



# TRENDSPOTTERS 2024

## RETAIL TRENDS IN GRAPHICS & TYPOGRAPHY

### Condensed Typefaces

The front-facing surface of packaging is a shopper's first engagement with a product, however space is often limited. Condensed typefaces make efficient use of that space and are trending on many stacking trays, packaging, and displays in retail.

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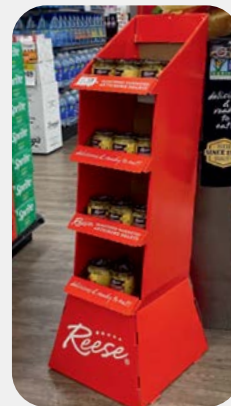
### Whimsical Typefaces

Contrasting the rigidity of packaged typefaces and fonts, whimsical characters make brands approachable and unique on-shelf.



## Gradients

Gradients still dominate shelves adding depth and interest, combining multiple brand colors, and creating dynamic backgrounds.



## Monochromatic Contrast

Large single fields of color create contrast to frame and draw attention to products.

**BONUS:**  
**Cost Effective!**

## Continuous Graphics

Brands continue to create seamless advertising with continuous graphics tiling across packages and displays.



## Certifications & Statistics

Stacking trays wear their hearts on their sleeves by proudly communicating values with certifications and statistics displayed front and center.



## SUB-BRAND TRENDS

### Cohesive Color

Sub-brands are displaying new trends to appeal to customers and stay authentic under their respective brand umbrellas.



### Sub-Brand Trends

Sub-branded product lines are even produced in consistent, beautiful color palettes.



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