

McDonald's USA - Exterior Colors

July 2011

McDonald's USA – 2011 Exterior Colors

June 2011

Northwest

Mountain Green Scheme ★



Base Color Accent Color

Dragon's Breath BM-1547 Shady Lane BM-497

Southwest

Coyote Brown Scheme ★



Base Color Accent Color

Coyote Trail BM-1224 Potters Clay BM-1221

Midwest

Terra Cotta Scheme



Base Color Accent Color

Earthy Russet BM-2173-10 Aztec Brick BM-2175-10

Southeast

Khaki Scheme



Base Color Accent Color

Alexandria Beige BM-HC-77 Monroe Bisque BM-HC-26

Northeast

Log Cabin Scheme



Base Color Accent Color

Log Cabin BM-2163-10 Chocolate Candy Brown BM-2107-10

Taupe Scheme ★



Base Color Accent Color

Taos Taupe BM-2111-40 Amazon Soil BM-2115-30

Palm Desert Scheme ★



Base Color Accent Color

Palm Desert BM-1123 Desert View BM-108

Chocolate Scheme



Base Color Accent Color

Mink BM-2112-10 Huntington Beige BM-HC-21

Cloud Scheme ★



Base Color Accent Color

Storm Cloud Gray BM-2140-40 Winterwood BM-1486

New England Gray Scheme ★



Base Color Accent Color

Stormy Sky BM-1616 Hearthstone BM-1601

★ **Pilot Color Scheme** – These are new exterior colors being introduced. They have not been tested or viewed in field conditions. To maintain initial brand oversight, please contact your USRD brand reviewer for any projects implementing these Pilot Color Schemes. This will allow proper tracking and review of executed colors.

Note: Geographic recommendations shown. All approved and Pilot Color Schemes may be used across areas as noted above. Reserve Schemes will no longer be necessary based on the additional options. **Not all building finishes align with paint colors.** Additional information will be provided by USRD on recommended materials coordinated with these color schemes.

McDonald's 2011- Exterior Colors Mountain Green Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

 Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster -Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

 Base Building




EIFS / Stucco:
Dragon's
Breath
BM-1547



Brick:
Modular Ebony
Black A
Belden Brick
or Equal



Hardi-Plank:
8" Lap Siding
Iron Gray
James Hardie

 Accent - Drive Thru



EIFS / Stucco:
Shady Lane
BM-497



Brick:
Modular Beaver
Blend Smooth A
Belden Brick
or Equal



Hardi-Plank:
8" Lap Siding
Mountain Sage
James Hardie

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Taupe Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

 Arcade



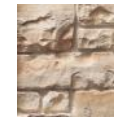
EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster -Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone



 Base Building



EIFS / Stucco:
Taos Taupe
BM-2111-40




Brick: Mod.
Landmark Gray
Velour A
Belden Brick
or Equal



Block:
#192 Black Oak
Northfield
Block or Equal



Hardi-Plank:
8" Lap Siding
Timber Bark
James Hardie

 Accent – Drive Thru



EIFS / Stucco:
Amazon Soil
BM-2115-30



Brick:
Modular Claret
Velour A
Belden Brick
Or Equal



Block:
8539
Northfield
Block orEqual



Hardi-Plank:
8" Lap Siding
Special Order
Paint to Match
James Hardie

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Coyote Brown Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

 Arcade




EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster -Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

 Base Building



EIFS / Stucco:
Coyote Trail
BM-1224



Brick:
Modular Sunglo
Matt A
Belden Brick
or Equal



Block:
Mohawk Orange
Northfield
Block or Equal

 Accent - Drive Thru



EIFS / Stucco:
Potters Clay
BM-1221



Brick:
Modular Pago
Velour A
Belden Brick
or Equal



Block:
#197 Pecan
Northfield
Block or Equal

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Palm Desert Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

 Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster –Brush
Stroke Series
Eurowest

Stone:
(Not approved for use with this
color scheme)

 Base Building




EIFS / Stucco:
Palm Desert
BM-1123



Brick:
8531A
Belden Brick
or Equal



Block:
#21 Oak
Northfield
Block or Equal

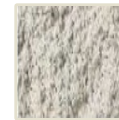
 Accent – Drive Thru



EIFS / Stucco:
Desert View
BM-108



Brick:
Mod. Concord
Clear A
Belden Brick
Or Equal



Block:
Ivory
Northfield
Block or Equal

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Terra Cotta Scheme



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Material & Colors:

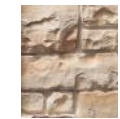
 Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster -Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

 Base Building



EIFS / Stucco:
Earthly
Russet
BM-2173-10




Brick:
Rubigo Red
Velour
Belden Brick
or Equal



Block:
5558 Red Cedar
Northfield
Block or Equal

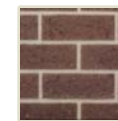


Hardi-Plank:
8" Lap Siding
CountryLane Red
James Hardie

 Accent - Drive Thru



EIFS / Stucco:
Aztec Brick
BM-2175-10



Brick:
Modular
Midland
Blend A
or Equal



Block:
8539 Black
Cherry
Northfield
Block or Equal



Hardi-Plank:
8" Lap Siding
Traditional Red
James Hardie

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Chocolate Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

 Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster-Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

 Base Building




EIFS / Stucco:
Mink
BM-2112-10



Brick: Mod.
Sienna Blend
Velour A
Belden Brick
or Equal



Block:
#4660 Black
Walnut
Northfield
Block or Equal

 Accent – Drive Thru



EIFS / Stucco:
Huntington
Beige
BM-HC-21



Brick: Mod.
Wheatfield
Velour A
Belden Brick
or Equal



Block:
#33 Balsa
Northfield
Block or Equal

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Khaki Scheme



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Material & Colors:

 Arcade



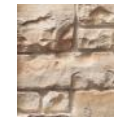
EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster - Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone



 Base Building



EIFS / Stucco:
Alexandria
Beige
BM-HC-77



Brick: Mod.
Tumbleweed
Velour A
Belden Brick
or Equal



Block:
#4916 Cedar
Northfield
Block or Equal



Hardi-Plank:
8" Lap Siding
Khaki Brown
James Hardie

 Accent - Drive Thru



EIFS / Stucco:
Monroe
Bisque
BM-HC-26



Brick: Mod.
Beacon Gray
Velour A
Belden Brick
or Equal



Block:
A-7
Northfield
Block or Equal



Hardi-Plank:
8" Lap Siding
Autumn Tan
James Hardie

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Cloud Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster –Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit Ledge Stone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

Base Building



EIFS / Stucco:
Storm Cloud
Gray
BM-2140-40



Brick:
671 Velour A
Belden Brick
or Equal



Hardi-Plank:
8" Lap Siding
Woodstock
Brown
James Hardie

Accent – Drive Thru



EIFS / Stucco:
Winterwood
BM-1486



Brick:
Mod. Lighthouse
Gray Velour A
Belden Brick
or Equal



Hardi-Plank:
8" Lap Siding
Monterey Taupe
James Hardie

Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors Log Cabin Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

 Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster –Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

 Base Building



EIFS / Stucco:
Log Cabin
BM-2163-10



Brick: Mod.
470-479
Medium A
Belden Brick
or Equal



Block:
#3776 Walnut
Northfield
Block or Equal

 Accent – Drive Thru



EIFS / Stucco:
Chocolate
Candy Brown
BM-2107-10



Brick:
Mod. Ebony
Black A
Belden Brick
or Equal



Block:
Burnt Umber
Northfield
Block or Equal

 Parapet



Corrugated Metal
City-Scape
Metal - Era

McDonald's 2011- Exterior Colors New England Gray Scheme



Note: Any substitutions or use of materials & colors not shown require specific brand review approval

Material & Colors:

Arcade



EIFS / Stucco:
Snow White
BM-2122-70



Tile:
Oyster -Brush
Stroke Series
Eurowest



Stone: (Only Approved Options)
1. Southwest Pro Fit LedgeStone
2. Cast Fit Parchment 12x24
(Currently In-Test)
3. Texas Cream Cobblefield
By Cultured Stone / Boral Stone

Base Building



EIFS / Stucco:
Stormy Sky
BM-1616



Brick: Mod.
Black Diamond
Velour A
Belden Brick
or Equal



Block:
#43 Ash
Northfield
Block or Equal



Hardi-Plank:
8" Lap Siding
Evening Blue
James Hardie

Accent - Drive Thru



EIFS / Stucco:
Hearthstone
BM-1601



Brick: Mod.
#8531A
Belden Brick
or Equal



Block:
Ironwood
Northfield
Block or Equal



Hardi-Plank:
8" Lap Siding
Boothbay Blue
James Hardie

Parapet



Corrugated Metal
City-Scape
Metal - Era