

The Golden Arches Cheatsheet

The Golden Arches

Our brand has been for over 60 years, the Golden Arches inspire everything we create. They are much more than a logo, they are an iconic symbol.



Clearspace is equal to 11 times the width of a leg of the Golden Arches.

Minimum height

At least 1 inch
Digital: 100px



Note: The Golden Arches no longer require the 'M' script within our corporate website and similar applications.



We will not use colors other than gold.

We will not use it directly on textured backgrounds.

We will not use the Golden Arches as a watermark.

We will not apply drop shadows.

Archery



Use of the Golden Arches is governed by **Archery**.

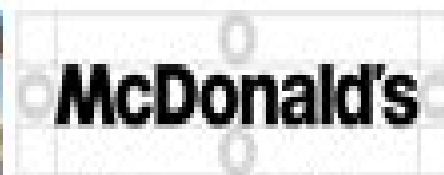
For more guidance, refer to the Archery Cheatsheet.

Wordmark

Everybody knows our name — we don't always have to say it.



Our wordmark is mostly reserved for external restaurant signage and corporate applications.



Clearspace is equal to the height of the 'i' of the McDonald's wordmark.

Minimum height

At least 1 inch
Digital: 100px



Note: The wordmark no longer requires the 'M' script within our corporate website and similar applications.



We will not use the wordmark with drop or other shadows.

We will not use the wordmark up with the Golden Arches.

We will not modify the wordmark in any way.

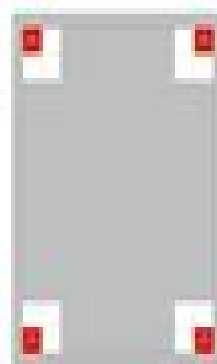
The Totem

Maximize the theoretical Totem Arches clearance possible. Use the Totem to support the Golden Arches when space, legibility, and context pose challenges, particularly on light-colored or cluttered backgrounds.



Clearspace is equal to the distance between the top of the Golden Arches and the edge of the Totem.

Using the Totem



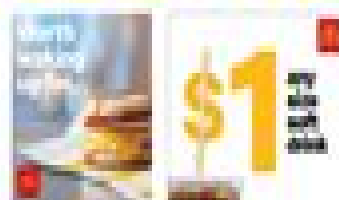
Minimum height

At least 1 inch
Digital: 100px



Place the Totem to one of the corners of a space. The exact corner placement and positioning within the quadrant are flexible, as indicated here. The preferred placement is bottom-left or top-right.

Note: The Totem no longer requires the 'M' script within our corporate website and similar applications.



Size and placement of the Totem are flexible depending on context. Legibility of the Totem ensures that our brand is immediately identifiable.

We will not center the Totem.

The Totem's

Make sure our tagline is used with purpose. Overuse will diminish its meaning. Show it can be more powerful than say it.

Use the tagline just as it is provided.



Clearspace is equal to the height of the 'i' of the word 'lovin'.

Minimum height

At least 1 inch
Digital: 100px



We will not use the tagline up with the Golden Arches or the Totem.

Mcdonalds Corporate Identity Manual

KJ Lindholm-Leary



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