

**McDonald's®**

**Global Logo and Trademark Standards Reference Guide**



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Any unauthorized use or copying of this material may lead to civil or criminal prosecution.

The following trademarks used herein are owned by McDonald's Corporation and affiliates: Corporate Logo, International Logo, Global Graphics Logo, Ronald McDonald Logo, Sports Arch Logo, Drive-Thru Logo, Golden Arches Logo, Road Sign Logo, Ronald McDonald House Charities Logo, PlayPlace Logo and Happy Meal Box Logo.

## COVER LETTER

Dear McDonald's Team Member,

As McDonald's presence continues to expand throughout the world, it is essential to use our logos properly to maintain a consistency in our visual messages of our core equities. In doing this, we will support and strengthen our brand identity around the globe.

In this Global Logo and Trademark Standards Reference Guide, you will find the answers to your questions about the proper usage of McDonald's most highly recognizable logos. Please refer to the Table of Contents to find which pages are dedicated to each section.

We hope this information will help guide you to successfully build the McDonald's brand in your local market. We all have a responsibility to build and protect our logos, which have become the most recognized and distinctive in the world.

This CD-ROM contains the following:

- Adobe Acrobat Reader 3.0™ file of the Global Logo and Trademark Standards Reference Guide
- EPS graphic files—high quality files for production purposes—of all logos found in the Guide
- WMF graphic files of the same logos that can be inserted into any Microsoft software applications

The EPS and WMF graphic files of all the logos found in the Guide are located on the CD-ROM. You must have QuarkXPress™, Adobe Illustrator™ or Photoshop™ or CorelDraw™ software to access and use the EPS files. For those who do not have these software packages, the same graphic files are also saved as WMF files, which can be accessed by using any Microsoft software. Separate folders have been created for each logo for your convenience.

For more information on the trademarks and logos that are found in the Global Logo and Trademark Standards Reference Guide, please call the U.S. Legal Department at 1-630-623-7334 or the International Legal Department at 1-630-623-7072.

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**McDonald's** Global Logo and Trademark Standards Reference Guide.

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## What Is a Trademark?

A trademark is a word (McDonald's®), symbol (  ) or phrase ("Did Somebody Say McDonald's?"™) adopted by McDonald's to identify our products and services and distinguish them from those of our competitors. A trademark is a guarantee of consistency and quality. It assures our customers that all products bearing our trademarks are of the same high quality that customers have come to expect from McDonald's.

## McDonald's Trademark Guidelines

It is essential that McDonald's trademarks are used properly. A trademark can be lost if not used according to proper trademark guidelines. The words "cellophane" and "escalator" are examples of words that were at one time trademarks. If trademarks are improperly used, they eventually become public domain. When a word or phrase is placed in public domain, the trademark owner loses its right to exclusive use of the mark. Imagine McDonald's without the Big Mac® sandwich! Proper use of McDonald's trademarks will insure their continued value and usefulness for many years to come.

The designation™ should be used for all McDonald's trademarks outside the United States except for the following countries, where local laws have compulsory requirements for other markings. All markings should be clearly readable:

Canada requires ® on all registered trademarks™ or <sup>MC</sup> on all pending applications (™ for English marks; <sup>MC</sup> for French). Chile, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Peru require <sup>MR</sup> on all registered trademarks,™ on pending applications.

Japan and the People's Republic of China require ® on all registered trademarks; pending applications require no marking.

Please review these guidelines carefully. If you still have questions about our trademarks, please call the Corporate Legal Department at 1-630-623-7334 or the International Legal Department at 1-630-623-7072.

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## McDonald's Trademark Guidelines (cont'd)

### Overall Guidelines

**1.** Always follow the mark with a <sup>TM</sup>, <sup>MC</sup>, <sup>®</sup> or <sup>MR</sup>. The <sup>TM</sup> or <sup>MC</sup> serves as notice to others that McDonald's is claiming trademark rights to the particular word, symbol or phrase and may be filing a trademark application.

The <sup>®</sup> or <sup>MR</sup> is used to identify that the trademark has been registered with the appropriate Patent and Trademark Office. When a trademark is used multiple times in advertising, the <sup>TM</sup>, <sup>MC</sup>, <sup>®</sup> or <sup>MR</sup> need only be used once at the first or most prominent use.

#### Example:

Buy one Big Mac<sup>®</sup> sandwich, get a second Big Mac free

**2.** In circumstances where the use of the <sup>TM</sup>, <sup>MC</sup>, <sup>®</sup> or <sup>MR</sup> is not feasible for technical or aesthetic reasons (such as when several of the McDonaldland characters appear together), include a notice line acknowledging McDonald's ownership of the trademarks used on the packaging and/or products.

#### Example:

"McDonald's, Big Mac, Happy Meal, McDonaldland, and the McDonaldland character names and designs are trademarks of McDonald's Corporation and affiliates."

**3.** Always use trademarks in a consistent form. Avoid misspellings and variations.

OK: Hamburglar<sup>®</sup>, McDonald's<sup>®</sup>, Super Size<sup>®</sup>

NOT OK: Hamburgler, MacDonalds, Super Sized, Supersize,  
Super Sizing

## McDonald's Trademark Guidelines (cont'd)

4. Always show that our trademarks are distinctive and special. If used in copy, it's best to make sure that they stand out and do not get buried. You can do this in any one of the following ways.

All Caps:	DID SOMEBODY SAY McDONALD'S?™
Initial Caps:	Did Somebody Say McDonald's?™
Underscore:	<u>Did Somebody Say McDonald's?</u> ™
Quotation Marks:	"Did Somebody Say McDonald's?"™
Italic Type:	<i>Did Somebody Say McDonald's?</i> ™
Boldface Type:	<b>Did Somebody Say McDonald's?</b> ™

5. Always use the trademark as an adjective to modify a generic word that describes the product. When a trademark is used in conjunction with a visual image of the product, you may omit the generic term. Slogans and logos do not need to be followed by any generic term. For obvious reasons, we do not use "meal" following Extra Value Meal® or Happy Meal®.

Example:

Big Mac® sandwich; McFlurry™ dessert

6. When the trademark is used multiple times in the same copy, the generic word need only follow the first or most prominent mark.

Example:

Buy one Big Mac® sandwich, get a second Big Mac free

7. Never use a trademark in the plural or possessive form, except if it is trademarked as such. For example, Chicken McNuggets® is registered in the plural form and should therefore be used as registered.

OK:	Big Mac® sandwiches; Ronald McDonald® and friends
NOT OK:	Big Macs; Ronald's friends

## McDonald's Trademark Guidelines (cont'd)

**8.** Avoid punctuation in phrases unless the punctuation is part of the trademark.

OK: Did Somebody Say McDonald's?<sup>™</sup>

NOT OK: Did Somebody Say McDonald's!<sup>™</sup>

**9.** Never hyphenate a trademark at the end of a line.

NOT OK: Come to McDonald's® in the month of December for McDonald's Gift Certificates.

**10.** Avoid the temptation to casually add the "Mc" prefix to a noun to create an instant trademark. Overuse of the "Mc" prefix may dilute and erode the distinctiveness of the "Mc" family of trademarks. ANY USE OF "Mc" OTHER THAN ON REGISTERED TRADEMARKS MUST BE APPROVED BY McDONALD'S CORPORATE LEGAL AND CREATIVE DEPARTMENTS.

**11.** Never obscure, distort, cut off or place any copy or design over the Golden Arches logo. The Arches should always appear in an upright position and should not be used upside-down as a "W" or sideways as an "E" or "3". It also should not be used as a substitute for the letter "M" in a word, except in conjunction with certain other McDonald's trademarks.

**12.** Include the following copyright legal line in all materials:

© \_\_\_\_\_ McDonald's Corporation

(Year of Publication)

Example:

©1999 McDonald's Corporation



## **Use of McDonald's Trademarks by Suppliers**

### **Permitted Use**

McDonald's Golden Arches logo and the name McDonald's may only be used on the business cards and stationery of approved exclusive suppliers to the McDonald's system. Please note, however, that such business cards and stationery bearing McDonald's trademarks may only be given or sent to persons within the McDonald's system.

Individuals whose main focus is serving the McDonald's system may indicate their relationship with McDonald's in their title only, e.g., "Account Executive – McDonald's," and such references may be used only on business cards and correspondence directed to persons within the McDonald's system.

### **Prohibited Use**

No use of McDonald's trademarks should be made by any supplier on any advertising material, promotional material, etc., which would be sent to anyone outside the McDonald's system.

McDonald's Corporation cannot be listed as a client or customer of any supplier on advertising or promotional materials.

Use of McDonald's trademarks, including the Golden Arches logo, on equipment or in displays at non-McDonald's trade shows or equipment exhibitions is prohibited.

If you wish to use McDonald's trademarks in any other manner not outlined above, you must first obtain written permission from an officer of McDonald's Purchasing and Legal Departments.

## **Producer Licenses**

Prior to selling or distributing any premium or promotional item bearing McDonald's trademarks through McDonald's restaurants, the supplier of the product must be licensed. In order to be considered for licensing, please contact your Regional Marketing Manager/Supervisor or International Zone Business Affairs Manager ("Manager"). Your Manager must sponsor the supplier, initiate the licensing process, complete an application for a Producer License Agreement, and obtain any necessary approvals from Corporate Marketing and Business Affairs.

## Lightning Script Logo




We would like to alert everyone in the system to a specific trademark issue that requires everyone's immediate attention. The logo treatment of the name McDonald's identified above (sometimes referred to as the lightning script logo) **SHOULD NEVER BE USED IN ANY APPLICATION, ANYWHERE, AT ANY TIME!**

This treatment of the McDonald's trade name violates every rule of brand identity. It was originally developed as a design for a sweatshirt in a small catalog, but has started to appear with alarming regularity as a trademark for McDonald's. Please communicate to your agencies, suppliers and internal departments to stop using this logo treatment immediately.

## Universally Prohibited Logo Usage


Remember, proper usage of our marks strengthens our brand and ensures their power in the marketplace. Please consider the following examples as you develop materials.

**1.** The word "McDonald's" should be positioned correctly through the  shape. Do not replace the word "McDonald's" with any other word, name or entity.



**2.** Text or graphics should come no closer to the logo than is indicated in example 2.




**3.** The  should never be obstructed by any item; it should be seen in its entirety and not be overpowered by other designs.



**4.** Avoid violating both the inked area as well as the space inside the Arches with type, pictures, characters, patterned backgrounds or any other graphic element.



**5.** The  should not be used as the letter "M" unless it is in conjunction with certain other McDonald's trademarks. Never use the Golden Arches as a "W", "E", "Z" or "3".



**6.** Avoid manipulating the size or shape of the logo.



**7.** Avoid manipulating the relation of type to the logo.



**8.** Avoid moving the trademark symbol (™, ™, ®, or ™) from its usual location.

PLEASE REFER TO THE ICONS ON THIS PAGE, WHICH ARE USED ON ALL THE FOLLOWING LOGO PAGES

# Media Usage Matrix at-a-glance

9

											
 Television Advertising	✓	✓	✓			✓	✓	✓	✓		✓
 Print Advertising/ Direct Mail	✓	✓	✓			✓	✓	✓	✓		✓
 Outdoor Advertising	✓	✓	✓			✓	✓	✓	✓	✓	✓
 Point-of-Purchase		✓				✓		✓	✓	✓	✓
 Packaging	✓				✓	✓		✓	✓		
 Signage	✓	✓				✓	✓		✓	✓	✓
 Vehicle Graphics	✓		✓						✓		
 Uniforms/ Apparel		✓			✓		✓		✓		✓
 Stationery/ Misc.	✓			✓		✓	✓	✓	✓		✓

Color & Usage Guidelines



For yellow, use PANTONE® 123  
 For red, use PANTONE 485

**Note:** Screening of colored versions is not permitted.



**McDonald's®**

McDonald's®



The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

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**DO NOT DO THE FOLLOWING TO THIS LOGO. PLEASE REFER TO PAGE 8.**



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## Color & Usage Guidelines



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For red, use PANTONE 485

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One color reproduction should show the Arch or  shape in solid black, yellow or red.



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## Color & Usage Guidelines



The Road Sign Logo design features (an exaggerated Arches symbol and increased type size) are used to maximize legibility at a distance.

For yellow, use PANTONE® 123  
For red, use PANTONE 485

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### 1 Color

0% C  
0% M  
0% Y  
100% K



### 2 Color

0% C  
30% M  
94% Y  
0% K

0% C  
100% M  
91% Y  
0% K



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## Color & Usage Guidelines



The intent of this logo is to identify international McDonald's franchises. It can be customized to reflect the country your McDonald's is located in. To do this, simply insert your country's name in place of the word "International" in the logo.

**Note:** This logo should never be used in advertising, promotion or mass communication elements.

For yellow, use PANTONE® 123  
 For red, use PANTONE 485  
 30% Screen of Black

**Note:** Screening of colored versions is not permitted.

**Typeface**  
 Helvetica Black

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## Color & Usage Guidelines



The Global Graphics Logo is designed to be the primary graphic and unifying visual in the McDonald's global packaging system. Its contemporary look and feel makes the branded packaging format consistent, immediately recognizable and impactful.

For yellow, use PANTONE® 123  
 For red, use PANTONE 485  
 Reflex Blue

**Note:** Screening of colored versions is not permitted.

Minimum size: 1/2 inch, 1.27cm tall  
 Minimum inch size: 6 pt.

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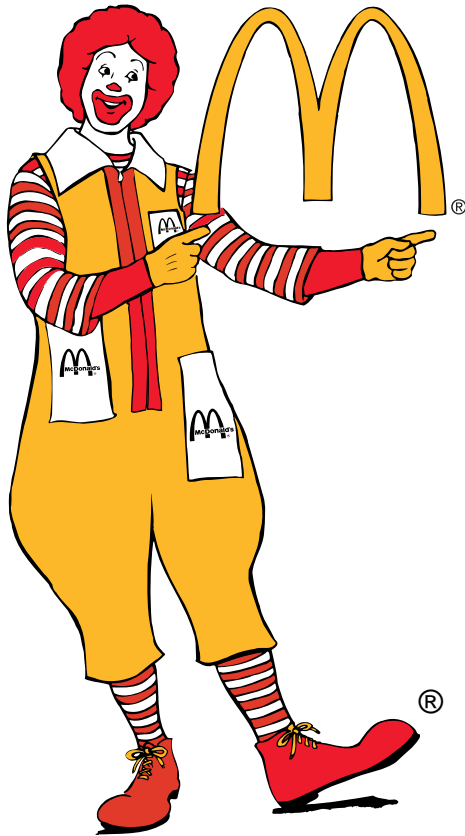
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## Color & Usage Guidelines



Please refer to the Ronald McDonald® and Friends Specification Manual or the Golden Arches® Code Book for further information on using Ronald McDonald.

### Usage Examples:

1. Use full name, Ronald McDonald, in headings or first time name appears.
2. Do not use Ronald or Ronald McDonald in possessive or plural form.
3. Do not call character "RONNIE".

For yellow, use PANTONE® 123  
 For red, use PANTONE 485  
 For blue, use PANTONE 281  
 White

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## Color & Usage Guidelines



The PlayPlace Logo is designed to identify the children's play area added to the restaurant. It is to be used only with those approved PlayPlace facilities.

- For yellow, use PANTONE® 123
- For lime green, use PANTONE 375
- For orange, use PANTONE Orange 021
- For red, use PANTONE 185
- For background blue, use PANTONE 2728
- Rhodamine red
- Process cyan
- Solid black
- White



3-Color

- For yellow, use PANTONE® 123
- For red, use PANTONE 185
- For background blue, use PANTONE 2728



1-Color

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## Color & Usage Guidelines



The intent of the Happy Meal Box Logo is to establish brand identity for McDonald's children's Happy Meal.

For yellow, use PANTONE® 123  
For red, use PANTONE 485

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## Color & Usage Guidelines

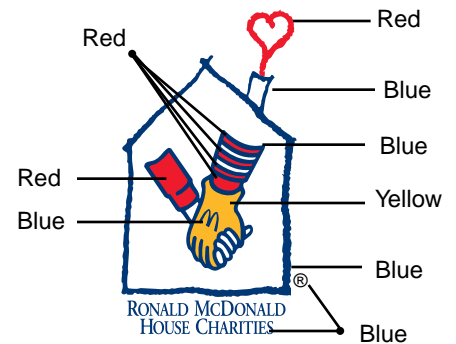


The intent of the Ronald McDonald House Charities Logo is to build awareness for the charity as it provides support and care to children and families.



For yellow, use PANTONE® 123  
For red, use PANTONE 485  
For blue, use PANTONE 281  
White

Drawing of the hands themselves, the house, the chimney and all typography appear in blue. Red and yellow should be added whenever possible and printed under blue. Child's Wrist and Fingers should appear in white. Heart should appear in red.



One-color reproduction should show the logo solid black.

### A - Business Cards

- Logotype in 14, SMALL CAPS
- Chapter name 11, ALL CAPS
- Name size 13; Title size 9.5; Address size 9

### B - Letterhead

- Address line in size 12 (SMALL CAPS)
- "Partners in Supporting..." size 9
- Chapter name in size 10, ALL CAPS

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## Color & Usage Guidelines



The intent of this logo is to make the most of McDonald's brand exposure when the Golden Arches are going to be viewed from a long distance or on television.



For yellow, use PANTONE® 116  
For red, use PANTONE 185  
Black outline



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## Color & Usage Guidelines



The Drive-Thru Logo is designed to establish brand identity for McDonald's Drive-Thru. This logo was specifically developed for a U.S. initiative designed to revitalize and differentiate the McDonald's drive-thru experience.

**This logo is not to be used for McDonald's restaurant delivery service.**

Black  
For yellow, use PANTONE® 123

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