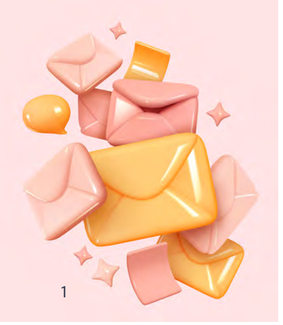
Adobe Stock

Soft Pop

Creative Brief

2022

Adobe Artist: Khyati Trehan/AvantForm | 462970218



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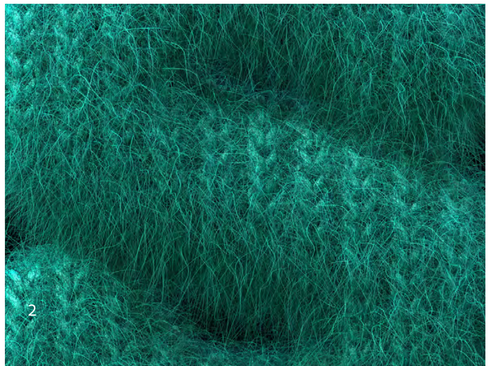
Fluffy, puffy, and oddly satisfying fun for all

With the increase in human connection through digital interactions and the intense emotional state of the world, designers are finding fun forms and soft textures for a visual respite. Soft pop visuals lean on 3D cartooning, emotional storytelling, and tactile touches to bring our most human experiences to the screen.

Examples of this pliable, playful approach can be found in large campaigns as well as across creative direction for multiple projects. For instance, AvantForm artist Peter Tarka recently helped bring a series of colorful characters to life for a large-scale Spotify Premium Campaign. Microsoft Design has also been exploring surreal backgrounds, abstract avatars, and expressive emojis in projects with a number of artists — indicating that this affectionate style will have a large audience this year.

Link to the gallery:
Design Trend: Soft Pop



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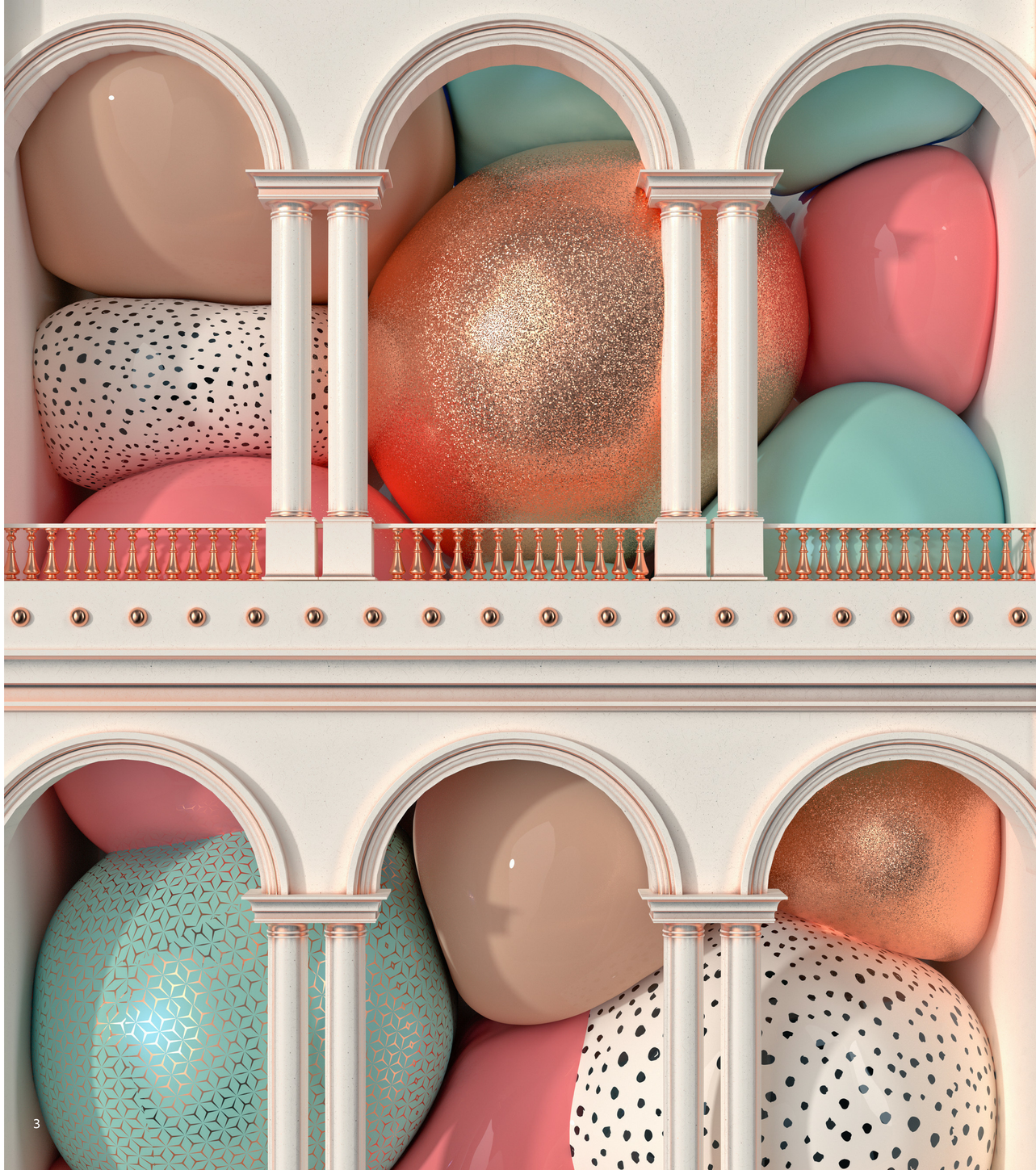

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Adobe Artists:
1 - lauritta | 457075036
2 - chris3d | 327531435
3 - Roman Bratschi/AvantForm | 462970223

Cozy comfort in colors, shapes, and forms

Soft color combinations and curved, rounded lines help make this trend as comfy as a couch. Playful forms and mellow shadows can make designs feel inviting.

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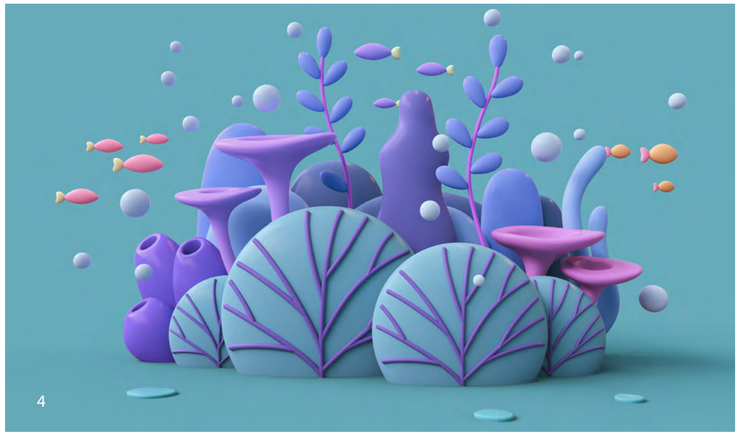
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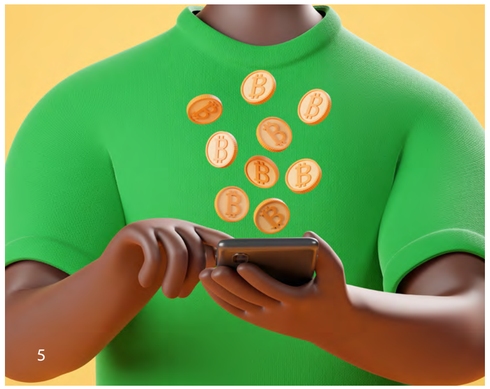
Adobe Artists:
1 - 3DJustincase | 331833566
2 - aytek | 364540741
3 - mego-studio | 452991609
4 - roman3d | 379458983
5 - PeterTarka/AvantForm | 462970331
6 - Dariia | 470715071
7 - Locked And Loading/AvantForm | 462970256
8 - Veronica | 435058237

Color inspiration

- Make bright statements with vibrant, pop shades of secondary colors paired with muted warm and neutral tones. Try it yourself with the Paint Splash palette on Adobe Color.

- Take inspiration from real-world materials and forms to express yourself through your design. Play with the Moldable Clay palette on Adobe Color.

- Peaceful purples, blues, and indigos can add serenity to your designs. Find the Calm and Collected palette on Adobe Color.



Lighten up, brighten up: make it pop

New pop styles in advertising, user interface design, and illustration are being used to express playful identities. Tell a fun story in your designs with these updated techniques and typefaces:

Abstract forms
Use exaggerated cartoon styles to represent all kinds of people interacting together and with everyday objects. Play with squishy, squashy forms and objects to make digital designs feel more tactile.

Sunny and bright
Bright lighting and negative space can give designs that have a lot of texture, patterns, and colors room to breath. Balanced layouts create a calmer mood in these maximalist motifs.

Perky patterns
Design details with Memphis-inspired palettes can bring human touches to this work. Adding doodles, grids, and wave design accents ties in pop elements in a softer way.

Adobe Artists:
1 - NeoLeo | 357880150
2 - Guuver | 368066690
3 - Katya Havok | 435353827
4 - YIPPIEHEY/AvantForm | 462970213
5 - Pixelbuddha | 478396072
6 - Foxstudio | 425535105
7 - BÜRO UFHO/AvantForm | 379953078
8 - Guerilla | 118474964

Soft Pop Starter Kit

Omnes Bold Italic
This soft, bubbly font brings subtle curves across eight variations.

New Kansas Bold
A modern take on a vintage font that adds a cozy touch to any text.

Puffin Arcade Chrome
Add a playful tone with this nostalgic font inspired by old video games.

Manteiga Gorda
Try this font for an elegant approach to making text more sensory.

Monotalic
Surprising glyphs make this font playful and eye-catching in any display.

Try these fonts with the Soft Pop Font Pack on Adobe Fonts.

Cartoon characters and emoji translations

Designers are looking to communicate all the feelings we're experiencing today. Symbols, emojis, and exaggerated characters can make designs more expressive; try conveying emotions in your style.

Creative representation
Representing people in creative, expressive forms while remaining aware of cultural differences, stereotypes, and celebrations can feel intimidating. Do your research and don't be afraid to ask questions about creative representation in the Adobe Stock Contributor Discord.

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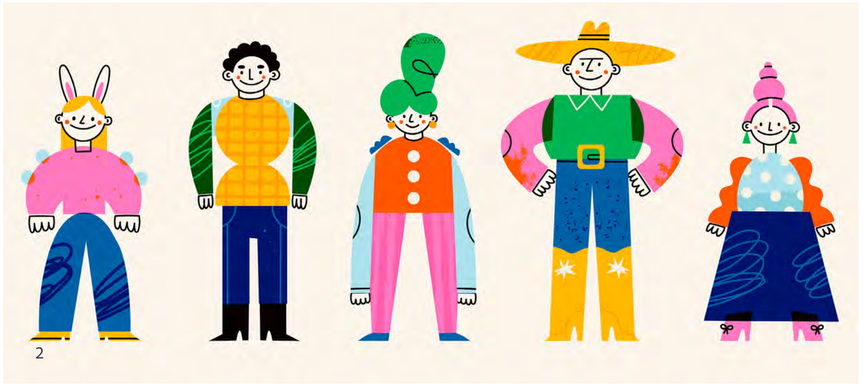
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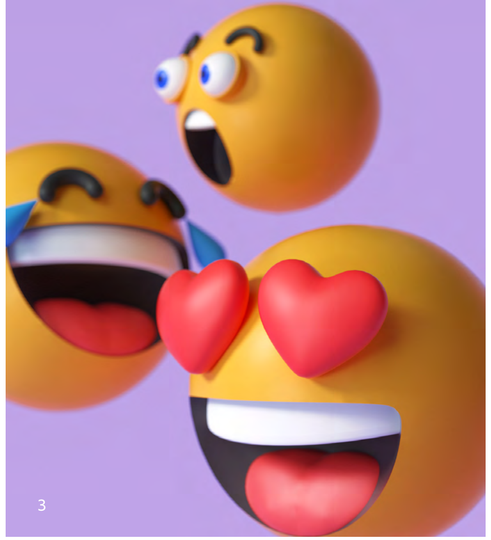
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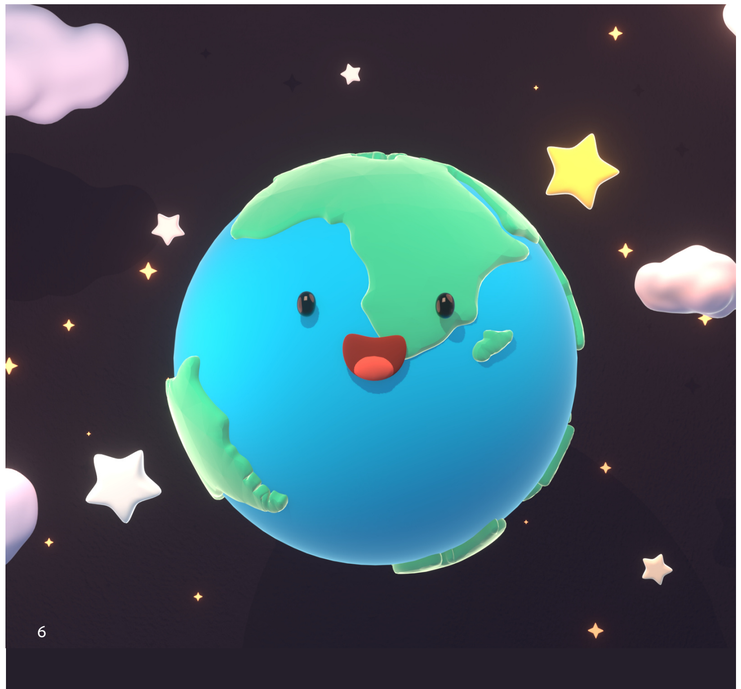
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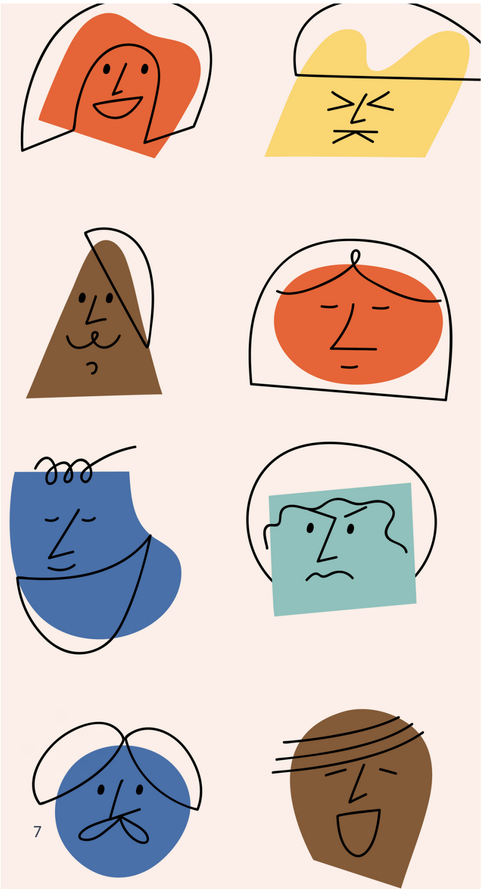
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Adobe Artists:
1 - lauritta | 459367505
2 - Dariia | 461973992
3 - Lakee MNP | 425166146
4 - YIPPIEHEY/AvantForm | 462970198
5 - photolas | 329497623
6 - tykcartoon | 353067977
7 - oxygen_8 | 421193789

Exposed expression and abstract interpretations

- Create a cast of characters in the same style by adding variations in their accessories and appearances to give customers the ability to tell multiple stories with combinations of your assets.
- Submit sets and series showing different interactions and with a range of expressions to make them more useful to a wider audience.
- Incorporate emojis and icons into layouts or illustrations to communicate universal experiences with specific symbols.
- Make layouts more personal with quotes, accents, and other expressive touches.
- Experiment with typefaces, text effects, and font pairings that communicate specific emotions for creative professionals to incorporate into their own work.

Hand-drawn happiness that elevates expression

Designs don't have to be literal to achieve emotional narrative. Stylistic choices affect the sentiment and mood of any design work and can have a huge impact on the intended audience.

Expressive and tactile effects can be created with hand-drawn textures, doodled design elements, and collage styles as well as with the squish and squash of organic forms. Explore pencil, charcoal, and ink or paint brushes in your designs to add a homemade feel that keeps the cozy in play.

Adobe Artists:
1 - Kara-Kotsya | 170167503
2 - Ina Gouveia | 475849408
3 - rawpixel | 432412684
4 - rawpixel | 435667564
5 - Milana | 448046365

Adobe
St Adobe Stock
Adobe Artist: Paphawin | 429033245