

RMHC[®] Brand & Style Guide

SEPTEMBER 2023



Keeping families close[®]

RMHC[®]



RMHC Brand & Style Guide

Purpose of Guidelines

The purpose of this guide is to create a single, reliable resource regarding all brand elements related to RMHC® (Ronald McDonald House Charities®).

This guide includes standards, guidelines, and tools to help ensure brand consistency worldwide, while allowing for local flexibility.

Please share this guide with staff, partners, supporters and authorized third parties working on behalf of brand RMHC.

Table of Contents

Universal Brand Assets

Brand Spirit/Tone	4
Color	7
Imagery & Illustrations	9
Logos	13
Trademarks/Copyrights	19
Typography/Fonts	23

Additional Chapter Resources

B-Roll	25	Co-branding	34
Branded Merchandise	25	Incorporating Chapter Logo as Beneficiary	35
Business Cards	25	RMHC & McDonald's Relationship	37
Chapter Website Resources	26	Use of McDonald's® Characters	38
Creative Assets	26	Program Signage	39
Creative Development Process	26	Public & Media Relations Tools	41
Creative Review Process	28	RADAR Resource Library	41
Creative Development Flow Chart	29	Social Media Guidelines	42
Crisis Management	30	Stationary	42
Editable Branded Resources	30	General RMHC Talent Release Forms	42
Email Signature Guidelines	30	Virtual Backgrounds	42
In-Restaurant Fundraising Merchandising	31		
Partnerships	32		

Universal Brand Assets

Understanding Our Brand Assets and Their Importance

Our universal brand assets include our brand spirit, color palette, imagery, logos, trademarks/copyrights and typography. These assets are recognizable worldwide and immediately trigger compelling, positive associations about our brand and the impact of our programs, influence, and advocacy around the world.

Brand Spirit/Tone

Our Brand Spirit and Tone is Defined by Our Brand Identity and Purpose

The RMHC brand tone is playful, authentic and loving, and should evoke optimism.

What We provide comfort and support to families by compassionately addressing the physical and emotional needs of the entire family when a child is sick.

Why We exist to increase access to healthcare for all children and to support the entire family along their healthcare journey.

Who We serve and respect a diverse community of families, partners, volunteers, and donors around the world.

Equity, Diversity and Inclusion

All messaging, imagery, stories, partnerships, and supplier relationships should also reflect the [RMHC EDI policy](#). We treat guest families and other program beneficiaries, employees, volunteers, donors, applicants for employment or volunteer positions, and all others fairly and with compassion, without regard to income, race, color, ethnic origin, national origin, religion, political affiliation, age, gender, sexual orientation, gender identification, disability or handicap, housing status, marital status, veteran status or any other group, status or characteristic protected by locally applicable laws and regulations.

Digital Accessibility

As an organization who serves and celebrates a diverse population and acts with authenticity and transparency, we are committed to making sure our resources are accessible to as many people as possible. We currently recommend following the top 10 best practices for all websites and digital communication. We also recommend following these practices for print content to avoid creating different versions..

Top 10 Digital Accessibility Best Practices

1. Provide alt-text for images
2. Add keyboard to mouse-over only behavior on websites
3. Add field labels on websites
4. Use Header Structure & H1 Code on websites
5. Ensure video accessibility for all videos shared online
6. Add PAUSE/PLAY buttons to rotating content on websites
7. Adjust color contrasts to ensure a color ratio of 5.0:1
8. Use sans-serif fonts
9. Separate text from images on websites
10. Add symbols to convey information on websites

RMHC agencies and vendors are required to meet RMHC standards and policies, which includes ensuring that all deliverables and services conform, where applicable, to [W3C](#) and the RMHC recommendations.

Universal Brand Assets

Brand Spirit/Tone *continued*

The RMHC brand tone is authentic and caring. It should evoke optimism and hope despite the serious situations families are coping with. Messaging should focus on the physical and emotional support RMHC provides to families when they have a child who is seriously ill or injured. It should also use people-first language vs. diagnosis-first language:

CORRECT: RMHC cares for families with children who are ill or injured

vs.

INCORRECT: RMHC cares for families with sick kids

When telling stories, ensure that the story is both compelling and encouraging.

- **Focus storytelling on the impact the charity had on a family** vs. focusing on the child's diagnosis and medical journey. (*i.e. Emmanuel had a serious heart condition that required numerous surgeries and long hospital stays far from home – but thanks to RMHC, he always had family at his side, and his entire family felt fully supported throughout his medical journey.*)

- **Create an emotional connection with your audience** while still respecting the family's identifiable health information and their privacy. For an example, read [Supporting Refugee Families | RMHC](#)
- **Stories from donors and other stakeholders can also be very compelling.** Sharing their “why” can inform and inspire others to donate as well. It can also help substantiate the impact of our organization. For example, read [Lederhausen Family | RMHC](#) and/or this [LinkedIn post](#).

All RMHC storytelling can be illustrated by approved [RMHC photography](#) or graphic illustrations. It's important to use imagery that shows families together, staff/volunteers supporting or engaging families, siblings playing together, parents talking with other parents, families interacting with each other, etc

Learn more about RMHC imagery/illustrations beginning on [page 9](#).



Brand Spirit/Tone *continued*

Core Messaging / Message Maps

Clear and defined key messages ensure that our entire system is communicating strategically for every opportunity — websites, speeches, donor presentations, brochures, and all marketing assets. Compelling messaging starts with understanding the desired outcome and then knowing what is relevant to the specific audience. Stories that highlight RMHC family experiences can help illustrate the impact RMHC makes in each community.

Competition for donations is fierce, it is important that the entire RMHC system speak clearly and with one voice. RMHC Global has developed a variety of Message Maps to provide key messages that focus on communicating impact to current and potential donors. To ensure your organization's messaging is aligned with the RMHC system, please use these message maps when creating your communications plans. Any support points should be customized with local Chapter information.

Please contact marketing@rmhc.org with any questions.

→ [Go to Message Maps](#)

Consumer Facing Copy

Below are some examples of strong impact messaging and call-to-action language (CTA) that could be adapted by every Chapter in our system:

- We keep families near the resources they need to thrive.
- We keep families together and supported when their child needs medical care.
- We help families with children who are sick stay close to each other and the care and resources they need.
- We help relieve the stress and financial burdens for families who come to our community for the essential care their child needs.
- We make families feel at home, even when they can't be.
- We support families with children who are ill or injured when they need it most.
- We provide support and well-being resources to families who have a child hospitalized or in treatment.
- Give the gift of togetherness. Donate Now.
- Your donation helps families stay close to each other and the care and resources they need.
- You can help support families with children who are hospitalized right in our community when you Round-Up for RMHC at your local McDonald's.

Messaging for Action

When creating content to inform users about the services RMHC programs provide or encourage them to donate, we recommend focusing on how our services provide compassionate care and resources to children and families and enable them to have access to quality health care.

When creating content for donors and supporters, always include a strong call to action. When possible, link directly to a donation page, versus a campaign landing page, to shorten the donor journey.

TIP: Also consult the [Storytelling Do's & Don'ts Guide](#) for helpful tips regarding positioning in storytelling.

Universal Brand Assets

Color Palette

Color has an emotional appeal and the RMHC color palette is intentionally designed to evoke feelings of warmth, comfort, hope and friendliness.

The Primary RMHC colors are Blue and White. RMHC Blue calls to mind feelings of calmness and relaxation while White suggests calm and serenity. Our secondary colors are Gray and Yellow. Gray represents neutrality and balance while Yellow evokes feelings of happiness, positivity and optimism. All these colors represent our brand tone and impact — we bring calm, serenity and relaxation to families during their most stressful times.

Our highlight colors are Light Gray, Dark Gray and Red. Highlight colors should be used sparingly. Use of Red & Yellow together should be avoided to help distinguish brand RMHC from brand McDonald's.

The brand color hierarchy should be followed for any branded elements. It is also important to keep legibility and accessibility compliance in mind when using the brand colors. Follow the chart provided on the [next page](#) to adhere to accessible color combinations.

Except in special situations when using a spot Pantone color is necessary, it is best to use the CMYK break for all colors when printing. Some spot Pantone colors vary when printed on coated paper versus uncoated paper.

NOTE: Pantone colors labeled with a U represent inks for uncoated paper; colors labeled with a C represent inks for coated papers.

The RGB values of the brand colors have been enhanced to provide adequate contrast between the text and the background to ensure better visibility for people with a color vision deficiency.

Refer to [Local Chapter Website Guidelines & Best Practices](#) for more information about color use on Chapter websites.

Primary Brand Colors

RMHC Blue	For Printing: CMYK: 63, 38, 0, 0 PANTONE: 660 U, 2129 C	For Digital Use: RGB: 72, 114, 174 HEX: #4872AE
White	For Printing: CMYK: 0, 0, 0, 0	For Digital Use: RGB: 255, 255, 255 HEX: #FFFFFF

Secondary Brand Colors

Gray	For Printing: CMYK: 57, 51, 57, 23 PANTONE: Black 7	For Digital Use: RGB: 102, 102, 102 HEX: #666666
Yellow	For Printing: CMYK: 0, 23, 93, 0 PANTONE: 115 U, 123 C	For Digital Use: RGB: 255, 200, 41 HEX: #FFC829

Brand Highlight Colors

Light Gray	For Printing: CMYK: 0, 0, 0, 20 PANTONE: Cool Gray 2	For Digital Use: RGB: 204, 204, 204 HEX: #CCCCCC
Dark Gray	For Printing: CMYK: 0, 0, 0, 90	For Digital Use: RGB: 51, 51, 51 HEX: #333333
Red	For Printing: CMYK: 5, 97, 100, 0 PANTONE: 485	For Digital Use: RGB: 218, 26, 0 HEX: #DA1A00

Universal Brand Assets

Color Palette *continued*

Accessible Color Combinations

Please don't use color combinations shown with the gray box in the chart. These combinations do not meet a color contrast of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

Please note the visual presentation of text should have a contrast ratio of at least 4.5:1, except for the following¹:

- **Large Text** – Large-scale text and images of large-scale text should have a contrast ratio of at least 3:1;
- **Incidental** – Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
- **Logotypes** – Text that is part of a logo or brand name has no contrast requirement.

		BODY TEXT COLORS						
		Blue	White	Yellow	Red	Lt Gray	Gray	Dk Gray
		4872AE	FFFFFF	FFC829	DA1A00	CCCCCC	666666	333333
BACKGROUND COLORS	Blue	4872AE	Aa					
	White	FFFFFF	Aa		Aa		Aa	Aa
	Yellow	FFC829						Aa
	Red	DA1A00		Aa				
	Light Gray	CCCCCC						Aa
	Gray	666666		Aa				
	Dark Gray	333333		Aa	Aa	Aa		

¹This information was gathered from the W3C website, <https://www.w3.org/WAI/WCAG21/Understanding/contrast-minimum>

Universal Brand Assets

Imagery & Illustrations

Visually, our brand should reflect the core tenants of our brand:

- We care for children and their families; but we are not child-like
- Our work is serious, but we celebrate the magic that unites us
- We reflect all types of families, not just the nuclear one
- We allow families to have playful, honest, loving moments together
- RMHC supports the entire family's physical and emotional needs throughout their child's health care journey, but does not provide medical services

The photography style used in all RMHC communications and events should evoke the emotions of the families we serve: hopeful, honest, playful, fun and loving. Photography should capture typical family moments at a Ronald McDonald House, Ronald McDonald Family Room, aboard a Ronald McDonald Care Mobile or utilizing a local program.

Photos of volunteers should demonstrate the impact they are making. Aim to capture them completing a task or engaging with families instead of posing as a group or sitting on a Ronald bench.

Images should always be authentic RMHC photography not stock or commercial images. More information about using family images can be found on [page 10](#).

NOTE: [Signed releases](#) are required by all family members pictured in the image(s).

Please contact marketing@rmhc.org for additional clarification or with any questions

Be Mindful of Image Content

We understand that many Chapters participate in clay shooting events to raise funds for their organization. Please be sure to adhere to the guidelines outlined in the [social media guidelines](#) regarding images of guns and individuals with guns.

Use of RMHC Photography

RMHC offers a wide variety of approved photography to Chapters via the [Resource Library](#). Agencies and corporate partners may work with the Chapter or Global team for access to approved photography.

Imagery that captures all the communities RMHC serves is quite valuable. When taking new photos or using existing photos, it is important to follow these guidelines:

- A signed [General RMHC Talent Release Form](#) must accompany any photograph used for external communication by Chapters, local partners or agencies and/or shared with Global for the Resource Library
- All family members visible in the image should be added to each release form

NOTE: Chapters should notify marketing@rmhc.org when a family requests that their image no longer be used.

Universal Brand Assets

Imagery & Illustrations *continued*

Photography DOs

- Show images that reflect the diversity of the families served.
- Show images that evoke optimism, show togetherness and depict RMHC as a place to find comfort.
- Be mindful about logos of other brands.
- Put every photo through a 'subject matter filter': If this photo were to appear on the front page of a news outlet, what would it say about RMHC?
- Cite photo source when necessary.
- Make sure pictures don't look too posed.
- Use a mix of black & white and color photos when possible.

Photography DON'Ts

- Do not publicly post photos where the subject matter could be taken out of context or could potentially place RMHC in the middle of an inflammatory debate (e.g., guns from Clay Shooting events).
- Don't use stock photography; "Real" photos from families are consistent with our brand.
- Do not publicly post photos and content that is in direct competition of the business of our Founding Mission Partner, McDonald's.
- Do not include third-party branding or other logos (Disney, Nike, etc) on clothing, backgrounds, etc.



Share Family Images

All Chapters are encouraged to share images with RMHC Global for the RADAЯ Resource Library. [High-resolution images](#) that reflect the recommended photographic style and include the proper [signed releases](#) can be added to RADAЯ Resource Library for all to use.

Send high-res photo files to marketing@rmhc.org for consideration.

Universal Brand Assets

Imagery & Illustrations *continued*

Artwork & Visuals

The preferred creative approach is clean, simple and bold, with eye-catching visuals of RMHC families and children that evoke an emotional response. Avoid childlike drawings and visuals, as well as images of Ronald McDonald® or a Ronald McDonald bench, as the focal point of creative. Visuals should inspire emotion, be authentic and share what it means for families to stay close to one another when they need it most.

Examples of Appropriate Visuals

RMHC branding focuses on families and services provided. Artwork and visuals should focus on the impact RMHC programs have on families served. Images of a group of people sitting on a Ronald bench, or images of Ronald attending an event, are missed opportunities to help grow awareness of the RMHC mission and purpose. Images that better represent RMHC include:

- Meal volunteers preparing food and interacting with families to tell the story about what RMHC provides to families and what volunteers can experience.

- Images of families in a playroom or reading in a quiet spot to help tell the story that a House can also provide fun, peaceful and comforting moments for families, in between their treatments and tests.
- Video or images of families visiting with other families while their children (with tubes, crutches or hair-loss from chemo) engage nearby to help tell the story that RMHC brings a sense of community to families when their individual worlds are turned upside down.

As a reminder, Ronald McDonald is an iconic brand ambassador for McDonald's®, our founding mission partner. While our names are similar, Ronald continues to represent McDonald's, not RMHC. In order to grow passion and awareness of the RMHC mission, and ultimately grow donors and supporters, RMHC Chapters should strategically focus on brand RMHC. Focusing on the RMHC mission (instead of on the character Ronald McDonald) also helps eliminate the misconception that McDonald's funds the Charity.



Avoid childlike drawings as a focal point of creative



Avoid imagery with Ronald McDonald as a focal point of creative

Imagery & Illustrations *continued*

Approved Illustrations

In addition to using photography there are times when illustrations may also be impactful. Therefore, several approved illustrations are now available to be used on Chapter websites or even within social posts.

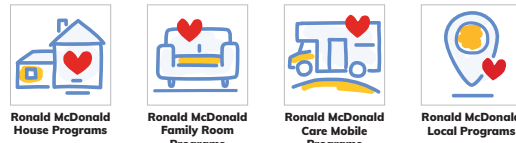
These new illustrations are friendly, family focused and intentionally not too childlike, but offer an alternative visual when necessary. Best practice is to use the illustrations as small icons, not giant graphics.

These illustrations are designed to represent Impact, Services, Core Programs, and Events.

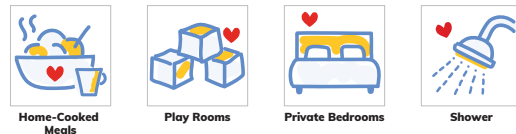
Image files of the illustrations for print and digital applications are available on the [Resource Library](#).

In some circumstances, Chapters may wish to create locally relevant illustrations to better suit their needs and demonstrate the services they provide. Please be sure to submit these illustrations to RMHC Global at marketing@rmhc.org so that we may add them to the library of illustrations for the RMHC system to use.

Core Programs



Ronald McDonald House Services



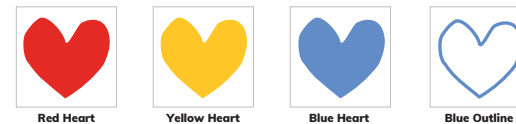
Ronald McDonald Family Room Services



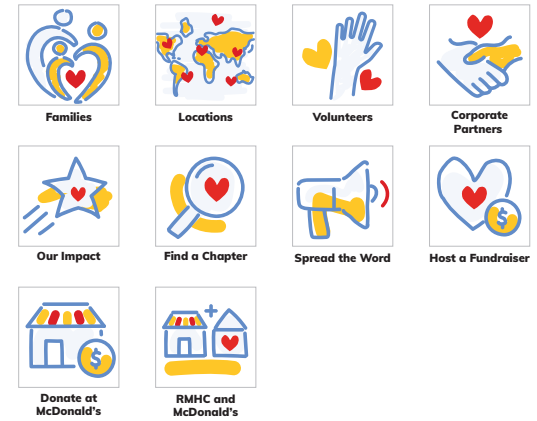
Ronald McDonald Care Mobile Services



Hearts



Misc Illustrations



Wellbeing Illustrations



Events



Universal Brand Assets

Logos

The full logo consists of two parts: 1.) logo image and 2.) logo text. Both parts include trademarks and should generally only be used together.

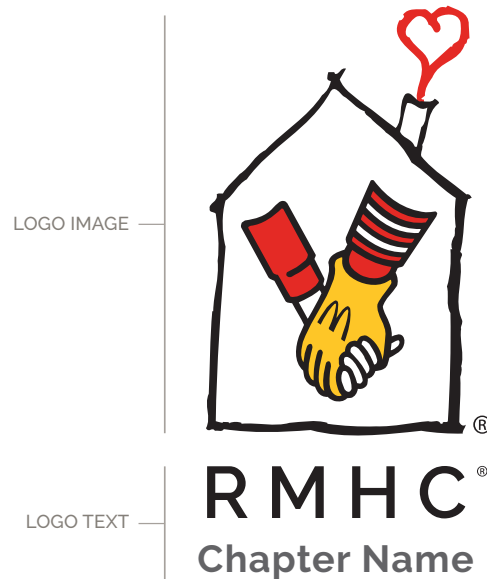
The **logo image** is our unique signature. It is a brand symbol that is recognized worldwide. It is used consistently across all Chapter organizations. Occasionally, circumstances require that the McDonald's arches not be used on the logo image. This is an approved version of the logo and templates without the arches can be found on the [Resource Library](#).

The **logo text** varies depending on the shape of the logo and the name of the organization:

HORIZONTAL LOGO: Ronald McDonald House Charities® [Chapter Name]

VERTICAL LOGO: RMHC® [Chapter Name]

NOTE: Even Chapters whose name does not include "Ronald McDonald House Charities" or "RMHC" still use the logo image as part of their logo (e.g., "McDonald's Kinderhilfe") to connect to our global brand.



Chapter Names & Use of Acronym

Our organizational brand name is "Ronald McDonald House Charities (RMHC)". All local Chapters are part of the same brand.

However, Ronald McDonald House Charities (RMHC) is also the name of the Chapter which serves as the headquarters for the Charity: Ronald McDonald House Charities, Inc. (RMHC, Inc.). RMHC, Inc. is also a 501©(3) non-profit organization who raises funds to support the work of the headquarters and the global system.

Chapters should always refer to themselves by their full organization name and not just "RMHC" — especially with fundraising messaging. For example, Ronald McDonald House Charities Australia (RMHC Australia) should not refer to themselves as just "RMHC" to avoid confusion with the headquarters/global Chapter.

When appropriate, after establishing the legal name, local Chapters can use the acronym (for example, Ronald McDonald House Charities Chicagoland & Northwest Indiana can also use RMHC CNI when appropriate.)

IMPORTANT NOTE: Chapters must consult with their RMHC Global partner (Associate Director) before initiating a name change due to an expansion or merger.

Universal Brand Assets

Logos *continued*

RMHC Chapter and RMH Chapter (House-only) Logos

Local Chapter logos are similar to the Global logo to help leverage the strength and power of a network of local organizations and programs united under one global brand identity. Also, Chapters only need one logo to represent their organization. It is not necessary to have separate logos for each program.

To this end, Chapter organizations use the Chapter logos described in this guide for creative, collateral, or marketing and fundraising materials.

Customizable Adobe Illustrator files of all RMHC Chapter and RMH Chapter (House-only) logos are available on [RADAЯ Resource Library](#).

Please reach out to marketing@rmhc.org with any questions or concerns.

Chapter Logos and Partnerships

When your Chapter will be working with a partner to co-sponsor an event, please review the co-branding standards on [page 34](#) for proper logo usage. Refer to [pages 35-36](#) for guidelines on including Benefiting or Supporting text to your Chapter logo when your Chapter will be the beneficiary of an event.

RMHC CHAPTER LOGOS



RMH CHAPTER (HOUSE-ONLY) LOGOS



Universal Brand Assets

Logos *continued*

Logo Clearance

It is necessary to provide proper clearance around the logo to maintain brand integrity. The clearance can be determined by establishing a unit of measure based on the width of the vertical logo or the height of the horizontal logo (X). A free area measuring at least $\frac{1}{2}X$ should be left on all sides of the logo.

Minimum Logo Size

In reproducing our logotype, consider its size and legibility and use common sense. A logo that is too small ceases to serve any communicative function. The vertical logo may not be used any smaller than 0.875" ($\frac{7}{8}$ ") for print or 90 pixels high for digital applications. The horizontal logo should not be used any smaller than 0.5" ($\frac{1}{2}$ ") for print or 60 pixels high for digital applications.



90 pixel minimum height for digital applications



60 pixel minimum height for digital applications

Universal Brand Assets

Logos *continued*

Logo Color Variations






It is preferred to use the full color version of the logo whenever possible with either black or RMHC blue for the logo text. In situations where the logo will be placed on a dark background, make the logo text white for legibility.

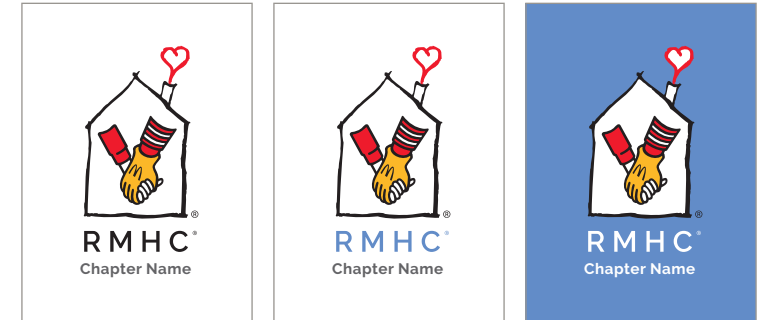
In printing situations where color is limited, using a 2-color or 1-color logo is acceptable as shown. All color variations apply to the vertical and horizontal logo versions for RMHC Global and Chapter logos.

NOTE: The colors listed here apply only to the RMHC logos. The full RMHC color palette can be found on [page 7](#).

Logo Colors

These colors only apply to RMHC Global and Chapter logos. RMHC Brand color palette can be found on [page 7](#).

	Red	Print: Pantone 485 CMYK: 5, 97, 100, 0	Digital: RGB: 218, 41, 28 HEX: #DA291C
	Yellow	Print: Pantone 123C CMYK: 0, 23, 93, 0	Digital: RGB: 255, 200, 41 HEX: #FFC829
	Black	Print: 100% Black CMYK: 0, 0, 0, 100	Digital: RGB: 0, 0, 0 HEX: #000000
	Gray <i>For tagline</i>	Print: 50% Black CMYK: 0, 0, 0, 50	Digital: RGB: 153, 153, 153 HEX: #999999
	Blue <i>Alt text color</i>	Print: Pantone 660U CMYK: 63, 38, 0, 0	Digital: RGB: 98, 142, 204 HEX: #638DC9



Full color

Full color with
blue text

Full color with
white text



1-color, black

1-color, white
reverse

Universal Brand Assets

Logos *continued*

Logo Misuse

The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the RMHC logo confuses its meaning and diminishes its impact.

- Do not distort the logo: Always leave the logo in the correct proportion. Do not stretch or skew the logo.
- Do not add effects to the logo.
- Do not add embellishments like drop-shadows, embossing, etc. to the logo.
- Do not change the font style of the logo.
- Do not change the scale of the elements.
- Do not place the logo on a busy background.
- Do not use parts/pieces of the logo image separately in any form
- Do not use the logo as a watermark on stationery or as a large background of collateral. See [page 42](#) for stationery design suggestions / recommendations.

The RMHC logo is one of the Charity's most valuable brand assets. Always position it for maximum impact and give it plenty of room to "breathe." Refer to [page 15](#) for clearance area and minimum size information.



DO NOT stretch, squash, rotate or otherwise distort



Only use the approved brand colors.



DO NOT change the font style of the logo.



DO NOT place the logo on distracting patterns.



DO NOT add a drop shadow



DO NOT change the scale of any of the elements



DO NOT use parts of the logo separately



Make sure the logo text is legible on dark backgrounds

Universal Brand Assets

Logos *continued*

Anniversary Logos

Anniversary milestones are significant and there are approved logo treatments for recognizing those significant milestones. These logos prominently feature the approved RMHC marks and editable files can be found on the [Resource Library](#). Keep in mind that for campaigns and special events there can be no additional elements added around, behind, above, below or inside the RMHC trademarks.

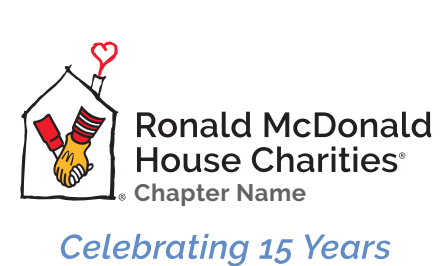
Special Logos

Special logos were created for programs many Chapters support.

The “Walk for Kids” logo incorporates digitally accessible fonts and approved images. The logo is available on the [Resource Library](#) in color and black & white, and in various formats that allow the Chapter name to be edited. Chapter name is set in Raleway Bold and colored 80% of black.

A logo for Red Shoe Society groups is available on the [Resource Library](#) in horizontal and vertical layouts, and in various formats that allow the Chapter name to be edited. Chapter name is set in Raleway Bold and colored 75% of black.

ANNIVERSARY LOGOS



WALK FOR KIDS LOGO



RED SHOE SOCIETY LOGO



Universal Brand Assets

Trademarks & Copyrights

Trademarks and Usage

A trademark is a universally recognizable, distinctive symbol, picture, name, phrase or sign that immediately triggers brand recognition and compelling, positive associations with brand RMHC.

The name of our organization Ronald McDonald House Charities (RMHC) and its programs are registered trademarks (®) of McDonald's Corporation. The following trademarked names must include a registration mark at the first mention or most prominent use of the name or term in any narrative:

Ronald McDonald House Charities®

RMHC®

Ronald McDonald House®

Ronald McDonald Family Room®

Ronald McDonald Care Mobile®

Casa Ronald McDonald®

Keeping Families Close®

House that love built®

Raise Love™ (*U.S. only*)

Outside the U.S., a trademark may be registered (®) or simply designated as a trademark (™). Please contact marketing@rmhc.org for information regarding country-specific trademark designation requirements.

Additionally, our logo image (the house+hands+heart) is a registered trademark. This means all parts of the image must remain intact and individual parts cannot be used separately on their own.



Trademarks & Copyrights *continued*

All RMHC trademarks must be used in accordance with trademark policies outlined below. These policies apply to all forms of internal and external content:

- All trademarks should be immediately followed by the appropriate trademark designation. These designations serve as notice to others that RMHC is claiming trademark rights. In most countries, the ® symbol is required for all registered trademarks and the ™ symbol is used on all trademarks that have a pending trademark application.
- All markings must be clearly readable. When a trademark is used multiple times in advertising, the marking need only be used once at the first or most prominent use. (See figure 1a.)
- In certain circumstances, including a legal notice line acknowledging ownership of the trademarks is acceptable rather than using the individual trademark designation symbols next to each trademark. One example of a situation where the legal notice line may be permitted, instead of adding the marks, is on a website. (See figure 1b)
- RMHC Local Chapters can consult their Associate Director for the trademark status and marking requirements for their market.

- Always use trademarks consistently in the way they were registered as trademarks. Misspellings and variations are prohibited. (For example, using the phrase, 'keeping families close' as part of a narrative is a violation of the trademarked phrase: Keeping families close®)
- Never use a trademark in the plural or possessive form, except if they are registered in that form. For example, Ronald McDonald House® is registered in the singular form and therefore must always be used as registered. The correct way to reference more than one House program is "Ronald McDonald House® programs." If the trademarked name has already been used, it is also appropriate to use "Houses" as a plural reference and no mark is needed.
- Never hyphenate a trademark when it occurs at the end of a line of text.



Figure 1a - Registration mark applied at first instance of Ronald McDonald House Charities (in header), not needed on second appearance.



Figure 1b - Copyright in footer area of website

Trademarks & Copyrights *continued*

Use of Trademarked Tagline

As a trademarked phrase, use of the tagline, "Keeping families close" may not be used as a descriptor or part of the narrative.

To protect the trademark, our tagline can only be used as a stand-alone statement and cannot be used in a sentence. Even variations of the phrase, such as "we keep families close," puts the integrity of the trademark at risk, making it difficult to defend.

Alternative phrases include:

- RMHC allows families with sick children to stay together and near the medical care they need.
- ...helping families stay together, and close to the care they need, when they have a sick child.
- RMHC gives families with sick children the best medicine — each other.
- RMHC gives families with sick kids the gift of togetherness, and keeps them near the care and resources they need to thrive
- RMHC keeps families with sick kids together.

Reach out to marketing@rmhc.org with any questions/ concerns.

Rules for Trademarked Names

Our trademarked names cannot be made plural nor possessive:

- ~~"There are hundreds of Ronald McDonald Houses..."~~ should be: "There are hundreds of Ronald McDonald House programs..."
- ~~"RMHC's mission is..."~~ should be: "The mission of RMHC is..."
- ~~"Ronald McDonald Family Rooms provide a place..."~~ should be: "Ronald McDonald Family Room programs provide a place..."
- Hashtags do not need registration marks:
 - #KeepingFamiliesClose
 - #forRMHC

Trademarks & Copyrights *continued*

Copyrights

A copyright is the legal right granted to the author or creator of an original literary, dramatic, musical, artistic or other work. A copyright gives the author exclusive control of the publication, production, sale and distribution of the work. A copyright is different from a trademark in that a copyright protects the entire creative expression of a particular work, rather than just a word, symbol or phrase, and provides different protections under the law. In order to help protect the interests of RMHC, a copyright notice should be included on all copies of such work in the required form.

Approved Copyright Notices:

©[YEAR] RMHC

©[YEAR] Ronald McDonald House Charities
(no registration / trademarks needed)

©[YEAR] RMHC [Chapter name]

IMPORTANT: The copyright notice should be placed in a conspicuous location on all materials. Whenever a manual or similar publication is printed in loose-leaf form, the copyright notice must be applied to every page. The [YEAR] of publication is the year in which copies of the work are first publicly distributed or displayed by the copyright proprietor or under its authority.

Just as it is important to protect RMHC copyrights, it is also important to respect and not violate the copyrights of third parties. Third parties can own copyrights in photographs, videos, music, wall décor, furniture, software and other works.

Materials should also include a legal notice line acknowledging McDonald's ownership of the RMHC trademarks. For example:

The following trademarks used herein are owned by McDonald's Corporation and its affiliates and are used under license: Ronald McDonald House Charities, Ronald McDonald House Charities logo, RMHC, Ronald McDonald House, Ronald McDonald Family Room, Ronald McDonald Care Mobile, and Keeping families close.

Universal Brand Assets

Typography/Fonts

The primary font used for all RMHC logos is Raleway. In compliance with the ADA guidelines for digital accessibility, RMHC has chosen to use sans-serif and non-script fonts for both digital and print text. Raleway is a free font that offers a variety of weight options.

Futura Book and Futura Bold are still valid fonts to use as a secondary option. Futura is a licensed font and requires a commercial license to use on things like websites and email communications.

Raleway is a free font and is available on fontsquirrel.com. The download includes 18 styles of the font.

→ [Download Raleway](#)

Futura is available at a relatively reasonable price per weight on myfonts.com, for a combined desktop and web license. As stated above, a commercial use license is required for use of Futura fonts on websites and email communications.

Please purchase the Book and Bold weights.

→ [Purchase Futura](#)

Whenever possible, download and use the RMHC brand fonts. If that is not possible, use a sans-serif font that meets the requirements for digital accessibility. Avoid use of script or serif fonts, like Times New Roman.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Thin
Raleway ExtraLight
Raleway Light
Raleway Regular
Raleway Medium

Raleway Semibold
Raleway Bold
Raleway ExtraBold
Raleway Black

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use of Fonts for Digital Media

All fonts, including fonts that appear in printed materials, apps, websites, and digital media are generated by software code, and the software code may be protected by third-party copyright. When attempting to download a font code, you may be required to accept the terms of a click-through agreement. However, click-through agreements typically only cover personal or internal business use and are not external commercial use. Commercial use software code for fonts require a commercial use license from the font owner. It is important to consult with your local legal team to review the terms and conditions of any such license agreements to make sure that the license covers the way in which the font will be used.

Additional Guidelines & Chapter Resources

Additional Guidelines & Chapter Resources

B-Roll

B-roll is often beneficial to have for PR purposes or in the creation of your own videos. General use b-roll footage is available on [RADAЯ Resource Library](#). There is also approved b-roll of people [making donations in McDonald's restaurants](#) that can be used locally. It is always a best practice to notify RMHC Global if the McDonald's b-roll will be broadcast on TV or online so we can let them know.

Branded Merchandise

As owner of the RMHC marks, McDonald's requires that any premium items which include the RMHC marks be produced by a McDonald's-approved vendor. These approved vendors have passed rigorous inspections, understand the ever-changing safety and regulatory environment and can produce a high-quality product. In the U.S., the following approved vendors are recommended:

IMS

Karon Brown
karon.brown@imsretail.com

PURE Marketing

Dane Van Breene
dane@puremarketinggroup.com

To ensure product safety and brand and quality control, these core requirements must be strictly followed, outside the U.S., reach out to your McDonald's colleagues for a list of approved vendors.

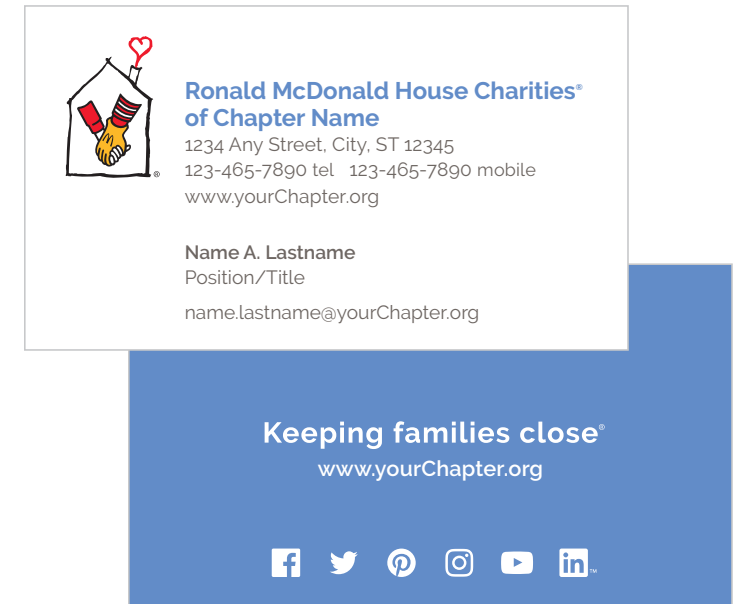
- Branded items offered in exchange for donations must bear the logo of the Chapter benefiting from the donation.
- Branded items given away free-of-charge to families, partners or other parties may bear the Chapter logo or the logo of the brand (Ronald McDonald House Charities® or RMHC®) if the Chapter is not representing themselves as RMHC Global.

Contact marketing@rmhc.org for additional information.

Business Cards

Business card design should reflect new fonts and logos as outlined in these Brand and Style Guidelines. Be sure to communicate your Chapter name and contact information, including your email address and website URL as shown in the example below. Customizable business card templates are available for U.S. and International Chapters on [RADAЯ Resource Library](#).

→ [Go to Business Card Templates](#)



Back of business card – optional

Additional Guidelines & Chapter Resources *continued*

Chapter Website Resources

Resources for building and updating websites (both HTML and Wordpress options); the website linking process; and Global Digital Accessibility requirements are available in the [RADAЯ Resource Library](#).

Questions about Chapter Websites should go to marketing@rmhc.org.

→ [Go to Chapter Website Guidelines](#)

Creative Assets

RMHC Global has developed a series of assets available to Chapters for use in creative materials, including assets for collateral materials and the web. These resources are designed to allow for local customization and provide significant cost savings on creative development for local Chapters. Assets include videos, photography and fundraising campaign assets and can be found on the RADAЯ Resource Library:

- [Marketing/Communication/Fundraising Resources](#)
- [Photos/Illustrations/Videos](#)

Creative Development Process

New creative development requires strategic planning and collaboration. Best practices include gaining insights and alignment with all stakeholders and then partnering with trusted agency partners to help create and deliver assets to help reach the desired goal.

The first step is creating a Creative Brief. The Creative Brief provides a focused inspirational starting place for any new creative project and is an essential tool for working with an agency partner. A clear and concise brief helps unlock the imagination of your creative agency and ensure all channels are integrated to drive engagement. The brief should include your specific goals, channels, and insights.

GOALS:

- What are we trying to achieve and how are we measuring success?
- How can this creative + marketing/communication help achieve the goal?
- What will people think, feel or do differently after viewing/experiencing this creative?
- Narrow down one simple provocative statement that expresses the gist of the brief and is a jumping off point for the creative work?

CHANNELS:

- Which channels will be used to for this campaign/creative?
- What information can you share about engagement on those channels?
- Which brand elements must be included in the creative?

Continued on next page

Additional Guidelines & Chapter Resources *continued*

Creative Development Process *continued*

INSIGHTS:

- Who is the target audience? What are some shared qualities, ambitions, ethics, stresses, and joys about them? [Since audiences vary depending on the channel, it's important to include details about the audience for each channel]
- What needs does this audience have? How might we be the solution to those needs?
- What facts about the organization should be shared regardless of whether they are mentioned in the campaign?
- Why should people talk about us, share on social, or be motivated to act on our behalf?

Insights should be specific + shared + special and will lead to specific Brand Truths that can help generate impactful creative.

It is a best practice to gather insights, perspective, and alignment from many stakeholders when developing a creative brief. This includes members in your Leadership, Marketing, Communication, Brand, Development/Fundraising, Finance and/or Operations Teams.

Additionally working collaboratively with your agency partner to finalize and align on a clear creative brief and strategy will contribute to a powerful campaign that helps everyone reach their goals.

Example of Creative Development Process

For the 2021 End of Year Campaign, RMHC Global + our creative agency aligned on the following goals, channels and insights to inform our [final creative](#).

GOALS:

- Grow Awareness about brand RMHC; show impact of our core programs; encourage viewers to learn more about our organization.

CHANNELS:

- OLV, digital ads, social media

INSIGHTS:

- **Specific:** What does RMHC do that is totally unique to other organizations? (Ex. Family Room program)
- **Shared:** What are some of the qualities of the Family Room that are universally loved? (Proximity to child, snacks/play area, house-like amenities, companionship w/others)
- **Special:** Why do families love the Family Room? (It's somewhere they can feel close to their child/sibling without being overwhelmed by the realities of the hospital setting.)

BRAND TRUTHS RE: RMFR Programs:

- Being together with family when a child is hospitalized helps everyone cope better — *"We know that when you need your dad, only dad will do!"*
- Making "normal" family activities available — even when a child is hospitalized — is a great way to support the child and family when they need it most — *"Parents of sick children have a lot of decisions to make... like should we finish this chapter or start a new episode?"*

Additional Guidelines & Chapter Resources *continued*

Creative Review Process

Per your Chapter's license agreement(s), there are times when both RMHC Global and McDonald's need to approve creative assets which bear the trademarks and service marks related to RMHC Chapter organizations.

Creative assets include all new or updated print, audio, visual and digital promotional and fundraising materials, advertisements and public relations elements and any other materials bearing the RMHC marks.

RMHC Marketing and McDonald's Legal Department respectfully request a minimum of 5–7 business days to complete the legal review process. Please plan sufficient time into your project schedule. See the [Creative Review Process](#) document on RADAЯ Resource Library for more details.

→ [Go to Creative Review Process Document](#)

What is Reviewed

- Are current logos and marks being used correctly?
- Are there proper releases for any photos, music, and video footage?
- Does the creative reflect the overall brand style and architecture?
- Is the overall messaging in line with brand standards?

Common Legal Mistakes to Avoid

- Using photos, names, images or likenesses, or personal stories without having the proper rights and [releases](#).
- Making statements that have not been confirmed or substantiated.
- Using music or sound effects without securing the proper rights.
- Using photos with logos of other companies (e.g., on shirts, toys, appliances); unless appropriate rights have been secured, logos should be blurred out.
- Conducting fundraisers without knowing the legal and regulatory requirements for the applicable state(s).
- Conducting fundraisers or awareness campaigns without approval from RMHC Global and/or having a commercial co-venture agreement in place and registering and/or bonding the campaign (if necessary).
- Using the ***purpose*** of the House or core program as the stated ***mission*** of the Charity (e.g., "The mission of RMHC is to keep families with sick children near the care and resources they need" is ***not*** a correct statement.)
- Using Ronald McDonald to endorse corporate donor products or services.
- Lack of appropriate trademark/copyright designations.

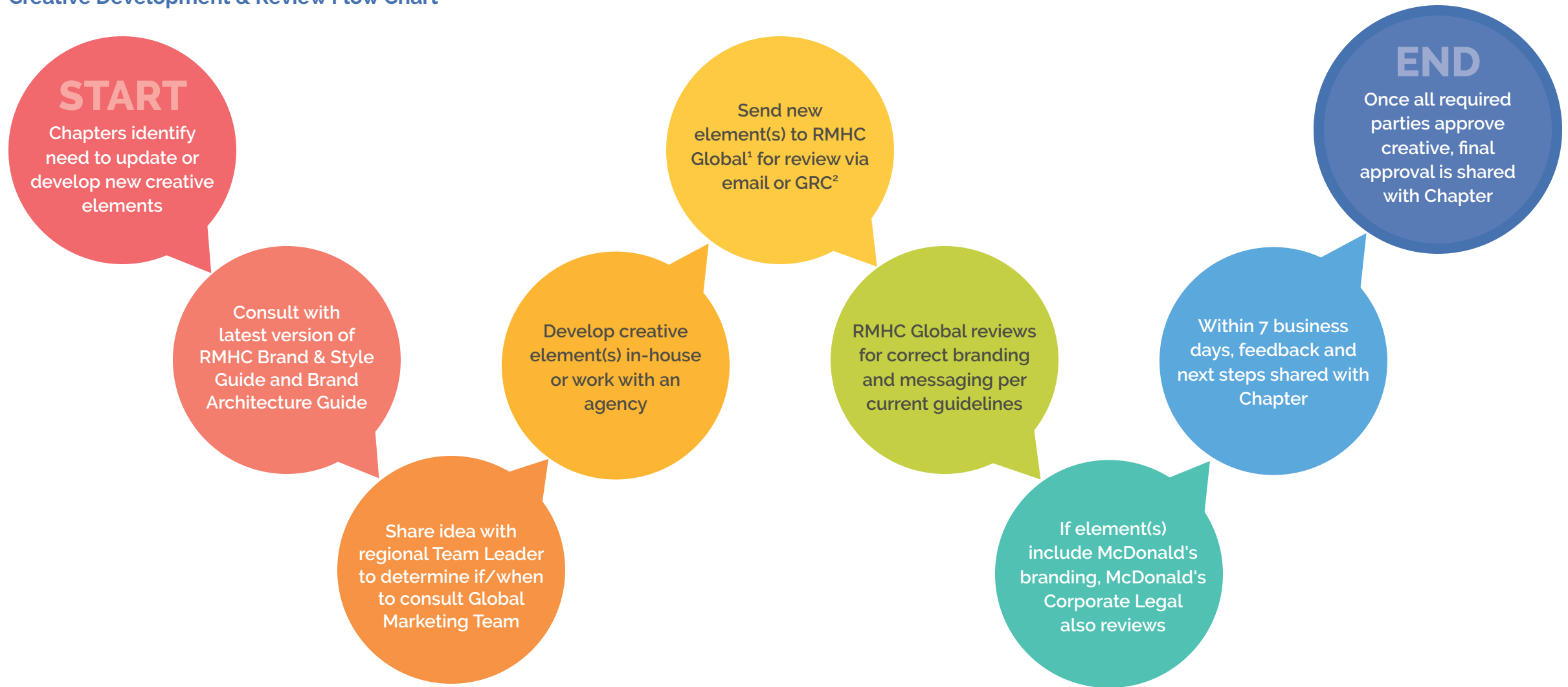
What to Submit

Examples of Chapter branded elements that should be reviewed include final drafts of new or updated:

- Program signage
- Posters, brochures, flyers
- Merchandising elements (clothing, accessories)
- Videos
- Radio scripts
- Special event collateral (invitation, booklets, banners)
- Hospitality Carts
- Anything that includes the McDonald's logo
- PR or fundraising campaign assets, including press releases
- Content related to Global Partnerships (e.g. Coca-Cola, Kellogg's, Tempur-Pedic)

Additional Guidelines & Chapter Resources *continued*

Creative Development & Review Flow Chart



¹RMHC = Ronald McDonald House Charities, Inc.; also known as RMHC Global

²GRC = Global Review Center – tool for McDonald's employees and agencies to submit creative for review by subject matter experts including McDonald's Corporate Legal Team and RMHC

Additional Guidelines & Chapter Resources *continued*

Crisis Management

Creating a crisis communications strategy means planning ahead: anticipating the good and the bad situations that may face an organization. At any point in time, external or internal factors may create a situation that forces a Chapter to respond to and engage with various audiences and stakeholders. The [Proactive Crisis Planning Guide](#) will help Chapters prepare a crisis support team, strategy and plan to address each situation quickly and confidently.

Reach out to marketing@rmhc.org with any questions/concerns.

Editable Branded Resources

Several branded templates are available for local customization. These include:

- [Lower-thirds](#)
- [Thank-you cards](#)
- [Pocket Folder](#)

Email Signature Guidelines

Branded email signatures are an easy way to spread brand spirit with every email. A good brand email signature should include:

- Name, role and Chapter name
- Contact details
- Chapter logo
- Links to Chapter or personal social media pages
- (Recommended) Disclaimer language

Editable email signature files with instructions are available on [RADAR Resource Library](#).



RMHC
Chapter Name

Your Name *(she/her/hers)*

Your Title, RMHC Chapter Name | www.YourChapter.org

ph: [+1 312-000-0000](tel:+13120000000) | your.email@us.mcd.com

Mailing Address: 1234 Your Street Address, City, ST 61234



TIP: For consistency, manually type in the same signature details (minus the logo) on your phone for email communication via your phone.

Additional Guidelines & Chapter Resources *continued*

In-Restaurant Fundraising Merchandising

RMHC presence in McDonald's restaurants gives our organization exposure to millions of McDonald's customers and potential RMHC donors every day.

In the U.S., RMHC Global designs, produces and arranges for installation of new Donation Box inserts twice per year. Additionally, McDonald's U.S. Marketing Team has created the [RMHC Retail Merchandising Playbook](#) that identifies the elements that can help promote RMHC in U.S. restaurants.

For additional marketing resources, visit the [In-restaurant Fundraising Operations](#) and [McDonald's Engagement and Stewardship](#) sections of the Resource Library.

Outside the U.S., Chapters should work with their local McDonald's markets to identify which in-restaurant elements are allowed. Keep in mind that consumers need to get a "quick read" but the national or local logo should be prominent on the merchandising to grow awareness of brand RMHC. Images or graphics depicting the impact to family beneficiaries from local Chapters, coupled with simple and powerful copy, are strongly recommended for optimum impact and to stand out in restaurants.



Donation Boxes on counters and at drive thru windows



Round-up at self-ordering kiosks

Additional Guidelines & Chapter Resources *continued*

Power of the Brand & Partnerships

We have strong partnerships with the medical community; our corporate partners; and the compassionate people and programs at the local level, as well as the positive interactions with our supporters and the families we serve. The collective experiences of the millions of children and their families, who have been supported or been able to thrive together, strengthen word-of-mouth and confidence in our brand and what we stand for.

Establishing strong partnerships is integral to delivering on our mission in the community, and still, a brand as strong as ours must also be protected as we establish strong relationships with like-minded organizations that share our values. Our brand is our strongest marketing asset. It's who we are, what we do. Our logo is our visual identity and moniker in the public marketplace.

The following pages provide direction for best practices for sharing brand RMHC with partners, including:

- Guidelines to selecting partners or local donors
- Direction for use of RMHC trademarks by Corporate Partners
- Creative and legal review process required by all parties
- Guidelines for co-branding and beneficiary relationships

Guidelines to Selecting Partners or Local Donors

When identifying organizations with whom to work, the following screens need to be applied to ensure we are entering relationships that are mutually beneficial and would help to positively create awareness and further understanding of RMHC and our network of local Chapters:

- Is the potential partner company well respected by the community?
- Does the company have the resources to promote the donor relationship to the general public and/or their customers?
- Do they share our core values: commitment to children, value of diversity, accountable and transparent operations?
- Do we mutually benefit from the relationship? Our brand has value and this must be recognized in any donor relationship.
- Does this donor provide goods or services that help relieve our operations expenses or items budgeted? Or can they add value from a marketing, fundraising or awareness perspective?

- Do we have the resources to adequately support the relationship? A partnership should never be one-sided.
- Is the company's identity consistent with our Brand (i.e., compassionate, sophisticated, trusted advocates of our mission to serve children and families)?
- Is there potential to enter into a long-term relationship versus a one-off promotion?
- Is this partner a direct competitor of our Founding Mission Partner, McDonald's, and will advertising their partnership create a conflict of interest?

Additional Guidelines & Chapter Resources *continued*

Chapter Partnerships and Use of Trademarks

In the U.S., McDonald's Corporation and its affiliates own all RMHC marks and license each Chapter to use certain marks according to its license agreement. As a result, there are times when McDonald's may need to approve a sponsorship or partnership. At the very least, it is vital that Chapters include language in any contracts stipulating that McDonald's is the owner of the trademarks and may require and approve use of the marks by Chapter sponsors and partners:

All RMHC trademarks, logos and other intellectual property are and remain the property of McDonald's Corporation. All parties agree only to use the RMHC trademarks, logos and other intellectual property in the manner authorized and permitted in writing by that party or as otherwise provided in this Agreement.

The creative review process detailed on [pages 28-29](#) is the appropriate process to follow to gain approval for use of the RMHC marks. It's also good practice to consult with your Field Operations Team Leader about terms of your Chapter license agreements.

Outside the U.S., the RMHC marks may be owned by a McDonald's affiliate, not by McDonald's Corporation. Please consult with your Field Operations Team Leader about the licensing terms in your respective country to ensure you understand the licensing agreement.

All partners must abide by the trademark policies documented on [pages 19-22](#). For rules on co-branding, please see [page 34](#).

Chapters should also be aware of the rules surrounding use of partner logos and marks, and collaborate all corporate partners for approval of use.

Additional Guidelines & Chapter Resources *continued*

Co-branding

In most cases, a Chapter is a beneficiary of another brand's support for a fundraiser. (See [next page](#) for direction regarding incorporating a Chapter as a beneficiary.) In the rare co-branding situation, choose a horizontal or stacked logo orientation that best balances the partner's logo. For example if the partner logo is primarily vertical, then use our vertical logo. While the dimensions of each logo may not match exactly, make sure to balance the sizes so both logos are visually equivalent. The Chapter logo should always be on the left side separated by a 1 pt or 1 pixel rule.



Additional Guidelines & Chapter Resources *continued*

Guidelines for Incorporating Chapter Logo as Beneficiary

- Partner use of your Chapter logo depends on partnership level and level of engagement and must include text indicating the partnership support:
 - **Benefiting logo:** when a Partner holds a fundraiser or event with proceeds going to your Chapter or several local Chapters
 - **Supporting logo:** when a Partner/Organization provides in-kind services or volunteer support to your Chapter or several local Chapters
- For fundraising purposes the logo of the Chapter benefiting from the event must be used. (The RMHC Global logo cannot be used as a generic logo for fundraising events when money raised is not coming to RMHC Global.)
 - When multiple Chapters will benefit from a single fundraiser, the special “Benefiting Local Chapters” logo-lockup may be used in place of multiple Chapter logos. Variations of this lock-up have been saved in English and Spanish and are available on the [RADAЯ Resource Library](#). Legal copy associated with any promotions that benefit multiple RMHC Chapters should specify the legal name of each Chapter who will benefit.

- Editable Adobe Illustrator logo lock-up templates (preferred) and editable PowerPoint templates are available on the [RADAЯ Resource Library](#). If you do not use a template, place the word Benefiting/Supporting next to the Chapter logo using Raleway Bold in all caps, 100% black (or white if logo is placed on a dark background). The word should be vertically aligned reading from bottom to top and should bottom align with the “RMHC” logo text, not the Chapter name. There should be adequate clearspace as shown in the examples.

BENEFITING LOGO LOCK-UPS



SUPPORTING LOGO LOCK-UPS



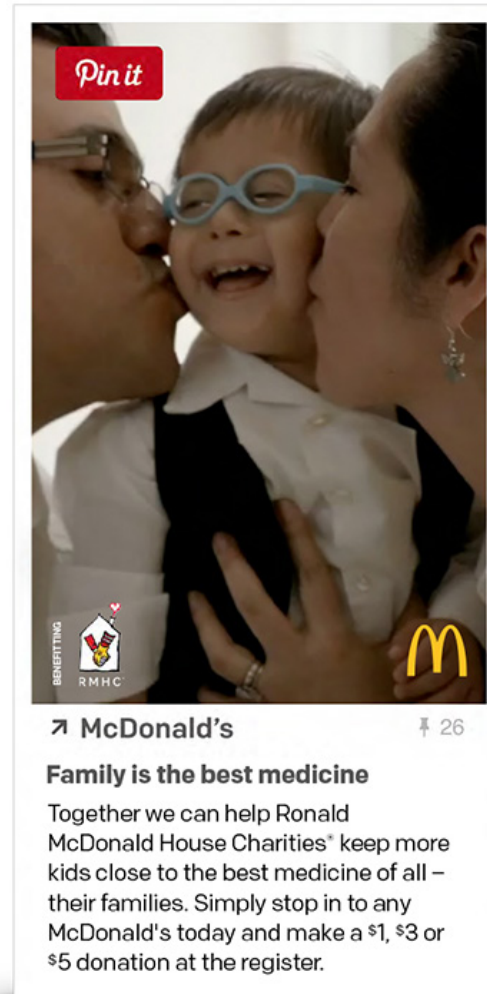
RMH CHAPTER (HOUSE-ONLY) LOGO LOCK-UPS



Additional Guidelines & Chapter Resources *continued*

Guidelines for Incorporating Chapter Logo as Beneficiary *(cont.)*

- Do not place the sponsor logo (e.g. McDonald's Arches or Coca-Cola logo) and Chapter logo side by side. This placement makes it appear as though the Chapter is co-sponsoring the event rather than the beneficiary of the event. The two logos must be separate from each other.
- Include language around the donation mechanism within the copy for the ad or the POP materials; it should be clear how the Chapter is benefiting from the event. For example "Proceeds benefit families being cared for by Ronald McDonald House Charities® of INSERT NAME OF CHAPTER".
 - Note that unless funds are being restricted specifically to one Chapter program (i.e. Ronald McDonald House), all advertising/fundraising materials should specify the legal name of the local Chapter, i.e. Ronald McDonald House Charities® of INSERT NAME OF CHAPTER.



Additional Guidelines & Chapter Resources *continued*

RMHC and McDonald's® Relationship

McDonald's is the founding mission partner of the RMHC organization. From a branding perspective, this means that we celebrate the McDonald's relationship in RMHC messaging, tone and creative.

However, one single company cannot be expected to fund a global 501(c)(3) organization that has a vision for a world where all children have access to medical care, and their families are supported and actively involved in their children's care. RMHC, and its network of local Chapters also partner with organizations and other corporate partners who share both RMHC and McDonald's brand values.

RMHC Chapters all rely on the generosity of numerous corporate donors, the medical community and individuals dedicated to making a positive impact on society to fund our mission since our inception.

NOTE: All materials that include McDonald's arches or will be displayed in McDonald's restaurants must be submitted for creative and legal approval by both McDonald's and RMHC Global. (See the [Creative Review Process](#) document for more details,).

Things to Consider

As your Chapter receives in-kind gifts from local businesses, evaluate your social media content and take the following into consideration:

- In most cases, these businesses are considered competitors of McDonald's® (e.g. Chick-fil-A®, Dunkin'®, Wendy's®, Panera®, Burger King®, Starbucks®). Given that McDonald's is the largest donor / Founding Mission partner of our Charity and many of our local board members, donors, and volunteers are part of the McDonald's system, we would recommend that Chapters are sensitive to how this may impact your local relationships.
 - If a donation or partnership may cause more issue than help, it may in some cases be the right decision to say no.
 - If a donation is small (e.g. bagels for breakfast), evaluate whether it should be shared on social media.

Additional Guidelines & Chapter Resources *continued*

Use of McDonald's® Characters

The iconic character Ronald McDonald is the brand ambassador for our Founding Mission Partner, McDonald's. While the character's name is part of our name, the use of Ronald McDonald, including his name and likeness, is governed by McDonald's. Names of Chapter events should not include Ronald's name as though he is benefiting from the event (i.e. "Run for Ronald," "Ronald's Red Shoe Walk" or "Ride for Ronald's House"). Likewise, Ronald images or graphics should not be used to represent the mission, purpose or impact of RMHC (see [page 11](#) for more information). These guidelines also apply to all other McDonald's characters.

For events with another corporation as the title-sponsor, it would not be appropriate to invite Ronald or include any Ronald imagery for the event.

Reach out to marketing@rmhc.org with questions about use of Ronald.

Use of Mc / Mac

The "Mc" and "Mac" prefixes may not be used for any RMHC or local Chapter program or event as these trademarks are exclusively associated with McDonald's, not RMHC.

Per the McDonald's Golden Arches Code, "Mc" and "Mac" are reserved for significant McDonald's product initiatives that enhance the reputation and uniqueness of the McDonald's brand.

For consumers, McDonald's "Mc/Mac" family of trademarks is a link to what customers have come to appreciate most about McDonald's food: a reputation for quality, trustworthiness and value. They are used to identify McDonald's, as well as products that are unique to McDonald's. The "Mc/Mac" family is meaningful only to the extent it is used accurately and consistently.

In many cases, McDonald's can prevent others from using or registering trademarks that include "Mc" or "Mac." It is important that RMHC and local Chapters ensure that "Mc" or "Mac" not be used in connection with any RMHC or local Chapter program or event so that these trademarks continue to be immediately recognized as being exclusively associated with McDonald's, its products and brand values, and not those of the Charity.

Use of Ronald McDonald®

Use of the character Ronald McDonald is most effective when used to represent the partnership between McDonald's and RMHC. For Chapters, this means the live Ronald character may play a supporting role by attending certain events in which McDonald's is involved. Examples include (but not limited to):

- Large fundraisers, galas or donor recognition events which include McDonald's Owner/ Operators or employees
- Family walks, concerts or sporting events sponsored by or in partnership with McDonald's
- House/Family Room groundbreakings and/or grand openings which include McDonald's support

Additionally, if Ronald is at a McDonald's event near a local Ronald McDonald House, the agency that manages the character may reach out to the Chapter to arrange for a visit, to bring joy and fun to the families staying at the House.

Questions regarding the Ronald program should be directed to Jeff Opalach, jeff.opalach@tsmgi.com or David Zlotnik, david.zlotnik@tsmgi.com.

Requests for Ronald Appearances can be made www.reservations.tsmgi.com.

Additional Guidelines & Chapter Resources *continued*

Program Signage

Signage for Ronald McDonald House programs and Ronald McDonald Family Room programs should include your RMHC Chapter logo along with the program name in RMHC blue. It is preferred that the signage be printed on a white background when possible.

Editable Adobe Illustrator files of the signage are available on the [Resource Library](#) with and without a location name as shown below. ***It is best to use the editable files on the Resource Library to create the sign.***

The program name should be set in Raleway Bold and be colored RMHC Blue (Pantone 660U; c63, m38, y0, k0). The location name should be set in Raleway Bold, all caps, and colored 75% of black. The font size of the location name should be slightly less than half the size of the program name text and there is extra space added between the letters.

If the recommended program sign design does not fit the available space on a building or inside a hospital, please contact marketing@rmhc.org for alternate recommendations.

PLEASE NOTE: These layouts are for signage only and should not be used as logos for your House or Family Room program. You should use your Chapter logo for all marketing collateral and communication.

RONALD McDONALD HOUSE SIGNAGE



RONALD McDONALD FAMILY ROOM SIGNAGE



Additional Guidelines & Chapter Resources *continued*

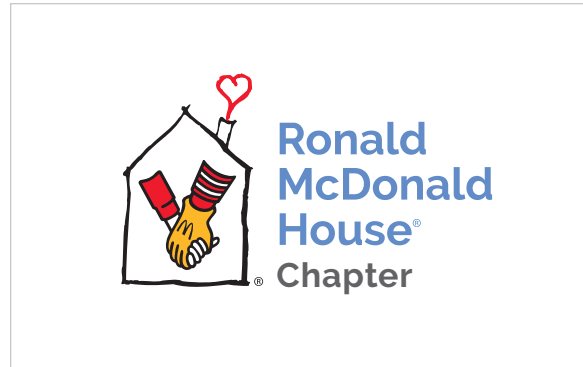
Program Signage for House-only Chapters

For House-only Chapters that have only one House and the location is the same as the Chapter name, use the Chapter logo with the "Ronald McDonald House" text set in RMHC Blue (c63, m38, y0, k0) for the signage.

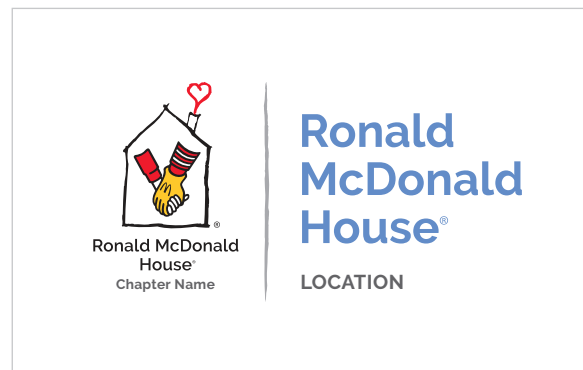
House-only Chapters with multiple House locations, or the location does not match your Chapter name (e.g., Ronald McDonald House of South Island, location of House is Christchurch), then include the House-only Chapter logo to the left of the House text as shown in the example. This layout also applies for Ronald McDonald Family Room signs. Please contact marketing@rmhc.org with any questions/concerns.

Editable Adobe Illustrator files of the House-only Chapter signs are available on the [Resource Library](#). ***It is best to use the editable files on the Resource Library to create the signage.***

SIGNAGE FOR RMH CHAPTERS WITH ONE HOUSE, LOCATION IS SAME AS CHAPTER NAME



PROGRAM SIGNAGE FOR HOUSE-ONLY CHAPTERS



Additional Guidelines & Chapter Resources *continued*

Public and Media Relations Tools

One of the most important factors in determining the success of your public and media relations efforts is an awareness of the latest communications trends and the protocols for preparing media outreach.

PR resources on RADAЯ Resource Library include:

- [RMHC Message Maps](#)
- [Impact Research Toolkit materials](#)
- [Press Release Boilerplate](#)
- [Proactive Crisis Planning](#)

RADAЯ Resource Library

[RADAЯ Resource Library](#) is the online resource for all Chapter communications as well as the repository for resources and assets RMHC Global has created. Most Marketing assets are located within the "Our Brand" and "Marketing, Communications & Fundraising" sections. Photos, videos, and audio files are located under the "Photos, Videos, Music and Illustrations" section.

The easiest way to locate an asset is to use the search function.

The screenshot shows the RADAЯ Resource Library website interface. At the top, a yellow callout box with the text "Use the Search box to locate assets" points to a search bar in the header. The main content area is a grid of 12 resource cards, each with an icon and a "Click Here" button. A yellow callout box at the bottom with the text "Most marketing assets can be found in these highlighted sections." has arrows pointing to three specific cards: "Marketing, Communications, and Fundraising", "Our Brand", and "Photos, Videos, Music and Illustrations".

Category	Icon Description	Text	Action
COVID-19	Microscopic virus	COVID-19	Click Here
Chapter Administration	Group of people	Chapter Administration	Click Here
Corporate Partnerships	Handshake	Corporate Partnerships	Click Here
Family-Centered Care	Family with child	Family-Centered Care	Click Here
Finance	Bar chart with arrow	Finance	Click Here
In-Restaurant Fundraising Operations	Heart in a box	In-Restaurant Fundraising Operations	Click Here
Learning and Development	Person at a computer	Learning and Development	Click Here
Marketing, Communications, and Fundraising	Microphone	Marketing, Communications, and Fundraising	Click Here
McDonald's Engagement and Stewardship	McDonald's restaurant	McDonald's Engagement and Stewardship	Click Here
Our Brand	RMHC logo	Our Brand	Click Here
People Development	Person icon	People Development	Click Here
Photos, Videos, Music and Illustrations	Camera lens	Photos, Videos, Music and Illustrations	Click Here

Additional Guidelines & Chapter Resources *continued*

Social Media Playbook

A playbook for social media best practices has been created to provide a framework and strategy to best engage with supporters on social media. It also provides guidance on the RMHC tone and messaging to ensure consistency in brand around the world.

→ [Go to Social Media Guidelines](#)

Stationery

Letterhead and envelope stationery designs should communicate your Chapter name and contact information, including website URL. Editable stationery templates for U.S. and International Chapters are available on [RADAR Resource Library](#).

It is not recommended to use your Chapter logo as a watermark on letterhead. Using the logo in this way diminishes the integrity of the logo and it will only make the letter more difficult to read.

It is acceptable to create your own stationery for your Chapter as long as branding rules and guidelines are followed.

→ [Go to Stationery Templates](#)

General RMHC Talent Release Forms

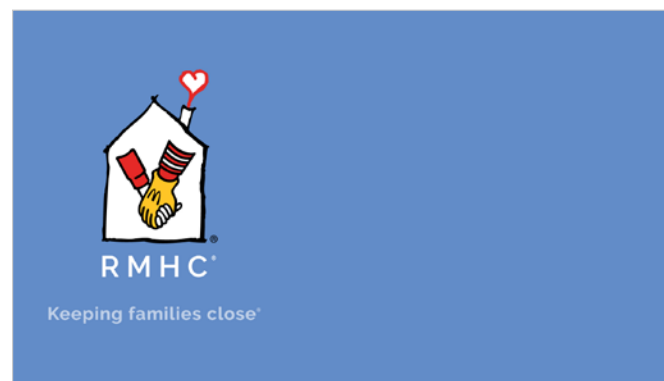
General RMHC Talent Release Forms are required in order to use any image or video of a child, parent, staff or volunteer. If you use photographs or video of children and families helped by your Chapter, ensure that all photographs and video are accompanied by a signed consent and release form.

→ [Go to General RMHC Talent Release Form](#)

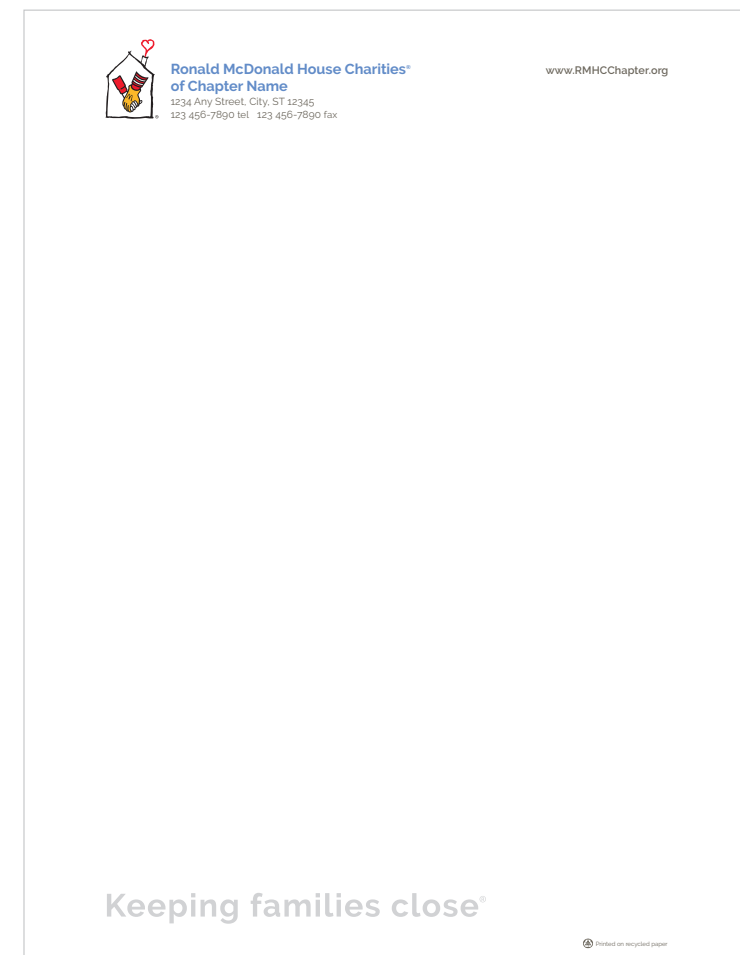
Virtual Backgrounds

Three different RMHC branded backgrounds are available to use on virtual meeting/calls. They can be downloaded from the [RADAR Resource Library](#).

→ [Go to Virtual Backgrounds](#)



Example of virtual background



Example of letterhead template

Questions?

Contact marketing@RMHC.org for any branding and style questions.