

GRAPHIC

DESIGN

TRENDS

What is a Graphic Design Trend?

OVERVIEW

1

**Understand Graphic
Design Trends**

2

**Identify Key
Characteristics and
Principles**

3

**Analyze Real-World
Applications**

4

**Evaluate Impact on
Brand Perception**

OBJECTIVES

What Is **Bold Minimalism**?

Key Characteristics

- Vibrant Color Palettes
- Prominent Typography
- Strong Visual Elements
- Clean Layouts
- High Contrast
- Simplicity and Functionality

BOLD
MINIMALISM

Tupperware Brand Refresh

BEFORE

Tupperware®

AFTER

Tupperware®

**BOLD
MINIMALISM**

Tupperware Logo and Packaging

Wordmark

Updated Typeface - Earl Sans

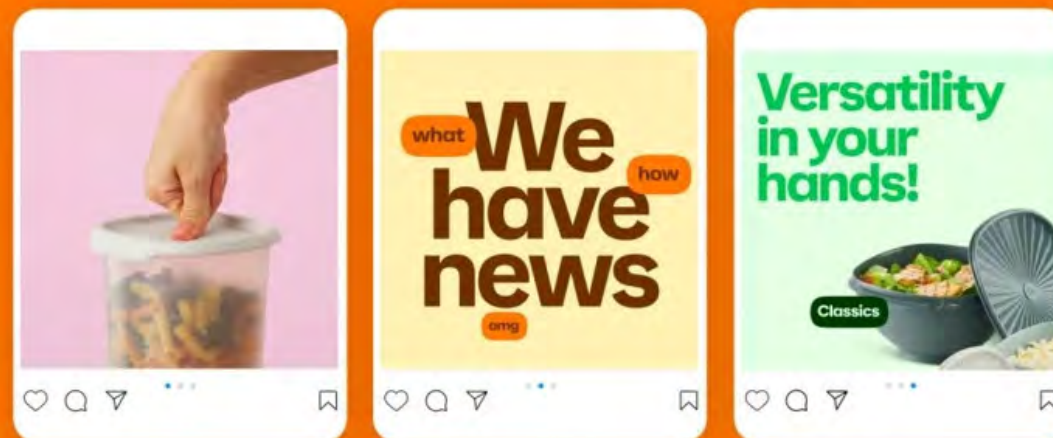
Cutout

Minimal Packaging

New Graphic Element



BOLD
MINIMALISM



Tupperware Brand Appeal



**BOLD
MINIMALISM**

Poppi Introduction

KEY FEATURES

- Bold Colors
- Playful Illustrations
- Modern Typography
- Transparency



BOLD
MINIMALISM

Poppi's Rebrand



BEFORE



AFTER

- Began as "Mother" Beverage
- Gained Popularity at Texan Farmers Markets
- Enlisted Zero Studios for Brand/Message Revamp
- Quirky, Nostalgic, and Vibrant

BOLD
MINIMALISM



Poppi's Rebrand



**BOLD
MINIMALISM**

Poppi's Website

[shop](#) [our story](#) [why poppi?](#) [find poppi](#) [poppi swag](#)




Chipotle's new Chipotbae ♥



We're now available at Chipotle!

Because what goes better
with extra guac than our iconic
Strawberry Lemon and Orange sodas?

order here










Fun Favorites
buy now



soda again

why poppi











[shop](#) [our story](#) [why poppi?](#) [find poppi](#) [poppi swag](#)



12 Pack ↕ 12 Pack ↕ 12 Pack

Grape



buy now
















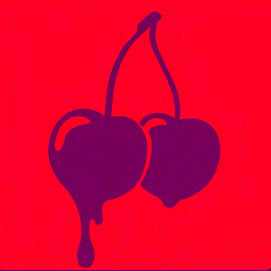


[shop](#) [our story](#) [why poppi?](#) [find poppi](#)



↕ 12 Pack ↕ 12 Pack ↕ 12 Pack


Cherry Cola



buy now

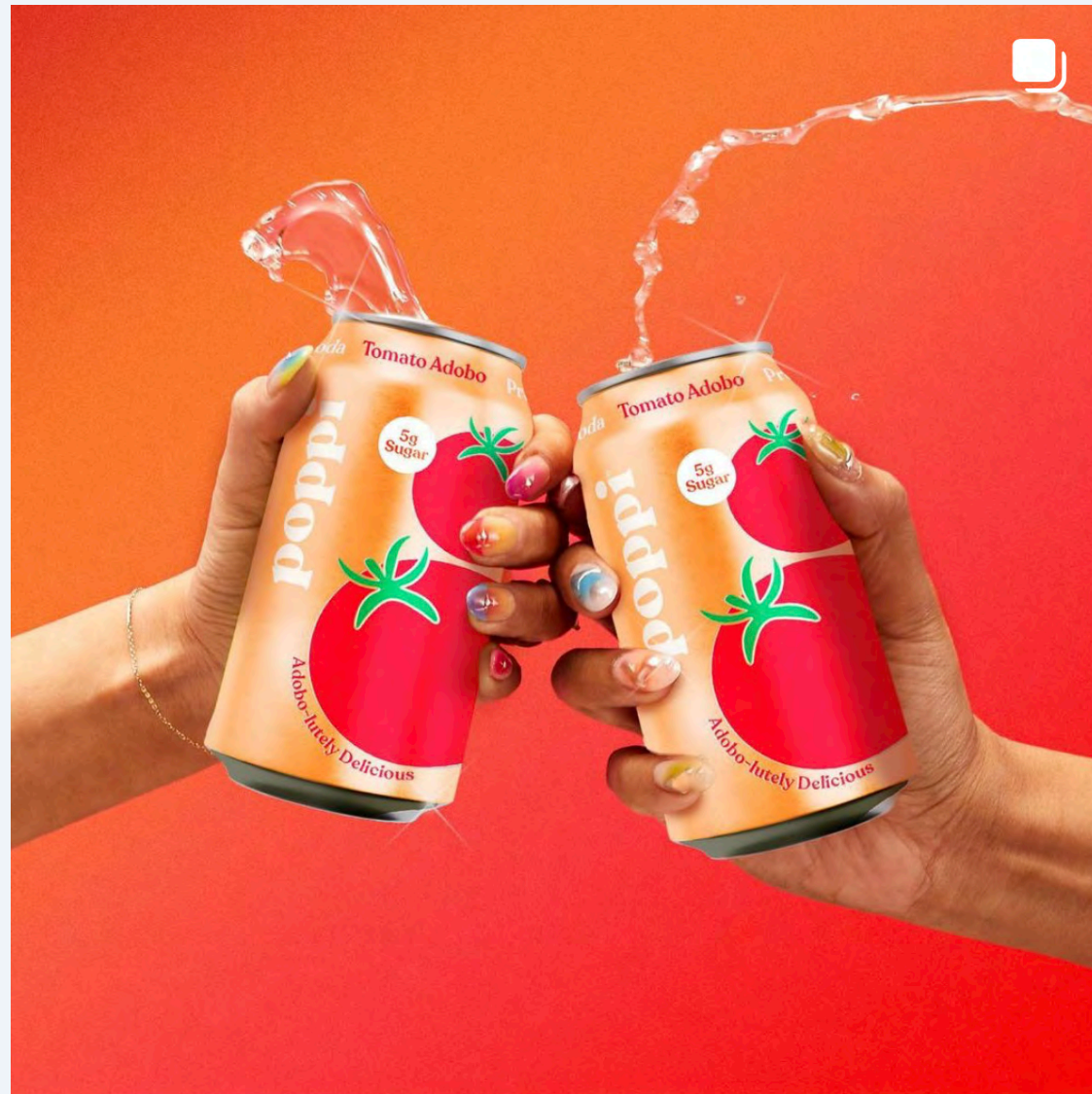






Get 15% Off ✕

Poppi's Instagram



Conclusion



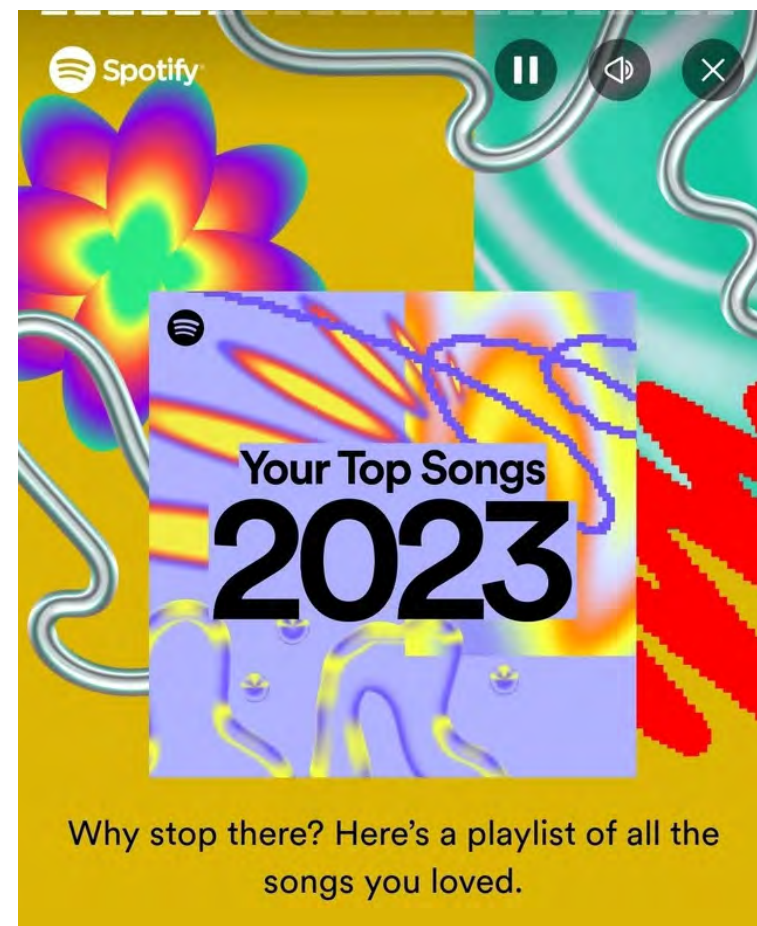
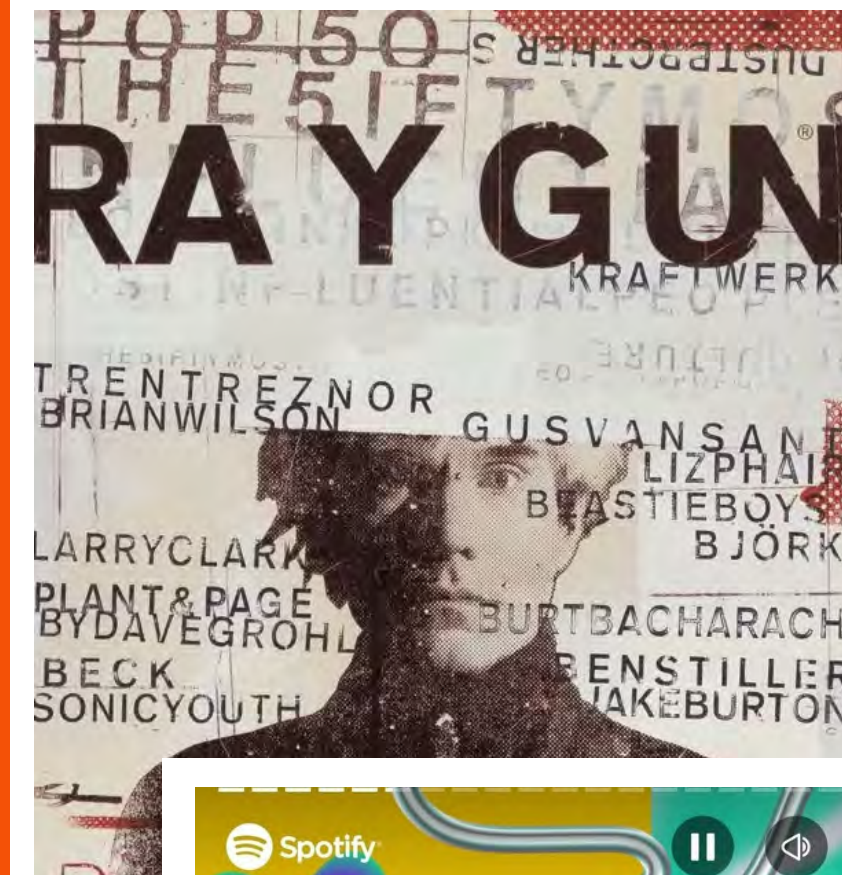
- Enhancing Brand Recognition
- Attracting a Younger Audience
- Communicating Health Benefits
- Building a Cohesive Brand Identity
- Boosting Sales and Market Presence

BOLD
MINIMALISM

What Is Anti-design?

Key Characteristics

- Clashing Colors
- Distorted Typography
- Irregular Compositions
- Asymmetry



ANTI-DESIGN

Charlie XCX's **Brat** Album

brat



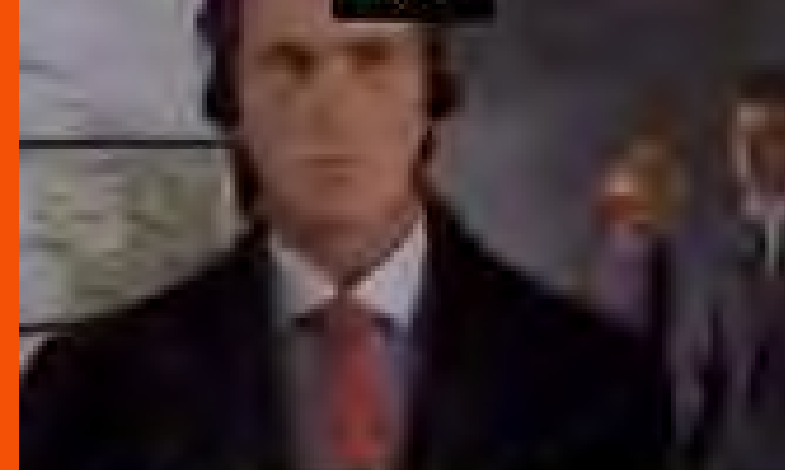
ANTI-DESIGN



ANTI-DESIGN

pride month
pride month
pride month
br a t
br a t

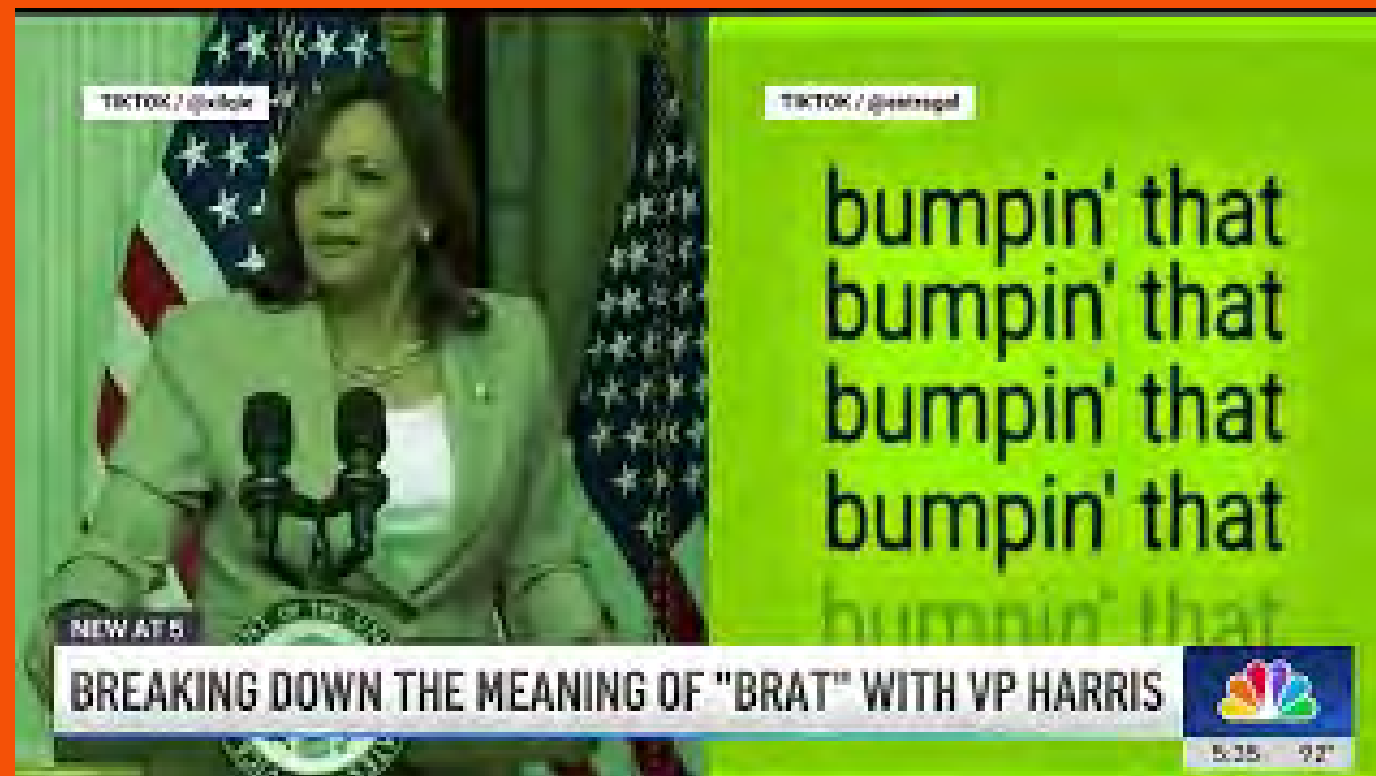
Me Walking into the office
like:



My headphones :

brat

365 party



ANTI-DESIGN

What is a Mascot?



KEY FEATURES

- Distinctive Character Design
- Adaptability
- Appeal to Nostalgia and Familiarity

MASCOTS

Introduction to Reddit and Snoo



MASCOTS

Design Philosophy of Reddit



BEFORE



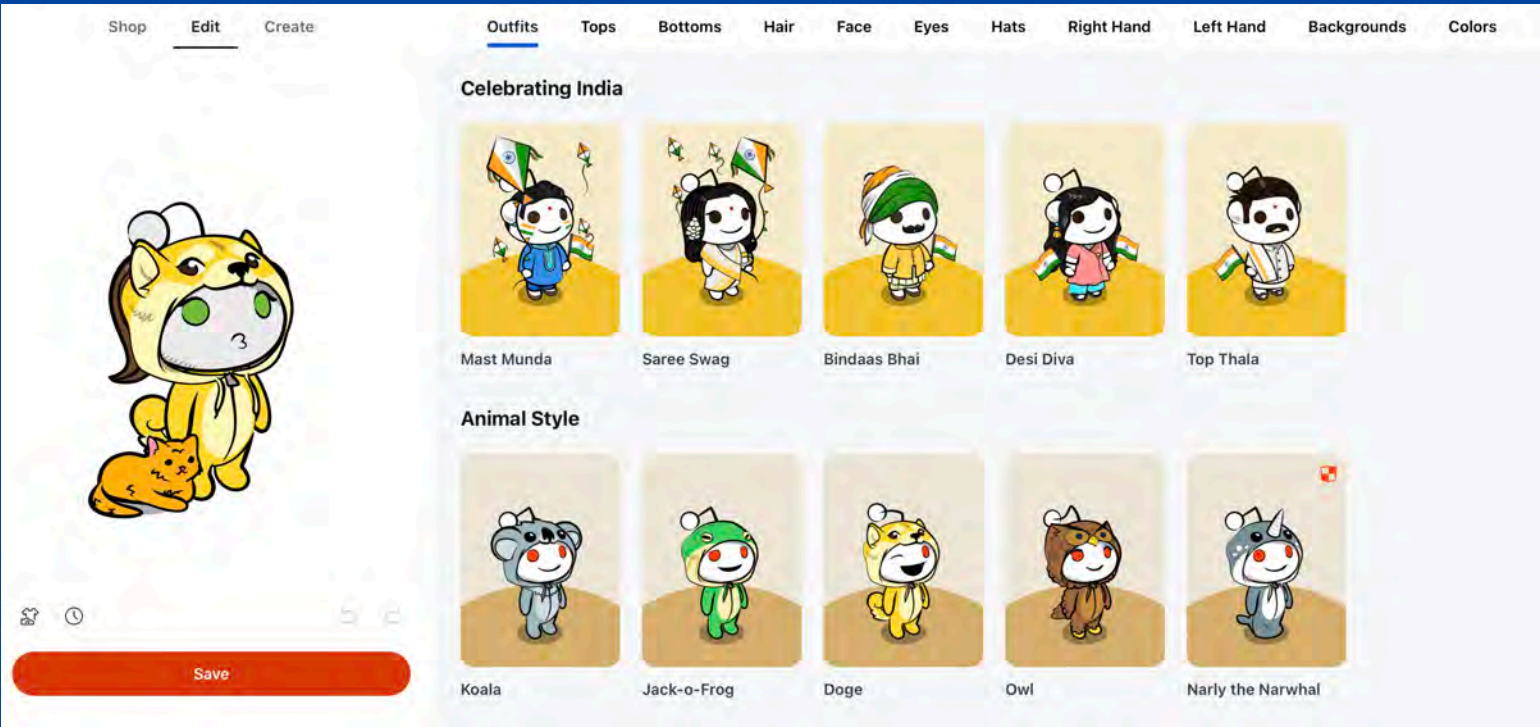
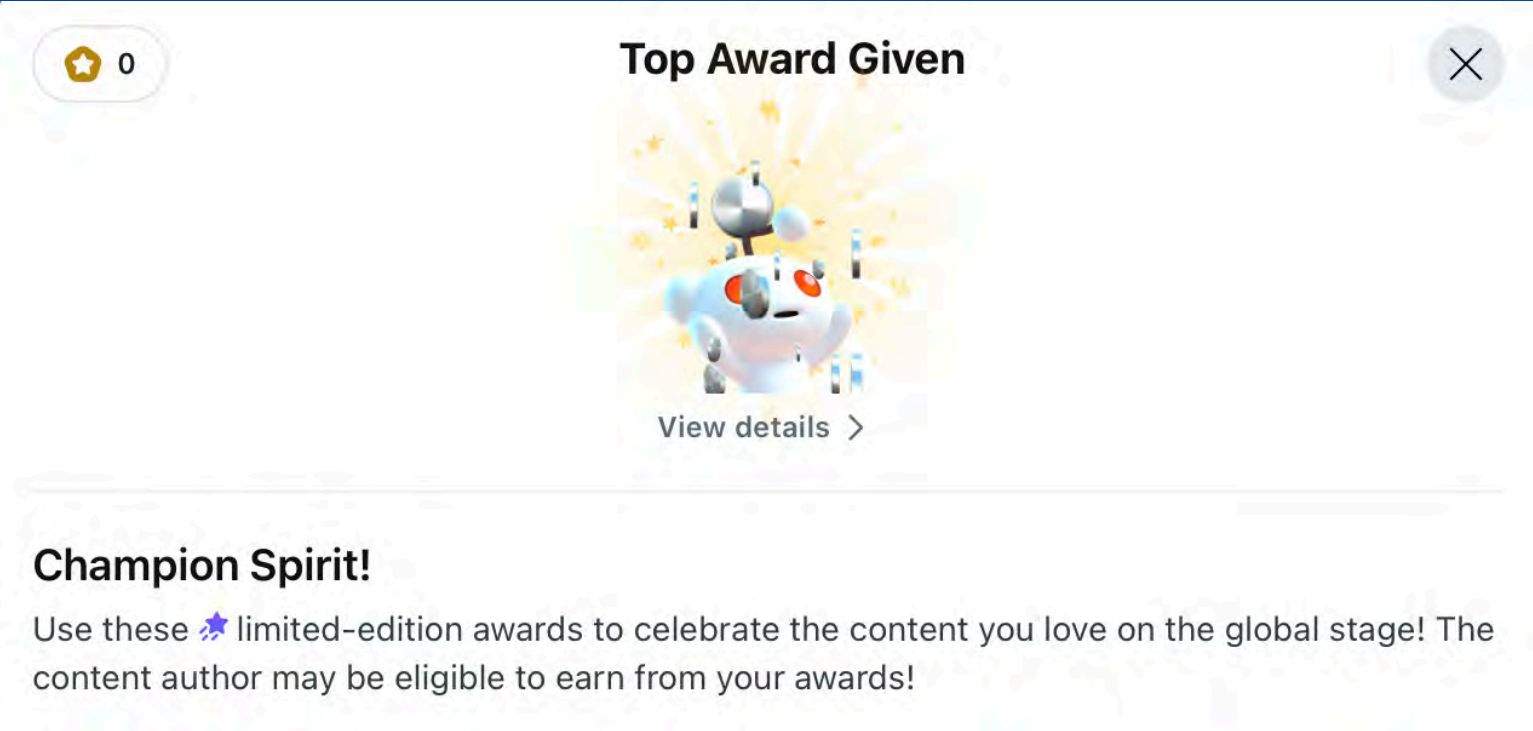
reddit

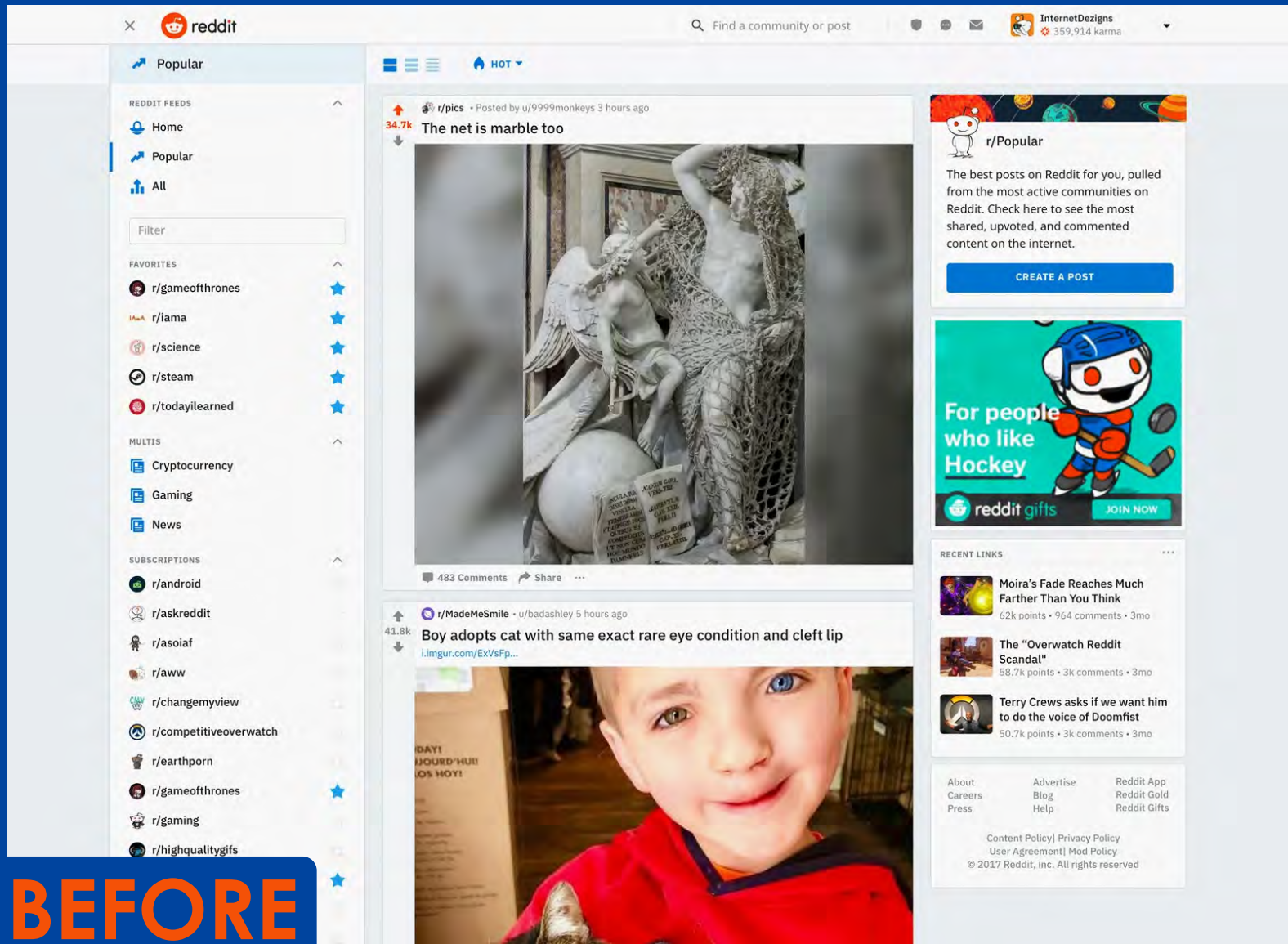
AFTER



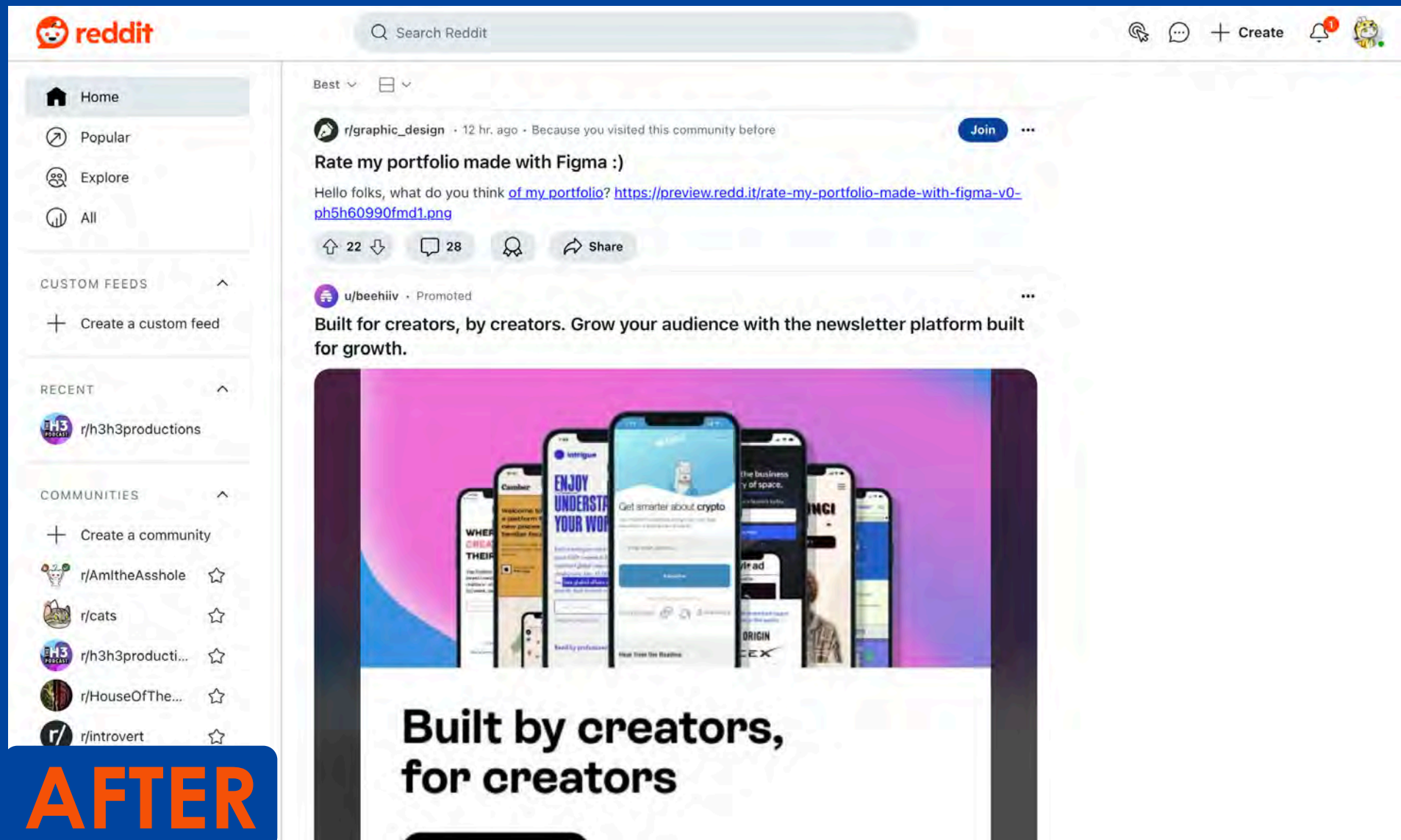
MASCOTS

Snoo's Design Approach and Ability





BEFORE



AFTER

Conclusion



reddit



MASCOTS

What is the Y2K Evolution?

Key Characteristics

- Nostalgic Imagery
- Bright and Bold Colors
- Distorted Type
- Playful Layouts
- Metals
- Pixels
- Futurism Influences



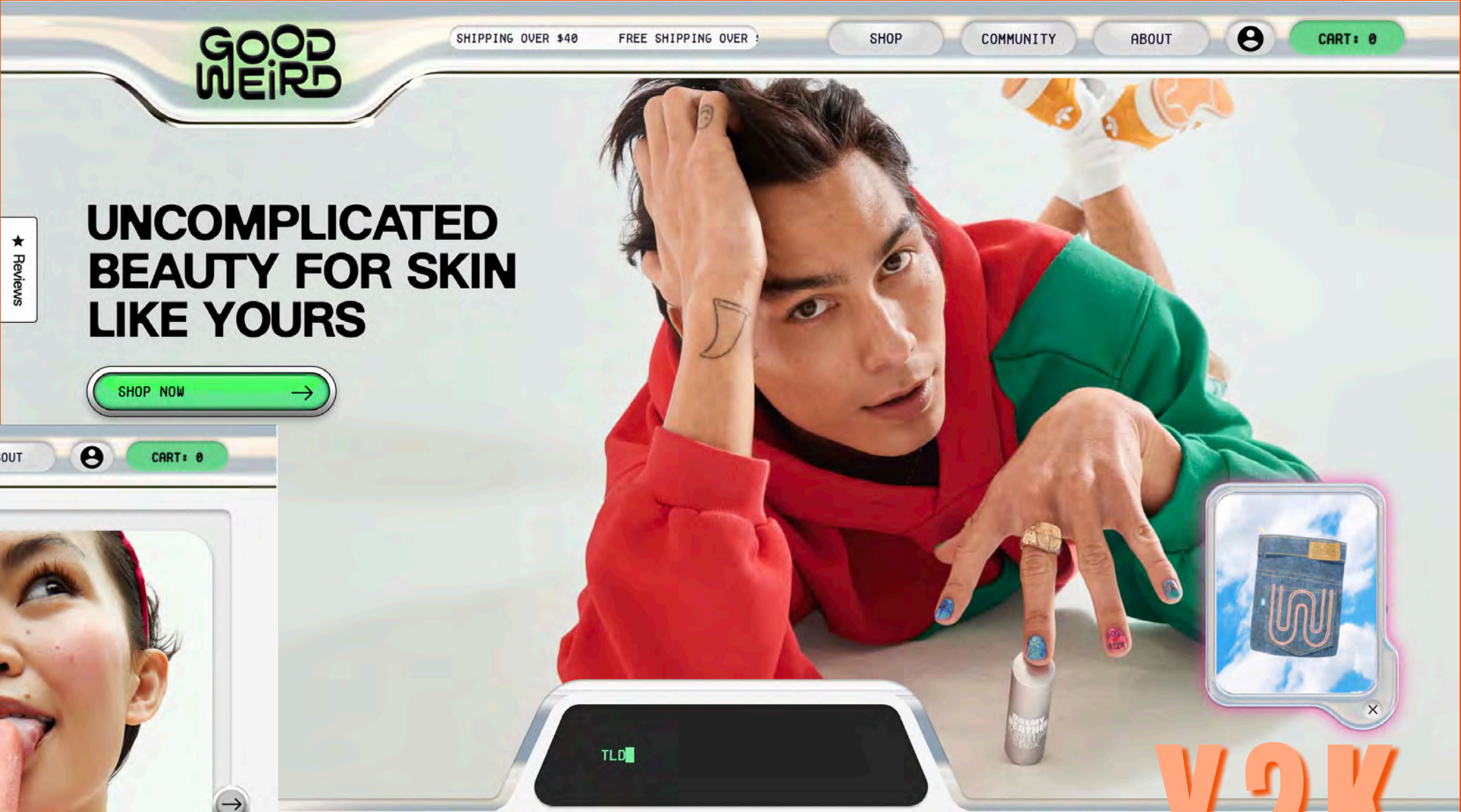
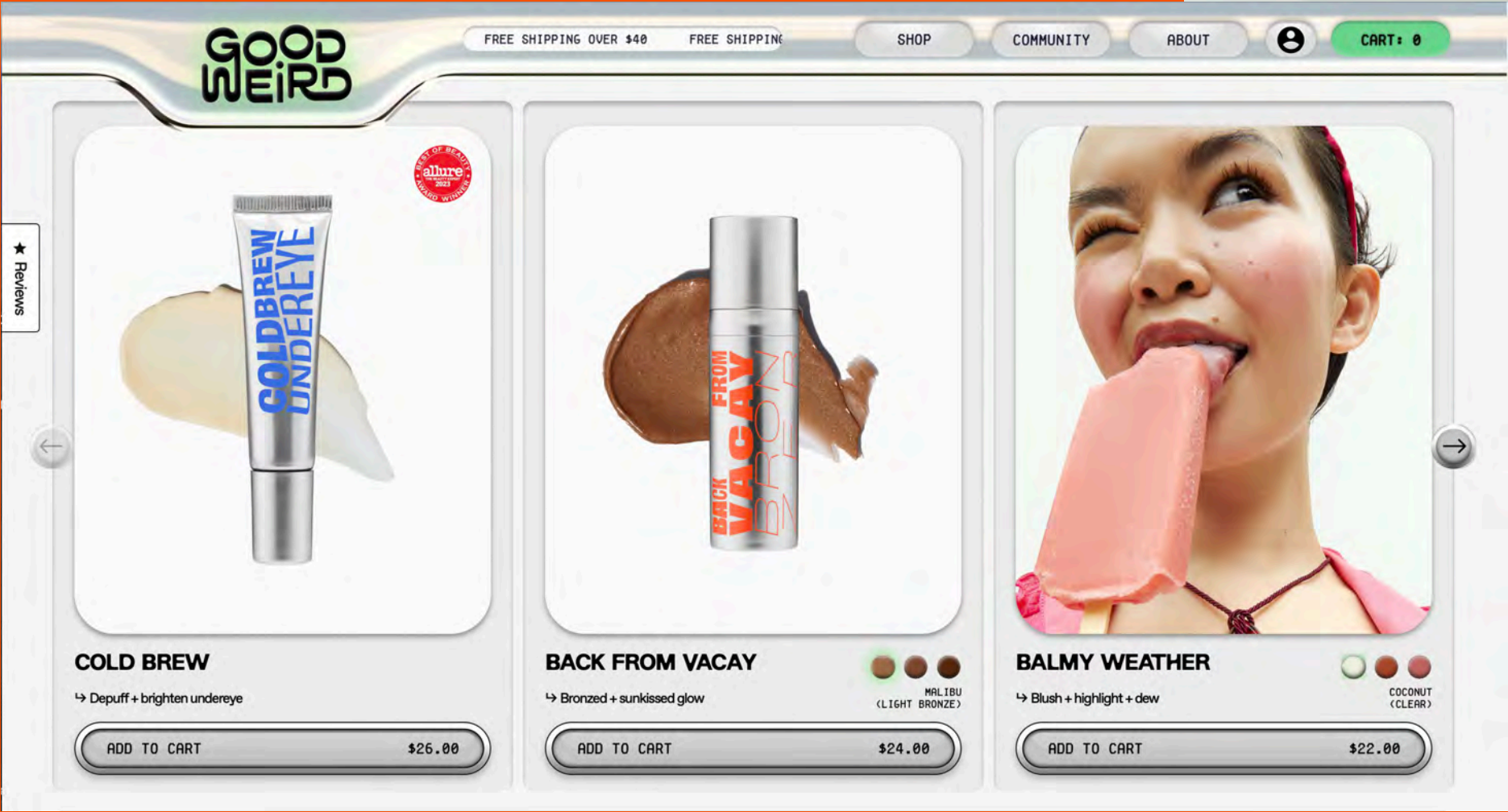
Y2K
EVOLUTION

Good Weird Introduction



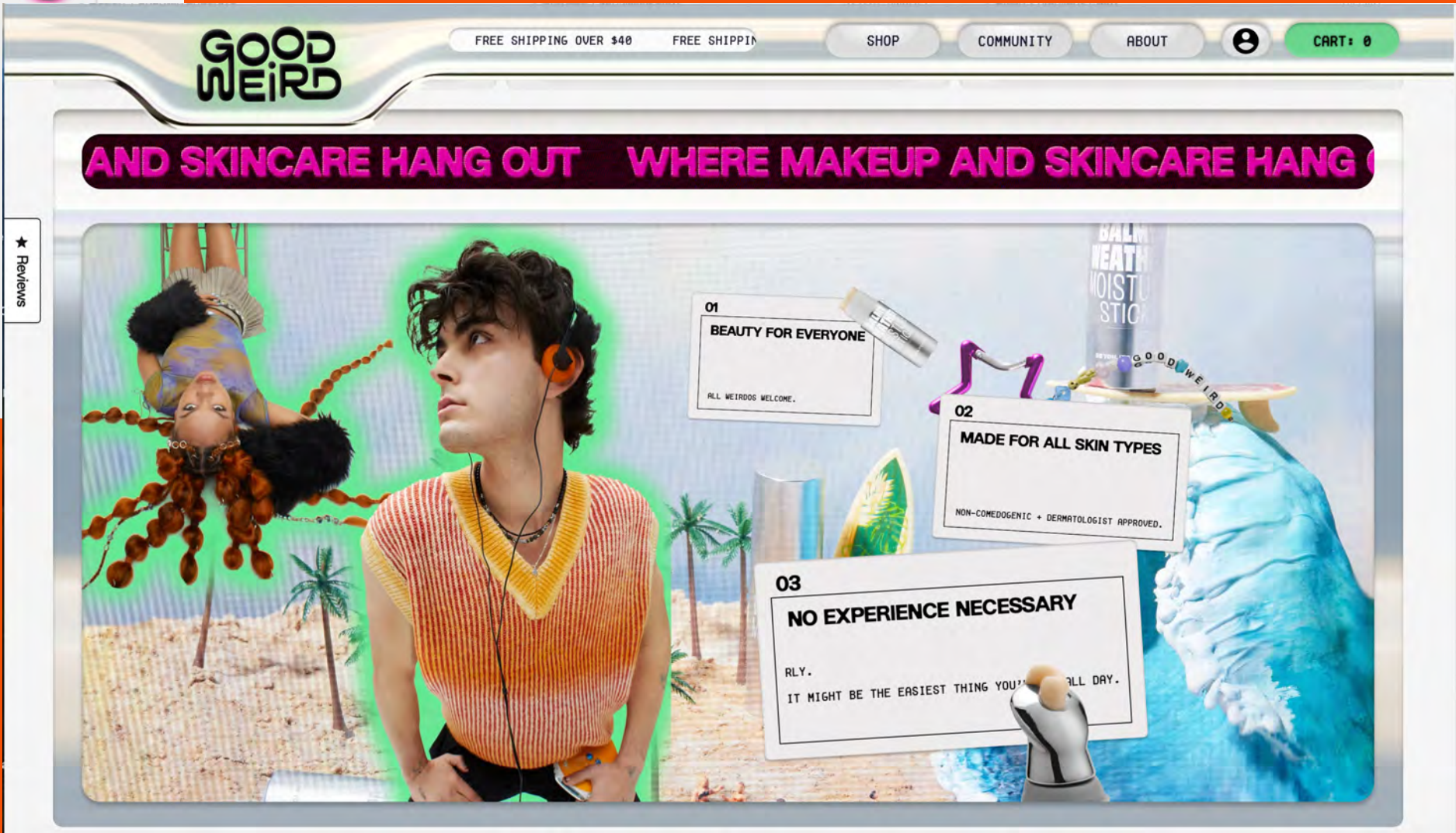
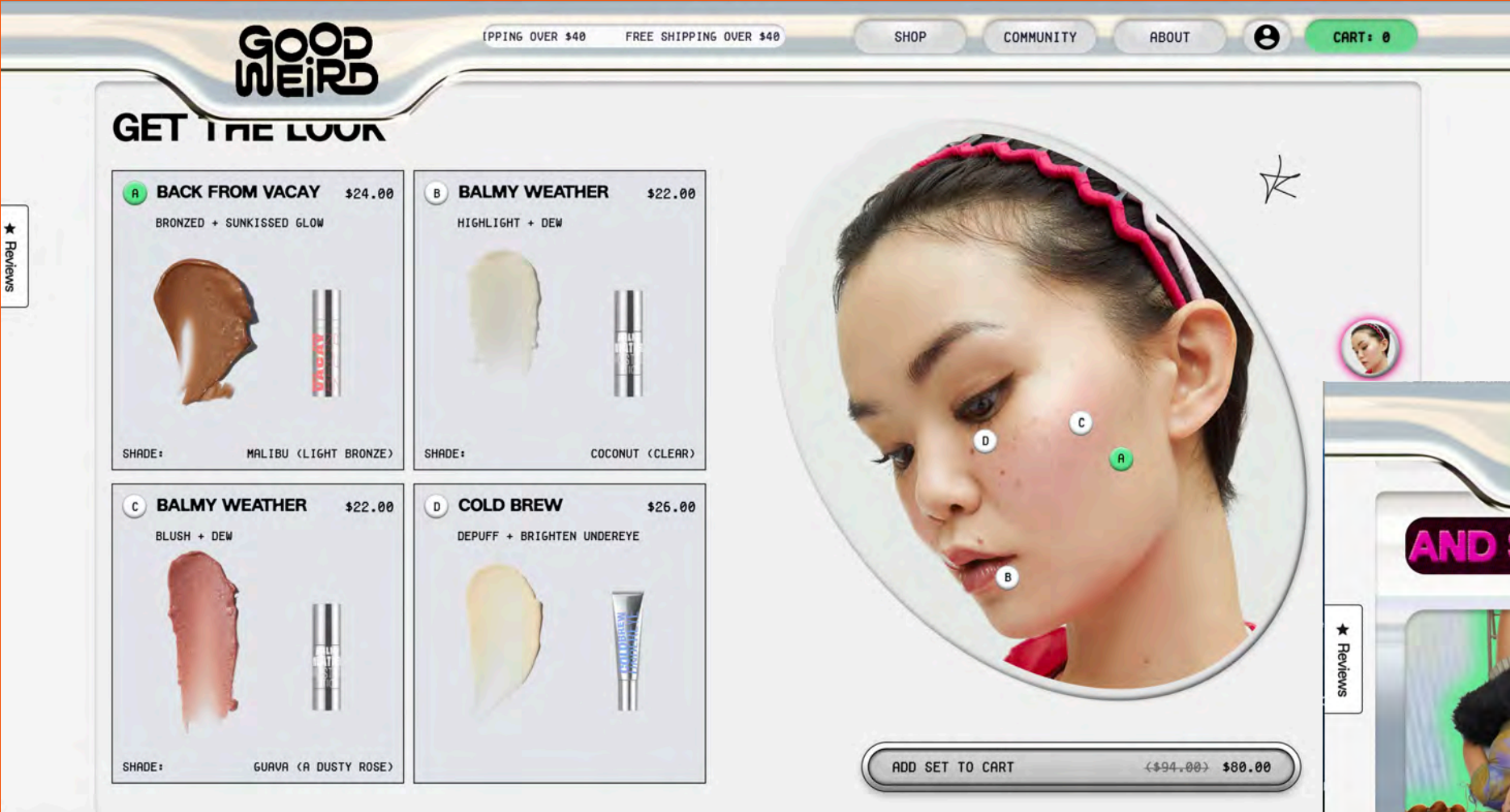
Y2K
EVOLUTION

Good Weird's Website



Y2K
EVOLUTION

Good Weird's Website



THANK YOU