

Overview

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

Our design system is a living, breathing system that evolves over time. We're constantly learning and growing, and we're excited to share our journey with you.

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

Building authentic relationships and doing what's right for the **bold, simple essence of McDonald's**. It's doesn't get any easier. Negative space is positive. We don't know category norms. Instead, we define them.

Familiar yet surprising

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

Flawesome

Celebrate **simplicity, essence, 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 partners (e.g., McGrill's, 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

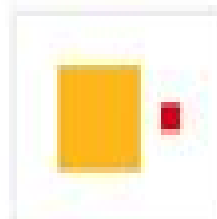
Lighthearted
Welcoming
Dependable
Unpretentious
Playful

Visual assets



The Golden Arches

Transforming our signature symbol into a versatile icon.



Color palette

Colors in brand with their accents.

Speedee Bold
Speedee Regular
Speedee Light

Typography

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



Artistry

Using our symbol creatively, dynamically, and purposefully.



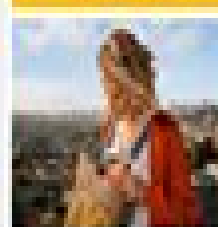
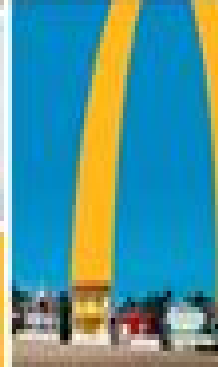
Playful Patterns and Product Illustrations

Original interpretations that celebrate our brand heritage.



Photography

Capturing and inspiring delicious, **Feel-Good Moments**.



Mcdonalds Corporate Identity Manual

Xiaolong Qi



Mcdonalds Corporate Identity Manual:

Brand Royalty Matt Haig, 2006 More than simply a comprehensive collection of brand success stories this text will also help businesses and students to easily identify the factors behind these successes and to place them into a broader business and social context

What's Your Business? Claire T. Tomlins, 2016-02-11 What's Your Business offers a comprehensive pathway through the subject of corporate design clarifying the relationship between corporate design and corporate strategy and the terms identity brand image communication and reputation The book explores the impact of developing digital technology on brand creation and positioning in a marketplace through symbolic and coherent design A local market trader may buy a van promote his business on a blackboard and proclaim daily special offers Corporations use computers design websites and communicate with global clients through social media Yet each business started with an idea and developed a distinctive existence What's Your Business helps you turn a business idea into reality by establishing its existence ethos message and activities By integrating corporate and design strategy with creative inputs Claire Tomlins illustrates the subject's diversity She ensures businesses set goals strategies and plans whilst ensuring they recognise an identity that sparks the corporate design strategy and creative inputs that manifests the company's aesthetic for marketing purposes including design management Intellectual Property topics and measures Business people wishing to know how design can provide added value to their organisation will find this book useful including where they could contribute Academic concepts and definitions are updated and explanations are provided to business and design students on where each of their skillsets can contribute to a business

The Entrepreneurs Marketing Manual: Low-cost, high-impact marketing tactics and strategy Chris Willman, 2025-11-25 A truly first class resource for the modern small business owner packed with insightful practical marketing strategies you can apply immediately for real results Even a complete marketing novice will find this book surprisingly easy to follow The advice is brilliant actionable and genuinely useful for entrepreneurs and small business owners Most new businesses never make it past the first two years but yours doesn't have to be one of them Around 80% of new ventures fail early in their journey and the challenges that follow can be just as tough Today's entrepreneur faces fierce competition fast changing markets and countless obstacles that can derail growth To survive and thrive you need the skills tools and strategies to rise above the noise and avoid becoming another statistic The Entrepreneurs Marketing Manual gives you exactly that This expert step by step guide delivers the essential marketing knowledge every entrepreneur and small business owner needs Written in a clear practical style it breaks down modern marketing so you can apply it confidently even if you're starting from scratch Inside you'll learn how to easily and effectively create learn the essence of truly exceptional marketing strategy to Build a practical results driven marketing plan without needing huge budgets or an agency Create a standout brand that cuts through the noise and captures attention in even the most crowded markets Develop a cost effective digital marketing strategy that amplifies your reach and turns strangers into customers Execute high impact marketing

activities from events and email campaigns to social media content lead generation and more Efficiently evaluate analyse and optimise everything so every hour and every pound or dollar you invest works harder for your business Chris Willman has worked with some of the biggest and most successful brands in technology IT and cyber security and has also coached and mentored hundreds of small businesses and startups to help them maximise their marketing This book is a refreshingly easy to follow guide packed with genuine value that will absolutely guarantee to improve your marketing activities **Global Marketing and Advertising** Marieke de Mooij,2010 The Third Edition of the bestseller is packed with cultural company and country examples that help explain the paradoxes international marketers are likely to encounter **Managing Start-ups for Success** Rajat Kanti Baisya,2021-07-05 World economics and the industrial environment has recently created a fertile ground for the creation of new enterprises and start ups This book skilfully identifies the challenges of building a new business venture from an idea to a marketable product It highlights Robust methods for keeping up with innovation Designing new ways to grow improve and market your product and Managing the changes in the business environment market dynamics and other uncertainties The volume is rich with examples and case studies of many small and large businesses It further reflects on the business and entrepreneurship ecosystem the challenges and opportunities in India entrepreneurship and women e commerce the new generation of entrepreneurs and exit strategies for entrepreneurs An essential guide for entrepreneurs and professionals working in business management and marketing communications as well as scholars of business administration and financial sciences this book by an industry expert offers many new and practiced approaches examples and lessons for innovative thinking and breaking new ground in business *Instructor's Manual* Argenti,1997-12 *Lingue, culture, economia* Maria Vittoria Calvi,Giovanna Mapelli,Javier Santos López,2008 Design ,1980 **Online Marketing Handbook** Daniel S. Janal,1997 This new edition provides the most complete and detailed set of practical strategies and step by step instructions for online publicity advertising and sales ever published The Washington Post Index ,1989 **Business Tokyo** ,1988 Communicating Change Bill Quirke,1995 Effective communication has long been recognized as a vital factor in making change happen However despite the need for businesses to change in order to remain competitive employees still complain about poor communication and managers still claim their people resist change Communicating Change addresses these problems by providing a framework for deciding what communication is needed and then revealing how this can be achieved It stresses the need to link a communications strategy to the objectives of a business and demonstrates how this can be done through a series of real examples taken from a wide variety of key businesses The book also offers advice tips on how to identify the failure of a current strategy and how to make a new strategy work Communicating Change is aimed at those people who want to improve communication in their company Written in a clear and informal style this is a thoroughly readable guide to facilitating change through improved internal communication **Manual of Heritage Management** Richard Harrison,1994 Aimed at those concerned with managing

aspects of natural habitats landscapes archaeological sites and historical structures this manual discusses basic principles such as research and conservation and covers the marketing operation of heritage sites Case studies are included **aPHR Associate Professional in Human Resources Certification All-in-One Exam Guide** Dory Willer, William H. Truesdell, William D. Kelly, 2017-07-07 This highly effective self study system offers complete coverage of every topic on the new aPHR exam Take the Human Resources Certification Institute s new aPHR exam with complete confidence using this integrated study guide Written by a team of HR experts aPHR Associate Professional in Human Resources Certification All in One Exam Guide features information about HR certifications in general the aPHR exam in particular and important U S laws and regulations You ll find learning objectives at the beginning of each chapter exam tips accurate practice questions and in depth explanations Beyond fully preparing you for the challenging exam the guide also serves as a valuable on the job reference Covers all exam topics including U S laws and regulations HR operations Recruitment and selection Compensation and benefits Human Resource development and retention Employee relations Health safety and security Early HR career level tasks Electronic content includes 200 practice exam questions Test engine that provides full length practice exams and customized quizzes by topic **Designer** ,1987 **Serialize** Robert Klanten, Michael Mischler, Boris Brumnjak, 2006 Examines how designers approach the creation of a range of designs with a recognisable and continual element American Banker ,2004 *Globalization* Textile Institute (Manchester, England). Conference, 1994 The Textile Institute s World Conference focuses on the challenging issues facing the international textile and apparel industry The theme of the 1994 World Conference held in Atlanta USA was Globalization Technological Economic and Environmental Imperatives The Mission of The Textile Institute is to promote professionalism and to provide a global network for the long term development of industries associated with clothing footwear furnishings and technical products made from fibres Through the 57 National and Regional Sections throughout the world and the many national and international conferences and events organised by The Textile Institute members from nearly 100 countries benefit from a diverse and global network of contacts The Institute is also the world s leading publisher of a wide a range of periodicals journals books and manuals covering the broad spectrum of fibre based industries The Textile Institute s Royal Charter provides many mechanisms for the encouragement of excellence and achievement including the award of professional qualifications These are recognised under the relevant Directives of the European Community and by Public Service Commissions throughout the Commonwealth **Management Today** ,1986 **Food Australia** ,1998

Unveiling the Energy of Verbal Art: An Mental Sojourn through **Mcdonalds Corporate Identity Manual**

In a global inundated with monitors and the cacophony of instantaneous transmission, the profound energy and mental resonance of verbal art frequently diminish into obscurity, eclipsed by the continuous barrage of sound and distractions. However, nestled within the musical pages of **Mcdonalds Corporate Identity Manual**, a captivating work of fictional beauty that impulses with organic emotions, lies an memorable journey waiting to be embarked upon. Penned by a virtuoso wordsmith, that mesmerizing opus instructions viewers on a mental odyssey, delicately revealing the latent potential and profound affect stuck within the delicate web of language. Within the heart-wrenching expanse of this evocative analysis, we shall embark upon an introspective exploration of the book is central subjects, dissect their fascinating publishing design, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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