

Branding & Zeitgeist

<http://shotgunconcepts.com/writer/brandzeitgeist/>

<https://www.thinkwithgoogle.com/advertising-channels/search/search-insights-cultural-moments-and-movements/>

<http://www.launchsquad.com/blog/cultural-marketing-contributing-zeitgeist-builds-brand-loyalty/>

<https://brandingresources.weebly.com/cultural-zeitgeist.html>

<http://www.dictionary.com/browse/zeitgeist>

<http://www.adweek.com/brand-marketing/ok-gos-latest-video-extravaganza-about-changing-world-and-morton-salt-174780/>

<https://www.theodysseyonline.com/zeitgeist-of-today>

- What it is

- The **zeitgeist** is an abstract concept of what's currently top-of-mind in the public's collective consciousness. The concept of **brand** is also an abstract idea to describe the relationship between consumers and a company.

Zeitgeist 

[tsahyt-gahyst]

Examples

[See more synonyms on Thesaurus.com](#)

noun, *German*.

1. the spirit of the time; general trend of thought or feeling characteristic of a particular period of time.

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- Companies can tap into the power of the zeitgeist to spread their marketing messages by bringing their brand to the forefront of customers' minds. Businesses can also use the zeitgeist to provide those customers the tools to spread their message through word-of-mouth and other viral channels.

- How it and branding go together

- What's trending

- Music

- Architecture
- art/design
- Interior design
- Fashion
- Social media/ technology

<https://99designs.ca/blog/trends/logo-trends-2017/>

<http://justcreative.com/2017/11/28/graphic-design-trends-2018/>

- Examples from the past
1960's

- <https://www.widewalls.ch/1960s-art/>

- pop art, op art, minimalism, conceptual art, performance art, feminist art

- organic and futuristic

<https://southtree.com/blogs/artifact/our-ten-favorite-trends-from-the-60s>

1990s - minimalism?

<http://www.complex.com/style/2015/05/an-illustrated-history-of-american-design-trends-by-decade/1940s-organic>

<http://channel.nationalgeographic.com/the-90s-the-last-great-decade/articles/the-90s-art-s-and-culture/>

<https://study.com/academy/lesson/art-of-the-1990s.html>

<http://www.thisinsider.com/best-90s-fashion-trends-2017-8#overalls-2>

<http://knowledge.wharton.upenn.edu/article/can-twitter-monetize-the-cultural-zeitgeist/>

<http://www.lonny.com/Design+Trends+Through+The+Decades/articles/2T7Ohq6siTf/192>

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<https://design.tutsplus.com/articles/10-decades-of-design--cms-29370>

- Examples of today
 - How we can use these trends to help our designs

It's easier to see the zeitgeist and what's trending from the 60's and 90's because it's already happened. Trying to figure out what today's zeitgeist is is harder since we are still living it, it's still changing, as well as what will people in in years to come remember of the 2000's.

the brands that succeed are those that learn to become part of the cultural conversation at large

Supporting cultural moments can create loyalty, awareness and respect with consumers

It's about communication strategies

Current Trends:

<https://venngage.com/blog/graphic-design-trends/>

Current trends 2018 include

- Multiple brand colour schemes
- Colour gradient
- Better social media branded images
- Unconventional colours
- Bold and handwritten fonts
- Custom illustrations
- Custom gifs
- Cinemagraphs

2017 trends

- Louder and brighter colours
- Bold type
- Google fonts
- Authentic photos
- hand drawn and graphic icons
- minimalism
- Useful gifs
- Vibrant duotones

<https://99designs.ca/blog/trends/graphic-design-trends-2018/>

Current trends

- Responsive logos
 - Designs adaptable with a users device
 - Creating multiple versions of a logo to simplify it



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- gradients/colour transitions
 - Vibrant branding UI illustrations, backgrounds and overlays
 - Popular until 2007 when flat design was popular
 - INSTAGRAM LOGO
- More width (semi flat design)
 - Shadows
- Duotones
 - Spotify
- Palettes and patterns based off the 80's and 90's
 - Abstract geometric patterns
 - Millennial pink and pastels
- Animations and gifs
 - Communicate and help users preform tasks
 - UX designs
 - Microinteractions
 - Like a post
 - Swipe on tinder
- Bold Typography and Serifs
 - Decorative hand made and serifs
 - Bloder variations of alignment and kerning
- Custom graphic art and illustration
 - Custom vs stock
 - Add personality to a brand
- Authentic Photography
 - Emotions, action, tell stories
- High detailed vintage
 - Classic design aesthetics
 - Sophistication look
 - Food and beverage industry

<https://graphicmama.com/blog/graphic-design-trends-2018/>

Latest Graphic “Cazes’

- “Glitch effect”



- Ruined effect



- Colour channel



- Double exposure
- Double exposure dueotone



- Double light
- Cropped typography



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Negative space typography



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- Photo illustrations

- Papercut illustrations