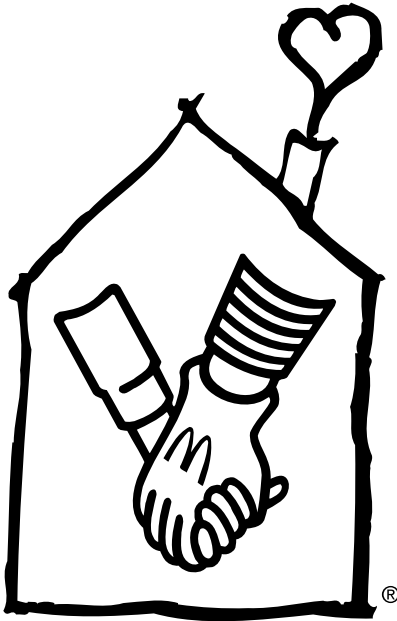
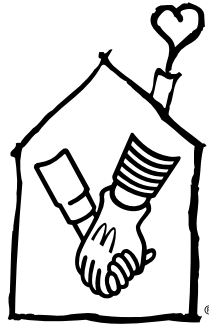


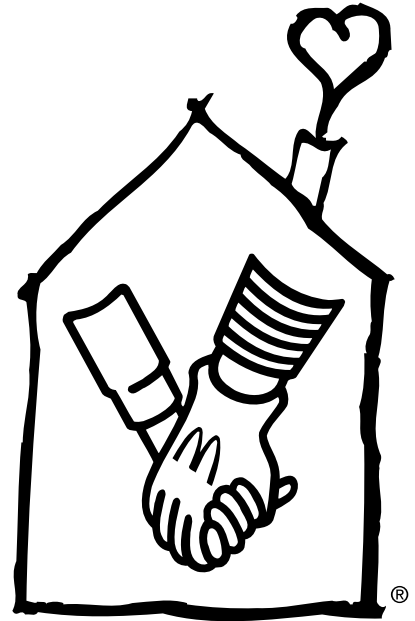
RONALD McDONALD HOUSE CHARITIES® LOGO SLICK



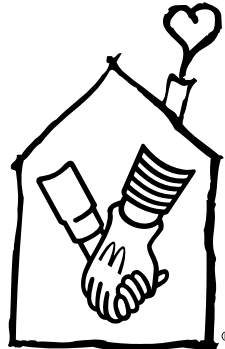
RONALD McDONALD
HOUSE CHARITIES



RONALD McDONALD
HOUSE CHARITIES



RONALD McDONALD
HOUSE CHARITIES

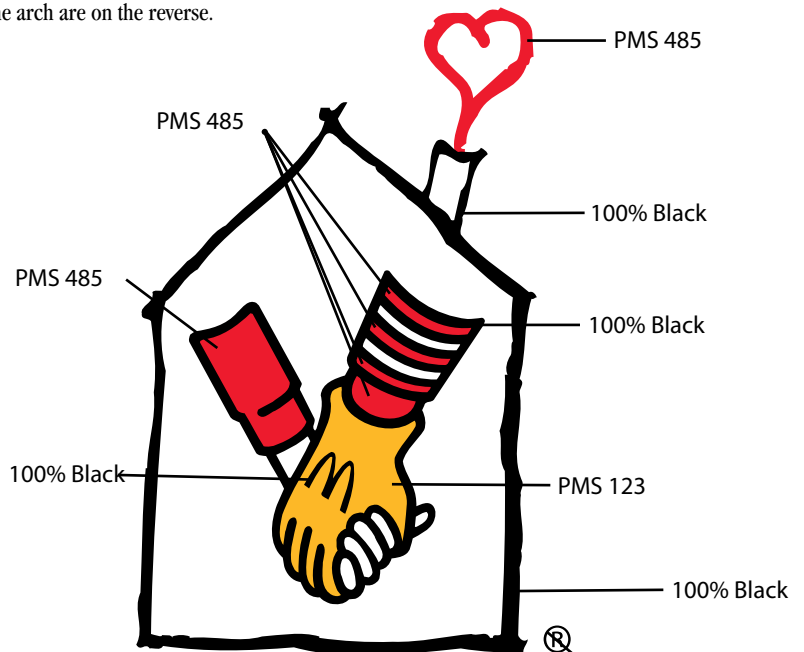


RONALD McDONALD
HOUSE CHARITIES

NOTE: Guidelines for omitting the arch are on the reverse.



RONALD McDONALD
HOUSE CHARITIES
SAN FRANCISCO



RONALD McDONALD
HOUSE CHARITIES

This style sheet is intended to be the most basic of guidelines for the use of the **Ronald McDonald House Charities** trademarks.

When using the trademarks, please adhere to the guidelines stated on the reverse.

- This page shows a letterhead format, as well as an actual size business card. See below for typeface and typesize.



Kroc Drive • Oak Brook, IL 60523 • Phone: 630-623-7048 • Fax: 630-623-7488

This style sheet is intended to be the most basic of guidelines for the use of the Ronald McDonald House Charities trademarks.

When using the trademarks, please adhere to the guidelines stated here.

The Arch® on the glove. We recommend using the Arch on the glove whenever possible. However, it may not be appropriate to use the Arch when soliciting funds from corporations, or when the logo appears on public service announcements (print or broadcast). In these special cases, the Arch may be dropped from the logo.

Ronald McDonald House Charities® may not be used as an acronym (RMHC) within the logo. It must appear in its full written form as part of the logo.

When using the logo in color, the drawing of the hands themselves, the house, the chimney and all the typography should be

printed in 100% Black. The red and yellow should be added whenever possible and printed under the black. The child's wrist and fingers should always appear white. The heart should always appear red. If only two colors are being used, they should be black and red, omitting the yellow of the glove. The ink colors are 100% Black, Red PMS 485, and Yellow PMS 123.

The use of the logo on promotional materials must be approved by Ronald McDonald House Charities in Oak Brook, Illinois. For information, call (630) 623-7048.

"In memory of Ray Kroc" is used on business cards only, and prints in Red PMS 485. Print all other type on stationery and business cards in 100% Black except when identifying city/location, which can be printed in Red PMS 485.

- Typeface:**
- Garamond Condensed
 - Logotype in SMALL CAPS format, capitalizing the first letter of ALL CAP
 - Chapter name in ALL CAP

Typeface:

- Address line in size 12, (SMALL CAPS)
- "Partners in Supporting..." size 9
- Chapter name size 10, ALL CAP

Business Cards:

- Logotype in 14, SMALL CAPS
- Chapter name 11, ALL CAPS
- Name, size 13; Title, size 9.5; address size 9

Recycled paper should be used whenever possible, and should display the recycled symbol shown here.

- Printed on recycled paper
- Printed on recycled paper
- Printed on recycled paper
- Printed on recycled paper

