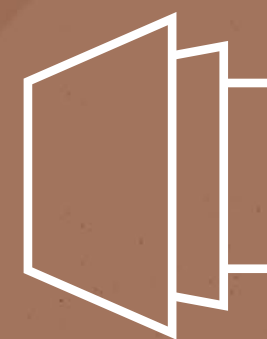


CREATIVE DESIGN

TRENDS

Rivendell



PACK
POSITIVE
CENTRE

2025

FOREWORD

The Retail Institute at Leeds Beckett University works with packaging supply chain businesses to research the major contemporary topics and trends that the industry faces. Our partnership with the Coveris Pack Positive Centre has been highly beneficial in bringing together the expertise and experience of Coveris with the knowledge and insights we produce through our research. We're very excited to see this report, which summarises current design trends superbly.

Design trends reflect the times in two ways. They build from contemporary ideas and show how to enhance them both practically and aesthetically. They also mark a shift away from styles and concepts that have had recent prominence. However, some quality principles maintain relevance from one year to the next. The difference is in how designers choose to apply them.

Authenticity is a powerful value for any brand to have but can be employed with varying emphasis on quality, artistry, versatility, or unique narratives. Extraordinary differentiation, i.e., standing out within your category, depends on the product and the other products from which one must differentiate. Minimalism also takes many forms, including shape, colour, materials, graphics, and text. Design trends, therefore, show the latest versions of these principles. This trends report demonstrates this perfectly.



Dr Ben Mitchell
The Retail Institute



LEEDS BECKETT UNIVERSITY
LEEDS BUSINESS SCHOOL

INTRO

Welcome to the year 2025! For those of you that haven't been here before - we're glad to have you! This document is brought to you by the creative team at the Pack Positive Centre, to explore all things design and to share with you new and evolving practices in the creative world. Expect big bright colour combos, classic revivals and futureproof branding!

Set aside a spare moment in your busy schedules, grab a cuppa and sit back and enjoy as we introduce this years hottest design trends.



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COSMOPOLITAN

the A.I. issue

Meet the
World's
First
Artificially
Intelligent
Magazine
Cover

EVERYTHING PAST THIS POINT IS NOT ORIGINAL
EVERYTHING PAST THIS POINT IS NOT ORIGINAL
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AI ISN'T TAKING OVER...

It's just enhancing the creative industry! AI has exploded within the creative sector over the past few years and has no plans of slowing down any time soon! AI is a whizz at analysing data and spotting trends aiding designers to stay relevant, which in turn allows them more time on the exciting stuff. AI is readily available in most, if not all Adobe creative software used by creatives in all industries, from graphic design to fashion houses - this Cosmopolitan magazine cover, for example, was created purely from AI generative tools!

And it
only took 20
seconds to make.

ADAPTIVE BRANDING

Our world is evolving rapidly, and so are our environments—both digital and print. As a result, rigid logo formats and fixed colour schemes are becoming a thing of the past. The future is all about adaptive logos and versatile brand marks that embrace a wider range of colours and formatting options.

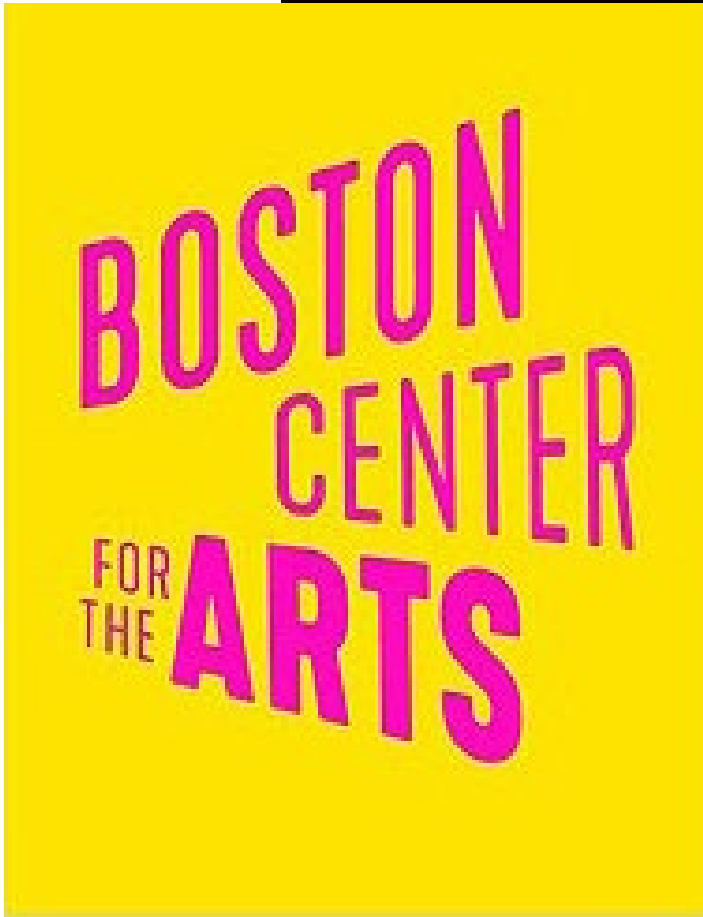
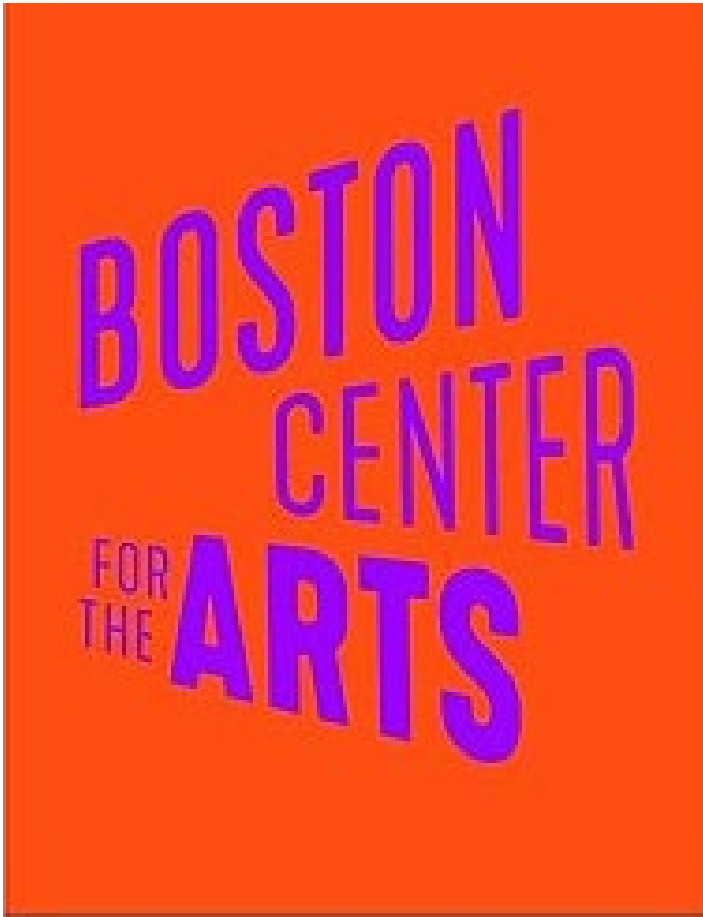
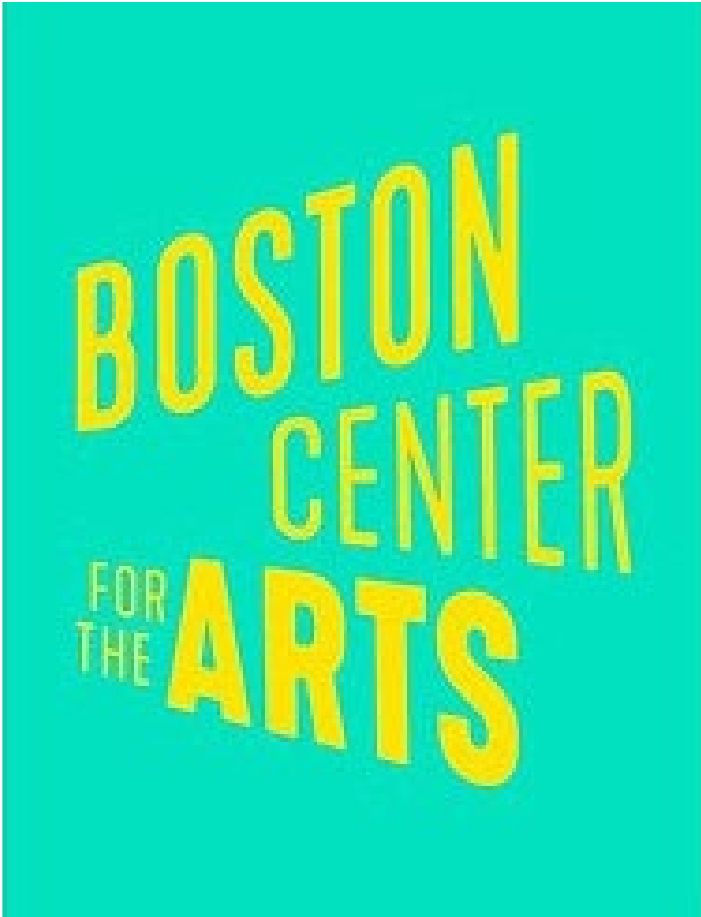
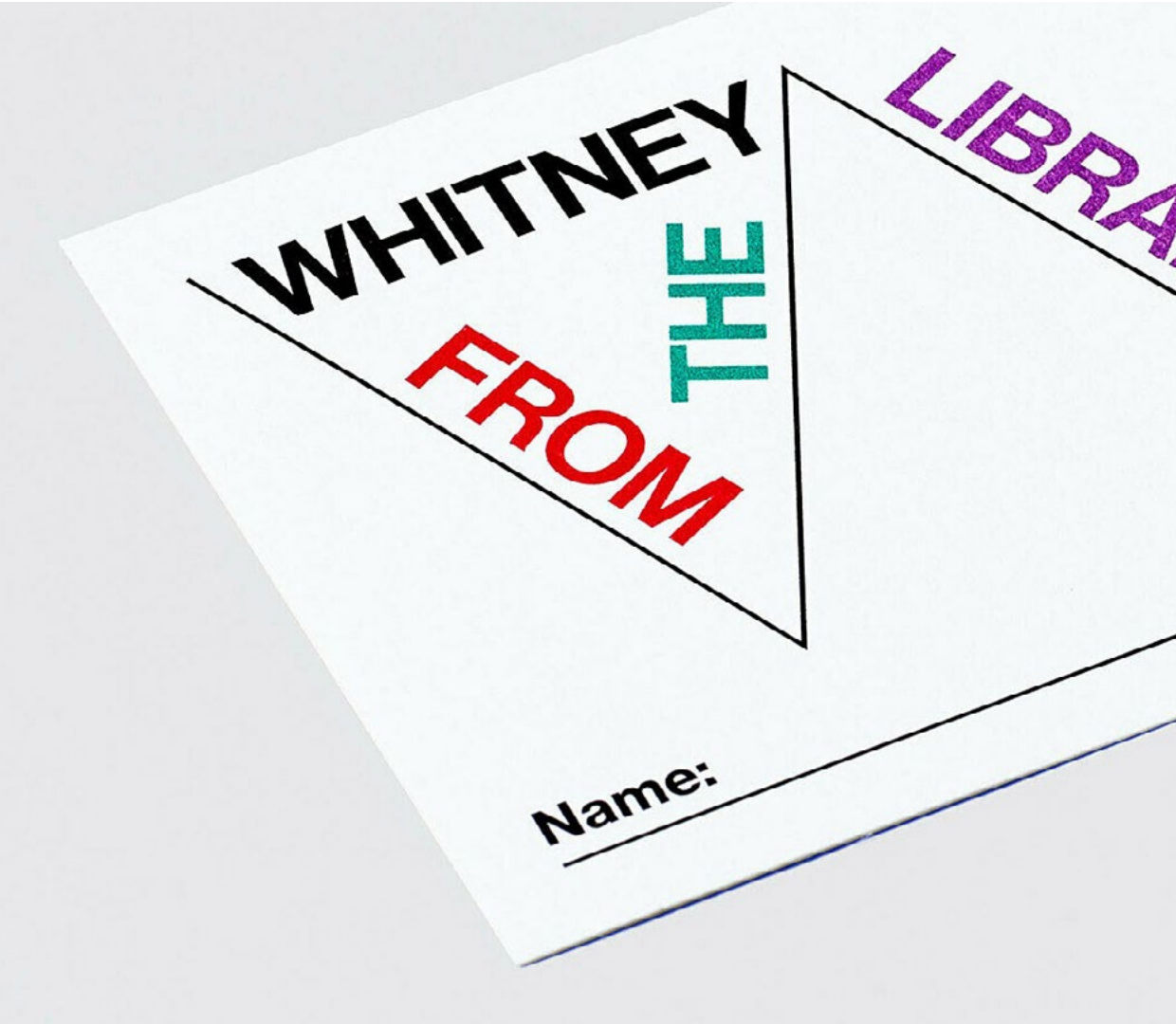
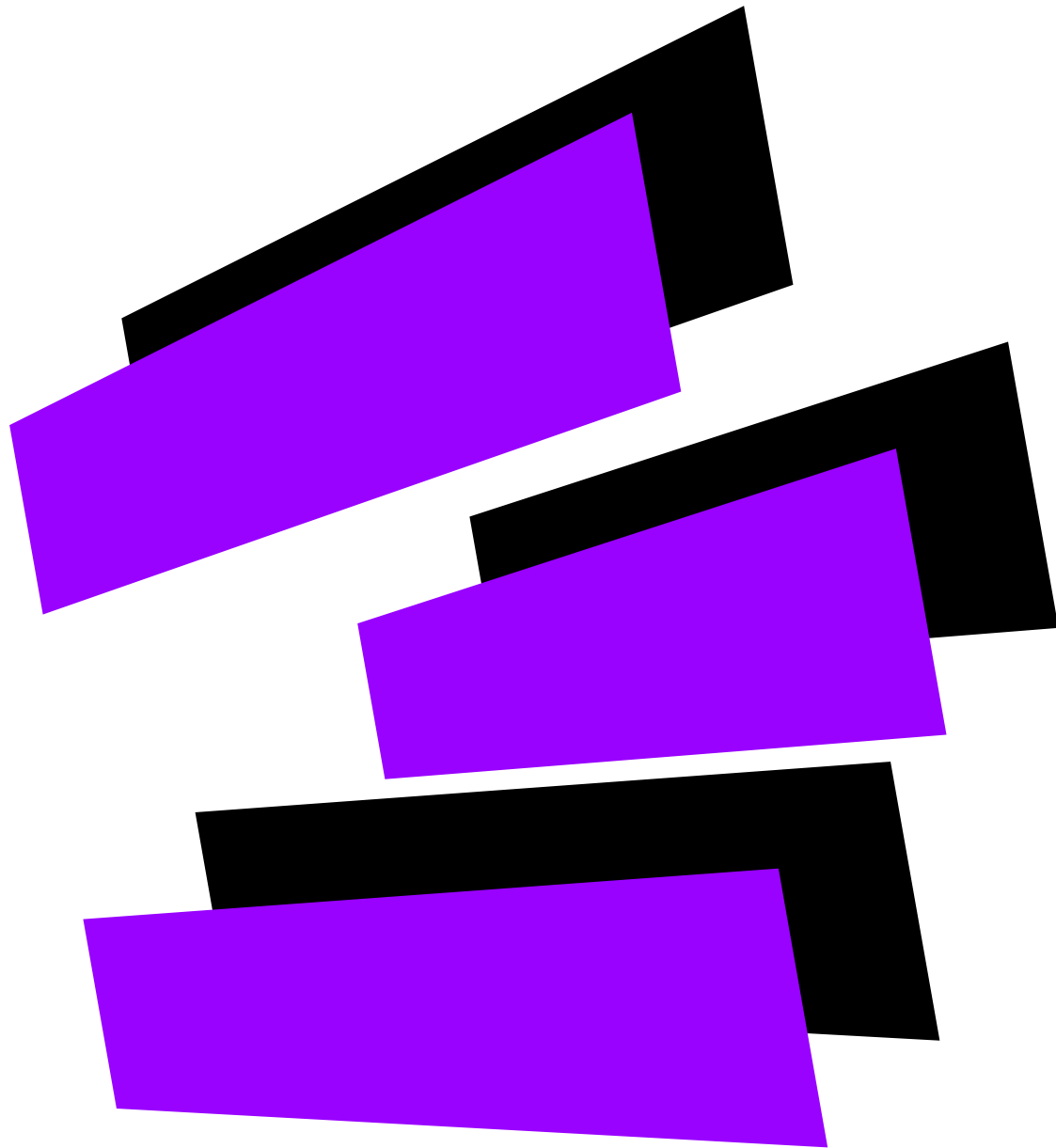
WOW!

Adaptive brands embrace variability in logo design, typography, colour scheme and graphic elements to suit different applications. These may include print, packaging and digital with the aim to create impactful, seamless brand identities.



The traditional rule of “don’t mess with the logo” no longer holds the same weight. By maintaining key elements of a logo, brands can experiment with other aspects, allowing for flexibility while still ensuring strong brand recognition.

Adaptive branding empowers companies to stay relevant and agile, enabling their brand to evolve alongside shifting online platforms, changing user experiences, and emerging design trends.



ART DECO REVIVAL

Art Deco, with its timeless elegance and bold sophistication, has never truly fallen out of style, and recently we've noticed a surge in its influence and anticipate this trend will only grow as we move into 2025.

Key characteristics of the Art Deco aesthetic include strong geometric shapes, elegant patterns, and a high contrast between stroke thickness in typographic elements. The addition of tactile foiling and gloss finishes provide a design outcome which screams luxury.





'STICKERS' & DIGITAL SCRAPBOOKING

Sticker graphics are still on the rise with their aesthetic adapting to fit the hottest new trends. They bring texture, layering and dimension to artworks, which can be playful yet informative.

This resurgence is especially noticeable in the premium alcoholic beverage market, where Art Deco's inherent sense of luxury and decadence perfectly complements the high-end positioning of these brands. However, we have noted that this trend is also being adopted in a plethora of other areas, such as restaurants and the beauty industry, bringing big bold colour palettes and ultra modern spins on beloved Art Deco style.

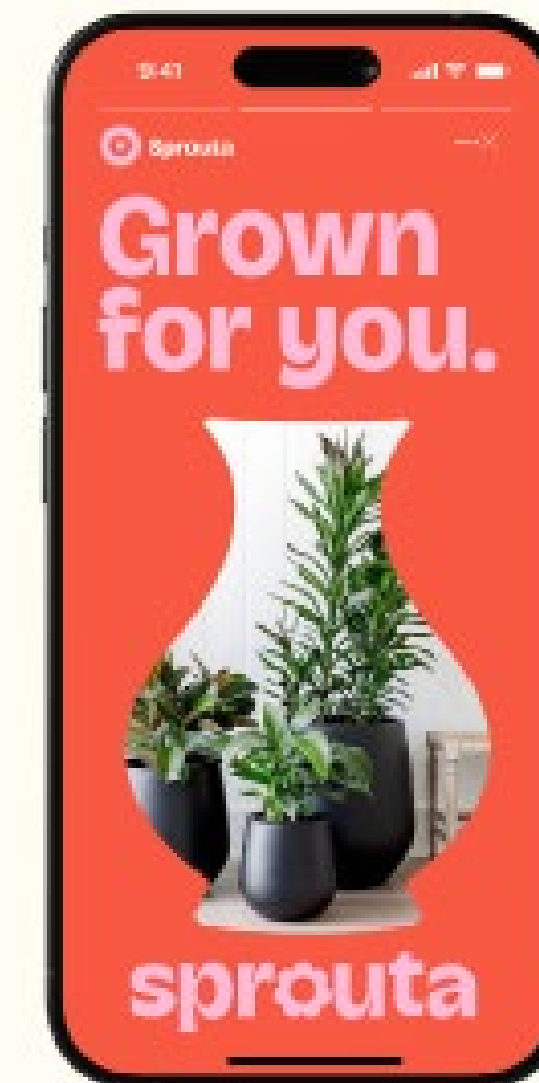
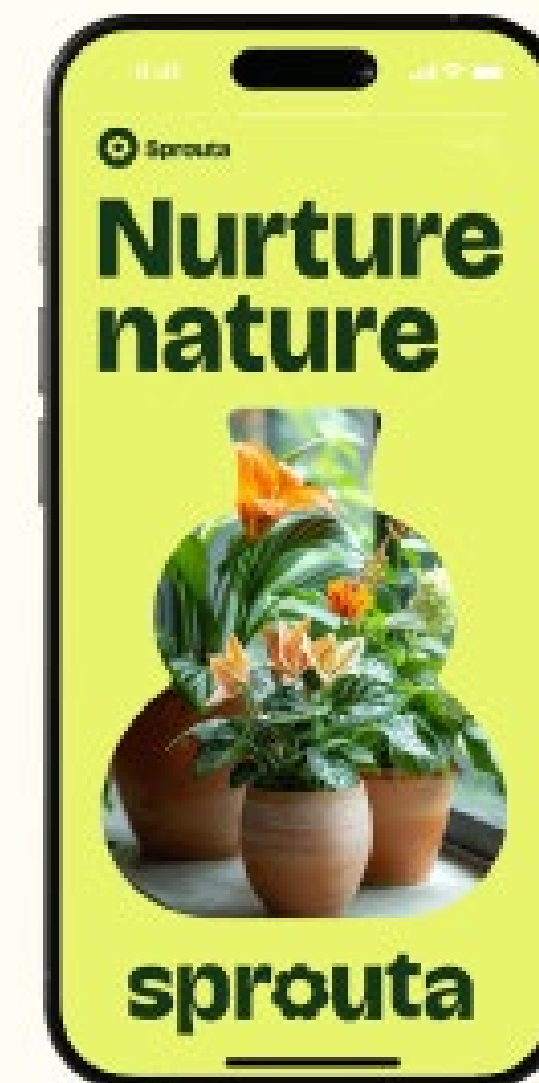
With its rich visual appeal, Art Deco not only captures attention but also evokes a sense of exclusivity, making it the perfect design language for products that aim to convey sophistication and indulgence. As we look ahead, expect to see even more brands embracing this aesthetic, further cementing Art Deco's place in contemporary design.



CUSTOM CROPPING

Using your brand imagery as a clipping mask is an excellent way to create custom crops with photographic elements, offering a striking and impactful visual effect. This trend is poised to gain momentum through 2025.

Custom shapes break away from the standard boxed, circular, or full-bleed photography we're accustomed to, giving designers the opportunity to infuse a brand's identity with greater creativity in an engaging way. It also enables dynamic layering within a design, enhancing depth and visual interest while maintaining a minimalist approach—avoiding the clutter and complexity often seen in more traditional layouts.



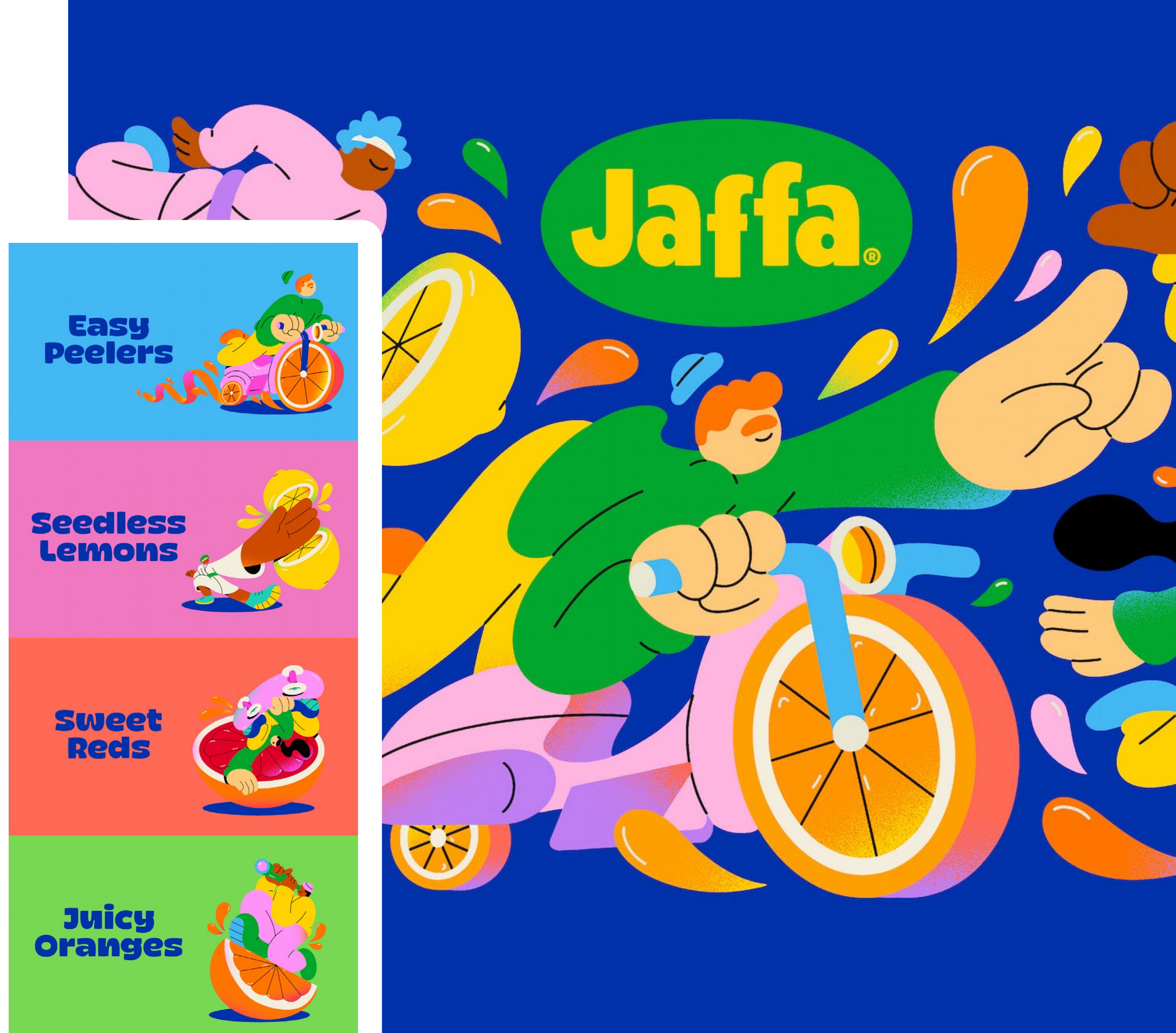


MINIMAL THAT'S **BIG**

We have seen minimalism dominate as a design trend for many years and we don't think its going anywhere, anytime soon! The next logical evolution of this is simple maximalist minimalism.

It's all about retaining the simplicity and clarity that minimalism offers whilst injecting it with a sense of energy and joy. This is achieved through bolder, more expressive transitional fonts, high contrast colour palettes and large-scale playful graphics.

The use of text in graphic design no longer follows rigid formats and layout constraints, but explodes beyond the confines of artwork areas, bending the rules on how we use text to draw the consumer in. The contrast between bright colours and dynamic typography makes even the simplest design memorable.





This new phase of minimalism reflects a more confident approach to branding. Instead of keeping things small, restrained, and uniform, we're seeing bigger, bolder, and more experimental takes on typography and layout.

This expressive style lends itself to the growth of motion graphics in branding. When a brand's identity is designed around a few uncomplicated graphics and bold rounded typography it is much easier to add motion to the brand whilst maintaining its identity with a digital twist.

Motion graphics allow brands to bring their identity to life whilst maintaining consistency. A simple logo or graphic can transition into various forms and animations, allowing for versatility across different digital media.



Evolving with the times, minimalism is getting bolder and more daredevilish with its modern colour palettes. Whether these include unconventional colour clashes or sultry monochromatic tones.

Quirky ILLUSTRATION

As FMCG brands aim to differentiate themselves in a saturated market, the use of modern illustrations in packaging design has surged.

These illustrations not only captivate but also convey the essence of the product, the ethos of the brand, and appeal to consumers on an emotional level.

Quirky illustrations, in particular, are likely to be more memorable due to the unique way they are able to communicate. Engaging illustrations, provide a humanistic element to a brand which can help connect emotionally with audiences.





Illustrations have been used to create distinctive branding for many years, helping brands stand out with a unique visual style - a crucial keystone to achieve differentiation in crowded markets. They have the ability to evoke emotions, making content relatable and more enjoyable ultimately increasing brand loyalty.

Applying illustrations can be done with ease and because of their flexibility, it makes them a valuable asset for maintaining brand identity across different platforms and applications, from core to premium and everything inbetween!

MASCOTS

Whether playful or professional, mascots humanise a brand, turning it into a character that consumers can engage with, trust, and remember. In an era where brand loyalty heavily influences consumer behavior, mascots can serve as a powerful design tool to keep longstanding brands like "Homepride" relevant and relatable.



PANTONE®

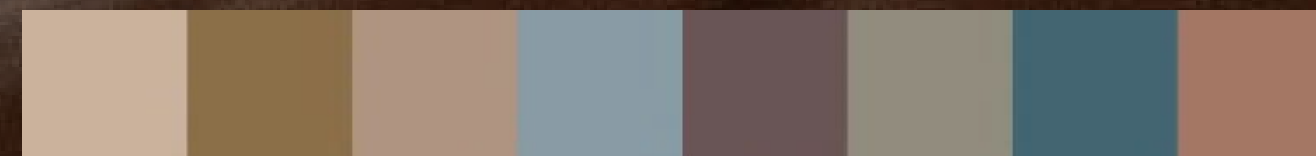
COLOUR OF THE YEAR

A comforting and harmonious brown hue is Pantone's Colour of the Year 2025. Mocha Mousse, born out of its humble colour group, is on a mission to turn heads and challenge the perception of its earthy roots, conveying a richness and luxe in all colour-focussed industries.

Whether used as a stand alone colour, or part of a harmonious colour palette, it's versatility lends its hand to minimal designs as well as those more vibrant and outlandish ones.



Mocha Mousse
17-1230



THE SPARK

Mini themes, styles and inspiration to watch out for within our top trend picks that could be the creative spark that makes a good design an epic one!

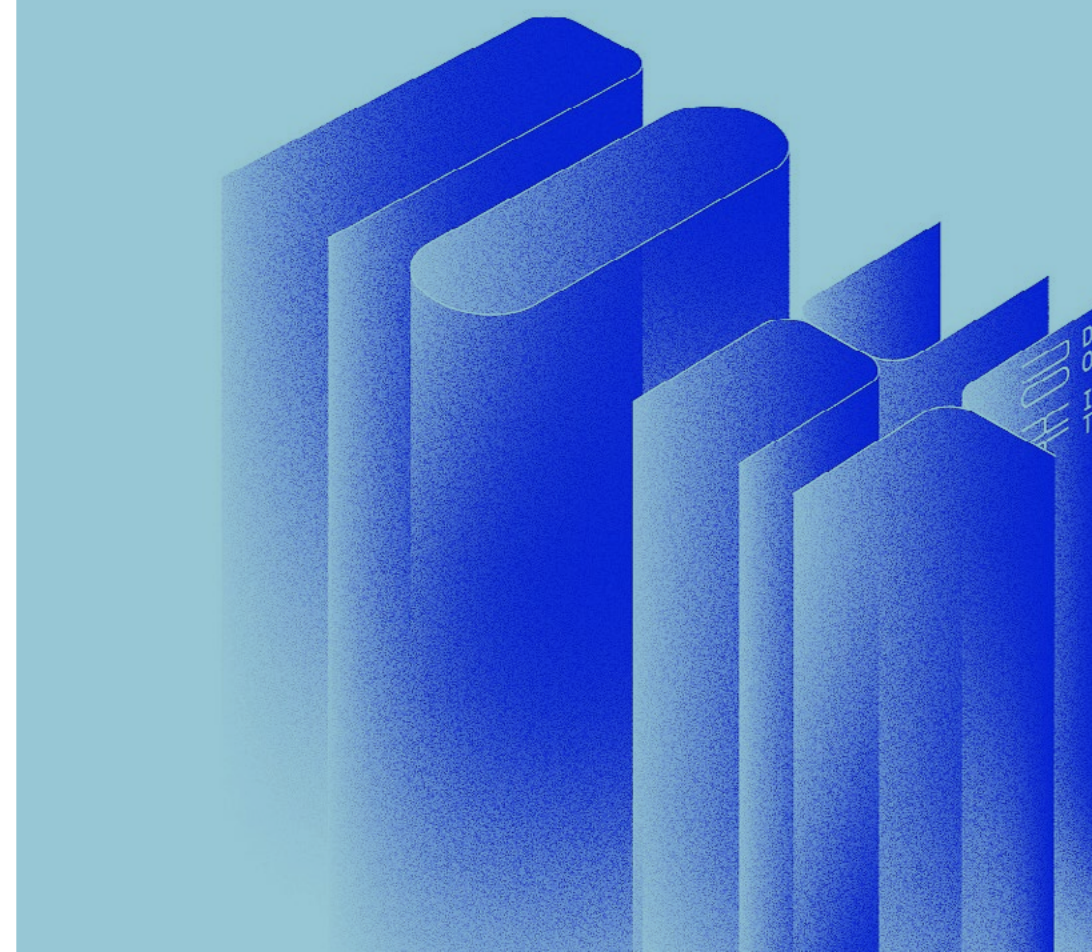
NEW NATURALISM

The use of organic shapes and textures draws directly from the untamed, unrefined beauty of the natural world. Earthy tones, botanical greens, and soothing shades inspired by natural landscapes, combined with vibrant splashes of colour drawn from flora and fauna, are becoming increasingly prominent.



GRAINY GRADIENTS

Okay, so we've seen gradients as a top design choice for a couple of years now, but instead of their soft and smooth aesthetic we're seeing some grit, and grainy textures transforming the trend into a new era. We think layering with clean, fine-lined graphics and bright solid colours, could take any design to another level!



UNCONVENTIONAL COLOUR COMBINATIONS

Those familiar with the colour wheel will know that colour opposites are a perfect pairing, and designers have taken reference to this for decades in their creative decision making. We have however seen an evolution in the way colour is used recently, and we think 2025 will see a boom in mismatched, clashing colours that create memorable and eye-catching visuals in a way we have never experienced before.

Expect to see monochromatic themes alongside big, bright colours with oversized fonts and irregular shapes, this trend is all about experimentation, combining colours and designs that feel excitable, new and outside the box.



READING LIST

adobe.com
bostonarts.org
creativebloq.com
creativeboom.com
creativereview.co.uk
dieline.com
graphicdesignjunction.com
graphicmama.com
rawwww.com
storm12.co.uk

THE CREATIVE TEAM

This publication is brought to you by the creative team at the Pack Positive Centre in Leeds. Based out of Rivendell (North), the team support concept creation, packaging design and artwork for multiple packaging formats. Our creative services include concept design, 3D design and adaptive design for new formats and EPD.



ROBYN BENHAM



EDELE BOOTH



DAVID COOPER

Ready to take your packaging to the next level?

Contact our Pack Positive Centre creative team
at ppc.design@coveris.com

CREATED AND BROUGHT TO YOU BY :

Rivendell

