



Common Terms

Registered Trademarks: If a name, program or phrase is a registered trademark, the symbol (®) must be used in the **first mention or most prominent use** of the name or term in any narrative, flyer, sign, etc. That instance may be via the logo (for RMHC, Ronald McDonald House Charities, for example) or the first time the name or phrase is used.

Global and Chapter Names & Acceptable Abbreviations

RMHC® Global or RMHC® is the global organization, separate from our Chapter
RMHC® Northeast Ohio is a Chapter of RMHC (*Chapter is always capitalized*)

- Full Legal Name: Ronald McDonald House Charities® of Northeast Ohio, Inc.
- Name for General Purposes: Ronald McDonald House Charities of Northeast Ohio
- Acceptable Abbreviations: RMHC Northeast Ohio or RMHC NEO

RMHC NEO Program Names, Abbreviations & References

- Ronald McDonald House® programs
 - House (*capitalize the H*)
 - Cleveland Ronald McDonald House, Akron Ronald McDonald House
 - Cleveland House, Akron House
- Ronald McDonald Family Room® programs
 - Ronald McDonald Family Room
 - Family Room

[The name of the hospital should follow the program name. For example, Family Room at Cleveland Clinic Children's, NOT Cleveland Clinic Children's Family Room.]
- Ronald McDonald Care Mobile® programs
 - Care Mobile
 - Ronald McDonald Care Mobile, in partnership with UH Rainbow Babies & Children's [*NOT Rainbow Care Mobile*]
- Ronald McDonald STAR programs
 - STAR Center at Cleveland Clinic Children's Outpatient Center
 - STAR Corner at Akron Children's Beeghly (*or Mahoning Valley*) Campus
- RedTreehouse.org, the Ronald McDonald Family Resource Link
 - Red Treehouse (*two words*) or RedTreehouse.org (*name of the website, program*)

RMHC NEO Other Services and Initiatives

- Happy Wheels Hospitality Carts or Happy Wheels
- Family Meals
- Pull Tabs
 - Pull Tab Palooza (event)
 - Morgan Stock Collect-a-Million Club

RMHC NEO Volunteer Leadership Groups

- Board of Directors
- Greater Cleveland Community Trustees (CLE Trustees)
- Greater Akron/Canton/Mahoning Valley Community Trustees (ACM Trustees)
- McDonald's Advisory Committee
- Emerging Leaders of RMHC NEO
- Legacy Council

Keeping families close® tagline

- The tagline *Keeping families close*® is a registered trademark and must include the registered trademark symbol, and:
 - Always be used as a standalone statement.
 - Never be used in a sentence, in either its original form or a variation thereof. For example, "We keep families close" or "Thank you for keeping families close" are **not acceptable** phrases.
- #KeepingFamiliesClose is the hashtag form of the tagline.

Social Media Handles

- Facebook, Instagram and LinkedIn: @RMHCneo
- YouTube: @RMHCNortheastOhio

McDonald's® Terms

- McDonald's (apostrophe s, **NOT** McDonalds)
- McDonald's restaurants (sometimes referred to as stores)
- McDonald's Owner/Operators
- McFamily® (community of McDonald's crew, farmers, suppliers, franchisees, etc.)
- Round-Up for RMHC® (trademarked phrase, official name for the initiative)
 - Round-Up (when used as a noun, hyphenate, and use capital R and U.) *Hyphen is required to legally differentiate from the weed killer Round Up.*
- Happy Meal®
- Shamrock Shake®
- Oreo® Shamrock McFlurry®
- Frozen Beverages (*previously Frozen Carbonated Beverages – NOT Slushie®*, which is a different company's trademarked product)
 - Frozen Fanta® Blue Raspberry
 - Frozen Coca-Cola® Classic
 - Frozen Sprite® Lymonade
- McCafé®

Visit the [Marketing Hub](#) for more information regarding names, trademarks, language, logos, brand guidelines and more!