



INSPIRATION TO LOOK BETTER ONLINE

# 8 BEAUTIFUL BRAND DESIGN STYLE EXAMPLES



# WHAT'S YOUR BRAND DESIGN STYLE?

As a brand owner, leader or marketer committed to growing your business, you likely know your brand inside and out. But are you visually expressing your brand in a way that feels right across your channels?





Creating a strong visual brand can take time to get right. Happily, there's a shortcut.

We recently developed an Ultimate Quickstart Guide to Better Online Brand Design to help you to map out the foundations for your online brand design. You may also want to check out our full course on Better Online Brand Design, which shows you—step by step—how to create a Style Guide to ensure that you've got killer, consistent visual branding you can use across all of your channels to show up in exactly the way you need to, online.

**Give yourself a head start right now by getting familiar with the following eight gorgeous Design Styles. This will get you closer to identifying how you might (and might not) want to visually express your brand identity online.**



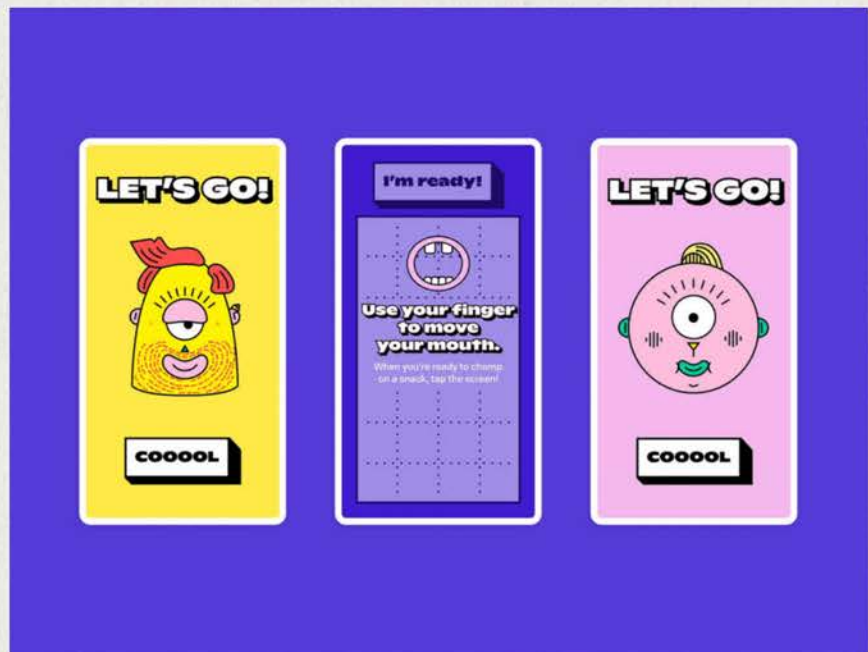
# The Playful Style

Fun and Informal

You'll see, in this design style, a sense of fun and informality. Playful brands prompt a smile, or a laugh, and help to lower the audience's guard, inviting them in. Playful design style comes in many forms, including semi-realistic, realistic, animated, and artistic.

Below are some of the elements that define this amusing design style:

- Animated elements of people, animals, or objects
- Vibrant colors





# The Minimalist Style

## Clean Design Using Negative Space

A relatively contemporary style, minimalism demands that only the most essential information and elements be included, ridding the design of any excessive components or additional features. It's just the bare minimum, you see (hence the name), which can make the feeling spare, cool, aloof, distant, or elevated.

The minimalist design style is often defined by the following characteristics:

- Fundamental design elements only
- Simple functionality and user interaction
- Plenty of white/open space
- Simple color usage
- Only one or two typefaces with clean strokes
- Simplified, condensed content





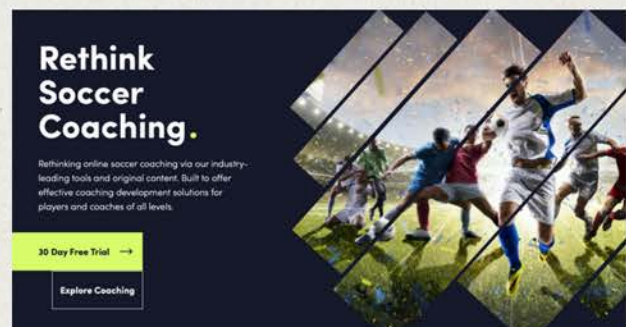
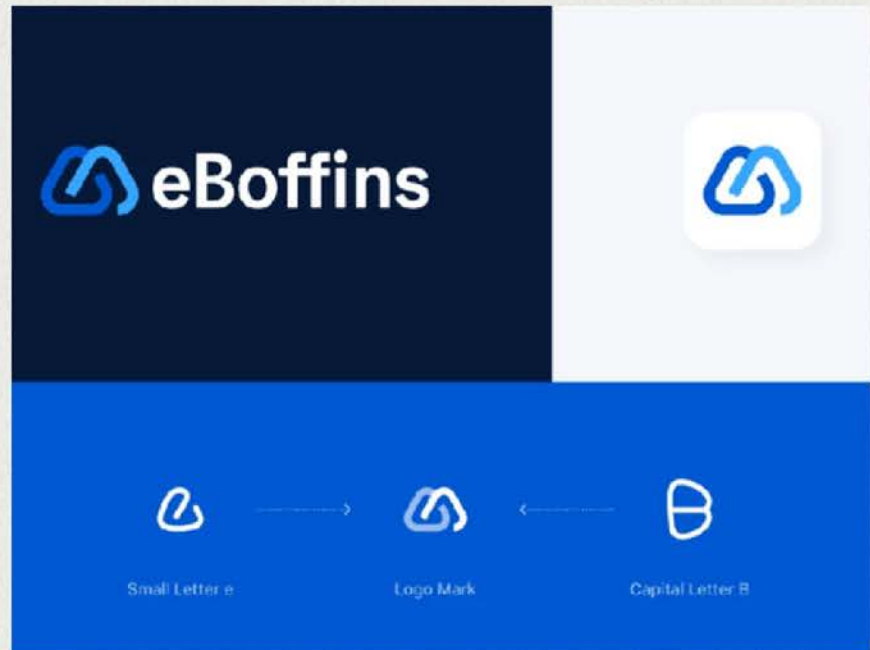
# The Corporate Style

## Formal and Professional

The Corporate design style is used mostly in formal or professional situations and, therefore, boasts a very straightforward, conservative look. There's little that's controversial in the Corporate style: it's simple, traditional, and a little familiar, sometimes associated with trust, safety, and/or a shying away from adventure or risk.

A successful corporate style design boasts the following characteristics:

- No drop shadows or effects
- Very few muted colors / simple color palette
- Standard, straightforward grid
- Traditional layouts with conventional header and page number placement
- Conservative, simple shapes





# The Elegant Style

Sophisticated, Elegant, and Classy

This design style can incorporate layers and/or textures to help set a specific mood or tone: one that represents sophistication, elegance, prestige, and/or class. You may see this type of design style used by high-end hotels, luxury fashion, or anything that is upscale and that invites the audience to indulge in extra comforts.

Below are the defining characteristics of elegant design style:

- A mix of Sans Serif fonts
- No effects
- Imagery that includes close-ups, subtle, focused on form
- Luxurious colors (gold, bronze, purple, pastels)
- Simple and classic grid
- Patterns, hard angles, borders, thin lines





# The Contemporary Style

Modern, Traditional, Art Deco, Futuristic

The contemporary style can offer hints of modern, traditional, art deco style, and even futuristic design. This design style is all about being aware of what's happening or trending in design, and adapting whatever is 'in' today to roll with the times.

Below are some of the characteristics that can help when identifying this unique style:

- Mostly Sans Serif font, optional Serif headers
- May have effects
- Vibrant imagery, overlays and filters
- Vibrant colors, gradients, full screen colors, high contrast
- Straight/angled and geometric grid





# The Geometric Style

## Straight Lines, Angles, and Shapes

This style is extremely symmetrical and features many shapes throughout the entire design, specifically rectangles, squares, and triangles. Geometric design style blends quite nicely with the minimalist style, as well as with Corporate.

Here are some of the defining characteristics of this design style:

- Straight lines and angles
- Highly symmetrical
- Perfect curves





# The Organic Style

## Natural and Organic

Organic design is a holistic, nature-inspired style that integrates both human and natural elements. It often has a grounded, warm, and/or comforting 'feel'.

When executed correctly, this type of design includes the following:

- Heavily nature-inspired
- Holistic design
- Smooth, rounded forms and shapes
- Lightweight constructions
- Softer shapes and flowing lines
- Asymmetrical
- Dynamic forms





# The Illustrated Style

## Illustrated Graphic Design

Illustrated design style is used to deliver a message or a concept almost entirely through illustration. This type of style combines very well with playful design style, as well as organic. It differs slightly from playful style in that it is completely dependent on artist-produced illustrations. It can help to convey originality, creativity, and a variety of concepts.

Below are the characteristics that help define this style:

- Lots of different illustrations styles
- Unique to different designers' drawing techniques/styles

