

Color & Usage Guidelines



The Global Graphics Logo is designed to be the primary graphic and unifying visual in the McDonald's global packaging system. Its contemporary look and feel makes the branded packaging format consistent, immediately recognizable and impactful.

For yellow, use PANTONE® 123
For red, use PANTONE 485
Reflex Blue

Note: Screening of colored versions is not permitted.

Minimum size: 1/2 inch, 1.27cm tall
Minimum inch size: 6 pt.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

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DO NOT DO THE FOLLOWING TO THIS LOGO. PLEASE REFER TO PAGE 8.



Warning: Do NOT utilize a color printout of the logos in this document as a color match. Please refer to the PANTONE Colors listed in this manual for correct colors.

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McDonald's Global Logo and Trademark Standards Reference Guide.

Mcdonalds Pocket Quality Reference Guide 2014

R Bogdan



Mcdonalds Pocket Quality Reference Guide 2014:

Whispering the Techniques of Language: An Psychological Journey through **Mcdonalds Pocket Quality Reference Guide 2014**

In a digitally-driven earth where monitors reign supreme and instant transmission drowns out the subtleties of language, the profound secrets and emotional subtleties concealed within words frequently move unheard. However, located within the pages of **Mcdonalds Pocket Quality Reference Guide 2014** a charming literary value blinking with natural thoughts, lies an exceptional quest waiting to be undertaken. Composed by an experienced wordsmith, this wonderful opus attracts visitors on an introspective journey, lightly unraveling the veiled truths and profound affect resonating within the very fabric of each word. Within the psychological depths with this moving evaluation, we can embark upon a heartfelt exploration of the book is key styles, dissect its captivating publishing type, and fail to the strong resonance it evokes deep within the recesses of readers hearts.

<https://staging.conocer.cide.edu/public/detail/Documents/Exhibition%20Design%20Theory%20And%20Practice.pdf>

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