

DESIGN

MONTHLY NEWSLETTER

2024

DESIGN TRENDS

COLOR TRENDS

COLOR TRENDS

PANTONE COLOR OF THE YEAR



PANTONE®
13-1023
Peach Fuzz

Embrace the Warmth



Color of the Year 2024
PANTONE®

Peach Fuzz
13-1023

COLOR TRENDS

COLOR OF THE YEAR BRAND PARTNERSHIPS



Ruggable

Ruggable, the original machine-washable rug, celebrates the Pantone Color of the Year 2024 with the Ruggable X Pantone Collection. The Ruggable x Pantone Collection harnesses Peach Fuzz's cheerfulness to transcend seasons and inspire well-being in homes all year round with a comforting set of three rugs, a doormat, and a bath mat. These limited-edition, stain-resistant rugs and doormats will inspire cheerfulness, wellbeing, and a pop of positivity so anyone can create a space for creativity and expression in 2024 and beyond.



polaroid

Polaroid unlocks the beauty of everyday life with tools that capture meaningful moments. As Pantone's official partner for Color of the Year 2024, their limited-edition i-Type Instant Film Pack helps photographers incorporate colorful feelings of togetherness and comfort into their craft.



TEALEAVES

TEALEAVES' has created a tea blend inspired by Pantone Color of the Year 2024, Peach Fuzz 13-1023, which captures the comforting hue in a cup. A celebration of warmth and connection achieved through expert blending, it harmonizes the highest-grade botanicals with sweet peach into a symphony of flavor, offering a vessel for connection for all to enjoy.

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DESIGN TRENDS



2

VIBRANT COLORS

Color-rich graphic designs with strong contrasting colors easily catch the eye



3

NATURE REFERENCES

Natural colors, natural materials, and overall natural feeling are something that makes a design attractive in 2024



4

SIMPLY TYPE

A typography-based identity and type-only design often minimalist trends towards highly legible and memorable 'less-is-more' branding

TYPOGRAPHY TRENDS

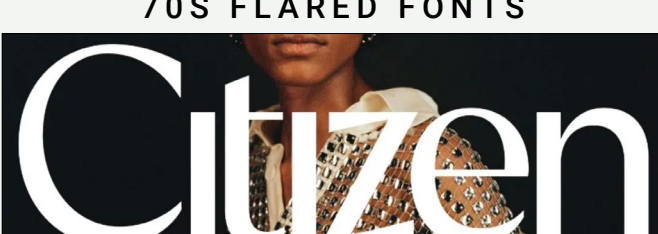
MODERN GOTHIC

1



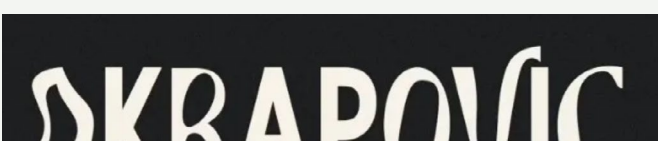
70S FLARED FONTS

2



GENTLY EXPERIMENTAL

3



ART DECO CONDENSED FONTS

4



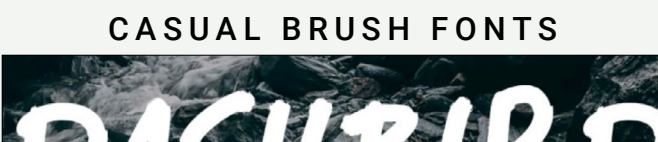
MIXED WEIGHT TYPOGRAPHY

5



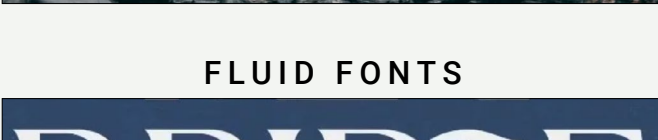
CASUAL BRUSH FONTS

6



FLUID FONTS

7



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