GRAPHIC DESIGN TRENDS FOR 2019
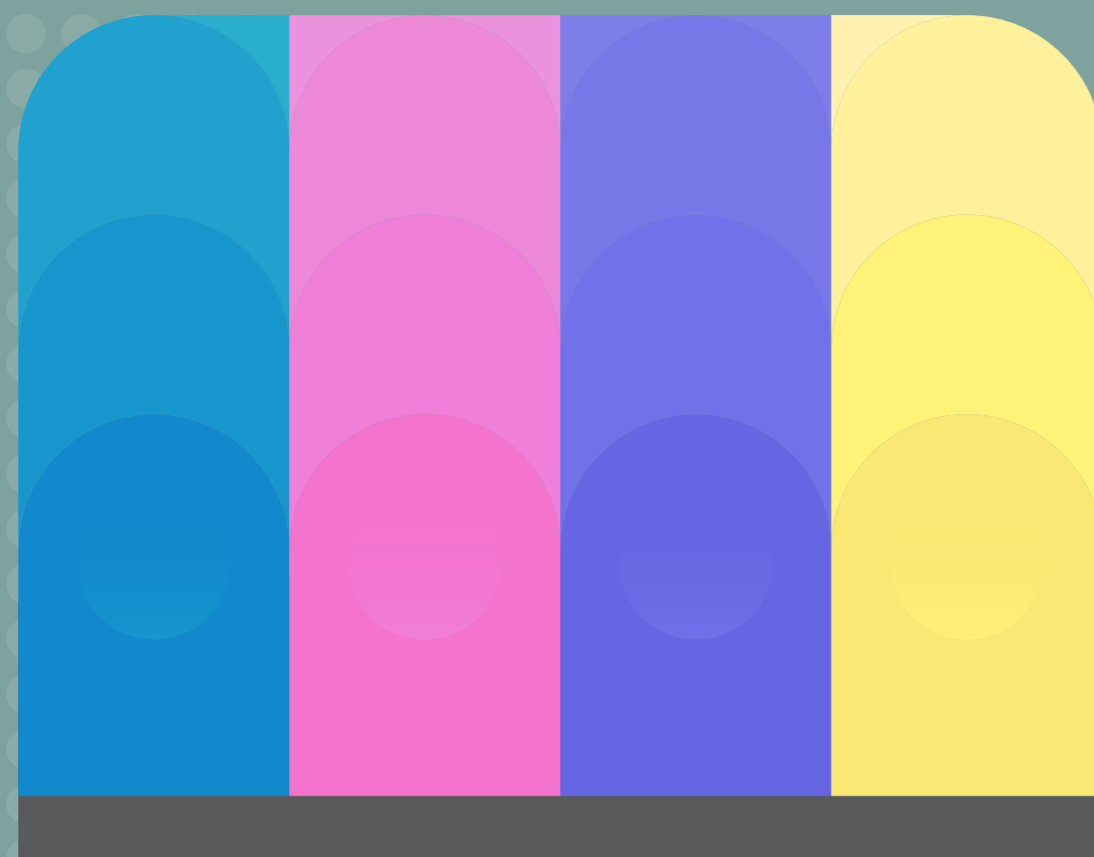
In 2018, we saw big, bold graphic design, with bright colors and fonts that seemed to have more impact rather than just being new or novel. Based on our vantage point and constant monitoring of the design industry, Idea Custom Solutions thinks these are 15 major trends to keep an eye on in 2019:

COLORS
Bright and bold colors will be back, but with a lighter color palette that's especially vibrant. Think intense blues, pinks, purples, and yellows.

MINIMALISM
Your Daily Mix 5 — mint — The Newness
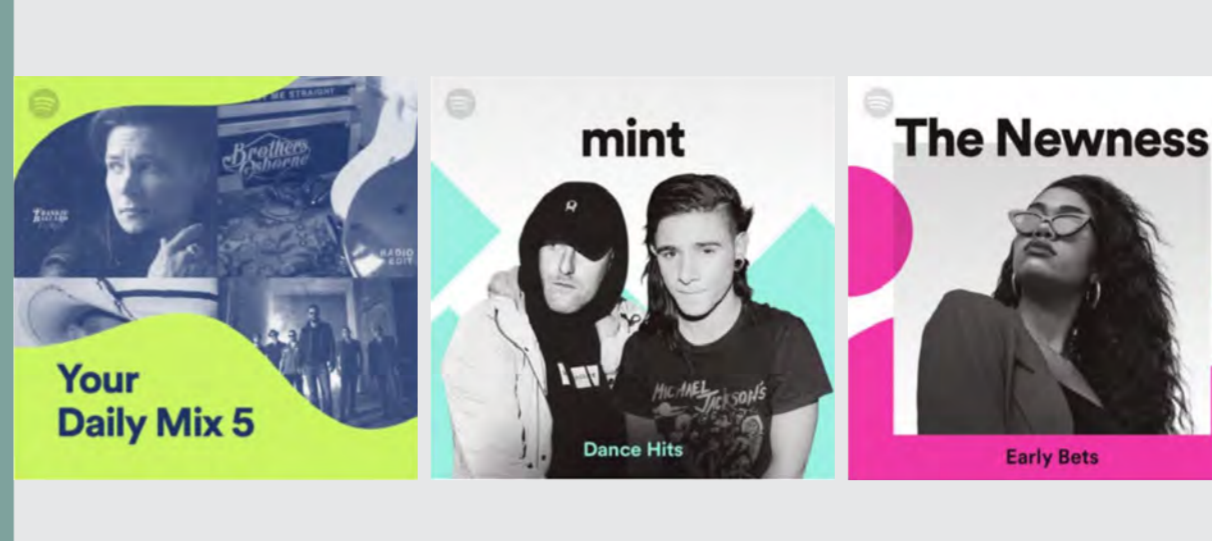
This has been a trend in graphic design for a while, but there will be pops of color in 2019. The designs will be simple and clean, but might be neon pink or bright green.

SAN SERIF LOGO DESIGN TREND
Many big tech companies updated their logos for simplistic, homogeneous looks to appear well on screens and at small sizes. Think Airbnb and Google.

Google — Google
airbnb — airbnb
Pinterest — Pinterest

OPPOSITES
For logos and branding, we'll see more and more contrasts between colors within and among the logos.
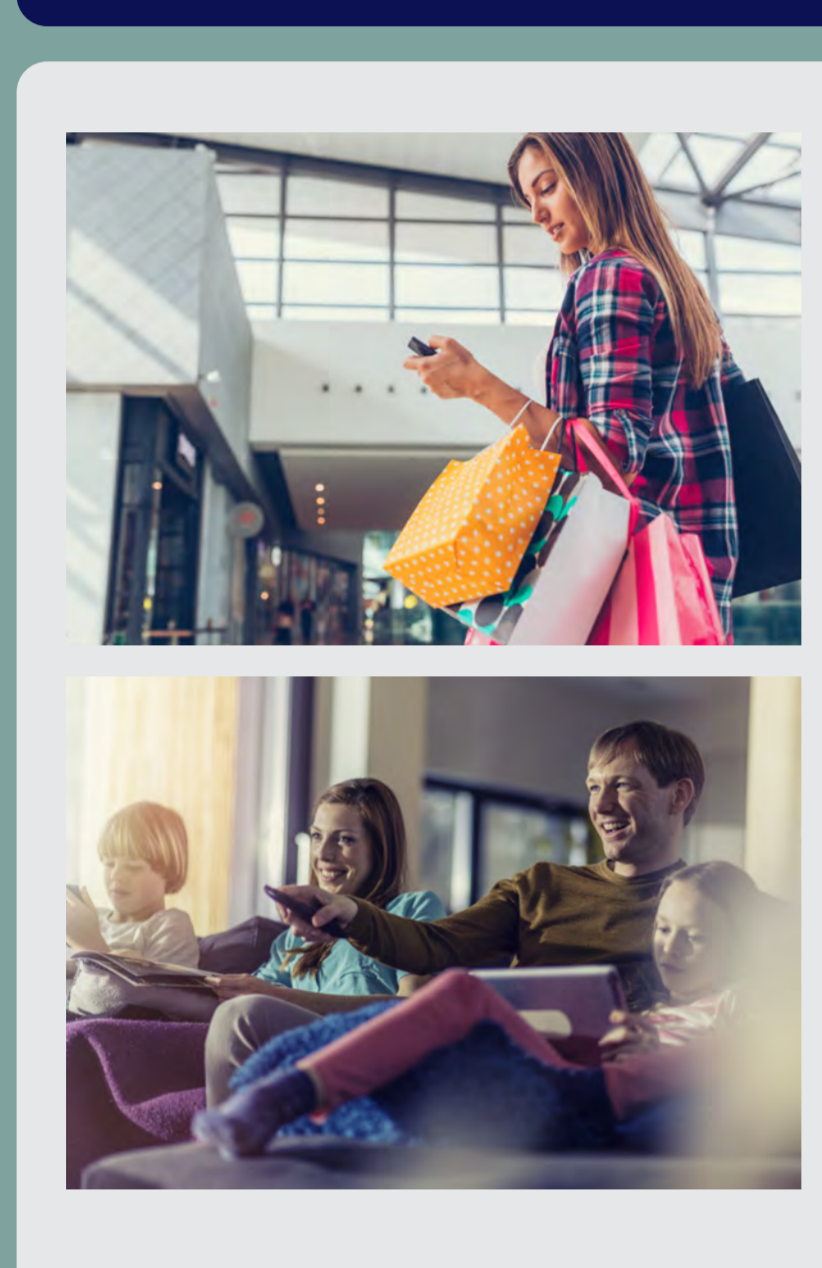
TASTE — TASTE

COMPLEX GRADIENTS
Gradients have been used since the early days of Microsoft Word and PowerPoint. But now they are more complex and are used in new ways.

ILLUSTRATIONS
MON

There will be more hand-drawn illustrations in branding next year; in reaction to the restrictions of software and computers.

PHOTOS
Generic is out. Marketers are tired of seeing the same people in sterile offices. This year, there will be more natural and organic photos.

3D DESIGN
In response to the flat design of the past few years, 3D elements are now being added to designs for greater visual depth.

THE RIDDLER

80s OPULENCE
Chain print — Snakeskin pattern

The 80s are back (again) and this time with animal prints, gold chains, snakeskin, metal textures and fur. Everything is designed in a way that obviously clashes, but ends up looking good together.

YESTERDAY'S TOMORROW
Think about what we expected the future to look like 20 years ago and that encapsulates this design trend. Neon lights, synthesizers, landscapes made of light grids — anything that screams "early tech."

AUGMENTED REALITY
It has since grown exponentially, especially in mobile and will continue to boom. Another term to follow is Extended Reality (XR), which is any digitally-altered reality.

Ai Project Aero
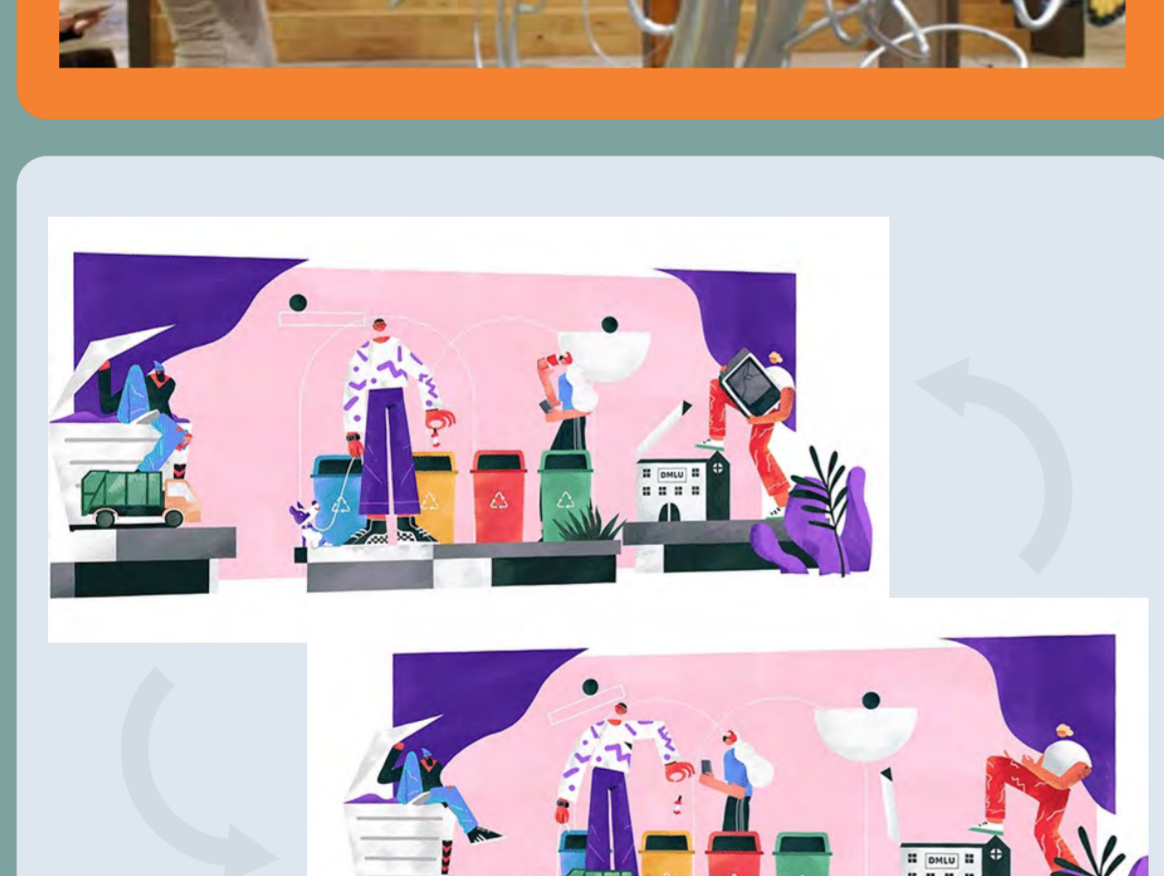
MOTION
Elements of designs with small motions are being explored to improve overall user experience, such as subtly animated logos or animated hero images.

MEMPHIS
WITHOUTYOUI'MNOTHING
Carmen Nácher, "Antídote"

The Memphis design trend is a rebellion against rigid grids and carefully organized elements. The patterns echo Art Deco, Pop Art and Kitsch of the 1950s.

DIGITAL BRUTALISM
Instead of user-friendly, clean and legible designs, this trend embraces clutter and ugliness without any apologies.

DATA-DRIVEN CONTENT WITH A PURPOSE

ACTIVIST DESIGN
Deva Pardue, "For All Womankind"

Because Millennials are deemed to be more politically active and ethnically diverse, brands have unleashed creatives to advance social causes, including feminist, environmental and political ones.

Are you looking to update your brand for the new year?
Contact Idea Custom Solutions to figure out the best logo design and graphic design strategy for your business. We look forward to supporting your business and your customers.

YOUR SUCCESS. THAT'S THE WHOLE IDEA!

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