

McDONALD'S NEW PACKAGING

Properties list:

information about content
information accessibility
end-user packaging
range of products
cup
sachet
clamshell
cardboard and paper
photo to describe
identity by photo
identity by typography
opaque
contemporary
identity by colour
update



McDonald's new range designed by studio [Boxer Creative](http://www.boxercreative.co.uk/).

Reference: <http://www.boxercreative.co.uk/>

Credits:

Country: _

Agency: Boxer Creative

Other images:



FOAM CLAMSHELLS
1974 - 1991



WRAP AND COLLAR
1991 - 1992



CLAMSHELL
SCRIPT GRAPHIC
1993 - 1995

