

McDonald's  
FAMOUS  
BARBECUE

1940

McDONALD'S  
FAMOUS  
HAMBURGERS  
BUY 'EM BY THE BAG

1948

McDonald's®

1953



1961



1968



1983



1993



2003



2006



2018

## McDonald's Change throughout the years



In 1940, the Richard McDonald and Maurice McDonald, the two sons of Patrick McDonald, relocated the restaurant to San Bernardino and renamed it “McDonald’s”. They hired Stanley Clark Meston to design the architecture of the building. This was when the Golden Arches were created which later became the imagery of the famous McDonald’s logo.

The McDonald’s logo is symbolic of the arches that were the substance of the newly-constructed architecture of the first franchised restaurant in 1952. After Ray Kroc took over the business in 1961, he incorporated the two arches to form the new McDonald’s logo that looked like the letter “M”.

By the '70s, the ‘Golden Arches’ became instantly recognizable and helped company establish as one of the most sought after brands. From then till 2010, the design underwent several iterations and redesigns.

Between 1975 and 2006, the popular food logo design was framed by a solid red rectangle and between 1992 and 2009 the ‘Golden Arches’ were given a brighter hue. A unique shadowed version of these ‘Golden Arches’ also made rounds between 1993 and 2010.

An experienced graphic designer incorporates fonts and colors to deliver the brand message. So, know your message first. Then pick right elements to build a brand through a logo.

As we saw above, the history of the McDonald's logo saw quite a number of revisions, especially from the end of 1960s to the early 2000s. A major one is without doubt the "I'm lovin' it" campaign of the summer of 2003. Many experts find the said initiative one of the most prominent in McDonald's history. Indeed, the slogan "I'm lovin' it" has gained unprecedented popularity worldwide. The campaign did not do without a redesigned logo. It was probably a tribute to the 3D animation times to have the Golden Arches embossed and throwing a shadow on the background.

**Shape-** The McDonald's logo is symbolic of the arches that were the substance of the newly-constructed architecture of the first franchised restaurant in 1952.

**Color-** McDonald's uses the Golden and Red as primary colours in its logo design. The Golden colour represents the famous arches of its first franchised restaurant, while the red colour represents the food industry of this company. The synergy of both of these colours creates the great brand identity of McDonald's.

**Fonts-** The McDonald's logo uses the McLawsuit font in its name. It is the simplicity of the fonts that make the name of McDonald's look appealing to the eyes.