

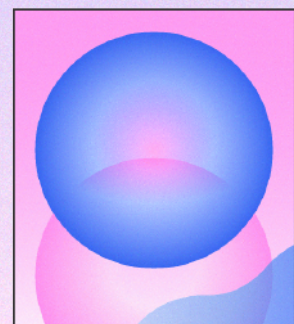
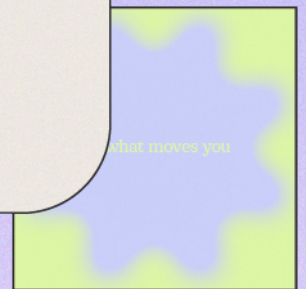


THE TOP 10



Graphic Design Trends

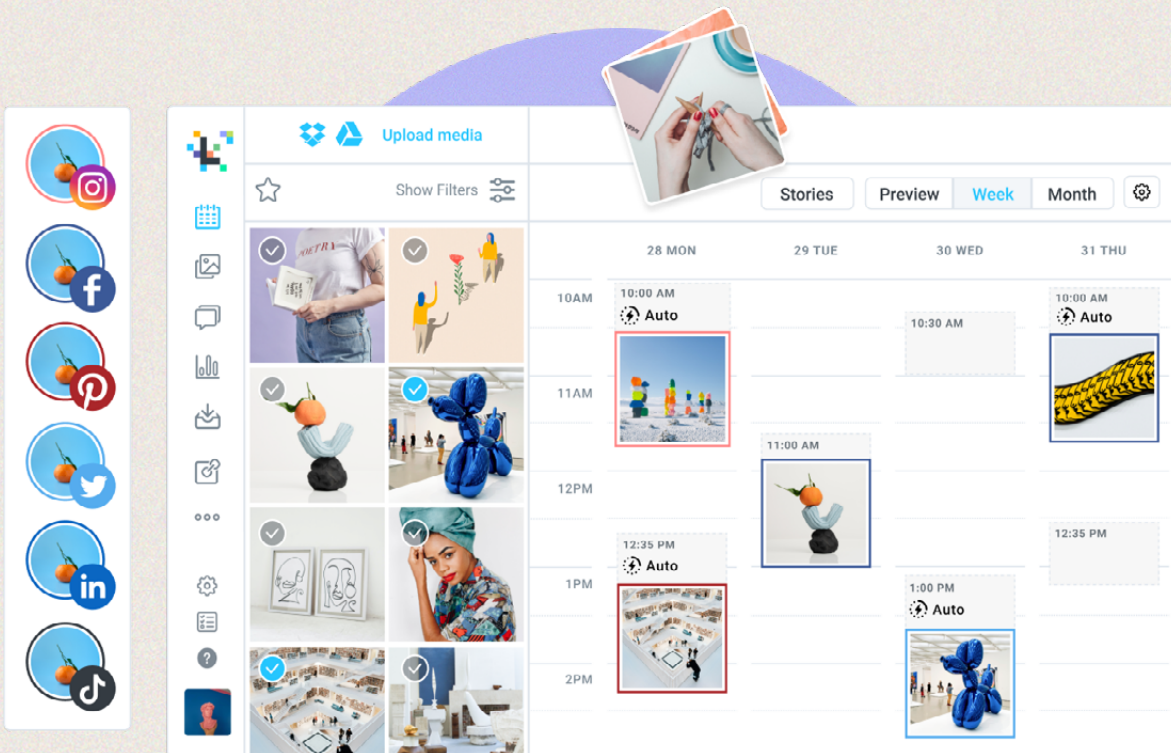
Shaping social media in 2022



ABOUT US



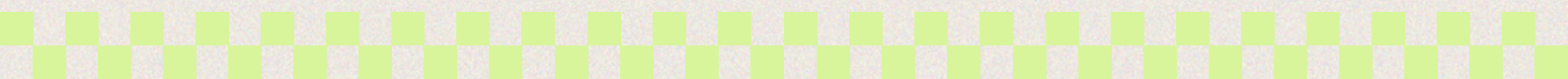
The world's favorite Instagram marketing platform (and much more).



Later is the all-in-one social scheduling platform for the top social networks. Plan, analyze, and publish your content in a few clicks – so you can save time and grow your business.

[Get Started](#)

1. Fluorescent Color Palettes
2. 60s and 70s Iconography
3. Contrasting Fonts
4. Maximalism
5. Cloud Motifs
6. Risograph Effects
7. Bubble Fonts
8. Modern Gradients
9. 3D Shapes
10. Grit and Grain



TREND #1

Fluorescent Color Palettes

From neon green to acid yellow, fluorescent color palettes are infiltrating every corner of Instagram – bringing a perfectly progressive, Gen-Z aesthetic to the table.



Fluorescent colors are one of the hottest design trends of 2022, and they can be used in a variety of ways. If you're targeting an older demographic, experiment with subtle accents – such as text highlights or sticker icons.

To take this trend even further, pair neon shades with the hottest trend of the decade: gradients.

Featured: [girlboss](#), [hellobigidea](#), [ilovecreatives](#), [localoptimist](#), [ptrvrkd](#)

TREND #2

60s and 70s Iconography

If it feels like it belongs in Austin Powers, it's bang on trend in 2022.



If you're feeling a wave of nostalgia every time you scroll on social media, it's no surprise – design elements from the 60s and 70s are everywhere right now. To recreate this trend, think funky fonts, checkerboard details, flower-power icons, and a healthy dose of retro.

For a fun twist, experiment with pops of bubblegum pink alongside classic colorways of cerulean blue and avocado green.

The groovier the better, baby!

Featured: [cominguproses.co](#), [jackieriveraa](#), [lucyandyak](#), [oliviariosegraphics](#), [poppyalmondsgdesign](#), [studioamber.co](#)

Contrasting Fonts

Mixing typography styles isn't anything new – but in 2022, expect to see this trend pushed even further.



Contrasting fonts have been on trend for some time now – but this year, it's all adding different typefaces to a single word or sentence. The result is fresh, fun, and rebellious.

Experiment pairing modern fonts with slab serifs, or elegant scripts with a simplistic sans serif. The bigger the contrast, the better the result.

Maximalism

It's time to let your inner maximalist run wild. And the number one rule? Break the rules!



Throw everything you know about color theory out of the window, because maximalism is set to be a huge design trend in 2022.

Dial up the saturation and don't hold back – white space has no place here.

Think quirky illustrations, pop art-style references, and opposing patterns. If it catches your audience off guard, you're on the right track to a great maximalist design.

TREND #5

Cloud Motifs

Head in the clouds? Congratulations, you're right on trend in 2022.



Cloud motifs are everywhere on social media, adding ethereal undertones all the way from Instagram to Pinterest. They're cute, playful, and perfect for adding visual interest to the background of a quote, tweet treatment, or product mock-up.

The application of this trend is super versatile, too. Realistic, 3D renders, pixelated, simple outlines – there really is no wrong approach when it comes to cloud design. The sky's the limit!

Featured: [glossier](#), [hellobigidea](#), [heyshop](#), [ilovecreatives](#), [kaeptive](#), [sineadtaylor](#), [studioamber](#), [supergoop](#), [takearecess](#)

Risograph Print Effects

Simplistic yet colorful, risograph printing brings the art of small press zines to our social media feeds!



Traditional risograph prints are made by applying layers of color to a surface, often with varying levels of opacity. The result is inconsistent and littered with texture. On social media, this trend has been digitized – but all the perfect imperfections remain.

The key to success? Keep it simple. Stick to one to three bright colors and strong shapes – the magic here is all in the application.

Look for fun opportunities with color overlap, irregularities, and texture.

Bubble Fonts

Millennial readers rejoice, this trend is going to hit you right in the 90s feels.



Bubble fonts are back! Letters should be bursting at the seams, plumped up like pool floats, with liberally applied, almost cartoonish highlights for extra dimension.

This trend is all about exaggeration, so don't be afraid to throw in a bold color palette to make these inflated letters really... pop.

Modern Gradients

Subtle transitions are out, clashing color palettes and gritty applications are in.

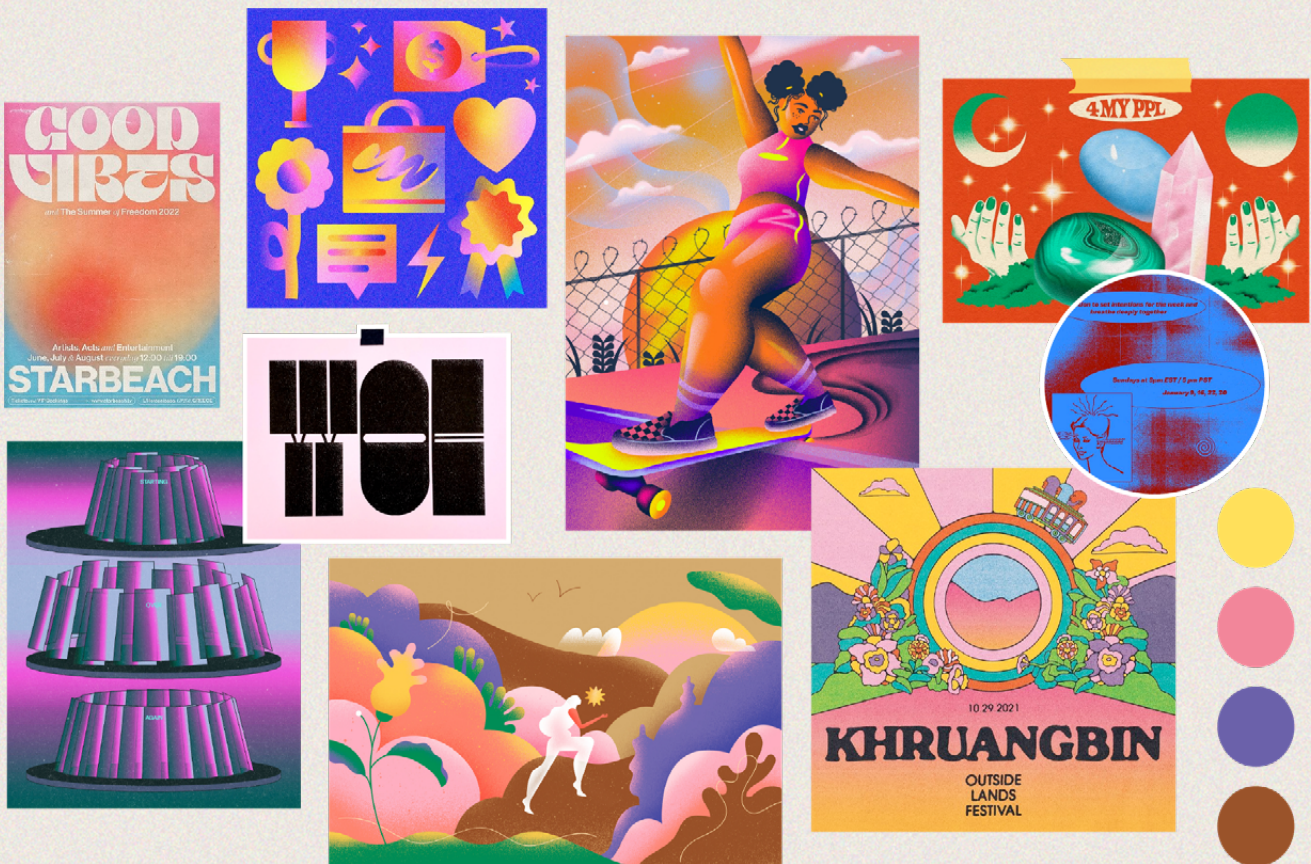


If you've ever experimented with graphic design, you'll probably know a thing or two about gradients. This year, it's all about dialing up the color contrast. Think candy pink with scarlet red, or acid lime with soft lilac.

Combine with layers of grit and grain, and use shapes to guide your transitions. Hearts, stars, squares, and loose swirls are all trending right now.

Grit and Grain

Polished perfection is out. Gritty textures are in.

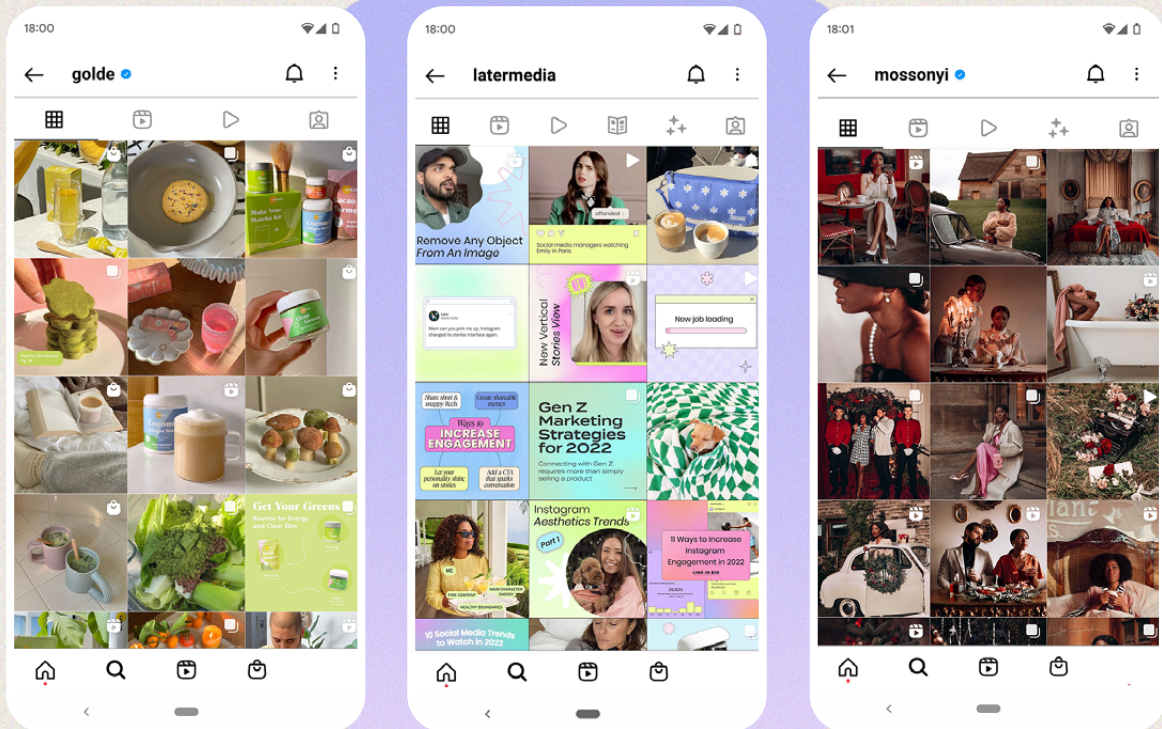


If you want to give your designs an extra edge in 2022, it's time to ramp up the grain and add some noise – we like it loud over here. Injecting a bit of commotion to a smooth pastel gradient can totally change a design story – subverting a sweet palette into something grungy and cool.

If there's one thing we know in 2022, it's that graphic design is all about expression and rebellion. So expect to see lashings of grit and grain all over your feeds.

HOW TO

Shape Your Brand Aesthetic on Social Media



Staying on top of all the latest social media design trends is a great way to keep your content feeling fresh – but it shouldn't come at the expense of your brand aesthetic.

The stronger your visual aesthetic is on social media, the more likely someone will hit follow and become an engaged member of your community.

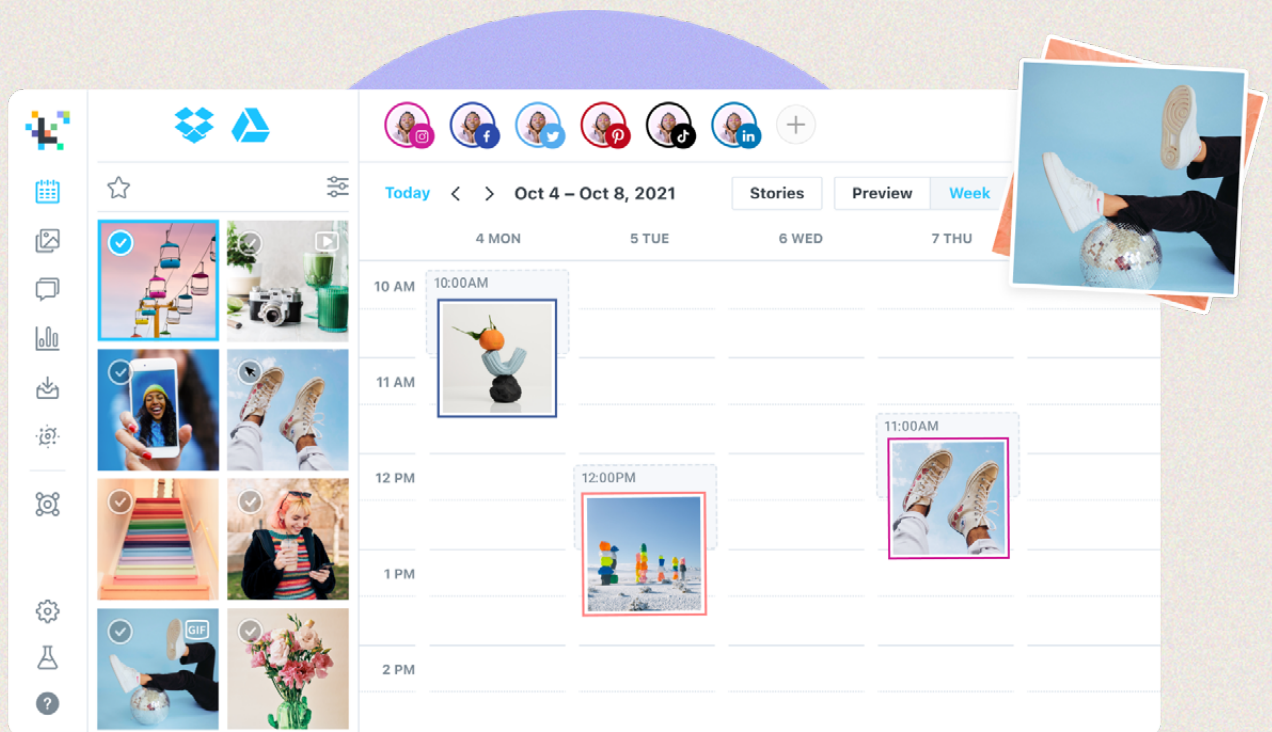
[Later's Visual Instagram Planner](#) allows you to preview and re-arrange your Instagram feed before you post – so you can achieve the perfect profile grid.

Ready to create the perfect Instagram aesthetic for your brand? Design your feed with [Later](#) today, it's free!

Featured: [golde](#), [latermedia](#), [mossonyi](#)



Keep your profile looking on point with Later



See your profile the way your followers will. Arrange your upcoming scheduled posts with a drag-and-drop to find the perfect look for your feed. It's free!

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Social Media Design Trends

2022