



DESIGN TRENDS THAT WE HOPE WILL DIE IN 2023



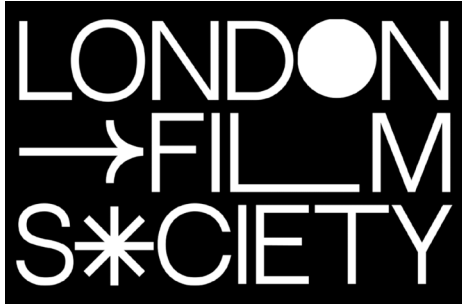
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WHILE SOME DESIGN TRENDS WILL ALWAYS BE CONSIDERED TIMELESS, THERE ARE OTHERS THAT PROFESSIONALS ARE EAGER TO SAY GOODBYE TO IN 2023.

Whether they've been around for too long to be relevant, or they've been overused by trend-followers to the point where they no longer stand out.

“Trend OUT” is what we'd like to coin this report of trend outlook, instead of discussing the “INs” like everyone else, we asked our in-house creative minds to weigh in and share what they hope will die in the new year.



ASTERISK ALL AROUND

01



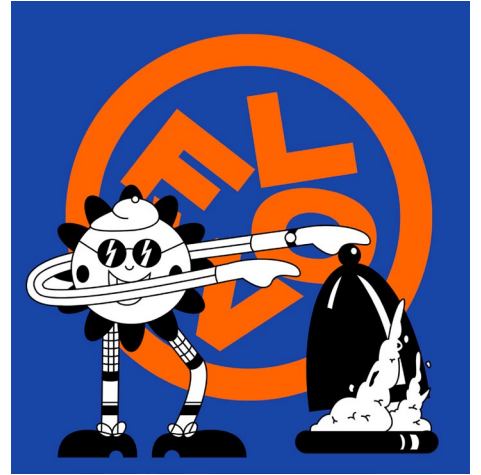
CHAOTIC MAXIMALISM

04



GRADIENT PACK AND BACK

02



STOCKED-UP ILLUSTRATION

03



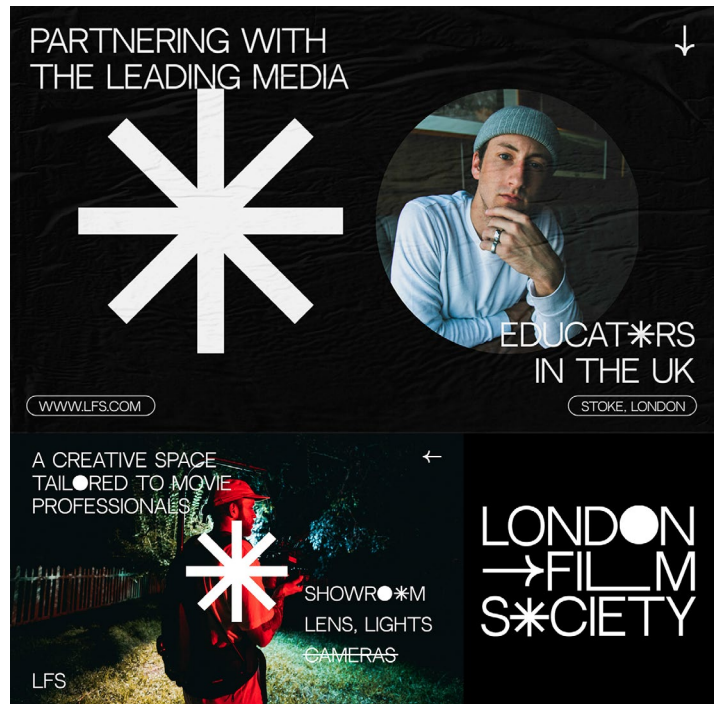
MINIMAL "ECO" LOOK

05

ASTERISK ALL AROUND

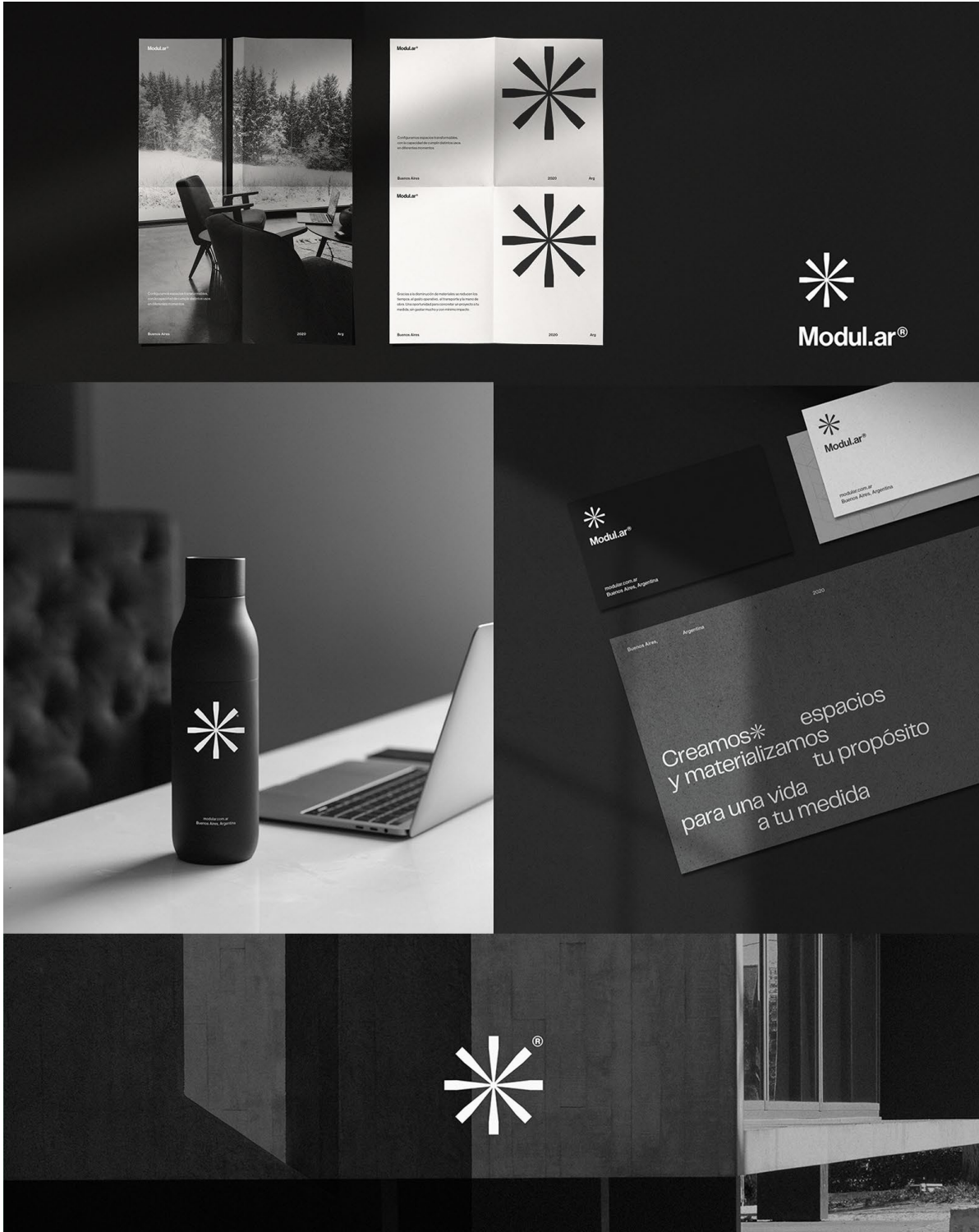
Asterisks and its fellow glyphs add refreshing accents to the otherwise monotonous typography-heavy creative approach. They illustrate and highlight specific keywords within stories and serve as visual breaks between lengthy readings.

However, it appears to have lost its uniqueness now that everyone has jumped on board with using the “asterisk” in their branding projects, particularly in logo design. After a cursory browse through creative communities, we came across dozens of indistinguishable logo designs and visual identities.



Pyrowave by Sid Lee
London Film Society by Carlo Quaranta – Emanuele Ricci

ASTERISK ALL AROUND



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by Modu.ar® Brand

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GRADIENT PACK AND BACK

Gradients were once a popular way to add colour and depth to designs a few decades ago. They remained a fairly prominent design trend until the late 2000s, when flat design took over. Nostalgia, including the gradients, made a strong comeback in 2018, and we've seen it all over the last five years.

Gradients dominate the background options in the digital sphere, which is especially problematic in packaging design. A slew of pastel palettes painted the boxes, bottles, and tubes of beauty brands, making it nearly impossible to tell them apart at first glance.



Neker by Plus X
Alform Packaging by Moscow Mule



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GRADIENT PACK AND BACK

Melleorce by Kirill Williams



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AESTHETICS
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STOCKED-UP ILLUSTRATION

Illustration, a collection of images with a cohesive mood and style, aids in the clarification of a brand's promise, often with a nod to human experience. It's a way to enrich a brand's visual language and communicate more nuanced messages that a logo, colour scheme, typeface, or even words alone cannot convey.

In recent years, we have seen illustrations gradually lose their individuality as most can be made up of preset elements, just like stock photography. One of the latest wave of illustration style shows designers and brands adopting characters that are very similar, if not identical, as an essential part of their visual language.



Flow Food Family by Benjamin Mira – Joseph Montana
Cultura Vindi 2021 by Antony®

STOCKED-UP ILLUSTRATION

Inferno by Mathilde Strauss



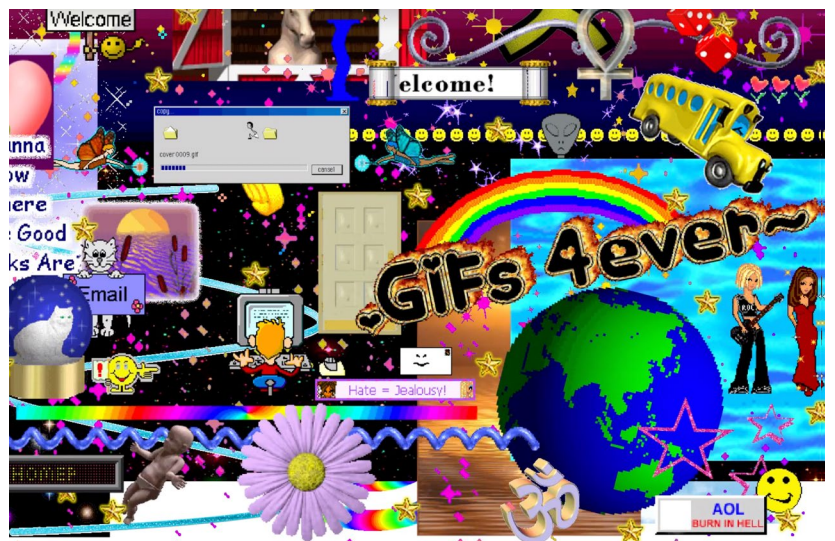
CHAOTIC MAXIMALISM

Design trends tend to swing from extreme to extreme. People have been confined to the practicality of minimalism for so long that some are now welcoming maximalism as a means of expressing their creativity. Maximalism allows designers to let their imaginations run wild. This design style is all about breaking away from conventionality, disregarding boundaries, and indulging in creative excesses.

With great regret, we often see maximalism being pushed too far, ignoring fundamental senses. Excess “creativity” generates digital noise, which crowds and clouds the visual consumption of audiences. We believe it is time to hit the brake, reconsider, and take a breather.



OÖ by Studio Yukiko
The creative legacy of Gifs: Past, present and future by Nichole Shinn



CHAOTIC MAXIMALISM

Li-Ning by Tomaszewicz Studio



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MINIMAL “ECO” LOOK

On the other end of the spectrum, there is the neutral, delicate and minimal look that embodies the hot concept of sustainability and wellness. Sustainability has been the key trend in recent years, fuelled further by the pandemic, with brands leveraging environmental and social activism to improve brand perception and increase brand value.

Creamy pastel and Morandi colours (or neutral monotones) with thin line work and slender typography flood social media, evoking the aesthetics of Instagram influencers. However, “eco” does not have to be softly earthy. When it comes to helping our planet, we’d love to see some new changes to the “beauty standard.”



LIV Botanics Skincare by Giada Tamborrino
LIMA by Xenia Chugina

MINIMAL “ECO” LOOK

Obakki by Arithmetic



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DESIGN AGENCY. OUR MISSION
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EMBRACING BRAND INNOVATION
AND DIGITAL TRANSFORMATION.

LET'S CREATE SOMETHING
GREAT TOGETHER!

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