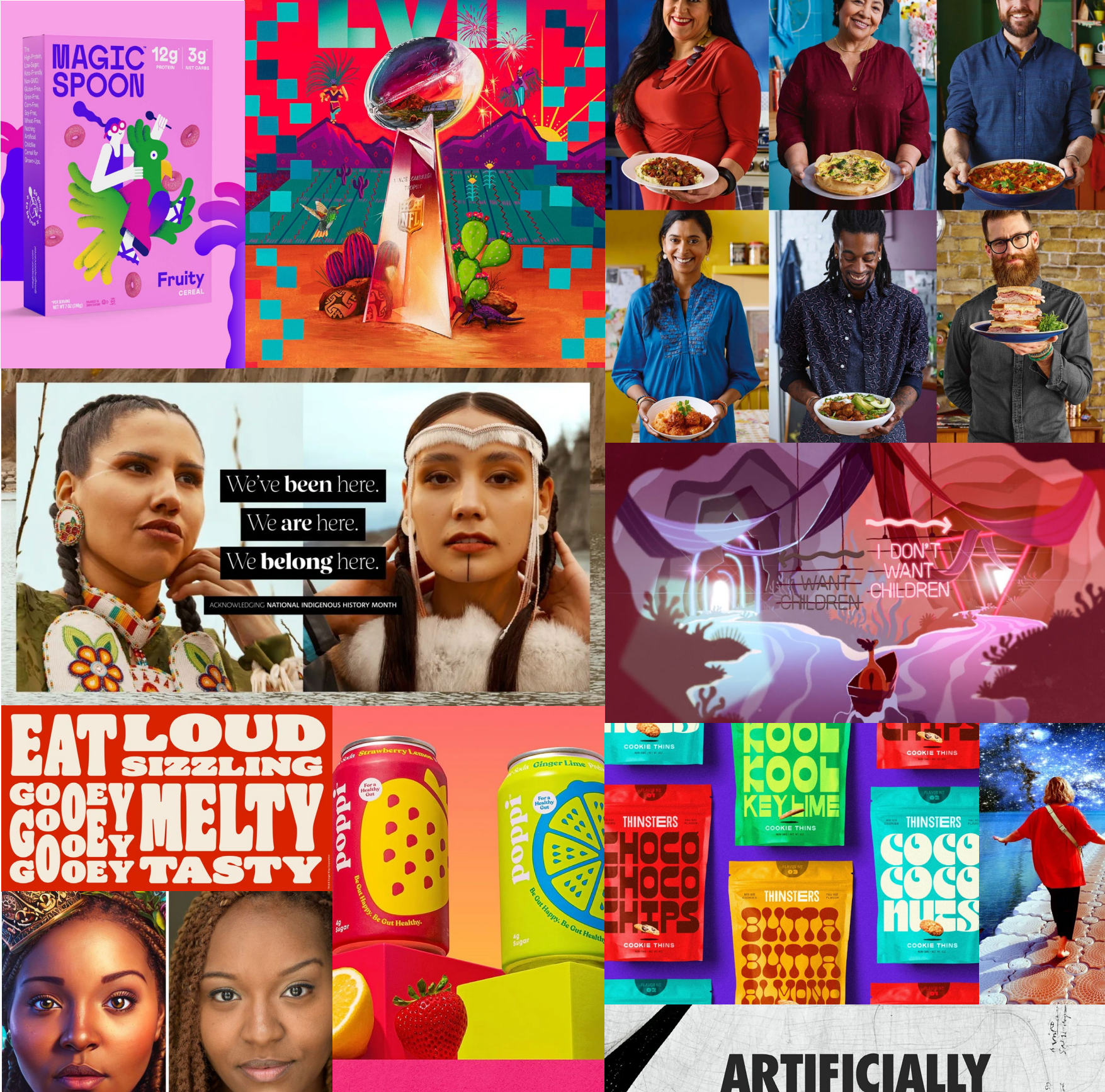


# Design Trends 2023





# What are trends, if not to inspire and delight?

Today's world is constantly changing, taking us all along for the ride. Storytelling resonates with each of us on a more intimate level with authentic and relatable imagery – even typography has found ways to embody its own voice and personality.

Design is ever evolving – creating intentional space for those who previously felt forgotten and arming us with new technologies that help reshape our mindset, our priorities and what drives us. If you've been searching for ways to truly resonate with your audience and create genuine and lasting relationships, 2023 is your year.

## PEOPLE CENTERED

1

2

## FOUNDATIONS OF DESIGN

3

4

## FUTURE FORWARD

5

6



PEOPLE CENTERED

# Human Connection

We are all in search of those genuine moments that pull at our heartstrings. When we experience real human connection, previous barriers begin to crumble away, and we begin to build trust and form relationships otherwise unimagined.

Design holds an incredible power to unite people. By taking the extra time and effort to better understand our audiences and their world, we can begin to establish stronger bonds and create designs with greater lasting impact. Sometimes this requires more difficult conversations and getting comfortable with being vulnerable.

**The more we pursue an open mind and curious spirit, the greater breakthroughs we will experience.**

It is also important to keep in mind that taking the time to ask questions does not remove your role; it breathes new life and perspective into it, allowing for the birth of a far more authentic and successful product.



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PEOPLE CENTERED

# Celebrating Diversity

In our 2022 report, we discussed the importance of Representation & Accessibility, which remains at the forefront of conversations in 2023. Celebrating Diversity also goes hand in hand with Human Connection. We cannot begin to experience genuine relationships until diversity and inclusion are intentionally leading our daily values and practices.

**Our world is rapidly transforming with the need for acceptance, empathy and, more importantly, equality taking center stage.**

When we surround ourselves with similar people from similar backgrounds and similar skill sets, we are setting ourselves up for producing the same results. Celebrating Diversity doesn't just mean representation of all races, orientations and abilities in photography and illustration. It begins at the very core of your team or organization. Prioritizing the importance of a variety of backgrounds, experiences and perspectives forges the way for us to identify and solve problems more effectively.



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FOUNDATIONS OF DESIGN

# Brighter Days

**Did you know that one of the biggest ways your surroundings influence your emotions and state of mind is through color?**

It may seem like one of the more basic foundations of design, but use of specific colors can make us hungry, affect our emotions and have many other powerful psychological effects.

As we continue to emerge from the pandemic, bright and optimistic color palettes will become more and more prominent. Creating a bold and optimistic mood through vibrant or contrasting colors is a guaranteed way to evoke a positive and memorable emotional response from your audience. Refreshing your brand's color palette is one of the most impactful and cost-effective ways to breathe new life into your identity without totally flipping the script.

When combined with unique typography and interesting shapes, vivid colors are sure to make your designs and campaigns sing.



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FOUNDATIONS OF DESIGN

# Expressive Typography

Typography may be one of the basic foundational elements of design, but don't let it fool you. The role of text has been evolving for a long time – beginning as the vehicle in which to convey a message or communication. Now type often embodies its own voice, power and symbolism, often standing strong as the sole anchor of a design's success.

**Expressive typography allows us to break from more conservative typography rules and treat text like its very own art form, giving brands an emotional edge.**

Think your brand isn't ready or right for expressive typography? This type trend does not need to be crazily manipulated or wild to be successful. A strong font choice with the right tone and personality can immediately enhance your design simply through its shape, use of color, scale and hierarchy, not only complementing your brand but opening the doors to better represent you and your story.



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FUTURE FORWARD

# Escapism

Three years after the start of the COVID-19 pandemic, we are still seeing and learning from the effects it has had on the world. This impact is greatly reflected in the design industry with the trend of escapism. Surreal visuals, dramatic colors and futuristic patterns all pull us out of the pressures of life, school and work and into a different world.

**Escapism in design and art taps into emotions and ultimately aims to provide a sense of comfort in our everyday lives.**

Inspiration is derived from sci-fi, astrology, futurism, surreal photography collages and outer space. There's also a nod to the past with visual elements from the '80s, '90s and '00s. We can't help but notice history repeating itself through the combination of these nostalgic elements paired with the imagination of what the future could look like.



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FUTURE FORWARD

# AI & Assistive Technologies

As people look for outlets to explore other realities, we are seeing an explosion of the use of artificial intelligence (AI).

Advancements in this and other assistive technologies have been making a splash for the last few years, with a couple of major announcements in 2022. We are seeing AI appear in everything from TikTok filters to discussions about the ethical standards of using ChatGPT (a language model AI chatbot) in education. Graphic design is likely to take cues from this futuristic cultural trend.

**Designers, marketers and really everyone can learn and adapt to these new tools to improve our work and expand our reach.**



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Writer and activist Toni Cade Bambara once said,

**“The role of the artist is to make revolution irresistible.”**

New design trends are constantly emerging on the horizon. Our hope is that this report has indicated just how vast the possibilities can be – whether reimagining your use of color and typography or getting to the root of how we as human beings feel and interact with one another. And of course we look toward the future with great anticipation, with continuing advances in technology that blur the lines between our own dream state and other realities.

We hope you’ll feel empowered to incorporate these trends in an authentic way in your brand. We look forward to seeing how you continue to create new and meaningful connections.

**Ready to take the next step?  
Connect with our team.**



Jessica Helvey  
VP, Creative



Amy Behrens  
VP, Research & Strategy

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