ERGOSIGN
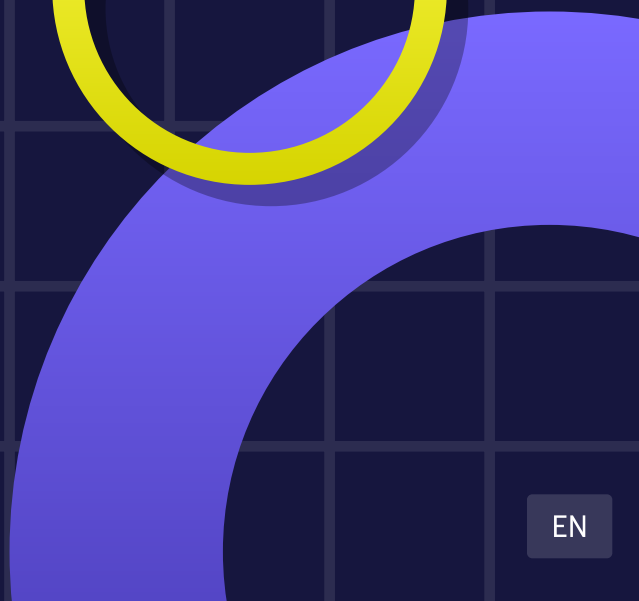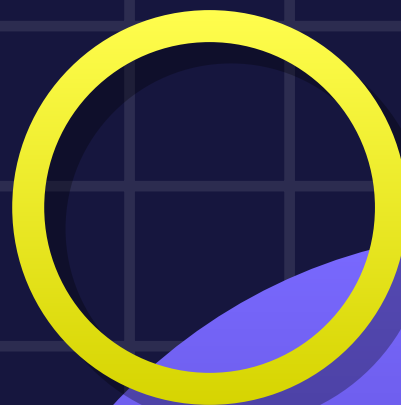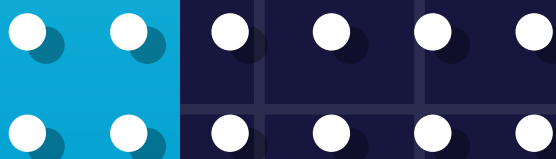
Visual Design Report

2023

Diversity

Diversity is definitely not a trend but instead a positive development toward a new standard. The topic is increasingly finding its way into design and, thus, finally creating awareness, room, and visibility for everyone.

HOW TO

When depicting people, it is important to pay attention to diversity in terms of age, ethnic origin, nationality, gender, gender identity and sexual orientation, physical and mental abilities, level of education, religion, and identity.

Clay-morphism

Claymorphism impresses with its charming childlike playfulness. The style is reminiscent of stop motion animation like Wallace & Gromit and rekindles childhood memories. Claymorphism illustrations can break up a design and work great as prominent supporting illustrations for onboarding and other workflows or as placeholder graphics.

HOW TO

Lively, light pastel colors and a matt surface structure reminiscent of clay work well for plastic 3D illustrations. They harmonize best with minimalist flat designs with large, rounded edges.
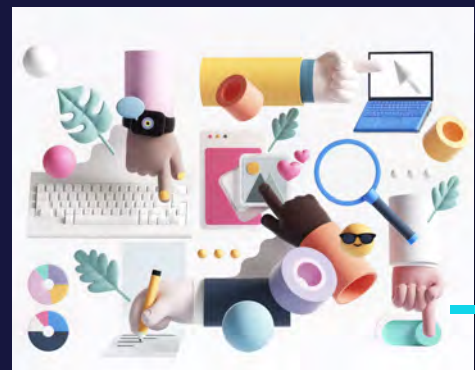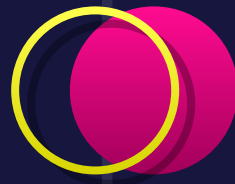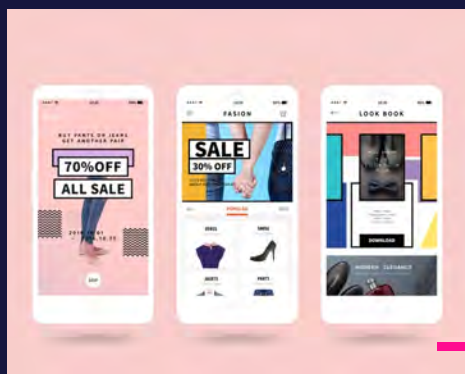
Retro Design

Retro design is still riding the comeback wave in 2023.
In the B2C area, the trend is becoming increasingly popular. Used correctly, retro designs have their charm and make applications stand out uniquely and creatively.
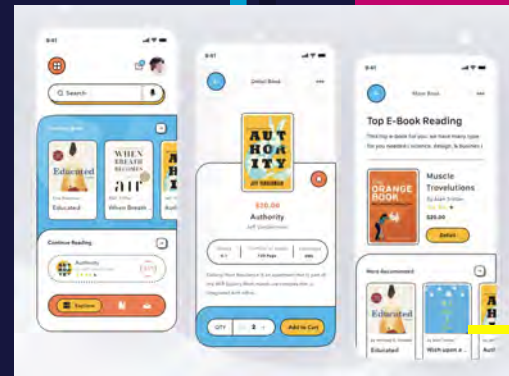
Memphis Design

The '80s are back with the revival of Memphis design! The cheeky, daring, and artistic style has a high recognition value and belongs to anti-design, breaks with prevailing rules, and polarises. Either you love it, or you hate it.

Characteristic geometric shapes in bold, bright neon, primary, and pastel colors are used in repetitive patterns.

Neo Brutalism

Neo Brutalism is characterized by its raw aesthetic and has its origins in the Brutalist architectural style of the 1950s. Neo Brutalism emphasizes the beauty of function over form, making designs appear extraordinary and unorthodox.
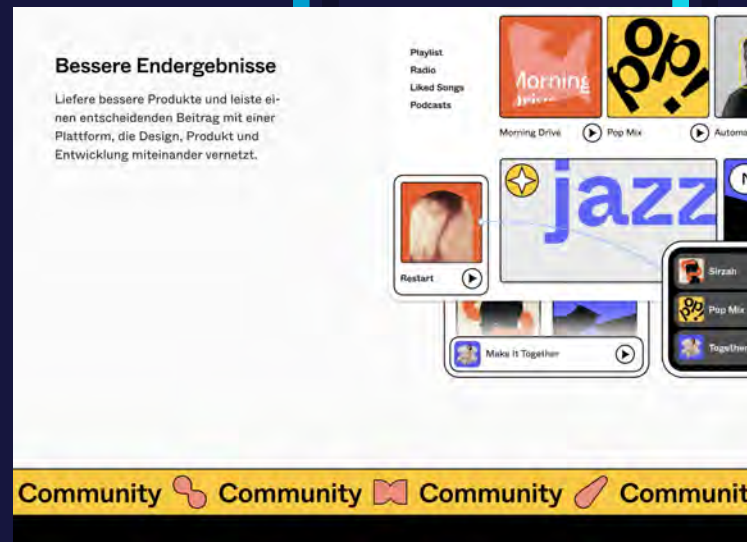
Neo-Brutalism features simple shapes and, typically, no gradients. Elements also have hard 45° shadows, which mostly take on the outline's color. Bold, futuristic fonts go best with this style.

Vivid Minimalism

Vivid Minimalism originally stems from packaging design and is now spreading to other areas. The style features a minimalist design combined with the clever use of color.
Vivid Minimalism transports a lively, exuberant energy and balances restraint and playfulness.
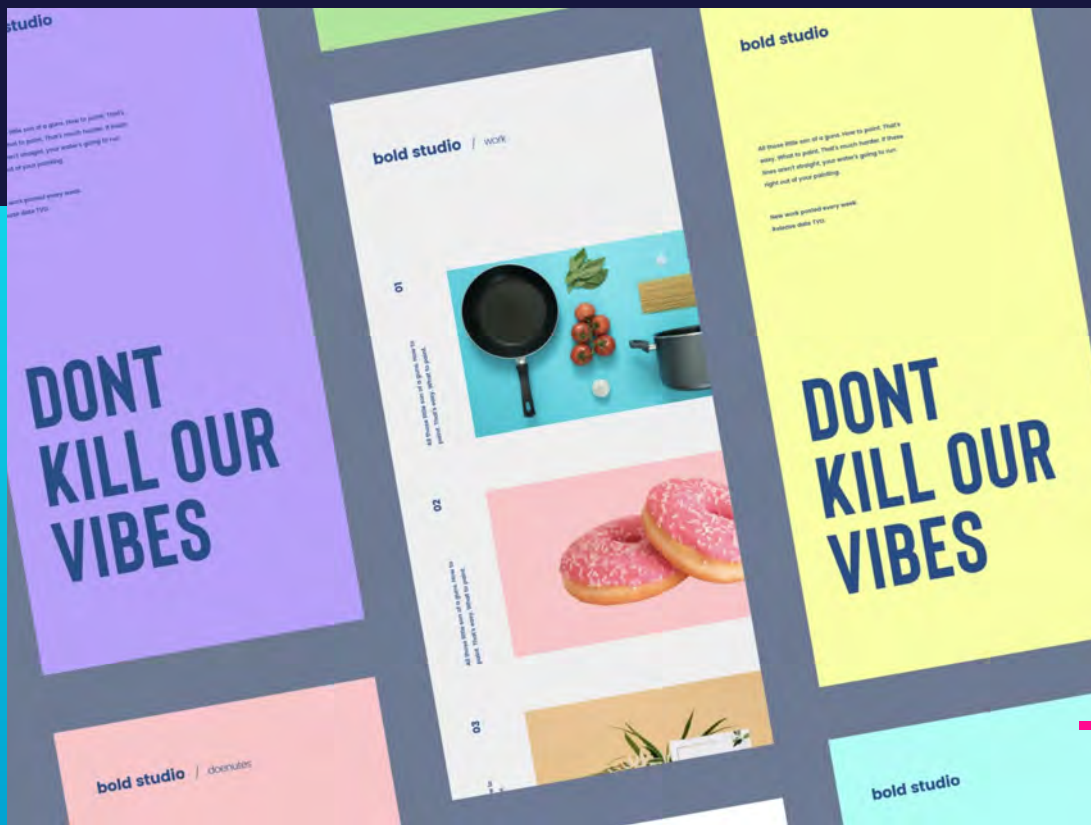
HOW TO

Clear, reduced design is combined with bright, strong colors.

Oversized Typo

Oversized decorative typography as a distinctive design element is a new trend used to express a content message in clear words. The strikingly intense design quickly attracts the user's attention and has a surprising and sometimes even irritating effect. The trend mainly finds use in the hero section of websites.
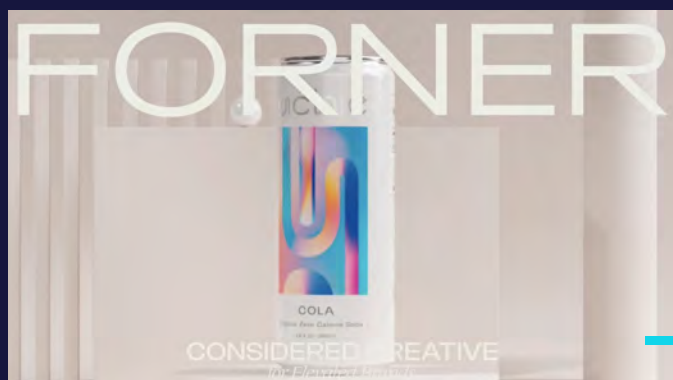
HOW TO

The focus is on using oversized fonts, some of which are so large that they are almost illegible. Sometimes, the font is combined with other design elements, such as videos and images, whereas they are deliberately omitted at other times.

Moving & Interactive Typo

Animated and interactive fonts are the focus of the design and draw the user's attention to itself. This creative trend brings fresh air to applications and makes them unique and exciting. However, animations should not overwhelm users and distract them from their subject.

HOW TO

Individual letters or text blocks are statically animated or designed iteratively.

Anti Modes

The dark mode is now well established, and many prefer it to the light mode. This raises the question of whether the standard will soon be reversed. Will dark mode replace light mode, and will applications be dark by default in the future? Since the dark mode does not only bring advantages, we will follow the development with interest.
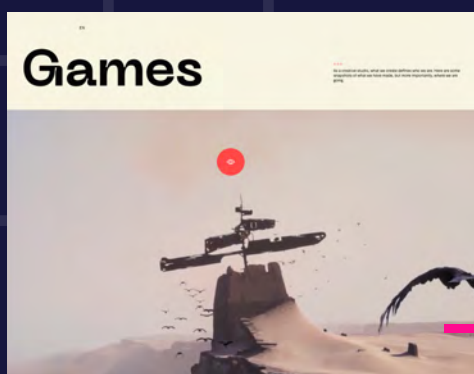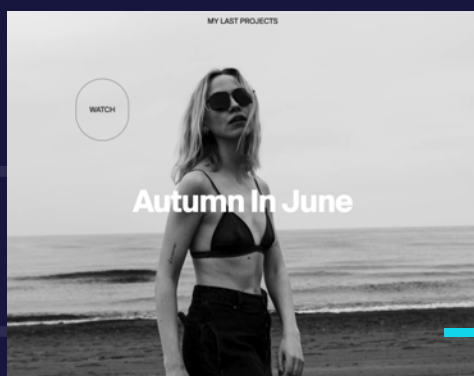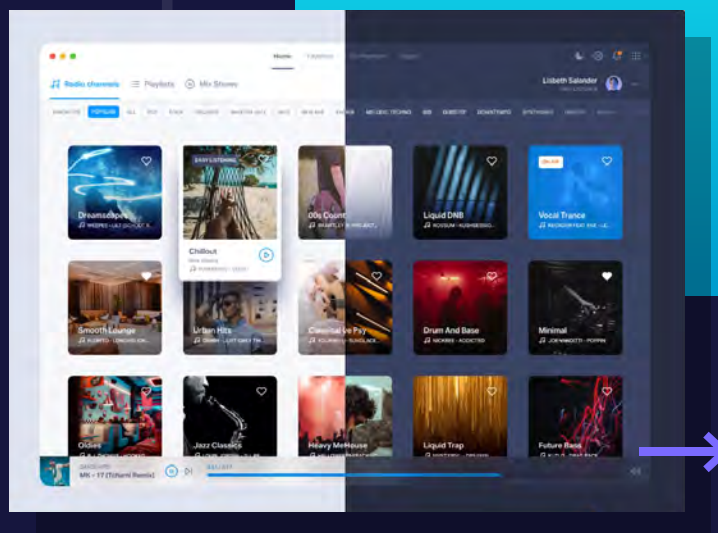
Custom Cursor & Cursor Animation

Like Sam in Lord of the Rings, the cursor is a loyal companion and grossly underrated hero. Microinteractions are still in high demand, and the cursor offers plenty of untapped potential. We could more consciously and intensively include the everyday element in the design and interactions, thereby enriching applications.

AI in design

Text-to-image generators are currently a hotly debated trend in the field of AI. There are certainly many creative possibilities for using such AI-generated images in the entire design process, e.g., mood boards or fictional scenes. These possibilities still need to be explored and evaluated in the future.
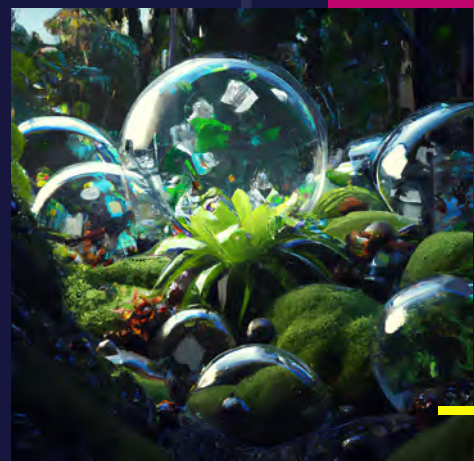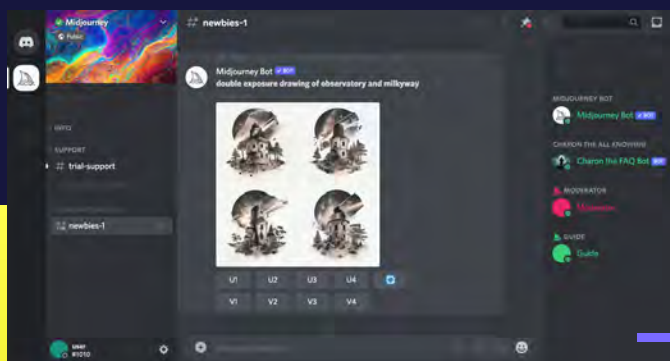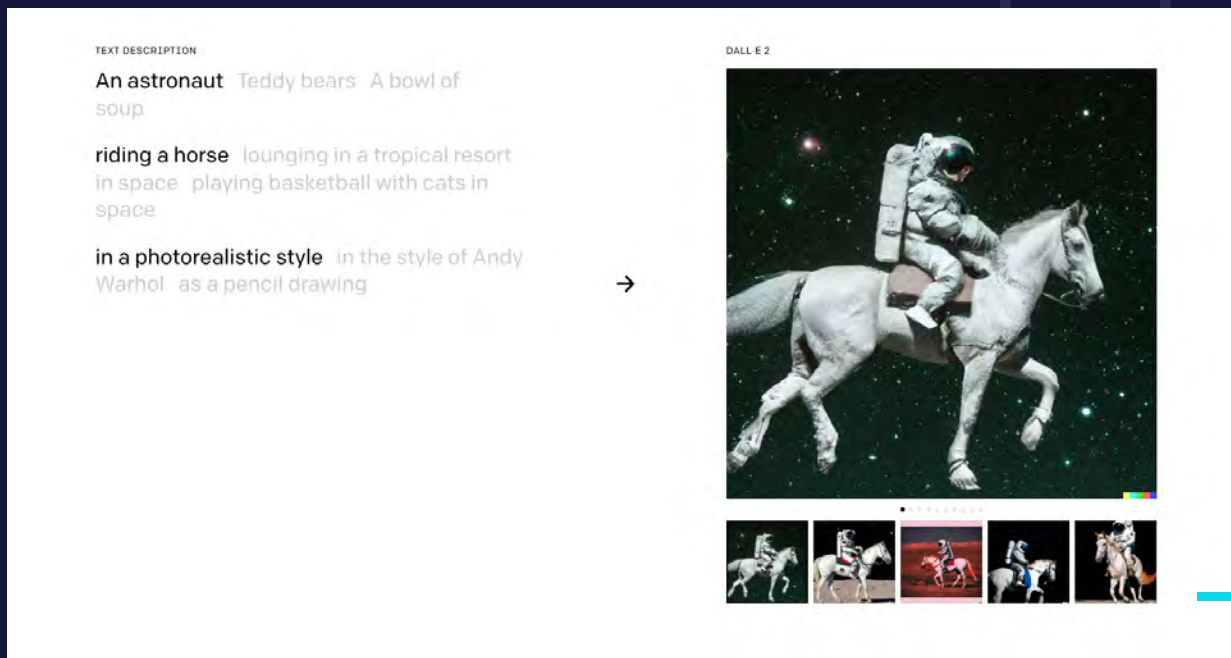
Inspiration (1/2)

More select examples for the presented styles.

ILLUSTRATIONS

Diversity

diversity & inclusion →

designers diversity illustration →

diversity avatars →

ILLUSTRATIONS

Claymorphism

bankwest →

solutions →

time scope →

USER INTERFACE

Retro Design

upperquad →

start-up banner →

camber app →

USER INTERFACE

Vivid Minimalism

julia →

ls.graphics →

dayson →

TYPOGRAPHY

Oversized Typo

basic agency →

ussr design →

cash app →

Inspiration (2/2)

More select examples for the presented styles.

ANIMATIONS

Moving & Interactive Typo

ON OUR WATCHLIST

Custom Cursor & Cursor Animation

Design examples (1/2)

Overview of all presented designs.

ILLUSTRATIONS

Diversity

https://stories.starbucks.com/
stories/2022/join-starbucks-partners-
in-celebrating-disability-pride-month/

Claymorphism

https://dribbble.com/
shots/14916287-upnow-landing-
page-ux-ui-design

https://dribbble.com/
shots/18315441-helping-hand

USER INTERFACE

Retro Design

https://dribbble.com/
shots/11193441-memphis-
language

https://dribbble.com/
shots/3266925-fashion-electronic-
commerce

https://dribbble.com/
shots/15983502-e-book-reader-
app

https://www.figma.com/de/about/

Vivid Minimalism

https://dribbble.com/
shots/5701609-bold-studio-
concept

Design examples (2/2)

Overview of all presented designs.

TYPOGRAPHY

Oversized Typo

https://forner.studio/

http://projections.pl/index.html

ANIMATIONS

Moving & Interactive Typo

https://www.helloelva.com/

https://
www.cartoonnetworkstudios.com/

ON OUR WATCHLIST

Anti Modes

https://dribbble.com/
shots/19347766-ui-concept-of-
online-radio-light-and-dark-mode

ON OUR WATCHLIST

Custom Cursor &
Cursor Animation

https://www.dariaizbash.com/#top

https://shapefarm.net/

ON OUR WATCHLIST

AI in design

https://openai.com/dall-e-2/

https://docs.midjourney.com/docs/
midjourney-discord

https://medium.com/mlearning-
ai/10-best-free-to-use-text-to-
image-generators-25743b3a5d50

X ERGOSIGN

Stuttgart

Ergosign GmbH
Marienstraße 41
70178 Stuttgart
+49 711 20 78 79 90

Hamburg

Ergosign GmbH
Hopfenstraße 23
20359 Hamburg
+49 40 31 79 86 80

Saarbrücken

Ergosign GmbH
Europaallee 20a
66113 Saarbrücken
+49 681 95 98 20 0

München

Ergosign GmbH
Steinerstraße 15, Haus E-F
81369 München
+49 89 41 42 85 50 0

Berlin

Ergosign GmbH
Hauptstraße 27
10827 Berlin
+49 30 34 04 81 10

Basel

Ergosign Switzerland AG
Sandgrubenstrasse 44
4058 Basel
+41 44 57 81 61 6

Zürich

Ergosign Switzerland AG
Friesenbergstraße 75
8055 Zürich
+41 44 57 81 61 6

CONTACT

ergosign.de

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