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Branding Standards Media Guide

- Our chapter is **only** referred to as **Make-A-Wish® South Carolina**. Names such as South Carolina chapter of Make-A-Wish® Foundation or Make-A-Wish® Chapter of South Carolina, etc., are **incorrect** references to our chapter.
- In all cases, the words "Make," "A," and "Wish" must be **capitalized and separated by hyphens**.
- The **registered trademark symbol** (®) must always be used on the first or most prominent reference of each registered trademark (e.g., in a headline, or when the marks first appear in a body of text). The registered trademark symbol should appear in **superscript** at the end of each mark (e.g., Make-A-Wish[®] or Make-A-Wish[®] South Carolina). **Never** use Make-A-Wish South Carolina[®].
- Please **do not** use terms such as "terminally ill," "dying," or "last wish" when referring to our wish children, as they are incorrect and contradict the **positive message** of our organization.
- Instead, please use language that aligns with the mission of Make-A-Wish® South Carolina: *"We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy."* A lot of children for whom we have granted wishes are still living, and many are now adults. We believe granting wishes has a positive impact on their well-being.
- Our logo appears at the top of this document. It is in a typeface developed especially for Make-A-Wish® and must be used as it appears. If a copy of our logo is needed, please reach out to our Communications Manager to obtain a copy. This is to ensure you are using the correct and up-to-date version. Please do not use logos found on the internet.

Media Contact:

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