

McDonald's Brand Identity

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VMS 206: Digital Imaging

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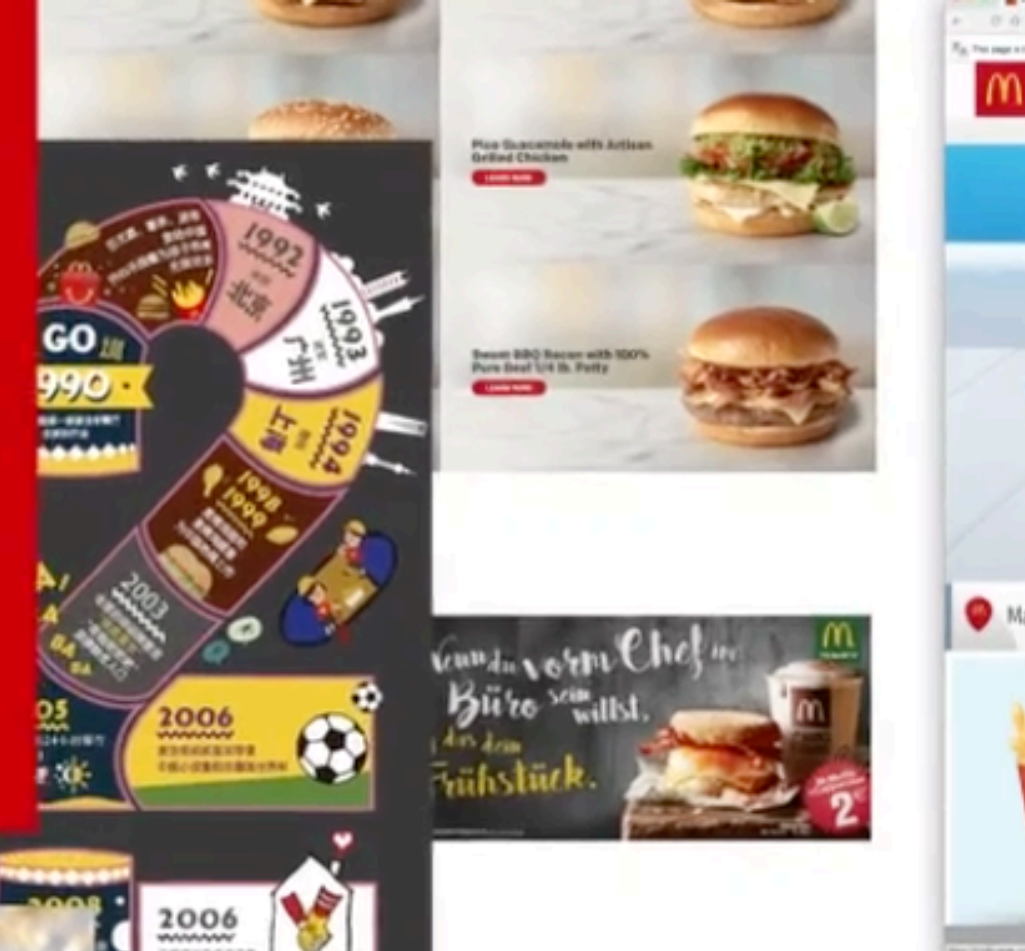


2019 Rebrand

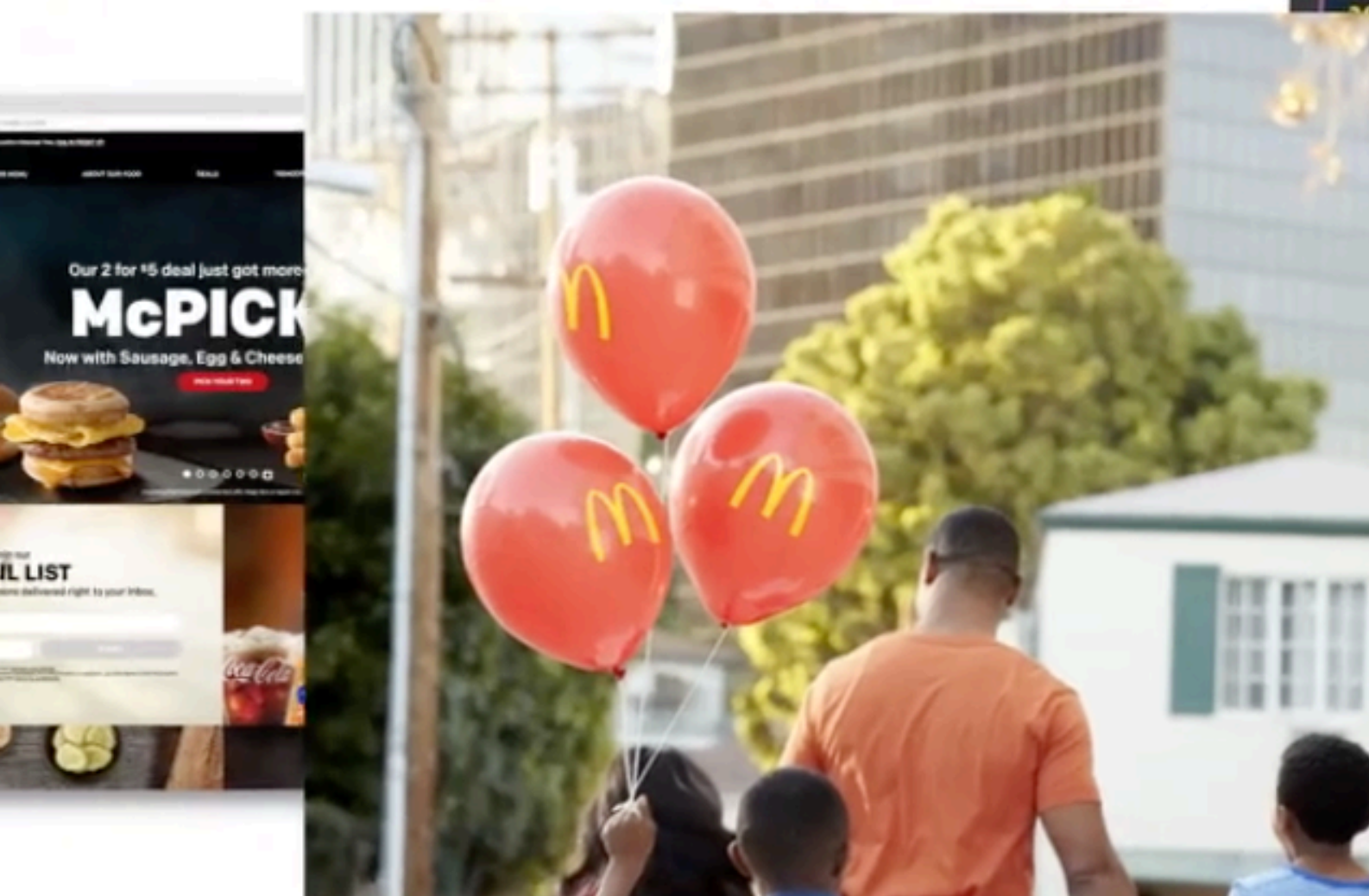
- Before 2019, McDonald's had a **chaotic visual identity** with many fonts, colors, and logos
- Branding **inconsistently applied**, thus chipping away brand identity
 - 35,000 restaurants in 120 countries around the world, with 17,000 in the U.S. alone
- Tapped Turner Duckworth in late 2017 to develop a **playful, pared-down design that honored the company's feel-good roots**
- New identity system aims to make every brand interaction a **feel-good moment**
- Even brand guidelines were streamlined from the “standard 200-page PDF” to the McDonald's Design Hub, an online bank of inspiration, brand assets, and Cheatsheets




ビッグマック
コンビ
(ドリンク)
80円
お得!
¥400



Timeline of McDonald's milestones:
1990: GO 1990
1992: 1992
1993: 1993
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2021: 2021
2022: 2022



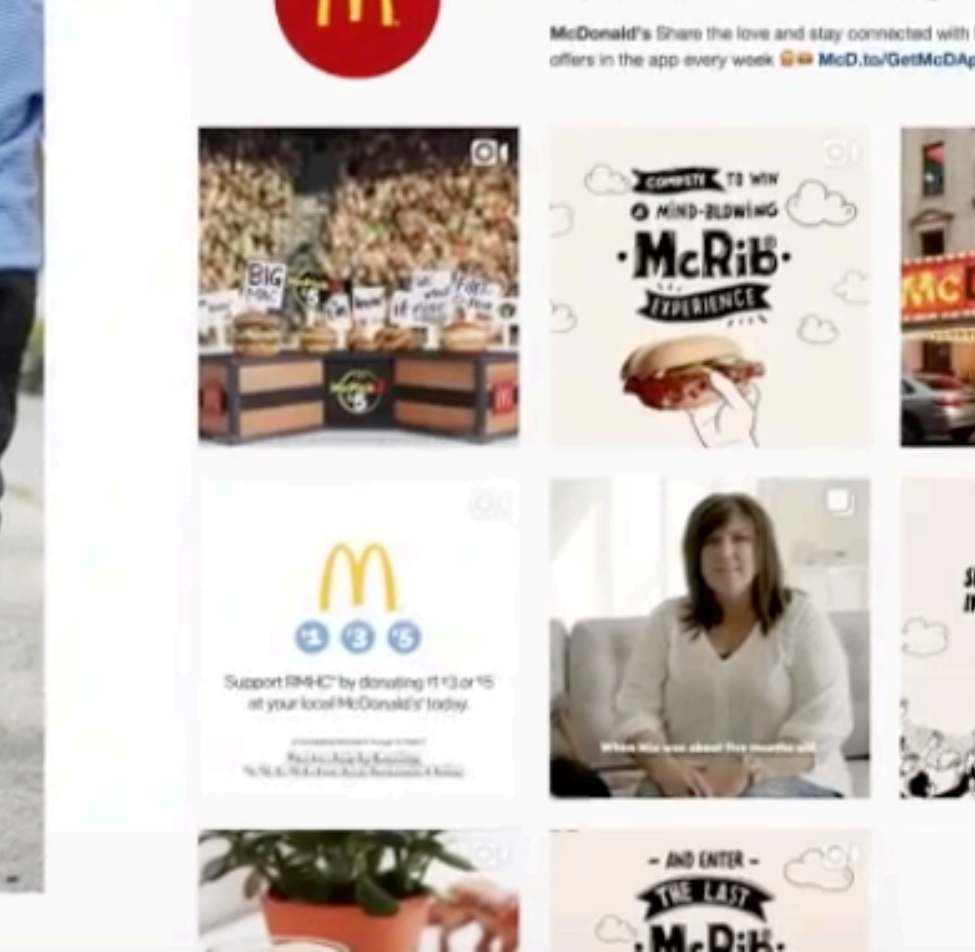
Our 2 for 15 deal just got more
McPICK
Now with Sausage, Egg & Cheese



McDonald's menu items:
BIG MAC BACON 35 kcal
KLASSIKER ALTID 30 kcal
Quarter Pounder
Big Mac
McFlurry
McOmelette



A family of four walking away from the camera on a sidewalk. The father is in the center, wearing an orange shirt and dark pants. A young girl in a red dress is on the left, holding several red balloons with the McDonald's logo. A young boy in a white shirt and khaki shorts is in the foreground, and another boy in a blue shirt is on the right. They are walking past a white building and green trees.



McDonald's Instagram feed:
mcdonalds
517 posts 2.8m followers 117 following
McDonald's Share the love and stay connected with McDonald's offers in the app every week. #McD.to/GetMcDApp

Courier Pick-up



Uber
Eats

“Archery”

- Golden Arches were a “completely **underutilized**” visual asset
- Now the cornerstone of identity system, dubbed “**Archery**”
- Arches now free to stand alone without wordmark, making McDonald’s an **icon brand** like Nike or Apple
- Can be cropped or tweaked to be more playful

“Everybody knows our name—
we don’t always have to say it.”



Curvilinear; Arches served as inspiration

Playful but legible and functional

Speedee Bold
Speedee Regular
Speedee Light

1234567890 Speedee Condensed Bold
Speedee Condensed Regular
\$£€&#%.,;’!? Speedee Condensed Light



Made by Dalton Maag, **Speedee** is McDonald’s new bespoke font, named after their “Speedee Service System.” Rather than use a mish-mash of fonts and weights, Speedee only comes in three weights with one custom font.



Emphasizing gold. McDonald's used to be yellow on red—now it's the opposite. This move was intended to center the Golden Arches. Too much red is aggressive and shouty, and red has also become the default color of the quick-service industry. Yellow is distinct and bright, conjuring happiness and sunshine.

Sesame seeds are scattered irregularly



McDonald's new identity system embraces **“flawesome,”** celebrating the quirks and irregularities that occur naturally with food.

Usage

- The wordmark and token now **don't require copyright symbols**, except within McDonald's corporate website and similar applications
- Wordmark is only ever black-on-white or white-on-red
- Tagline is **used with purpose and not locked up** with the Arches or token



McDonald's

McDonald's

i'm lovin' it



McDonald's

McDonald's®

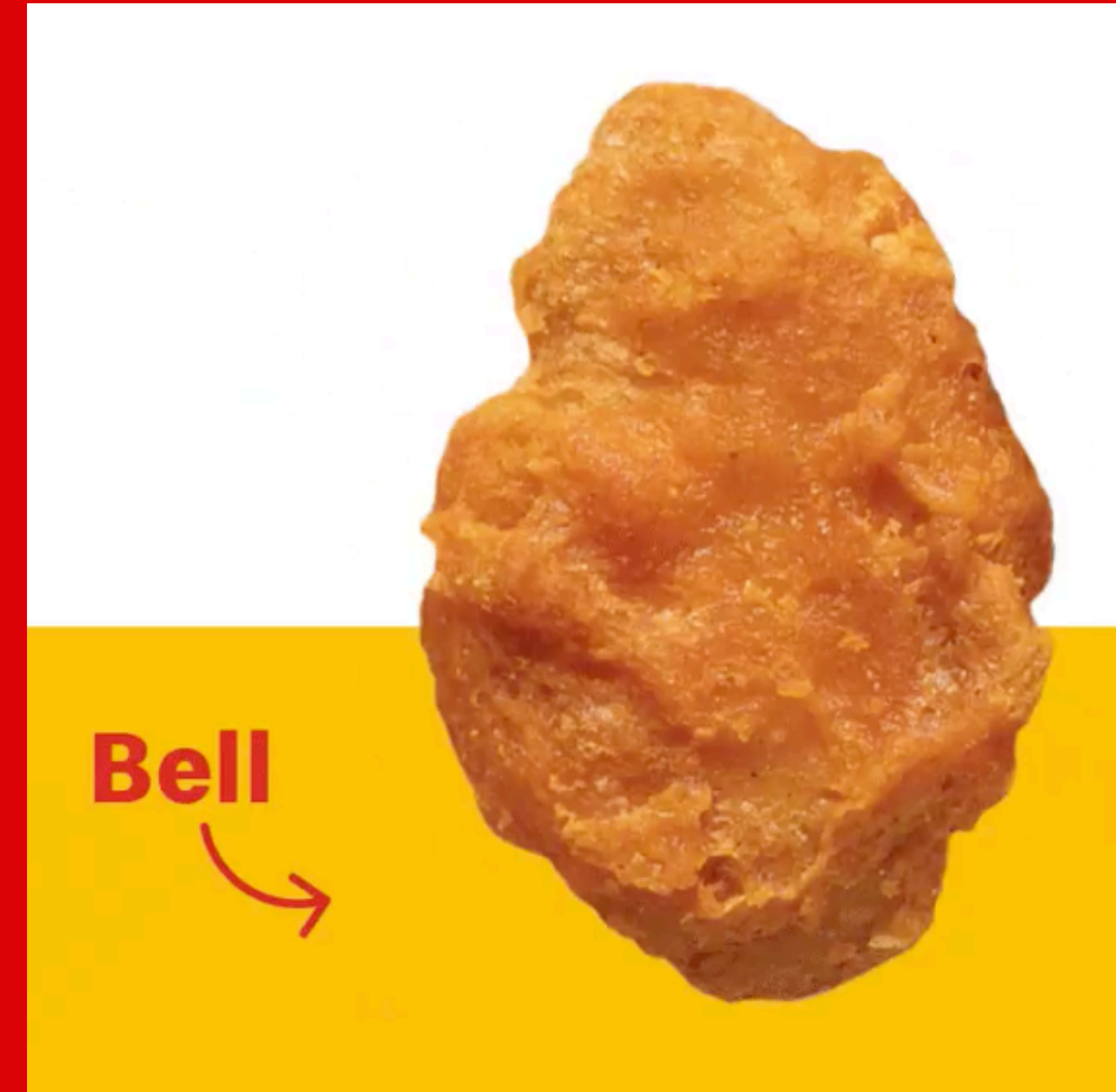


i'm lovin' it



i'm lovin' it

Social Media



Physical Landscape

- Yellow is emphasized in the physical landscape as well
- Because of the sheer number and varying ages of locations, however, this isn't applied consistently
- A 30-year-old location won't look the same as a brand new one



Flagship, Times Square



Physical