



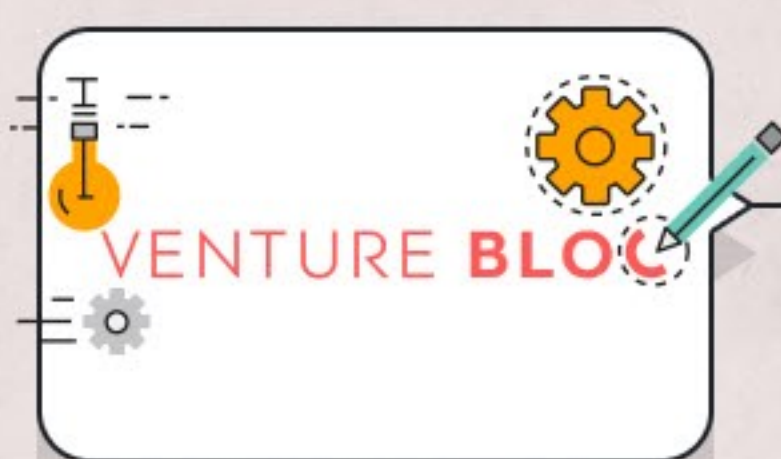
## LOGO DESIGN TRENDS FOR 2017

by designhill

What Can We Expect?

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### Minimalism



**Say more with less.** In an industry where logos are becoming louder,

Cluttered and more complex in an attempt to stand out, it is often the simplest of designs which catch the eye.

It is important, however, to ensure that minimalist designs are both practical and purpose-driven; the purpose of a logo is to tell your customers what you do instantly and with absolute clarity.

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### Hand-Drawn



**Hand-drawn graphics were popular in 2016 and this trend is set to gain even more ground in 2017.**

Particularly popular in the café and restaurant industry, where business owners are determined to project..

a brand that is both independent and unique from the competition but also quirky and chic.

Hand-drawn logos emanate warmth, authenticity and personality; three attributes which are more difficult to capture using computer aided design.

Looking to 2017, an increased use of colour and tone are likely developments of this trend.

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### Negative Spaces



**A trend which has, of yet, been slipping under the radar**

Negative space logos will be 2017's break-out trend.

This style of logo is based around dual-imagery, where positive and negative space each compete for the viewer's attention..

Think the NBC logo, where the negative space is used to create the iconic peacock image.

This trend has come as a result of a number of social media websites using it to great effective, most notably Pinterest.

Such is its subtlety though that, until now, few outside the industry would recognise the term. This is will change in 2017.

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### Line Art



**First picking up pace in 2015, it has sustained its position in the industry and is likely to peak in 2017.**

It uses a consistent thickness of lines with only one solid colour incorporated. It can be seen being used by brands who wish to establish themselves as fun, modern and laid back..



Moving forward, there will be excellent opportunities for designers to find creative ways to incorporate negative spacing into their line art designs.

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### Vintage



And this will grow in 2017. A word of warning, a vintage logo can often inadvertently portray a brand as being out-dated or "stuck in the past". This is something you must consider very carefully when creating a brand as this perception is extremely damaging.

**Nostalgic designs, rightly or wrongly, will always grab your attention.**

Customers will have strong emotions and memories connected with the past, and a vintage logo will often speak to them in a way that a modern one will not.

A vintage logo can often convey a sense of authenticity as well as a sense of authority within the market.

This is something many designers and customers are settling on today,

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### Form Simplification



**There are messy people, and there are clean people.**

We love both, but if logo and branding trends are any indication, it's time to make room for cleanliness. In the recent Mastercard and airbnb rebrands...

visually busy logos were exchanged for streamlined, simple designs.

In addition to rebrands, simplification is showing up in new logos. Take, for example, the extremely minimal and spacious branding for The Athens Recorder or Labor's neatly organized logo and packaging.

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### Moving Parts



**We've saved the best for last! One of the most exciting trends**

On our radar is branding that introduces both logo design variation in printed materials and web-based animated GIFs.

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