Spooky Design Theme Ideas

15 Halloween theme starters for print-on-demand products.

Cute spooky (best for stickers)

Smiling ghosts with pumpkins, candy, and bats.
Black cats with witch hats and stars.
Candy corn, lollipops, and haunted candy shops.

Classic horror (best for T-shirts)

Haunted houses under a full moon.
Skeletons dancing, skulls with flowers.
Bats, spiders, webs, and graveyard silhouettes.

Patterns (best for wall art and wrapping)

Pumpkin + leaf + bat repeating patterns.
Purple, orange, and teal Halloween color blocks.
Witch hats, moons, and stars in a grid.

How to use a theme

Pick ONE theme per product. Mixed themes look messy.
Generate 5 variants, keep 2. Test both before scaling.
Reuse the winning theme across stickers, shirts, and prints.

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