
Sometimes,
the simplest things
leave the biggest mark.






Big Mac
Filet-O-Fish
Quarter Pounder
with Cheese
















McDonald's
i'm lovin' it
Making Delicious, Feel-Good Moments Easy for Everyone.
Confidently humble
Familiar yet surprising
Flawesome
$1
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...
Patterns and icons bring our color palette to life and celebrate our latest equilibrium in a way that's distinctly McDonald's. These impactful graphic devices should be used thoughtfully and carefully.
Inspired by the Golden Arches, Speedee adds a touch of our personality to everything we say. One global font. One global voice.
Speedee Bold
1234567890



The materials in this cheatsheet may include trademarks, slogans and logos that are for ideation and discussion purposes only and that have not been legally cleared for use in your market. Please contact Jubilee Brands of McDonald's Global Legal Department (jubilee.brands@us.mcd.com) to confirm whether the proposed trademark, slogan or logo is available for use in your market.

McDelivery Overview Cheatsheet

Overview

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

Brand architecture

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

Our goal

Build a unified, global identity for McDelivery.

Objectives

Create a flexible system to meet market and third-party operator needs.

Improve brand awareness and drive trial for McDelivery.

Prioritize the ownable creativity of McDonald's.

Our promise is at the heart of everything we do.

Making delicious, feel-good moments easy for everyone.

Craveable · Delightful · Convenient · & Everywhere

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

Visual assets

There are three elements that make up the backbone of the McDelivery visual identity



Delicious food photography
Iconic and craveable food is at the heart of our brand



Iconic Perfect Serve bags
Suite of photographic staging devices for the Golden Sticker



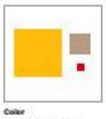
Golden Stickers
Sticker-inspired staging devices for logos and messaging



Logo
One unified, global logo



Typography
Our proprietary typeface to unify our global voice



Color
Gold and Kraft with accents of Red



Icons and illustrations
Playful modes of transportation help reinforce that "only McDonald's will do"



©2020 McDonald's

McDelivery Logos Cheatsheet

McDelivery logo

One unified, global logo improves brand awareness and builds consistency across markets.



Minimum height

McDelivery logo application

The logo either lives within a photographic Golden Sticker, or on a Kraft bag, in most communications.





Feel-Good Design Cheatsheets

June 2024 / ver. 3.0

For Internal Use Only

© 2024 McDonald's

Moments Framework Cheatsheet Day-to-Day Moments*

The Moments Framework is the most essential, new strategic element in our Brand Identity. It demonstrates how our design tools are used across all moments. It ranges from Day-to-Day Moments, over Brand Moments, to Partnership Moments.

Important note: These Cheatsheets are focussed on Day-to-Day Moments. For complete details on the Moments Framework, visit https://me.mcd.com/design.



Day-to-Day Moments are the most common occurrences of the brand and play a pivotal role in building memory structures with our Fans. These Moments stand for the majority of interactions with our brand. they can still be surprising, but are closer to our core identity. Though they are closer to the core of the brand, new techniques can add fresh dimension and dynamism.



*Visit https://me.mcd.com/design for additional guidance, case studies, tools, downloadable assets and complete details on the Moments Framework.

For Internal Use Only

© 2024 McDonald's

Masterbrand Overview Cheatsheet Day-to-Day Moments*

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

Making Delicious, Feel-Good Moments Easy for Everyone.

Overview

Key distintive assets that will be covered in the Masterbrand Cheatsheets:

Fan Truths

We believe there is a McDonald's Fan in everyone.

What makes a Fan Truth

new



Voice

new

Fan-to-Fan

Speak like you are one Fan speaking to another

Personality

Our personality defines how our brand shows up in the world.