STYLES
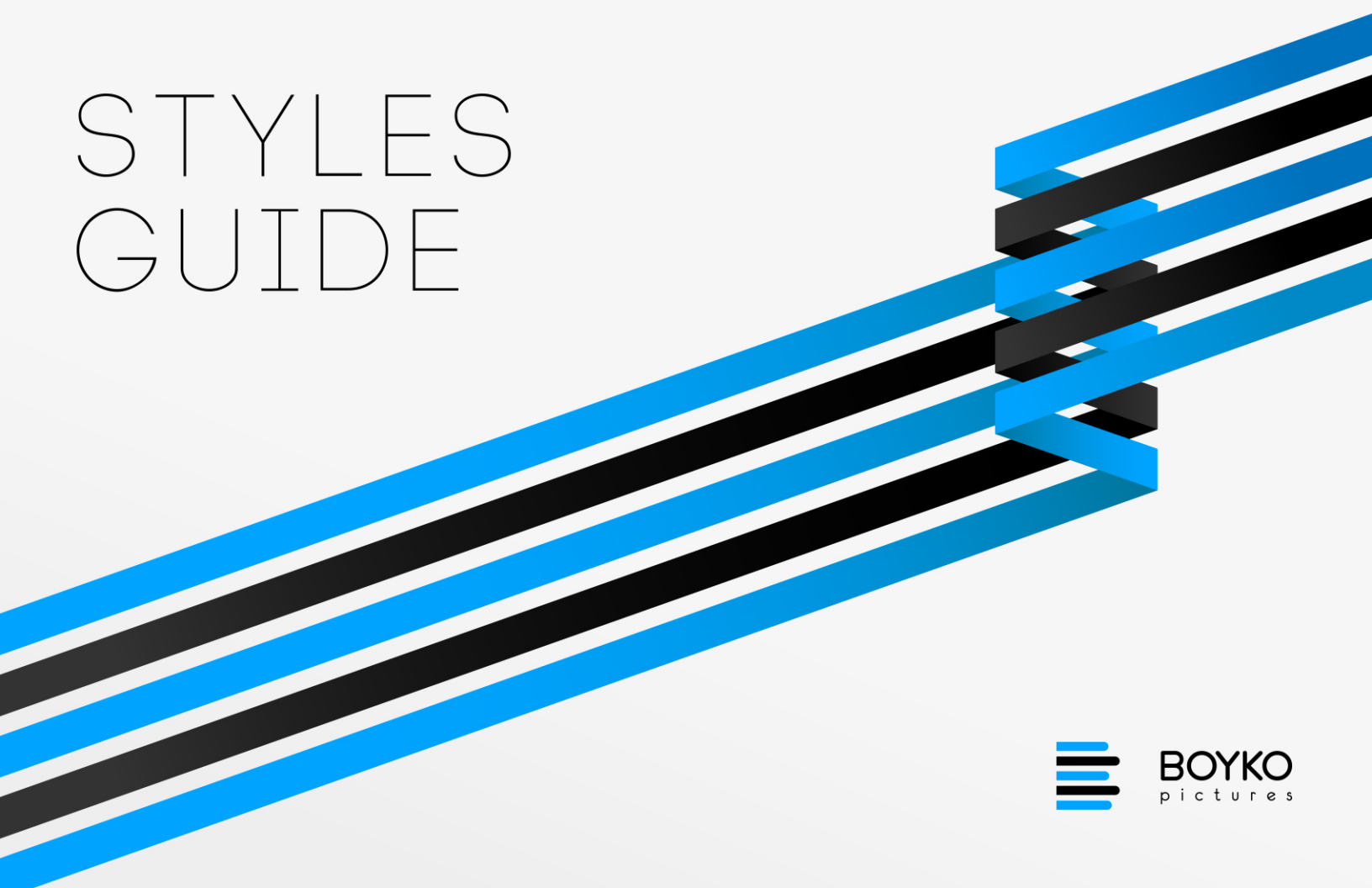# GUIDE

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IN THIS GUIDE WE TRIED TO SHOW VARIOUS STYLES AIMED TO HELP YOU CHOOSE THE BEST VARIANT FOR YOU AND YOUR BUSINESS AND OPTIMIZE OUR WORKFLOW.
HERE WE COLLECTED MAIN EXAMPLES MADE BY OUR STUDIO.
OF COURSE, THIS IS A SHORT LIST, MORE WORKS YOU CAN FIND ON OUR WEBSITE **BOYKO.PICTURES**

Please note that tendencies in design always change and we are always open to new ideas and suggestions!
We hope that the guide will lead you to the best result and make our mutual work efficient!
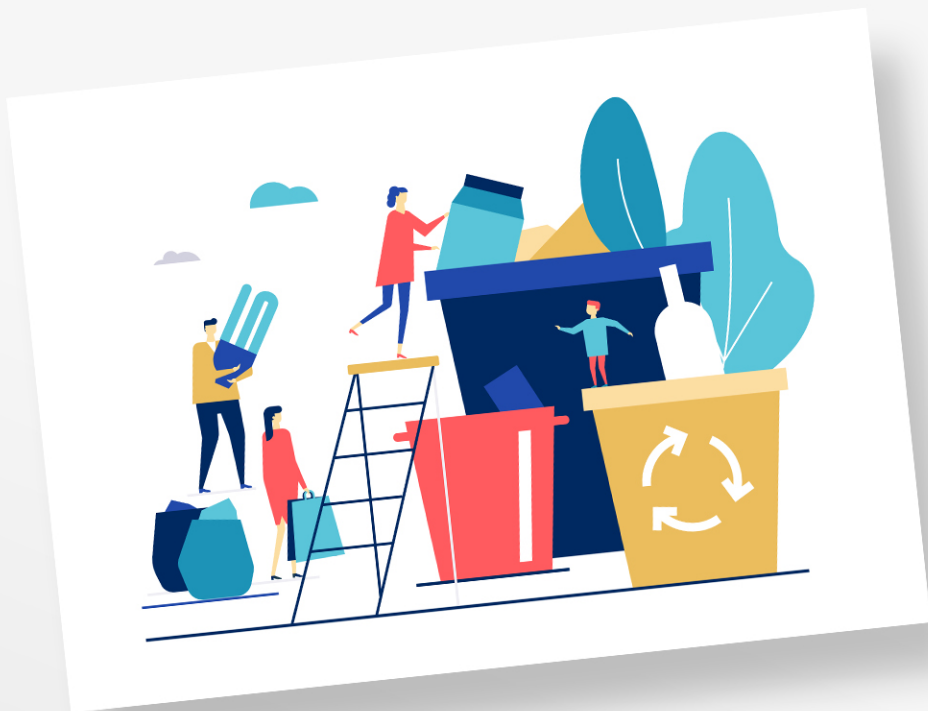
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FLAT DESIGN

Minimalistic style which can represent your business ideas in a simple and effective way. Here you can see the version that tends to geometric shapes. This type of flat design style looks great as a separate image being bright and independent.

FLAT DESIGN

Simplified version of flat design style. Here you won't find detailed images of people or objects, just main accents. It will perfectly fit banners with text blocks: expressing the main idea it doesn't distract viewer's attention from main concepts.

FLAT DESIGN

Flat design style with smooth forms accompanied by textures and stylized characters.
This version will be suitable in illustrations both with and without text blocks.
This type looks stylish with the usage of a limited color scheme.

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FLAT DESIGN

The example is performed in creative style without textures. It tends to free shapes and can be combined with line elements on the background in dependence of the task.
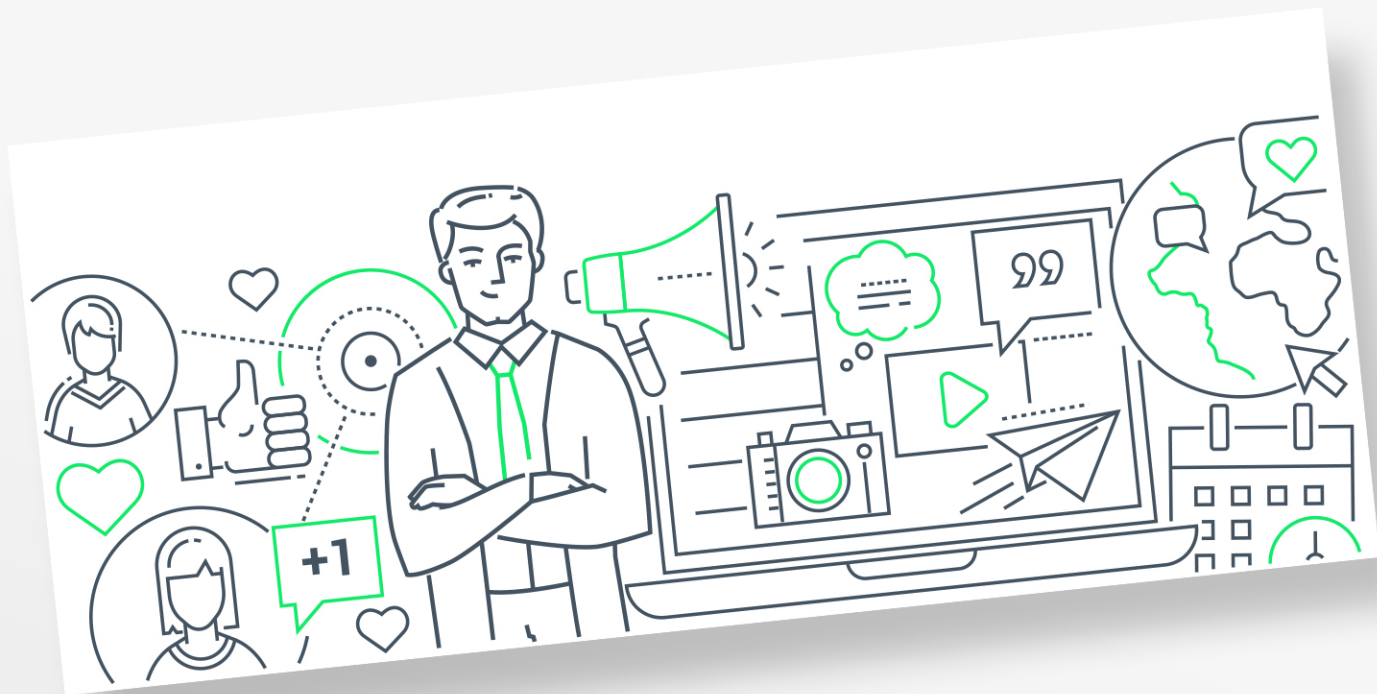
Isometry is an eye-catching and trendy method which looks great whether you use it for presentations, banners or web pages. What makes this style so popular now is that it combines usual flat design and 3d effect. It has no perspective shortening that's why isometry is widely used in game design.

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LINE DESIGN

Line design style is the best way to show the connections between concepts and explain details. It often goes with texts because of its lightness and simplicity. Here we don't use color accents - just the lines.
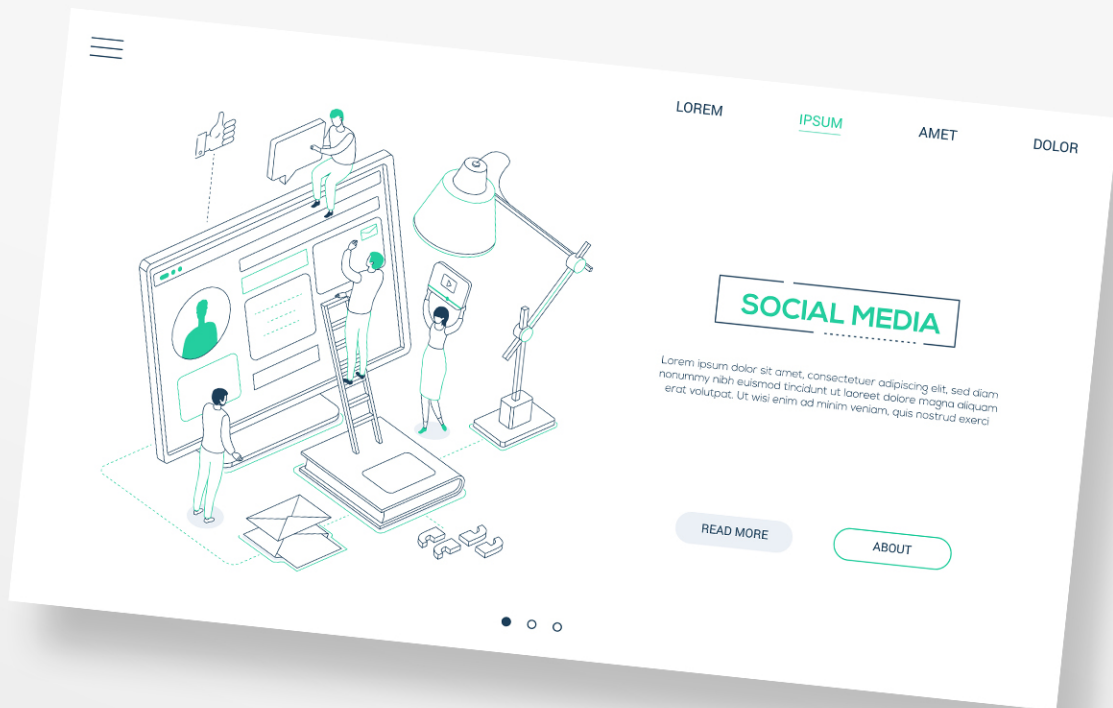

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LINE DESIGN

Unlike the previous image, this composition has smooth free lines. That makes the illustration look like hand-drawn. Color accents can set the mood and draw attention.

LINE DESIGN

Isometry can be performed both in flat design style and in line design style.
This version looks different with its detailed composition and unusual appearance.

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SOCIAL MEDIA

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LINE DESIGN

Lines can have color fillings. That doesn't make the image look busy but puts accents. In this case the image remains laconic.

ONLINE SHOPPING

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SHOPPING BAG

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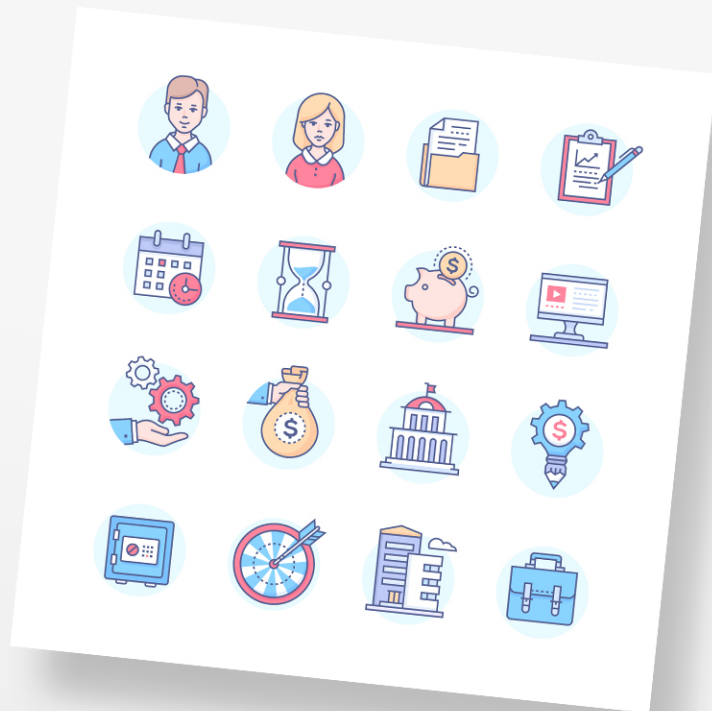
SUPPORT

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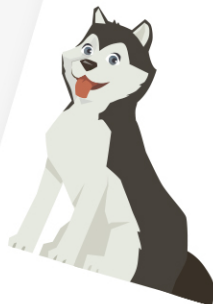
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LINE DESIGN

We can add even more color to the image and fill all the forms according to your preferences.

CARTOON CHARACTERS

This style can perfectly represent any situation or emotion. Cartoon characters are widely used in presentations and banners to visualize certain ideas. We can elaborate people or animals that can become symbols of your company or service.

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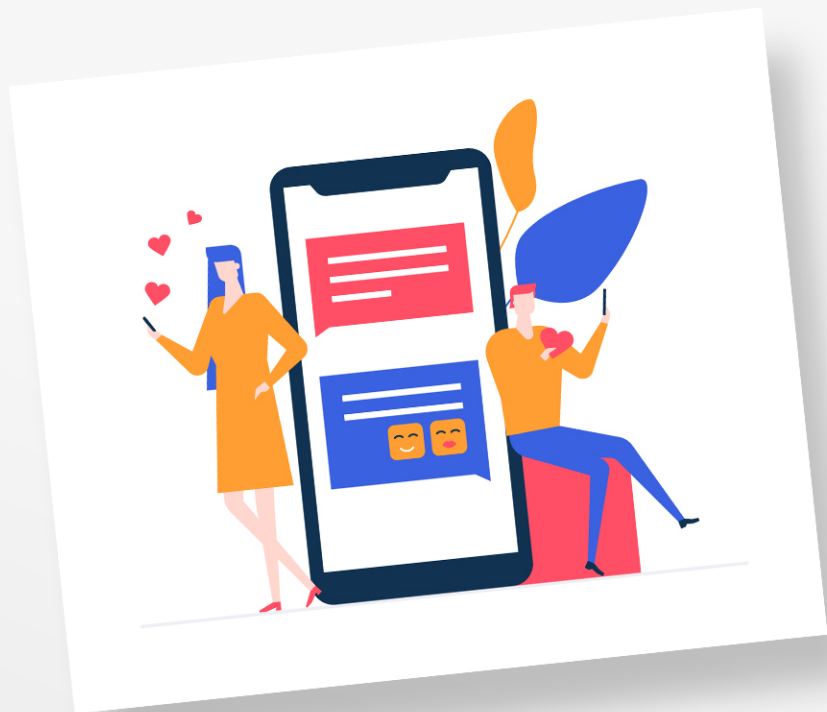Colors take an important place in the whole composition.
In dependence of the task and goals you'd like to achieve there can be two main variants.
The first is multicolored color scheme where it is possible to use the colors needed to show
the composition.

COLORS

Limited color scheme (the usage of two or three main colors) makes the composition laconic and complete. In this case we can use your brand colors or offer you different variants.

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We always explore new techniques.
On our **website** you can view projects created in different styles. If you didn't find the style you were interested in, don't hesitate to ask!

Contact us at **hello@boyko.pictures**, we'll be glad to help.

We hope that the guide was useful for you and helped you make your decision!