Daryna Volchaniuk

Kyiv National University of Technologies and Design

(Kyiv)

Scientific supervisor – PhD Maria Chernets

TRENDS OF THE 2019 LOGO

In the 21st century, graphic design occupies an important role in the life of both the individual and the community. I want to talk with you about trends that might be popular in 2019.

New age geometry appears. If the certain trends become recognizable, people start subconsciously limiting their potential. Geometric design styles are often considered being mathematical, cold and authoritarian. Although it's easy to define logo as geometric, in 2019 there is an upcoming trend where designers are pushing the borders pairing their creations with vibrant colors and friendlier compositions to offset its reputation. The idea of New Age geometry trend is to give a warmer look for geometric logos. "Mix bold geometric shapes with colorful palettes. Clean and minimal but strong," suggests 99designer Claudia C., on crafting trendy geometric logos [1].

Second actual 2019 trend is extreme minimalism. Minimalism is already widely used in digital design, thanks to its practical benefits on reducing loading times and improving visuals on mobile screens. And this has moved to logo & brand identity design. A lot of tech and fashion industry brands prefer minimalistic logos, because it allows to remove any extra elements from their logos. During few months we can see that designers start creating designs with single stroke lines, or type used in creative ways to achieve minimal but functional look [2].

Gradient logos are getting more and more popular. Instagram, very popular social media network, changed their logo two years ago to a simple old-school gradient. Well, it showed us that Instagram were real trendsetters because from that moment, a lot of companies start using gradient logos. Now, everybody uses them. Gradients have certainly taken weighty part in logo designs for the last couple of

years. There is nothing surprising in this fact. Gradients are usually used to create bold statements and designers use bright colors to cause emotion. Another major point is, that gradient colors can be easily adapted into GIF`s and videos. This is perfect for marketing your logo in the digital sphere [3].

Logos that will trick your eye. This is the new way that designers are using if they need to re-energize their creative thoughts. And also this is a trend that will spread his influence into the logo design in 2019: logo`s that are tricking your eye, using such instruments as perspective and distortion. The logo can be fragmented, warped or visually broken. Everything fits here [1].

The stunning effect of overlapping. This year we will see grow of using the overlapping elements. Designers utilize opacity and stimulating shapes to construct eye-catching pictorial marks, word marks and more. A new color, which is formed in the overlap area of two others, makes an original and eye-catching logo. Companies that are looking for effective rebranding can use this effective solution. Such logos reveal principle of synthesis and integration of knowledge. This is important in the development of any quality business concept [4].

Don't be afraid to change fashion logos. Some brands are becoming more focused on the long-term when it comes to their core logo designs. But, that shouldn't mean there is no space for new breath in their logos. This year we can see fashion world leading in getting creative with its once-sacred logos. As Charley Lewis, executive creative director at Optimist Inc Los Angeles, says, over past few years famous brands start doing creative collaborations. One of the examples is collaboration between Nike and US fashion designer Virgil Abloh. Another example was the collaboration between H&M and Moschino in 2018. As a result, 'H&MOSCHINO' logo appears on all fashion products. There is another collaboration between Moschino and MTV, which creates an 'M[tv]OSCHINO' logo [5].

Shiny metallic logos can be used not only in jewelry. Metallic logos are not new to logo design but in 2019 they are spreading everywhere. Nowadays, they are not exclusively reserved for jewelry brands only. Metallic logo designs are often

associated with high-class but they have even a more powerful quality. The shiny metal effect can make even a simple design absolutely stunning… And actually, this is what brand wants from his logo [5].

Thus, we can see, that this coming year will be a very exciting period in terms of logo design. Trends are constantly changing, they are not only co-existing, they're forming symbiotic relationships. Abstract minimalism blending into variable design can be found today. Negative space can be easily plunging into overlapping elements. Designers are searching more and more intriguing ways to experiment with logos.

REFERENCES

1. Shelby Jordan . 9 amazing logo design trends for 2019 [Electronic resourse].-Electronic data. Mode of access: https://99designs.com/blog/trends/logo-design-trends-2019/ – Title of the screen.

2. Jacob Cass.Logo Design & Branding Trends 2019 [Electronic resourse].-Electronic data. Mode of access: https://justcreative.com/2018/12/18/logo-design-branding-trends-2019/ – Title of the screen.

3. Nicole Singh. 10 of the biggest logo trends for 2019 [Electronic resourse].-Electronic data. Mode of access: https://www.canva.com/learn/biggest-logo-trends-2019/ – Title of the screen.

4. Pavel Krivoruchko. Logo Design Trends 2019: Colors, Gradients, Experiments [Electronic resourse].-Electronic data. Mode of access: https://merehead.com/blog/logo-design-trends-2019/ – Title of the screen.

5. Tom May. 6 huge logo trends for 2019 [Electronic resourse].-Electronic data. Mode of access: https://www.creativebloq.com/features/logo-trends – Title of the screen.