

# How to use our brand

## LOGO

- Once the partnership has been approved, we will send the Make-A-Wish<sup>®</sup> Wisconsin supporter logos.
- The logos must never be used in the title of the event or within a sentence; Make-A-Wish Wisconsin should be typed. They must stand separately.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish Wisconsin logo (i.e. t-shirts or stickers) must be approved.
- Our preferred fonts are Lato and Droid Serif.

## NAME

- The registered trademark symbol should appear with Make-A-Wish<sup>®</sup> Wisconsin when the chapter name is used in a headline or in the first instance in text.
- Superscript the registered trademark symbol after Make-A-Wish, when possible.
- The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens.

## LANGUAGE

- Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children.
- The appropriate expression is “children with critical illnesses.”
- Your support provides these children with hope as they battle their medical conditions. Wishes offer something exciting to look forward to during a time often cluttered with worry and uncertainty.

## APPROVAL

- Any information you distribute, publish or send using any Make-A-Wish Wisconsin marks, including advertisements and press releases, must be reviewed by Make-A-Wish Wisconsin before it goes out. Please email this information to Kelsey at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org).

## PRIMARY COLORS



### Blue

CMYK: 100, 52, 0, 0  
RGB: 0, 87, 184  
PMS: 2935 C



### Light Gray

CMYK: 12, 8, 9, 23  
RGB: 187, 188, 188  
PMS: Cool Gray 4 C



### Dark Gray

CMYK: 30, 22, 17, 57  
RGB: 117, 120, 123  
PMS: Cool Gray 9 C

## SECONDARY COLORS



### Light Blue

CMYK: 45, 1, 0, 1  
RGB: 141, 200, 232  
PMS: 2905 C



### Teal

CMYK: 71, 0, 36, 0  
RGB: 0, 186, 179  
PMS: 2398 C



### Yellow

CMYK: 0, 6, 53, 0  
RGB: 251, 216, 114  
PMS: 1215 C



### Orange

CMYK: 0, 34, 76, 0  
RGB: 255, 181, 73  
PMS: 1365 C



### Red

CMYK: 0, 70, 58, 0  
RGB: 255, 88, 93  
PMS: 178 C

**MAKE-A-WISH WISCONSIN MUST APPROVE ALL USES OF ITS NAME AND LOGO  
IN ADVANCE OF ITS REPRODUCTION, PRINTING OR DISTRIBUTION.**