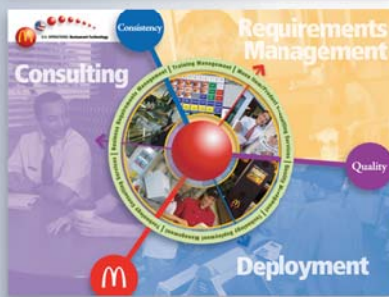


Case study: **McDonald's - U.S. Operations** Internal Corporate Identity



McDonald's is the leading global food service retailer. More than 33,500 McDonald's restaurants are found in 119 countries. The U.S. Operations is charged with keeping restaurant systems on the leading edge so that restaurants can continue to provide the highest quality food and service at a great value, in a clean and welcoming environment.

Implementation of new technology focuses on energy conservation, waste management and building a sustainable, environmentally friendly and profitable business.

The Challenge

Today's rapidly changing technology benefits McDonald's by improving service and value. Implementation, however, challenges owners and employees by replacing familiar processes, tools, and habits with the new and unfamiliar.

Communicating the benefits of new initiatives requires buy-in from internal corporate players and local franchise owners.

The Solution

An identity was created that branded U.S. Operations as a valued partner. They reinforced their commitment to consistency and quality through operations support in three main areas: consulting, requirements management and deployment.

A logo family was developed to identify U.S. Operations within the organization. The branding was carried through a communications campaign detailing the implementation of their five-year technology plan.

The Nuts and bolts

The following communications materials were developed :

- Logo family
- Letterhead
- Posters
- Banners
- Sell Sheets
- PowerPoint Templates