《新鲜事：麦当劳换了新的设计风格，变化这么大》

麦当劳的金拱门形象已经深入人心，一想到他，眼前的画风基本就是那个红底黄M的霓虹灯招牌了，还有麦当劳叔叔这种画面感特别强的元素。

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[Image: courtesy Leo Burnett London]

McDonald’s may be home of the Big Mac, but its branding just went minimalist.

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The ad agency Leo Burnett London worked with American designer David Schwen to create a new outdoor branding campaign for McDonald’s called “Iconic Stacks.”

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Dollar menu aficionados will recognize McDonald’s classics like the Sausage McMuffin, Big Mac, and Filet-O-Fish by a list of ingredients in McDonald’s brand colors and what appears to be the typeface Helvetica on each sign. But there aren’t any other hints as to the brand behind the ad.

“?????”????????????????????????????Helvetica(??????????)??

This is just the latest example of McDonald’s embracing a minimalist aesthetic. In 2016, the company unveiled new, spartan packaging to replace the busy bags and wrappers it used for years.

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It’s also part of a larger trend of “no-brand” branding—pared-down visuals that rely on brand equity, the consumer’s established relationship with the company, and knowledge of its products as identifiers rather than overdesigned labels and slick slogans to get the message across.

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Startups Brandless and M/F People both launched in 2017 with products that had so much white negative space, they were almost blank slates.

2017?????Brandless(?????????????)?M/F People(??????????)????????????????????????

The stacking type conceit may be familiar to people who know Schwen’s work. In the design community, he’s well-known for making “type sandwiches” that describe what a sandwich is made of by stacking a list of their ingredients on top of each other.

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Helvetica

Helvetica?????????????????Arial?????2007??helvetica??50????????????????????????????????Gary Hustwit????????????Helvetica??