

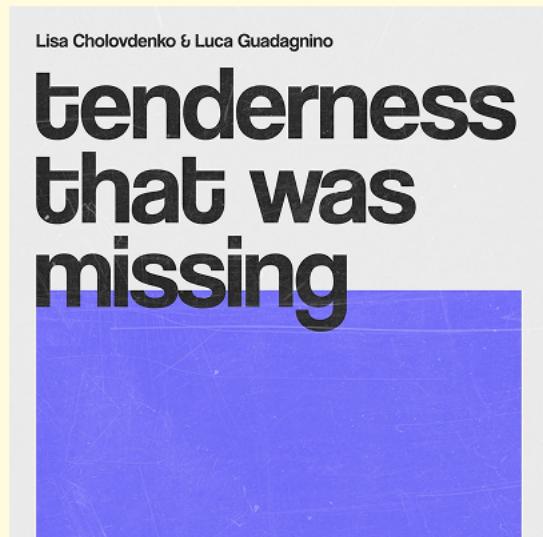
# **Design Trends**

**2026**

.01

# Minimalist Swiss Type

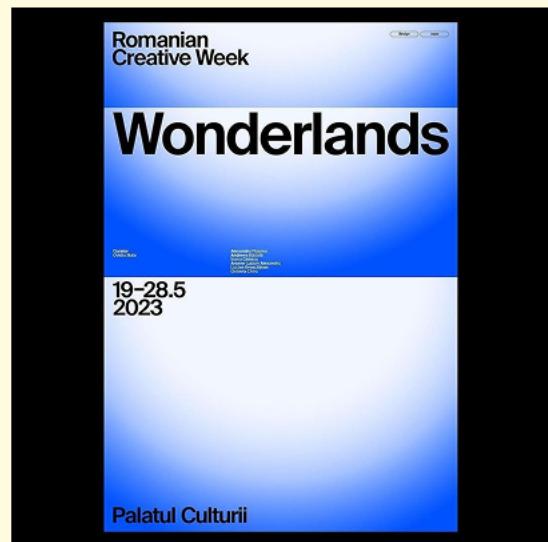
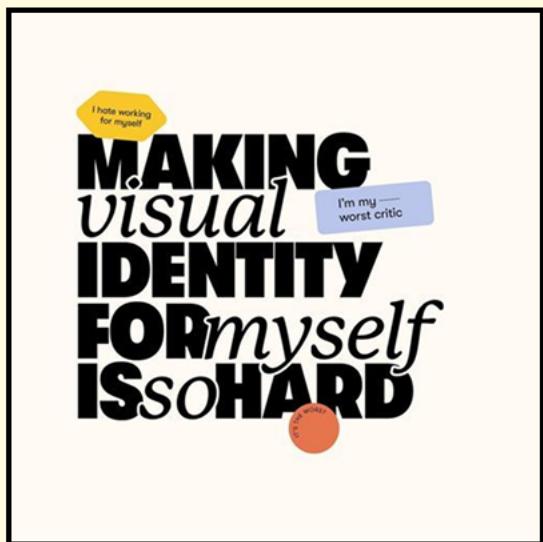
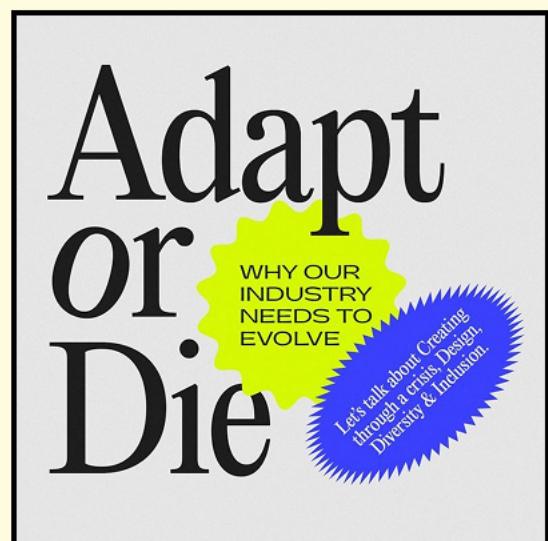
Rooted in the International Typographic Style, this trend champions clean grids, sans-serif typefaces like Helvetica or Univers, and functional clarity. It's minimal, structured, and often monochrome, focused on form following function. It originated in mid-20th century Switzerland but remains a go-to for timeless, readable design.



.02

## Modern Editorial Design

Inspired by high-end fashion magazines, this trend features bold typography, asymmetric grids, oversized imagery, and sharp white space. It combines classic editorial layouts with digital aesthetics, often seen in portfolio sites and brand books. Designers like Mirko Borsche and studios like Studio Dumbar have helped popularize it online.



# .03

## Desktop Core

A nostalgic embrace of early-2000s desktop UI: low-res icons, Windows XP folders, cursors, and alert boxes become central design elements. Often used ironically or with humor, this style taps into the lo-fi charm of old interfaces. Artists like Sigrid Calon and brands like MSCHF have played with this aesthetic.

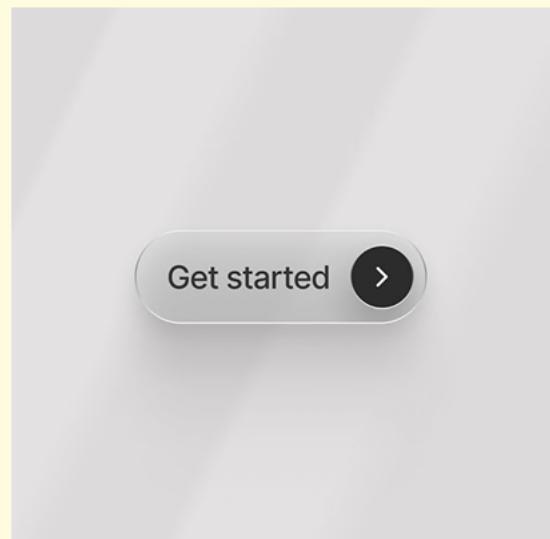
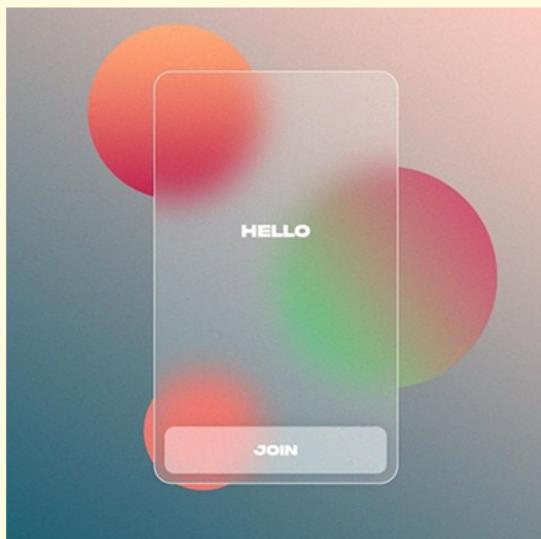
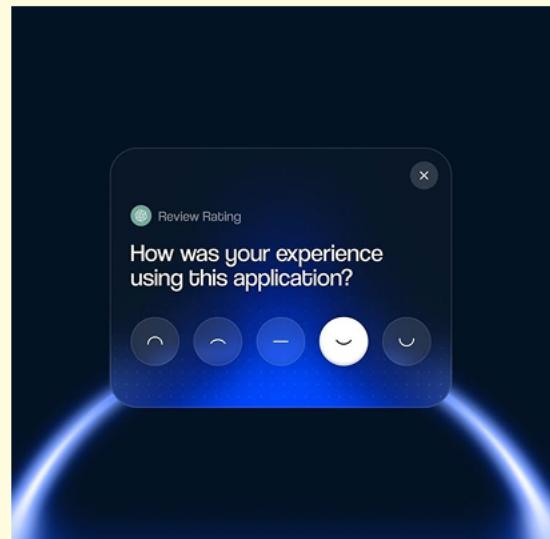
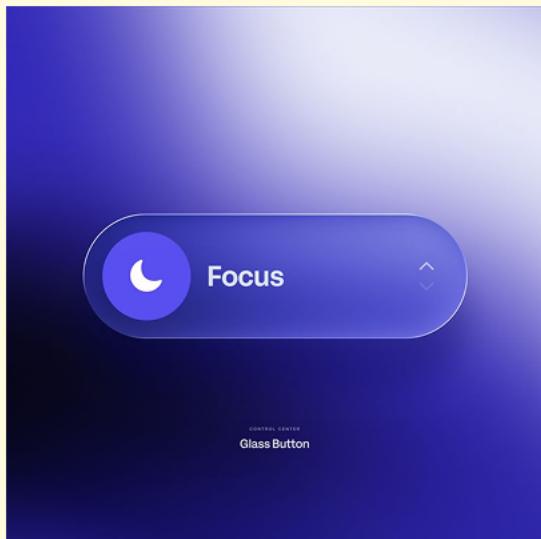


# .04

## Liquid Glass

A futuristic, high-shine aesthetic that makes objects look like they're made of molten glass or fluid acrylic.

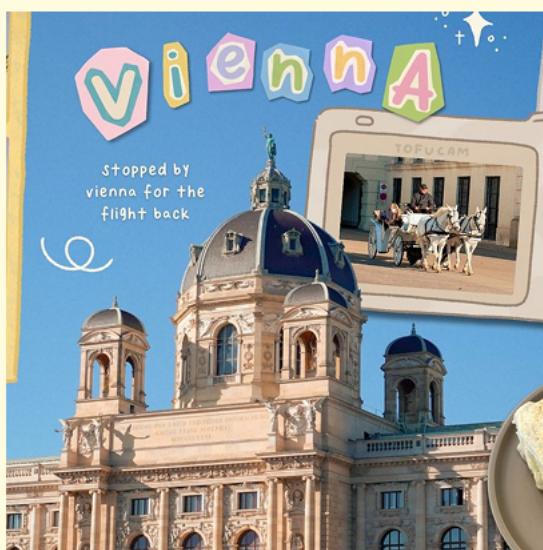
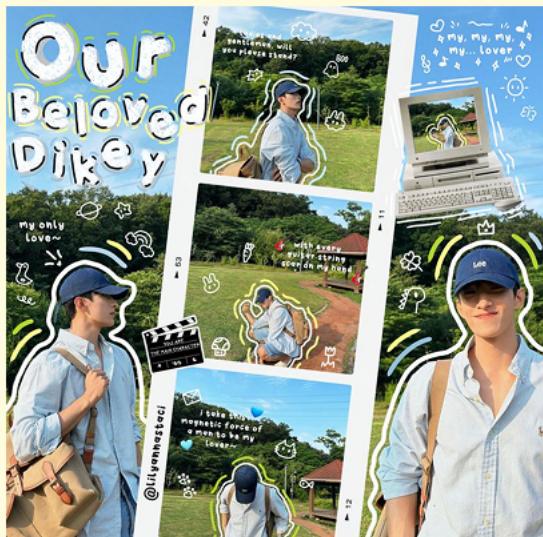
Often seen in typography or UI elements with soft light refractions and reflective depth. Used in sci-fi branding, 3D visuals, and even Apple's recent marketing assets.



# .05

## Scrapbook Digital

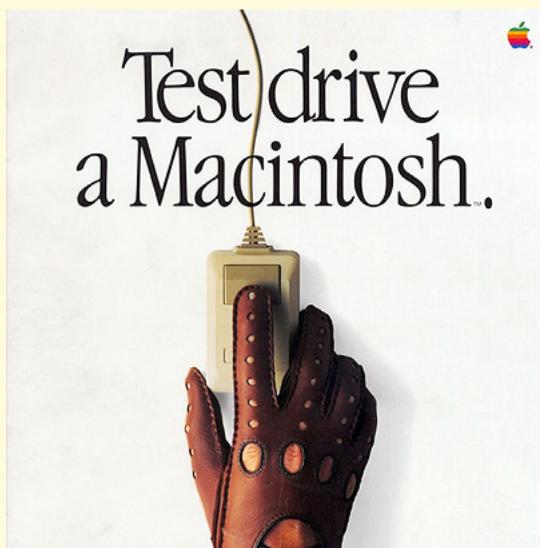
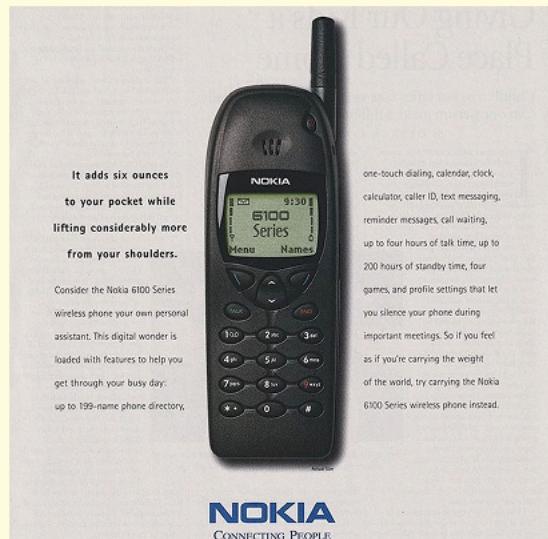
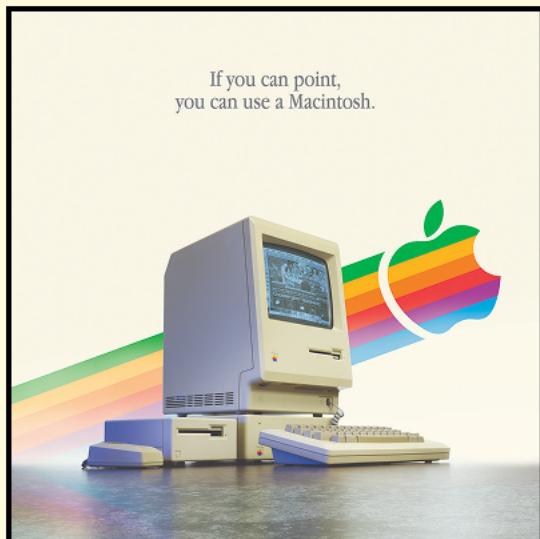
Mixing cutouts, torn paper textures, tape strips, and hand-drawn doodles, this trend mimics physical scrapbooking with digital tools. It creates a collage-like aesthetic that feels personal and imperfect, often used on Instagram stories, posters, and zines. It echoes the DIY energy of early Tumblr and analog journaling.



.06

## Retro Tech Advertising

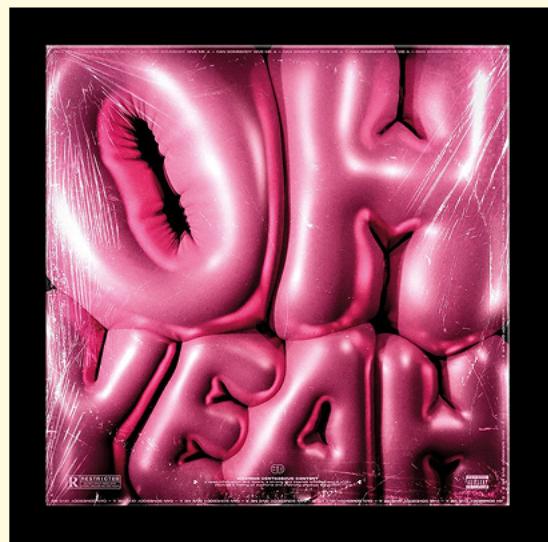
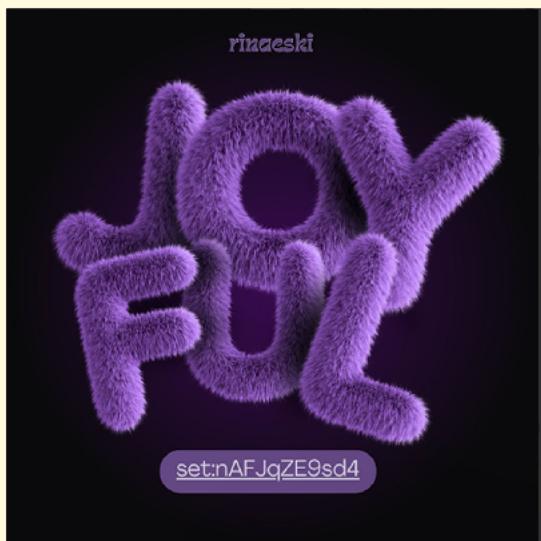
A throwback to '80s-'00s tech ads, this trend uses chunky gradients, old-school product renders, glow effects, and nostalgic typefaces. Think VHS textures, early Apple ads, or Game Boy-era packaging. It's both a critique and celebration of early consumer tech optimism.



.07

## Hyper Realistic Typography

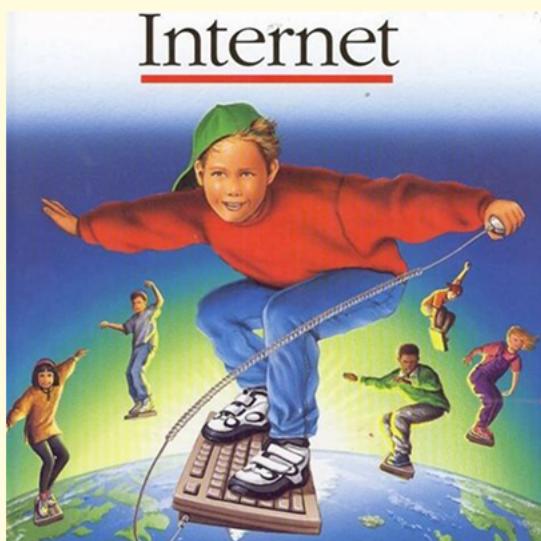
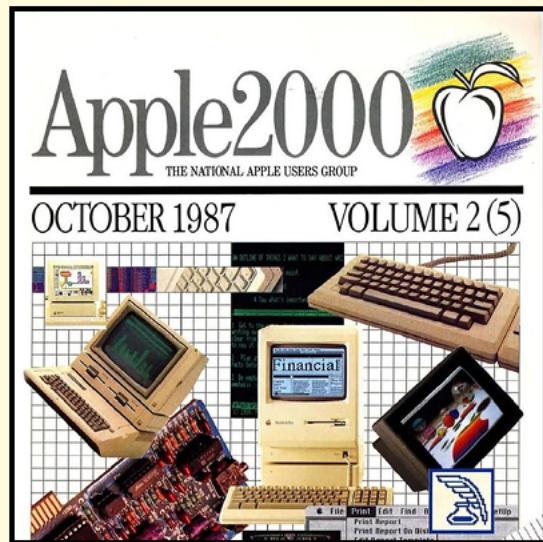
This trend blends type with 3D rendering, photography, or digital painting to make letters look like tangible, physical objects. Think of chrome letters dripping with water, bubble-wrap type, or glass-like fonts, often seen in campaigns by brands like Nike or artists like Antoni Tudisco. It's rooted in CGI advances and a desire to push type beyond the flat screen into something almost touchable.



# .08

## Internet Nostalgia

From glitter GIFs to GeoCities-style layouts, this trend taps into the weird, wild early web. Expect pixelated fonts, star cursor trails, under-construction signs, and rainbow gradients. It's a mix of irony and affection, celebrating a raw, unfiltered era of creativity.

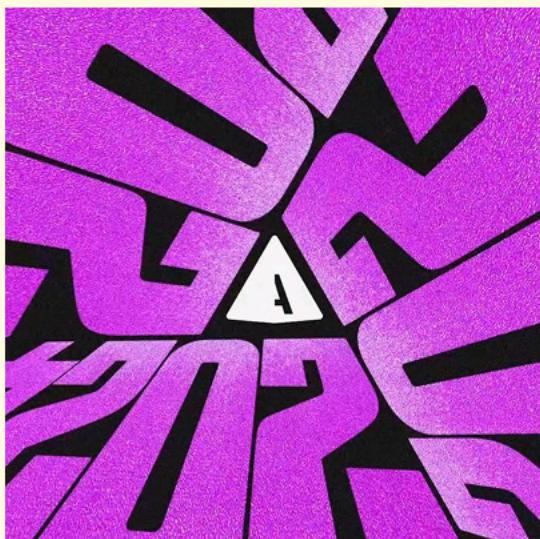


.09

## Kinetic Typography

Text that moves, bends, distorts, or animates to convey meaning, often used in video titles, ads, and motion design. It transforms type into a dynamic storytelling tool.

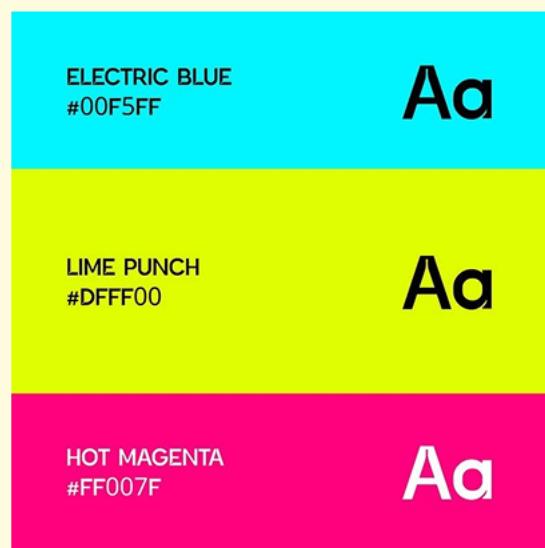
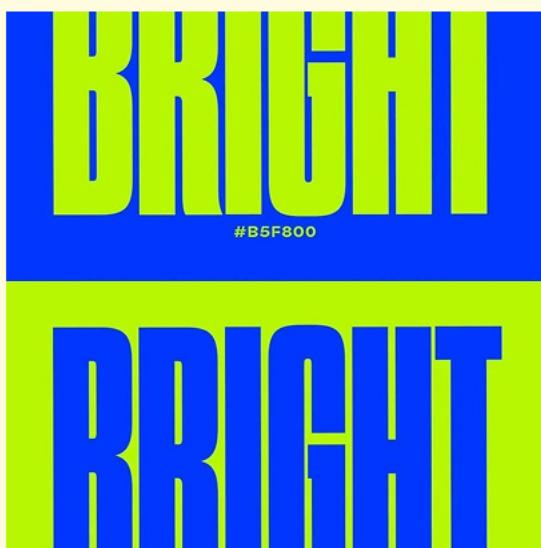
Saul Bass pioneered this in film titles, but now it's everywhere from YouTube to Nike campaigns.



# .10

## Bold Color Palettes

Gone are the muted pastels, bold, saturated color combinations are back. Think hot pink with electric blue, or bright yellow clashing with forest green. This trend grabs attention and creates high-energy visuals, often used in youth branding and editorial layouts.



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