

# *The Story of the Corporation*



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***The original staff of the McDonald's brothers hamburger restaurant.***



***Ray Kroc took over a small scale McD's and turned it into the global phenomenon it is today***



*The first McDonald's, Des Plaines, Illinois, 1955*





*India*



*Japan*



*China*



*South Africa*



*Romania*



*Moscow, Russia*





***1948: Speedee service***



***1961: Golden Arches***

***Tubby chef Speedee was designed by Richard and Maurice McDonald in 1948 to help communicate their 'Speedee Service System'***

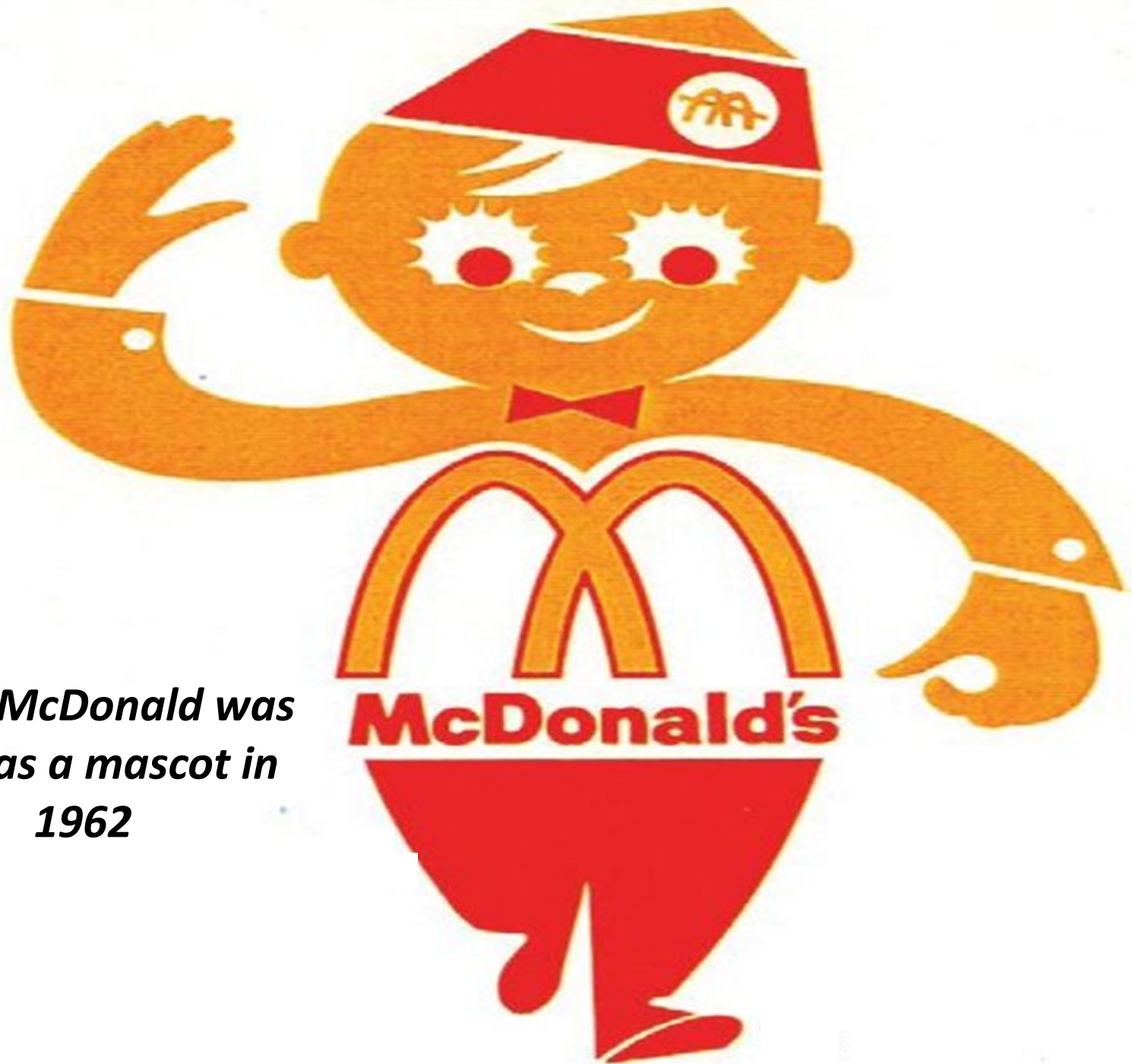
***Inspired by the iconic architectural arches flanking each restaurant, Jim Schindler designed the first iteration of the enduring Golden Arches logo***

*The official McDonald's Corporation logo was designed  
by Heye & Partner GmbH in 2003*



**i'm lovin' it®**





*Archy McDonald was  
used as a mascot in  
1962*

***The original Ronald McDonald***  
***vs.***  
***Ronald McDonald today***





***Thank you for your  
attention!***

