

F*L*AT WORLD



More and more brands are moving to a flat or simplified brand mark, eschewing their glossy, highlighted CG styles of the past. For some this is a return to a “time before smartphones” when print was king, perhaps playing into nostalgia or all things retro. The switch also offers greater flexibility in branding (vertical, horizontal, square) to work with responsive design on screens, and in print, collabs, or sponsorships. The best examples retain the simplicity of the intent behind the logo and with less fuss, lean into a friendlier, casual personality.