

RMHC[®] Brand & Style Guide

Version 8.1 SEPTEMBER 2020



RMHC[®]

Keeping
families close[®]

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RMHC Brand & Style Overview

The purpose of this guide is to create a single, reliable resource for the branding of RMHC® (Ronald McDonald House Charities®).

One of the most important ways to communicate our unique mission and build brand strength is to speak with a unified voice and visual expression.

This guide includes standards, guidelines and tools that ensure brand RMHC consistently illustrates our mission and values, through the look and feel of all marketing, development, and communication elements.

Please share this guide with staff, agencies and corporate partners to ensure that all who use our brand elements stay true to our brand essence and style.

RMHC Brand & Style Overview

- Our Logo
- Meaning of the Logo
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Our Logo

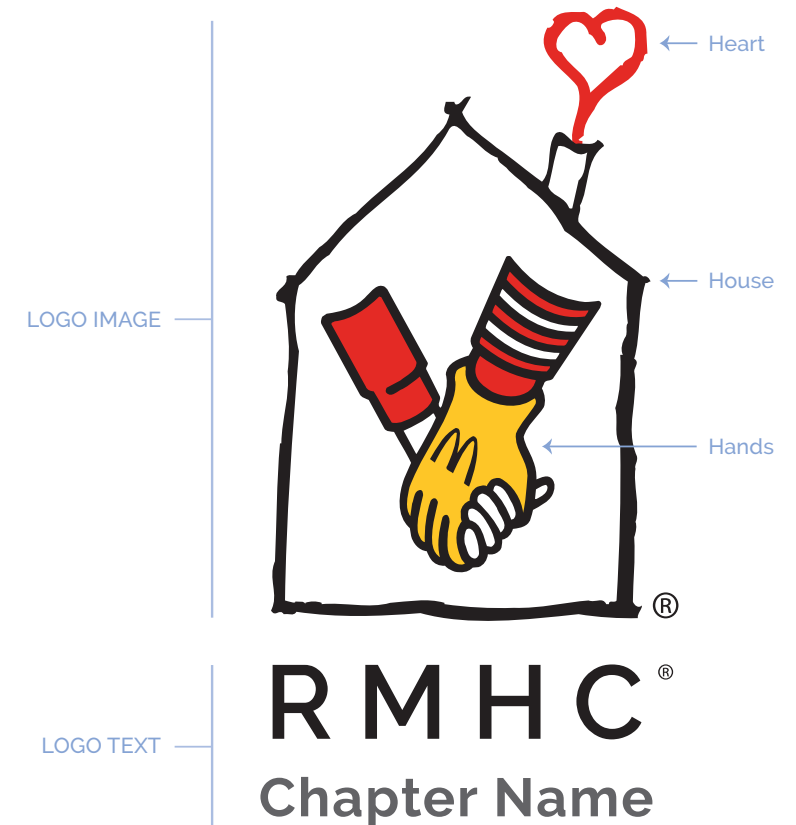
The Ronald McDonald House Charities logo is our unique signature. It's powerful and recognized around the world. As a global symbol, it transcends languages, as well as cultural barriers. Our logo consists of two parts: 1.) logo image and 2.) logo text. Both parts include trademarks and should be used together. The logo image is the same for all Chapters. The logo text varies for each Chapter.

Meaning of the Logo

The RMHC Brand is recognized and respected globally for the way the Charity supports children and families by helping bridge the access to healthcare. As a result, the logo was specifically developed to reflect the brand's core values and to honor the heritage of the organization.

- The **house** is a tribute to the RMHC cornerstone program, the Ronald McDonald House®. Ronald McDonald House programs across the world provide a supportive home environment for families of seriously ill children who are receiving care at nearby hospitals.
- The **heart** is a reflection of the love and compassion at the core of the Charity's mission. A Ronald McDonald House is often referred to as "the house that love built" because of the partnerships at the foundation of each and every House program.
- The **hands** have three meanings: the child's hand is representative of the children and families that we serve; the Ronald McDonald® hand represents our founding mission partner, McDonald's®; and the hands joined together represent reassurance and hope that together we can help families overcome any obstacle.

The logo image — house, heart and hands — is a registered trademarked image. The image should not be broken apart and no single part of the logo image may be used separately. (See more about logo misuse on [page 11](#))



- Our Logo
- Meaning of the Logo
- **Spirit of the Brand**
- **Our Global Mission Statement**
- **Our Global Vision**

Spirit of the Brand

We believe that when a child is sick, the entire family needs comfort and support. We believe in helping all families around the world access the medical care and resources they need. We believe in ensuring families are fully involved with health care providers about the care and support services their child receives. We believe in supporting families who must travel far from home for their child's care. We believe that when families are together, they cope better. We believe that "home" is more than four walls and roof over your head. We believe that no family should have to deal with their child's medical crisis alone. We believe in building a global community that finds strength, hope and courage as a joyous experience. We believe in bringing communities together to support families throughout their healthcare journey.

Our Global Mission Statement

RMHC creates, finds and supports programs that directly impact the health and well-being of children and their families. RMHC is there for families when they need it most: right in their own communities.

RMHC fulfills this mission through its global network of local Chapters who operate hundreds of RMHC core programs around the world: Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®, as well as additional programs and services.

Our Global Vision

A world where all children have access to medical care, and their families are supported and actively involved in their children's care.

Our RMHC Impact Strategy has three strategic priorities:

- Expanding our reach by both creating programs in new countries and regions and growing existing core programs.
- Strengthening our global network through people development and education, and ensuring the financial sustainability of the RMHC system.
- Mobilizing support to increase awareness and understanding of RMHC and support for our mission.

Core Values

- > We lead with compassion.
- > We focus on the critical needs of families and children.
- > We celebrate the diversity of our people and our programs.
- > We value our heritage.
- > We operate with accountability and transparency.

Brand & Style Basics

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Global Logo

The logo that only includes “RMHC” or “Ronald McDonald House Charities” as the logo text, represents the global organization. This logo should only be used for global marketing campaigns and events or fundraisers whereby proceeds go to the Global office before being granted back to local Chapters.

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.

RMHC GLOBAL LOGO



RMHC CHAPTER LOGO



RMH CHAPTER (HOUSE-ONLY) LOGO



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Tagline

The RMHC tagline, “Keeping families close” should be used with the logo (and the proper registration mark) whenever possible.

In the U.S., the tagline should always include the registered trademark ® symbol.

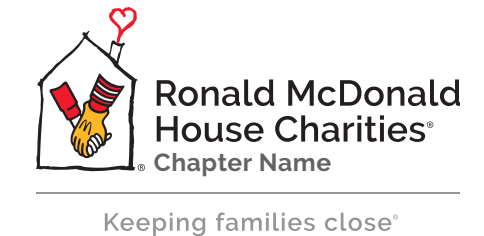
While trademarks for the phrase have been requested in all countries where RMHC Chapters are located, some have been denied and others are still pending. Non-U.S. Chapters should reach out to marketing@rmhc.org to confirm which registration mark, if any, is needed.

Also note that when using the phrase as a hashtag, no marks are necessary: **#KeepingFamiliesClose**.

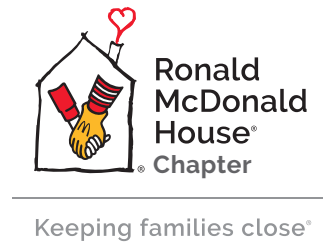
RMHC GLOBAL LOGO WITH TAGLINE



RMHC CHAPTER LOGO WITH TAGLINE



RMHC CHAPTER (HOUSE-ONLY) LOGO WITH TAGLINE



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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 0.75" ($\frac{3}{4}$ ") for print or 90 pixels high for digital applications. The horizontal logo may 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

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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.

Logo Colors


These colors only apply to RMHC Global and Chapter logos. RMHC Brand color palette can be found on [page 12](#).

	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

For tagline:

	GRAY	Print: 50% Black CMYK: 0, 0, 0, 50	Digital: RGB: 153, 153, 153 HEX: #999999
---	------	--	--

Alternate text color:

	BLUE	Print: Pantone 660U CMYK: 63, 38, 0, 0	Digital: RGB: 98, 142, 204 HEX: #638DC9
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Full color



Full color with blue text



Full color with white text



2-color



1-color



1-color reversed

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Logo Misuse

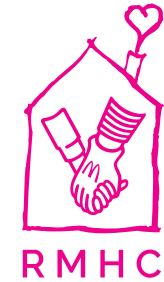
The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the RMHC logo confuses its meaning and diminishes its impact.

- 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 letterhead or as a large background of collateral. See [page 52](#) for letterhead 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 9](#) 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

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Color Palette

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

It is important to keep legibility and accessibility compliance in mind when using the colors. For instance, it is not recommended to use yellow text on a white background because there is not enough contrast to easily read the text.

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

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

These colors should be used when creating any promotional elements to enhance the brand style. For specific RMHC Global and Chapter logo colors, refer to [page 10](#).

RMHC Blue

For Printing:

CMYK 63, 38, 0, 0
PANTONE 660 U (*uncoated paper*)
PANTONE 2129 C (*coated paper*)

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

Dark 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 (*uncoated paper*)
PANTONE 123 C (*coated paper*)

For Digital Use:

RGB 255, 200, 41
HEX #FFC829

Light Gray

For Printing:

CMYK 0, 0, 0, 20
PANTONE Cool Gray 2

For Digital Use:

RGB 204, 204, 204
HEX #CCCCCC

Darker 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

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RMHC Typography

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. Thirsty Script Regular should no longer be used and should be completely phased out of use by June, 2017.

Raleway is a free font and is available on [fontsquirrel.com](https://www.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](https://www.myfonts.com), for a combined desktop and web license. Please purchase the Book and Bold weights.

→ [Purchase Futura](#)

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thin
ExtraLight
Light
Regular
Medium
Semibold
Bold
ExtraBold
Black

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Photography

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. Share photos that catch typical family moments at a Ronald McDonald House, Ronald McDonald Family Room, aboard a Ronald McDonald Care Mobile or in the community.

The photography style should reflect that:

- We care for children, but we aren't 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're for families, and families are: playful, honest, loving.

Images should always be authentic RMHC photography not stock or commercial images. More information about using family images can be found on [page 29](#).

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.



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Photography DOs

- Show images that reflect diversity.
- 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.



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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.



✘ Avoid childlike drawings as a focal point of creative



✘ Avoid imagery with Ronald McDonald as a focal point of creative

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.

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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.

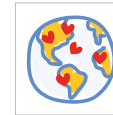
These illustrations are designed to represent Impact, Services, Core Programs, and Events. They will be included on the new [RMHC.org](https://www.rmhc.org) website effective August 1, 2020.

Image files of the illustrations are available on [RADAR Resource Library](#).

Various Illustrations



Families



Locations



Volunteers



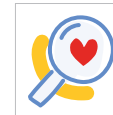
RMHC and McDonald's



Corporate Partners



Our Impact



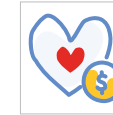
Find a Chapter



Donate at McDonald's



Spread the Word

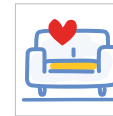


Host a Fundraiser

Core Programs



Ronald McDonald House Programs



Ronald McDonald Family Room Programs



Ronald McDonald Care Mobile Programs

Ronald McDonald House Services



Home-Cooked Meals

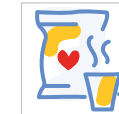


Play Rooms



Private Bedrooms

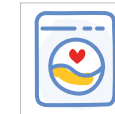
Ronald McDonald Family Room Services



Light Meals



Companionship



Laundry

Ronald McDonald Care Mobile Services



Medical Care



Dental Care



Health Education

Events



Run for RMHC



Golf Outing



Gala

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Copy & Tone


Messaging should be warm and empathetic, but not overly so. When telling stories, ensure that the story is both compelling and encouraging.

The RMHC brand tone is playful, authentic and loving. It should evoke optimism and show moments of families together through the photography of real RMHC families to create a powerful connection. The April 2018 e-newsletter is a great example of this style.

[→ Go to April E-Newsletter](#)

[Click here to view this as a web page.](#)

 **Ronald McDonald House Charities** [Donate](#)




We get our courage and strength from each other.

When getting the right treatment for our son Daniel's autoimmune disorder took us far from home, we didn't know how we'd all stay together.

It's impossible to be away from your child when you know they're sick.


RMHC gave us the precious chance to be with one another.
And that's where we find our courage. Our joy.
Being together is everything.



We hope you're inspired by Daniel's family and their courageous story.

With your gift of \$100, we can continue to keep families like Daniel's together so their love and courage can grow strong – no matter what challenges they face.

Your friends at RMHC

#KeepingFamiliesClose 

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- **Digital Accessibility**

Digital Accessibility

Digital accessibility is the ability of a website, mobile application or electronic document to be easily navigated and understood by a wide range of users, including those users who have visual, auditory, motor or cognitive disabilities. As an organization who serves and celebrates a diverse population and acts with authenticity and transparency, we are committed to making sure 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
3. Add field labels
4. Header Structure & H1 Code
5. Video Accessibility
6. Add PAUSE/PLAY buttons to rotating content
7. Adjust color contrasts to ensure a color ratio of 5:0:1
8. Use sans-serif fonts
9. Separate text from images
10. Add symbols to convey information

Coming Soon

Digital Accessibility is an evergreen initiative and requires regular reviews and evaluations. RMHC Marketing will work closely with our Compliance Team to create standards, processes and guidelines to share with Chapters in 2021.

Chapter-Specific Graphics

- Program Signage 21
- Anniversary Logos 23
- Special Logos 24

Chapter-Specific Graphics

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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 [RADAR Resource Library](#) with and without a location name as shown below. **It is best to use the editable files on RADAR 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



Chapter-Specific Graphics

- Program Signage
- Anniversary Logos
- Special Logos

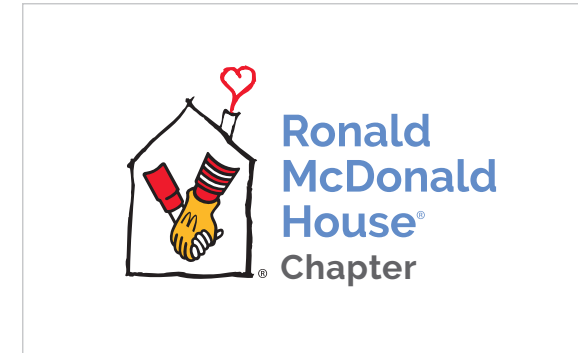
Program Signage for House-only Chapters

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 [RADAR Resource Library](#). ***It is best to use the editable files on RADAR 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



Chapter-Specific Graphics

- Program Signage
- **Anniversary Logos**
- Special Logos

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 [RADAЯ 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.

ANNIVERSARY LOGOS



Chapter-Specific Graphics

- Program Signage
- Anniversary Logos
- **Special Logos**

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 [RADAR 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 [RADAR 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.

WALK FOR KIDS LOGO



RED SHOE SOCIETY LOGO



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Trademarks and Usage

All RMHC trademarks must be used in accordance with trademark policies. In the U.S., Ronald McDonald House Charities 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® *(for U.S. Chapters)*

Keeping Families Close™ *(for Non-U.S. Chapters - see note below)*

Raise Love™ #for RMHC *(U.S. only)*

Outside the U.S., a trademark may be registered (®) or simply designated as a trademark (™). Please contact your Field Operations Team Leader for information regarding your country's specific trademark designation requirement.

NOTE: While trademarks for the tagline have been requested in all countries where RMHC Chapters are located, some have been denied and others are still pending. Non-U.S. Chapters should reach out to marketing@rmhc.org to confirm which registration mark, if any, is needed.

- Trademark Usage and Rules
 - Use of RMHC Photography
 - Core Messaging
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 - Use of the Character Ronald McDonald
 - Use of Mc / Mac

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

- **Trademark Usage and Rules**
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Chapter Names & Use of Acronym

The name of our global organization is Ronald McDonald House Charities (RMHC, Inc.). However, for fundraising purposes, Ronald McDonald House Charities, Inc. (RMHC, Inc.) also refers to the global Chapter of the Charity, a 501©(3) non-profit organization who raises funds to support the global system.

Chapters must always reference their organization name properly. For instance, the proper Chapter name (i.e. Ronald McDonald House Charities of Chicagoland and Northwest Indiana or RMHC Australia), should always be used when referring to a local Chapter. When appropriate, after establishing the legal name, local Chapters can use the acronym (for instance, RMHC-CNI.)

Trademark and Copyright Designations

Materials should include a copyright designation and year. A copyright notice or copyright symbol is an identifier placed on copies of the work to inform the world of copyright ownership. For materials created by the Chapter, use of our organization name as the copyright designations is appropriate:

©2020 Ronald McDonald House Charities

©2020 RMHC

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.

Brand & Style Beyond the Basics

- Trademark Usage and Rules
- **Use of RMHC Photography**
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- RMHC & McDonald's Relationship
- Use of the Character Ronald McDonald
- Use of Mc / Mac

Use of RMHC Photography

RMHC offers a wide variety of approved photography to Chapters via the [RADAR 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 Consent and Release Form](#) must accompany any photograph used for external communication by Chapters, local partners or agencies and/or shared with Global for the RADAR Resource Library. [explain coverage that this release covers every situation]
- All family members visible in the image should be added to each release form
- Chapters should all use this same form to ensure approved use by agencies/ partners [language to come]

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

Please consult marketing@rmhc.org if you need clarification or have questions.

Share Family Images

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

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

Brand & Style Beyond the Basics

- Trademark Usage and Rules
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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](#)

Brand & Style Beyond the Basics

- Trademark Usage and Rules
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Creating 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. Always make sure to feature a strong call to action within the materials you develop.

If you are asking for donations, we recommend linking directly to your donation page versus a campaign landing experience to drive users one step closer in the donation process.

Consumer Facing Copy to Illustrate Our Mission

When you need a compelling headline, the subject line for an email or a powerful closing line, use these simple ways to communicate what RMHC offers to the communities we serve:

- RMHC keeps families near the resources they need to thrive.
- RMHC keeps families together when their child needs medical care.
- RMHC helps families with sick children stay close to each other and the care and resources they need.
- Give the gift of togetherness. (Season of Giving)
- Your spare change helps families stay close. (Fundraising at McDonald's)

Using Hashtags

A hashtag can be used to support, celebrate and discover content. Someone who may not understand what an organization does, could search for content using a hashtag. Hashtags also help expose content to wider audiences and build awareness.

The following RMHC hashtags should be used for all RMHC-related content in order to aggregate RMHC communication on social media:

#KeepingFamiliesClose

#forRMHC

Brand & Style Beyond the Basics

- Trademark Usage and Rules
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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

Brand & Style Beyond the Basics

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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?

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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 40-43](#) 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 26-28](#). For rules on co-branding, please see [page 35](#).

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

Brand & Style Beyond the Basics

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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 px rule.

CO- BRANDING EXAMPLES



thirty-one®



abbvie

Brand & Style Beyond the Basics

- Trademark Usage and Rules
- Use of RMHC Photography
- Core Messaging
- Creating Messaging for Action
- Partnerships
- Co-Branding
- **Guidelines for Incorporating Chapter Logo as Beneficiary**
- RMHC & McDonald's Relationship
- Use of the Character Ronald McDonald
- Use of Mc / Mac

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

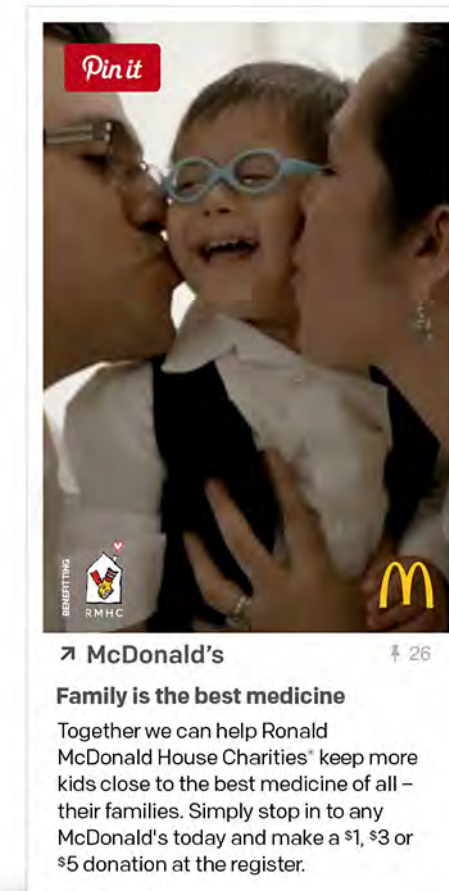


Brand & Style Beyond the Basics

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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.



Brand & Style Beyond the Basics

- Trademark Usage and Rules
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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.)*

Brand & Style Beyond the Basics

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- **Use of the Character Ronald McDonald**
- **Use of Mc / Mac**

Use of the Character Ronald McDonald®

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 16](#) for more information).

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.

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Creative Review Process

● What to Submit

- Creative Development & Review Flow Chart
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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 RADAR 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?

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)
- Anything that includes the McDonald's logo
- PR or fundraising campaign assets, including press releases
- Content related to Global Partnerships (e.g. Coca-Cola, AbbVie, Kellogg's, Tempur-Pedic)

- What to Submit
- Creative Development & Review Flow Chart
- Common Legal Mistakes to Avoid
- Releases

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

Creative Review Process

- What to Submit
- Creative Development & Review Flow Chart
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- **Releases**

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.

Releases

Releases 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 Release Forms](#)

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Additional Chapter Resources

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- Public and Media Relations Tools
- RADAR Resource Library
- Social Media Guidelines
- Stationery

B-Roll

B-roll is often beneficial to have for PR purposes or in the creation of your own videos. Some b-roll footage is available on [RADAR Resource Library](#).

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 are capable of producing a high-quality product.

Chapters considering production of branded merchandise for local use, or within a partnership agreement, please consult the McDonald's [Approved Vendor List](#) available on RADAR Resource Library. Contact marketing@rmhc.org for additional information.

→ [Go to Approved Vendor List](#)

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 [RADAR Resource Library](#).

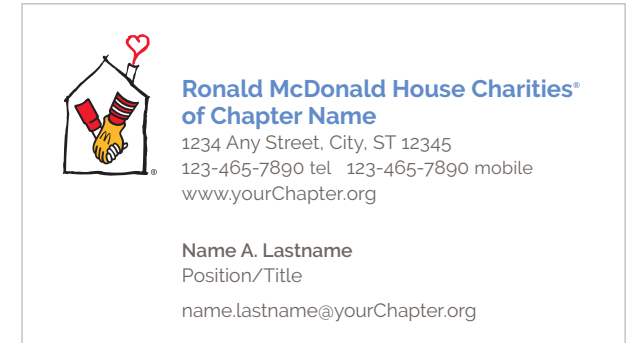
→ [Go to Business Card Templates](#)

Chapter Website Resources

Resources for building and updating websites (both HTML and Wordpress options); the website linking process; and Global Digital Accessibility requirements (referred to as ADA requirements in the U.S.) are available in the [RADAR Resource Library](#).

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

→ [Go to Chapter Website Guidelines](#)



Front of business card



Back of business card – optional

Additional Chapter Resources

- B-Roll
- Branded Merchandise
- Business Cards
- Chapter Website Resources
- **Creative Assets**
- Creative Brief
- Crisis Management
- Digital Creative
- Email Signature Guidelines
- In-Restaurant Fundraising Merchandising
- Public and Media Relations Tools
- RADAR Resource Library
- Social Media Guidelines
- Stationery

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.

Creative Development Process

Follow these steps each time a new creative project is started:



Additional Chapter Resources

- B-Roll
- Branded Merchandise
- Business Cards
- Chapter Website Resources
- Creative Assets
- **Creative Brief**
- Crisis Management
- Digital Creative
- Email Signature Guidelines
- In-Restaurant Fundraising Merchandising
- Public and Media Relations Tools
- RADAR Resource Library
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- Stationery

Creative Brief

Use of a Creative Brief is always recommended to start any creative development. The outline below is a great place to start to ensure that business objectives and results are clearly laid out before any work begins.

One of the most important steps in the creative process is to ensure that the end product will have the maximum impact necessary to deliver results. Providing a creative brief to key stakeholders in any campaign clarifies objectives and also ensures alignment with the overall brand strategy. The brief also helps to maximize consensus among all stakeholders regarding the messaging and direction. When writing a creative brief, it's important to answer these questions:

Business Objective: What are the expected results (e.g., drive donations to RMHC, reinforce brand awareness for RMHC)?

Key Issue: What issues, brand or otherwise, must we be aware of?

Brand Effect: What will this communication do long-term for the RMHC brand?

Target Audience: Who are the people we want to influence? What do we know about these people?

Insight: What is the audience's understanding that will inspire brand growth?

Communication Objective(s): What do we want the audience to think, do, feel or believe?

Key Messages: What are the core messages that must be delivered to achieve the communication objective?

Additional Chapter Resources

- B-Roll
- Branded Merchandise
- Business Cards
- Chapter Website Resources
- Creative Assets
- Creative Brief
- **Crisis Management**
- **Digital Creative**
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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.

Digital Creative

RMHC Global has developed standard sized digital creative assets in .jpg format for Chapter usage for various campaigns. Editable Adobe Photoshop files are also available. Recommendations for digital creative.

- Strong CTAs – Donate / Learn More
- Buttons vs hyperlinks
- When soliciting donations, the hyperlink should go directly to the Donation page versus campaign landing page.

[→ Go to Digital Creative Assets](#)

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Email Signature Guidelines

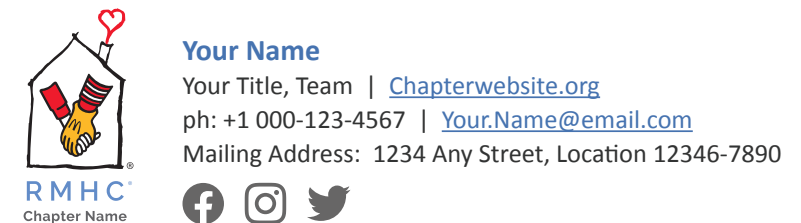
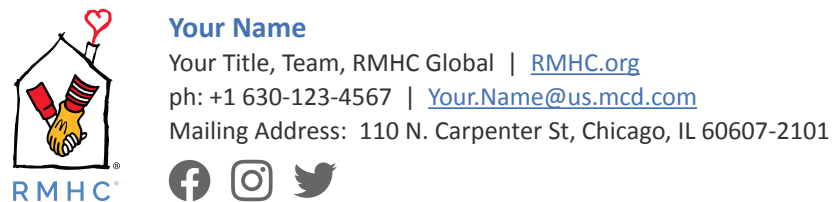
Branded email signatures are an easy way to spread brand spirit with every email.

A good email signature should include:

- Name, role and business name
- Contact details
- Subtle highlights to match your business branding
- Links to your social media pages

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

Examples of Email Signatures for RMHC Global and Chapters:



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

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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.

It is recommended that Donation Box inserts be refreshed regularly to enhance local market activities or special promotions if possible.

In the U.S., RMHC Global designs, produces and arranges for installation of new merchandising in restaurants several times per year. Samples of the inserts are saved to [RADAR Resource Library](#).

Outside the U.S., Chapters should consider merchandising in restaurants as allowed. Keep in mind that consumers need to get a "quick read" but the national or local logo and URL should be prominent on the merchandising to grow awareness. Images of children and families from local Chapters, coupled with simple and powerful copy, are strongly recommended for optimum impact.



Donation Boxes on counters and at drive thru windows



Round-up at self-ordering kiosks

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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 RADAR Resource Library include:

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

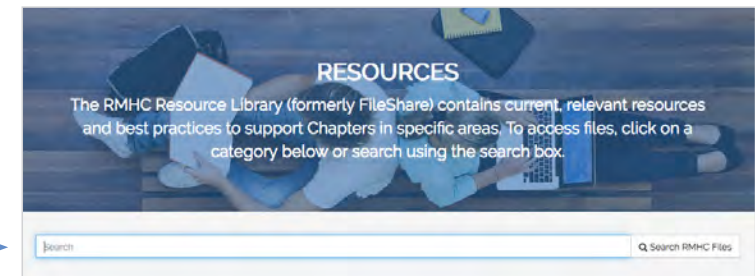
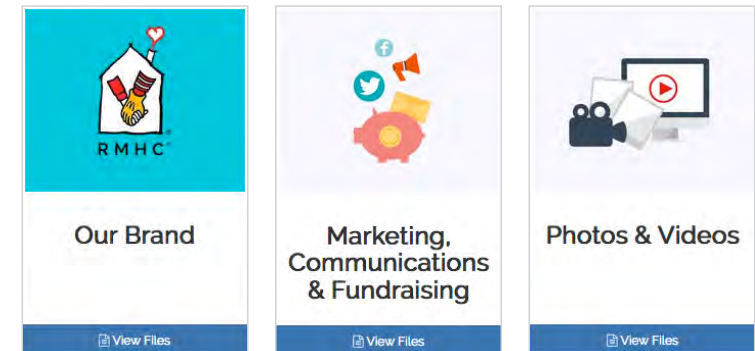
RADAR Resource Library

[RADAR 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” tabs. Photos, videos, and audio files are located under the “Photos & Videos” tab.

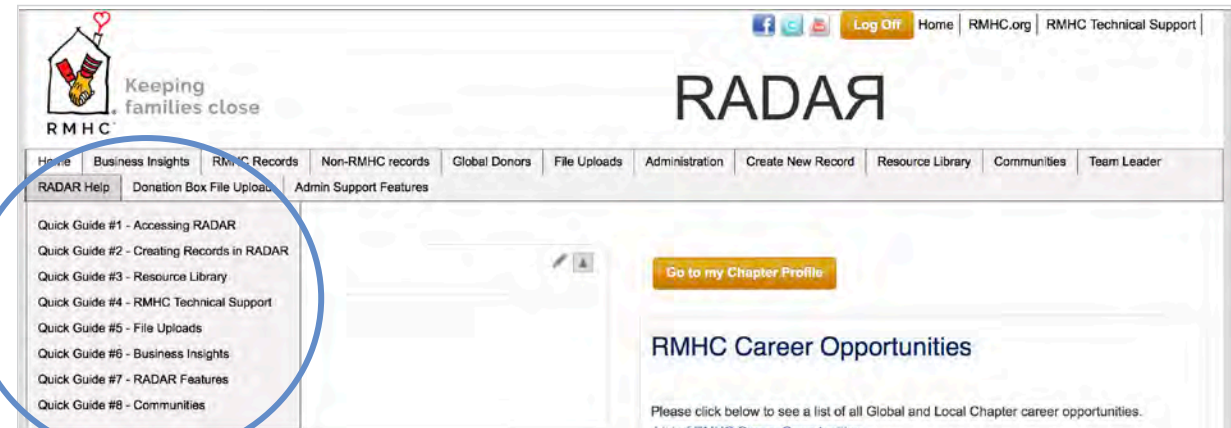
The easiest way to locate an asset is to use the search function.

Numerous Quick Guides with more detailed information are available under “RADAR Help”.

Use the Search box to locate assets



Find Quick Guides under RADAR Help



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Social Media Guidelines

A guideline for social media best practices has been created to provide a framework and strategy to be used by local RMHC Chapters to engage with supporters within their social media channels. It also provides the groundwork on messaging and tone so the RMHC “voice” is consistent for Chapters around the world to help strengthen our brand.

[→ Go to Social Media Guidelines](#)

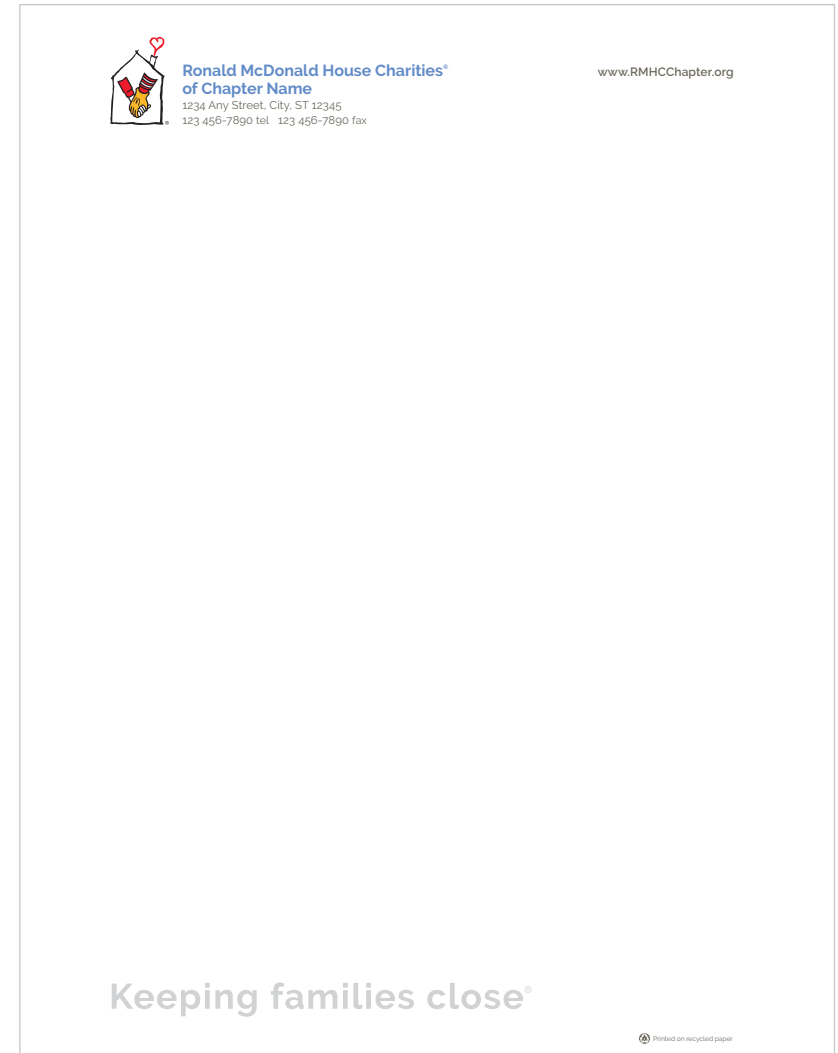
Stationery

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 [RADAЯ 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](#)



Example of letterhead template

Questions?

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