TOP 5 LABEL DESIGN TRENDS OF 2020

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LABEL PRINTING

For the last several years, across many industries, label design has been trending towards minimalism, neutral colors, and natural looks. While for many brands those styles are still appropriate, in 2020 you can expect to see lots of companies incorporating some bolder design elements. Here are 5 label design trends that will be on the rise in the coming year!

GRADIENTS

The use of gradients in all kinds of graphic design has been growing in popularity for a while, but you can expect to see gradients appear in new and creative ways in label design, including on informative graphics in the supplement industry and in the craft beer industry in various ways.

RETRO

There's nothing like a little nostalgia to give buyers a nudge toward your product. Expect to find retro and vintage label design on products from cosmetics to household cleaners. With so many ways to go retro, there's a little something for every type of brand with this trend.

GEOMETRIC SHAPES

With all the bold design cropping up, geometric shapes are a way to combine simplicity with impact. From a few lines to emphasize part of your label design, to a brightly colored pattern as your background, so much can be accomplished with a just a few simple shapes.

BOLD TYPOGRAPHY

Bold design isn't limited to art. If bright and busy backgrounds aren't right for your brand, you can still make a statement by using typography that stands out. From a simple sans serif with a heavy stroke to lettering that's made up entirely of patterns or illustrations, typography can provide an awesome outlet for creativity.

TRANSPARENCIES

There are so many ways to incorporate transparent aspects into your label design. Perhaps it's with a label itself that is clear so your product shows through. Or maybe playing with the opacity of elements of your art is more your style. Any way you go, transparencies can be a clear path to getting noticed!