

Brand Quick Guide

Thank you for supporting **Ronald McDonald House West Michigan**! Whether you're hosting a fundraiser or sharing your support online, these guidelines will help ensure our brand is represented accurately and consistently.

Organization Name - Ronald McDonald House West Michigan

Our full name, **Ronald McDonald House West Michigan**, should be used in all references to the organization. When needed, you can use **Ronald McDonald House** for short where you might have used RMHCWM in the past.

Ways to use our brand name:

Ronald McDonald House – When used within text, our name should be written in full with uppercase R, M, D and H.

Things to avoid:

Abbreviations – Never abbreviate our name to 'RMH' or 'rmh' both verbally or in writing unless in exceptional approved circumstances.

Our Tagline

Our tagline is **Family Stays**. When a child is receiving critical care, families don't just visit — they stay. We provide the comfort, care, and support that allows them to remain close throughout their child's medical journey.

Please do not use older taglines such as “**Keeping Families Close**” or “**Home Away From Home.**”

Using Our Logo

We have two configurations of our chapter logos to give us the flexibility to communicate in different situations.

- The **primary horizontal logo** should be used in most applications.
- The **secondary vertical logo** can be used when horizontal space is limited, such as in extreme vertical communications.



**Ronald
McDonald
House®**
West Michigan

Horizontal configuration



**Ronald
McDonald
House®**
West Michigan

Vertical configuration

Please only use these official logos.

Do not alter, stretch, rotate, recolor, or add effects to the logo. A one-color logo is available for unique circumstances and upon request.

Primary Colors

McDonald's Red, Soft White, and Black are our primary colors and are all featured in the Ronald McDonald House logo.

McDonald's Red CMYK 0/100/95/0 PMS 2035 C 2035 U RGB 219/0/7 HEX DB0007	Soft White CMYK 0/0/9/0 PMS 9064 C 9064 U RGB 255/253/233 HEX FFFDE9	Black CMYK 0/0/0/100 PMS N/A RGB 0/0/0 HEX 000000
---	--	--

Secondary Colors

Our secondary color palette adds variety and imbues our brand with a feeling of optimism and possibility.

Lavender CMYK 15/18/0/0 PMS 263 C 263 U RGB 208/201/255 HEX D0C9FF	Aqua CMYK 42/0/5/0 PMS 636 C 636 U RGB 142/231/248 HEX 8EE7F8	Lime CMYK 46/0/92/0 PMS 375 C 374 U RGB 156/216/62 HEX 9CD83E	McDonald's Gold CMYK 0/29/96/0 PMS 1235 C 122 U RGB 255/188/13 HEX FFBC0D
--	---	---	---

Social Media Handles

Facebook & LinkedIn: Ronald McDonald House West Michigan

Instagram & YouTube: @ronaldmcdonaldhousewm

Website URL

<https://ronaldmcdonaldhousewm.org>

Please send any materials featuring our logo to Megan Zars, Marketing & Communications Director, at mzars@ronaldmcdonaldhousewm.org for review before publishing or printing.