



## Make-A-Wish® Brand Overview

Please note our [full brand guide](#) is available online.

### BRAND FONTS

More info on our brand typography [here](#).

Droid Serif

Lato

### BRAND COLOURS

More info on our brand colours [here](#).

#### Primary Brand colour:

Make-A-Wish Blue

PMS 2935 CC100 / M52 / Y0 / K0R0 / G87 / B184HEX #0057B8

#### Secondary brand colours:

Make-A-Wish Red

PMS 178 CC0 / M70 / Y58 / K0R255 / G88 / B93HEX #FF585D

Make-A-Wish Orange

PMS 1365 CC0 / M34 / Y76 / K0R255 / G181 / B73HEX #FFB549

Make-A-Wish Yellow

PMS 1215 CC0 / M6 / Y53 / K0R251 / G216 / B114HEX #FBD872

Make-A-Wish Teal

PMS 2398 CC71 / M0 / Y36 / K0R0 / G186 / B179HEX #00BAB3

Make-A-Wish Light Blue

PMS 2905 CC45 / M1 / Y0 / K1R141 / G200 / B232HEX #8DC8E8

Make-A-Wish Dark Grey

PMS Cool Gray 9 CC30 / M22 / Y17 / K57R117 / G120 / B123HEX #75787B

Make-A-Wish Light Gray

PMS Cool Gray 4 CC12 / M8 / Y9 / K23R187 / G188 / B188HEX #BBBCBC



## LOGO & LOGO ELEMENTS

Please speak with your Make-A-Wish contact about the use of the Make-A-Wish logo to ensure the correct version is used.

Clear Space



Minimum Size



Make-A-Wish International logo available [here](#). More information on our logo use [here](#).



Make-A-Wish Swirl and Star logo elements available [here](#).



Make-A-Wish Icon Library available [here](#).