Design Trends to Watch in 2024

SPENCER
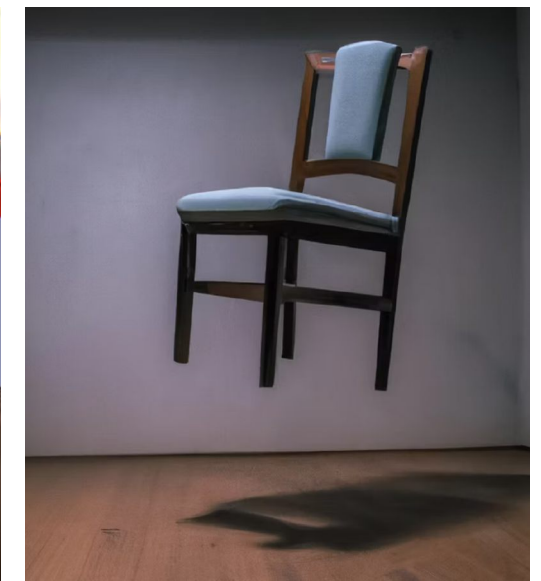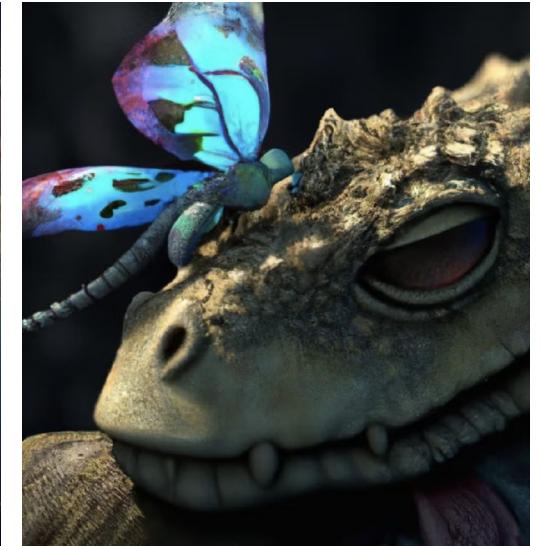BRENNEMAN

AI-Generated Imagery

Whether we like it or not (a debate worthy of a full white paper), it's here to stay and will become even more widely used – or at least experimented with – by organizations in 2024.

References: https://www.pocket-lint.com/apps/news/161649-incredible-dall-e-2-images/
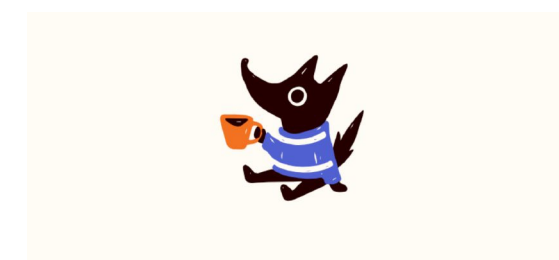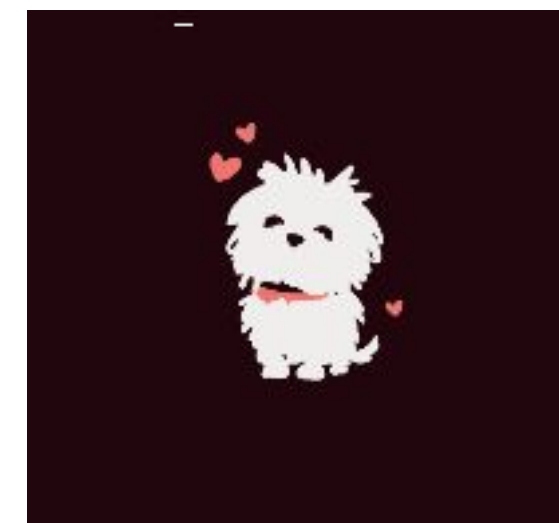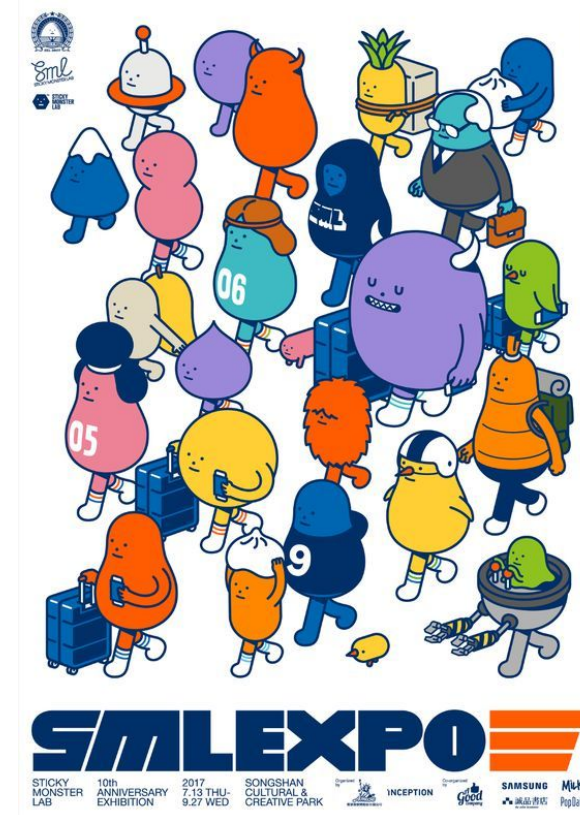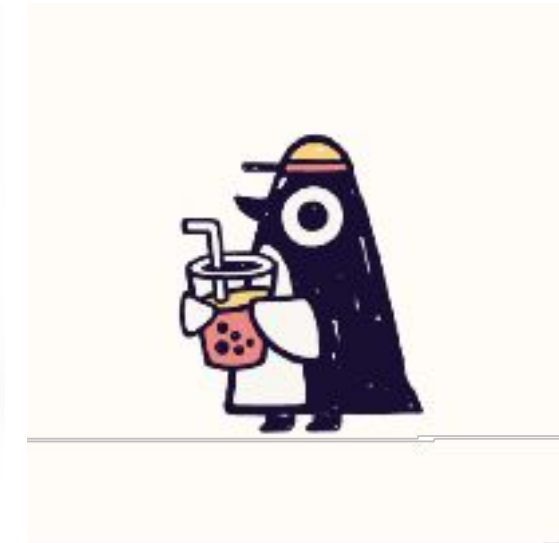
3D Graphics with Texture

Think mylar-balloon letters; felted characters; glass-, wood- and metal-like logos. The options are limitless for this look that is specific and not for every organization. It is really taking off though!

References: https://anayvy.shop/products/oh-ok-3d-metallic-bubble-font?variant=39480203837475
https://i.pinimg.com/originals/06/1c/bd/061cbd8c68a357507b5419e71d802813.jpg
https://sites.google.com/view/llama-logo-design-agency?%2FAMOR
https://creativemarket.com/marmarina/24239330-Flower-Fantasy-3D-Illustrations
https://www.behance.net/gallery/186679909/UnLonely-Robot-3D-Story?tracking_source=search_projects&l=16
https://www.dreamstime.com/two-cute-felt-rubber-d-render-characters-giving-hugs-to-each-others-agenerative-id-valentine-day-perfect-illustration-image271984470
https://www.behance.net/gallery/163092115/3D-Woolfelt

Characters

Whether digitally created and 3D, or hand-drawn and 2D, emoji-inspired-but-more-evolved characters are making their mark in places both expected (marketing, packaging) and unexpected (iconography).

References: https://www.behance.net/gallery/106606791/IP-Characters-Design
https://www.behance.net/gallery/101432771/SML-EXPO-01-POSTER-KEY-VISUAL
https://www.behance.net/gallery/95796781/SMOOTHIE-KING-X-STICKY-MONSTER-LAB
https://dribbble.com/shots/11500066-Rock-Lee
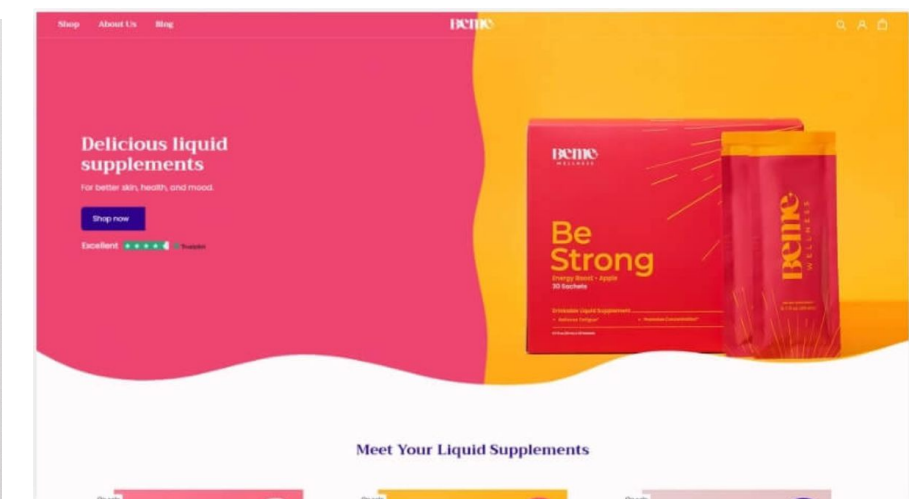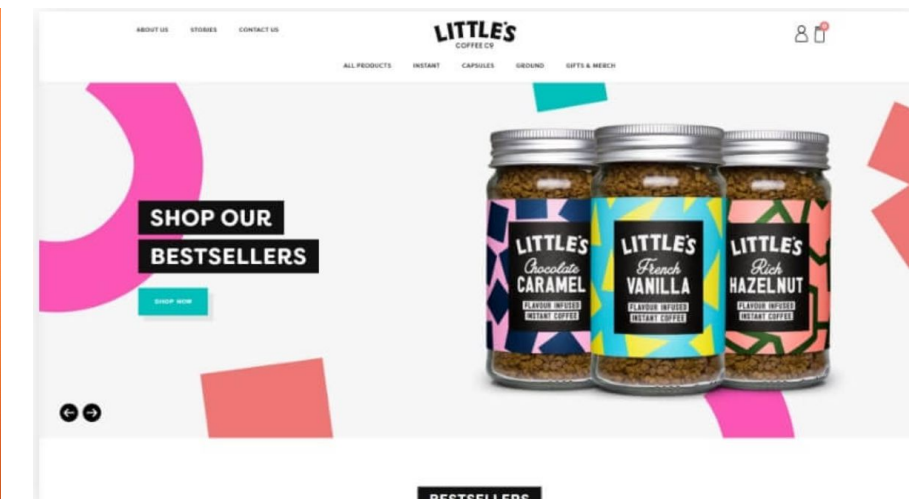https://www.behance.net/gallery/181347929/3D-Characters-Universum-Career-Test?tracking_source=search_projects|3d+characters&l
https://www.behance.net/gallery/101761141/Hand-Drawn-Mascots?tracking_source=search_projects|hand+drawn+character&l=8

Bold Pastel Duotones

Sounds like an oxymoron, but it's all in the combinations – cotton candy pink with forest green lettering or pale butter yellow and tangerine accents. Fresh colors like these can be used as ideal palettes for branding.

References: https://www.behance.net/gallery/144455137/Aura-candles-packagingv
https://www.behance.net/gallery/114895613/CarecardsCard-Design
https://connectivewebdesign.com/blog/best-website-color-schemes
https://www.commarts.com/project/4186/waldo-trommler-paint-identity-packaging

Liquid Retro Typography

"Liquid" looking typography is having a moment. Some look like liquid (see the examples for 3D Graphics with Texture) and then there are Liquid Retro Typefaces which have a more retro flair with strong "stems" and liquid-like finishing strokes. Both varieties of "liquid" type are punchy and memorable, but take caution when using them. These may be fun to play with in small doses (at large sizes) in a one-off campaign but, as part of a brand's visual identity, these are best for brands with a very artistic, trendy persona.

References: https://elements.envato.com/meriah-a-liquid-retro-display-font-GJMLLAJ
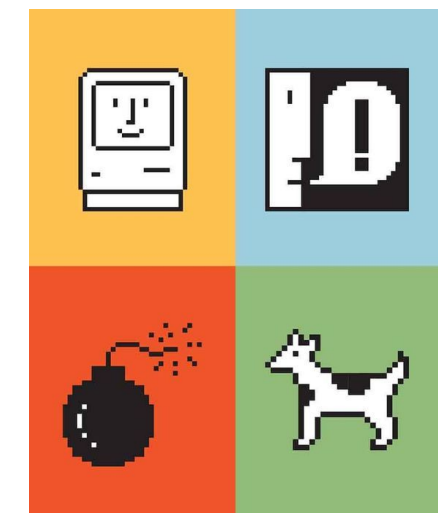https://www.instagram.com/p/CkOTkcpJXRN/?igshid=OTRmMjhlYjM%3D&epik=dj0yJnU9OVpHYzNyTkp3N2d2M2dFLTF3eXFiLUNENXducm9wUEUmcD0wJm49ZmVhd
https://elements.envato.com/burra-psychedelic-display-font-SL97RWD
https://typefactory.co/product/anevass-a-liquid-retro-typeface/, https://elements.envato.com/bowens-a-liquid-retro-typeface-5EEXVNY
https://typefactory.co/product/rowlane-liquid-retro-display-font/

Pixel Power

Nostalgia for simpler times meets cutting-edge technology with pixelated graphics making a comeback. This trend works well for tech brands, gaming companies, and those aiming for a lighthearted vibe.

References: https://www.designboom.com/art/kohei-sugiura/
https://www.smithsonianmag.com/innovation/how-susan-kare-designed-user-friendly-icons-for-first-macintosh-180973286/
https://theoluk.com/pixel-tribute/scooby-doo-and-guess-who/

Flow and Form

This trend offers an intriguing combination of geometric and organic shapes that make an impact with just a few outlines. Simple, expressive, and abstract, it is playful but packs a punch. You'll see it in lively blob art or flowing, minimalistic shapes in murals, and youthful brands looking to capture hearts and change minds.

References: https://www.behance.net/gallery/82693325/Cooperativismo
https://aleksandraniepsuj.blogspot.com/2012/04/lovecats-xxx.htmlv
https://www.behance.net/gallery/117347551/But-First-Coffee
https://www.behance.net/gallery/90280179/Katowice-JazzArt-Festival-2019

Design Trends and Your Brand

Graphic design plays a critical role in the success of any brand. Is your brand's visual identity supporting you as much as it can?

If you're not sure, here are some of the ways we can help:

Full Messaging Audit

Our popular messaging audit looks at your existing message and visual identity and those of five similar organizations. Through it you can learn how to best distinguish in a crowded field.

Individual Critique

If you're not concerned about your competition, we're happy to give you some unbiased, professional suggestions for enhancing your visual identity.

Design Support

Sometimes the best defense is a good offense. But if your current team is already playing hard, tap into our bench of talented and strategic graphic designers.

Set up a free, no pressure call to explore ways we can help your brand in 2024.

Visit: https://spencerbrenneman.com/contact-us/

Meet Spencer Brenneman!

Spencer Brenneman was formed in late 2014 by Douglas Spencer after managing a $13 billion global business-to-business brand. For five years, Spencer Brenneman served a variety of clients, from technology and financial services to consulting and not-for-profits.

In 2020, after experiencing nearly a lifetime of both challenge and privilege, Douglas shifted the company's focus exclusively to supporting the work of mission-driven organizations. By applying his experience and the talents of his virtual team, he knew he could help those who were helping us all.

A lifelong volunteer, including two years as chairman of Fenway Health, a $100 million community health center and research institute, Douglas is intimately aware of the challenges facing mission-driven organizations. That first-hand experience helps Spencer Brenneman adapt the latest private-sector strategies to help not-for-profits, associations, and B Corps sharpen their focus and be seen in a whole new way.

MASSACHUSETTS LGBT
CHAMBER OF COMMERCE
member

nglcc
Certified LGBTBE

Spencer Brenneman, LLC

615 Massachusetts Avenue
Boston, MA 02118

spencerbrenneman.com

SPENCER
BRENNEMAN