the curve must not crop out any important features of the photo (e.g., a person's face or dominant action).

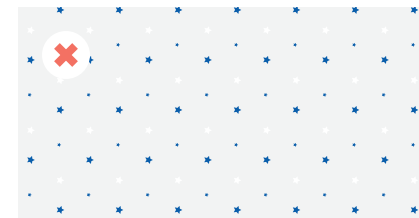




DESIGN ELEMENTS TO AVOID

While our organization serves children, the Make-A-Wish brand should always maintain an appropriate level of professionalism and consistency. Design elements such as crayon or scripted text should be avoided. Only brand-approved fonts should be used (pages 61 and 62).

The use of patterns in Make-A-Wish materials is discouraged. Make-A-Wish does not have official brand patterns that can be employed.





*I wish to have a
running blade*

Yangzi, 19
osteosarcoma

Photography

While imagery is not necessarily more important than words, it is certainly more memorable. Photography plays a vital role in the Make-A-Wish brand as it is the catalyst for establishing the desired feel, telling a story and leaving a lasting impact.





*I wish to be an
American Airlines pilot*

William, 7
congenital heart defect

OUR APPROACH

Photography allows us to capture moments in time throughout the course of the wish journey. Showing the wish experience *and the others it includes* is a crucial part of the Make-A-Wish brand. While wish kids are incredibly important to our storytelling, it's important to show their interaction with others (i.e. medical professionals, family members, volunteers, donors, etc.), to reinforce the four messaging pillars.

Throughout the wish journey, we have the opportunity to capture the “humanity of the moment” – conveying a story of hope, strength and imagination. These are the pictures we strive to take and share with the world.



BASIC PHOTOGRAPHY SUGGESTIONS

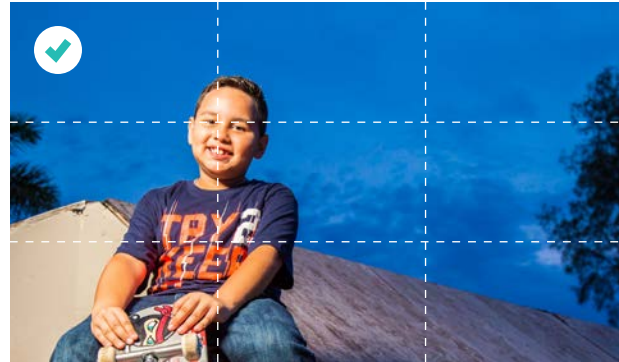
Consider the “rule of thirds” guideline (framing the primary subject in the bottom-left or bottom-right quadrants) to prevent every picture from being centered (though sometimes it is appropriate and necessary).

Use available light over a flash.

Utilize a shallow depth of field (subject in sharp focus while background blurs or drops off) whenever ample amount of lighting (often outside) and distance (which can better separate the foreground and background) are available.

Avoid shooting towards harsh light (such as the sun) as it creates dark shadows.

Avoid colors or cluttered backgrounds that will detract from the subject.



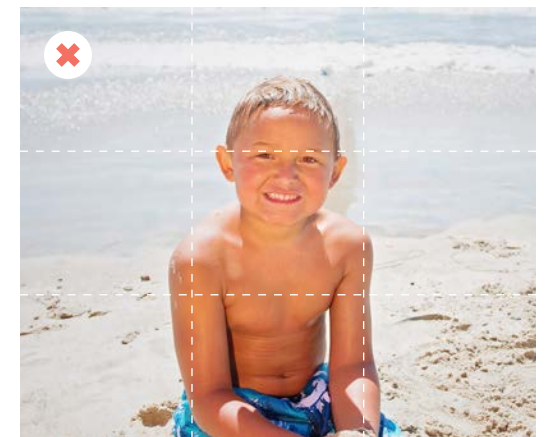
Consider the "rule of thirds"



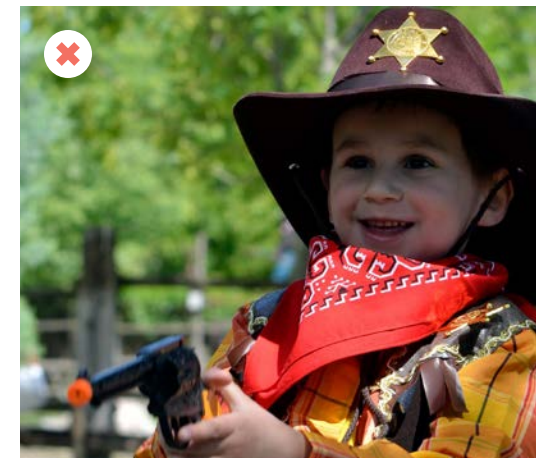
Utilize shallow depth of field



Simple backgrounds adds focus to the subject



Avoid using flash and consider the "rule of thirds"



Avoid harsh shadows



SHOT LIST

While each wish experience will typically call for their own specific shots, the following is a general guideline for the typical imagery that is helpful to capture.



Wish kid shot

We want to consistently make sure that we capture the wish child in his or her environment alone.



Family shot

A wish is just as much for the supporting family as it is the child. We want to make sure that we are capturing moments with the family as appropriate.



Community shot

Every wish experience involves a team. We want to make sure that we celebrate our team and volunteers in the wish experience. While we prefer action or reaction shots of teammates, we minimally want to capture a group shot with the wish child.



Partner shot

When a partner is involved, we always want to make sure we appropriately recognize and document their part in a wish experience.



THE BEST MAKE-A-WISH PHOTOS...

Focus on one subject as the hero of the image

Capture positive emotions (i.e. smiles, laughter, joy)

Capture a wish participant immersed in the action of a wish or the impact of the experience

Take into consideration the environment (i.e. uncluttered, focused on the subject)

Capture the subject in crisp focus (utilizing a shallow depth of field when appropriate)

Are properly lit and well framed

Are taken by professional, or experienced, photographers

Are digital and high resolution

Are accompanied by requisite publicity releases





PHOTOS WE LIKE





*I wish to go
bug hunting*

Alexander
wish granted, 2001
leukemia

HISTORICAL PHOTOS

If a present-day photo of a wish child is shown alongside a reference to him/her at the time of their wish experience, the historical photo should always be secondary. This may also include scenarios where a grown wish child is seen holding a photograph of him/her as a young child, or two photos side by side.

These photos should always be accompanied by a wish identifier (page 76).





WISH IDENTIFIERS

Wish kid identifiers are a strong and important brand element that signify to consumers that the photo or video of a child is associated with Make-A-Wish. They should accompany most photos and should be used in videos for single wish kids, when visually appropriate.

*I wish to explore
the Caribbean*

Blake, 7
brain tumor

Wish: Droid Serif Italic. No punctuation mark should be used at the end. Should ideally be broken into two lines. Leading should be roughly 125% the type size (rounded up to the nearest point). Roughly 60% the point size of the wish should be left after the wish. In general, minimum size is 11pt for print and 30pt for web.

Name/Age: Lato Black. Name and age should be separated with a comma. Should be 80% the size of the wish (rounded up to the nearest point). Leading should be roughly 125% the type size (rounded up to the nearest point). In general, minimum size is 9pt for print and 24pt for web.

Illness: Lato Regular. See guidelines for illness capitalization on page 102. Should be 80% the size of the wish (rounded up to the nearest point). In general, minimum size is 9pt for print and 24pt for web.

Note: If you are looking for a different way to identify wish kids well after their wish, use the following format:

*I wish to explore
the Caribbean*

Blake
wish granted, 2006
brain tumor



*I wish to be
a cowgirl*

Kionna, 6
Wilms tumor

Video

There is no doubt, video is becoming a dominant communications medium in our culture. The prominence and accessibility of video have made it easier for consumers to engage in an organization's content, offerings and call to action. In addition, Make-A-Wish utilizes video because we believe it has the ability to shift perspective.





OUR APPROACH

From the beginning, with Chris Greicius' wish, to Batkid's worldwide wish experience, we have been an organization of storytelling. Video provides us an opportunity to tell stories – from multiple perspectives – in an efficient, engaging and emotive way. In fact, videos allow us to show the wish journey in a way that includes the complexity of a family's struggle with illness and the transformation that emerges from it.



BEST VIDEO PRACTICES

We encourage the continued engagement of professional videographers to help capture the entire wish journey. However, we know that the Make-A-Wish team often is placed in the role of director, producer or even videographer. The following are recommendations that help us tell the best stories we can, regardless of who films them.

Production Suggestions

Develop a plan of action.

We recommend engaging a professional video team whenever possible. Discuss an appropriate plan of action with the team before any shoot occurs. Establish appropriate roles and communicate expectations of the crew.

Respect the relationship.

Most video shoots are more grueling and longer than one would expect. All crew members, whether Make-A-Wish staff or otherwise, must put the child and their family first during any production. This means that we help create a comfortable environment, address any concerns in a friendly manner, and always ask permission for engaging in any sensitive or personal matters.

Create an inviting environment.

When engaging in an interview with a child, friend or family member, keep the environment to a minimal amount of people in order to minimize distractions or possible intimidation.



*I wish to play
in the snow*

Shore, 9
Burkitt lymphoma

Invite narrative over commentary.

When conducting an interview, ask questions that welcome descriptive narrative responses. For example, leading with a question like “*Can you describe the moment (be specific and detailed) that you met Selena Gomez?*” will paint a picture for the audience that will welcome a shared experience. Commentary driven questions such as “*What did you think of the experience?*” often result in flat, short responses that will ultimately be forgettable.

Capture beautiful, crisp, and well lit video.

It is important that our videos reflect the Make-A-Wish brand commitment to honor the child, which includes portraying our subjects in a beautiful manner while maintaining high-quality standards of production. Ensure our subjects are in focus, utilizing a shallow depth of field when appropriate. Be conscious of poorly lit subjects or scenes and compensate with professional lighting as needed.

Capture appropriate b-roll.

When supporting a narrative-driven video, capture plenty of good b-roll (extra footage to help enhance the story). If you have the luxury of capturing b-roll after an interview or a narrative is established, seek out b-roll that can support this. Some b-roll should cover people other than the child as the hero

Capture high-quality audio.

Audio is as important as the visual capture in any video production. Avoid environments with sporadic background noises and utilize audio equipment that records high-quality audio.





TECHNICAL RECOMMENDATIONS

Recording/capture

Resolution

Record in 1920 × 1080p whenever possible

2160p (4K) resolutions are also acceptable

Frame rate

Record in 23.98p whenever possible

Frame rates of 29.97p and 30p are also acceptable (when necessary)

Audio encoding/export

Bit rate

Stereo 320 kbps

Video encoding/export

File type (container)

MPEG-4 (.mp4)

Codec

H.264

Progressive scan (no interlacing)

High Profile

2 consecutive B frames

Closed GOP. GOP of half the frame rate

CABAC

Variable bitrate

Chroma subsampling: 4:2:0

Frame rate

Content should be encoded in the same frame rate it was recorded

Frame size

Maximum 1920 × 1080

Minimum 720 × 1280

Bitrate

1080p 10 Mbps – 15 Mbps

720p 6.5 Mbps – 9.5 Mbps

Aspect ratio

16:9



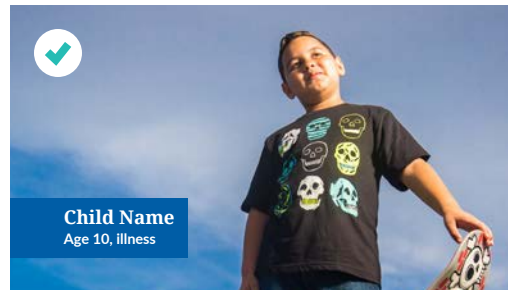
LOWER THIRDS

Lower thirds, the descriptor for the subject in a video, can be displayed on either the left or right side of the subject, but must appear 200px from the side and 720px from the top of the frame. They should not interfere with the subject, and be sized to each name (side margin opposite the base along the edge of the frame should be equal to the top and bottom margins of the text inside the blue bar).

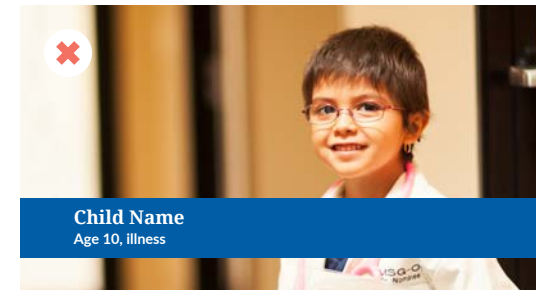
All lower thirds for children should have the name set in 70pt Droid Serif Bold type. Descriptor lines should be set in 54pt Lato Bold type with 76pt leading, and should include the child's age and illness. For adults, the descriptor should only be the person's title and/or relationship to the child. Additionally, text should always be left aligned.

Subtitle guidance: use Arial font in white or black.

Ensure lower thirds are not covered by subtitles.



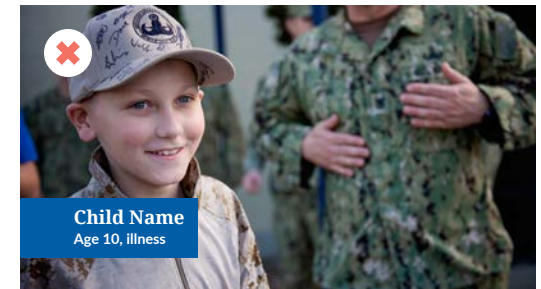
Blue bar should be sized to fit each name



Blue bar should not span the entire width



Place lower thirds over "empty" background



Do not display lower thirds over the subject



Descriptors for non-wish children should include relationship to the child



Text should always be left aligned



ANIMATED VIDEO BUMPERS

To bookend a Make-A-Wish video, intro and end “bumpers” should be used to create a consistent series. Intro bumpers should have the full-color logo animate on over a white background – the text should fade on from left to right, and then having the swirl appear from the bottom to the top, ending with the star dotting the “i.”

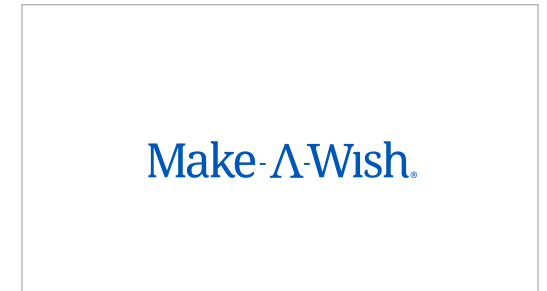
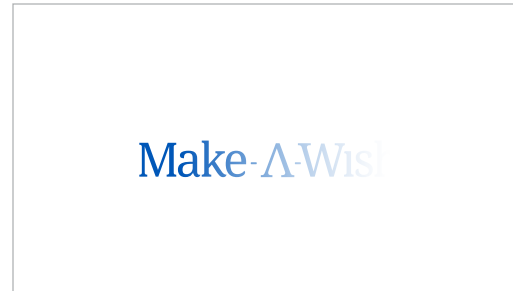
End bumpers should feature the logo above a blue call to action statement.

Call to action: Lato Regular, 60pt/72pt.

Website: Lato Black, 80pt/96pt.

Note: Source files will be provided by the National Office.

Animated Bumper



End Bumpers (Call to action)





THE BEST MAKE-A-WISH VIDEOS ...

Tell the story of the wish journey from different perspectives.

Spark imagination and convey strength.

Capture the positive emotions of a wish experience.

Capture a wish participant immersed in the action of a wish and/or the impact of the experience.

Take into consideration the environment (i.e. uncluttered).

Capture the subject in crisp focus (utilizing a shallow depth of field when appropriate).

Are properly lit and well framed.

Are concise and engaging throughout – avoiding long, uncut commentary.

Utilize music in a way that establishes the appropriate mood and offers balance.

Avoid copyright infringement by obtaining a license or other grant of permission from the rights holder before utilizing music in a video.

Follow brand standards when utilizing any graphics or animation.

Are captured by a professional or experienced videographer.

Follow the appropriate technical recommendations (as stated on page 81).

Are accompanied by requisite publicity releases.



SHOOTING WITH A MOBILE DEVICE

The following are best practices for when a professional photographer/videographer are not available and/or additional phone imagery is captured.

Minimize shake

Due to the (light) weight of a phone, it is easy to shoot video or photos with significant shake. We recommend stabilizing the phone by supporting it with a solid surface or tripod, or by using two hands.

Be conscious of available light

Utilize available daylight whenever possible and supplement additional lighting sources as needed. Please note that shooting video on a phone typically requires more light than when capturing a still image. This tends to become more obvious when shooting inside or at dusk. We recommend simply being aware of this when engaging with mobile video.

Avoid zooming in

Zooming in on a photo or video will compromise the quality of the image and/or produce a grainy picture. We recommend leaving the phone in its native state while shooting.

Be conscious of composition

The native lens a phone utilizes is typically considered wider than what may be available with professional cameras or lenses. Because of this (and our recommendation NOT to utilize the zoom feature), there will be a need for the photographer/videographer to move closer to the subject in order to maximize the composition and increase detail. We recommend moving as close to the subject as appropriate and as needed without distraction.

Shoot horizontal

Although we often utilize our phones in the vertical format, it is important to capture video footage in the horizontal format (16:9) as this will be the format in which the videos will be experienced. Photos can be captured in vertical format when the subject or scene calls for it, but this will most likely be in a limited state.



Trademarks

Trademarks are an identification sign to distinguish our organization from our competitors. Ever wonder whether or not trademark symbols have to be used in specific marketing pieces? In the following pages, we give guidelines on the appropriate usage of trademarks for the Make-A-Wish brand so that we can maintain consistency and protect our organization.



*I wish to have a blue cubby house
with chickens underneath*

Archie, 5
neuroblastoma

REGISTRATION MARKS

The registration mark symbol (®) is used only on marks for which Make-A-Wish® America has completed registration. Make-A-Wish America is the only entity worldwide that may register trademarks on behalf of any Make-A-Wish entity. Make-A-Wish International coordinates with Make-A-Wish America to submit and complete any registrations. International affiliates should check with Make-A-Wish International if they have questions about registration of marks in their country.

In the U.S. and in some countries, the common law service mark designation (SM) is used for marks over which we assert ownership, but for which we have not yet completed registration. The ® and SM notations must appear in superscript after the first and/or most prominent display of our marks in any given presentation.

Example: Make-A-Wish® International is proud to present the 2017 World Wish Day® campaign. Each April, thousands of people around the world support Make-A-Wish through various World Wish Day activities.

For a list of registered and service marks, refer to DailyWISH.





By registering marks with the U.S. Patent and Trademark Office, Make-A-Wish America has assured that it has exclusive rights to use these names and symbols to identify and promote itself in any form of broadcast or print. Other parties that wish to use any of these marks in identifying us must first get permission from Make-A-Wish America.

Currently, Make-A-Wish has the following trademarks registered in the U.S.:

The Make-A-Wish primary logotype	Kids For Wish Kids®	Stories of Light®	Wishmaker®
The wishbone-and-bow logo	Light Up A Child's Life®	Tour de Donut®	Wishmakers At Work®
Big Wish logo	Make-A-Wish®	Trailblaze Challenge®	Wishmakers On Campus®
Adopt An Angel®	Make-A-Wish Foundation®	Walk For Wishes®	Wishnews®
Adopt-A-Wish®	Ms. Orange Fan®	We All Have the Power to Grant a Wish®	Wish Night®
Destination Joy®	Ride for Wishes®	Wishes in Flight®	Wish-A-Mile®
Jeans For Wishes®	Season of Wishes®	The Wishing Quest®	Wishes Forever®
	Share the Power of a Wish®		World Wish Day®



SERVICE MARKS

For the marks Make-A-Wish America is in the process of registering or deciding whether to register, in some common law countries it is necessary for us to assert our “common law” trademark rights by displaying the letters SM, capitalized and in superscript, to the right of the textual mark. SM stands for service mark, and we must continue to display these marks with the SM symbol until these marks are registered officially in your country.

In addition to its registered marks, Make-A-Wish America is in the process of registering the following marks for use in charitable purposes, including chapter promotions, fundraising programs, public service ad campaigns and products:

Legacy of WishesSM

Summer of 5,000 WishesSM

Wish SocietySM



The Brand in Action

When the Make-A-Wish brand meets real life, it is powerful. That's why it's so important that we remain consistent and uphold our brand standards. In the following pages, you will find various pieces that comprise our brand identity. Consider these pages as definitive guidelines; we encourage you to remain aligned with these standards and not to deviate.

*I wish to
scuba dive*

Ethan, 11
cardiac condition



BUSINESS CARDS

Overall Specs: 3.5" × 2" trim size, 0.25" margins.

Make-A-Wish® Logotype: Chapter logo should be used. 2.3125" wide. Center aligned, top of logo placed 0.6875" from top edge. Prints 100% Pantone 2935 C.

All text on back should be reversed out white on a flood of 100% Pantone 2935 C.

Name: Lato Black, 12pt/14pt.

Title: Lato Italic, 7pt/12pt.

Email: Lato Black, 8pt/12pt.

Address: Lato Regular, 8pt/12pt.

Website: Lato Black, 8pt/12pt.

Contact Numbers: Lato Regular, 8pt/12pt. Lead in Characters ("D" for Direct, "P" for Phone, "F" for Fax and "TF" for Toll-free): Lato Bold, 8pt/12pt.

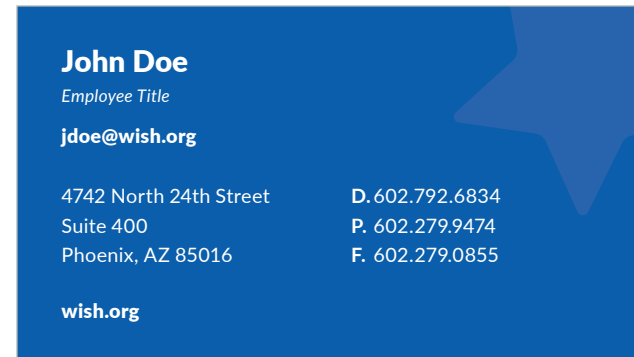
Star: Prints 90% Pantone 2935 C.

Note: Type of contact and information may vary.

Business Card Front



Business Card Back





LETTERHEAD

Overall Specs: 8.5" × 11" trim size, 0.5" margins, 9 columns with 0.25" gutters.

Make-A-Wish® Logotype: Chapter logo should be used. 2.3125" wide. Aligned to top left margin. Prints 100% Pantone 2935 U.

Address: Lato Regular, 8pt/12pt. Aligned to bottom left margin. Prints 100% Pantone 2935 U.

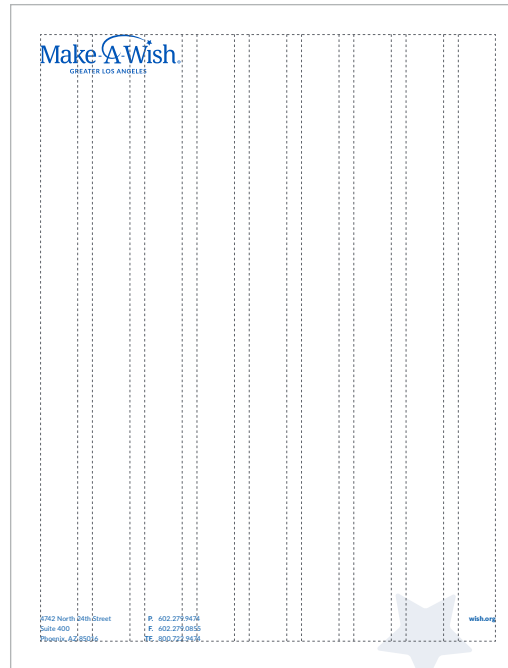
Contact Numbers: Lato Regular, 8pt/12pt. Lead in Characters ("P" for Phone, "F" for Fax, and "TF" for Toll Free): Lato Bold, 8pt/12pt. Aligned to bottom margin. Prints 100% Pantone 2935 U.

Star: Prints 10% Pantone 2935 U.

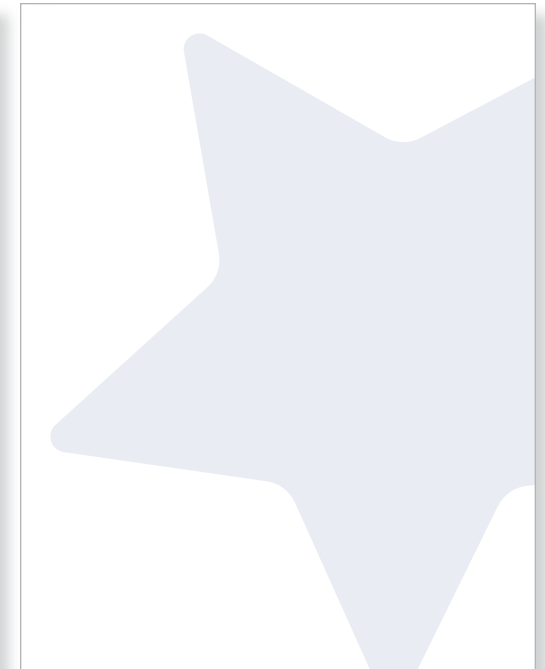
Website: Lato Black, 8pt/12pt. Aligned to bottom right margin. Prints 100% Pantone 2935 U.

Note: Type of contact and information may vary.

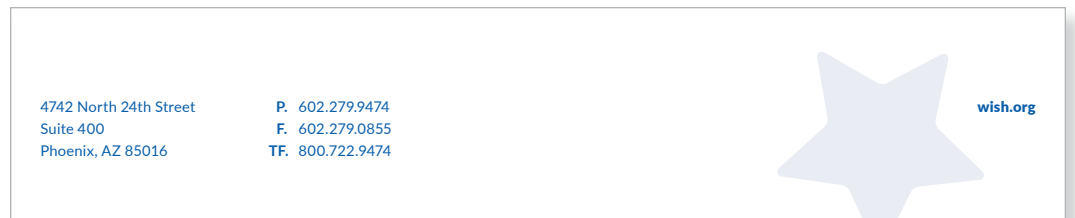
Letterhead Front



Letterhead Back (Optional)



Footer Closeup





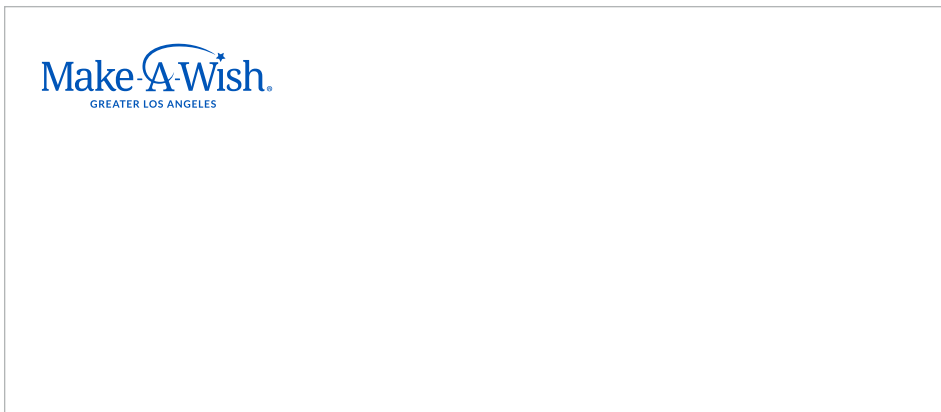
ENVELOPES

Overall Specs: Standard #10 envelope with 2" square flap. 0.375" margins

Make-A-Wish® Logotype: Chapter logo should be used. 2.3125" wide. Aligned to top left margin. Prints 100% Pantone 2935 U.

Address: Lato Regular, 8pt/12pt. Aligned to left margin, placed 1.125" from top edge. Prints 100% Pantone 2935 U.

Envelope Front

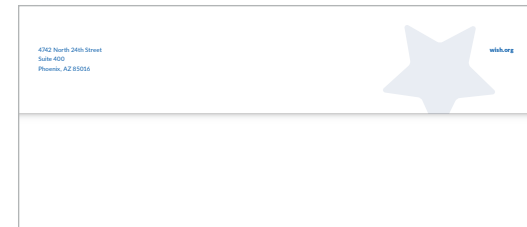


Website: Lato Black, 8pt/12pt. Aligned to right margin with baseline of first address line on back flap. Prints 100% Pantone 2935 U.

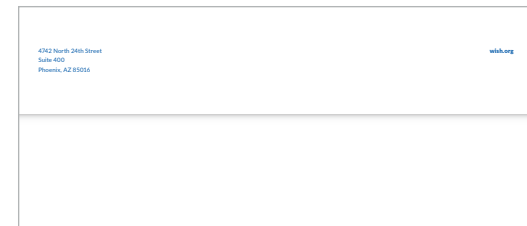
Star (Optional on back flap): Prints 10% Pantone 2935 U.

Interior (Optional): Flood of 100% Pantone 2935 U with 0.25" margins.

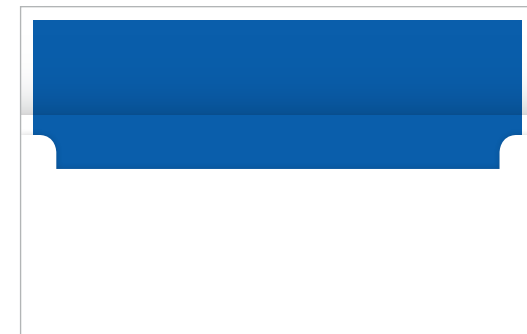
Envelope Back (With star)



Envelope Back (Without star)



Envelope Interior (Optional)





SAMPLE POWERPOINT TEMPLATE

When presenting for Make-A-Wish, only the approved PowerPoint templates should be used. A 16:9 widescreen ratio is preferred, however, a standard 4:3 template is also available.

The following guidelines outline various styles found within this template.

Headline: Droid Serif Regular, 40pt (48pt in 4:3), single spaced in Make-A-Wish Blue. Left aligned to top left margin.

Subheading: Lato Black, 20pt (24pt in 4:3), single spaced in Make-A-Wish Teal. 12pt of space should be left after each paragraph.

Body Copy: Lato Regular, 20pt (24pt in 4:3), single spaced in Make-A-Wish Dark Gray. 12pt of space should be left after each paragraph.

Bulleted/Numbered Lists: Indented 0.25" with Make-A-Wish Blue bullet/number. Each list item should have 6pt of space after it.

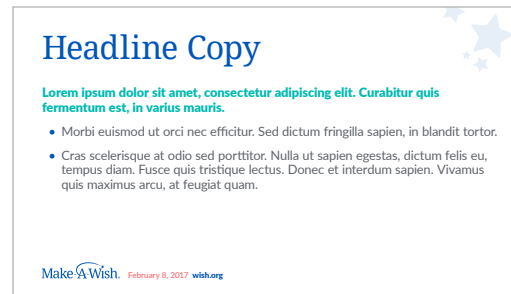
Sample 16:9 Title Slide



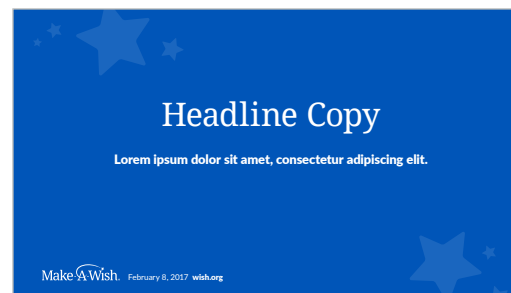
Sample 4:3 Title Slide



Sample 16:9 Interior Slides



Sample 16:9 Section Heading Slides





SAMPLE BROCHURES

For printed materials such as brochures, a strong focal point (either a photo or typography) is recommended to make the biggest visual impact. This allows information (such as our logo) to be easily recognized.

Additional Sample Brochures





SAMPLE EVENT INVITATION

Make-A-Wish events are another opportunity to invite others into the mission of our organization. It's important that pieces associated with these events maintain the professionalism, consistency and emotion of our brand. As with other pieces of collateral, we recommend that invitations feature the Make-A-Wish blue prominently, and that information is presented in a clear, concise, brand-appropriate manner.

Note: A comprehensive gala branding guide will be provided by the National Office.





SAMPLE SOCIAL MEDIA VISUALS

The Make-A-Wish social avatar uses a crop on the swirl (centered on the star), reversed out of a blue background. This should be consistent across all social media.

Covers and sharing images may feature different photos and messaging. If using photos of a child, a wish identifier should be used (page 76).

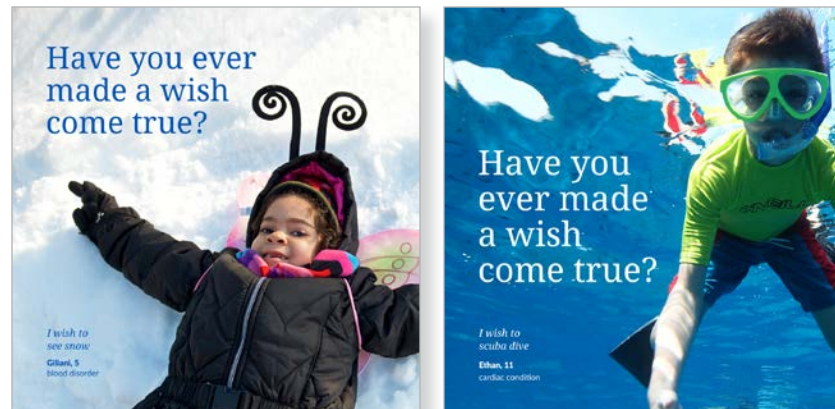
Sample Facebook Page



Social Media Avatar



Sample Social Media Sharing Images





MERCHANDISING

The promotional items we choose are a physical representation of our brand, so be sure to choose quality items that enhance the perception of our mission.

When ordering products, stick as closely to our Make-A-Wish brand colors as possible (even when it is not possible to specify the color of the product). As stated in our color guidelines, Make-A-Wish blue should be the predominant color used in all merchandising items.

While it is tempting to fill every inch of your collateral with images or information, this may result in over-saturation. A design that is too busy will distract from the important things like our logo, call to action or the mission. All that to say: Keep it as simple and clear as possible.

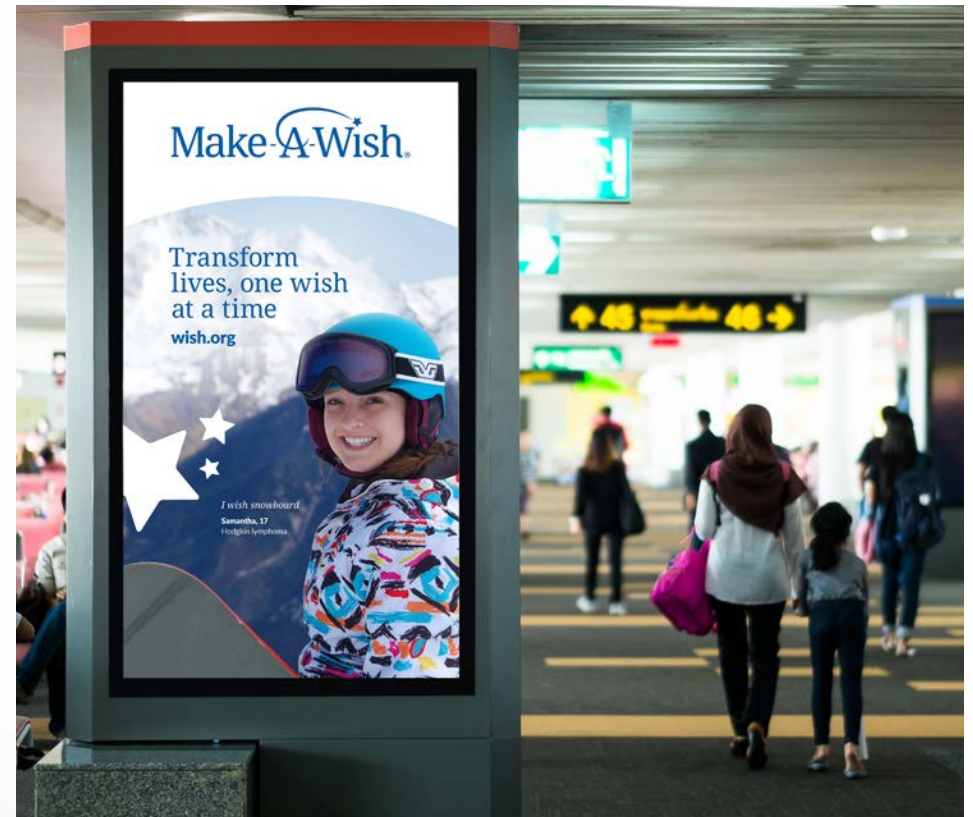
Make-A-Wish does not have an official mascot, and we do not encourage the creation or use of one.





ADVERTISING

For advertising, be sure to focus on positive concepts and emotions. Messaging should be short and concise. Use powerful imagery to tell a compelling story.





Writing Style Guide

Make-A-Wish uses the Associated Press Stylebook as our official style guide with the exceptions noted on the following pages. For more information about AP Style, visit apstylebook.com.

Note: In corporate documents prepared by legal counsel, some AP Style rules may not apply.

*I wish to be
a ballerina*

Natalie, 8
cystic fibrosis





BEST PRACTICES

Simplify

Write out what you want to say in its entirety, and then simplify. Choose your words carefully. Cut out anything that doesn't get you to your point. Revise, revise, revise.

Know your audience

Is this content intended for donors? For volunteers? For kids? Make sure that your language is directed in a way that invites that particular audience in.

We vs. you

When talking to Make-A-Wish employees, it's fine to use "us" and "we." But when it comes to donors, volunteers or kids, change your pronouns from "we" to "you." This places your audience directly into your story.

Use active voice

Don't distance your reader from the action. Make sure your messaging is direct, clear and powerful. For example, "Debbie was referred for a wish by her doctor" should instead be, "Debbie's doctor referred her for a wish." Passive voice sentences often use more words, can be vague and can lead to a tangle of prepositional phrases.

Cause and effect

Our success depends on our ability to paint a picture of great need while demonstrating to volunteers and donors how their contributions will make a difference. When possible, include the before and after of a wish in the lives of children.

Possessive form

Note that you should avoid making Make-A-Wish possessive (correct "the Make-A-Wish message" vs. incorrect "Make-A-Wish's message").



CAPITALIZATION

Make-A-Wish does not recognize wish kid, wish granter, etc. as proper nouns, therefore those terms should not be capitalized.

The full titles of our boards of directors and any of our committees are capitalized:

Make-A-Wish America
Board of Directors

Chapter Performance
Committee

Formal names of the organization are capitalized:

National Office

Board of Directors

Foundation (when used in conjunction with the legal name, Make-A-Wish Foundation)

Names of departments and divisions are capitalized in our own publications (however, journalistic style is to write such names in lowercase):

the Chapter Advancement team

Brand Advancement

Illnesses, disease and syndromes are always lowercase except for any proper names that are part of the term:

degenerative joint disease

Ewing sarcoma, Wilms tumor

Hodgkin disease



DISCLOSING ILLNESSES

First reference of the nature of our children's conditions is always "critical illnesses."

We share featured wish kids' medical conditions to give an accurate understanding of who we serve. However, be careful to avoid causing confusion about the nature of the medical condition.

For instance, not all children with spina bifida will qualify for a wish. To avoid misunderstanding, use a generic term such as skeletal malformation. This ensures we do not reduce the urgency of our mission or harm the public perception of our service population.

*I wish to go to
a dude ranch*

Lilley, 16
cancer





I wish to have a train-themed birthday party

Liam, 5
Wilms tumor

“It is the most enriching thing I’ve ever been involved with in my entire life.”

—Sue, longtime volunteer, Make-A-Wish Illinois

Appendix A

Anniversary Logo Guidelines





ANNIVERSARY BANNER SIZE AND SPACING

Anniversary banners will be supplied by the National Office to celebrate major milestone years. Banners should not be recreated.

When used with local chapters and international affiliates banners must be placed below the chapter/affiliate name within the logo lockup, aligned to the left edge of the Make-A-Wish logotype. The size should not exceed the width of the Make-A-Wish logotype (excluding the registration mark). Regarding placement, the amount of space above the banner should be equal to the space between the Make-A-Wish logotype and the top edge of the chapter/affiliate name. Clear space rules still apply (page 46).

Banners should appear in the same color as the logo used in the lockup (blue, black and reversed banners are available).

Single Line Chapter/Affiliate



Multiple Line Chapter/Affiliate





ANNIVERSARY BANNER MINIMUM SIZE

To protect legibility and impact, the logo lockup with anniversary banner must be reproduced no smaller than 1.25" (31.75 mm). When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.

Minimum Size



1.25" wide (31.75 mm)

Appendix B

Messaging Do's and Don'ts





MESSAGING DO'S AND DONT'S

Use this Do's and Don'ts document for additional guidance when utilizing some of the messaging material within the Make-A-Wish Brand Book.

DO...	DON'T...
<p>DO use the word “can” when speaking about outcomes related to a wish.</p> <p>Example: Wishes can improve a child's physical and emotional health and may give them a better chance of survival.</p>	<p>DON'T state outcomes related to a wish as a guarantee or fact.</p>
<p>When referencing the term “heal” (which should be done sparingly), DO ensure that its use conveys a general use of the term, capturing emotional, physical <i>and</i> spiritual healing. DO use the phrase “part of the healing process.”</p> <p>Example: The wish experience served as part of the healing process for Natalie and her family.</p>	<p>DON'T associate the term heal with physical health and DON'T ever insinuate that wishes directly heal or cure.</p>
<p>When making bold statements, DO use the term “we believe.”</p> <p>Example: We believe wishes improve the odds for wish kids fighting critical illnesses.</p>	<p>DON'T make bold statements as fact or without attribution.</p>
<p>DO use firsthand quotes and statements by doctors and medical professionals.</p> <p>Example: Dr. Rogers, a well-respected pediatric oncologist who has referred dozens of children to Make-A-Wish over the years has told us, “In my professional opinion, wishes give kids an edge in fighting their illnesses.”</p>	<p>DON'T attribute scientific or medical-based statements to Make-A-Wish staff or those who do not possess the expertise to substantiate claims.</p>
<p>DO stick closely to terminology used in any studies you are citing.</p>	<p>DON'T generalize or put research terminology into your own words.</p>

Still have questions? Send an e-mail to brandrefresh@wish.org.

Appendix C

Sub-brand Logo Guidelines





SUB-BRAND LOGOS

The following is a sampling of the current sub-brand logos within the Make-A-Wish overall brand architecture. Available in both vertical and horizontal orientations (vertical shown to the right), these logos help identify events and happenings as part of the Make-A-Wish story.

While both vertical and horizontal orientations are available, we recommend using the vertical orientation whenever possible.

Make-A-Wish.
KiDS
FOR WISH KIDS®

Make-A-Wish.
TRAILBLAZE
CHALLENGE®

Make-A-Wish.
WALK
FOR WISHES®

Make-A-Wish.
WISHES IN
FLIGHT®

Make-A-Wish.
WISHMAKERS AT
WORK®

Make-A-Wish.
WISHMAKERS ON
CAMPUS®

Make-A-Wish.
WORLD
WISH DAY®

Make-A-Wish.
LEGACY
OF WISHES®

Make-A-Wish.
WISHES
FOREVER®



SUB-BRAND LOGO COLORS

Like the main Make-A-Wish logo, the sub-brand marks may only appear in blue, black, and white. For additional color guidelines, please refer to page 44 of the brand book.





SUB-BRAND CHAPTERS AND AFFILIATES

All Make-A-Wish sub-brand logos may appear with or without mention of a specific chapter or affiliate. The same rules regarding the width of the chapter or affiliate text width apply as with the main logo (page 49).

Vertical Orientation
Single Line Chapter/Affiliate Name



Horizontal Orientation
Single Line Chapter/Affiliate Name



Vertical Orientation
Multiple Line Chapter/Affiliate Name



Horizontal Orientation
Multiple Line Chapter/Affiliate Name





SUB-BRAND LOGO SIZE AND SPACING

Sub-brand logo templates are supplied by the National Office. Each chapter can customize with their chapter or location name according to the below guidelines.

When used with local chapters and international affiliates, the length of the chapter or affiliate should not exceed the width of the Make-A-Wish logotype (excluding the registration mark).

Clear space guidelines equaling the height of the Make-A-Wish logo should be maintained at all times. On the horizontal version, the clear space is measured from the top and bottom of the vertical divider rather than the logotype.

Template files should be modified in Adobe Illustrator. The identifier text is the only element that should be changed – size and placement of the chapter/affiliate name should not be altered. Once updated, the text should be converted to outlines and saved in an EPS format.

Vertical Orientation



Horizontal Orientation





SUB-BRAND LOGO MINIMUM SIZE

To protect legibility and impact, the vertical sub-brand logo lockup must be reproduced no smaller than 0.9" tall (22.86 mm) when used with the chapter or affiliate identifier. This minimum size increases a bit when no chapter or affiliate identifier is used – 0.625" tall (15.875 mm).

For horizontal sub-brand logos, minimum size is 0.5" tall (12.7 mm) with chapter or affiliate identifier, and 0.3125" tall (7.938 mm) without the identifier.

Vertical Orientation Minimum Size (Used with Chapter/Affiliate)



Vertical Orientation Minimum Size



Horizontal Orientation Minimum Size (Used with Chapter/Affiliate)



Horizontal Orientation Minimum Size



Appendix D

Email Signature Guidelines





EMAIL SIGNATURES

Email is an important way we communicate with wish families, donors, volunteers, medical referral sources, employees, vendors and many others. For this reason, we want to ensure all chapter and national staff use a consistent format for email signatures. For flexibility, we are providing three options.

To promote wish.org, or to encourage others to donate, you can add an optional banner to your email signature, as shown. Please ensure any content used in a custom banner is brand-compliant, and is hyper-linked to the correct web address.

OPTION 1:

Nancy Smith
Director, Creative Services
Make-A-Wish® America
 4742 North 24th Street, Suite 400
 Phoenix, AZ 85016

nsmith@wish.org
 602-279-9474 ext.5555
 Direct: 555.555.5555
 Mobile: 555.555.5555

wish.org | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)



Name: Arial Bold. 12pt. Make-A-Wish blue.

Title: Arial Bold. 11pt. Make-A-Wish teal.

Location Name: Arial Bold. 9pt. Make-A-Wish teal.

Address, email, Phone Numbers: Arial Regular. 9pt. Black.

Website and Social Media Links: Arial Bold. 9pt. Blue.

Dashed Dividers: Arial Regular. 9pt. Black.

Optional Email Banner: Shown banner can be found on the DLS by searching keyword "MAWEMAILBANNER17."



OPTION 2:

Nancy Smith
Director, Creative Services
Make-A-Wish® America

nsmith@wish.org
602-279-9474 ext.5555
Direct: 555.555.5555
Mobile: 555.555.5555

wish.org | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

Name: Arial Bold. 12pt. Make-A-Wish blue.

Title: Arial Bold. 11pt. Make-A-Wish teal.

Location Name: Arial Bold. 9pt. Make-A-Wish teal.

Email, Phone Numbers: Arial Regular. 9pt. Black.

Website and Social Media Links: Arial Bold. 9pt. Blue.

Dashed Dividers: Arial Regular. 9pt. Black.

OPTION 3 (For internal use only):

Nancy Smith
nsmith@wish.org
602-279-9474 ext.5555
Direct: 555.555.5555
Mobile: 555.555.5555

Name: Arial Bold. 12pt. Make-A-Wish blue.

Email, Phone Numbers: Arial Regular. 9pt. Black.

Appendix E

Supporter Logo Guidelines





SUPPORTER LOGO MOCKUPS

As a registered fundraiser or official corporate partner of Make-A-Wish, supporters are authorized to use the Make-A-Wish supporter logos.

The supporter logo versions approved by the National Office are: "Proud Supporter of," "Proud Partner of" and "Benefiting."

PROUD SUPPORTER OF

Make-A-Wish[®]

PROUD PARTNER OF

Make-A-Wish[®]

BENEFITING

Make-A-Wish[®]



SUPPORTER LOGOS FOR CHAPTERS

Supporter logo templates are supplied by the National Office. Each chapter can customize with their chapter or location name according to the below guidelines.

Template files should be modified in Adobe Illustrator. The identifier text is the only element that should be changed – size and placement of the chapter/affiliate name should not be altered. Once updated, the text should be converted to outlines and saved in an EPS format.

It is important to denote specific chapter or affiliate when using these logos online, for donor intent purposes. When used in support of a multi-national, regional or global campaign or partner, use of the generic Make-A-Wish supporter logo is permitted.

Sample Supporter Logo with Chapter Logo



Sample Supporter Logo with Generic Logo





SUPPORTER LOGO GUIDELINES

These guidelines must be followed for all uses/ applications of the Make-A-Wish supporter logos:

- The logo may only be used by a registered Make-A-Wish fundraiser or a person/organization who is hosting an approved event/activity to support Make-A-Wish.
- The activity/event where the logo will be displayed must be in line with our organization's values and be family-friendly. If displayed digitally, the contents of the website where the logo is being used must meet these same standards.
- The logo must be used exactly as shown here, with no changes or alterations, including but not limited to changes in: color (only available in blue, black and reversed/white), proportion, clear space, or design.
- The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
- Any other proposed changes in appearance must first be approved by Make-A-Wish.

If you have questions, please contact the National Office Brand Advancement team.





SUPPORTER LOGO SPACING

Every logo lives in a variety of environments, surrounded by various design elements or even other logos. For this reason, the space allotted around the logo is essential to properly represent the brand.

The logo should be surrounded on all sides by clear space the height of the logotype.

Clear Space (Used with Chapter logo)



Clear Space (Used with Generic logo)





SUPPORTER LOGO MINIMUM SIZE

To protect legibility and impact, the supporter logo lockup must be reproduced no smaller than 0.9" in height when used with the chapter logo, and no smaller than 0.75" in height when used with the generic logo.

Minimum Size (Used with Chapter/Affiliate)



Minimum Size (Used with Generic Logo)



Appendix F

Gala Guidelines





MAKE-A-WISH® EVENTS

Our events are another opportunity to invite others into the mission of our organization.

It's important that pieces associated with these events maintain the professionalism, consistency and emotion of our brand. As with other collateral, we recommend that gala materials feature the Make-A-Wish brand elements prominently, and that information is presented in a way that reinforces our core messaging pillars: impact, need, fit and emotion.





EVENT THEMES

With our new brand, we have even more possibilities to use our fundraising events to explore who we are and what our mission is all about. While it may be tempting to fall back on tried-and-true themes such as “Summer in Tuscany” or “Dancing with the Stars,” we encourage every event to maximize the presence and impact of our brand equity. Our goal for each event is to engage with the Make-A-Wish brand and mission, in whatever way makes the most sense for your event.

Note: Always make sure your event name, theme or idea does not infringe on copyrights, e.g. “Under the Tuscan Sun.”





EVENT DECOR

Event spaces are a great opportunity to explore our Make-A-Wish brand and mission. We have a chance to build out decor that reflects our visual brand essence and, thus, event collateral should always prominently feature our Make-A-Wish blue as much as possible.

Not all venues are aesthetically equipped to work with our Make-A-Wish blue. Therefore we strongly recommend that, when considering venues, preserving our brand equity is a top-of-mind consideration. Does the space have the potential to amplify our blue, or will it clash? If choosing a complimentary venue isn't possible, we encourage the use of our secondary colors, but our blue should still be present.





SPONSORSHIP HIERARCHY

Title sponsors can be an important contributor to the success of a gala event, and we want to be sure to prominently honor their partnership while also ensuring that the Make-A-Wish brand remains at the forefront of an event.

To accommodate title sponsors, please use the following formula:
[Event] brought to you by XX. (For example, The President's Reception brought to you by XX.)





*I wish to go to
Disneyland® Resort*

Tucker, 4
congenital heart disease

Typography

When it comes to properly representing a brand, the consistent usage of approved typefaces is an important facet of reinforcing our visual identity. While the general Make-A-Wish brand has defined typography guidelines, events often call for expanded type treatment options that further elevate its elegance. While it may be tempting to step outside these type treatments for particular occasions, please utilize the typefaces on the following pages for any Make-A-Wish event.





PRIMARY SAN SERIF TYPEFACE

Lato is a contemporary and legible font choice with a variety of weights for design flexibility. It also supports many international character sets. If a language is not supported, contact Make-A-Wish International for assistance.

It is available for [free to download](#), as well as for use with both [Google Fonts](#) and [Adobe Typekit](#). Its usage ranges from headlines to body copy. It should also be used primarily when numbers occur. When Lato is unavailable, it should be substituted with Arial.

Arial should only be used when Lato is unavailable for use.

Aa

Lato Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Hairline Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&

Lato Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$\$%&



PRIMARY SERIF TYPEFACE

Droid Serif is a beautiful, slightly condensed typeface with an attractive italic. It is best used for larger headlines to create a story-driven look, and was originally designed for the highest level of on-screen legibility. It also supports many international character sets. If a language is not supported, contact Make-A-Wish International for assistance.

It is available for [free to download](#), as well as for use with both [Google Fonts](#) and [Adobe Typekit](#). If Droid Serif is unavailable, it should be substituted with Georgia.

Georgia should only be used when Droid Serif is unavailable for use.

Aa

Droid Serif Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.@#%&

Droid Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.@#%&

Droid Serif Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.@#%&

Droid Serif Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!.@#%&



SCRIPT TYPEFACE

In addition to the two primary brand typefaces, a third, script typeface may be used for Make-A-Wish gala materials. Great Vibes is a beautiful script that is neither too masculine or feminine, juvenile or stuffy. Its elegant characters evoke high-end sophistication.

It is recommended to use Great Vibes in sentence case form, never in all caps, however, capital letterforms may be used to create monograms and drop caps. This script typeface is best for larger, more prominent headlines, and should never be used for body copy. It is available for [free to download](#), as well as for use from [Google Fonts](#).

This script typeface is only to be used in conjunction with events. It is not an approved typeface for other brand applications.

Ca

Great Vibes
A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ? ! @ # \$ % &



*I wish to be
a ballerina*

Natalie, 8
cystic fibrosis

Print Techniques

Interested in making a classy statement? Want to be as cost-effective as possible? Have a crunched timeline? These questions are important to ask when assessing a print project. The next few pages outline different print processes to provide guidance on cost, timing and design considerations.





ENGRAVING

Engraving is ideal for an ultra-formal affair (and has the price to match—it's one of the most expensive printing methods).

With engraving, the letters are raised on the front and indented on the back of the invite. It's also a great option if you are printing on colored paper. The ink used is incredibly thick, so you can print a light ink on darker paper and it will still show up. While you can incorporate multiple ink colors with engraving, it's more time-consuming (and expensive), as each color requires its own plate and a separate pass on the printing press.

An engraved invitation order can take anywhere from two to six weeks to complete depending on the printer and the proofing process.





THERMOGRAPHY

Thermography is similar to engraving, except that the lettering is slightly shiny and the back of the invitation remains smooth.

While thermography has a formal look, it comes without the hefty price tag of engraving. Cotton fiber is usually a good paper option with this method. Avoid pearlescent or shimmery paper with thermography, since the combination of two shiny elements won't look good together and will be difficult to read.

Because this method fuses ink with powder, it's not as easy to reproduce pastel hues. We advise sticking with lightly colored paper and darker ink. Additionally, thermography is best for small graphics, but doesn't work well for full-color images.

A thermography order can be completed in just a few days, depending on the vendor.





LETTERPRESS

Letterpress offers a textural and sophisticated look with art that is slightly indented on the front and raised on the back.

This method is normally used for traditional designs, and is one of the priciest printing methods. However, many stationers offer off-the-shelf designs that are lower priced, but have fewer options for customization.

Letterpress requires soft, bulky paper, so you're limited to thick card stock, like cotton fiber or bamboo paper. White or light-colored paper and darker inks work best with this technique because the ink used on letterpress is thin. White or pastel inks tend to look grey and dull on darker paper. Because each color has to be pressed separately on the paper, it's more affordable—and quicker—to use one or two ink colors.

Depending on your vendor, an order can take anywhere from two weeks to two months.





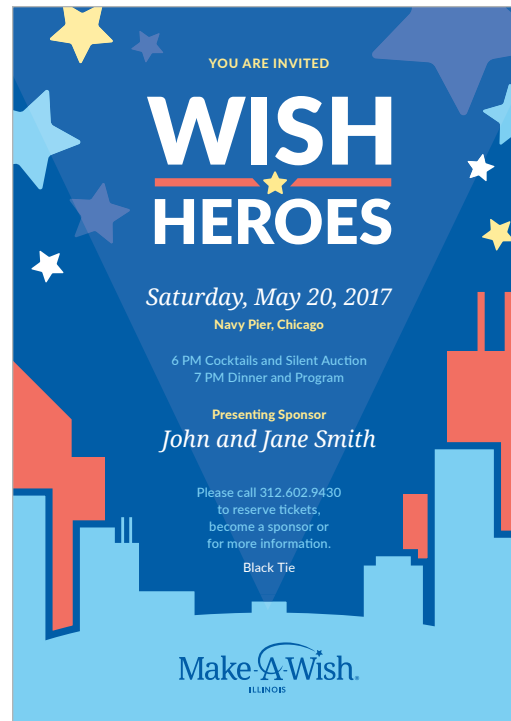
DIGITAL PRINTING

Digital printing allows for a great look on a small budget and short timeline.

The results of this technique are superior to what can be achieved from an office laser printer, and avoid the fading or smudging that occurs when printing materials on your own.

Most digital printing is typically done on thinner paper, although a few companies can print on thicker cotton fiber paper. While the ink won't appear as dynamic using other printing processes, you can generally choose any color(s) you'd like.

For smaller print runs, this is often the least expensive and fastest printing option, requiring just a few days for production and shipping.





OFFSET PRINTING

The most traditional and time-honored printing method, offset printing provides a high-quality presentation.

Offset printing is similar to digital, but the quality is significantly higher and is slightly more expensive. The letters and designs are flat. It's a great budget-friendly printing method that works well with a wide variety of designs.

More paper options are available with offset printing than digital printing, so it works well with unique textured papers like cotton or bamboo. Designs and lettering will look more vibrant than with digital printing, offering a wider spectrum of color and design choices.

Offset has a slightly longer turnaround time than digital – usually a few days to a week. Unlike digital printing, a custom plate is required and the ink is premixed beforehand. This adds a few extra days to the process.





FOIL STAMPING

Foil stamping traditionally complements a luxe event, but is also becoming popular for more casual invites.

Try creating a dramatic effect using lighter foils (like silver and white) on darker papers. Keep in mind, however, that thin, delicate lines won't reproduce well, so design options may be more limited. Too much foiled text is difficult to read, so it's best to restrict it to key words, borders or intricate designs. A little goes a long way!

Foil stamping is the most expensive printing process and is often outsourced, which means a longer turnaround time. The process typically takes around 10 business days with a vendor who completes the stamping in-house, but up to two months if you are using one who doesn't specialize in foiling.





EMBOSSING

Embossing is like engraving, but on a slightly larger scale—letters and images appear raised, but colorless. With a subtle but modern look, it is perfect for monograms and bordering.

Embossing is typically done on thicker paper stock like cotton fiber so that the designs show up with crisp lines and impressions. Inkless embossing (also known as blind embossing) is a popular choice for a delicate touch. Adding colored ink is also an option, but it could limit the flexibility of your design.

Because embossing is very similar to letterpress and engraving, it typically takes about the same amount of time to print, which generally takes about three to five weeks.





PRINT ADD-ONS

Used properly, these additional production items can add a lot of impact to the final printed design.

Wax seal

A very traditional form of sealing envelopes.

Belly band

A piece of material that wraps around an invitation suite to hold it all together. It can be as simple as a ribbon or as luxe as laser-cut paper or a piece of lace.

Perforations

Small holes in the paper create a design or effect.

Edge painting

Painting or inking the edge of thicker card stock; it's often done on an invite with a beveled edge.



*I wish to take pictures as a
bride in a wedding dress*

Marle, 16
cystic fibrosis

Sample Collateral

In the following pages, you will find design examples for different Make-A-Wish events across the organization, as well as some ideas for invitations. Take note that these are simply examples of what is possible, and that there is always room (within the prescribed guidelines) for creativity!





SAMPLE EVENT LOCKUPS

To help maintain a legible and cohesive visual system, here are some sample approaches to branding an event that use Make-A-Wish typefaces and color while also creating a unique vision for the event.

It may not be visually ideal to lock up the Make-A-Wish logo with your event logo. However, it is important that the Make-A-Wish logo is prominently displayed near the event logo in event collateral.

When using in conjunction with the Make-A-Wish logo, clear space rules still apply.

POWER TO
TRANSFORM
GALA

WISH
HEROES

ONCE UPON A
Wish

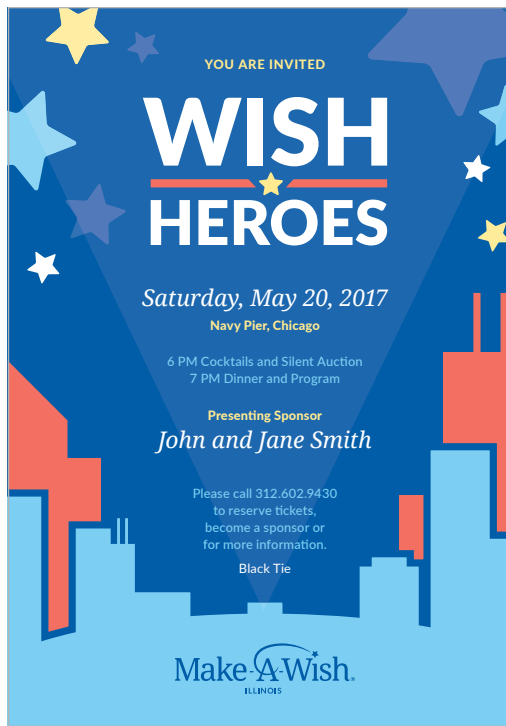
WISH
Night



SAMPLE INVITATIONS

Event invitations and other collateral should match the style of the event. In other words, a casual event wouldn't have formal collateral. The samples shown here represent several different approaches to invitations, ranging from casual and fun to more formal and reserved. Paper can also change how a printed piece comes across. Colored paper stock, overall weight and different textures can create a memorable and unique invitation.

Production can play a major role in this area. Please see pages 9–17 for more information on production techniques.





PRINT PIECE DIMENSIONS

It is recommended to keep all pieces of event collateral consistent – even if they are not the same size, the proportions should be similar. For example, if an event invitation is a rectangle, the reply card, envelopes and event program should also be rectangular.

In the sample shown to the right, not only do the invitation and program share an overall sense of proportions, but also a curved, short cut front cover and star motif.

Invitation: 5" x 7"



Program: 6" x 9"





ADDITIONAL EVENT ASSETS

From banners and table signs, to plaques and presentations – an event may require the creation of many additional materials. To ensure a sense of visual unity, these items should be designed with repeated visual elements (iconography, type treatments and color palette).

Sample Banner



Sample Presentation Slide





CONTACT US

Questions?

Please contact the Brand Advancement team at the National Office with any questions you may have.

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