



Development of McDonald's design

1960

A large yellow
arch



This logo was used
from 1960 to 1968



McDonald's
FAMOUS
BARBECUE

1940-1948



1948-1953



1953-1960



1960-1968



1968-1983



1983-1995



1995-2003



2003-2006



2006-

A package of
Styrofoam





1950's - 1960's



1970's



1980's



1990's



2000's



Today



The popular mascot,
clown Ronald
McDonald

Two all beef patties special sauce
lettuce cheese pickles onions
on a sesame seed bun



Advertising graphics

100%
real beef.



i'm lovin' it



2000s

McDonald's
design





СКАЧИВАЙ

официальное приложение Макдоналдс®



СКАНИРУЙ

чеки с предложением недели

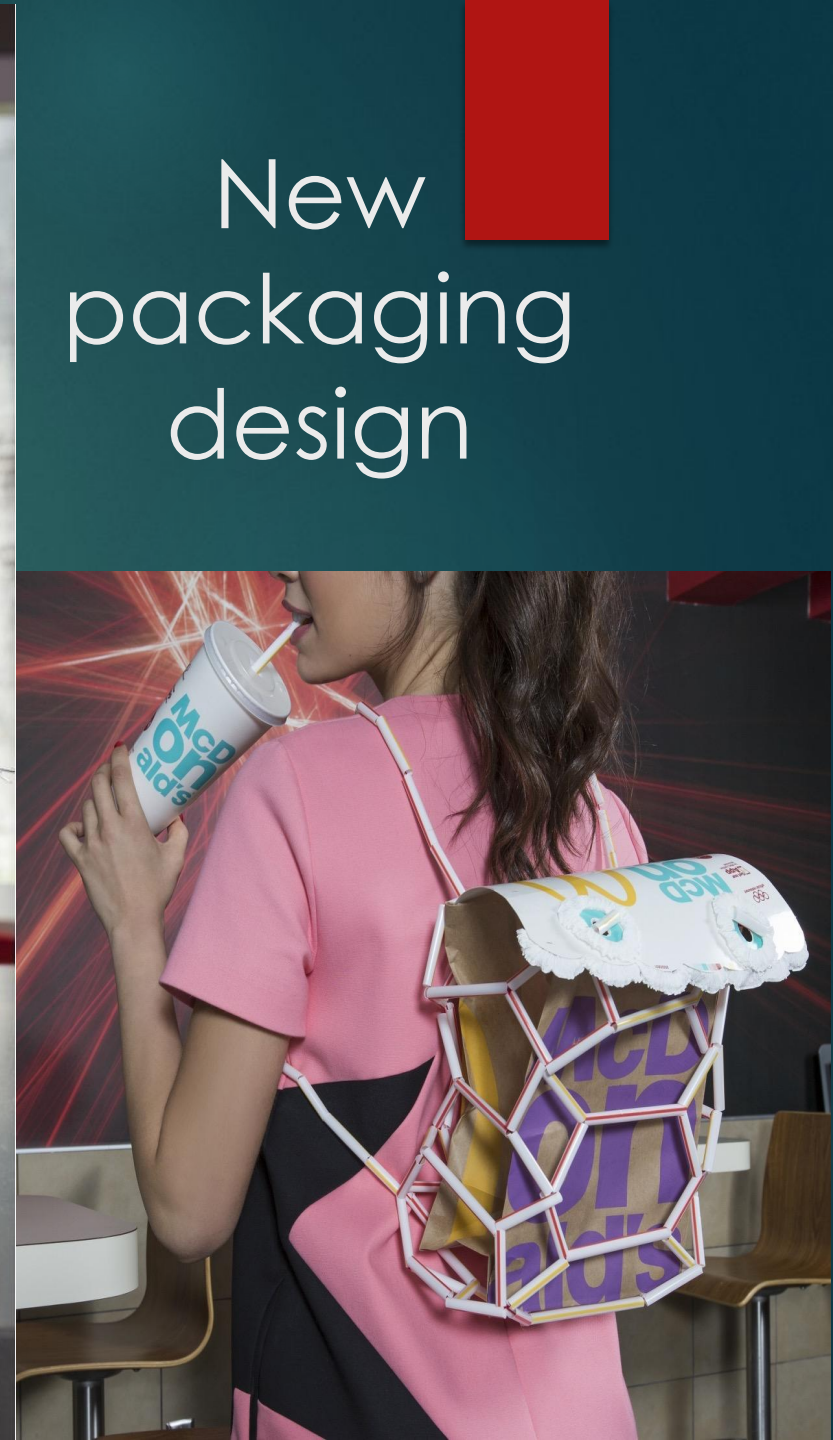


**ПОЛУЧАЙ
ПРИЗЫ**



QR-codes
are the way
to marketing
promotion

New packaging design





Thank you for your
attention!