

# Graphic Design Trends 2019

**Open**  
Compositions

**Anti-gravity**  
FLying & floating elements

**Fluid & liquid effect**  
Let it flow!

**Alternative art**  
Strokes, strains, spots & doodles

**Depth**  
of a new generation

**Metallic effect**  
Shine, baby, shine!

**Text with background**  
Retro inspiration

**Maxi typography**  
= Maxi impact

**Outline typography**  
Fillings not allowed

**Vivid colors**  
A trip to dreamland



# 1. Pops of Vivid Colors

PANTONE BLACK 6C      R0 G0 B0      C60 M40 Y40 K100

PANTONE ORANGE 021 C      R255 G0 B0      CO M82 Y100 KO

PANTONE 2665 C      R127 G92 B167      C60 M73 Y0 KO

PANTONE 116 C      R255 G206 B0      CO M18 Y100 KO

PANTONE 339 C      R0 G178 B136      C83 M0 Y63 KO

PANTONE 231 C      R246 G120 B177      C5 M65 Y0 KO

PANTONE 319 C      R62 G193 B205      C65 M0 Y20 KO



COLOUR PALETTE

**global** fund  
for  
**children**

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## About the Spring 2018 Top 12 Color Palette

The Spring 2018 palette encourages a sense of fun and playful release. With an air of complexity and distinctiveness, we find ourselves in a sanctuary of color that is ideal for some more unique and dramatic color mixing.

Sự thay đổi theo  
hướng màu sắc  
sống động hơn này  
là sự tiếp nối xu  
hướng bắc bỏ chủ  
nghĩa tối giản nhạt  
nhẽo của đầu năm  
2010.



PANTONE 13-0646  
*Meadowlark*

The bold and lively Meadowlark, a confident and outgoing bright yellow shade highlights the spring 2018 season, glistening with joy and illuminating the world around us.



PANTONE 17-1563  
*Cherry Tomato*

Impulsive Cherry Tomato is a tempestuous orange red that exudes heat and energy. Demanding attention, this courageous, never to be ignored, shade is viscerally alive.



PANTONE 16-4132  
*Little Boy Blue*

With the expectation of the clear blue sky, Little Boy Blue is no longer for little boys only. Suggestive of expansiveness and continuity, this azure blue shade reassures us with its promise of a new day.



PANTONE 18-1440  
*Chili Oil*

Seasoned yet season-less, Chili Oil is an earthy brown based red that adds flavorful definition to the spring 2018 palette.



PANTONE 14-3207  
*Pink Lavender*

Pink Lavender is a soft and romantic violet rose that charms with its soothing sense of quiescence.



PANTONE 15-1520  
*Blooming Dahlia*

With its seemingly suggestive scent, the subtly alluring Blooming Dahlia beckons us with its understated appeal.



PANTONE 18-4633  
*Arcadia*

Hinting at retro yet at the same time modern, Arcadia is a cooler, cleaner take on green that with its tinge of blue undertone takes us into a new direction for the spring 2018 season.



PANTONE 18-3838  
*Ultra Violet*

Conveying originality and ingenuity, the magical Ultra Violet is a distinctive and complex purple shade that fascinates and intrigues.

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hướng màu sắc  
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là sự tiếp nối xu  
hướng bắc bỏ chủ  
nghĩa tối giản nhạt  
nhẽo của đầu năm  
2010.

9.7-INCH RETINA DISPLAY

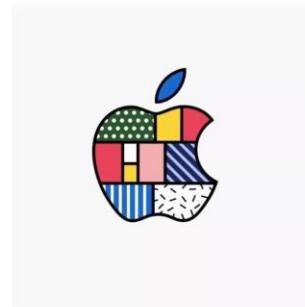
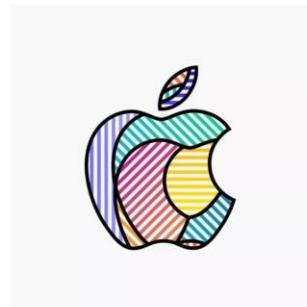
Procreate  
Sketch, paint, and illustrate, anywhere you are.

Retina display.  
As beautiful as it  
is functional.

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Năm nay chuyển hướng sang những sắc màu sống động và tươi sáng.





Singles

KYLE



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DeAndre Ayton  
Instagram takeover

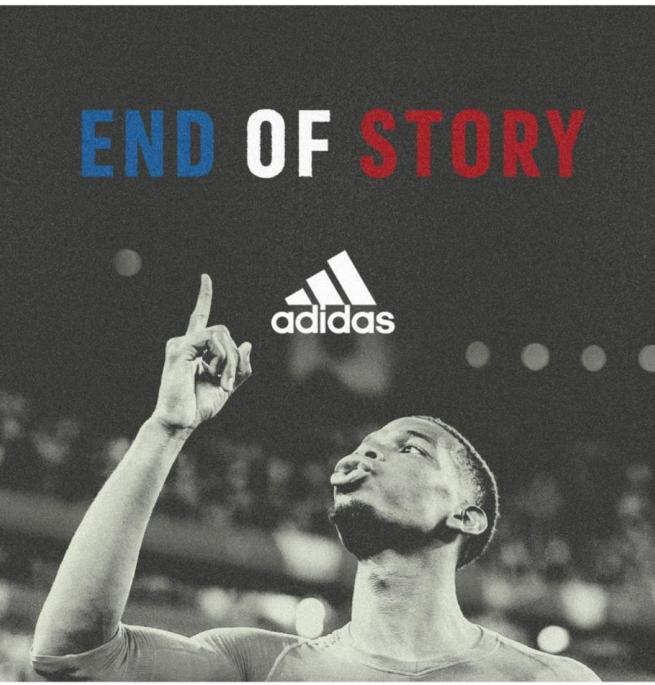


## 2. Strong Typographic Focal Points

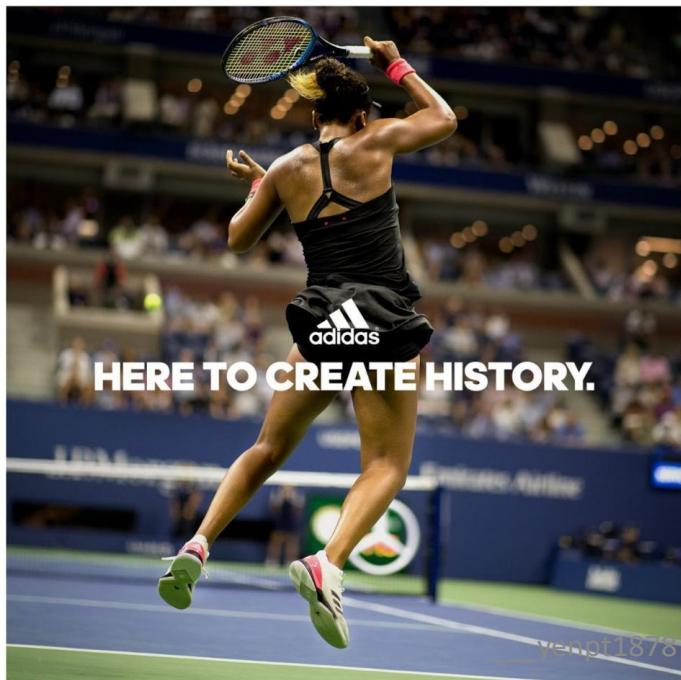
**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
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**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

ST GO PUREBOOST  
REBOOST GO PURE  
PURE BOOST GO PU  
REBOOST GO PU  
REBOOST GO PU  
REBOOST GO PU  
REBOOST GO PU



END OF STORY



Galaxy Watch

Truly connected, never held back



Go bright.  
Really bright



Colorful design  
that defines you

Caviar Black | Lemonade Blue | Bubblegum Pink

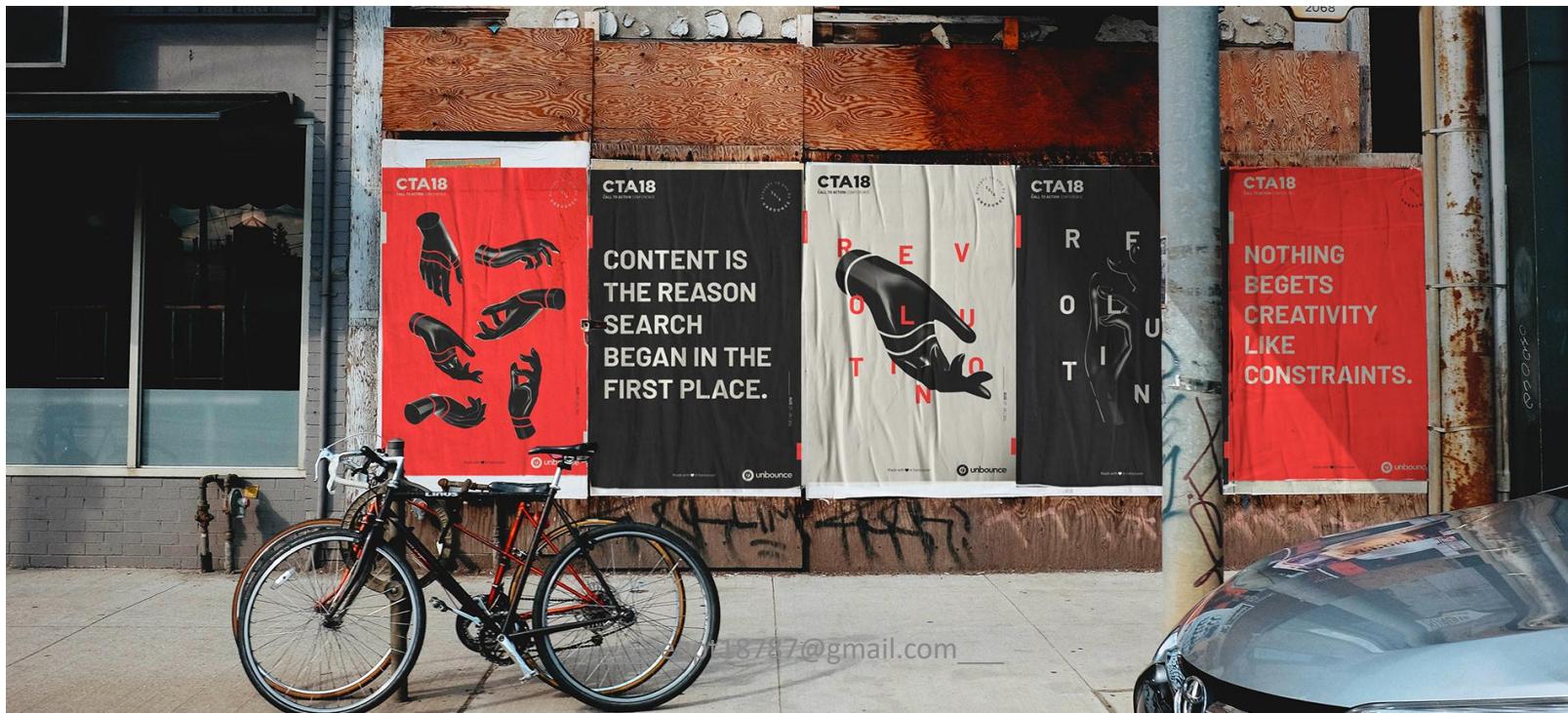
Capture more with the  
power of four



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Phông chữ đậm này giúp bạn dễ dàng đọc văn bản trên các phương tiện truyền thông xã hội và trên thiết bị di động.

Năm nay, phông chữ đậm sẽ trở thành tiêu điểm chính trong rất nhiều đồ họa. Đặc biệt là nếu thiết kế của bạn chỉ có vài giây để thu hút sự chú ý của người đọc.



S E C O N D V A R I E T Y

JOIN THE

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Tiêu đề và phông chữ chính của mỗi ví dụ chắc chắn thu hút sự chú ý của bạn, nhưng các yếu tố khác có thể là điều khiến bạn chú ý đầu tiên.

Hãy kết hợp hài hoà để đạt hiệu quả tốt nhất, đặc biệt chú ý đến đối tượng khách hàng của mình



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ABOUT US

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AMSTERDAM

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# WORLD CLASS



ABOUT US



INTRO  
01

WE ARE

A network of creative talents that helps brands find the fame they deserve – with clear, powerful & world-class communications.

SCROLL THROUGH CASES

10 / 10

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# THE ULTIMATE CITY & TRAVEL BACKPACK

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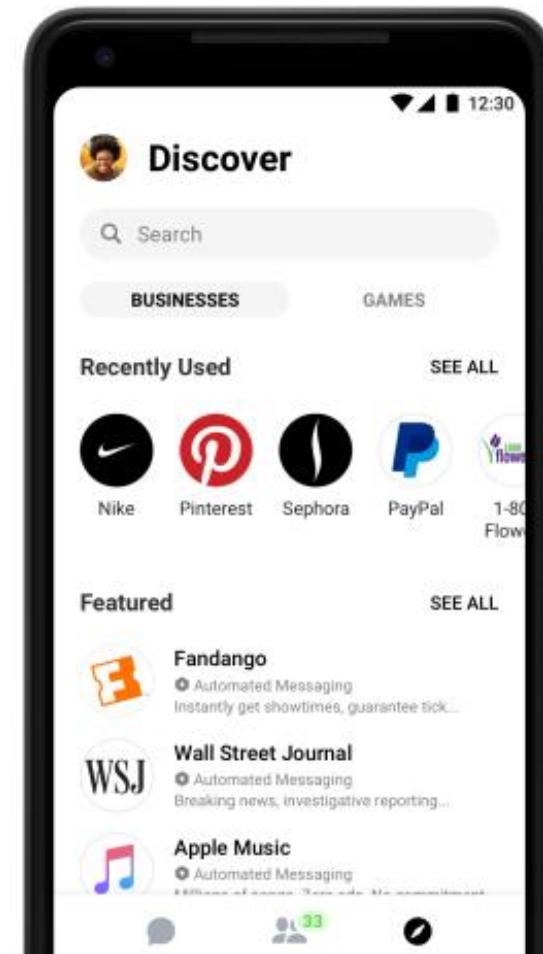
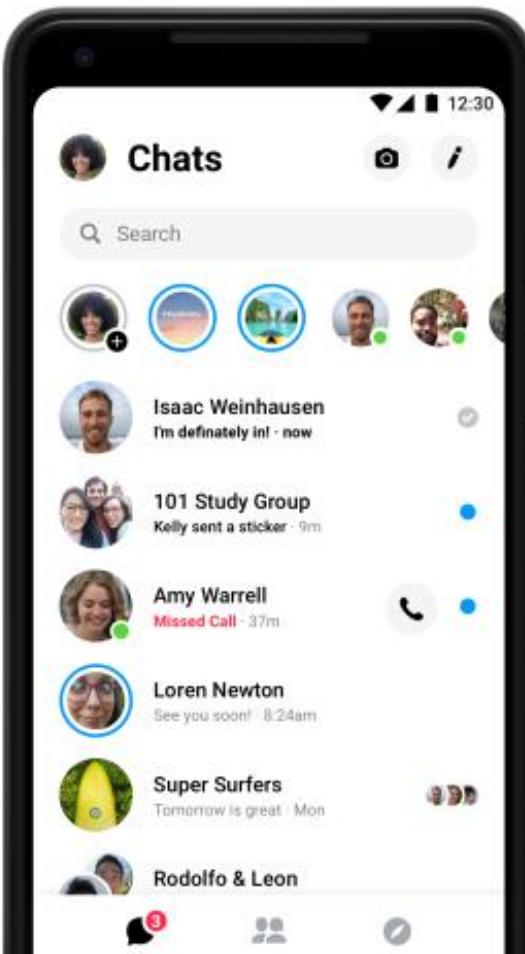
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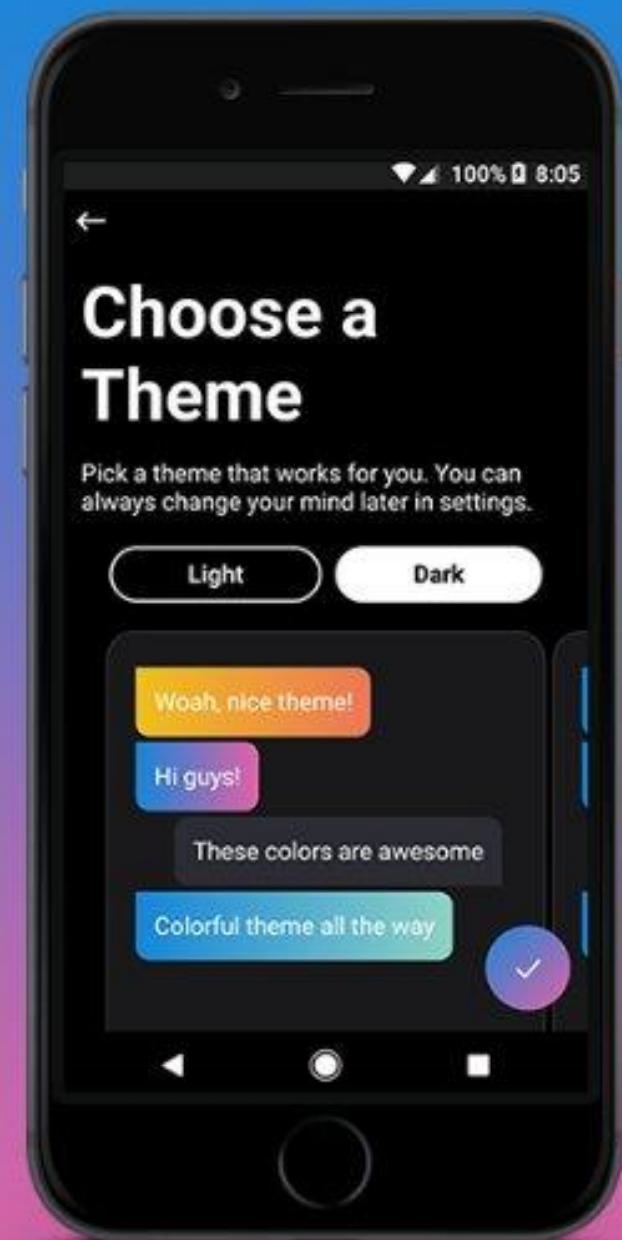




### 3. Light and Dark Color Schemes

Bạn có thể nhận thấy rằng một số công ty lớn đang thêm chế độ sáng và tối vào ứng dụng của họ.





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## Ryan McCready

@RyanMcCready1

Currently Content Editor & Data Analyst  
@Vennage. Formerly @SketchDeck &  
@ListHunt. Seen in @BusinessInsider,  
@Forbes, @TheNextWeb & more.

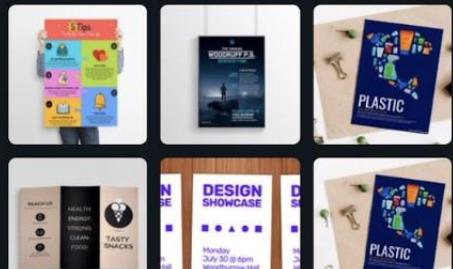
◎ Kansas City, MO

🔗 [venngage.com](#)

📅 Joined June 2011

⌚ Born December 13, 1991

📸 3,537 Photos and videos



Tweets 14.4K Following 766 Followers 1,435 Likes 26.8K Lists 4 Moments 0

[Edit profile](#)

### Tweets    Tweets & replies    Media

Pinned Tweet



Ryan McCready @RyanMcCready1 · 24 May 2016

"Millennials Don't Suck, You're Just Old and Hate Change — (Busting 7 Millennial Myths)" by @RyanMcCready1



**Millennials Don't Suck, You're Just Old and Hate Change — (Busting ...)**

As a millennial, I am not sorry for my work habits or my lifestyle choices.  
[yenpt1878@gmail.com](mailto:yenpt1878@gmail.com)

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### New Arrivals



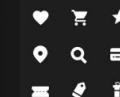
## Compatible Inkjet Cartridge

Do you want to download free song for ipod? If so, reading this article could save you from getting in to a lot of trouble!

SHOP NOW



### Elements



Sort

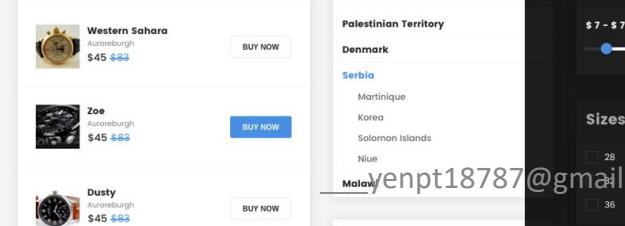
[Twitter](#) [Facebook](#) [Google+](#)



### Popular Products



### Popular Products



### Categories

Palestinian Territory

Denmark

Serbia

Martinique

Korea

Solomon Islands

Niue

Maldives

Colors

### Price Range

\$ 7 - \$ 76

Nothing in the Cart

Explore Shop

### Sizes

28

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UXPin

# Choose a side

The image shows the UXPin interface with a dark theme. On the left, there's a sidebar with 'Sitemap' and 'Libraries' sections. The main canvas displays a mobile application screen for an 'ALBUM PLAYLIST'. The screen shows the cover art for 'Awake (Deluxe Edition)' by Tycho, a save button, and a list of songs with their durations. The right side of the interface has 'Canvas properties' for an iPhone 6 (375x667px) and a 'Style' panel.

Music App

Sitemap

- Music App
- Copy Music App
- Social App
- Next Screen

Libraries

Featured

- Quick search
- Arrow
- Box
- Button
- Center
- ConnectedPoints
- Checkbox
- Image
- Image

Layers

iPhone 6 (375x667px) | iPhone 6 (375x667px)

Album Playlist

Awake (Deluxe Edition)  
by Tycho / 2014 / 10 songs

Save

Song	Length
1 Awake	4:44
2 Montana	5:26
3 L	4:36
4 Dye	5:17
5 See	3:14 / 5:16
6 Apogee	4:20
7 Spectre	3:47
8 Pine	5:17

Canvas properties

Size: iPhone 6 (portrait)

Scanning: Vertical scroll, Horizontal scroll

Grid: Max width: 374, Fixed width: 374px, Columns: 4, Column width: 93px

Style

Color: #f0f0f0

Pattern: Library

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Các ứng dụng này sử dụng các chế độ khác nhau để làm cho ứng dụng trở nên hữu ích hơn cho người dùng tùy theo tình huống.







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## 4. Color gradients are making a comeback

Những tiến bộ trong công nghệ màn hình đã khiến nhiều người gọi năm 2018 là 'năm của Gradient'. HTML5 cho phép tự viết nên màu gradient thay vì phải thiết kế.

Và năm nay, đã có sự tập trung lớn vào duotone gradients, trái ngược với màu phẳng. Rất nhiều trang web hiện đang sử dụng gradient sáng hơn với các dark schemes, để mang lại cảm giác bóng bẩy – “tech feel” - gradients 2.0





FILE

HOME

INSERT

DESIGN

PAGE LAYOUT

REFERENCES

MAILINGS

REVIEW

VIEW

FORMAT

Edit  
TextSpacing  
Text

Text

WordArt WordArt WordArt WordArt WordArt



Ef

Shadow Effects

... 7 ... 8 ... 9 ... 10 ... 11 ...

Rainbow Text



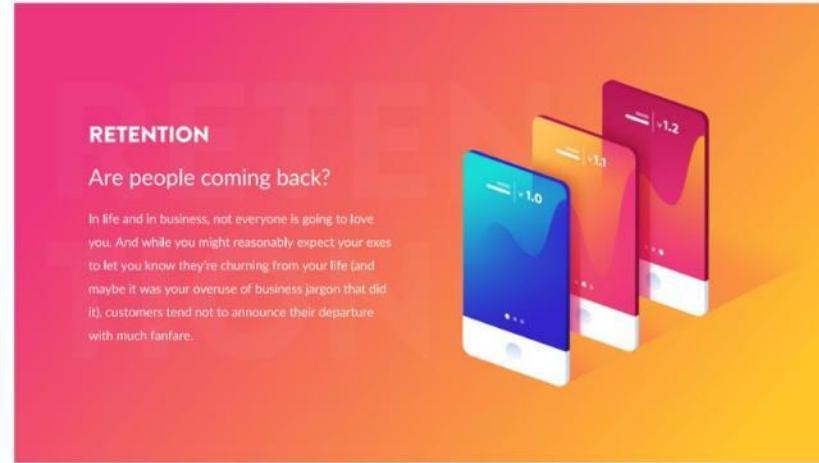
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# THE SIGNAL

A MIXPANEL PUBLICATION

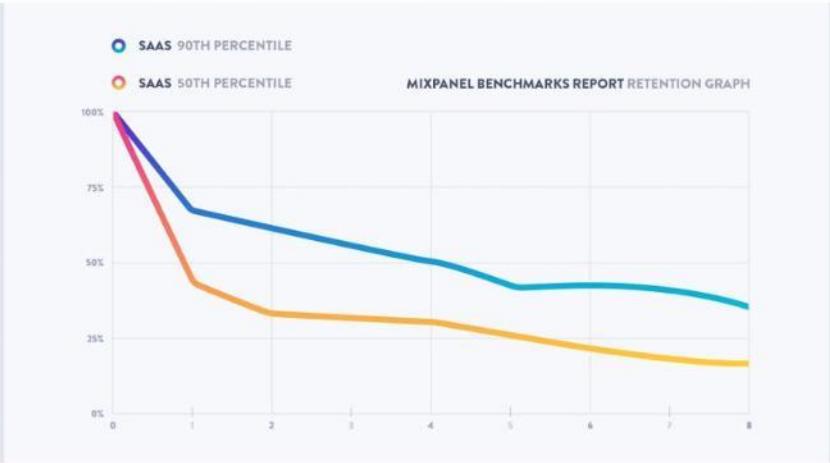


## CONVERSION

Conversion is the final step in the user journey. It's what all the product team's hard work is building towards.

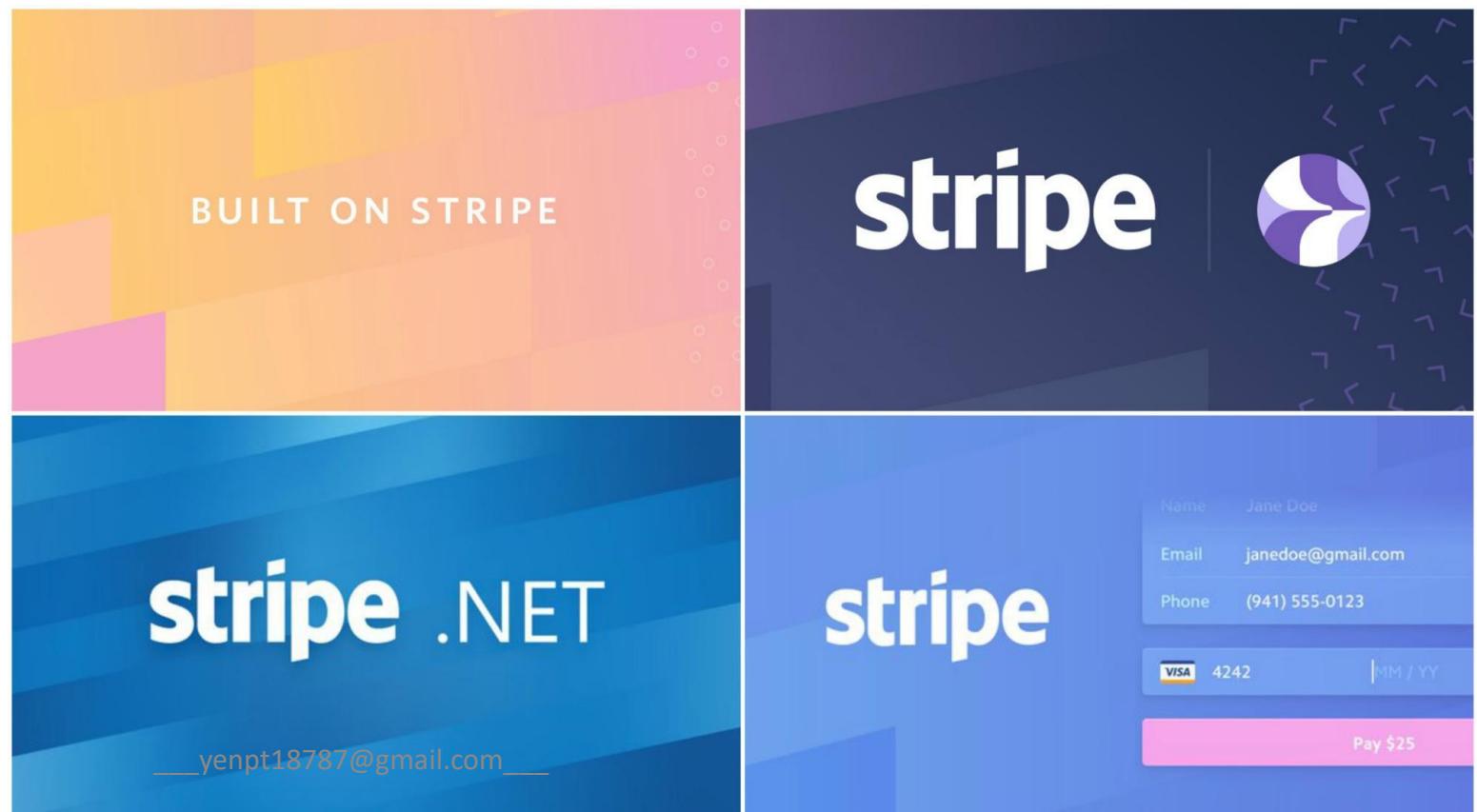
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Việc áp dụng toàn bộ các gradient màu này mang rất nhiều sự tự do sáng tạo



# Grabient

Hand crafting unique world most beautiful gradients for your personal as well as commercial projects. For a low cost of zero dollars and

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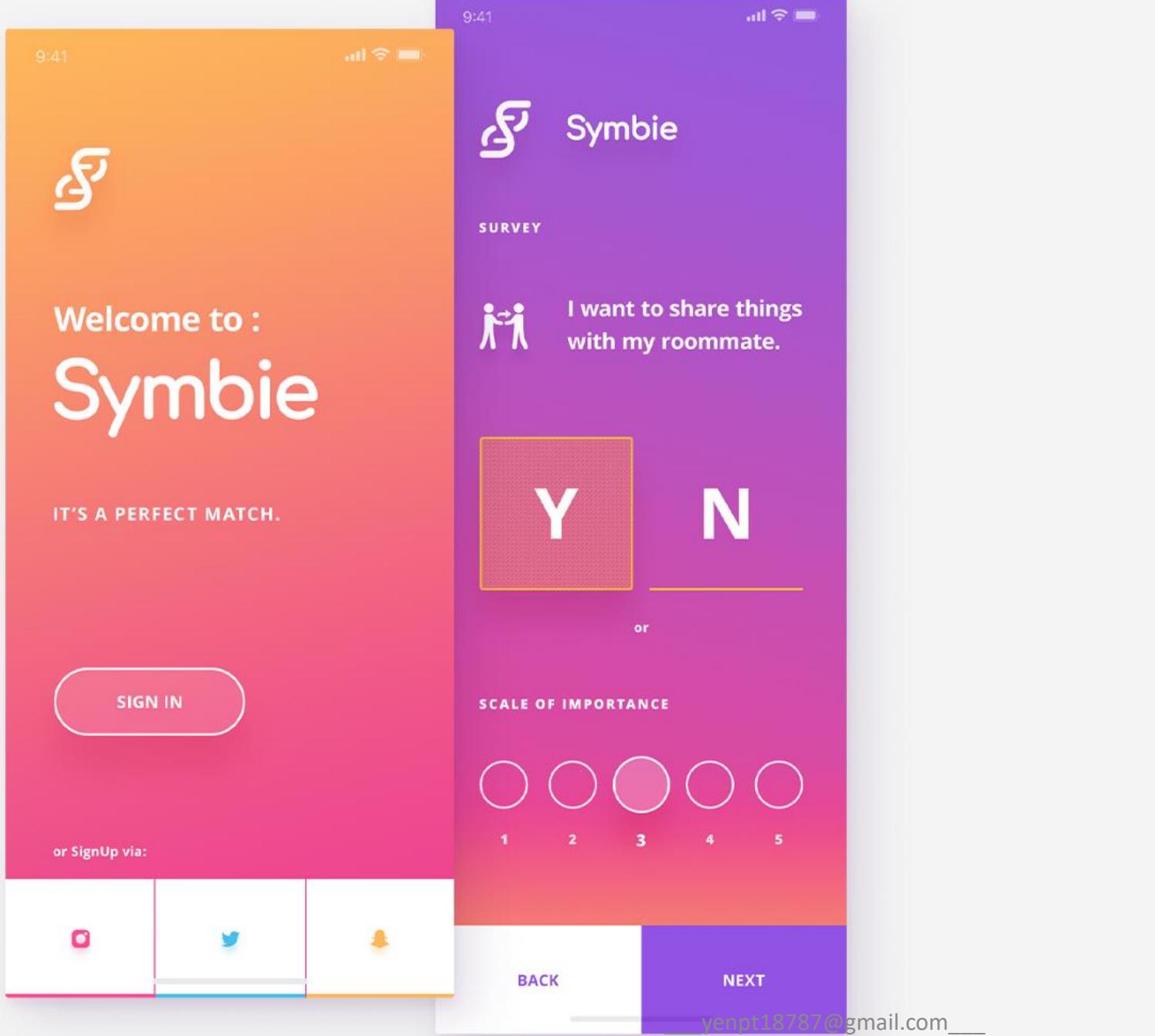
Nó không chỉ áp dụng để gây sự chú ý nữa, nó còn mang lại không gian có chiều sâu cho giao diện.

## PRODUCT ANALYTICS FOR PRODUCT PEOPLE

Deeply understand every user's journey with instant insights for everyone on mobile and web.

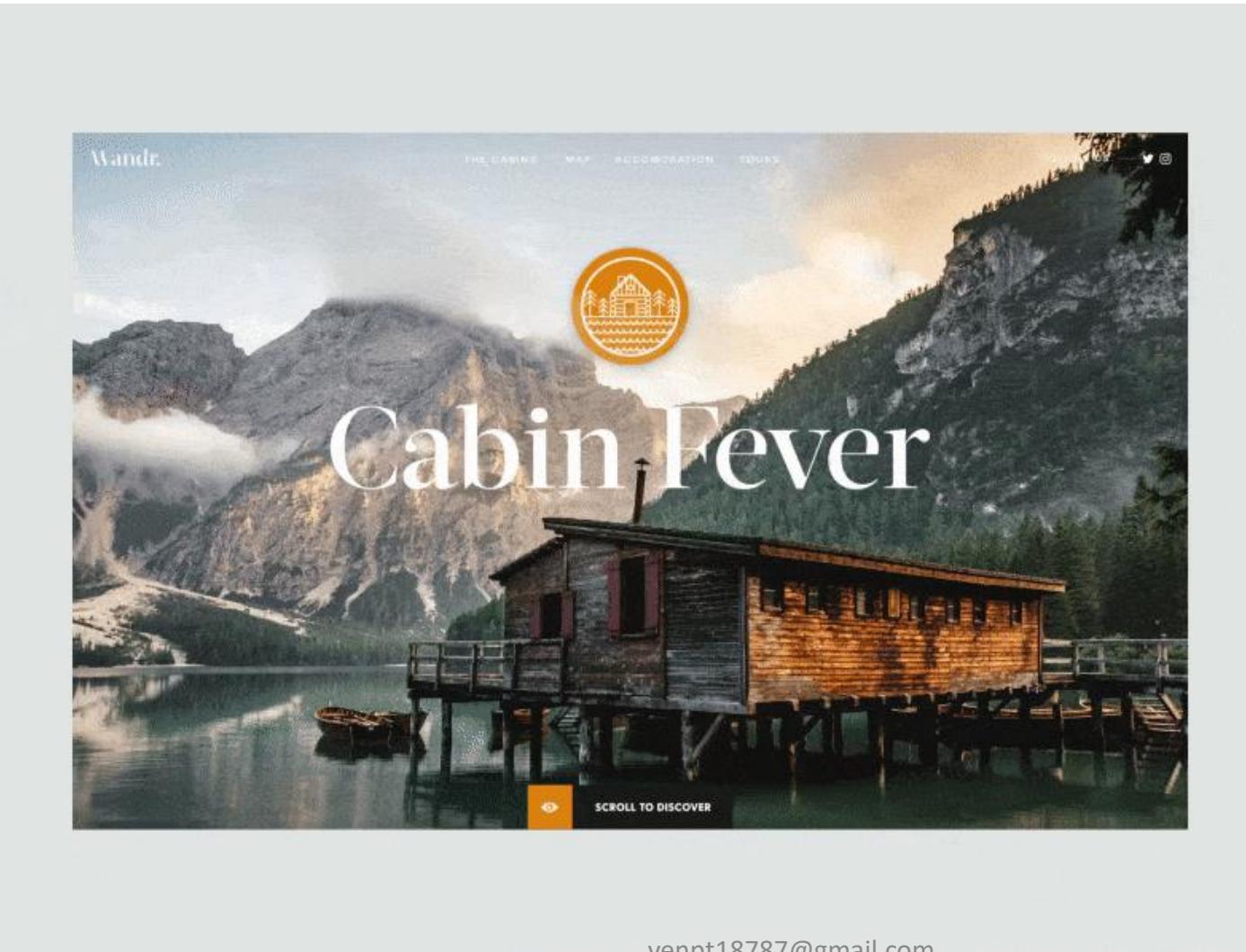
[GET STARTED](#)

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Gradient 2.0 rất tinh tế và đơn giản. Nó có một hướng ánh sáng rõ ràng và nó phù hợp với các hình dạng để mang lại chiều sâu.

# 5. Full-Screen Background Images



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EXPLORING THE

# Natural Wonders *of the World*



ICELAND

# 6. More custom illustrations



6

## For the first time, sales leaders take the title of hardest to hire.

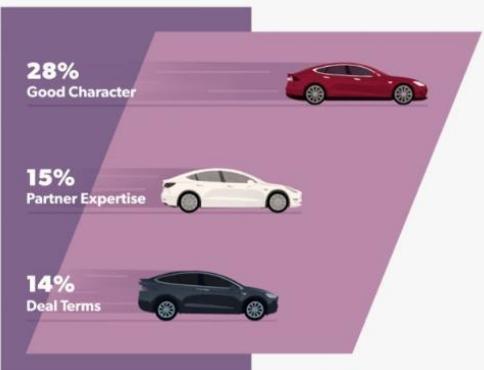
In 2015 and 2016, engineering leaders were far and away the hardest executive hires to make. But this year, the tables turned, and sales leaders became the most coveted and difficult hires (with **26%** saying sales was the hardest vs. **24%** saying engineering). This looks like the start of a sea change as more enterprise companies enter the fray, compete for talent, and see firsthand how costly a bad VP of Sales hire can be.



8

## Investors now have the power in negotiations.

For the last two years, the majority of founders (**64%** in 2015 and **61%** in 2016) said that entrepreneurs had more influence when negotiating terms with investors. This year, for the first time, this power dynamic has flipped, with **53%** of founders saying investors now have more sway. Notably, this is a shift that **67%** of respondents said they saw coming last year.



10

## Good character is the #1 reason founders pick a lead VC.

By far, good character stood out as the No. 1 criterion founders said they look for in a lead investor. **28%** said so, compared to the runners up: partner expertise (**15%**), deal terms (**14%**), and long-term funding potential (**11%**).

5

## Founders remain unfazed by competition.

Despite giants like Amazon and Google making bold moves this year, only **5%** of founders said they think they'll fail because a competitor outdid them. Many more respondents said they fear not raising enough follow-on capital (**22%**), missing product-market fit (**17%**), growth stagnating (**15%**), or hiring the wrong people (**11%**).



## Crafting Mailchimp's new look

As our product has evolved to meet the changing needs of our customers, our brand has also evolved. Mailchimp has a new brand identity and design system.



## Master the Ways of Marketing



## Be yourself on a bigger stage

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## Mailchimp Has a New Look

We're still the same Mailchimp, just with more space to grow.



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