

KINETIC ENERGY



The implication of motion, vibrations, stretches and squashes can breathe life into a stagnant design. With the world in constant video or GIF mode these techniques have taken on a new life, bringing energy and emphasis to packaging and branding that lives in the moment. Contrasting angles, lines, and weight help achieve this style while high contrast palettes, funky foils, and gradients further push the notion of motion into gear.