



# What makes McDonald's?

Visual Language

# Site structure

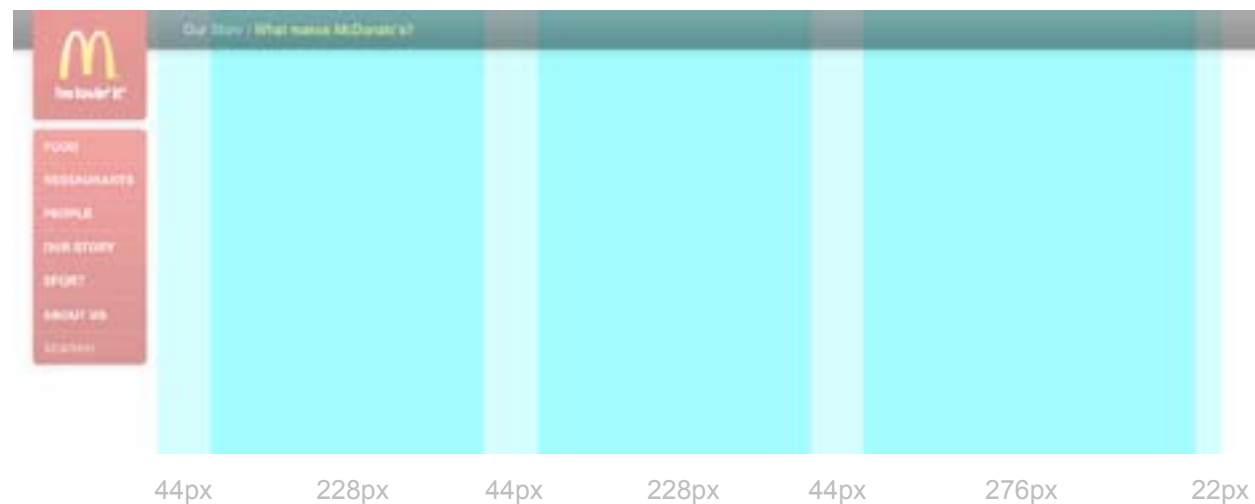


## The grid

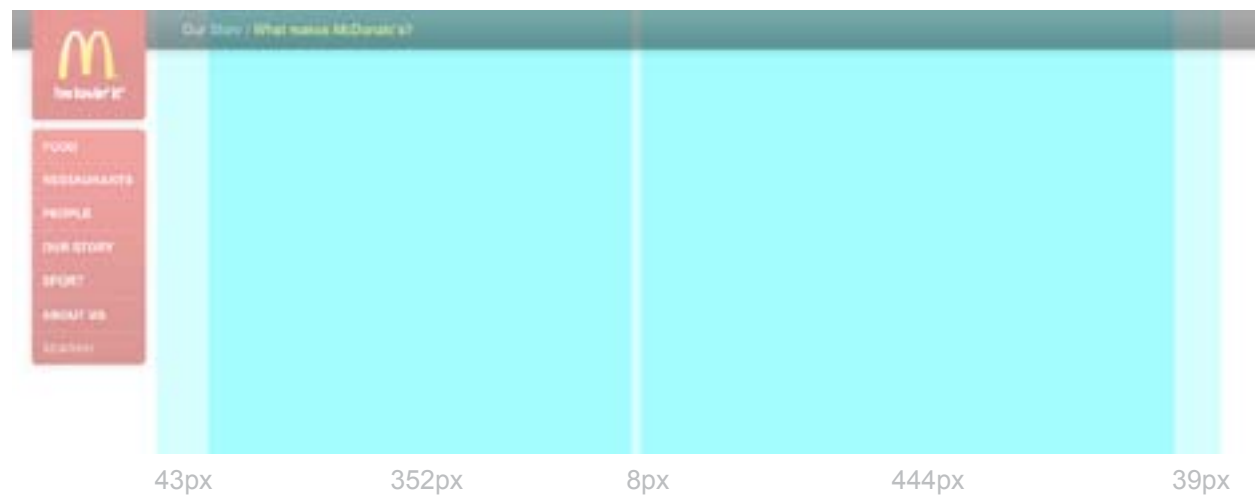
The page structure of the 'What makes McDonald's' website is based on the 886px grids used on the main McDonald's site.

Padding, spacing and margins should all be increments of 10px

### 3 COLUMNS



### 2 COLUMNS



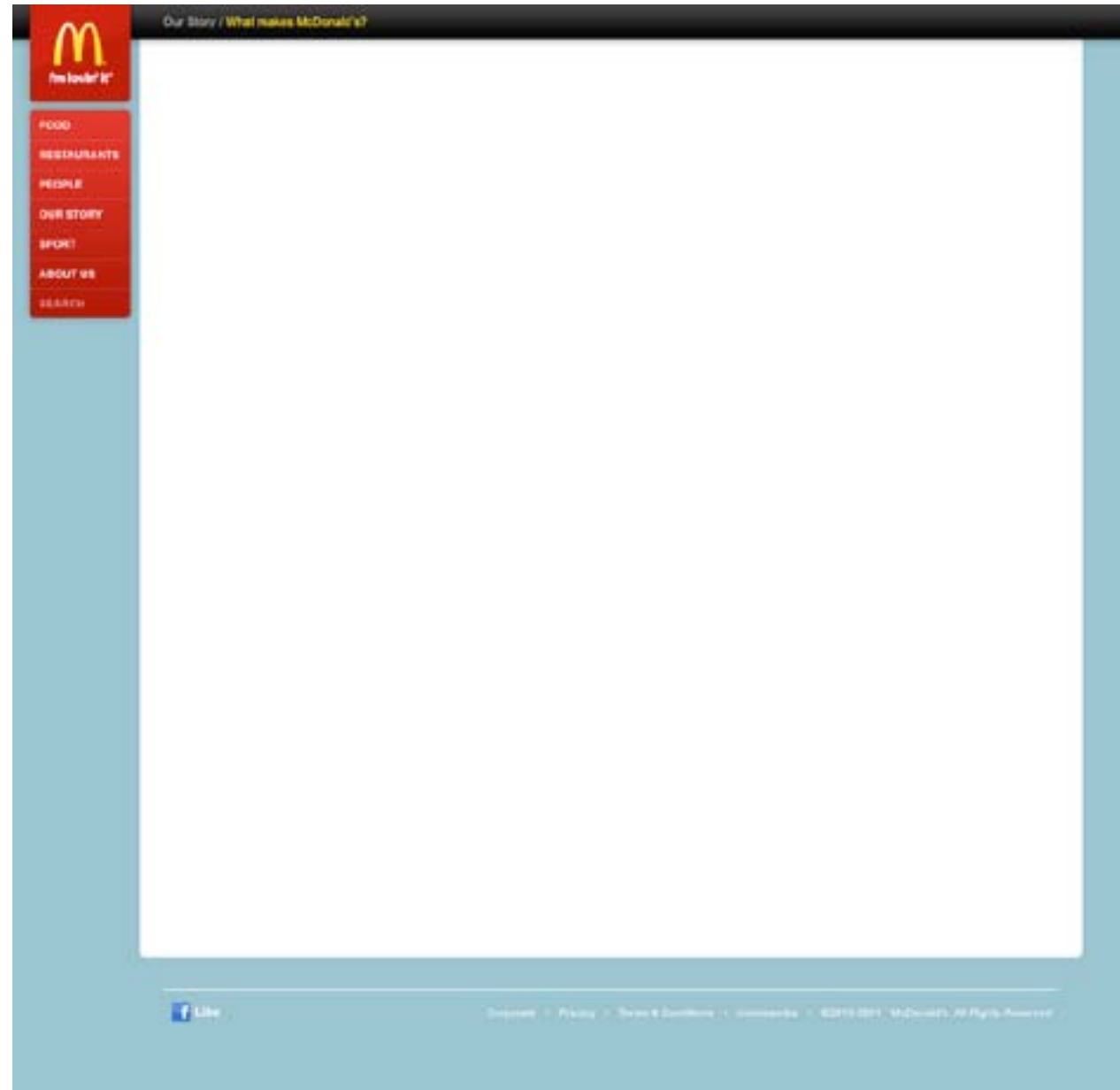


# Global elements

## Page structure

The 'What makes McDonald's' website takes on the global mast head, side menu navigation and footer from the core McDonald's site. This are global elements and cannot be changed.

You navigate to 'What makes McDonald's' via the global navigation or 'feature call outs' on the McDonald's site.



# Global elements



## Image sizes

All images on the site are ratio 26:17  
They come in 5 different sizes

**FEATURE HERO IMAGE**  
500PX X 327PX

Feature page



1

**TOP FEATURE IMAGE**  
260PX X 170PX

Homepage  
Features index page  
Answers index page



2

**VIDEO LIST IMAGE**  
228PX X 149PX

Features index page



3

**ARTICLE LIST IMAGE**  
164PX X 107PX

Features index page



4

**RELATED FEATURES IMAGE**  
121PX X 79PX

Feature page



5

# Global elements



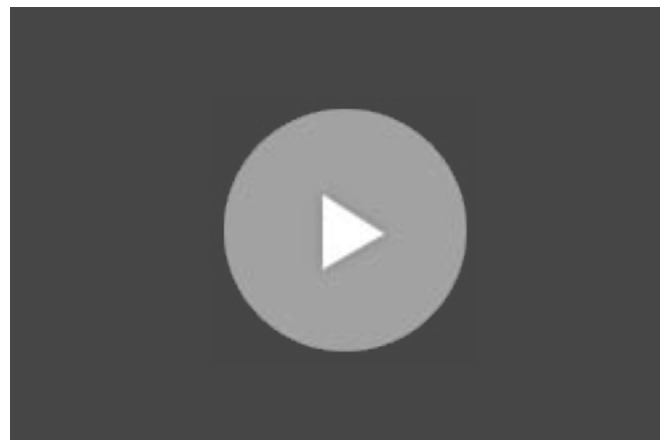
## Video sizes

Icons are used to denote whether a feature is a video.

The large video icon is used on the video player on the feature page. The smaller icons overlay the image when the feature is listed.

**FEATURE VIDEO**  
500PX X 327PX

Video icon 90px x 90px

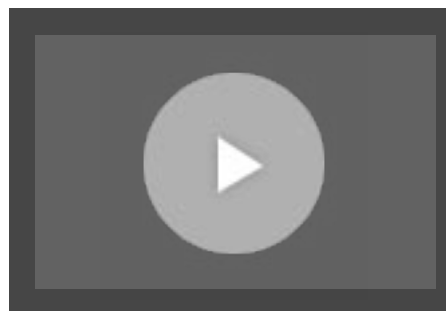


1

**TOP FEATURE VIDEO**  
260PX X 170PX

**VIDEO LIST VIDEO**  
228PX X 149PX

Video icon 68px x 68px

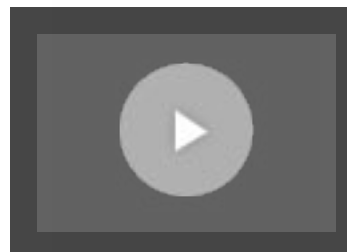


2 & 3

**ARTICLE LIST VIDEO**  
164PX X 107PX

**RELATED FEATURES VIDEO**  
121PX X 79PX

Video icon 50px x 50px



4 & 5



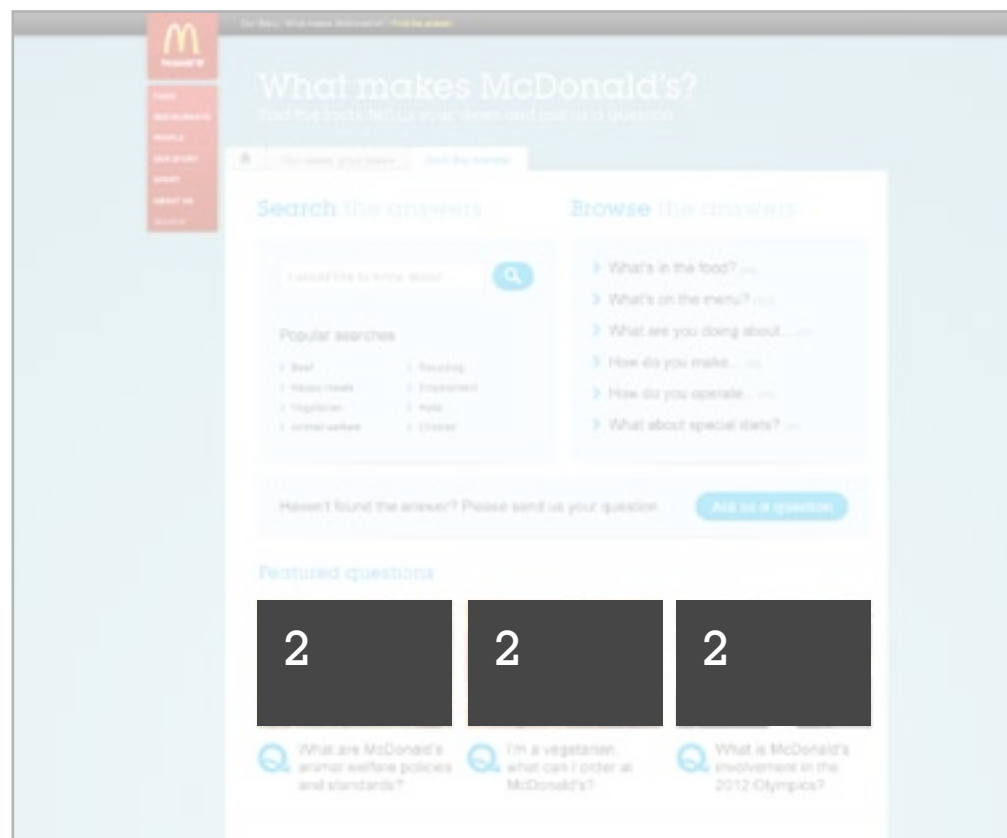
# Global elements

## Image usage

HOMEPAGE PAGE



ANSWERS INDEX PAGE

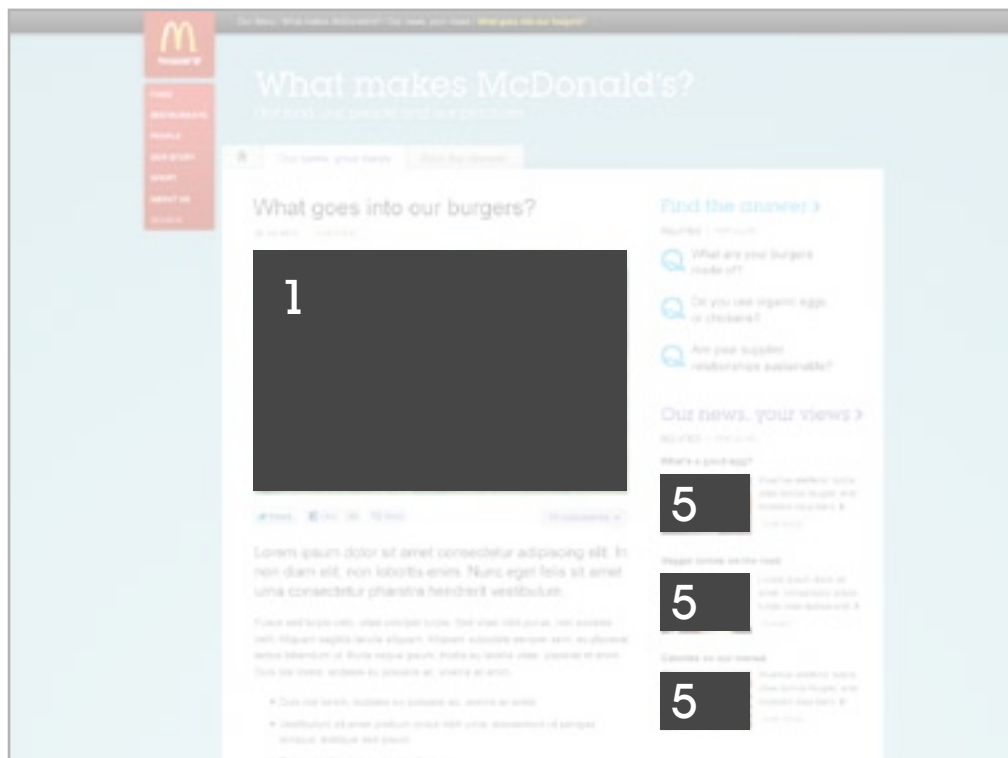


# Global elements

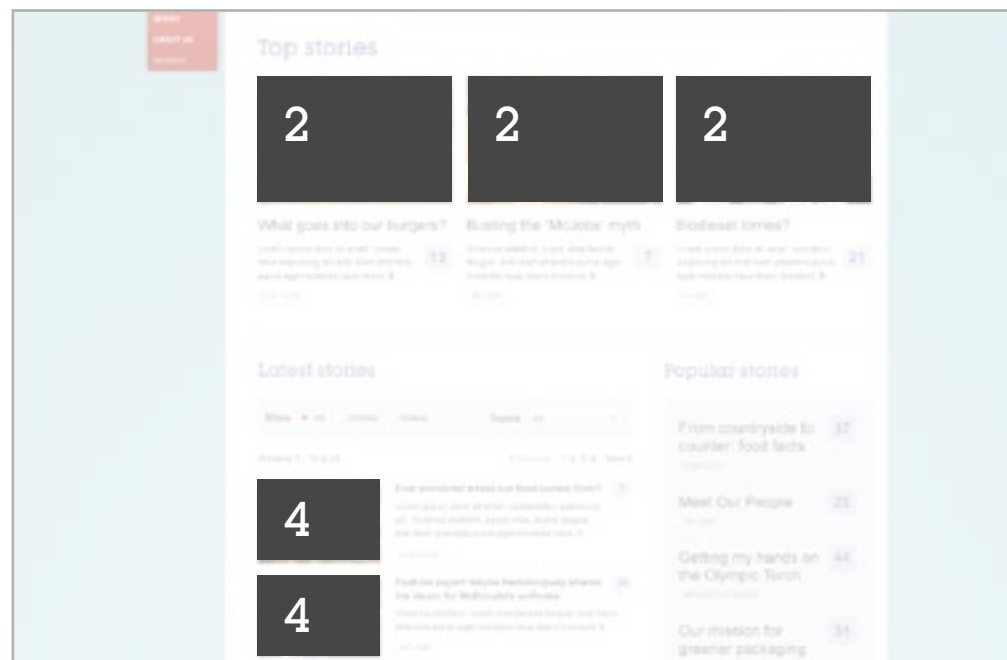


## Image usage

### FEATURE PAGE



### FEATURES INDEX PAGE - ARTICLE LIST



### FEATURES INDEX PAGE - VIDEO LIST





# Global styles

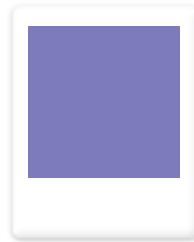
## Colour palette

The 2 primary colours of the site are taken from the core McDonald's colour palette. The colours are used to indicate the 2 different sections on the site. Tints of the core colours are used for graphic elements within the sections.

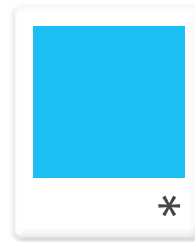
The accent colour is the McDonald's red, it is used on buttons and links interactions.

The 3 dark greys are used for the typography on the site. The lighter shade of grey is for graphic elements across the site (backgrounds and outlines).

### PRIMARY

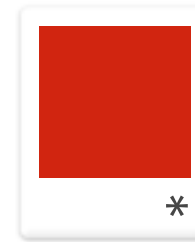


#6966B0



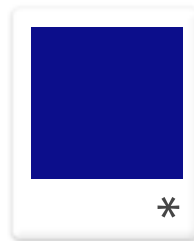
#2BB3F3 \*

### ACCENT

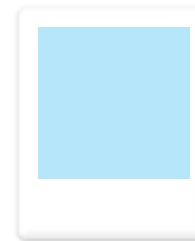


#BF0C0C \*

### TINTS

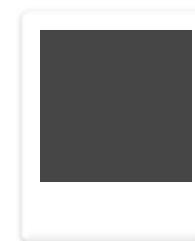


#05007B \*



#AAE1FA

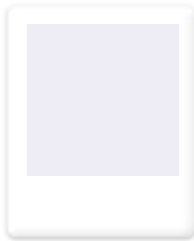
### GREYS



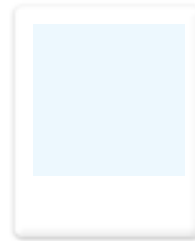
#363636



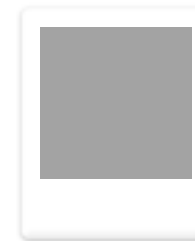
#4F4F4F



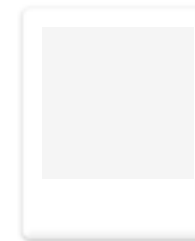
#E9E8F3



#E9F7FE



#929292



#F2F2F2

\* Core McDonald's colour palette



# Global styles



## Typography

Lubalin Graph is the primary font and is used for the main elements on the site such as titles, navigation buttons and tabs.

### PRIMARY FONT

**ITC Lubalin Graph BT, Medium**  
**Aa Bb Cc Dd Ee £\$&!?**

Arial is the secondary font and is used for headings, copy text and forms (anything that is dynamically generated or needs to be easily updated).

### SECONDARY FONT

**Arial, Regular**  
**Aa Bb Cc Dd Ee £\$&!?**

# Global styles



## Type styles

When creating new sections, pages and elements on the site, use the typography guide for reference.

### FEATURES SECTION

#6966B0

## Section title

ITC Lubalin Graph BT, Medium, 30pt

## Headers & Quotes

ITC Lubalin Graph BT, Medium, 24pt

### Navigation tabs

ITC Lubalin Graph BT, Medium, 14pt

### ANSWERS SECTION

#2BB3F3

## Section title

## Headers & Quotes

### Navigation tabs



## Type styles

When creating new sections, pages and elements on the site, use the typography guide for reference.

### GENERIC SITE TEXT

## Article title

Arial, Regular, 30pt, #363636

## Large header & 1st paragraph

Arial, Regular, 20pt, Leading 24pt, #363636

### Small header

Arial, bold, 13pt, Leading 18pt, #363636

### Copy text

Arial, Regular, 14pt, Leading 22pt, #4F4F4F

### Article excerpt text & Form label/input text

Arial, Regular, 12pt, Leading 18pt, #4F4F4F

### Form example text

Arial, Regular, 12pt, #929292

### Explanation text

Arial, Regular, 11pt, #4F4F4F

# Global styles



## Link styles

All feature and answer headings are links, they turn red on hover. Links within paragraph text are underlined and turn red on hover.

### ACTIVE LINK TEXT

#### Large header

Arial, Regular, 20pt, #363636

#### Small header

Arial, bold, 13pt, #363636

Copy text inline link copy text

Arial, Regular, 14pt, #4F4F4F

### HOVER LINK TEXT

#### Large header

Arial, Regular, 20pt, #bf0c0c

#### Small header

Arial, bold, 13pt, #bf0c0c

Copy text inline link copy text

Arial, Regular, 14pt, underline, #bf0c0c



# Global styles

## Buttons

Primary buttons are used for main 'Call to actions' with a form, such as 'Submit'.

Secondary buttons are used for other 'Call to actions' with a form, such as 'Cancel'.

Unique buttons have been designed for special functions. They use the primary font and colours from the McDonald's colour palette.

### ACTIVE BUTTON

Primary button: Arial, Regular, 14pt, #FFFFFFF



Secondary button: Arial, Regular, 14pt, #4F4F4F



Unique buttons: ITC Lubalin Graph BT, Medium, 18pt, #FFFFFFF



### HOVER BUTTON



# Global styles



## Feature callouts

Image size: 276PX X 128PX

The image and text move up on hover, so these simple rules must be followed:

- Allow 12px clear space between the title's cap height and the top safe area.
- Type may be set left or right aligned but should use a 14px margin from the edge.
- Be aware that on hover, a red bar will cover the bottom 26px of the image.

FEATURE CALLOUT



FEATURE CALLOUT HOVER



# Interactions



## Tab navigation

The tab navigation is on every page except the homepage. The homepage link is a button rather than a tab. The tabs indicate the section you are on and are colour coded accordingly.

FEATURES TAB ON



ANSWERS TAB HOVER



ANSWERS TAB ON



HOMEPAGE TAB HOVER





# Interactions

## Questions carousel

The circles indicate how many questions there are in the carousel, the white circle highlights the one you are on.

Use either the arrows or indicators to navigate through the questions in the carousel.



NAVIGATE WITH THE ARROWS

NAVIGATE WITH THE INDICATORS



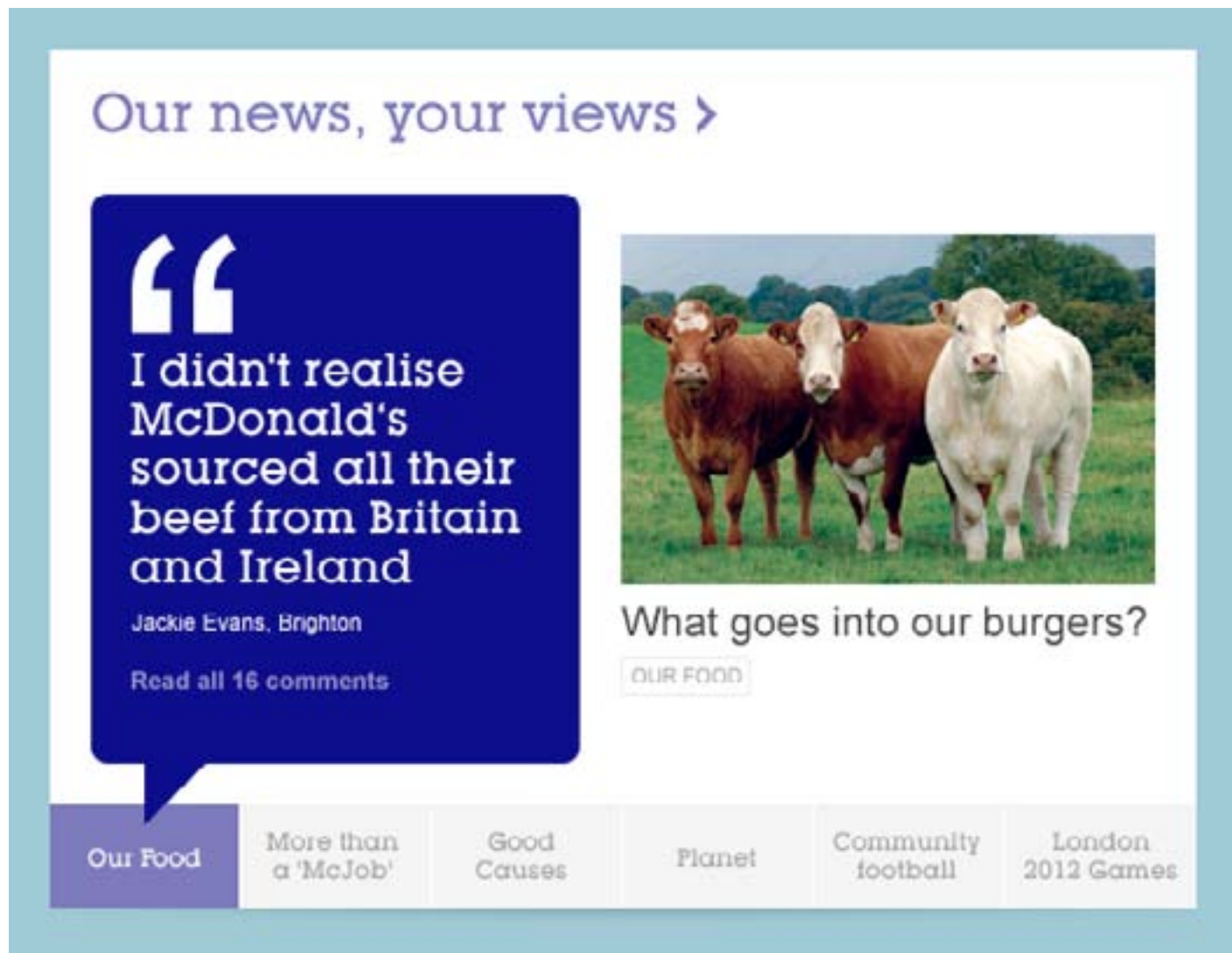
# Interactions

## Features carousel

The site categories are in the tabs that run along the bottom of the carousel. Behind each tab is a feature that relates to that category, and a user comment that relates to the feature.

The feature image and title link through to the feature page. The 'read all comments' link takes you to the comments section of the feature page.

Click on the tabs to view the other carousel items. See interaction and animation on the next page.



Our news, your views >

“  
I didn't realise  
McDonald's  
sourced all their  
beef from Britain  
and Ireland  
Jackie Evans, Brighton  
Read all 16 comments



What goes into our burgers?  
OUR FOOD

Our Food   More than a 'McJob'   Good Causes   Planet   Community football   London 2012 Games

# Interactions



Our news, your views >

“It is good to know that McDonald's is doing so much for children and their families.”  
Name: Steve, 59yo  
Read on 27 comments

RMHC Family - How your change helped Molly

Our Brand | What's New at RMHC | Good Locations | Menu | Community Feedback | Location: 2614, 2615, 2616

Our news, your views >

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