Feel-Good Design Cheatsheets

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Feel-Good Design Cheatsheet

Overview

Visit Design.McDonalds.com for downloadable assets, additional guidance, training tools, application inspiration and case studies.

The following pages outline our new Feel-Good Design system and supersede previous brand guidelines in *The Golden Arches Code* (the policy and standards section of *The Golden Arches Code* is being updated separately).

Our brand promise is at the heart of everything we do.

Making Delicious, Feel-Good Moments Easy for Everyone.

Our visual identity principles guide our thinking and approach.

Confidently humble

Avoiding extraneous noise and static allows us to find **the bold, simple essence of McDonald's.** If it doesn't add, take it away. Negative space is a positive. We don't follow category norms; instead, we define them.

Familiar yet surprising

Modern, refreshing, and unexpected interpretations that stay true to our brand heritage. Find ways of adding **a playful wink** that surprises and delights. Talk with our audience, not at them. Success is inspiring a reaction.

Flawesome

Celebrate **simple moments and imperfections** that speak on a personal rather than corporate level. Play with context, scale, contrast, balance, movement and energy.

Brand architecture

Note: These guidelines relate only to the McDonald's masterbrand. Different rules and guidance may apply to McDonald's sub-brands and platforms (e.g., McCafe, Happy Meal, etc.).

Our goal

Create an inspirational design system that delivers on our brand promise and contemporizes our design approach globally.

Our philosophy
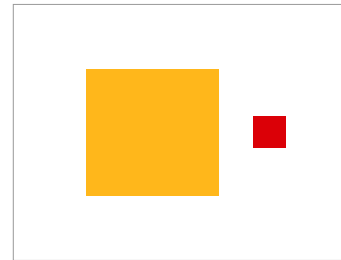
Every touchpoint is an opportunity for a Feel-Good Moment.

Our personality

Lighthearted Welcoming Dependable Unpretentious Playful

Visual assets

The Golden Arches
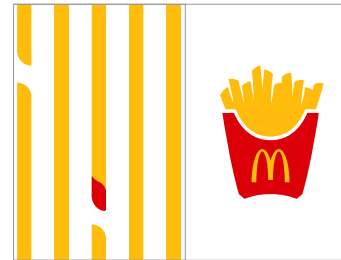Transforming our logo from a static icon to a sensorial symbol.

Color palette
We're a Golden Brand with Red accents.

Speedee Bold
Speedee Regular
Speedee Light

Typography
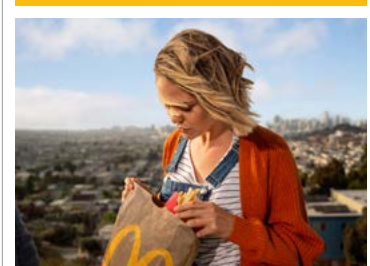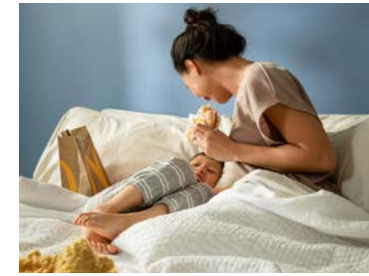A custom, proprietary typeface to unify our global voice—available in three weights.

Archery
Using our symbol creatively, dynamically, and purposefully.

Playful Patterns and Product Illustrations
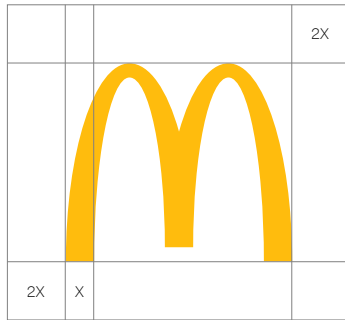Graphic interpretations that celebrate our latent equities.

Photography
Capturing and inspiring delicious, Feel-Good Moments.

The Golden Arches Cheatsheet

The Golden Arches

Our brand beacon for over 60 years, the Golden Arches inspire everything we create. They are much more than a logo, they are an iconic symbol.

2X
2X   X

Clearspace is equal to 2 times the width of a leg of the Golden Arches.

Minimum height

Print 4 mm
Digital 15 px

Note: The Golden Arches no longer require ® or ™, except within our corporate website and similar applications.

Do not use colors other than Gold.

Do not use in illegible instances.

Do not use the Golden Arches as a letterform.

Do not apply drop shadows.

Archery

Use of the Golden Arches is governed by **Archery**.

For best practices, refer to the **Archery Cheatsheet**.

Wordmark

Everybody knows our name— we don't always have to say it.

Our wordmark is mostly reserved for horizontal restaurant fascias and corporate applications.

Clearspace is equal to the height of the "o" of the McDonald's wordmark.

Minimum height

Print 3 mm
Digital 8 px

Note: The wordmark no longer requires ® or ™, except within our corporate website and similar applications.

The wordmark is only ever used as black or white.

Do not lock the wordmark up with the Golden Arches.

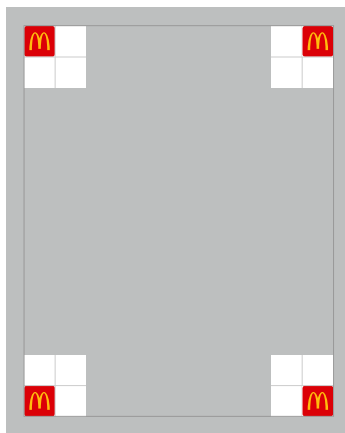**Do not** modify the wordmark in any way.

The Token

Celebrate the liberated Golden Arches wherever possible. Use the Token to support the Golden Arches when scale, legibility and contrast pose challenges, particularly on light-colored or cluttered backgrounds.
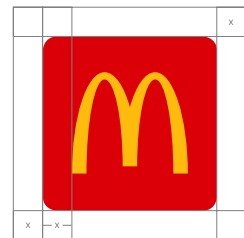
Clearspace is equal to the distance between the leg of the Golden Arches and the edge of the Token.
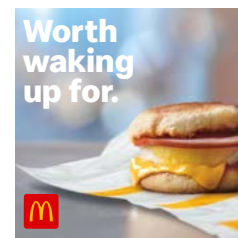
Using the Token

Place the Token in one of the corners of a layout. The exact corner placement and positioning within the quadrants are flexible, as indicated here. The preferred placements are bottom left or top right.

Note: The Token no longer requires ® or ™, except within our corporate website and similar applications.

Minimum height

Print 6 mm
Digital 25 px

Scale and placement of the Token are flexible depending on context. Legibility of the Token ensures that our brand is immediately identifiable.
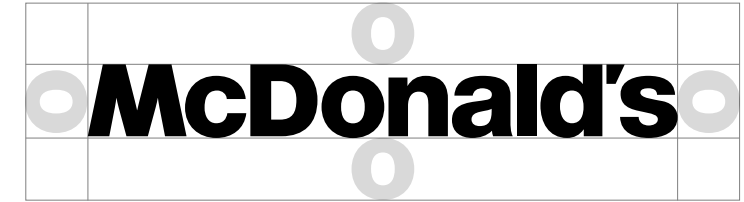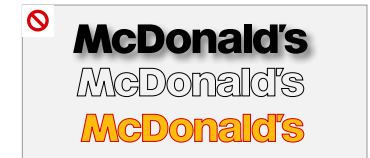
Do not center the Token.
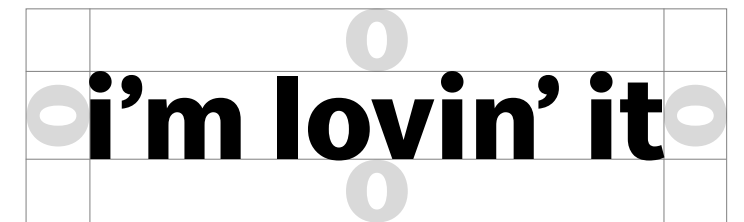
I'm lovin' it

Make sure our tagline is used with purpose. Overuse will diminish its meaning. Showin' it can be more powerful than sayin' it.

Use the tagline art as it is provided.

Clearspace is equal to the height of the "o" of the word "lovin'."

Minimum height

Print 3 mm
Digital 8 px

Do not lock the tagline up with the Golden Arches or the Token.

Archery informs how we use the Golden Arches creatively and dynamically. Archery is always used carefully and thoughtfully in order to maintain the integrity of our symbol.

Archery should only be used if...

It occurs naturally
The Golden Arches can appear in the world in many different ways.

It supports an idea
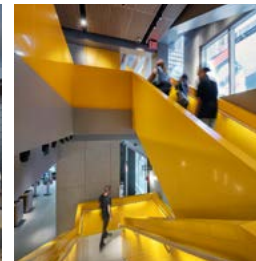The Golden Arches can focus attention or re-stage the expected.

Do not

Do not use as decoration
Without purpose, Archery could become gimmicky and overused.

Use of Archery depends on context

Bold / Overt
Out in the world, we're competing for attention. To ensure we stand out, aim for **bolder executions** of Archery that are clearly recognizable as McDonald's.

Subtle / Implied
In our own branded spaces, such as our restaurants, pop-ups, or digital apps, we are much **more subtle** in our application of Archery. This helps us avoid overuse of the Golden Arches.

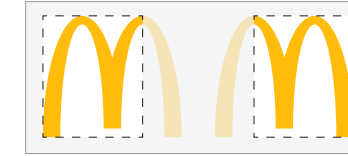### Example Archery techniques

Cropped   **Staging**   **Motion**   **Integrated**   **Angled**   **Repetition**

Cropping

Four cropped sets of the Golden Arches are available for download at **Design.McDonalds.com**.

Use the provided artwork to ensure consistency and maintain the integrity of the Golden Arches.

Exception: Alternative crops may be used in photography. However, artwork must be approved by the Global Brand team.

Do not

Do not alter the Golden Arches in any way.

When the Golden Arches are less obvious because of extreme cropping, reinforce the brand by using the Golden Arches mark or the Token. Required on out-of-home activations only.

Archery + photography

Combining the Golden Arches with photography puts our brand in the center of the action. Elements of the image interact with the Golden Arches to create depth and dimension.

Brand Color Cheatsheet

We're a Golden brand with Red accents. Balance and proportion are important. The use of negative space and elements such as photography give our brand colors plenty of room to breathe.

Overall color proportion
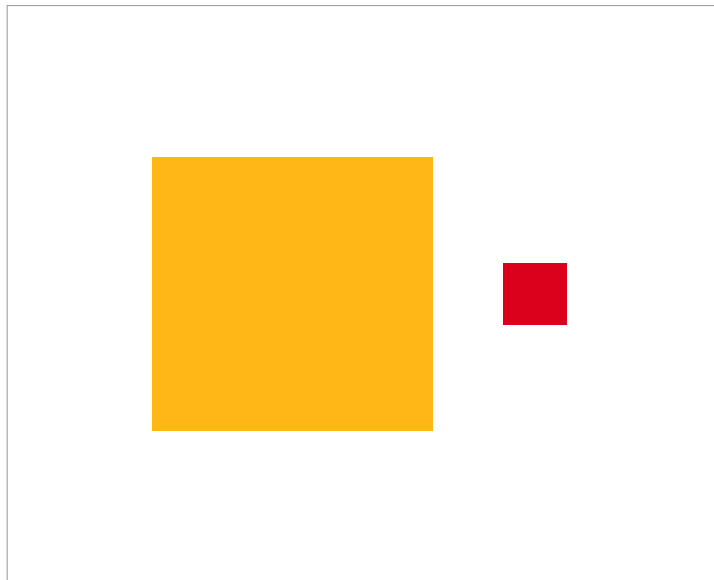
Emphasizing Gold is a shift in direction for our brand. But it's the interaction between our colors that makes us unmistakable and visually interesting.

Color proportion in practice

Remember: Not every single application will have the same balance of color. The overall color proportion of our brand includes plenty of breathing room with lots of Gold, and splashes of Red accents.
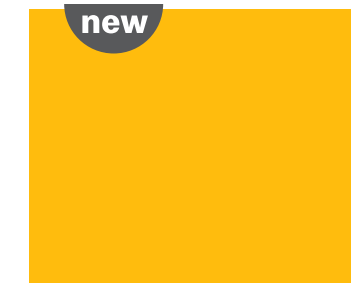
Although we are a Golden Brand, Red plays an important role in creating dynamic tension. Be sure to include an accent of Red at some point in the Brand experience.

Red accents

Red is a very powerful color. That's why we say "accents of Red." These can be added through various techniques.

Typography

Illustrative details

Information graphics

Photography

Propping

Iconic product

Contained forms

Brand palette - hero

McDonald's Gold

PMS
Coated: 1235 C
Uncoated: 122 U

CMYK   0.29.96.0
RGB   255.188.13
HEX   FFBC0D

Inspired by melted cheese and crispy fries, our McDonald's Gold is tasty, cheerful and bright.

McDonald's Red

PMS   2035 C
CMYK   0.100.95.0
RGB   219.0.7
HEX   DB0007

Our use of Red is akin to our iconic fries dipped in ketchup. With our new Red, a little goes a long way.

Please make sure to update any outdated color reference files.

If you are in a "European Green Region," refer to the "Feel-Good Design Cheatsheets European Green Regions."

Functional palette - limited use

Black

CMYK   0.0.0.100
RGB   0.0.0
HEX   000000

Charcoal

PMS   Cool Gray 11 C
CMYK   0.0.0.80
RGB   45.45.45
HEX   2D2D2D

Light Gray

PMS   Cool Gray 1 C
CMYK   0.0.0.8
RGB   247.247.247
HEX   F7F7F7

Kraft

PMS   2312 C
CMYK   25.37.50.04
RGB   182.154.129
HEX   B69A81

Black is no longer a core color of our masterbrand. It is only used for type in our new visual identity.

Charcoal, light gray and kraft are reserved for use on internal communications and for some illustrative elements.

Do not
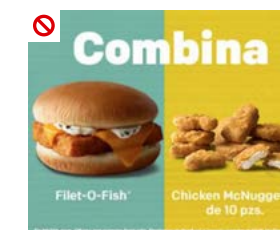
Do not use colors outside of our new visual identity palette.

Materials palette

For restaurants and other physical spaces, please refer to the **Restaurant Design Guidelines**.

Visit **Design.McDonalds.com** for additional guidance, case studies, tools and downloadable assets.

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Inspired by the Golden Arches, Speedee adds a touch of our personality to everything we say. One global font. One global voice.

Introducing Speedee

Speedee Bold
Speedee Regular
Speedee Light

1234567890 $£€&#%.;''!?

Speedee Condensed Bold
Speedee Condensed Regular
Speedee Condensed Light

Speedee is available in three weights (bold, regular and light) and two styles (full width and condensed). *All sets include italics.*

Typesetting

Keep headlines short and sweet.

Speedee Regular is great for subheads. Use Speedee Bold for emphasis.

Speedee Regular and Light are perfect for body copy and other applications where we're conveying lots of information at once.

Though Speedee Bold is highly legible, it can be difficult to read in large amounts. Use Bold in body copy only for **emphasis**.

Line spacing

This leading is much too tight.

The leading is just right.

This leading is too spaced out.

Comfortable line spacing is important for legibility and consistency.

Limited use

Italics are used for Latin words, movie titles, etc.
Speedee Condensed is only for functional purposes such as legal.

Highlighting

On internal communications, McDonald's Gold can be used as a highlight color to create hierarchy and add emphasis.

Visit **Design.McDonalds.com** for additional guidance, case studies, tools and downloadable assets.

Print color application

Black, Red and Gold type on white.

Black, white and Red type on Gold.

White or Gold type on Red.

Black or Red type on light photography.

White or Gold type on dark photography.

Digital color application

The following applies to consumer-facing digital media to ensure legibility for those with limited vision.

Black and Red type on white.

White type on Red.

Black type on Gold.

Black or Red type on light photography.

White type on dark photography.

🚫 **Avoid Gold type on Red in digital contexts.**

🚫 **Avoid Red and white type on Gold in digital contexts.**

🚫 **Avoid Gold type on white in digital contexts.**

Ensure that activations comply with accessibility standards for your region. For further guidance, please refer to **webaim.org/resources/contrastchecker** for compliancy standards.

Do not

🚫 Do not use Gold, or Red in body copy in either print or digital media.

Techniques

Instead of using a different typeface, Speedee has the flexibility to suit various type treatments. We can create better cohesion across global campaigns through more consistent and creative utilization of Speedee in communications.

For more information on bringing Speedee to life, visit **Design.mcdonalds.com/feelgooddesign/typography-1.5.**

Language support

Speedee currently supports Latin-based languages. Visit **Design.McDonalds.com** to download Speedee.

Please use the Aktiv Grotesk font for non-Latin characters, such as Arabic, Cyrillic, Mandarin and Hebrew. Visit DaltonMaag.com to purchase Aktiv Grotesk.

Food Photography Cheatsheet

The following principles help ensure we showcase our food consistently, unmistakably and deliciously.

Best practices

Flawesome details celebrate just the right amount of imperfection, reminding viewers that our food is crafted by hand.

Authentic materials, surfaces, wrappers and backgrounds accurately reflect the dining experience.
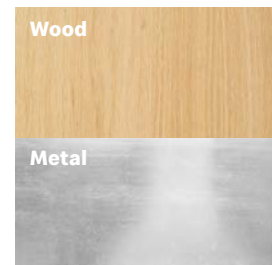
Food is staged on a wrapper, not directly on a surface.

Tones of Gold add richness, depth and deliciousness.

Natural lighting suggests a warm, inviting and real environment.

Depth of field heroes the product.

Propping

Wood

Metal

Hero materials that are actually used in restaurant.

Use Perfect Serve packaging for authentic in-restaurant, at-home and on-the-go experiences.

Do not

Do not use materials and props that are inauthentic to the brand.

The Perfect Serve

We use idealized versions of packaging in our marketing communications for increased impact and differentiation.

For more information on using the Perfect Serve, visit **Design.mcdonalds.com/feelgooddesign/perfect-serve.**

Techniques and details

Authentic environments

A range of surfaces and backgrounds communicates an authentic experience.

Make   Steam   Sizzle

Food in motion

Every hot sizzle, toasty crunch and melty moment adds to our delicious story.

Lifestyle Photography Cheatsheet

Lifestyle photography is where delicious meets Feel-Good. Keep the following principles in mind when capturing moments.

Best practices

Casting
Diverse, lighthearted and optimistic individuals who find delight in the moment.

Scenario
Always spontaneous, in-the-moment, positive and uplifting.

Lighting
"Golden," natural lighting.

Setting
Clean, warm and inviting. Find opportunities to show how our food is enjoyed in many places, not just in our restaurants.

Composition
Simple and impactful with touches of imperfection. A little surprising, even a little abstract.

Color
Naturally vivid hues. Touches of Gold with accents of Red where appropriate.

Product and packaging
Always put our best food forward. Idealized packaging, always delicious and unmistakable.

Emotion
From joyful and exuberant to focused and determined. Our cast expresses a range of emotions appropriate for the context.
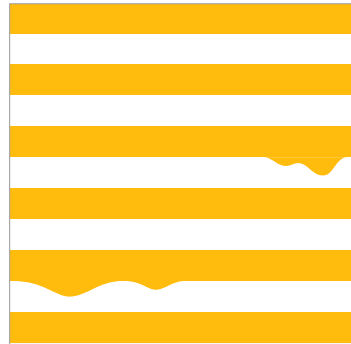
Playful Patterns and Product Illustrations Cheatsheet

Patterns and product illustrations bring our color palette to life and celebrate our latent equities in a way that's distinctly McDonald's. These impactful graphic devices should be used thoughtfully and carefully.
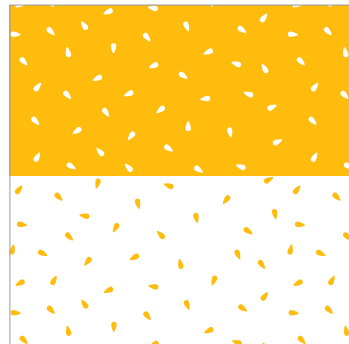
Playful Patterns

Dipped fries

Melty cheese

Sesame seeds

Use with a white or a Gold background.

Jumble

A version of the Jumble with the Token is available for download.

Note: Playful Patterns are only available by the approval of the Global Brand team.

Product Illustrations

new

Product line up

Only use the product illustrations provided. Past product illustrations should not be used. When creating new product illustrations, request approval from the Global Brand team.

Playful Patterns in action

Playful Patterns work best within internal communications and temporary spaces, such as pop-ups or events.

Playful Patterns disrupt flat colors in surprising and delightful ways. They create balance for our Golden Brand and add a wink when required.

When using patterns, try to include Red accents through Red font color, inclusion of the Token or our iconic packaging.
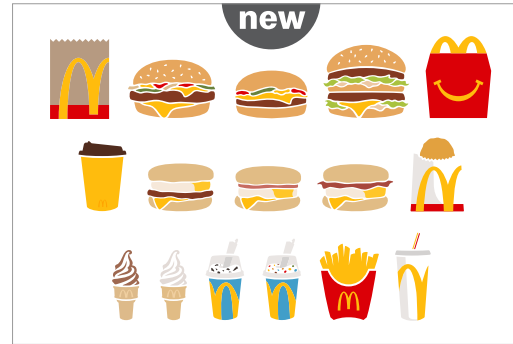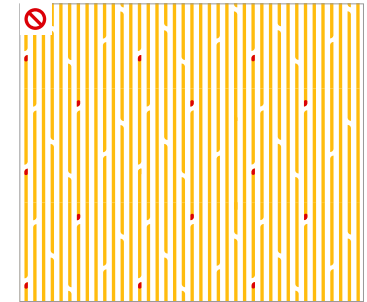
Presentations

Arch Cards

Animation/4D

For more information on creating animations, visit **Design.mcdonalds. com/feelgooddesign/animation**.
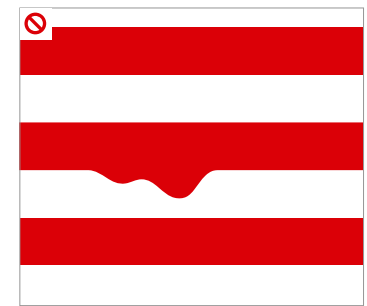
Merchandise

Watchouts

Playful Patterns should not be altered in any way. The following are the most common mistakes and pitfalls to avoid:
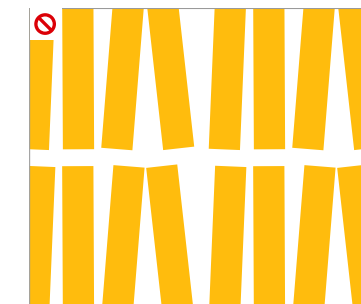
Avoid scaling Playful Patterns too large or too small.

Avoid using Playful Patterns with photography.

Avoid altering Playful Pattern colors.

Avoid repeating Jumble.

Restaurant Design Cheatsheet

Restaurants are the stage for our brand—where all the ingredients come together. Each and every detail contributes to providing delicious, Feel-Good Moments to our consumers.

Flexible use of Gold

We use our brand colors creatively.

From bold statements… **…to subtle details.**

Integrating Archery
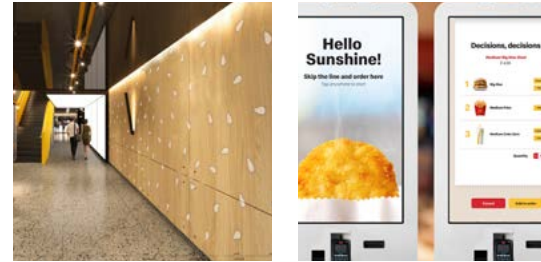
We use our symbol creatively, dynamically, and purposefully.

From bold statements… **…to subtle details.**
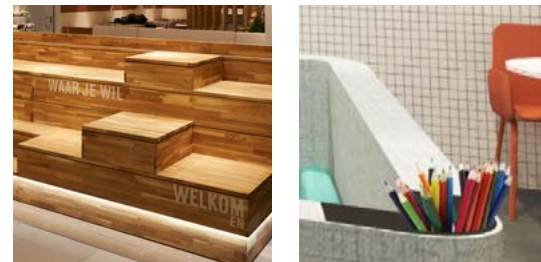
Inspiring Feel-Good Moments

Our visual identity is more than a fresh coat of paint.
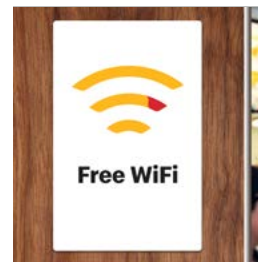

Secondary graphics
Adding energy and excitement

Kiosks and table service
Convenience and comfort

Stadium seating
Bringing people together

Interactive opportunities
Encouraging creativity

Free WiFi

Technology
Helping people stay connected

Materiality stages the Golden Arches in a modern context

Tile
Clean, bright

Metal
Professional, precise

Wood
Warm, inviting

Concrete
Modern, urban

Natural
Fresh

Charcoal
Neutral, subtle

Sky
Optimistic

Kraft/Pulp
Natural, responsible

Materiality examples