

**DESIGN GUIDE: GEN-Z**

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# HELLO!

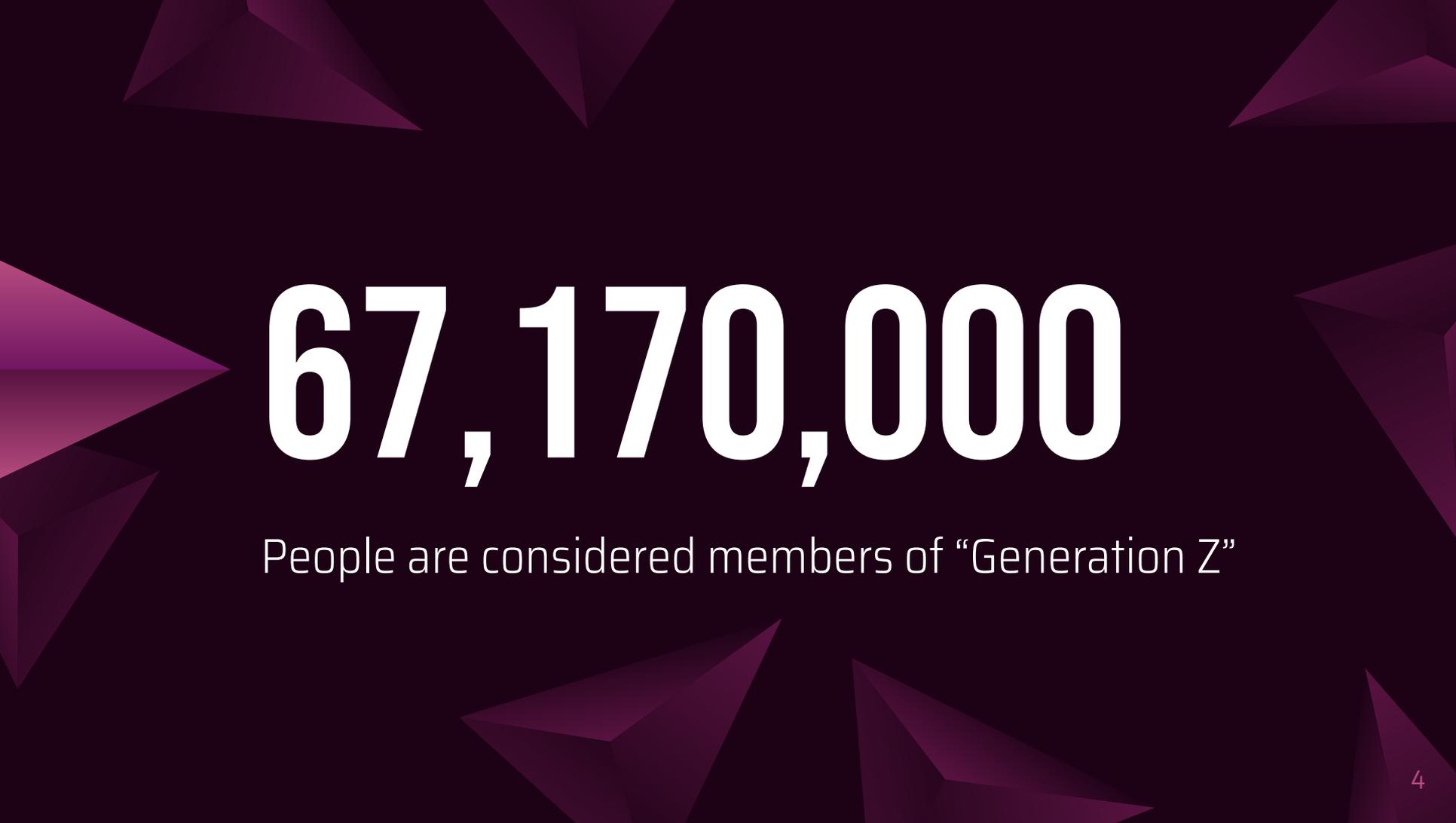
I'm Kaitlyn Sciarrino.

03.14.2002.



# GEN-Z: QUICK FACTS

- Children of Gen X
- Also known as “zoomers”
- Succeeding Millennials and preceding Gen Alpha
- Born starting in mid-to-late 1990s, ending in early 2010s
- Overwhelmingly comes from urban and suburban environments (only 13% live in rural America)
- Most racially and ethnically diverse generation
- More are pursuing college than other generations
- More open to gender identities



# 67,170,000

People are considered members of “Generation Z”



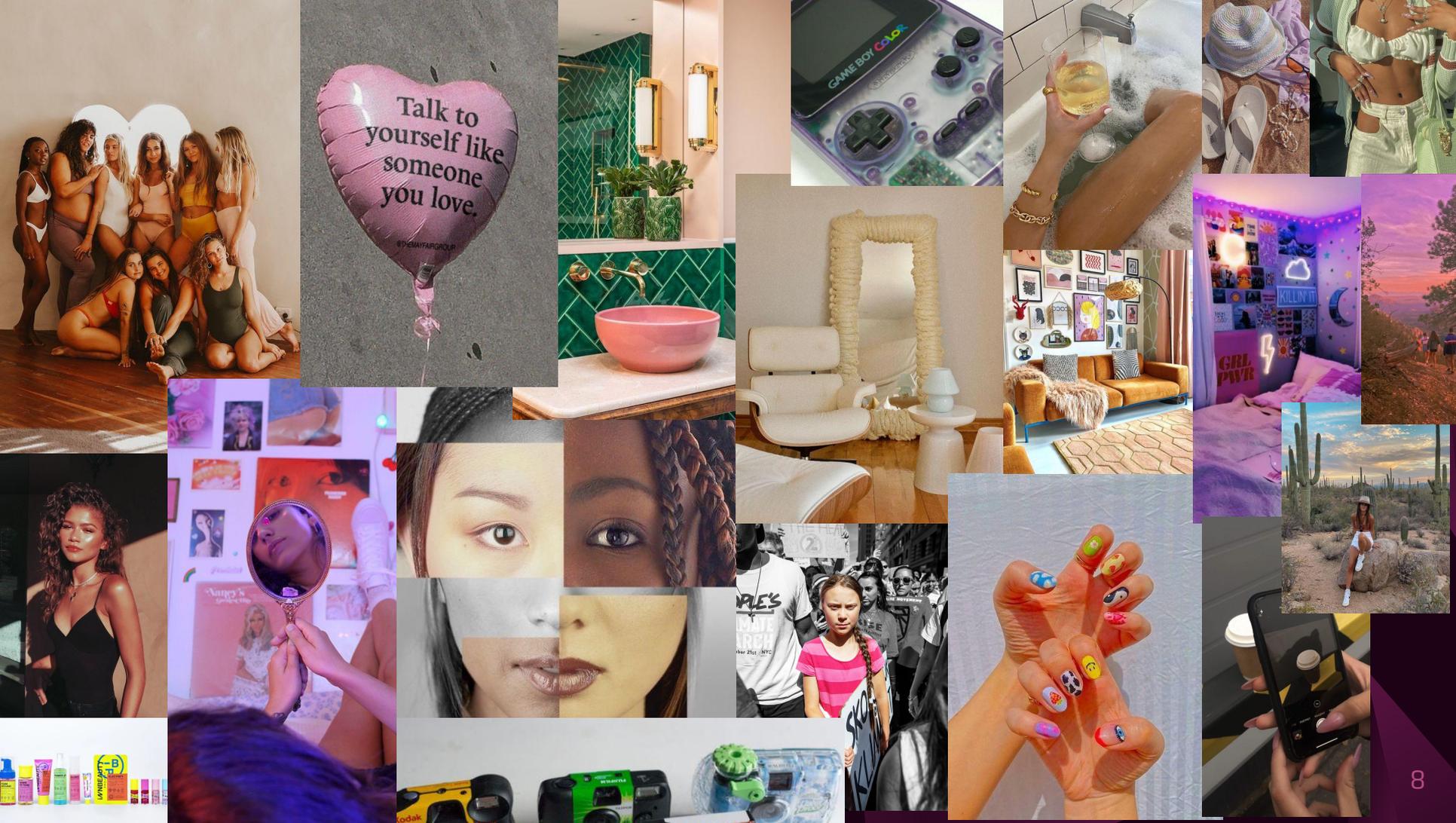
**Members of generation Z are digital natives**

# GEN-Z: QUICK TAKES

- I think it's hard to pinpoint an overarching gen-z aesthetic because part of the beauty of being a gen-zer is that everyone is different, and that is accepted and appreciated
- The following slides are a collection of what I believe to be different pockets of my generation

# GEN-Z AESTHETIC: WOMEN

The background is a dark purple field filled with various shades of purple triangles of different sizes and orientations. Scattered throughout are several pinkish-purple stars of varying sizes. A prominent feature is a stylized planet with a ring system, rendered in a light purple color, positioned behind the text 'AESTHETIC:'. Another planet-like shape is partially visible behind the 'Z' in 'GEN-Z'.



Talk to yourself like someone you love.  
#EMILYARGROUP

GAME BOY COLOR

GRL PWR

WOMEN'S MARCH  
MARCH 21st NYC



GEN Z

SILENCE IS NOT GOLDEN. #BLM

DON'T BE RACIST

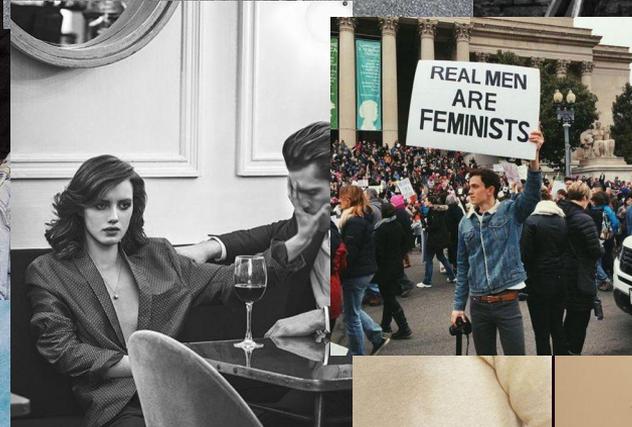
SELF CARE IS NOT SELFISH

The background is a dark purple field filled with various shades of purple triangles of different sizes and orientations, creating a geometric, crystalline effect. Scattered throughout are several stylized pink stars of varying sizes. A prominent pink planet with a ring system is positioned to the right of the text. The text itself is rendered in a bold, white, sans-serif font, stacked in three lines.

# GEN-Z AESTHETIC: MEN



GAME ON





GEN-Z

AESTHETIC:

NON-BINARY



“

Our own research into this audience supports other industry findings that they have a strong level of self-direction. Having held the answer to almost any question in the palm of their hands from the day they were born, they're able to find whatever they want without the help of intermediaries. Self-reliant and innovators — they're fuelled by their experiences (good or bad) and able to affect change through the digital spaces they occupy. Design is, 'empowering' for this audience [Gen Z]; and design presented in such a way, as to encourage personal growth and the capacity to shape their surroundings, clearly resonates with them.

medium.com

# COLOR PALETTE:

- The older end of Gen Z tends to closely follow millennial trends. This includes the muted colors and pastels like “spearmint” green and blush pink. Also like millennial colors, Gen Z colors rely heavily on 80s and 90s trends
- Bright and bold colors are common for Gen Zers (including neon)
- Gen Z yellow (a bright and sunny color) is already being lauded as the next new trend that will rival millennial pink.
- Gen Z is also taking almost the opposite trend as millennial 80s/90s nostalgia: retro-classic palettes from the 50s and 60s are coming back alongside fashions from that time. This includes colors like olive greens, magentas, maroon, orange, and various purples.



# FONTS:

- Make it sharp and digestible
- Legible typefaces that work across all forms of media
- See this article for more resources on fonts:  
<https://www.monotype.com/resources/expertise/how-fonts-help-customers-feel-home>

“

As it relates to fonts:

But designing for Gen Z is not just about making things look appealing — it must be about how a brand allows them to live their lives with efficiency. Digital design that delivers a slick online experience is the only way to engender their loyalty. Design needs to be as digitally intuitive as they are. Similarly, design without function does not cut it with this audience.

medium.com

# PHOTOGRAPHY STYLE:

- See this pinterest board for photography style inspiration:  
<https://www.pinterest.com/hasanov1315/gen-z-poses/>
- See this NYT article:  
<https://www.nytimes.com/2019/12/05/learning/a-portrait-of-gen-z-winners-of-our-second-annual-student-photo-contest.html>
- See this Refinery 29 article:  
<https://www.refinery29.com/en-us/2017/11/180180/gen-z-teen-street-style-michelle-groskopf-photography>
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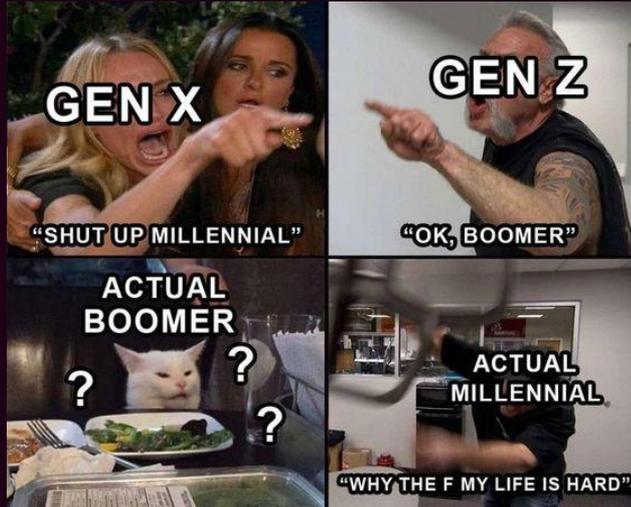
# MORE INFORMATION ABOUT GEN-Z:

- <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies#>
- <https://www.businessinsider.com/generation-z>
- <https://www.salesforce.com/blog/how-millennials-and-gen-z-are-different/>
-

# MEMES ABOUT GEN-Z:

**Older Gen Z bingo**  
@chaotic.leo

	Loving Panic! At The Disco at some point		Currently starting college or filling out applications	
No gender roles here		Ironic memes		Hating BuzzFeed
	Witnessing the demise of Kids React	Free	Addicted to quoting vines	
Doesn't watch actual TV	Growing up w/ Shane	Older people constantly shitting on your generation		Actually caring about mental health
	The WORST pressure to do well in school		Always thought you were a millennial	



 gen-z-culture-is [Follow](#)

Gen Z culture is having a deep understanding of meme culture but simultaneously being unable to explain it to anyone or yourself.

#gen z #culture #submission #Mod Katherine

3,192 notes    

# OTHER NOTES:

- Short videos, image sequences, images with text overlays and quotes can help “cut through the noise”
- Stereotypical design elements and imagery doesn't resonate with this audience — they're looking for fluidity across both gender and age. And don't make the design feel younger than the target audience as they won't engage with it
- Both images and language used can help to create an 'instant' emotional connection, increasing engagement. Gen Z wants content that feels real, personal, casual and informative.
- Make everything instantly shareable
- “Success with Gen Z will come from being original, innovative and authentic, rather than a question of ‘who shouts the loudest’”