



MIRACLE FLIGHTS

# Brand Guidelines

Our Storytelling and Visual Identity





# Contents



## 03 Storytelling:

- Mission
- Values
- Voice
- Messaging

## 13 Visual Identity

- Logo and Usage
- Logo Variations
- Logo Application
- Palette
- Typography





**MIRACLE FLIGHTS**

# **Our Storytelling**

Mission, Values, Voice, and Messaging



# Our Brand



This guide provides the storytelling and visual framework for presenting the Miracle Flights brand.

It also lays out our core foundations and pillars, including our **mission**, **values**, and **visual elements** that help strengthen and increase our organization's brand currency and compelling identity.

# Our Mission



Miracle Flights was founded in 1985 on the belief that a healthy life is the birthright of every child – regardless of income, ailment, or distance from medical care. Our mission can be summed up by the following ethos:

## Advocate

We strengthen our team through cross-collaboration and by creating strategies that serve and advocate for our diverse families and communities.

## Support

We believe in and work towards equal access to the best possible medical care for families regardless of their hometown or financial situation.

## Engage

We engage our partners, donors, and supporters to participate in our purpose.

# Our Values



Our values are our guiding principles:

**COLLABORATION AND FUN:** We value respect, trust, camaraderie, and integrity as we partner with our colleagues, supporters, communities, thought leaders, and donors.

**HOPE AND LOVE:** We center our strategies on optimism, compassion, and caring. We believe every child has the birthright to a healthy life, regardless of income, ailment, or distance from medical care.

**JOY:** We approach our work with well-being, positive reinforcement, social awareness, curious innovation, and light-hearted fun. We understand the challenges and struggles our children and families face, so we try to alleviate the stress by bringing comforting smiles and, whenever possible, enjoyment into their lives.

**SOAR:** We aim to reach new heights by removing barriers and seeking solutions that help children and their families achieve the life-changing care they need.

# Our Voice



Every piece of communication written for Miracle Flights aims to:

## **EDUCATE**

We want to give our supporters, donors, and partners the necessary knowledge and context so they can understand how to take part in our mission.

## **EMPOWER**

We want to instill confidence in our supporters and donors that they can participate in the solution.

## **SUPPORT**

We want our children, their families, and caregivers to feel we are always here to advocate for them.

## **INSPIRE TRUST**

We want our families to feel safe and secure in the knowledge and guidance we provide because they believe in our scale, operations, and expertise.

# Our Messaging



## Longer Version:

Miracle Flights provides free commercial flights to children and their families who need life-changing medical care not available in their local communities. Since 1985, we've provided more than 160,000 free flights and booked 700 flights per month on commercial airlines across the United States. Miracle Flights is the first national nonprofit headquartered in Las Vegas, Nevada. To learn more about Miracle Flights, visit [miracleflights.org](https://miracleflights.org).

## Shorter Version:

Miracle Flights provides free commercial airline flights to children and their families who need life-changing medical care not available in their local communities. To learn more, visit [miracleflights.org](https://miracleflights.org).

## Tag Line:

- We Have a Cure for Distance



# Our Messaging



## What is the Organization's History?

Originally called Angel Plane, we started out flying regionally on private charters. Over the years, we became an engaged member of the Las Vegas community, staging a series of popular air shows to raise funds as we grew our network of pilots. We then started flying coast to coast and helped an ever-increasing number of children needing specialty care that was only available far from home.

- In 1996, we became Miracle Flights for Kids and began to earn national recognition for our work.
- By 2005, we were coordinating hundreds of flights every month. We began flying our families exclusively on commercial airlines – where flights were more economical and convenient for our flyers.
- In 2013, we received a one-time financial gift that was so significant that it changed the dynamics of our organization. More than \$40 million came from a class action lawsuit unrelated to our operation (filed against two airlines over fuel surcharges). The judge ordered all unclaimed money in the settlement to go to a worthy charity. He chose Miracle Flights.
- Soon after that, we removed “For Kids” from our name and began concentrating on serving adults.
- In 2024, we celebrated our 150,000,000th-mile anniversary.
- Today, we’re the nation’s leading medical flight charity and one of the only national nonprofits headquartered in Las Vegas. We arrange more than 700 monthly flights to medical facilities across the country.
- Visit our [timeline](#) for more.

# Our Messaging



## Why Miracle Flights?

Miracle Flights was founded in 1985 on the belief that every child has the birthright to a healthy life, regardless of income, illness, or distance from medical care.

## How Do I Take Part?

Miracle Flights alleviates the financial stress of medical travel for families with children by providing free flights to the medical treatment they need as many times as necessary, no matter the distance.

Here are some fundamental ways you can do to help:

- You can participate by giving a **one-time and/or recurring donation** through our website.
- We also stage several annual fundraising and community events and campaigns, including our tentpole events, such as:
  - **SOARée**
  - **Wine Flights**
  - **Lights for Flights**
- **Volunteer** opportunities are also available.
- For long-term giving, we invite you to join a community of supporters by planning a future gift to Miracle Flights.
- The **Legacy Giving** section of our website has more information.



# Our Messaging



## How Do We Serve Our Community?

We fly children up to age 17 and two of their parents, legal guardians, or caregivers at no cost as often as needed within the continental U.S. Applications and all supporting documents must be submitted at least 14 days before the departure date.

We also provide free flights so individuals can retrieve their service dogs and/or attend the required training sessions. Flights are provided to patients of all ages and one parent, legal guardian, or caregiver if medically necessary.

## How Does the Application Process Work?

All families must apply online using our online application each time they request flights. Additionally, each family is responsible for making sure their treatment site submits the online Treatment Site Verification Form on their behalf to verify their medical appointment dates. Applications cannot be processed, and flights cannot be booked without these two forms submitted online at least 14 days before the requested departure date. Unfortunately, we are not providing any new international flights at this time.

We process applications as quickly as we can, prioritizing departure dates. We always contact our family via phone and email to review flight options and details before booking. Lastly, we will email your flight itinerary so you have it for your records. All flyers are responsible for following the rules and regulations set forth by airports, airlines, the FAA, and the TSA when traveling. Passengers are also responsible for all baggage fees and add-on fees set forth by the airline they travel with. Passengers are solely responsible for checking in to all their flights. For more, please visit [miracleflights.org/request-a-flight-faqs](https://miracleflights.org/request-a-flight-faqs).

# Our Messaging



## How is Miracle Flights Funded?

Miracle Flights continues to rely on the generous support of individual donors, corporate partners, airline partners, foundations, and supporters all over the country who believe that a kid's chance at the best possible medical care shouldn't be limited by the zip code where they were born. Together, we believe in and work towards equal access to the best possible medical care for families regardless of their hometown or financial situation.

## What is Your Fiscal Responsibility Approach?

Miracle Flights adheres to the highest standards in conducting its business and follows sound policies, procedures, and detailed business practices in its fiscal and contracting activities. We recognize that part of our responsibility includes collaborating with community-based organizations and system partners to develop creative solutions that address the critical needs of our children and families. To explore our annual impact report, fact sheet, financial statements, and tax forms, please visit [miracleflights.org/financials/](https://miracleflights.org/financials/).

## How Do I Join Miracle Flights?

We strive to collaborate across the organization, sharing resources, supporting one another, and combining our ideas to serve our families continuously. We seek people with diverse skills, experiences, and backgrounds who thrive in a team-oriented, equity-centered, and community-focused environment. We value team commitment, creativity, and diversity. To learn about our open positions, please visit our [careers page](#). Please take a look at our [team's page](#) for more on our diverse team members.





**MIRACLE FLIGHTS**

# **Our Visual Identity**

Logo, Palette, and Typography



# OUR LOGO

## Our Visual Identity Represents:

- An Advocate for Children, Families and Caregivers.
- A Symbol of Hope, Joy, Miracles, and Advocacy.
- An Allegory for Healing, Possibilities and Optimism.

## [DOWNLOAD LOGO](#)

Our logo is available in EPS, JPG, and PNG.





# LOGO USAGE



## MIRACLE FLIGHTS

For almost all use, the stacked version of the logo should be the default.  
The logo should only be used according to the organization's brand guidelines and by authorized partners.



## MIRACLE FLIGHTS

### THE CURE FOR DISTANCE

The logo with the tagline logo shall be used in this iteration only and with no other fonts.

# LOGO USAGE



When placing the logo, use the height of the character copy in “MIRACLE FLIGHTS” as the minimum padding allowance. No other copy or design elements should fall into this area.



The exception to the logo padding rule, is when the logo is used in conjunction with the tagline. The padding rules will extend to this version of the logo.

# LOGO VARIATIONS



## HORIZONTAL

Acceptable when the stacked logo becomes too scaled down, for instance, on a web banner such as a 728x90 or 520x50 leaderboard banner.



## HEART ONLY

This is acceptable in cases where the Miracle Flight's primary logo has already been used.

# MIRACLE FLIGHTS

## TEXT ONLY

Acceptable in cases where the Miracle Flights primary logo has already been used.



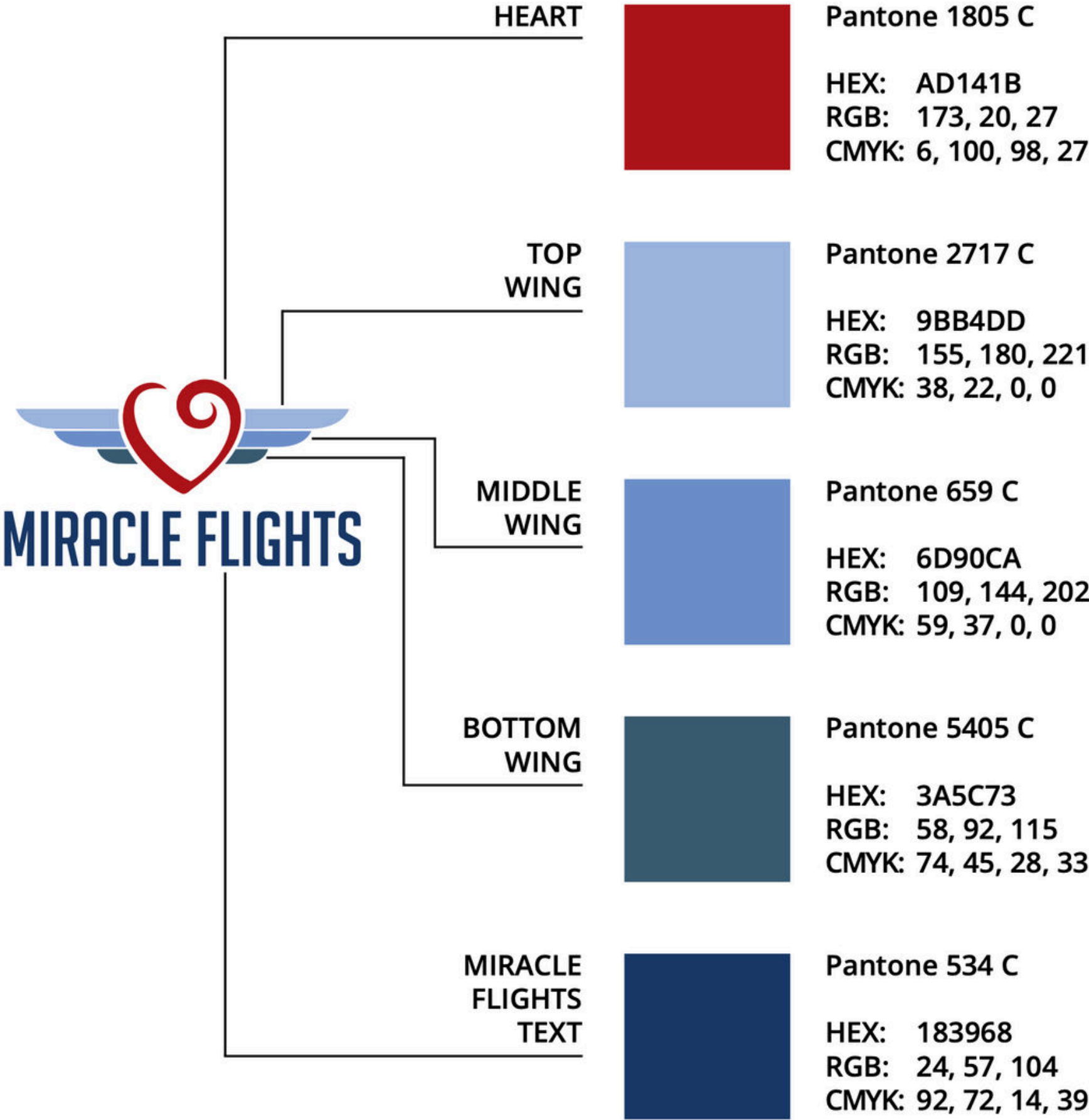
## SOARée

As the biggest fundraiser of the year, this event has its own logo variation and must be approved prior to use and distribution.



# PALETTE

The five Miracle Flights brand colors are represented in the logo.



# LOGO PALETTE

Full-color use of the logo on black and white backgrounds.



Acceptable use of monochromatic logo for black and white printing only.



# LOGO PALETTE

## PREFERRED



For ADA compliance, here are our preferred guidelines for logo placement when superimposed with our color palette.

## NOT PREFERRED





# TYPOGRAPHY



It is essential that we employ our fonts to ensure brand consistency. Please use our primary font whenever possible.

## PRIMARY

OPEN SANS

OPEN SANS BOLD

[DOWNLOAD](#)

## SECONDARY

ROBOTO

ROBOTO BOLD

[DOWNLOAD](#)

## WEB ONLY

Outfit

Outfit

[DOWNLOAD](#)

Our recommended minimum font size is as follows:

- **Headlines:** 36
- **Sub-Headlines:** 20
- **Body Text:** 8 - 12 Regular
- **Call-to-Action:** 8 - 12 Bold





# MIRACLE FLIGHTS THANK YOU

For inquiries, please reach out to  
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