

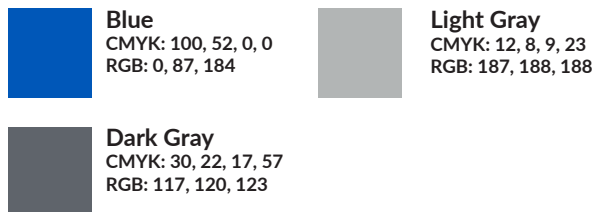
BRAND GUIDELINES

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

LOGO

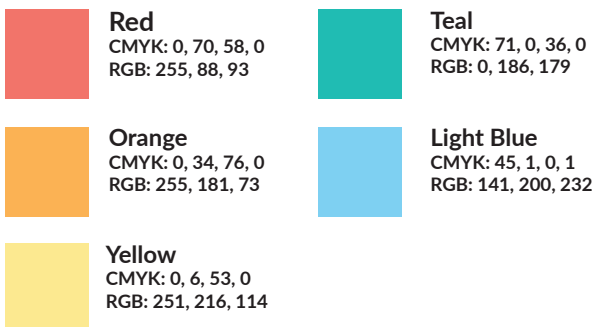
- Once the partnership has been approved, we will send the Make-A-Wish Oklahoma logo.
- Our preferred fonts are Lato and Droid Serif.

PRIMARY COLORS



Black & White are essential to any color palette. Black can be used instead of gray on any written communication.

SECONDARY COLORS



NAME

- The registered trademark symbol should appear with Make-A-Wish® Oklahoma 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.

APPROVAL

Any information you distribute, publish or send using any Make-A-Wish Oklahoma marks, must be reviewed by Make-A-Wish Oklahoma before it goes out.

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.”

THE STAR

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

