



Template Legend		Reference Colors	Secondary Color	Notes
	Live Copy Area		<input type="checkbox"/> Additional Color	<ul style="list-style-type: none"> • Bag allowed to have promotional graphics in light blue and green areas. • No solid background colors are allowed in the light blue and green promotional area.
	Live band Area (wraps only)			
	No Print Area			
	Die Cut			
	Bleed			
	Common Bleed Die Cut			
	Score			
	Perfs			

Brand Requirements	Notes
<ul style="list-style-type: none"> • Brand Band with Arches • Brand band and Arches must not be modified in color, size, shape or position. • Ronald Anti-Litter Logo • Customer Satisfaction Logo • For nutrition information... • Olympic Composite Logo 	<p>Olympic Rings should remain on promotional packaging when there is no IOC third party conflict. Example of this: RMHC or McDonald's Food promotion if there is no mention of a third party. Olympic Rings should be on promotional packaging if tie-in partner is a global Olympic partner. The following is a list of global Olympic partners and their respective product or service category: Coca-Cola / Non-alcoholic beverages, Alos Origin / Information Technology, John Hancock / Life Insurance Annuities, Kodak / Film/Photographics and Imaging, McDonald's / Retail Food Service, Panasonic / Audio/TV/Video Equipment, Samsung / Wireless Communication Equipment, Sports Illustrated / Periodicals, Newspapers, Magazines, Swatch / Official Supplier, Timing, scoring and venue results services, Visa / Consumer Payment Systems (credit cards, etc.), Xerox / Document Publishing, Processing and Supplies. They have exclusive Marketing/promotional rights related to Olympics in their product or service category. Olympic Rings should not be on promotional packaging if the promotion is with a tie-in partner from another company in the same category as one of the companies listed above. Also, Olympic Rings should not be placed near the name, logo or brand of any company that does not have Olympic rights. In all instances where Olympic Rings are part of the promotional graphic using third party marks, you will need to obtain NOC/IOC approval of the materials. US Olympic Code, 36 USC 220506, is required near legal copy if Rings are on bag.</p>

Guidelines on The Mix must be followed. Please go to The Mix via the following link (you will need a McDonald's EID and password) https://www.mcdwmi.com/mcdonalds/wmi/packaging_director_bak.html