



# Ronald McDonald House Charities® of Memphis Communications Guide

## Logo Usage

This style sheet is intended to be the most basic of guidelines for the use of the Ronald McDonald House Charities® of Memphis trademarks. When using the trademarks, please adhere to the guidelines stated here.

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

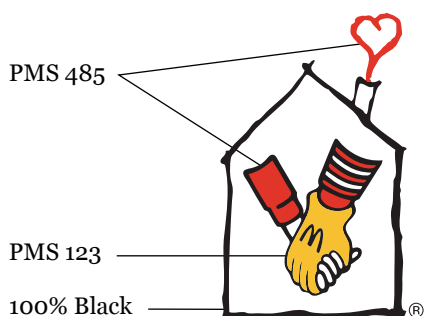
When using the logo in color, the drawing of the hands themselves, the house, the chimney and all the typography must all appear in black. The Charity name, Ronald McDonald House Charities should also be printed in 100% Black. The name of the local chapter (Memphis) should be added in red. The child's 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® of Memphis. For information, call 901.529.4055.

There are two versions of the Ronald McDonald House Charities® of Memphis logo, one with the name of the Charity appearing underneath the graphic and another where the name of the Charity appears to either side of the logo.

All logos are available upon request.



RONALD McDONALD  
HOUSE CHARITIES  
MEMPHIS

**3-color logo**



RONALD McDONALD  
HOUSE CHARITIES  
MEMPHIS

**1-color logo**



RONALD McDONALD  
HOUSE CHARITIES®  
MEMPHIS

**3-color horizontal logo**