

RMHC® Brand & Style Guide

Version 8.2 october 2022



RMHC®

Keeping
families close®



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.

Our Logo

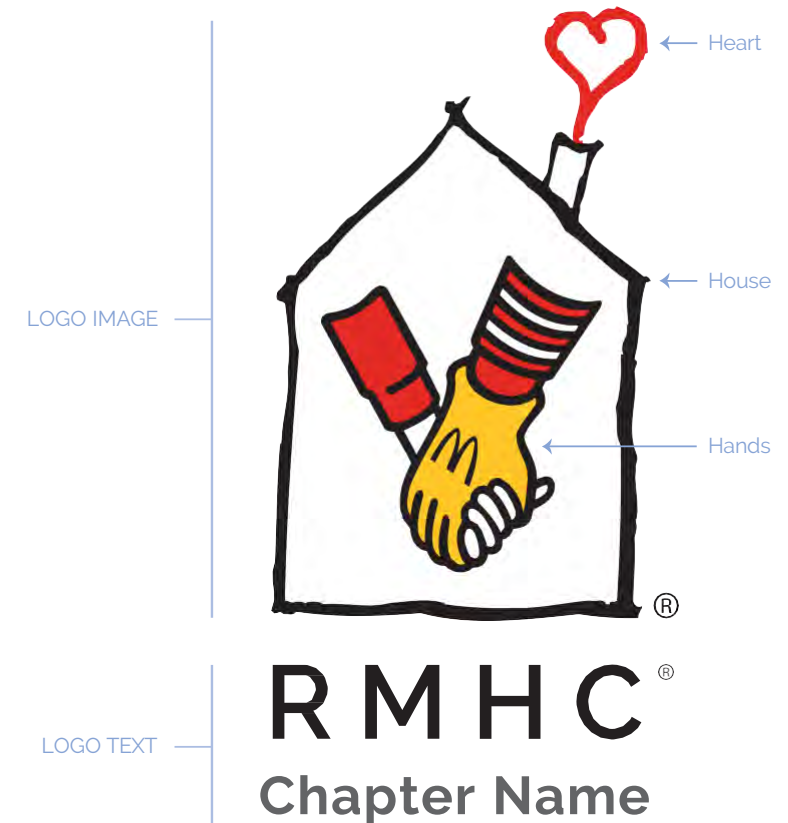
The Ronald McDonald House Charities logo is our unique signature. It's powerful and recognized around the world. As a global symbol, it transcends languages, as well as cultural barriers. Our logo consists of two parts: 1.) logo image and 2.) logo text. Both parts include trademarks and should be used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



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



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.**

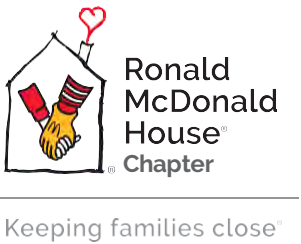
RMHC GLOBAL LOGO WITH TAGLINE



RMHC CHAPTER LOGO WITH TAGLINE



RMH CHAPTER (HOUSE-ONLY) LOGO WITH TAGLINE



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






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



Full color



Full color with blue text



Full color with white text



2-color



1-color



1-color reversed

Logo Misuse

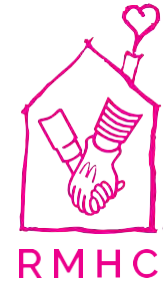
The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the RMHC logo confuses its meaning and diminishes its impact.

- 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

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

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.

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.

ANNIVERSARY 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 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.

WALK FOR KIDS LOGO



RED SHOE SOCIETY LOGO



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.*

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

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:

©2022 Ronald McDonald House Charities

©2022 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.

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

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 [RADA 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 [RADA 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



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.