

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

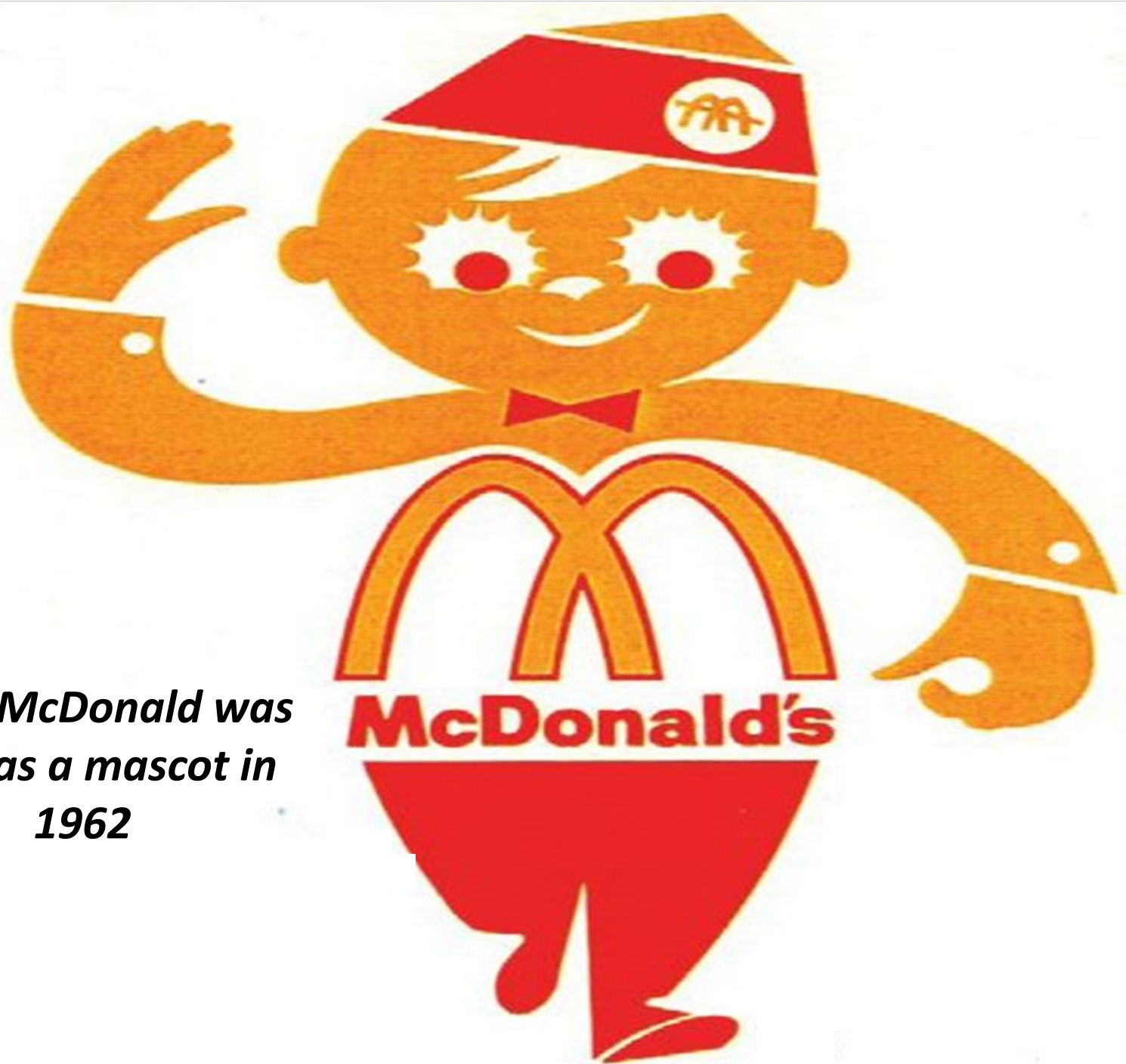
Tubby chef Speedee was designed by Richard and Maurice McDonald in 1948 to help communicate their 'Speedee Service System'

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!***

