

# PSYCHEDELIC



Talk about groovy! Psychedelic design is back. The classic visual motifs of the 1960s psychedelic movement – curvilinear shapes, hand-drawn type and unique (or ‘off’) color combinations – have returned in modern brand design. It aligns closely with the popularity of maximalism (an abundance of visual approaches) and the mysticism trend, specifically in utilizing the symbolism of nature and the human body. Today’s fresh approach to a readily identifiable aesthetic is the balance of curvy and straight linework, limited palettes that reference 70s era poster printing and the graphic or iconic representations of everyday items like rainbows and flowers.