



THE BASICS:
COLOR
TYPE
LOGOS
PRICES

let's start with **RED**

THE COLOR RED

There are a few brands out there lucky enough to ‘own’ a color. For years, IBM was known as ‘Big Blue’; when people think of UPS, they think brown. For us, that color is red.

Sure, there are many other brands who use red as a primary color. But thanks to our long history with it, and the sheer number of outdoor ads we produce, nothing screams ‘McDonalds’ like a big, bright red billboard.

Besides the consistent branding benefit, most of our products happen to look very good on it. There are a few exceptions, which we’ll take a look at in a moment. Generally, though, consider red to be your go-to color when creating OOH.

FAVORITE

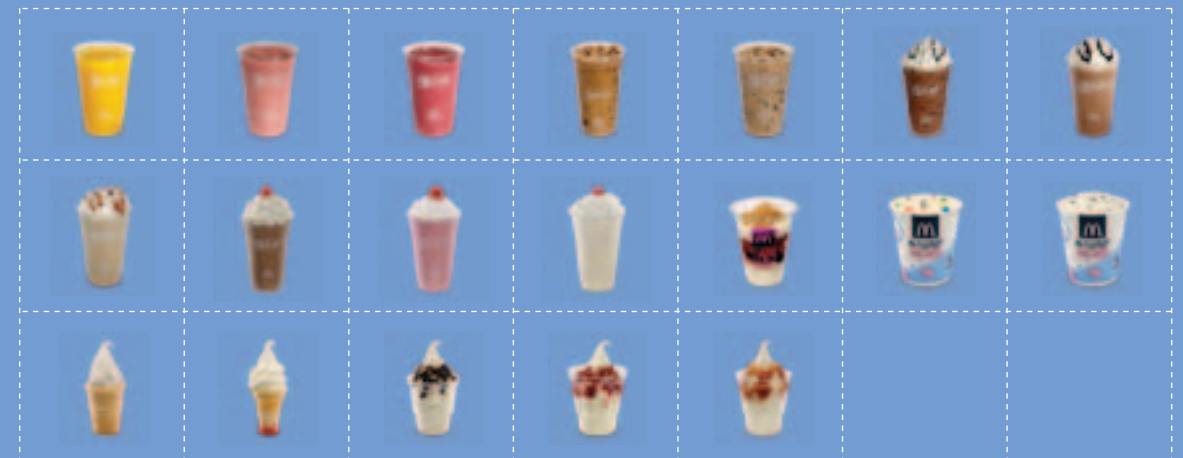


FRESH SALAD

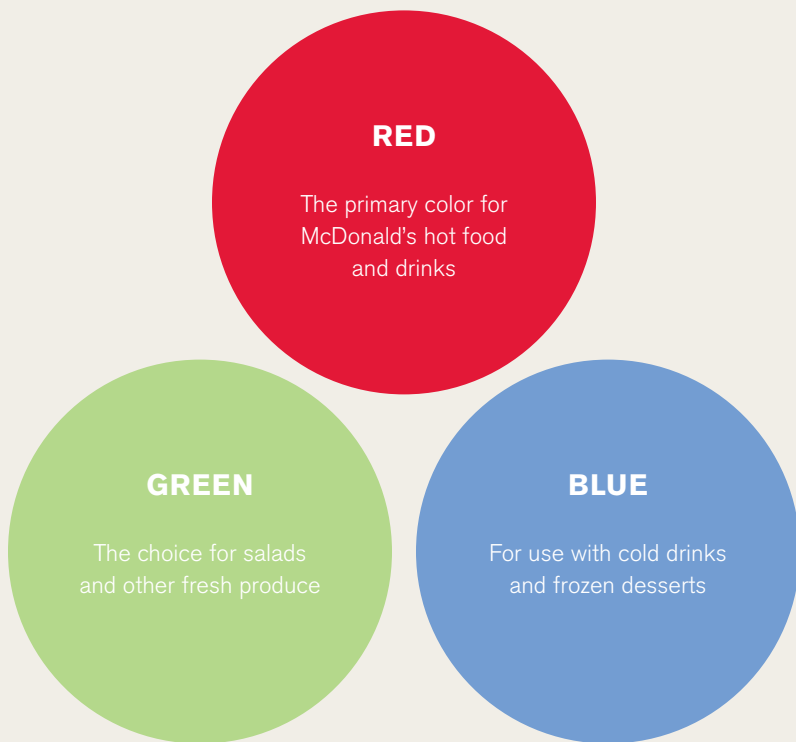


The appeal of fresh fruit and salads can be heightened with the use of a green background color.

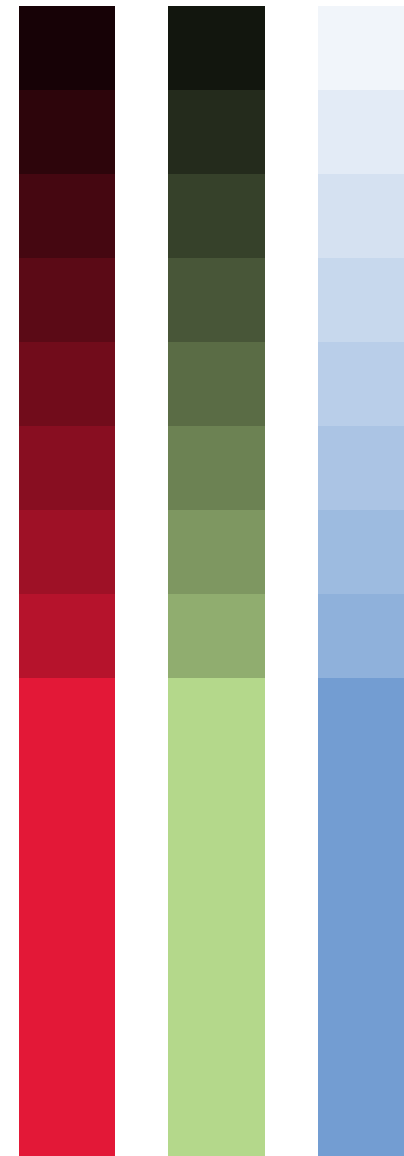
COLD DRINK & DESSERT



For cold drink and dessert items, a blue background color is an acceptable replacement for red. A cool shade of blue can highlight the cold, refreshing appeal of an iced coffee or a sundae, for example.



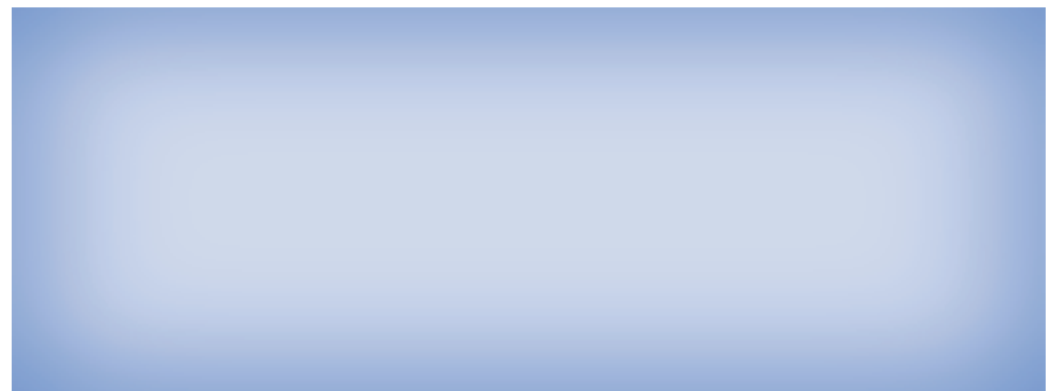
RECOMMENDED COLORS



You're not limited to solid colors though. By adding a gradient, you can enhance the visual interest of your piece without overpowering your idea.

PRIMARY GRADIENTS

When using gradients on backgrounds, they should only serve as an accent around the edges.



NOT RECOMMENDED GRADIENTS

When gradients get too dark, they become moody.



PRIMARY TYPE FAMILY

ABCDEF
GHIJKLMN
OPQRSTU
VWXYZ
abcdefghijklmn
opqrstuvwxyz

BERTHOLD AKZIDENZ GROTESK

As you know by now, we want to keep things simple in OOH.
So it's important to use a typeface that is easy to read from varying distance. The Akzidenz family is your first choice. It's a clean, legible san serif font that is ideal for OOH messaging.

medium
bold
super

BERTHOLD AKZIDENZ GROTESK

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?
a b c d e f g h i j k l m n o p q r s t u v w x y z
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1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Extra Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Light Extended

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Regular Extended

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Medium Extended

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Bold Extended

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Light Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Regular Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Medium Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Bold Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] \ { } : ; , . / < > ?

Berthold Akzidenz Grotesk - Extra Bold Condensed

HEADLINE	
DO	CONCERNS
headline can be set in all lowercase letters	ALL UPPERCASE CAN SEEM UNFRIENDLY
medium weight is strong and friendly but readable	it's sometimes difficult to read mixed weight in 00H
make your type big enough to read	we shouldn't yell
even, smooth letterspacing	l o o s e , tight or uneven inhibits legibility



new

ANGUS
THIRD POUNDERS

Akzidenz Bold

Akzidenz Medium

Akzidenz Super

NEW PRODUCT NAME

\$100

X/2 pt

X pt

use Akzidenz Bold for price point

SUGGESTIONS FOR PRICE TREATMENTS

\$2⁴⁹

99¢

FOR READABILITY, A CIRCLE CAN BE EMPLOYED AROUND THE PRICE



IT'S ALL ABOUT THE BRAND



i'm lovin' it®

Always use the masterbrand version of the Golden Arches and include "i'm lovin' it" either as a logo lock-up or in the design (see page 31).

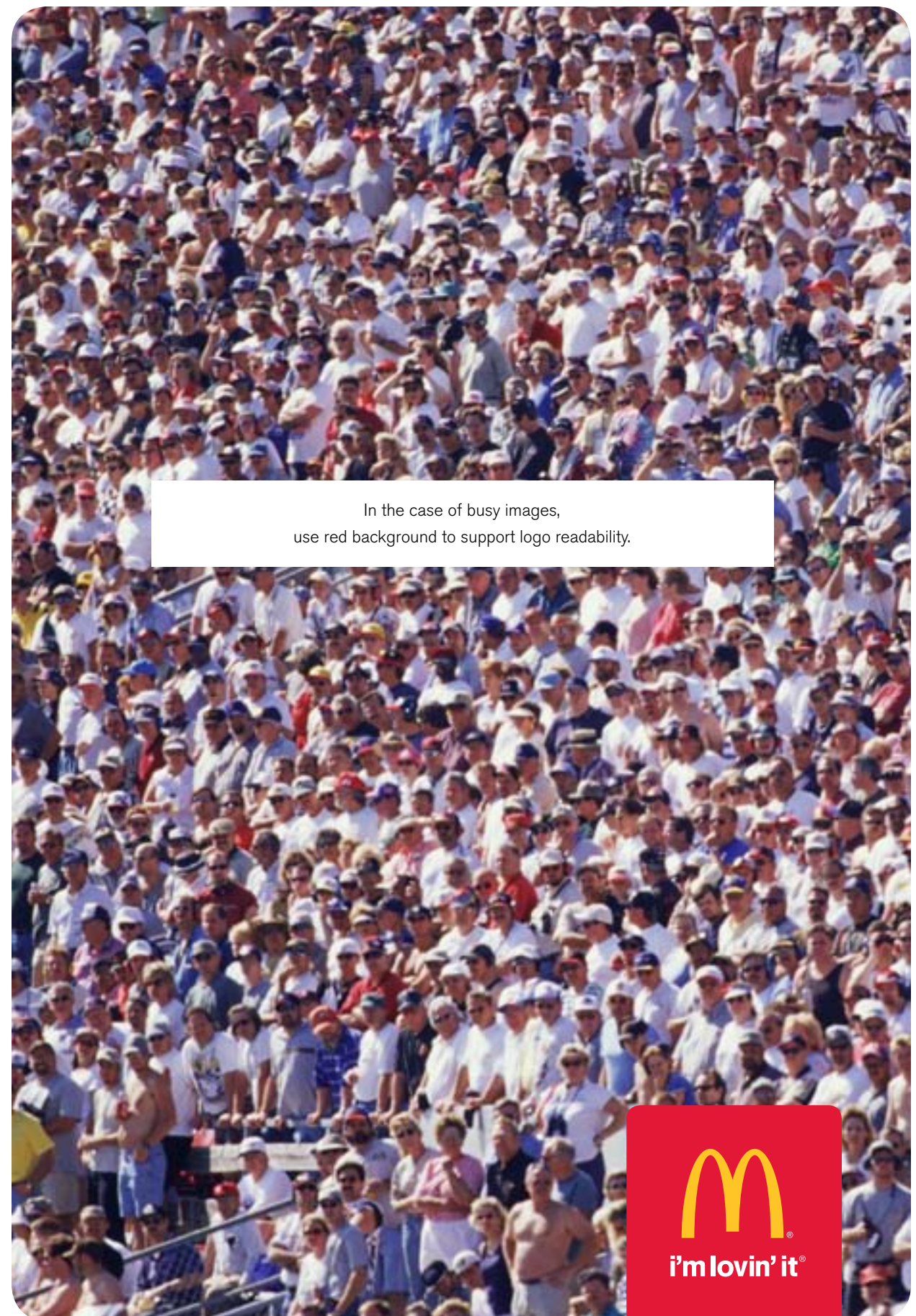
LOGO COLOR





i'm lovin' it[®]

Logo readability can be enhanced by applying a drop shadow.



LOGO USAGE

DON'T



don't recreate the logo



don't distort the logo



don't recolor the logo



don't retype "i'm lovin' it"



don't recolor the logo



don't change the scale of the logo



don't outline the logo



don't add shadow to the logo



Clear space around The Master Brand logo
should be at least "X"



'i'm lovin' it' should never start a story. Instead it should be positioned as the solution to the thought posed on the board.

i'm lovin' it®

The "i'm lovin' it" script (using the Brisa typeface) can be use when the Master Brand logo appears as part of a visual concept.

i'm lovin' it®

