



Fall 2022 Design Guide

OUR FALL DESIGN GUIDE IS HERE!
Check out the top 8 trends we know will be a hit this season.



DESIGN TREND #01

Retro Art & Characters

You love their little faces! Taking a page from rubber hose style cartoons popular in the 1920's and 1930's. UTees is putting a new-age spin on the classic designs!

We are seeing this trend pop up more and more in all greek events. What can we put a face on next?



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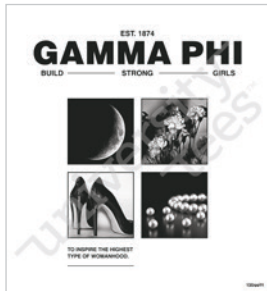
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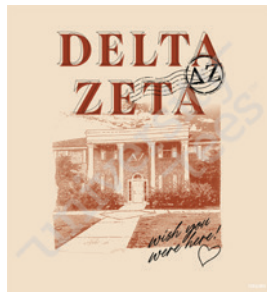
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DESIGN TREND #02

Posters & Cards

Old is the new cool! We are seeing an increase in duotone textures, checkerboards patterns, stamps, distressing and print inspired elements.

This design style works really well for a stand-out 1-color design, but you can also add some color to really make the art pop!



DESIGN TREND #03

Color Blocking

Inspired by Henri Matisse style paintings and relief cut prints, use an over-print style to blend color and shapes for an interesting composition!



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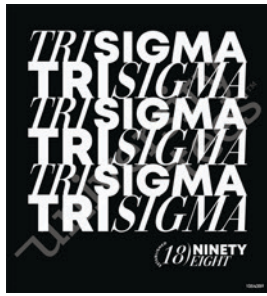
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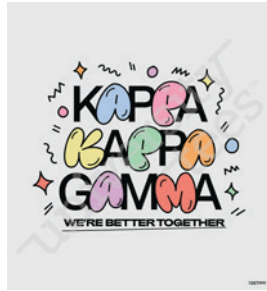
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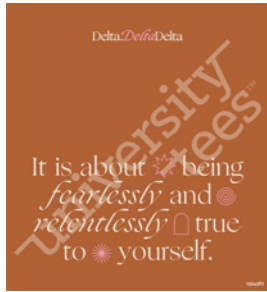
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DESIGN TREND #04

80's Editorial & Typography

The editorial layout and ad style typography of the late 80s is back! Celebrate the print advertising era with a bold, mismatched, text-first design. This style is PERFECT for elevating your chapter PR merch.



80S EDITORIAL

TYPOGRAPHY

DESIGN TREND #05

Digital Age

It's only fitting that digital styles are also trending! Much like 80's editorial, these designs are a nod to early technology and a retro spin on the digital space we are familiar with. Play around with pixilated fonts, grid textures, pop-up windows and old-school tech.



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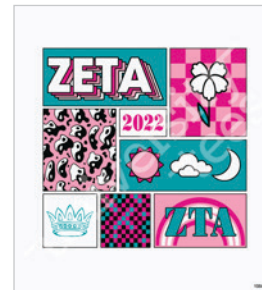
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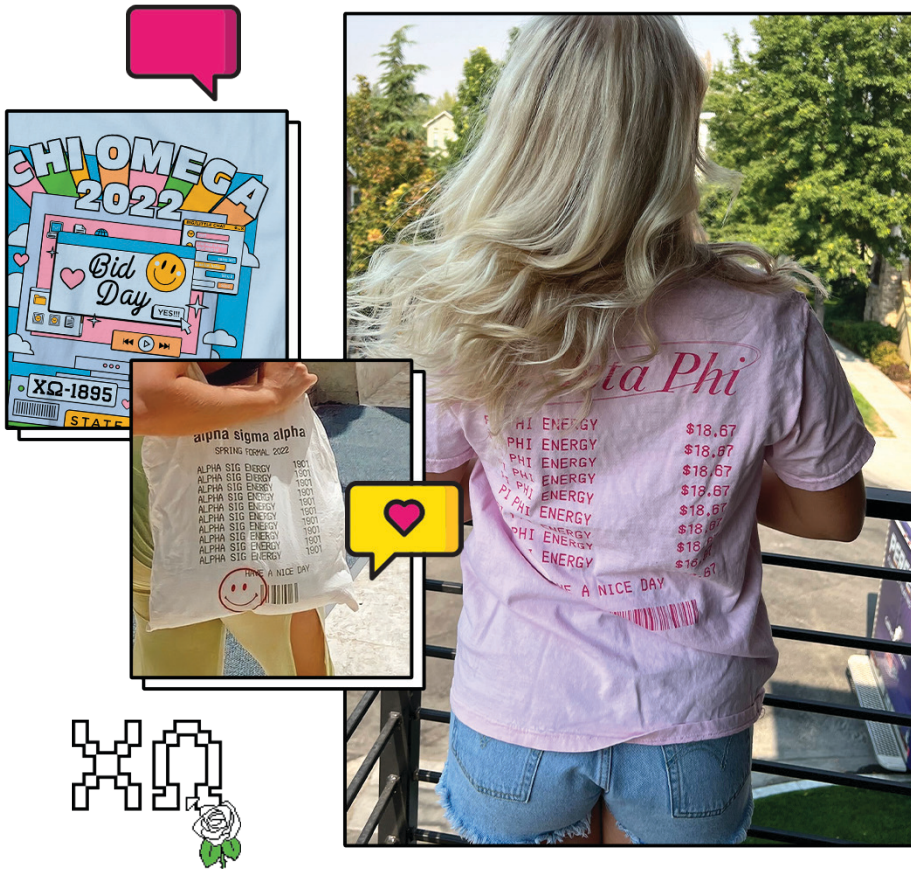
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DESIGN TREND #06

Street Wear

We've seen this trend for a while and it's not going anywhere anytime soon! This style is meant to be loud and anything from clean-line skateboard logos to a sketchy hand drawn graffiti style.

These designs really come to life on the apparel! We recommend multiple locations (sleeve, hood, even on the knee!) and on an oversized sweat-set.



DESIGN TREND #07

Vintage Collegiate

A game day and homecoming essential, but still a hit for general PR. Oversized, distressed print - exactly like those hidden thrift store finds!



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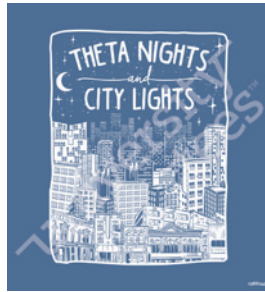
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DESIGN TREND #08

Linear Illustration

Elevate your chapter house design with a single line illustration, or get a drawing of your favorite animals, or flowers! Illustration is a timeless look for any occasion.





Feeling Inspired?

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