

5 LOGO DESIGN TRENDS

A logo is the face of your business and a well designed logo can really enhance your company's image.

Here are some interesting **LOGO DESIGN TRENDS.**

Creative and Experimental Typography



From using the old style typefaces to shifting to modern & contemporary styles, the experimentation in typography can create innovative concepts that convey the brand's information in a meaningful way.

Advantages

Balance, Appealing, Artistic

Shapes and Geometry



Designers can try out a handful of minimal geometric shapes - squares, circles, triangles, octagons, etc. which reflect the brand identity of a business.

Advantages

Versatility, Readability and Impactful

Minimalism and Responsiveness



Going back to the basics with an increased focus on the trend of minimalism can ensure that the brand logo fits different contexts and looks good on all mediums - be it business cards, website, packaging, etc.

Advantages

Clean, Memorable, Practical

Architectural Inspiration



Take architectural design as a new inspiration for designing logos. Capturing the visual interpretations of architectural landmarks can help take a brand's identity a notch up.

Advantages

Clever, Innovative, Unique

Negative Space



Negative space is the white space with no design & holds the hidden secret to your logo. From finding shapes in negative spaces to using the overlapping technique, negative space in logos is an integral part of the artistic & logical composition.

Advantages

Powerful, Subtle and Simple

EVERYONE WANTS AN AUTHENTIC AND UNIQUE BRAND IDENTITY BUT IT IS IMPORTANT TO MAKE SURE THAT THE AESTHETIC TREND OR THE STYLE FOR THE LOGO DESIGN TRULY REFLECTS YOUR BRAND. LET YOUR BRAND GUIDE YOU.