

LOGO DESIGN

PREDICTIONS

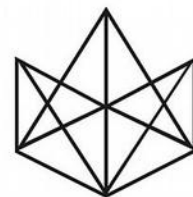
FLASHBACK TO THE PAST IN 2016

The most successful logo designers are taking big risks in how they incorporate elements like typography, geometry and negative space into their work. Brands will compete to grab a constantly distracted audience, and will be fiercely competing to capture consumers' attention.

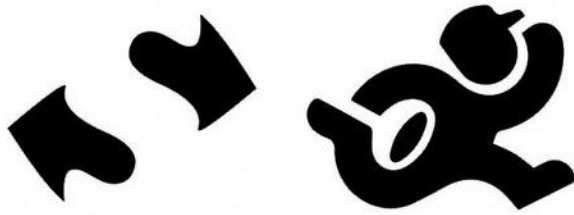
To help keep you informed of current trends and inspire your next brand identity project, here are seven of the rising logo design trends in 2016.

MONOLINE

These logo designs are an ode to iconography, which becomes a more relevant strategy as emojis and memes dominate the internet.



NEGATIVE SPACE



FedEx

As minimalism logos continue to dominate, the negative space trend will rise as well. The use of negative space can produce interesting logos that are simple, but unique.

CALLIGRAPHY AND HAND LETTERING

The trend for logos that look 'handmade' will blossom in 2016. For brands seeking an elegant touch to their logos, marketing materials, and event invitations, they will reach out to calligraphy professionals.

Eastall
CLOTHING | EST 2014

Scratch



VINTAGE



Just like calligraphy and script fonts, vintage logo designs are highly decorative and can work well for businesses like restaurants or music clubs.

SHADED

Shaded logos evoke a vintage and nostalgic look. This trend is slow to rise as minimalism dominates the market. But by incorporating multi-dimensional typography, these logos have more personality and are best suited for brands that want to appear modern and stylish.



DRAMATIC TYPOGRAPHY

LOOK



Whether simple or elaborate, big or small, logos are increasingly used to add a sense of drama. Look out for brands simplifying their logo to just their name, but scripted in a unique and captivating way. Special attention will be paid to fonts that offer some truly unique and personalized script styles.

FOCUS ON WORDMARKS

Designers may be focusing on wordmarks (or logotypes) more than ever. Wordmarks are complete, are self-contained, can improve brand recognition, and can survive on their own for years to come.

