

Make-A-Wish® Supporter Logo Brand Standards

Make-A-Wish is committed to granting the wish of every eligible child. The Make-A-Wish brand is a beacon of hope during one of life's darkest seasons; presenting the brand consistently across all mediums and platforms will help transform the lives of even more children and families. These guidelines define how to use the Make-A-Wish Supporter Logo in conjunction with a volunteer fundraiser.

USE OF MAKE-A-WISH NAME & SUPPORTER LOGO

Make-A-Wish grants the organizer non-exclusive, non-transferable permission to use the Make-A-Wish name and supporter logo ("the Marks") in connection with the volunteer fundraiser. The organizer must adhere to the provided Make-A-Wish Supporter Logo Brand Standards when using the Marks. The organizer agrees that the Marks: (a) may not be altered in any way; (b) may not be transferred to another person or entity; (c) may not be used in conjunction with telemarketing or door-to-door solicitations; (d) will only be associated with promotions that are positive in nature and reflect Make-A-Wish's life-affirming mission. Costs associated with promotional material to support the volunteer fundraiser are the sole responsibility of the organizer; Make-A-Wish funds are not permitted to cover such costs.

MAKE-A-WISH NAME

The organization name must always appear exactly as "Make-A-Wish" or "Make-A-Wish (chapter/affiliate)." 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.

SUPPORTER LOGO

For usage of the Make-A-Wish logo, the provided logos are the only approved version of the logo to be used. Please ensure our logo is displayed correctly, in our approved colors only, and the logo is not manipulated in any way. This rule includes, but is not restricted to color, type, rules, proportion, surrounding boxes, shadows, outlines and embellishments. Always use the registered trademark (®) as shown. Please ensure the logo does not appear smaller than 1.5" wide in size, and that it is surrounded by clear space that is equal to the height of the logo.

