

Ronald McDonald House Charities® Creative Standards

Ronald McDonald House Charities (“RMHC[®]”) trade and service marks (“RMHC Marks”) are more than mere logos; they represent the core values and the mission of the work that RMHC does supporting children and families around the world. For this reason, we want to ensure that we protect the ways that these RMHC Marks are used.

Your creative timeline must allow for legal review by McDonald’s[®] Corporation and its designee, RMHC, as owner of the RMHC Marks and logos. The role of the legal team working on the behalf of RMHC is to ensure the messaging meets legal compliance and the use of the Intellectual Property is consistent across all material.

After reviewing thousands of pieces of creative, we have identified a core group of RMHC Creative Standards. Adhering to these standards will result in fewer revisions from a legal perspective.

Please contact Jennifer Smith (jennifer.smith@us.mcd.com), RMHC Sr. Director of Communications and Special Programs, or Joe Tylutki (joe.tylutki@us.mcd.com), legal counsel for McDonald’s Corporation, with questions regarding use of the RMHC Marks on creative materials.

#1: Use the full legal name of a Chapter when discussing a local fundraising event.

When creating material for a local market event, the material must state the full legal name of the Chapter. For example, if you are creating a poster that identifies a local “Light the House” Campaign and you state that funds will benefit “Ronald McDonald House” or “Ronald McDonald House Charities” that is not accurate for a few reasons: First, the “Ronald McDonald House,” with rare exceptions, is not the legal entity raising the funds. Ronald McDonald House is a program of Ronald McDonald House Charities. Second, the only entity named “Ronald McDonald House Charities” is the RMHC Global office, in Oak Brook, Illinois. The correct verbiage would be similar to “Ronald McDonald House Charities of Eastern Wisconsin”.

All creative material must clearly state what organization (designated by full legal name) will be receiving the funds. For example, you could also state that “Proceeds from this event will support the Ronald McDonald House program of RMHC of Eastern Wisconsin.” Any other language could subject McDonald’s and/or the RMHC Chapter or System to a claim of fraudulent fundraising practices.

#2: Use correct trademark designations and RMHC trademarks in creative material.

The names, *Ronald McDonald House Charities*, *RMHC*, *Ronald McDonald House*, *Ronald McDonald Family Room*[®], *Ronald McDonald Care Mobile*[®] and the House that Love Built[®] are all registered trademarks in the United States and in more than 50 other countries and regions. For any creative material used in the U.S., you must designate the first, or most prominent use on a page, with a ® after the marks noted above. While the trademarks above are not an exhaustive list, these are the most commonly used marks. These designations would be done in addition to any logo use as well. Also note, it is important to understand there is a difference between TM and ®. Please be certain to use the ® in the United States. If you are working on material that may cross borders, or will be

used internationally, please contact Joe Tylutki directly to discuss your specific situation.

All printed material (including web pages) must contain a copyright statement. The correct statement is “© 200_ McDonald’s.” Please use the correct year in which the material is first published.

#3: Don’t change, modify, or shorten the trademarks listed in #2.

It is not appropriate to say “the House” or “a Care Mobile” when describing a RMHC Core Program for the first time in a document. In fact, “Care Mobile” is another company’s registered trademark – so such use could constitute trademark infringement. When you are going to refer to a program multiple times, it would be appropriate to use something like “Ronald McDonald House Charities ® of the Ohio Valley (“RMHC”®) is proud to announce it is starting a capital campaign to open the first Ronald McDonald House ® (“House”) program in Evansville.” Similarly, it would be acceptable to say “...is proud to announce bringing another Ronald McDonald Care Mobile ® program to Austin.”

#4: Avoid implying or stating directly that McDonald’s or its owner/operators own or control Ronald McDonald House Charities or any of its Local Chapters or programs.

McDonald’s, as a for-profit entity, cannot control or otherwise influence a non-profit organization. Similarly, any non-profit organization that has a controlling relationship with a for-profit entity risks losing its tax-exempt status and facing negative publicity and brand attacks. Therefore, please be cautious when using words like “we” and “our” in printed text or TV and/or radio scripts. If it is not clear who “we” or “our” refer to, McDonald’s will require you to modify the text.

#5: Secure approval of other companies whose trademarks are visible in print or TV spots.

While it is necessary to show people or children, please be certain that any logos on clothing or other products are not visible in the photo shot or the TV spot. For example, if a child is wearing a Nike jacket, please either secure Nike’s approval for use of the logo or remove it prior to submitting. You can either photoshop the logo out of the picture or blur the logo so that it is not recognizable. This also applies to licensed characters in photos as well (e.g., a child is in the playroom of a Ronald McDonald House and is standing in front of a large Winnie the Pooh stuffed animal and a life-size Mickey Mouse). You must either secure approval from the companies that own those characters or remove them from the photo. If possible, please be cognizant of this when setting up shots – it’s easier to move something before taking a photo than to remove it after.

#6: Refrain from improper product placement in advertisements.

Similar to #5, it is not generally appropriate to use product placement in a RMHC advertisement. Given that the purpose of the RMHC advertisements are to raise awareness and understanding for the Charity, the work the Charity does, and the impact we have on the local communities which we serve, a product-focused message would not be the best visual. For example, if you select a photo showing a McDonald’s bag in the middle of a table in a RMHC ad, we will ask that the visual be removed from the spot.

#7: Understand and keep creative within the parameters of the Golden Arches Code.

The Golden Arches Code outlines and explains a number of different scenarios that must be observed with respect to McDonald's advertising. The RMHC logo is one of McDonald's four global icons and therefore, must adhere to the highest standards of use. With that, the Golden Arches Code protocol applies to RMHC advertising.

For example, it is not appropriate to submit creative material that features a photo of a child dangling upside down from a Ronald McDonald® figure on a bench. This is unsafe conduct and we do not want to provide any examples of this type of behavior. Similarly, it is not acceptable to showcase inherently dangerous activities in conjunction with the RMHC name and/or logo. For example, a skeet-shooting event involving children would be classified as inherently dangerous activity.

Another tenet of the Golden Arches Code is the use of the "McFormative." You are not allowed to add the prefix "Mc" to words to create a name for an event, activity, the name of a newsletter or program. There have been cases that have been approved and are "grandfathered" in, but no new names should be created using "Mc."

And finally, note that the trademark "Ronald McDonald" cannot be used to create a RMHC program name, without prior approval. Branding a program should only occur when a RMHC Chapter retains management and control over the program. This will ensure that the use of the Mark and the standards of the program will be consistent with RMHC Global standards. Chapters must work through their RMHC field team leader to provide the appropriate information, which will be reviewed and permission either provided or denied.

#8: Avoid modifying approved logos or creating new logos.

Unless you have received prior written permission from McDonald's Corporate Legal Department and RMHC Global, it is not acceptable to modify the standard globally- approved logos. No element of the Mark may be removed or used in isolation. For example, nothing can be added to the RMHC Marks, such as a string of lights, a party hat, a palm tree or other creative elements. Also, you may not combine any of the RMHC Marks. An example of this would be using the Ronald McDonald House logo and adding the word "Charities" after it. Similarly, it is not appropriate to create, design and publish your own logo without first seeking approval.

Note that creative containing unapproved logos will need to be corrected prior to printing.

#9: Use the approved RMHC Logo (the one with a black outline!).

The correct, approved global RMHC logo has a black outline. This change was made several years ago in conjunction with McDonald's new branding efforts. Do not use the RMHC Global logo with a blue outline. Should you need a high resolution copy, use the ad slick available on this DVD, rmhc.net or contact the designated RMHC field team leader for your region.

#10: Implement a commercial co-venture agreement or appropriately document financial support from a promotion.

When launching a promotion with a for-profit entity whereby the purchase of a product (e.g. a coffee mug) is advertised to provide a financial benefit to a local RMHC Chapter (e.g., purchase a coffee mug and a US\$1.00 donation will be made to your local Ronald McDonald House Charities Chapter), a commercial co-venture agreement must be agreed upon and signed PRIOR to the start of the promotion. These types of agreements are governed at the U.S. state level and, as such, each state has certain requirements that must be met prior to launching such a promotion – including record-keeping requirements. In certain cases, this is the responsibility of the for-profit entity and in other cases this will be the responsibility of the non-profit.

For more information on commercial co-venture agreements, or if your Chapter is outside of the US, contact Joe Tylutki (joe.tylutki@us.mcd.com), RMHC legal counsel, who can work through the proper agreement for your region.