

Make-A-Wish® Illinois Abbreviated Brand Standards

This abbreviated brand guide for Make-A-Wish and Make-A-Wish Illinois provides a high-level overview on brand standards for the organization. Permission to use the name and marks for Make-A-Wish is limited to one-time use only as per your signed license agreement with Make-A-Wish or, for vendors, a verbal agreement with a Make-A-Wish staff member. In using the Make-A-Wish name and marks, you agree that the Make-A-Wish will review and approve any printed or electronic materials where the logo appears before it is published. For further details on Make-A-Wish brand standards, contact the Marketing Services team at 312.602.9412.

LOGO

The logo consists of the text "Make-A-Wish" in a blue, sans-serif font. A blue arc with a star at its end curves over the letter "A". A registered trademark symbol (®) is located at the end of the word.The logo consists of the text "Make-A-Wish" in a blue, sans-serif font, with "ILLINOIS" in a smaller, blue, sans-serif font centered below it. A blue arc with a star at its end curves over the letter "A". A registered trademark symbol (®) is located at the end of the word.

x = clear space



- The Make-A-Wish logo may only appear in blue, black or white on a solid background.
- Approved blue is PMS 2935 C or C100/M52/Y0/K0 for print or R0/G87/B184 for online use.
- The logo should always stay in proportion (do not stretch)
- Maintain the recommended clear space around all elements of the logo.
- The star (provided as a separate art file) may be used separately, but should stay in proportion.
- The logo should never be used as part of the text.
- Use the chapter-specific logo for local sponsorships, cause marketing, most online uses and for any events that have the potential to draw support across state lines.
- DO NOT incorporate the Make-A-Wish logo into other logos. The Make-A-Wish logo should appear separately.

TEXT

The proper way to refer to our chapter is Make-A-Wish Illinois. Capital letters and hyphens are required. Use of the registered trademark symbol is required on the first or most prominent use of the name. After that you may refer to Make-A-Wish Illinois or Make-A-Wish.

Make-A-Wish has several branded programs such as Kids for Wish Kids®, Adopt-A-Wish® and WishMakers on Campus® and Jeans for Wishes®. Please consult a staff member for any questions related to writing about these or other programs.

MISSION

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

Please note: The mission and message are about the life-affirming, hope-giving aspects of the wish experience. We never use the words "terminal" or "dying" to refer to a wish child or experience, nor do we unduly emphasize a children's illness, medical treatment or death.