

McDonalds Logo

McDonald's logo has undergone some changes in recognition of its decades-long presence. In this article, I will talk about the McDonald's logo. I never really thought about the story behind logos, I always assumed they were simply made for the sake of being made, but some logos actually have a long history that explains how they were created. When McDonald's is mentioned, an image of its logo with golden arches and red rectangles will always enter your mind.

There was a time when McDonald's logo looked very different from the one we know and love today. In the first McDonald's logo, a chef is winking at customers coming by which gave the customer a feeling of being welcomed and the chef is there to represent the fast food service the fast food chain provides. This is why the logo was called "Speedee Service Logo". Their reason for wanting to associate themselves with fast food was that the McDonald brothers had perfected that service, but to do that they had to drop barbecue from their menu. In order to convey the message that Richard and Maurice McDonald know how to provide fast food service, the logo was designed and made by them. Normally, you'd expect a company's logo color to change over time, but McDonald's does not. In the first logo, McDonald's had a red and golden color scheme, and not this does not represent ketchup and mustard. In addition to the golden color representing their first established restaurant with golden arches, the red color represents the food service/industry as well as attracting the attention of most people, which is why these colors have stuck around with the McDonald's logo for so long. I find it a bit confusing when it comes to the typeface associated with the McDonald's logo because some logos have their typeface identified while others do not, so for this logo the typeface is unknown.



1948: Speedee service

Next, we have the 2nd version of the McDonald's logo "Golden Arches." This logo introduced the famous golden arches that we all know today. Because their first facility restaurant had golden arches in its design, the golden arches were incorporated into the logo to represent their first facility restaurant. This wouldn't have occurred until Ray Kroc purchased the McDonald brothers' business, and once that happened, he, Fred Turner, and Jim Schindler were tasked with creating the new logo.



1961: Golden Arches

As I mentioned previously, the arches in the logo were introduced as a result of the design of the restaurant, though I have yet to discuss how the famous "M" that is part of the McDonald's logo came to be. When viewed from an angle, the golden arches that were part of the restaurant formed an "M". After that was discovered they started their drafts for how the new logo would look like now "M" does look different from the "M" that we know now because a line going through the "M" and a line overlapped the two golden arches that form the letter. In designing the logo, they discovered that when the "M" had a line going through it, it resembled the roof of a McDonald's restaurant, so they incorporated that into the logo.

The typeface for this logo is unknown, so if that's the case, nothing really changed with the color, just the logo. Even so, it would eventually become one of the most iconic logos in

history. It was during this time the McDonald's company was becoming so successful that Ray Kroc thought it was time to redesign the McDonald's logo. It became known as "The M Logo". In the new logo, he got rid of the double arches and combined them to look like the letter M, which presents the restaurant even better. Additionally, the name of the restaurant was inside the letter M, making it very different from the old logo. This logo does use a typeface that has been identified, and that typeface is Helvetica Neue Black.



1968: The 'M' Logo

My first encounter with McDonald's was through the "I'm lovin' it" campaign logo, which was part of a campaign that began in June 2003. Heye and Partner GmbH designed this logo. The logo now has shadows, the golden arches look shinier, and the McDonald's name has been replaced with new text. Eventually, this tagline would become McDonald's most famous tagline, "I'm lovin' it.". Growing up, every McDonald's commercial I saw would end with that one-liner and the McDonald's logo.



The "I'm lovin' it" Logo

Despite the fact that they don't use that tagline as much as they used to, I always associated it with McDonald's. In terms of the typeface used for this logo, it is Helvetica Neue 75 bold, and when it comes to the color scheme, nothing really changes. The current logo that we all know and love is the "token" logo. Since the M is now enclosed in a red square, this logo still

retains the red and golden colors of the original logo. This is why this logo is called a "token."
The typeface for this logo has changed since the company introduced a new typeface, "Speedee."
McDonald's logos can be found everywhere, including their bags, cups, signs, fries holders, and wrapping paper. In addition, to their logo appearing on every product they make, they also make different versions of it depending on the product. With that said, this concludes all of the well-known logos that McDonald's has had.



"the Token"

I enjoyed learning how McDonald's logo has changed throughout the decades and can still be remembered as one of the most iconic logos in the world today. The McDonald's company and the people who designed these logos succeeded in leaving an image of the logo in people's minds. McDonald's had so many logos over the years and they are important to the company since they can bring attention from people and can also convey a message to them. Nevertheless, when McDonald's decides that it's time to rebrand the logo, the logo we already love and know will become part of McDonald's history.



1948: Speedee service

(source: Inkbot, 2020)



1961: Golden Arches

(source: Julia Sagar, 2013)



1968: The 'M' Logo

(source:Inkbot, 2020)



The "i'm lovin' it" Logo

(source:Inkbot, 2020)



"the Token"

(source: fandom logopedia)



McDonalds Bag

(Source:Hayley Peterson, 2016)



McDonalds Cups

(Source: Robert Reed, 2017)



McDonalds Sign

(source: Olivia Tarantino, 2021)



McDonalds wrappers

(source: Sarah Crow, 2022)



McDonalds tea cups

(Source: PackingEurope, 2022)

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