

# McDelivery

**Logo Usage Guidelines**  
**Version 1.9 — December 2017**



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## **Version History**

**Updated guidelines with new Uber Eats branding and verbiage**

**3.0 Updated guidelines with new Uber Eats logo**

**3.6 Changed European Market to Asian Market**

**6.0 Updated Uber Eats logo on media examples**



# 1 **McDelivery Logo**



## 1.1 Primary Logo

The primary logo consists of the McDelivery emblem paired with the McDelivery wordmark.

The McDelivery emblem is inspired by a couple of sources. The first is navigation apps where point A is connected to point B with a dotted line. The second is a smile, representing the McDonald's brand personality. These two elements combine to create the dotted line underneath the Golden Arches that symbolizes both the delivery process and the happiness that comes from eating McDonald's.

The McDelivery wordmark, set in Lovin' Sans, is placed below the emblem.

The emblem and wordmark come as a pair. Don't use the emblem without the wordmark without approval from the McDonald's marketing lead in your market.

For examples of the McDelivery logo in use, refer to [Section 6: In Use Examples](#).



# McDelivery™



## 1.2 Clear Space

Give it a little room to breathe. The minimum clear space around the logo is equal to 3× the diameter of the biggest white dot.



### 1.3 Primary Logo Colors

Let's break it down. The logo uses four colors: McDonald's Red (PMS 1795C / 485U) for the background of the circle, McDonald's Yellow (PMS 123C / 115U) for the Golden Arches, white for the dots, and black for the McDelivery wordmark.

The "TM" symbol attached to the emblem should match the color of the circle. Similarly, the "TM" symbol attached to the wordmark should match the color of the wordmark.

Detailed color specifications for McDonald's Red and Yellow can be found in [Section 4.1: Primary Brand Colors](#).



## 1.4 Alternate Green Logo

The McDonald's Green (PMS 350C / 350U) logo must only be used in certain European markets that have already approved the use of green as a primary color throughout their communications. However, these markets should use McDonald's Red as the background color instead when creating work that will be seen globally or outside of their region.

Detailed color specifications for McDonald's Green can be found in [Section 4.1: Primary Brand Colors](#).



# McDelivery™



## 1.5 Minimum Size & Simplified Emblem

Keep it clear. In print, the diameter of the emblem should never be less than 0.375" (95 mm).

In digital media, the diameter of the emblem should never be less than 48px on low-resolution displays, or its equivalent on high-resolution displays. (For example, the iPhone 7 Plus display has a scale factor of 3x, so the minimum size of the emblem would be 144px.)

A simplified version of the emblem is available solely for digital use at sizes smaller than 48px. The diameter of this emblem should never be less than 16px or its equivalent on high-resolution displays.



**McDelivery**



**McDelivery**



**McDelivery**

Emblem

Simplified emblem



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



## 1.6 Background Colors

Just like McDelivery itself, there are lots of places the logo can go. You can place it on any background color as long as there's enough contrast for the logo to remain clearly visible.

However, if the contrast between the logo and the background is not distinct enough, the single color logo version should be used.

The McDelivery wordmark should be displayed in black on light-colored backgrounds, and in white on dark-colored backgrounds.



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



**McDelivery**



## 1.7 Background Images

You can place the McDelivery logo on photos too, as long as the emblem remains clearly visible and the wordmark remains legible. Use the black McDelivery wordmark on lighter backgrounds, and the white wordmark on darker backgrounds.

However, if the contrast between the logo and the color is not big enough, the single color logo should be used in white.



1.8 **Violations**



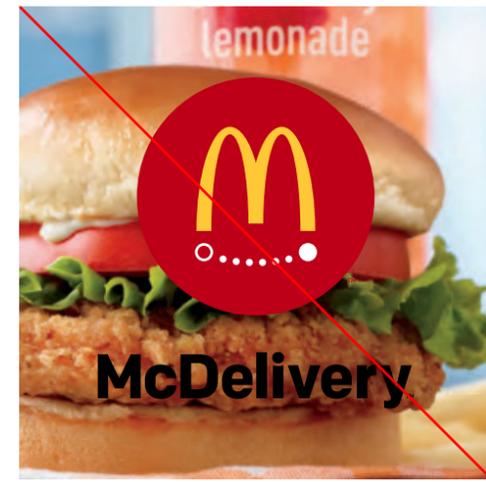
Don't change the logo's colors.



Don't add gradients, shadows, or any other effects to the logo.



Don't distort or rotate the logo.



Don't place the logo on a clashing background color or image.



Don't place the logo on a low-contrast background color or image.



Don't use the emblem without the circle.



Don't use a different shape to contain the emblem.



Don't redraw the logo.



Don't modify the relationship between elements of the logo.



Don't use the emblem as an "M".



# 2 Logo Variants



## 2.1 When to Use Logo Variants

Working on a digital banner or an ad in a black-and-white newspaper? The following pages outline some variations of the logo made especially for those formats.

These logo variants are to be used solely where it isn't possible to use a standard logo. Use of each of these logo variants is subject to approval from the McDonald's marketing lead in your market.



**McDelivery**<sup>TM</sup>



**McDelivery**<sup>TM</sup>



**McDelivery**<sup>TM</sup>



## 2.2 Horizontal Logo Lockup

You can use horizontal lockups on leaderboards and digital banner ads where the primary logo doesn't fit.

**Use of these logos must be approved by the McDonald's marketing lead in your market.**



**McDelivery**<sup>TM</sup>



**McDelivery**<sup>TM</sup>

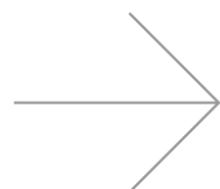
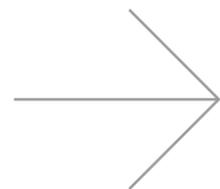


## 2.3 One-Color Logos

Only printing in one color? Use these.

Keep in mind, the background color of the circle should *always* be a darker color than the Golden Arches and the dotted line. Use the version with the filled circle and McDelivery wordmark when printing with a dark color on a lighter background, and the version with the filled keyline, Golden Arches, and dotted line when printing with a light color on a darker background.

**Use of these logos must be approved by the McDonald's marketing lead in your market.**



# 3 Co-Branding



### 3.1 Primary Co-Branding Lockup

When you're co-branding, here's what you need to know. Where the McDelivery logo must be accompanied by a partner logo (for example, a delivery service), the logos should be divided by a vertical keyline, with the McDelivery logo coming first.

Whenever possible, use a version of the partner logo that is roughly the same proportions as the McDelivery logo, and adjust its size so it's equally prominent as the McDelivery logo optically.

The keyline should be placed equidistant between the McDelivery logo and the partner logo, with a distance of  $5\times$  the diameter of the biggest white dot between each logo and the keyline. The color of the keyline should match the color of the McDelivery wordmark (either black or white). The width of the keyline should be  $\frac{1}{3}\times$  the diameter of the small dots in the dotted line in the McDelivery emblem.



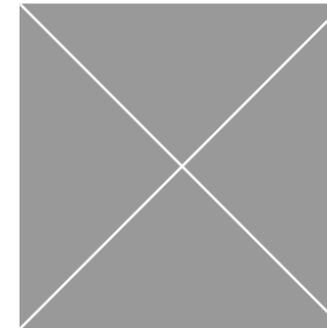
### 3.2 Secondary Co-Branding Lockups

Where horizontal space is at a premium, you can use the vertical co-branding lockup.

Where vertical space is at a premium, and an appropriate horizontal version of the partner logo is available, you can use the horizontal co-branding lockup. Because it includes the horizontal McDelivery lockup, this co-branding lockup is subject to the same restrictions noted in [Section 2.2: Horizontal Logo Lockup](#).



**McDelivery**



Vertical lockup



**McDelivery**



Horizontal lockup



### 3.3 Co-Branding Clear Space

Co-branding lockups require a greater minimum clear space. The minimum clear space around all co-branding lockups is 5× the diameter of the biggest white dot, equal to the space applied between each logo and the keyline.



Default lockup



Vertical lockup



Horizontal lockup



### 3.4 Uber Eats Co-Branding Lockups

Uber Eats is a partner for McDelivery across many markets. Use these co-branding lockups in markets where Uber Eats delivers McDelivery orders.

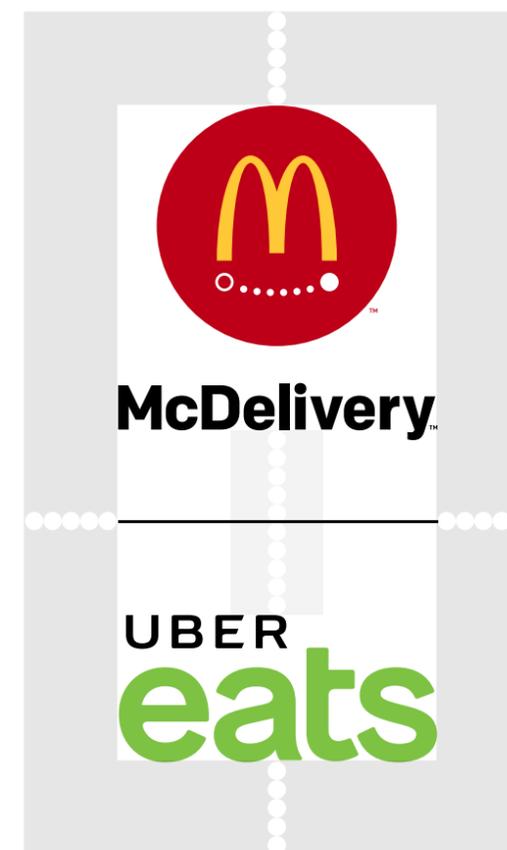
The McDelivery and Uber Eats logos should appear the same size. When using the primary McDelivery logo, both logos should be the same width.

Both logos should always be legible. Don't place the logos on a clashing or low-contrast background color or image.

The keyline between the McDelivery and Uber Eats logos should always be vertically and horizontally centered between the logos and the full length of the logos.



Default lockup



Vertical lockup



Horizontal lockup



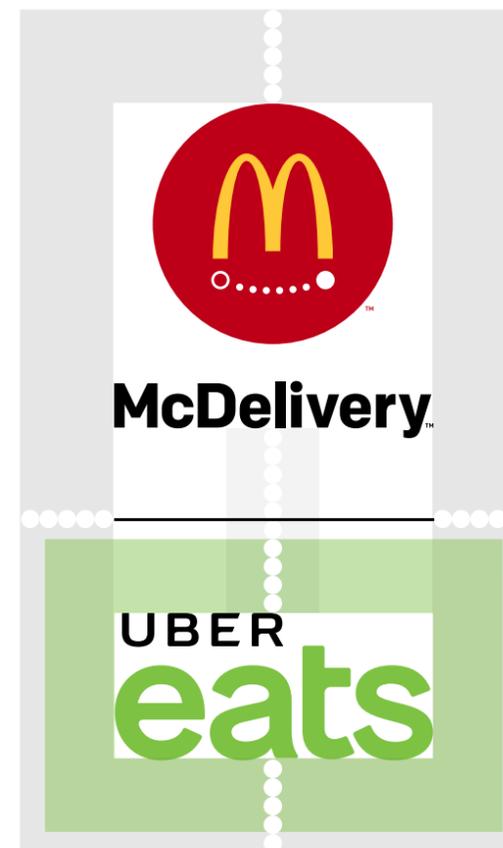
### 3.5 Uber Eats Co-Branding Clear Space

The Uber Eats co-branding lockups respect the minimum clear space mandated for the Uber Eats logo itself (shown here in green).

Note that all Uber Eats co-branding lockups must use the minimum co-branding clear space of 5× the diameter of the biggest white dot, equal to the space applied between each logo and the keyline.



Default lockup



Vertical lockup



Horizontal lockup



### 3.6 Uber Eats Alternate Co-Branding Lockups for Asia

Uber Eats uses purple as their primary color in Asia. In Asian markets, use this alternate logo.



Default lockup



**McDelivery**



Vertical lockup



**McDelivery**



Horizontal lockup



### 3.7 Uber Eats Co-Brand Color Backgrounds

Just like the McDelivery logo itself, there are lots of places co-branded lockup can go. You can place it on any background color as long as there's enough contrast for the logo to remain clearly visible.

The full color logos must be used on all color backgrounds except on green and red backgrounds where legibility becomes an issue. Only in this last resort the single colored logos should be used in white. (See examples on right)



### 3.8 Uber Eats Co-Brand Color Backgrounds - Asian Version

Just like the McDelivery logo itself, there are lots of places co-branded lockup can go. You can place it on any background color as long as there's enough contrast for the logo to remain clearly visible.

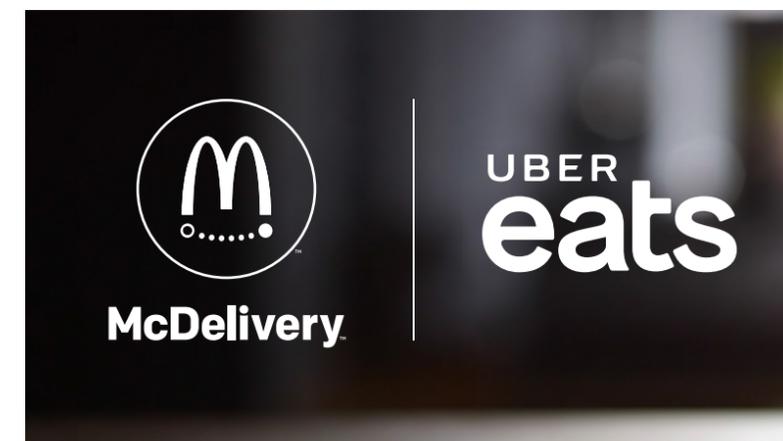
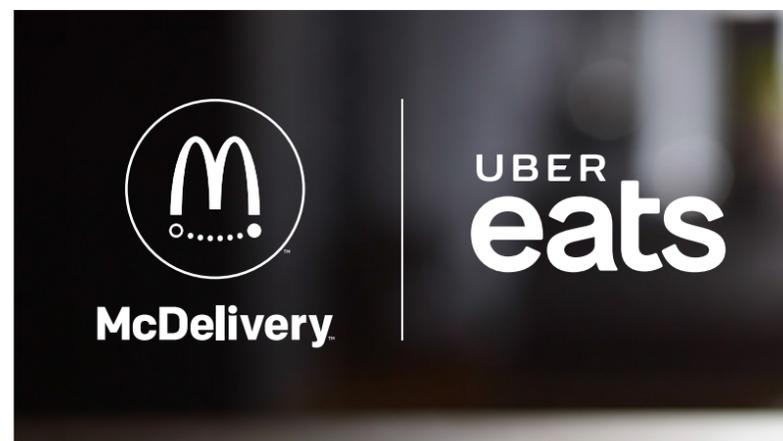
The full color logos must be used on all color backgrounds except on green and red backgrounds where legibility becomes an issue. Only in this last resort the single colored logos should be used in white. (See examples on right)



### 3.9 Uber Eats Co-Brand Photographic Backgrounds

On photographic backgrounds the co-branded logo lockup should follow the same rules as previously stated for color backgrounds.

You can place it on any background photo as long as there's enough contrast for the logo to remain clearly visible. Only when there is not enough contrast for the full color logos to be legible you may use the single color logos in white.



# 4 Color Palette



## 4.1 Primary Brand Colors

Get exactly the colors you need. Specifications for McDonald's Red and McDonald's Yellow are all on the right.

If your substrate changes the visual appearance of the ink color, you must alter the ink formulation to match the target color as closely as possible.

Certain European markets use McDonald's Green as their standard color on restaurant facades and street signage. Only use this green to frame the Golden Arches in these markets.



**McDonald's Red**  
**PMS Coated:** 1795C  
**PMS Uncoated:** 485U  
**CMYK:** c0 m100 y100 k18  
**RGB:** R189 G0 B23  
**Hex:** #BD0017



**McDonald's Yellow**  
**PMS Coated:** 123C  
**PMS Uncoated:** 115U  
**CMYK:** c0 m21 y85 k0  
**RGB:** R255 G200 B54  
**Hex:** #FFC836



**McDonald's Green**  
**PMS Coated:** 350C  
**PMS Uncoated:** 350U  
**CMYK:** c66 m0 y72 k70  
**RGB:** R38 G79 B54  
**Hex:** #264F36



# 5 **Typography**



Make sure to set your text in Lovin' Sans.

The pre-supplied McDelivery wordmark has been modified from the default version of Lovin' Sans, so don't try to recreate the wordmark by typing it in Lovin' Sans. (You can still type the word McDelivery within a headline or a sentence, though.)

Co-branding partners' brand typefaces shouldn't be used in our communications.

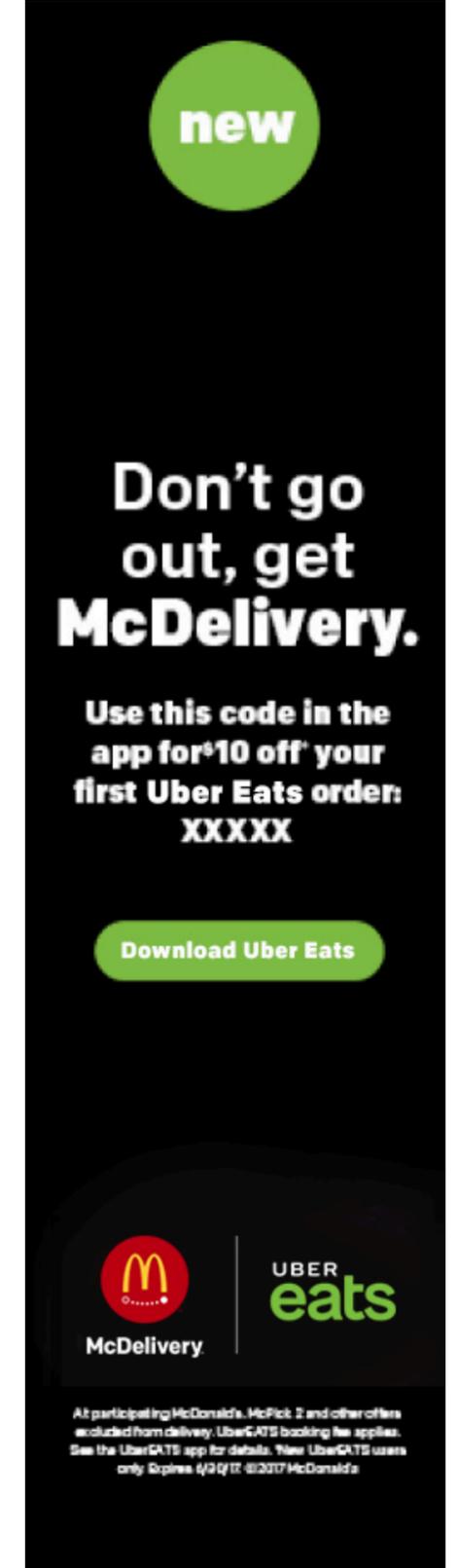
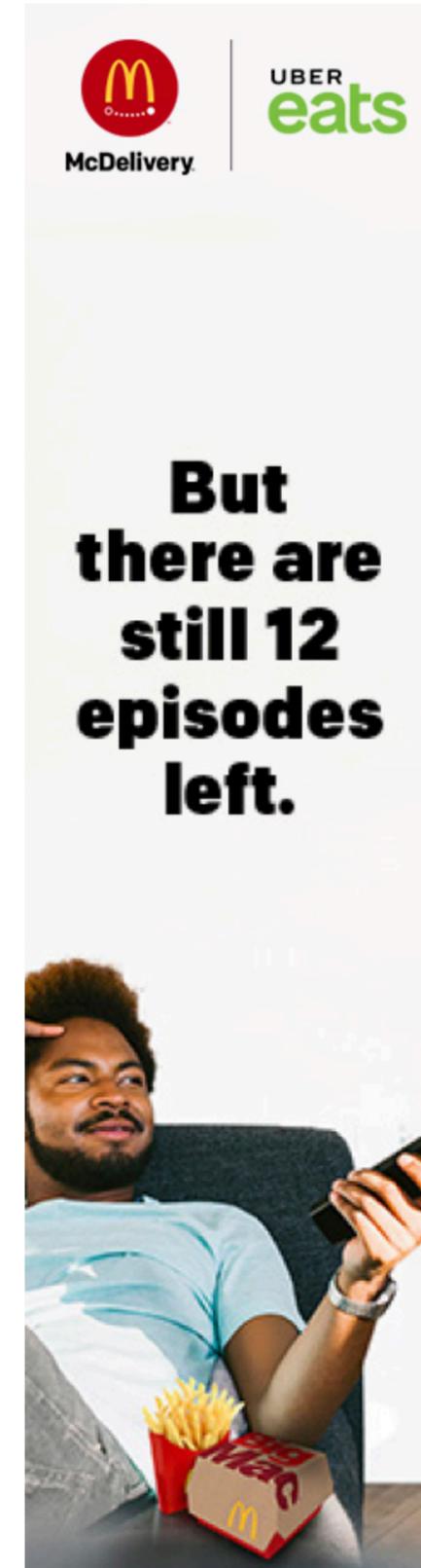
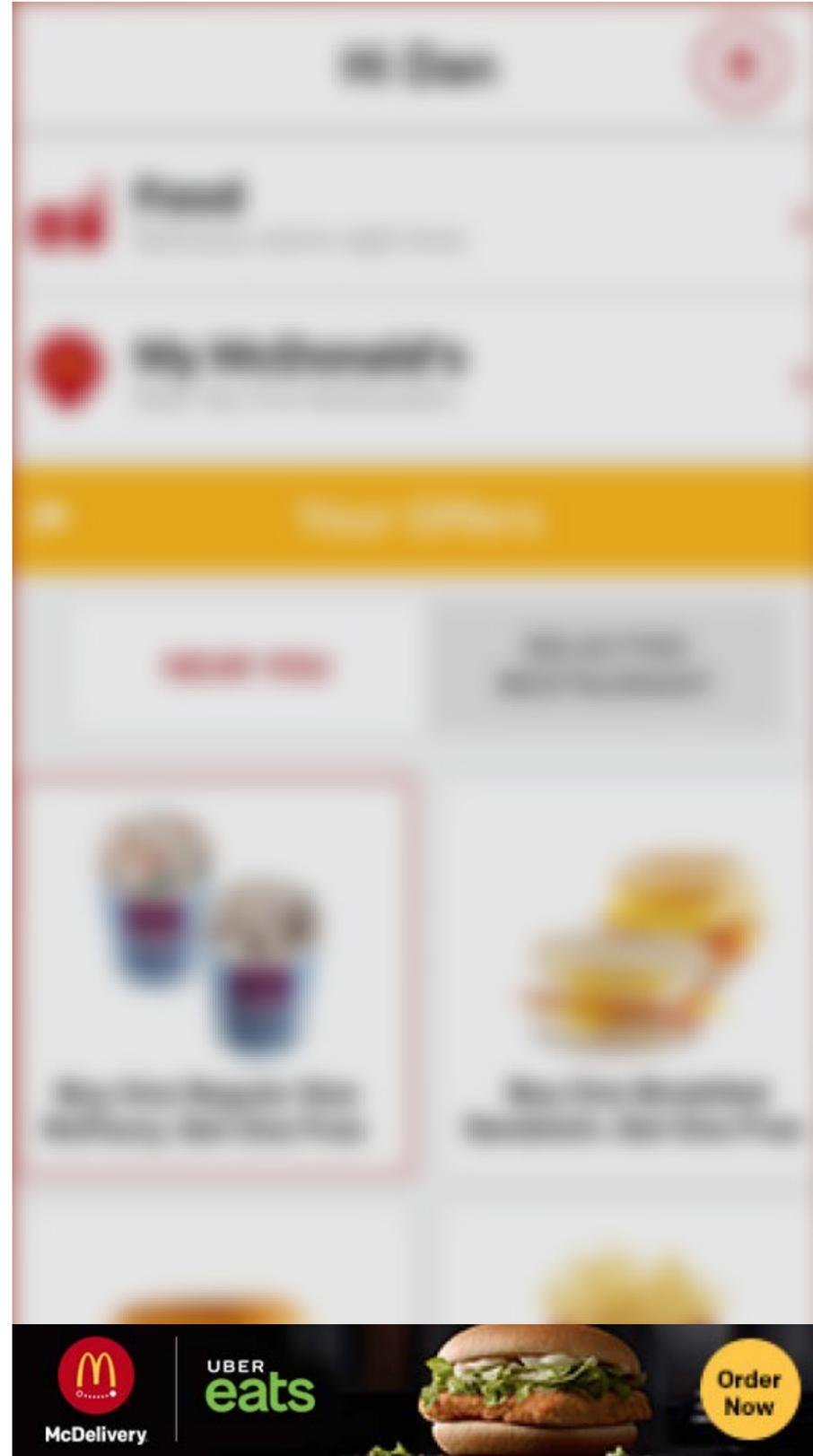
For examples of this typography in use, refer to [Section 6: In Use Examples](#).

**Big Mac**  
**Egg McMuffin**  
**Filet-O-Fish**  
**Quarter Pounder**  
**McFlurry**  
**Happy Meal**



# 6 In Use Examples





The landing page features a dark blue header with the McDonald's logo on the left. To the right of the logo is the text "Check Nearest Location : LOCATE ME >". Further right are links for "Español", "Careers", and "Join". Below the header is a navigation bar with links for "OUR MENU", "ABOUT OUR FOOD", "DEALS", "TRENDING NOW", "LOCATE", and "SEARCH". The main content area has a dark background with a large white headline "It's Finally Here!". Below the headline is the text "Enjoy some of your McDonald's favorites from the comfort of your home with McDelivery. Download the Uber Eats app today." To the right of this text is a high-quality photograph of a double cheeseburger, a cup of fries, and a soft drink. In the bottom left corner, there are logos for "McDelivery" and "UBER eats".

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This section contains two promotional banners. The left banner is titled "Join our EMAIL LIST" and includes the text "For news, promotions, and more delivered right to your inbox". It features a form with "Email Address" and "Zip Code" input fields and a "SUBMIT" button. Below the form is a link "Already on our list? Update your profile." and a disclaimer: "By clicking 'Submit' you agree to receive emails, promotions, and general lovin' messages from McDonald's. In addition, you also agree to the McDonald's [Privacy Statement](#) and [Terms & Conditions](#)." The right banner is titled "Get sippin' on this delicious deal" and features a "\$2 SMALL MCCAFFÉ" offer. It includes the text "Smoothies, Frappés, or Shakes for a limited time\*" and a red button that says "TRY A COOL DRINK". A disclaimer at the bottom reads: "\*Limited time only at part. McD. Cannot be combined with other offer or combo meal." The background of the banners shows a hand holding a smartphone and various McCafé drinks.



# Feed the Craving.

Enjoy some of your McDonald's favorites from the comfort of your home with McDelivery now on Uber Eats.

Download the **Uber Eats** app today.

At participating McDonald's. Offers may be excluded from delivery. Delivery prices may be higher than at restaurants. UberEATS booking fee applies. See the Uber Eats app for details.



McDelivery

UBER  
eats

## It's Finally Here!



McDelivery

UBER  
eats

Enjoy some of your McDonald's favorites from the comfort of your home with McDelivery.

Download the **Uber Eats** app today.



At participating McDonald's. Offers may be excluded from delivery. Delivery prices may be higher than at restaurants. UberEATS booking fee applies. See the UberEATS app for details.



# Feed the Craving.

McDonald's delivery now on Uber Eats.



# It's Finally Here!

McDonald's delivery now on Uber Eats.



6.5 Social Post



# 7 Legal



## 7.1 Trademark Symbol

Here's the legal in a nutshell. Keep the "TM" symbol where it is, in the lower right-hand side of the emblem and the wordmark.

The "TM" symbol attached to the emblem should match the color of the circle. Similarly, the "TM" symbol attached to the wordmark should match the color of the wordmark. When you're using the emblem and wordmark together, there will be two "TM" symbols, one to the right of each.

The simplified McDelivery emblem specified in [Section 1.5: Minimum Size & Simplified Emblem](#) is not trademarked, so the "TM" symbol shouldn't be attached to it. However, the McDelivery wordmark does retain its "TM" symbol when paired with the simplified emblem.



**McDelivery**<sup>TM</sup>

Trademark symbol on emblem and wordmark



**McDelivery**<sup>TM</sup>

Trademark symbol on wordmark, no trademark symbol on simplified emblem



### **IMPORTANT LEGAL TERMS AND CONDITIONS**

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Please contact your local McDonald's country attorney, McDonald's Co-Op Attorney, or if no other counsel is available the McDonald's Corporation Marketing Legal team in Oak Brook for legal clearance of any advertising materials to be used in your local market, including television commercials, radio commercials, online advertising, packaging and point of sale materials.

### **Local Activation**

Please remember to work with your local legal counsel in customizing, clearing and implementing any of the activation ideas suggested in this toolkit in order to ensure that you are in full compliance with all applicable laws and to obtain the necessary third party approvals. The activation ideas included in this toolkit have not been cleared and/or legally reviewed for all laws with in all markets, regions, cities and/or municipalities.

### **McDonald's Golden Arches Code**

McDonald's Golden Arches Code sets forth a variety of important requirements for McDonald's advertising and promotional activities and materials. Please ensure that your entire team is familiar with all aspects of the Golden Arches Code as you begin to develop plans for the marketing program addressed in this toolkit.

### **Trademarks**

The materials in this toolkit 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 Julie Arizzi of McDonald's Legal Department in Oak Brook ([julie.arizzi@us.mcd.com](mailto:julie.arizzi@us.mcd.com)) to confirm whether the proposed trademark, slogan or logo is available for use in your market.

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