December 2018

GRAPHIC DESIGN TRENDS FOR 2019

In 2018, we saw big, bold graphic design, with bright colors and fonts that seemed to have more impact rather than just being new or novel. Will these trends continue into 2019? Vengage created an infographic detailing what the eight big trends will be in graphic design over the next year. These are the highlights:

- **Colors.** Bright and bold colors will be back, but with a lighter color palette that's especially intense and vibrant. Think deep blues, pinks, purples and yellows.
- **Fonts.** Moving forward, from an influx of custom-designed fonts in 2018, next year will see fonts as a focal point. The letters will be strong, work well on mobile devices and project an image of innovation and individuality.
- **Futurism.** Expect a return to futurism influencing graphic design next year, with big geometric patterns, abstract shapes and images that appear ahead of their time.
- **Opposites.** Logos and graphic branding will continue to expand into multiple versions of the same company look. But in 2019, we'll see more and more contrasts between colors within and

QUICK NEWSLETTER SURVEY

INFOGRAPHICS THAT CAN HELP YOUR BUSINESS

Every month, Idea Custom Solutions publishes original infographics that we design to inform and educate industry professionals. Here are a couple of our most popular. Be sure to check out the Insights section of our website, under Resources, for more of these tools.

among the logos. Imagine light and dark placed next to each other and inverted colors depending on the usage — such as the yin yang of graphic design.

- **Gradients.** Yes, we've all been using gradients since they were introduced as a feature in the early days of Microsoft Word and PowerPoint. But now the gradients are even more complex and show up in new ways. They've emerged from the background and will continue to emerge into unique design elements.

- **Minimalism.** Minimalism has been a trend in graphic design for a while now, but 2019 will see it in a reimagined way: with pops of color. The designs themselves will continue to be simple and clean, but they might be neon pink or bright green.

- **Illustrations.** People are getting tired of designing things with the restrictions of programs and computers. Expect to see more hand-drawn illustrations gracing branding next year; things that really drive home the purpose and ethos of the company.

- **Photos.** Generic stock photos are out and more personalized ones are in. The graphic design world is tired of seeing the same polished person sitting in the sterile office's board meeting. In 2019, photography will go candid and organic, more like someone just stepped outside and snapped a photo.

Do you need help with graphic design? Contact Idea Custom Solutions for all your creative needs. We can develop sales proposals, marketing collateral, business cards and more to help you promote.

DUNKIN'S LINE OF FAKE MERCH MOCKS PROMO SWAG

No doubt inspired by the full slate of fun branded merchandise put out in years past by other big brands such as Taco Bell, McDonalds and Wendy's, Dunkin' (formerly Donuts) has released its own line of quirky branded swag . . . sort of.

The "merch" was designed for the launch of the brand's new espresso recipe and cup designs. Dunkin' signed on with the ad agency BBDO New York to create the designs, which are part of a new ad campaign called "Sipping is Believing."

Dunkin's new clothing options include: Cappu-chinos, appropriately a pair of chinos with cupholder pockets on either side where cargo pockets would go; Americano-veralls, a pair of jean overalls with a bib cupholder pocket and another on the hip; and the Latte-nk Top, a gray tank with a cupholder pocket where a breast logo would be.

There's only one problem: It's all fake. The drink-themed clothing designs, part of a "line" called Espresso Wear, aren't available for purchase. It's more of a chance to capitalize on the recent branded promotional products phenomenon that seems to deliver so well for other brands, but without actually producing anything. The whole scenario is a shame, though. Comments on the ad campaign are mostly from people either looking to purchase the clothes or wishing they were real. We know we'd definitely buy them! According to BBDO, the brand is thinking about actually producing them, but has made no moves so far.


Under Insights, we also archive past issues of this newsletter.

Feel free to contact us to request we cover any subjects that would help your business: marketing@ideacustom.com.

CONGRATULATIONS TO OUR TEAM

Every month, we celebrate the designers whose work scores the highest impressions on Instagram. This time, **Manisha Gaikwad** won for embroidery digitizing and **Dadaso Jadhav** won for vector artwork. Keep up the great work, team!
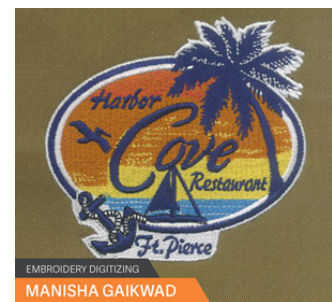
NOTABLE QUOTES

Want to launch a campaign of uniquely fun branded merchandise with your clients? Tap Idea Custom Solutions for the embroidery digitizing and vector artwork that you'll need to decorate products.

THE LEGACY OF LOGOS

Like many other things (it seems), logos have their roots in ancient Egypt. The culture was among the first to use a standardized writing system made up of symbols, with colors holding specific meaning. Later in history, medieval Europe prescribed meaning to symbols as a part of different crests and coats of arms, each designed to convey the status of the bearer in society and to explain who they were.

Around that same time, cities were growing larger as more people moved in, giving up the agricultural lifestyle. In order to determine what was a shop and what it sold, people began to hang signs depicting their wares. Branding took hold in 1389, when King Richard II required every alehouse to hang a sign to show what their businesses offered. The brewers combined heraldic images with the names of their establishments. The invention of the printing press in 1440 pushed branding further, as printers designed printers' marks to identify materials they published. Soon regular newspapers were distributed, containing ads from various businesses, though mostly still text only.

During the Victorian era, though, things began to change. Color printing was introduced and companies wanted to ornament their brands — creating stylized text and designs that would continue to represent the businesses and what they did. Many of the logos we know today emerged in the late 1800s and early 1900s.

According to 24/7 Wall St., these ten company logos are the oldest in the world, with designs mostly unchanged through the centuries.

10. Sherwin-Williams, logo first used in 1905

9. Shell Oil, logo first used in 1904

8. Prudential, logo first used in 1896

7. Twinings Tea, logo first used in 1887

6. Johnson & Johnson, logo first used in 1887

5. Levi Strauss & Co., logo first used in 1886

4. Bass Ale, logo first used in 1876

3. Heinz, logo first used in 1869

2. Peugeot, logo first used in 1850

1. Stella Artois, logo first used in 1366

If you want your logo (or your customers') to make lasting impressions, reach out to Idea Custom Solutions and let us create stunning designs.

STAY SAFE FROM CYBERCRIME

By 2021, research firm Cybersecurity Ventures expects financial

"As an entrepreneur, you **never stop learning.**"
— Daymond John

"**An investment in knowledge pays the best interest.**"
— Benjamin Franklin

"One of the reasons people stop learning is that they become less and **less willing to risk failure.**"
— John W. Gardner

"**Don't be afraid to take a big step.** You can't cross a chasm in two small jumps"
— David Lloyd George

damages from cybercrime to small businesses will reach a cost of $6 trillion. We hate to break it to you, but promotional products companies and other small businesses are a prime target for malware. In 2017 alone, 61 percent of small- to mid-sized companies surveyed experienced a cyberattack in the past 12 months. It's a pervasive problem — one most people never expect to happen to them and that often results in no action being taken to actually fix the problem, studies show.

"[Cyberattacks] represent an existential threat to some small businesses as firms could go bankrupt from the costs [of] responding to a cyberattack, or from the lost revenue and costumers resulting from a business disruption," Daniel Castro, the vice president of government think tank Information Technology & Innovation Foundation said during a recent hearing reported by Entrepreneur.

Never fear, though. The promotional products industry may be prone to more cyberattacks than industries with higher percentages of larger companies, but we don't have to be victims to it. Here are some effective ways to stave off the possibility of cyberattacks on your business.

- **Pick the Right Passwords.** First, you'll want to password protect everything, including phones, files, computers and tablets — essentially anything where someone could get ahold of company information. But you should also make sure the passwords are effective and difficult to guess. Use special characters, a mix of upper- and lowercase and a combination of letters and numbers. The more complicated passwords are, the harder it is to guess or deduce them.

- **Train Everyone on Cyber Security.** The best place to start when teaching your staff about potential cyberattacks is at the beginning: the basics of cybersecurity. If they at least have a general knowledge of what security methods are available and why they're necessary, they may be able to stop hackers in their tracks without even realizing it. Train them on cyberattack prevention as well, including what phishing emails look like and how to determine whether something is coming from a reputable source. A good tip is to always check sender email addresses. If they don't make sense, they are likely to be scams. Another important thing to remember (for which your staff may need tailored training) is to stop leaving electronic devices out and about wherever there are charger cables or plugs. The easiest access hackers or criminals have to the information on devices is through the physical devices themselves. If you go to conferences, remember to bring a portable charger rather than parking your phone or tablet at charging stations. You never know exactly who will go snooping.

- **Travel Smart.** Heading to a trade show out of town? Work information and data is even more sensitive to hacking when you're on the road instead of in your office. Be wary of public Wi-Fi networks and borrowed chargers. Both can be hacked quite easily or have malware installed to infect your devices. The best solution for any work travel is to only bring what's relevant to the job you're going to do. Leave everything else at the office. Make sure what you do have with you is password protected and those passwords aren't saved in your browser or listed in your emails.

"He who is not courageous enough to take risks will **accomplish nothing in life.**"

— Muhammad Ali

"The first step toward success is taken when you **refuse to be a captive of the environment in which you first find yourself**."

— Mark Caine

"**A ship in harbor is safe, but what is not what ships are built for.**"

— John A. Shedd

"**Learning and innovation go hand in hand.** The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."

— William Pollard

We hope you found this information helpful and take steps to protect your company. Whether from your office or while on the road, think of Idea Custom Solutions when you need vector artwork, embroidery digitizing, image editing and other graphic services you can rely on. Unlike many providers, we are ISO/IEC 27001:2013 certified for information security, so your files and data are safe with us!

TWEET THAT!

#eSports is hitting the traditional swag scene and there may be #PromoProducts opportunities. https://goo.gl/jKAq9p

Tweet That!

90-day tariff agreement w/ China is causing confusion. How it could affect a #PromoProducts biz. https://goo.gl/yvPGB4

Tweet That!

Palestinian #embroidery is a very specific art form. One woman looks to revitalize it. #tatreez https://goo.gl/E79h4Y

Tweet That!

This couple is creating a collection of #embroidery designs inspired by European architecture. https://goo.gl/6K9hj3

Tweet That!

What do you think were the top #GraphicDesign moments over the last year? https://goo.gl/LbF28T

Tweet That!

Expect to see these five #logo #trends throughout 2019. #branding #design https://goo.gl/osHbvc

Tweet That!

Did you catch the new @NCAA @FinalFour #logo for the 2020 event in #Atlanta? #Branding https://goo.gl/JGTfyz

Tweet That!

@QueenWillRock's #logo is intricately designed, and each part has meaning. #branding https://goo.gl/Tr924k

Tweet That!

It's official: there will be a new #MenInBlack sequel. Check out the title and #logo here. https://goo.gl/3Esjm4

Tweet That!

Who owns the name? The #USSoccerFoundation just sued the #USSoccerFederation. #branding https://goo.gl/XeN7fa

Tweet That!

Keep your eyes open in 2019 for these predicted popular #fonts. #typography https://goo.gl/rWzYKV

Tweet That!

Running a #SmallBusiness that is #online only? Make sure you have excellent #WebDesign. https://goo.gl/3s

Tweet That!

DESIGN SHOWCASE

Embroidery Digitizing

"The meaning of life is to find your gift. **The purpose of life is to give it away.**"
— Pablo Picasso

"Whenever you see a successful business, **someone once made a courageous decision.**"
— Peter Drucker

EMPLOYEE SPOTLIGHT

Vikas Kashid
Senior Production Associate, Digitizing Team

It has been 12 years since Vikas joined Idea Custom Solutions and, today, he is a senior production associate who is responsible for critical digitizing requests and designs from new customers. He has expertise in four different digitizing software programs.

Most days, Vikas spends his time delving into the detailed specifications of new clients so he can complete test orders and communicate requirements to the rest of the team. He explains that he is dedicated to his work and
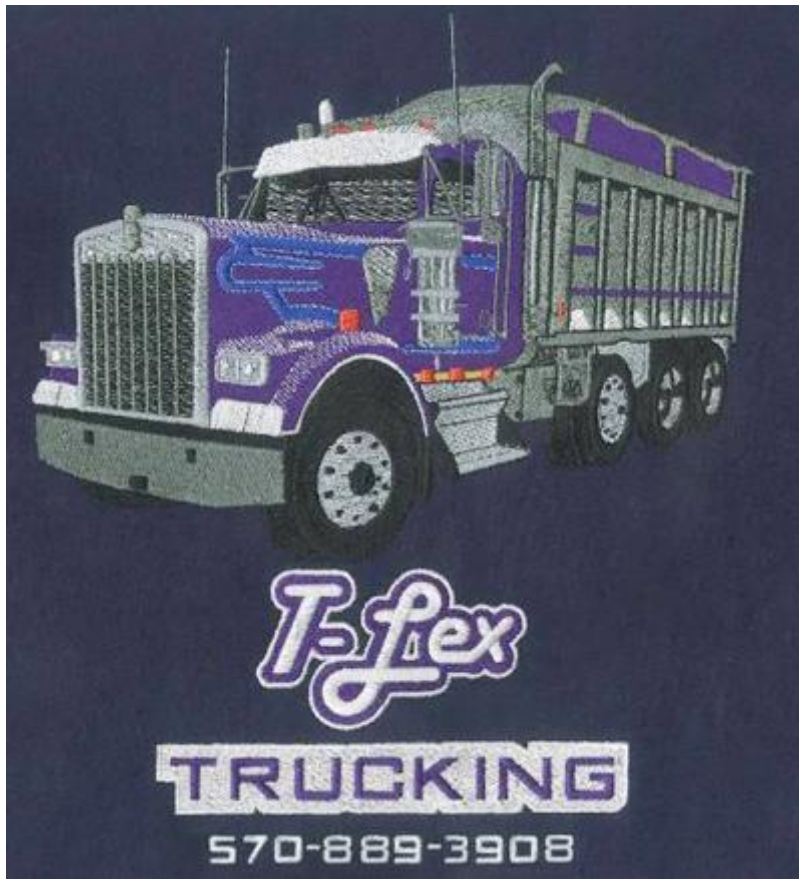
digitizing minute details in designs.

To other employees, his advice is: "Love your work and you'll get more satisfaction."

Considering his experience, it is no surprise that he has received quarterly and semi-annual employee awards from Idea Custom Solutions, as well as had his work featured on our Instagram page.

Vikas's family includes his mother, father, wife and daughter. He likes to go out on weekends and try new foods. He also reads, listens to music, plays cricket and swims.

Someday, he would like to buy a bungalow with beautiful scenery and be known as a good human being with great heart.

Vector Artwork

If you have any designs created by our team that you would like to share in this newsletter, send them to us at **marketing@ideacustom.com**