COVERIS | PACK POSITIVE CENTRE

CREATIVE TRENDS
2022

Color of the Year 2022
PANTONE®
Very Peri
17-3938

JOHNNIE WALKER
MASTERS OF FLAVOUR
BLENDED SCOTCH WHISKY
AGED 48 YEARS

CRUDO

INTRO

In the last two years we have seen the world of work shift completely; more people work from home and with it, a change in the way designers think and create. Finding new inspiration is vital and we should look to engage in more workshops, learn new skills and value collaboration, even if it's over Zoom. In 2022, we expect the creative industry to produce work which grabs the attention of even the most educated, sustainably conscious consumers.

We have explored what the sustainable future looks like and how this impacts the creative sector, the never-ending nostalgia of the nineties and the expansion of 3D design. We have compiled our top creative trends we expect to see in 2022.

80s campaign ®Droga5

'80s ®Aldo Chacon

®Method
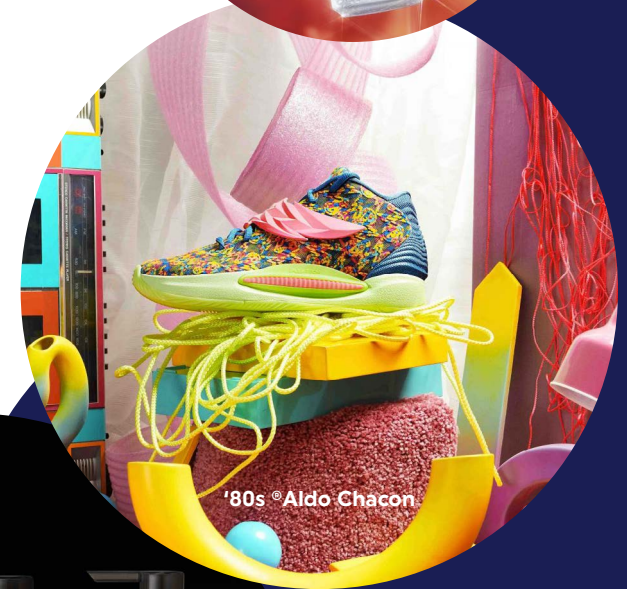
®CIA

®OCADO

®McDonalds Leo Burnett Italy

®JKR BURGER KING RE-BRAND

V&S SHOW ALICE IN WONDERLAND
BY TOM HINGSTON

®MTV

The 'near' future of design propelled into 2021 is leaving designers with the heavy task of keeping up.

Adobe made strides launching Substance Source, a user-friendly 3D software, enabling a wide range of creators to explore the growing world of 3D capabilities without being a pro at 3D design. 3D design can allow companies to market their products in more eye catching ways than before by engaging customers with textured, fluid and confident visuals and therefore having a higher bounce rate across social media.

We also had a peak into the meta-verse, Zuckerburg's vision of how technology and life will intersperse in the future.

Whether it is in the next 5 years or 30, it seems likely that the real and virtual world will become more entwined in our daily lives, especially when considering the evolution of the modern work environment, spurred on by working from home. These changes have already got designers thinking about what this future world might look like.

Tom Foley - The Cotford Series 2021

TYPOGRAPHY

Over the past few years we have seen an explosion in daring fonts which sit outside the traditional realms of good type. This has been aided by Glyphs, a software which allows Mac users to easily build, edit and code types with variable forms. Retro fonts, especially fonts from the 90s will see a resurface this year, following the rest of design in its 90s revival. We expect to see more independent font foundries making their land in the typography market, bringing new shapes and exaggerated characters into 2022 .

On the flip-side we expect to see more inclusive typefaces which focus on legibility accommodating our ageing population with degrading eyesight. It's also worth noting, as we become more focused on sustainability, type designers should be looking to create more environmentally conscious fonts. "There'll be more awareness of fonts that save ink and therefore carbon, like Ryman's Eco font in print" says designer Berenice Smith.

COLOUR & MINAMILSM

Since the early 2000s we have seen the colours used in food packaging reflect the natural colours of food and ingredients, partly in an effort to remove connotations of artificial colours and flavourings. But in 2022, we expect to see designers revert this principle and reset consumer perception. There is a power in using bright colours with clean, minimalist type to visualise a brand's identity without visual aids.

Embodying the definition of eye-catching, Plenty Farms take a drastic approach to the colours we usually associate with health. The bold, bespoke typeface and confident colours showcase how we can flip design principles and reset the customer's eye.

A design that caught all our eyes last year was Center's bold approach to branding United Sodas of America. This seemingly simple design captured the essence of the brand, 'creating a soda for everyone'. The company offers a large range of flavours and Centre's focussed on this, embodying the nuances of these flavours with a varied colour palette rather than visual aids thus showcasing the power of colour exploration in design.

low Key Design: Nibbo

CONSUMER CONSCIOUS DESIGN

In 2022 we expect consumers to be much more conscious of where the products they are buying come from and how they are manufactured.

Manchester-based design studio Alphabet have re-designed the wellness brand Fable & Mane, giving the sustainable conscious company a voice that portrays its Indian heritage. Alphabet created a bespoke typeface and personalised icon set which showcases the uses of Fable & Mane products whilst speaking to the Indian tradition of hair oiling.

Tangerine and You is a tangerine farm located in Seogwipo, JEJU Island, Korea. They utilise the unique farming method 'Tyvek' which allow the tangerines to be grown without chemicals. With a playful personalised typeface, each aspect of Tangerine and You's branding visualises the calm and natural location they're grown in. There is an honesty in this design approach which invites the customer into the manufacturing processes. Rather than designing to grab attention, this design style lends itself to the idea that consumers trust packaging which has nothing to hide.

Design which reflects the production and origin of a product - especially if the production is sustainable and environmentally safe - feels vital and something we are sure to see more of in 2022.

**Tangerine and You - Packaging**

FLAT DESIGN

It's important to say that capturing a product's dynamic in a flat, vectorised artwork is a skill which is easily overlooked, but often preferred by logo designers as it is easily scalable and creates a strong brand which is instantly recognisable. This technique reverts back to the basics of design as a functional tool. Alex Center (Center design agency) says there has been "20 years of a slow march towards a minimalist, flat, simple and clean aesthetic - what we might classify as "good design".

It goes without saying that more and more companies in 2021 focussed on paired back, clean visuals, especially car companies' with Audi, Volvo and KIA all returning to flat graphics in an effort to showcase the companies' modernity and digital image. This design choice has also been adopted by a number of food companies; Mindful Chef and Ocado both utilise flat design to visualise their brand identity. Flat design is highly valued by web-designers and icon designers alike, as it increases usability across platforms and in today's omnichannel retail world.
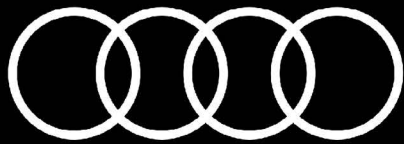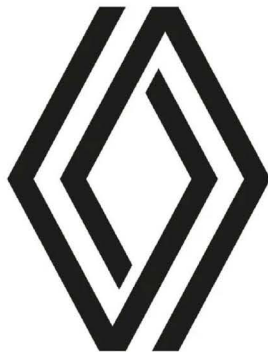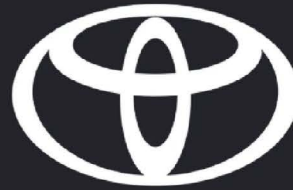
Car rebrands which follow flat design.

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