



## TRADEMARK USAGE GUIDELINES

In order to ensure that our brand is used appropriately, we have set forth below the terms and conditions under which the Make-A-Wish® name, logo and other “Marks” may be used in the geographic territory we serve – Ohio, Kentucky and Indiana. To maintain strong Marks that are easily defended against infringement, it is important that these Marks be displayed and used appropriately and consistently.

Any outside sponsors using our trademark must complete a Trademark Usage Agreement before using our trademark in any manner.

### **Make-A-Wish Trademark**

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These service Marks should always be denoted with the ® symbol on their first or most prominent reference. The ® symbol should appear in superscript at the end of the service mark.

Correct:      Make-A-Wish®  
                  Make-A-Wish® Ohio, Kentucky & Indiana  
                  Make-A-Wish® Ohio, Kentucky and Indiana

Incorrect:    Make-A-Wish® Foundation  
                  Make-A-Wish®  
                  Make-A-Wish Ohio, Kentucky and Indiana®  
                  Make-A-Wish Foundation of Ohio, Kentucky and Indiana®

### **Make-A-Wish Logotypes**

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Downloadable Make-A-Wish logotypes and graphic standards are available on the BrandMaker website. Please do not use logos found elsewhere on the internet. We can also provide you with the most current versions, which include our Chapter name.

URL:                    <http://www.brandmaker.wish.org>  
User Name:            makeawish  
Password:             wish

### **Make-A-Wish Name**

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Use of “Make-A-Wish” always requires a hyphen between the words “Make,” “A,” and “Wish.” The “A” in “Make-A-Wish” must always be capitalized.

The term “Make-A-Wish” should be used only as a noun or adjective – never as a verb phrase in a sentence.

Correct: Thank you for supporting Make-A-Wish.  
The Make-A-Wish experience provides unforgettable moments.

Incorrect: The organization helped to make a wish come true.

### **Make-A-Wish Mission**

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The official mission statement of Make-A-Wish®, for both the national organization and all chapters, is:

- We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

It is acceptable to modify the beginning slightly, but only in the following contexts:

- The mission of Make-A-Wish is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.
- Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

When providing a boilerplate description about the organization, the following language should be used:

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the organization is now the largest wish-granting charity in the world, with 62 chapters in the United States and its territories.

With the help of generous donors and more than 28,000 volunteers, Make-A-Wish grants a wish every 35 minutes and has granted more than 270,000 wishes in the United States since its inception. For more information about Make-A-Wish, visit [wish.org](http://wish.org) and discover how you can *share the power of a wish*®.

NOTE: Local websites should be referenced:      [oki.wish.org](http://oki.wish.org)  
   [ohio.wish.org](http://ohio.wish.org)  
   [kentucky.wish.org](http://kentucky.wish.org)  
   [indiana.wish.org](http://indiana.wish.org)

**IMPORTANT: Words and terms such as “terminal,” “dying” or “last wish” should never be used when communicating the mission of Make-A-Wish.**

Questions about the use of the Make-A-Wish logo and marks should be directed to Digital Media & Marketing Manager Maddie Lange at (614)763-6240 or [maddiel@makeawishohio.org](mailto:maddiel@makeawishohio.org).