

Sufyaan's Website

sufyaan.me/minimal-design

Minimal Design

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Category: Design

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People often ask me why I choose minimal design for brands. This is because it has numerous practical advantages that provide ease and consistency in a brand.

Focusing On The Requirements

One of the main aspects of minimal design is that it focuses on only the required elements of a specific brand. As a result, design becomes distractionless. This is especially easy nowadays since almost no one cares about the meaning behind a logo except in rare cases.

Another advantage of this type of design is that it focuses on the core message, or in this case, brand type. Too much designing can confuse viewers on whether a brand is a playful brand or a luxury brand, for example.

Timelessness

Minimal design, especially in the realm of branding, makes a brand feel timeless. You could take almost any minimal design from 200 years ago and use it for your brand today if there were no limits on copying. On the other hand, a sophisticated design from even 50 years ago will look dated most of the time.

This works because the elements that cause a brand to look dated are reduced to an absolute minimum. With minimal design, you have as little correlation with time as possible in your brands.

Elegance

Minimal design when performed properly can make any brand look elegant. This is due to their simple nature. Look at most luxury brands, and you will notice that their designs are all simple.

Consistency

Minimal designs are also consistent. This makes it easy to make a strong and impactful brand that reminds viewers of you. This can also be achieved through other types of design, but it is more powerful on average with minimal design.

Such types of consistency also provide versatility. You can place your brand design in any context, screen size, device and media type while also maintaining a strong brand presence.

Breathing Space

Many designs nowadays are complicated and provide barely any breathing space for your eyes. With minimal designs, however, you can rest easy. Your eyes will not be overwhelmed by minimal design as much as complicated designs.

This is useful on informational posts or flyers. It allows your users to process information clearly without any clutter.

Harmony

Minimal designs often make use of negative space or whitespace to make a design look appealing. This can look spectacular if executed correctly. Below is an example:



A Spade Logo

Maintainence

Minimal brand designs can be easily maintained and modified. This makes them versatile in terms of rebranding.

Conclusion

Minimal designs are preferred because:

1. They focus on the requirements
2. They are timeless and elegant
3. They stay consistent

4. They give your eyes breathing space
5. They use harmony in a positive way
6. They are easier to maintain

These are the main reasons I do minimal design.