

# McDONALD'S NEW PACKAGING

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## 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/).

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

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Credits:

Country: \_

Agency: Boxer Creative

Other images:



FOAM CLAMSHELLS  
1974 - 1991



WRAP AND COLLAR  
1991 - 1992



CLAMSHELL  
SCRIPT GRAPHIC  
1993 - 1995

