

Ronald McDonald House®

Trademark Usage

Requirements

The Ronald McDonald House® logo design may be used either in the one-line version or the three-line version, depending on which better fits your needs. The logo should not be used on two lines.

When used with just black ink, the logo should be reproduced as in the sample with the area inside the hearts being 40% screen of the black (medium gray). The letters inside the thick black outline and inside the heart remain white.

If two (2) colors are to be used, we recommend Red matching PMS 485 be used in the heart area only and Blue PMS 281 for the thick outline. The inside of the letters remains white. (This can be done by your printer.)

When using The House that love built® logo, we recommend printing the outline of the House and letters in Blue PMS 281. The smile should be reproduced in Red PMS 485.

Always print the “®” with the logo as indicated.

See other side for color breaks.

Additional logo slicks can be ordered from Ronald McDonald House Charities, Dept. 014, One Kroc Drive, Oak Brook, IL 60523, or by calling (630) 623-7048.

The distinctive design on the reverse of this reproduction slick is the national trademark of the Ronald McDonald House program owned by McDonald’s Corporation. The purpose of the mark is to provide a positive and uniform national visual identification for the program.

The national Ronald McDonald House mark must be used with the national Ronald McDonald House Charities mark.

You may use both of these marks with a mark developed to identify a local Ronald McDonald House. Any marks which you develop to identify your local House must be approved by Ronald McDonald House Charities and the Legal Department in Oak Brook. **In any case, the national marks must be used on all Ronald McDonald House materials, national and locally, to provide visual continuity in the diverse program materials produced in support of this program.** Care should be taken that a local mark is not combined into the same logo with the national mark (for example, by combining the heart or typeface used in the national mark with a local logo). This would violate the integrity and purpose of having local and national marks. **The correct procedure is to use the local and national marks separately on the same materials, or just use the national mark, but never to use only the local mark.**

In the event that the local Charity wishes to have an outside supplier reproduce the logo on Ronald McDonald House materials, that supplier must enter into a Producer License Agreement with McDonald’s Corporation. Further, the Ronald McDonald House material must comply with all applicable standards of McDonald’s Product Safety Testing and Licensing Program.

McDonald’s Regional Marketing Manager is the key person for organizing the testing and licensing for the local Charity; in his/her absence, however, any questions about trademark use may be directed to: Julie Arizzi, McDonald’s Corporation, at (630) 623-8648; or questions about licensing may be directed to Martha Ventimilla, McDonald’s Corporation, at (630) 623-6890.

(See other side for design specifications.)

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Sample with 40%
screen of black (gray)

Trademark Design Specifications

Note: See important usage requirements on other side

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