

*I wish to go
swimming*

Yao Wen, 12
spinal muscular atrophy

BRAND BOOK

International Version, Visual Brief



Make-A-Wish®

*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.

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.





LOGO COLORS

The primary use of the logo should always be in Make-A-Wish blue (see page 11 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. It features the words "Make-A-Wish" in a serif font, with a stylized arc and a five-pointed star above the letter "A". A registered trademark symbol (®) is located at the end of the word "Wish".

Make-A-Wish®

The logo is rendered in black. It features the words "Make-A-Wish" in a serif font, with a stylized arc and a five-pointed star above the letter "A". A registered trademark symbol (®) is located at the end of the word "Wish".

Make-A-Wish®

The logo is rendered in white against a solid blue background. It features the words "Make-A-Wish" in a serif font, with a stylized arc and a five-pointed star above the letter "A". A registered trademark symbol (®) is located at the end of the word "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.

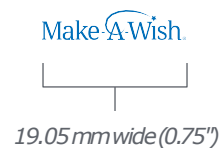
The logo should be surrounded on all sides by clear space the height of the logotype. The only exception to this rule is the chapter/affiliate logo lockups.

To protect legibility and impact, the logo must be reproduced no smaller than 19.05 mm (0.75"). 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.



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 supplied by the International Office.



Make-A-Wish®



Make-A-Wish.



Make-A-Wish®



Make-A-Wish has granted the wishes of hundreds of thousands of children.



Make-A-Wish®



Make-A-Wish®



Make-A-Wish®



Make-A-Wish®



Make-A-Wish®



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.

Sponsors Logo

Make-A-Wish®

Sponsors Logo

Make-A-Wish®



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 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
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 ? ! @ # \$ % &

Droid Serif Bold
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 ? ! @ # \$ % &

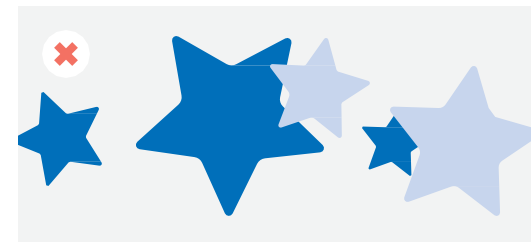
Droid Serif Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ? ! @ # \$ % &

Droid Serif Bold Italic
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 ? ! @ # \$ % &



THE STAR

Our Make-A-Wish star is a motif that can be used across all mediums; however, 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.

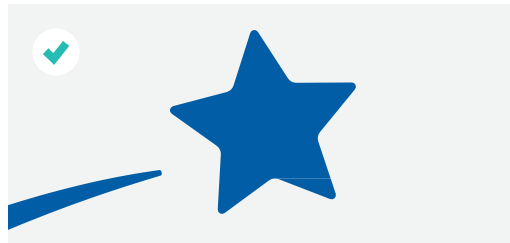




THE SWIRL

The Make-A-Wish swirl may be used if, and only if, it appears with the star. This lockup will be provided by the International Office. 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 9) and may appear in any of the colors in the brand palette including all secondary colors. Tints may also be used (see full version of Brand Book).

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 International Office Marketing department.

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 7).

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).

