Cheatsheets

Sep 2020 / ver.1.1

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.

Craveable — Delightful

Making delicious, feel-good moments easy for everyone.

Convenient — & Everywhere

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
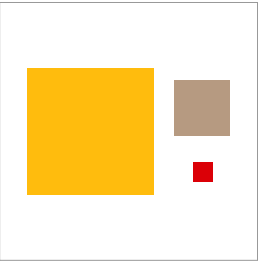Suite of photographic staging devices for the Golden Sticker

Golden Stickers
Sticker-inspired staging devices for logos and messaging

Logo
One unified, global logo

Speedee Bold
Speedee Regular

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"

Best WFH breakfast this week

Contact-less McDelivery.

Backyard picnic?

McDelivery logo

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

Minimum height

Print 3 mm
Digital 8 px

Clearspace for the McDelivery logo is equal to the height of the "M".

The McDelivery mark is either McDonald's Red or European Green, depending on market.

In some instances, a white version is used over dark backgrounds.

Do not modify the McDelivery mark in any way.

Do not place the McDelivery logo on illegible backgrounds.

Do not remove the McDelivery wordmark from the logo.*

* There are exceptions where only the McDelivery logo is used (ie; single-operator markets [see page 4] and in 3PO in-app uses [see page 10]).

McDelivery logo application

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

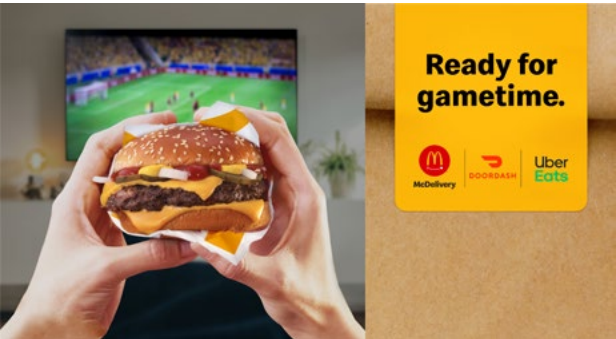McDelivery logo on Golden Sticker with ®®

Logo on Golden Sticker with ™®

Logo on Golden Sticker with ™™

Note: Several logo options are available with various ™ and ® combinations. Check with Julie Arizzi of McDonald's Global Legal Department (julie.arizzi@us.mcd.com) to confirm which logo is appropriate for use in your market.

McDelivery logo on Kraft handled bag

McDelivery logo on Golden Sticker with third-party operators and copy

Exception: McDelivery logo directly on background

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

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McDelivery Using the Logo Cheatsheet

We have developed a flexible system for showcasing our logo and the many third-party operators (3POs) we partner with around the world.

To stand out from our competitors, 3PO branding is boldly introduced through a sticker.

To the right are example layouts showing how to successfully integrate 3PO branding in our communications.

Note: Markets will need to request logo art from their local 3PO partner.

MDS - directing to URL

We've also developed a flexible approach for markets with McDelivery app integrations.

1) Clear, bold, copy CTA

2) URL replaces wordmark

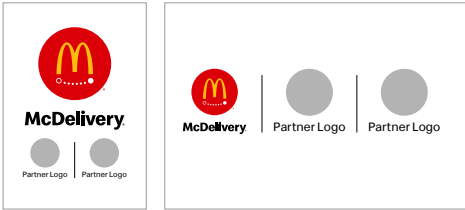3) McDelivery wordmark changes to web address (Example: TVC end tag)

Logo system

No 3PO framework

Single 3PO framework

Partner Logo

Double 3PO framework

Vertical   Horizontal

Triple 3PO framework

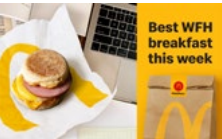Partner Logo
Partner Logo
Partner Logo

No 3PO examples

Vertical layouts
Open Bag with sticker

Horizontal layout
Zoomed Bag with sticker + copy

Horizontal layout
3Q Sign-off Bag with sticker + copy

Horizontal layout
with logo

Single 3PO examples

Vertical layouts
Open Bag with stickers

Horizontal layout
Zoomed Bag with sticker + copy

Horizontal layout
3Q Sign-off Bag with sticker + copy

Horizontal layout
with logo and 3PO

Double 3PO examples

Vertical layouts
Open Bag with sticker

Horizontal layout
Zoomed Bag with sticker + copy

Horizontal layout
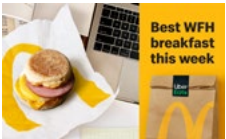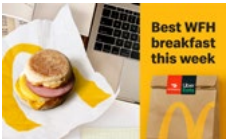3Q Sign-off Bag with stickers + copy

Horizontal layout
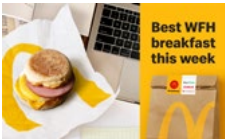with logo and 3POs

Triple 3PO examples

Vertical layouts
Open Bag with stickers

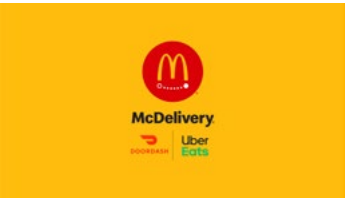Not recommended for use with Zoomed Bag layouts

Horizontal layout
3Q Sign-off Bag with stickers + copy
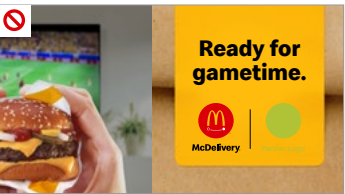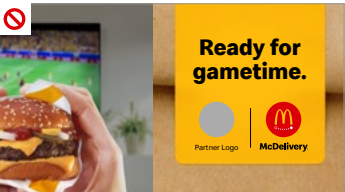

Horizontal layout
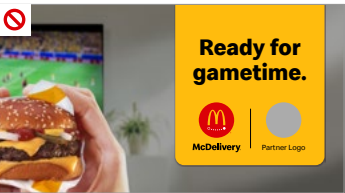with logo and 3POs

Additional examples

Watchouts

Ensure legibility of all logos.

Do not change where McDelivery logo falls in the 3PO system.

Do not use a sticker without a kraft paper bag visual.

McDelivery Color and Typography Cheatsheet

We maintain consistency by using our masterbrand colors and fonts.

Overall color proportion

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, Kraft and splashes of Red.

Brand palette

McDonald's Gold

PMS	
Coated:	1235 C
Uncoated:	122 U
CMYK	0.29.96.0
RGB	255.188.13
HEX	FFBC0D

Kraft

PMS	2312 C
CMYK	25.37.50.04
RGB	182.154.129
HEX	B69A81

McDonald's Red

PMS	2035 C
CMYK	0.100.95.0
RGB	219.0.7
HEX	DB0007

McDonald's Green

PMS	350 C
CMYK	66.0.72.70
RGB	38.79.54
HEX	264F36

For use in "**European Green Regions**," only.

Third-party-operator (3PO) palettes

When 3PO branding is present in McDelivery communications, the 3PO palette is allowed only in their logos.

Our font, Speedee

Speedee Bold
Speedee Regular
Speedee Light

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

General typesetting

Use Speedee Bold for headlines and subheads.

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

For additional typesetting guidance, please refer to the Feel-Good Design Typography Cheatsheet, or visit Design.McDonalds.com.

Language support

Speedee currently supports Latin-based languages. Visit **Design.McDonalds.com** to access language support and download Speedee.

Examples

Note: Any "Contact-less" messaging must be approved by each respective market's local legal counsel.

Do not

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

Do not use Red copy.

Do not use Gold copy.

Do not use Kraft copy.

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

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McDelivery Photography Cheatsheet

Our iconic and craveable food is the hero of our McDelivery communications. The following principles help to make sure it is showcased 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 at-home 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.
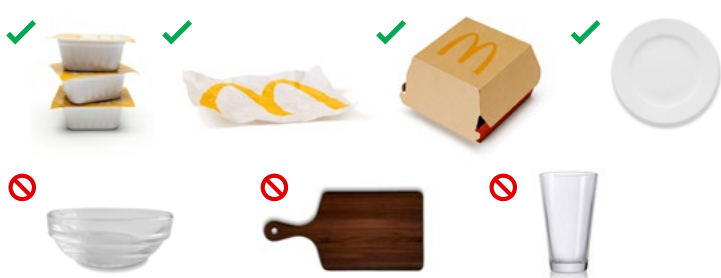
Techniques and details
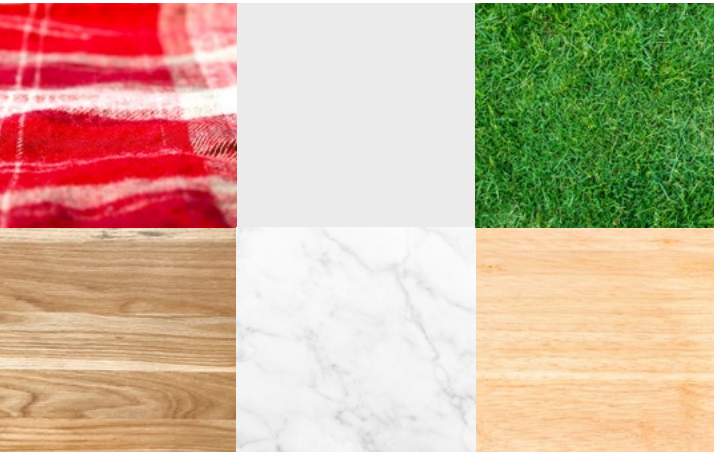
Authentic environments
Use surface materials you might find outside of the restaurant. Bringing in brand colors is a plus.

Propping

Propping is a combination of real McDonald's packaging accented by at-home items.

Watchouts

Do not use props that are unrealistic for at-home experiences.

McDelivery Photographic Assets Cheatsheet

We've streamlined the global designs of the McDelivery Perfect Serve bag. A range of photographic visuals, available for download, provides flexibility across all communications.

McDelivery Perfect Serve bags

Several McDelivery Perfect Serve bag visuals are available for download. Besides the McDelivery stickered version, each bag has versions that include an additional third-party operator sticker in various forms.

Single 3PO

Double 3PO

No 3PO

Triple 3PO

Bag visuals

Folded Bag

3-Quarter (3Q) Sign-off Bag

Handle Bag front

Handle Bag back

Simply Delicious bags

Simply Delicious bags will continue to be used in the real world. The Perfect Serve bags are not replacing them. They are meant for communications only.

Layout bag visuals

There are three Perfect Serve McDelivery layout bag visuals that are available for download each with various Golden Sticker and 3PO options. These visuals can be used in layouts as backgrounds for Golden Stickers or sign offs. See the McDelivery Layout Cheatsheet for more information.
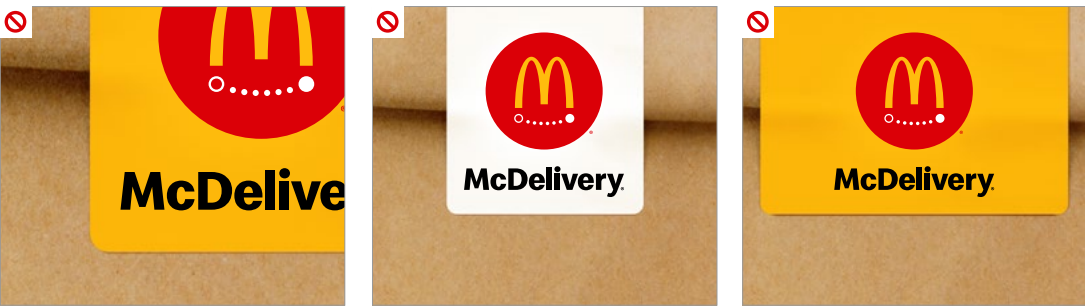
3-Quarter (3Q) Sign-off Bag

Open Bag

Zoomed Bag

Watchouts

Do not crop the Golden Sticker.

Do not change the Golden Sticker color.

Do not stretch or change the shape of the Golden Sticker.

McDelivery Layout Cheatsheet

Flexible layouts allow for our unmistakable food photography, branding, messaging and partnerships.

Layout techniques

Templated layouts are available for download in various sizes and orientations to allow for quick and easy customization of communications to fit your market's needs.

Note: Layouts featuring McDelivery bag and sticker assets are always preferred over alternate layouts with McDelivery logos placed directly on photography.

Horizontal layout with Sign-off bag

Food photography goes here

Three lines of copy

Headlines are in Speedee Bold and always black on a Gold background.

The 3-Quarter (3Q) Sign-off Bag visual is used here as an iconic signature.

The majority of our communications should predominantly be focused on delicious food.

Horizontal layout with Folded bag

Food photography goes here

Two lines of copy

Golden Sticker acts as staging device for headline and 3PO branding.

The Zoomed Bag visual is used here as a background for the Golden Sticker.

Vertical layout with Open bag

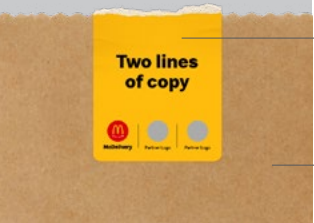Food photography goes here

Two lines of copy

Golden Sticker acts as staging device for headline and 3PO branding.

The Open Bag visual is used here as a background for the Golden Sticker.

Vertical layout with Open bag and partner logo sticker

Golden Sticker acts as staging device for McDelivery logo.

White Sticker acts as staging device for partner logos.

Vertical layout with Open bag

Food photography goes here

Four lines of copy fits on this sticker.

A longer Golden Sticker option is available for when more lines of copy are needed.

Alternate layout

If a layout has a simple background and no copy, a McDelivery logo can be placed on top of the photography as long as it's readable.

Preferred layout examples

Watchouts

Do not change the Gold background color.

Do not change the crop on the 3Q Sign-off layout bag visual.

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

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McDelivery In-App Merchandising Cheatsheet
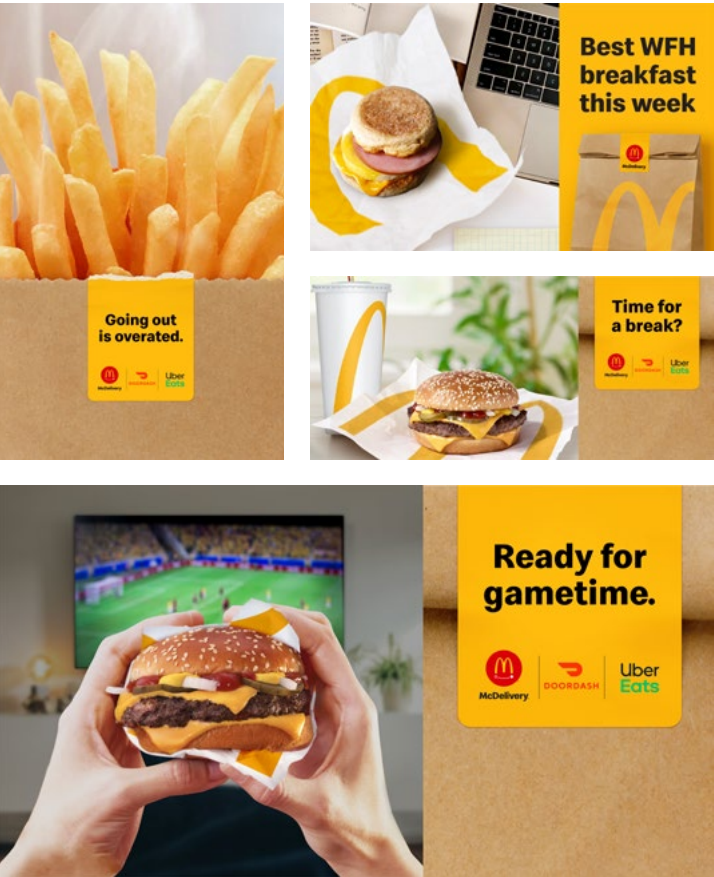
Simplicity, delicious food and a large hit of branding will help ensure we stand out from the crowd of brands seen on most 3PO apps.

3PO app toolkit

Simple backgrounds that reference outside the restaurant

Delicious food at a large scale

Perfect Serve packaging for added branding
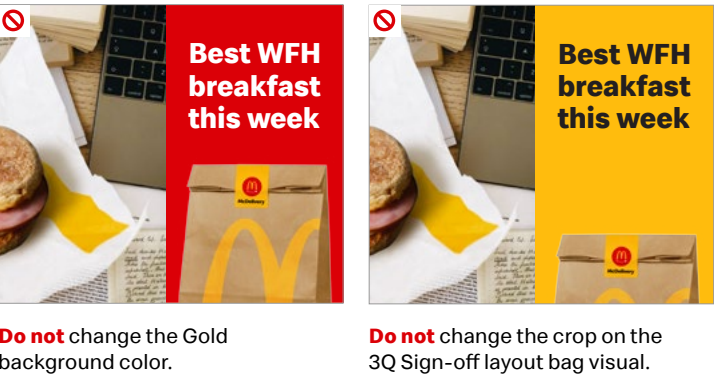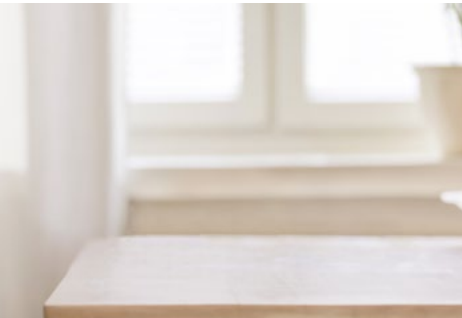

Branding

Not working

McDonald's® (Bondi Beach)
★ 4.4 Very Good (50+) · American · Burgers
1.1 km away · $5.95 delivery
15 – 25 min

McDonald's® (2801 Mission St)
American · Fast Food · Burgers · $

serves 2

McDonald's ✔
$ · Fast Food, Burgers, Breakfast, Ice Cr...   27 min
4.6 ★ 1000+ ratings $2.99 delivery
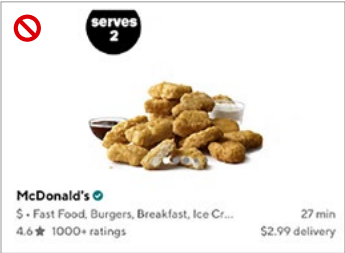
- Generic
- White background
- Food at small scale
- Brand colors barely present

Working

McDonald's® (Bondi Beach)
★ 4.4 Very Good (50+) · American · Burgers
1.1 km away · $5.95 delivery
15 – 25 min

McDonald's® (2801 Mission St)
American · Fast Food · Burgers · $

McDonald's ✔
$ · Fast Food, Burgers, Breakfast, Ice Cr...   27 min
4.6 ★ 1000+ ratings $2.99 delivery

+ McDonald's Gold background
+ Food at a large scale
+ Perfect Serve wrapper for added branding

Not working

McDonald's
✓ DashPass · Fast Food · Burgers
4.6 ★ 2000+ ratings · 1.7 mi · $

| $2.99 delivery fee | 24 min delivery time |

Group Order

Breakfast Menu ⌄
4:30 AM - 10:29 AM

Most Popular   13 ›
Combo Meals   9 ›
Homestyle Breakfasts   6 ›

Home   Pickup   Offers   Search   Orders
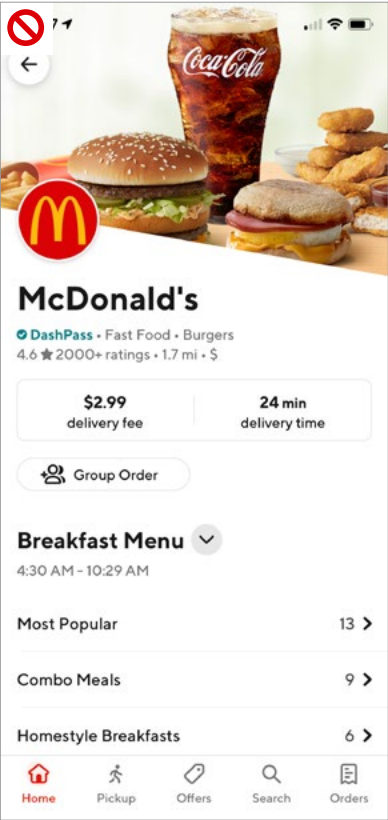
- Coca-Cola more visible than our brand
- Food at small scale
- Brand colors barely present
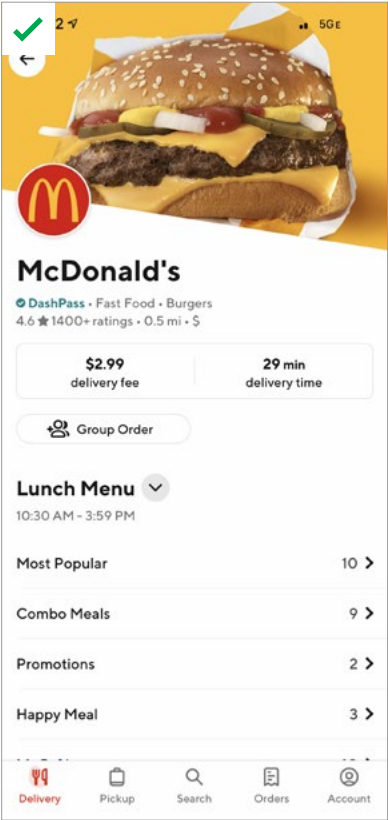
Working

McDonald's
✓ DashPass · Fast Food · Burgers
4.6 ★ 1400+ ratings · 0.5 mi · $

| $2.99 delivery fee | 29 min delivery time |

Group Order

Lunch Menu ⌄
10:30 AM - 3:59 PM

Most Popular   10 ›
Combo Meals   9 ›
Promotions   2 ›
Happy Meal   3 ›

Delivery   Pickup   Search   Orders   Account

+ McDonald's Gold background
+ Food at a large scale
+ Perfect Serve wrapper for added branding

McDelivery Illustration Cheatsheet

Illustrations add a sense of whimsy to the McDelivery system, helping to drive home the unique offerings of our brand. These impactful graphic devices should be used thoughtfully and carefully.
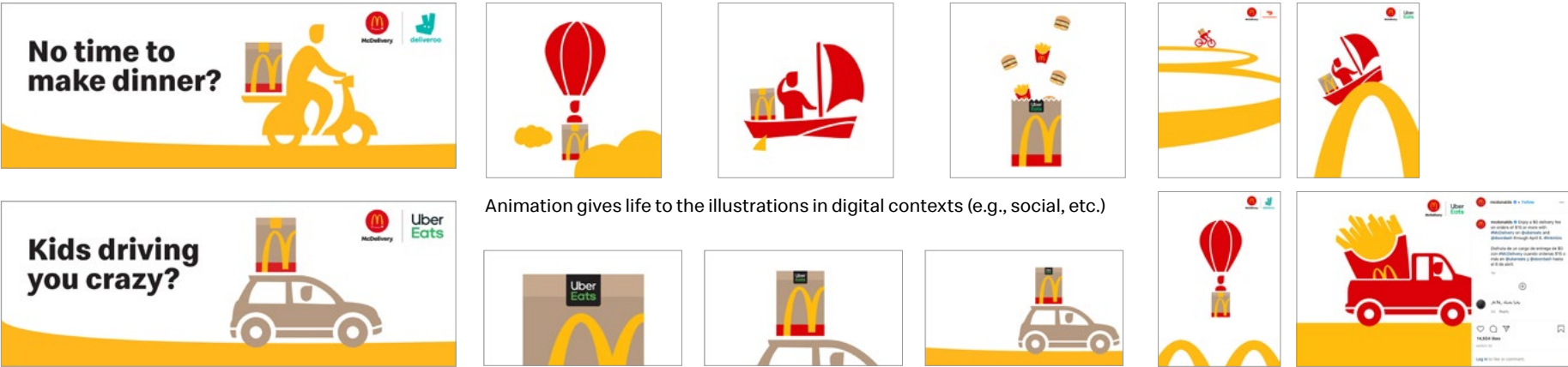
Illustration

Note: All depicted assets need to be approved by local Legal counsel prior to usage.
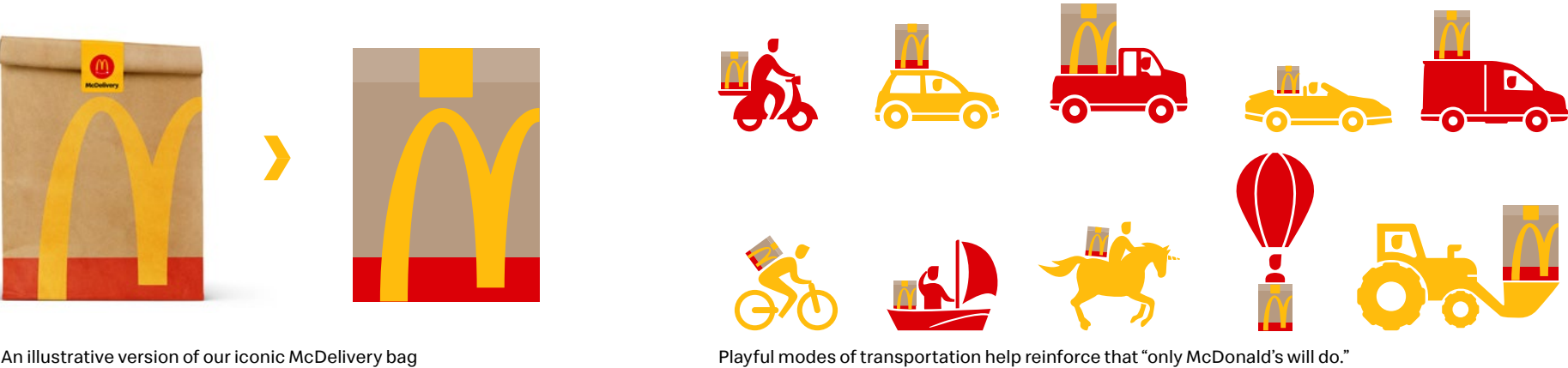
An illustrative version of our iconic McDelivery bag

Playful modes of transportation help reinforce that "only McDonald's will do."

Illustration in action

No time to make dinner?

Kids driving you crazy?

Combined with simple messaging and 3PO communication
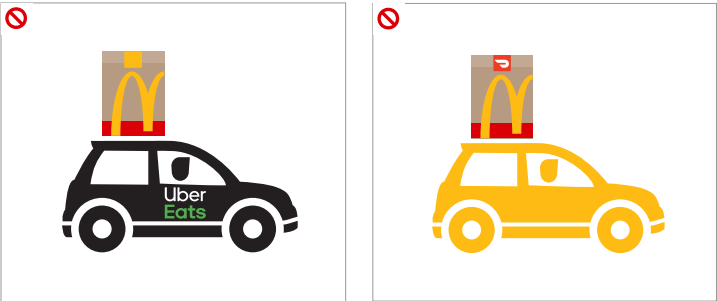

Animation gives life to the illustrations in digital contexts (e.g., social, etc.)

Animations can use changes in scale to ensure 3PO logo legibility

Additional examples

Watchouts

Illustrations should not be altered in any way. The following are the most common mistakes and pitfalls to avoid:

Never use 3PO-branded vehicles.

3PO-branded bags can only be used in animation.

Avoid mixing photography and illustration.

McDelivery Legal Information Cheatsheet

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