

Design Trends

2025 →



Trends

1. Sticker Sensation
2. Bold Minimalism
3. Editorial Scrapbook
4. Natural Forms
5. The Flat Studio
6. Handcrafted 3D
7. Doodle Details
8. Low Exposure
9. Cyber Green
10. Interface Friendly

CLIENT TRANSFORMATIONS

GLOW UP

DON'T SWEAT MISSING SOMETHING

SIGN UP FOR OUR NEWSLETTER

MIGRATE SOMEWHERE SUNNY THESE HOLIDAYS

SOPHIE CHAISE LOUNGE

Lounge around in luxe with our Sophie Chaise Lounge

SOUPER GOON

Our favorite soup szn recipes

In 20 minutes

ANYTHING IS POSSIBLE

“They said it was impossible. That’s why I went for it.”

MIA KIZAWA ASTRONAUT

PUMPKIN SPICE LATTE

ON THE PODCAST:

Listen to your body

OUR BEST SELLERS

50% OFF

STRONG WILL IS FOR SUCKERS

A wise business consultant warns against bad decisions, but lets you have the

New Ice Cream Flavors

MACRO

Sticker Sensation

Be prepared for this trend to stick around in 2025. These fun, playful elements are popping up everywhere—from websites to product packaging—adding a splash of color and personality wherever they are placed. Whether they're highlighting product benefits or serving as pops of personality as graphical accents, these sticker-like designs bring a delightful touch to any layout.

List of Common Industries:

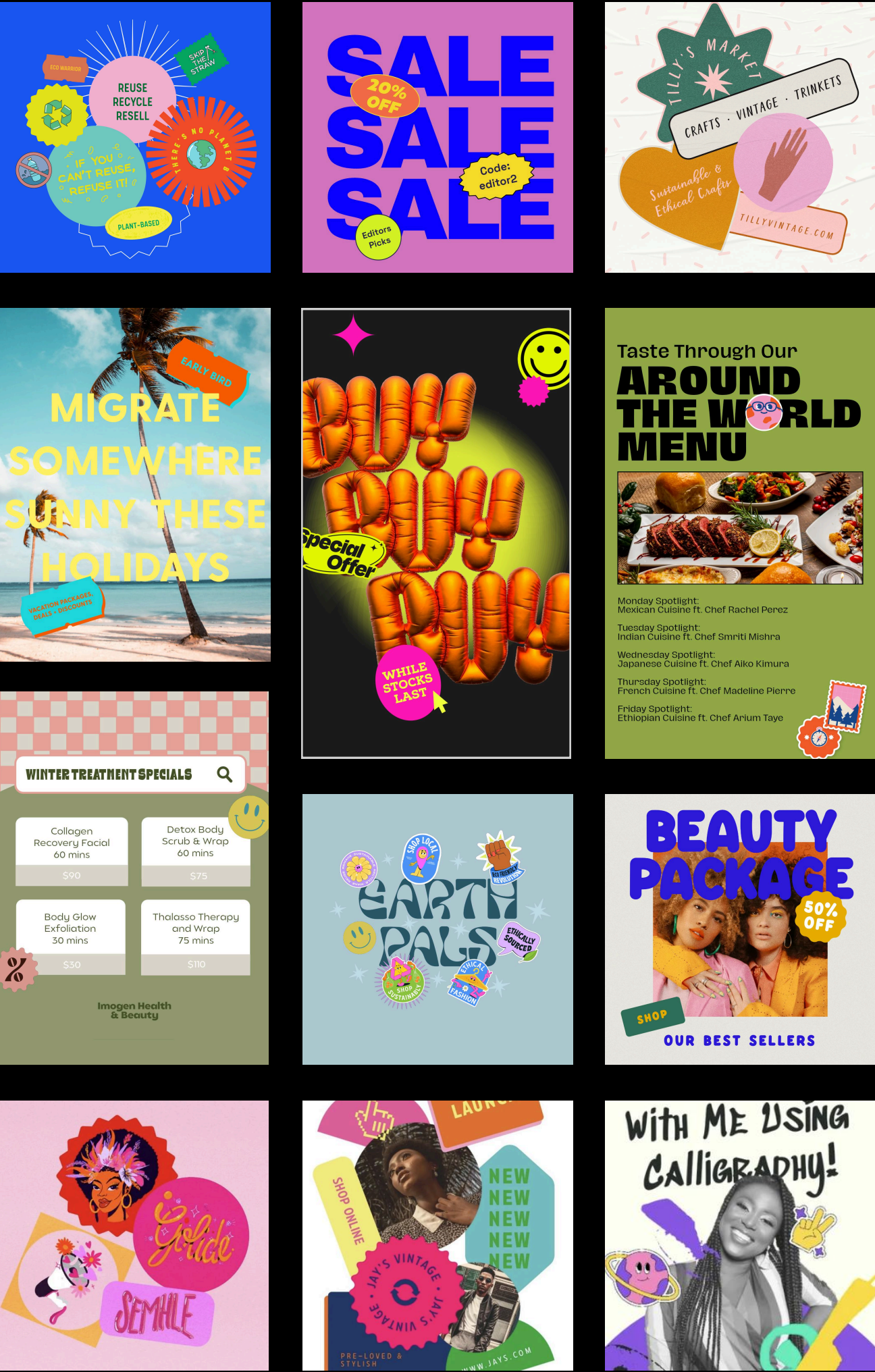
- Food + Drink
- Beauty
- Fitness + Wellness
- Home Decor
- Marketing
- Music
- Entertainment
- Media

Related styles may include:

- Playful
- Retro
- Corporate Playful
- Elegant
- Bold
- Street

TEMPLATES

- sticker
- sticker sensation



GRAPHICS


- sticker
- sticker sensation



Sticker Sensation

- This trend includes:
- **Informative Fun:** Sticker-like elements that highlight product benefits and service details.
 - **Playful Accents:** Serve as whimsical graphical elements in design layouts.
 - **Typographic Flair:** Stickers can be purely typographical, adding charm with words.
 - **Two-Toned Designs:** Typically feature eye-catching two-toned color schemes.
 - **Outline Appeal:** Outlined graphics give a distinct 'sticker-like' look, enhancing visual interest.

DRILL DOWN




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GLOSS
NAIL BAR

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READ BOOKS




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PIXEL PERFECT



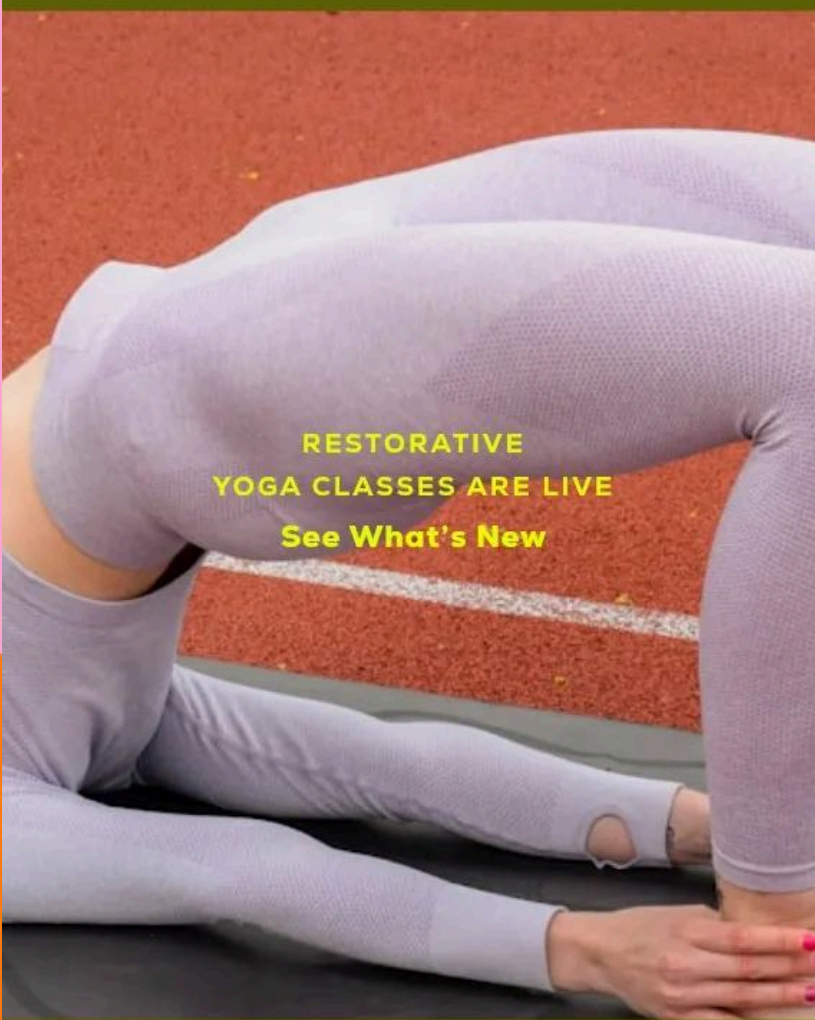
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TUTORIAL ON YOUTUBE



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OUR LATEST WORK



A VEGAN
GLOSS
NAIL BAR

MACRO

Bold Minimalism


There's nothing subtle about this trend! Bold Minimalism strips away the clutter to put the nitty gritty front and center by marrying striking typography with a refined visual narrative. This trend emphasizes clarity and intention through limited color palettes, bold type, and sparse imagery—saying quite a bit without saying much at all. The antidote to maximalism, Bold Minimalism offers a structured, stylish approach to delivering impactful messaging.

List of Common Industries:

- Fashion
- Beauty
- Retail
- Music
- Fitness + Wellness
- Home Decor
- Art + Design
- Media

Related styles may include:

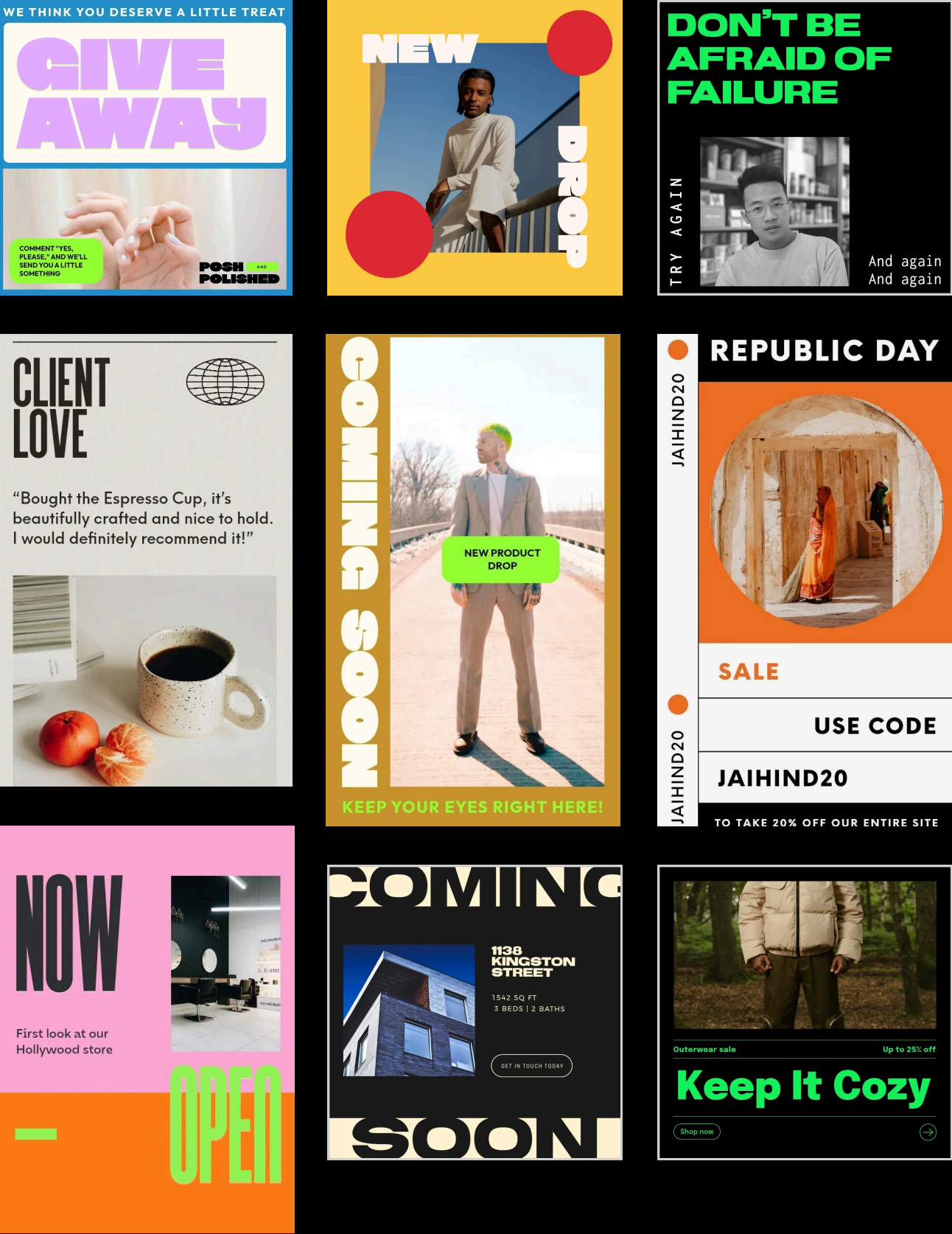
- Bold
- Minimal

 GoDaddy

TEMPLATES

Bold Minimalism

Bold

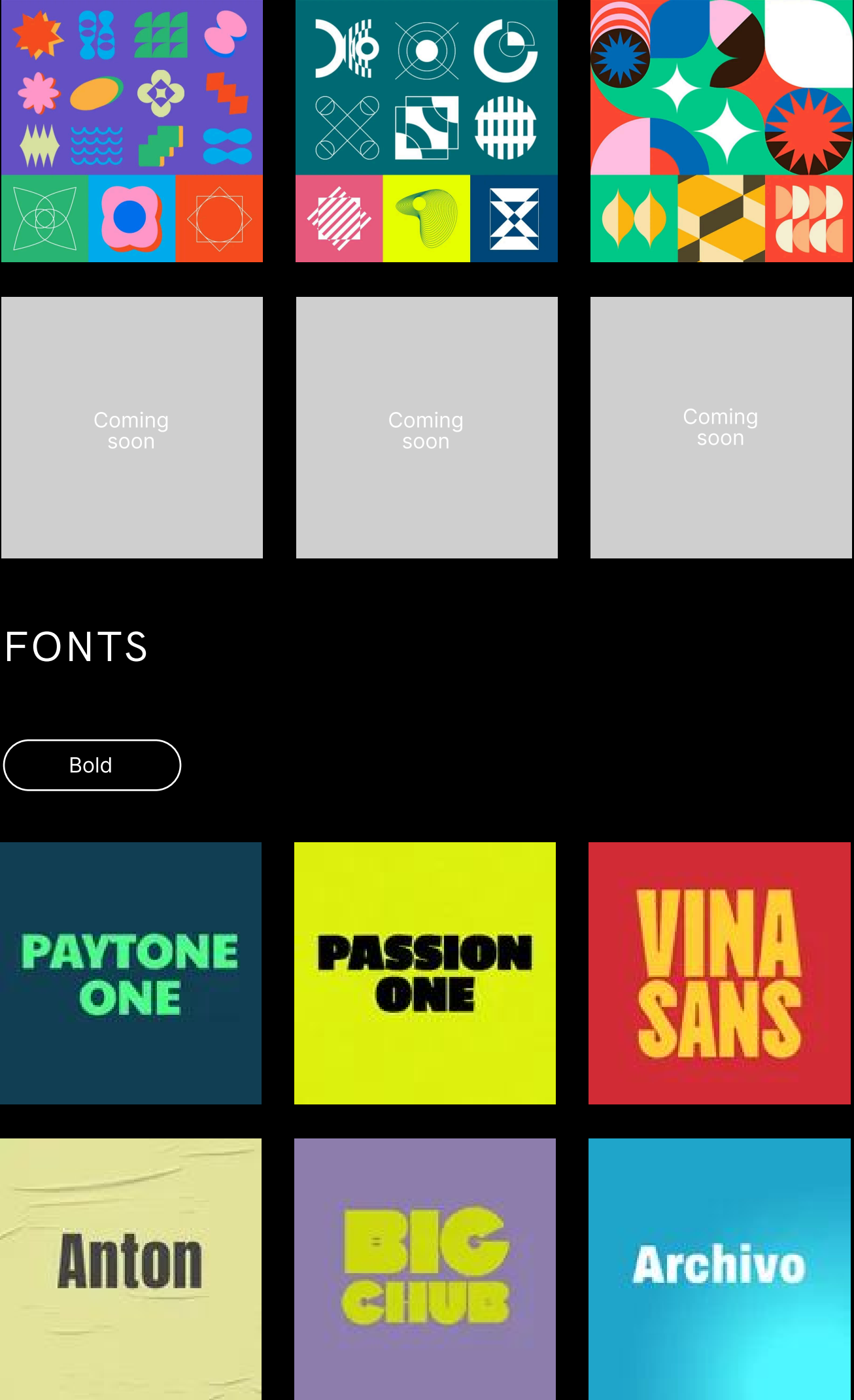


CURATED PHOTOGRAPHIC FOLDER

GRAPHICS

Bold Minimalism

Bold



FONTS

Bold

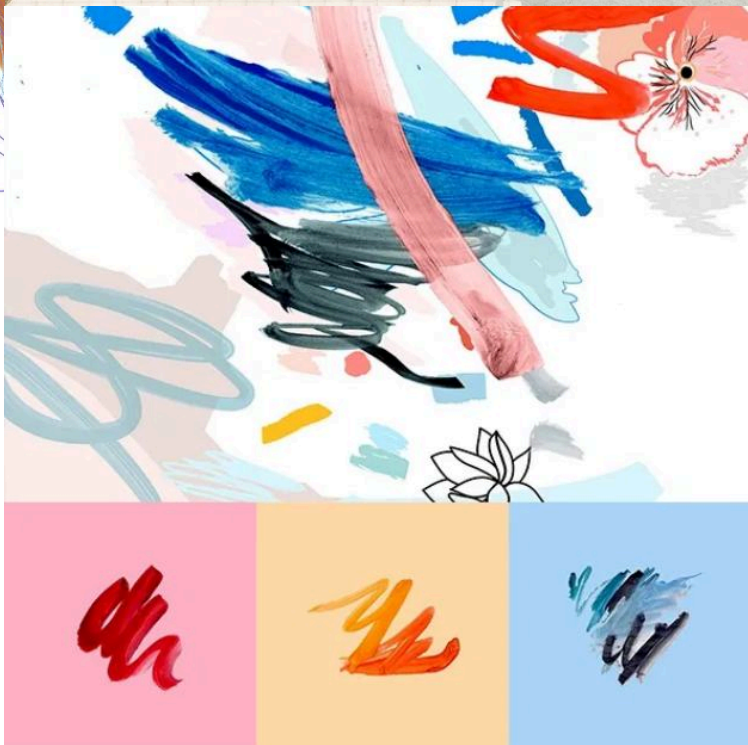
FIND IT IN STUDIO

ASSETS

Bold Minimalism

This trend includes:

- **Striking Typography:** Large, statement-making fonts are used to command attention
- **Simple, Refined Design:** Focus on white space, limited color palettes, clean lines, and minimal imagery
- **Typographic Hierarchy:** Type is used to establish a clear guide for viewers' eyes throughout the design
- **Geometric Shapes:** Integrate basic shapes and clean lines to complement the bold typography



MICRO

Editorial Scrapbook

There are sleek glossies, and there are DIY zines — Editorial Scrapbook bridges the gap between the two. Characterized by idle doodles, collage elements, unconventional layouts, layered textures, and nostalgic imagery, this trend harkens back to handmade compositions and the moody late '90s. This millennial nostalgia-meets-messy aesthetic is an homage to simpler times and a creative response to a world navigating polycrisis.

List of Common Industries:

- Arts + Design
- Fashion
- Photography
- Hospitality
- Personal
- Beauty
- Hobby

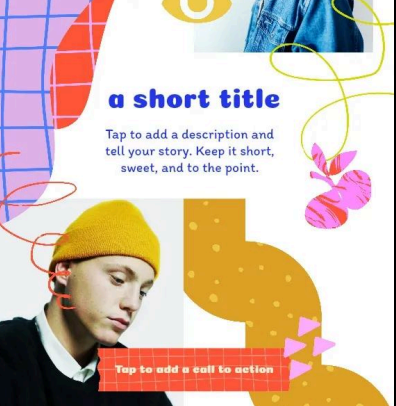
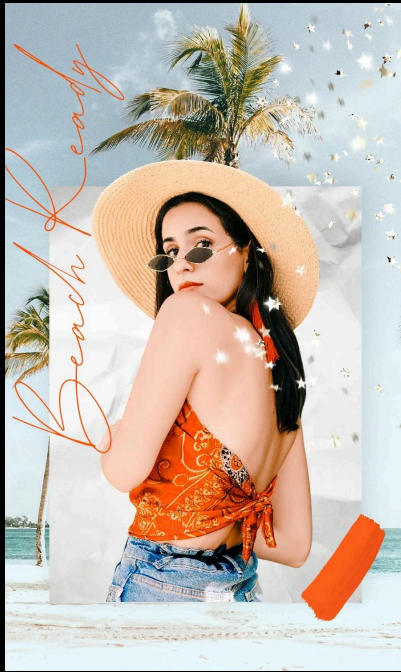
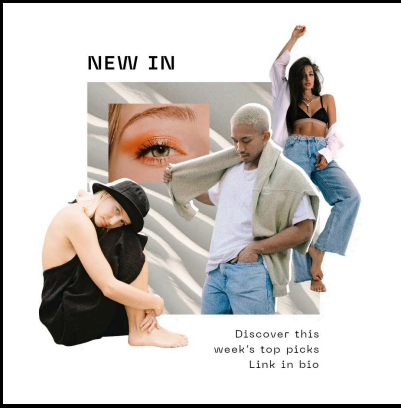
Related styles may include:

- Industrial
- Street

TEMPLATES

Collage

Editorial
Scrapbook



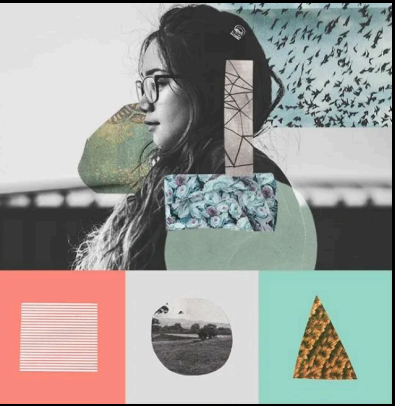
GRAPHICS

Doodles

Torn Paper

Collage

Paint Editorial
Scrapbook



FONTS

Handwritten

Script



FIND IT IN STUDIO

ASSETS

Editorial Scrapbook

This trend includes:

- **Editorial Style Images:** Monochrome or black and white images allude to editorial photography
- **White Space:** Copious white space provides plenty of breathing room in scrapbook-like layouts
- **Handmade Feel:** Idle doodles, handwriting fonts, and scribbled markings (cross-outs, underlines, strikethroughs) bring a human touch
- **Collage Elements:** Ripped edges, paper textures, cutouts, and messy brush strokes create tactile details

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FINANCIAL REPORT

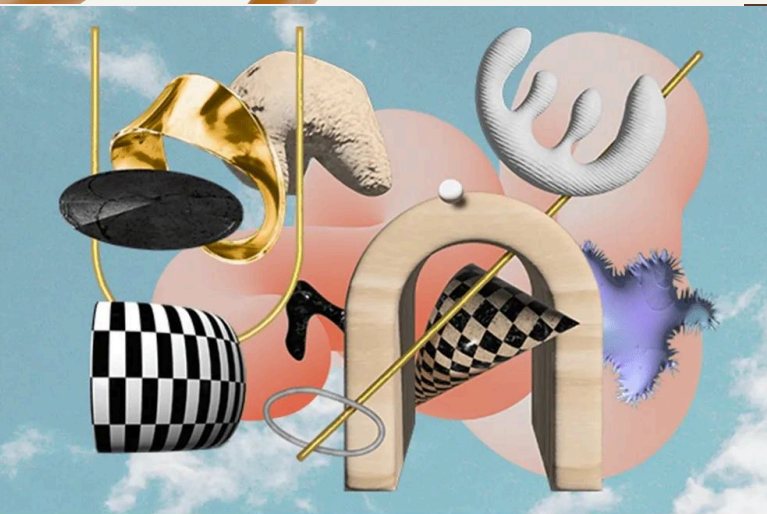
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Tickets \$25 (includes all materials)

Words from *NatureForce* lovers

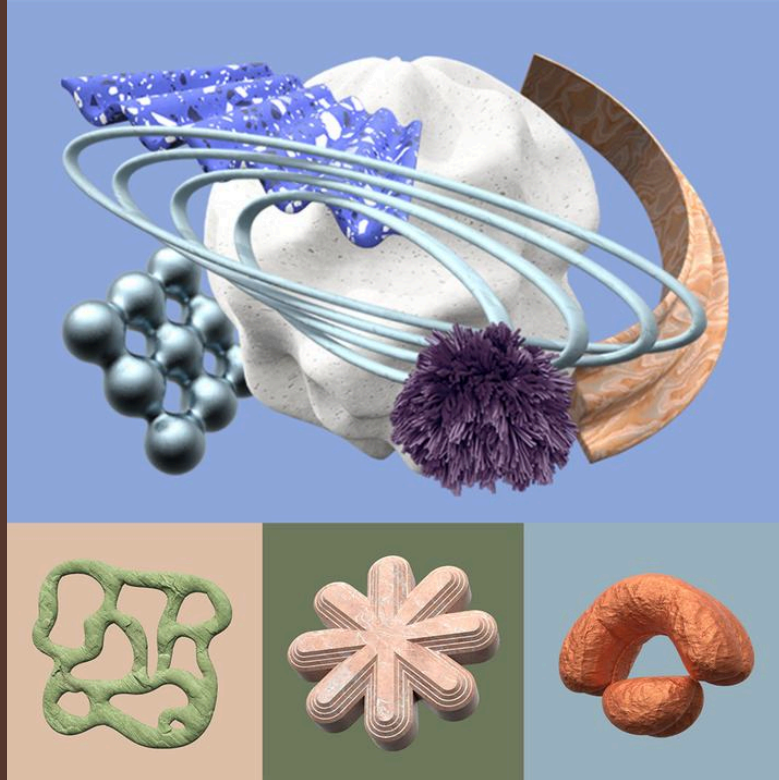
"I'm madly in love! Ever since I bought the Kiri Basics SPF, I feel my skin is protected and hydrated at the same time. 5 stars!"
Lola P.

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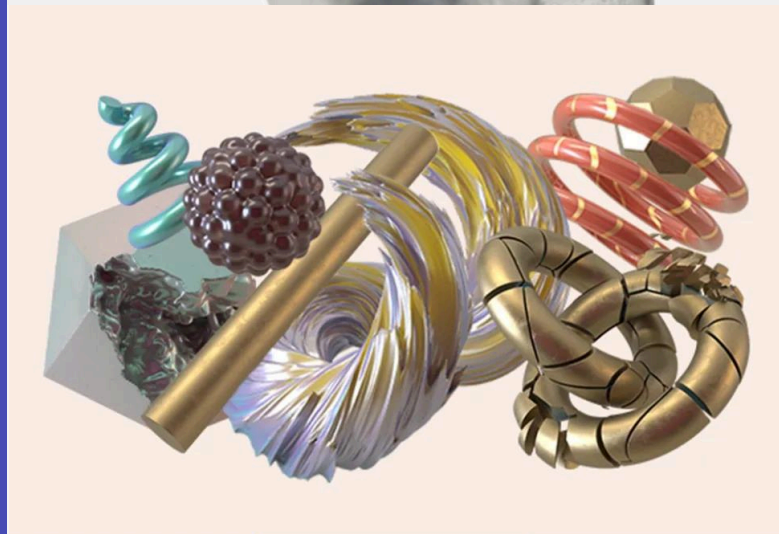
GO FOR THE GLOW



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MACRO

Natural Forms

Natural Forms seeks to create harmony between what's digital and what's real. This into-the-wild trend features fluid-like shapes that mimic natural forms and incorporates grounded color palettes, alluding to hues found in nature. A tranquil escape from the digital grind, Natural Forms is a rebel with a cause—rejecting robotic, one-size-fits-all designs and reminding us of nature’s inherent beauty.

List of Common Industries:

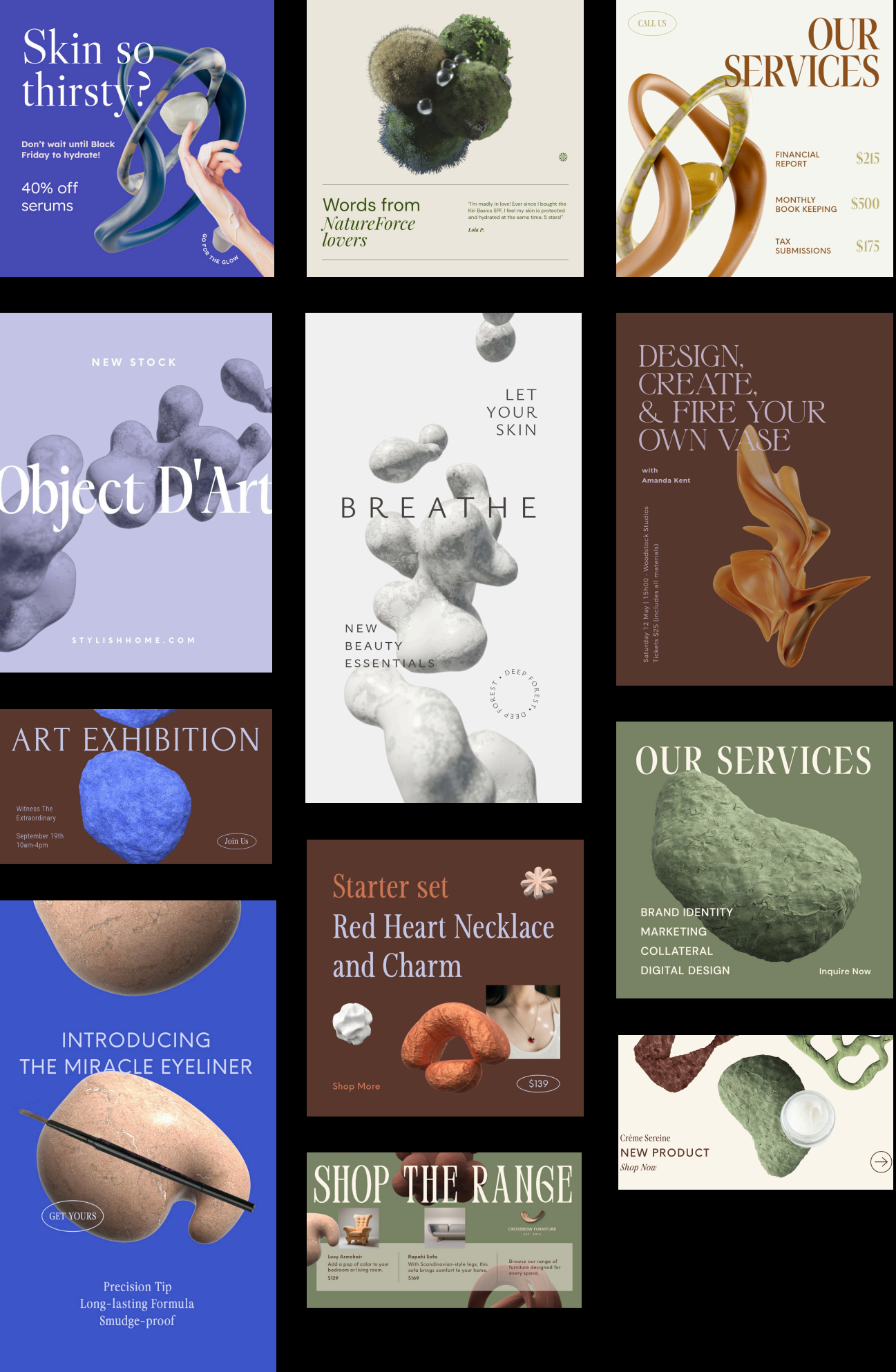
- Fashion
- Beauty
- Retail
- Fitness + Wellness
- Home Decor
- Art + Design

Related styles may include:

- Organic

TEMPLATES

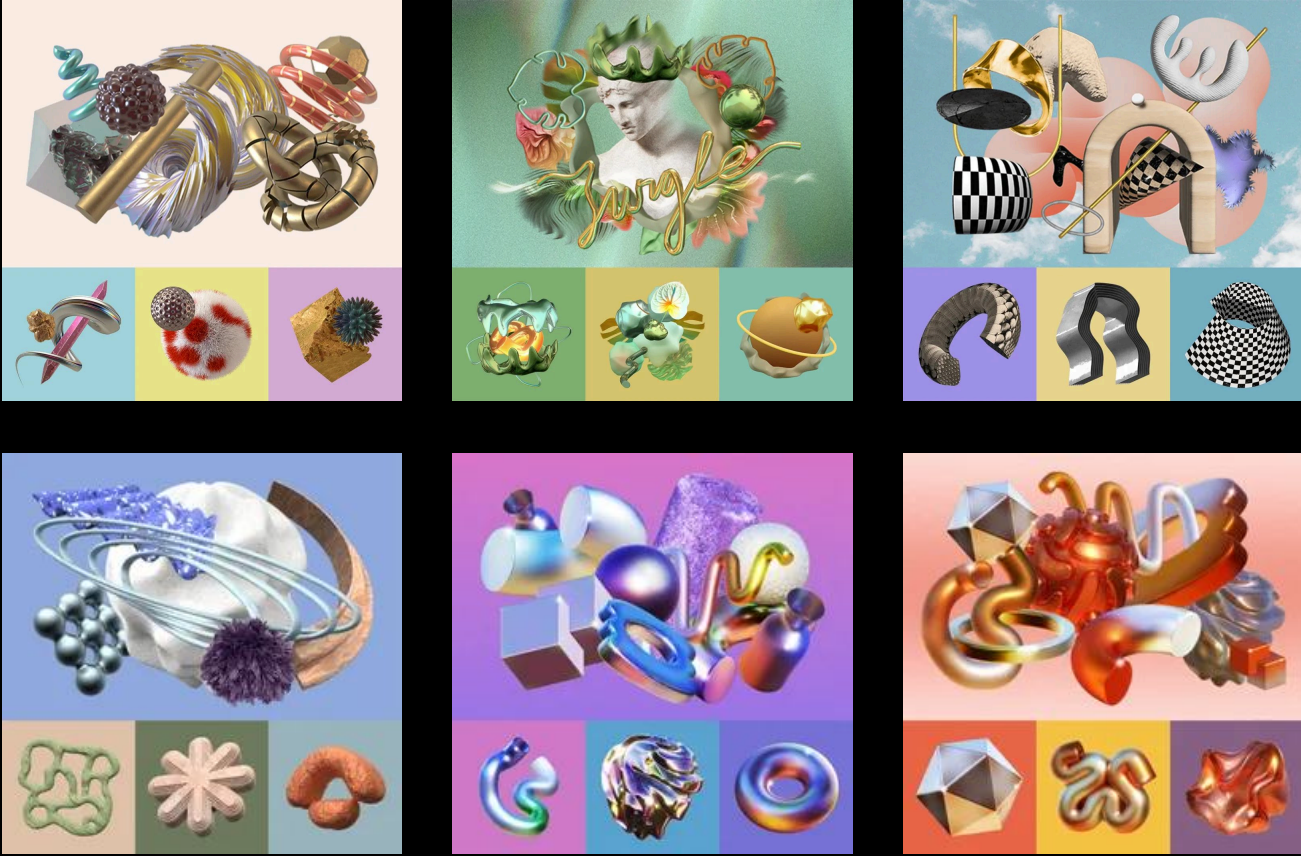
Natural Forms3D



CURATED PHOTOGRAPHIC FOLDER

GRAPHICS

Natural Forms3D



FIND IT IN STUDIOASSETS

Natural Forms

This trend includes:

- **Fluid Shapes:** Organic, flowing shapes reflect the movement found in nature
- **Connection to Nature:** Grounded color palettes blend with abstract forms to evoke natural landscapes
- **Deep and Light Tones:** Deep shades are balanced with soft tints to create depth and contrast
- **Organic Textures:** Designs incorporate textures reminiscent of wood, stone, metals, and organic matter
- **Abstract Representation:** Abstract forms take the place of literal interpretations



MICRO

The Flat Studio

We know and love Mid-Century Modern design, but say hello to its trendy counterpart: The Flat Studio — a modern take on the legendary trend. A throwback to the warm, vibrant graphics of the '60s and '70s, it artfully meshes sans serif fonts, simple line illustrations, and retro color combinations. It's giving "just say no" to AI-generated graphics and say “yes” to a mid-century glow-up.

List of Common Industries:

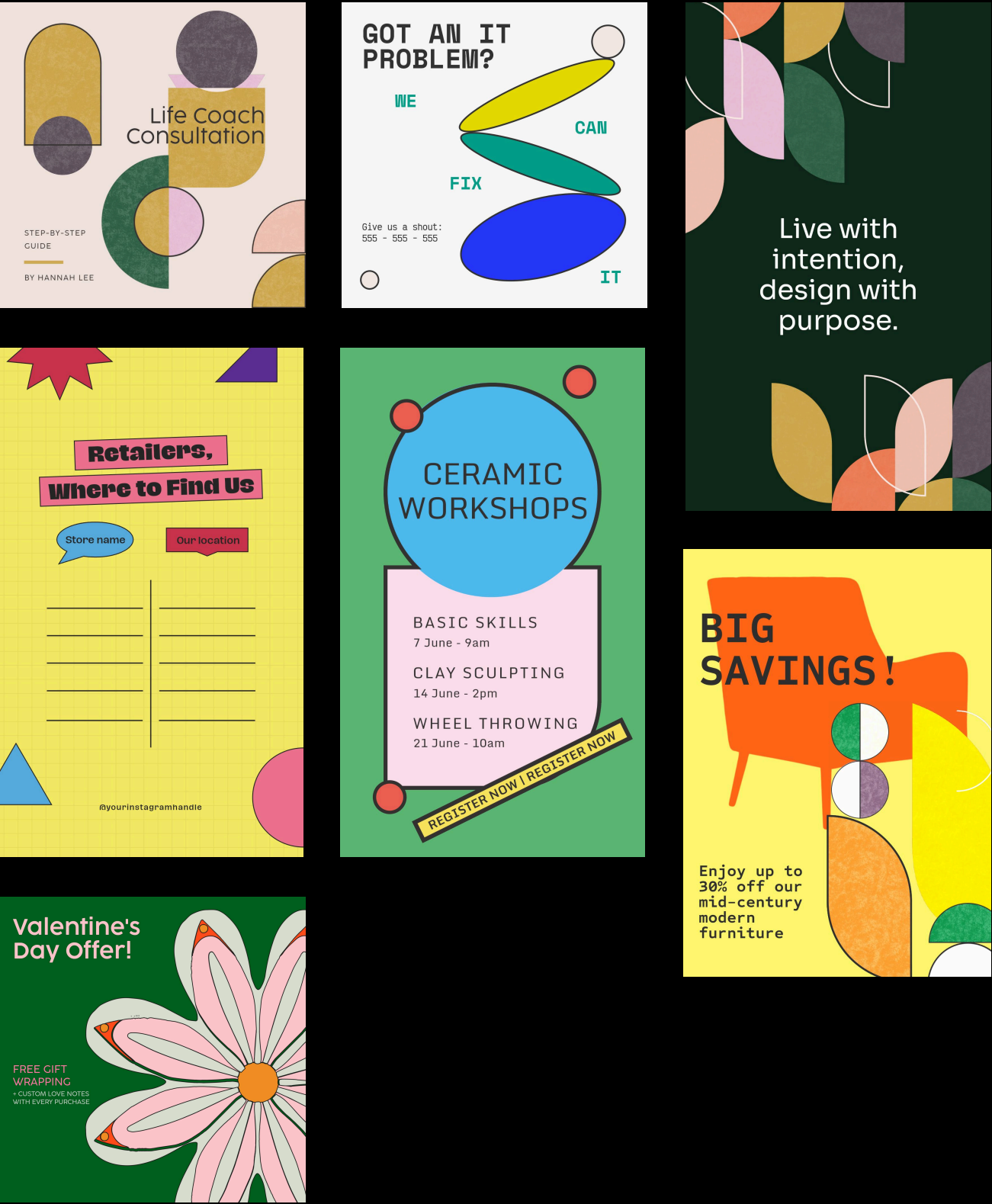
- Arts + Design
- Hospitality
- Real Estate
- Construction
- Financial
- Marketing
- Public Space

Related styles may include:

- Corporate
- Playful
- Modern

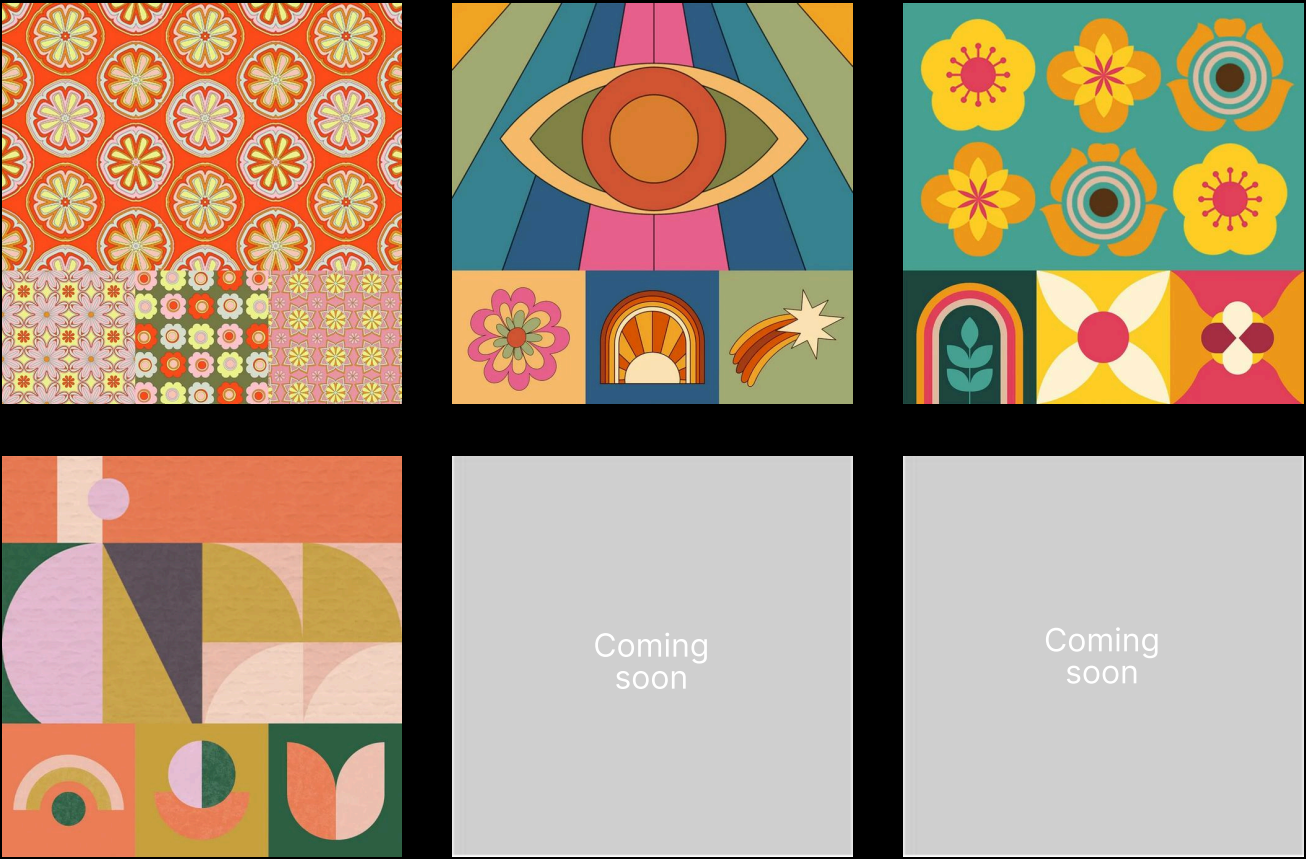
TEMPLATES

The Flat Studio
Mid-Century Modern



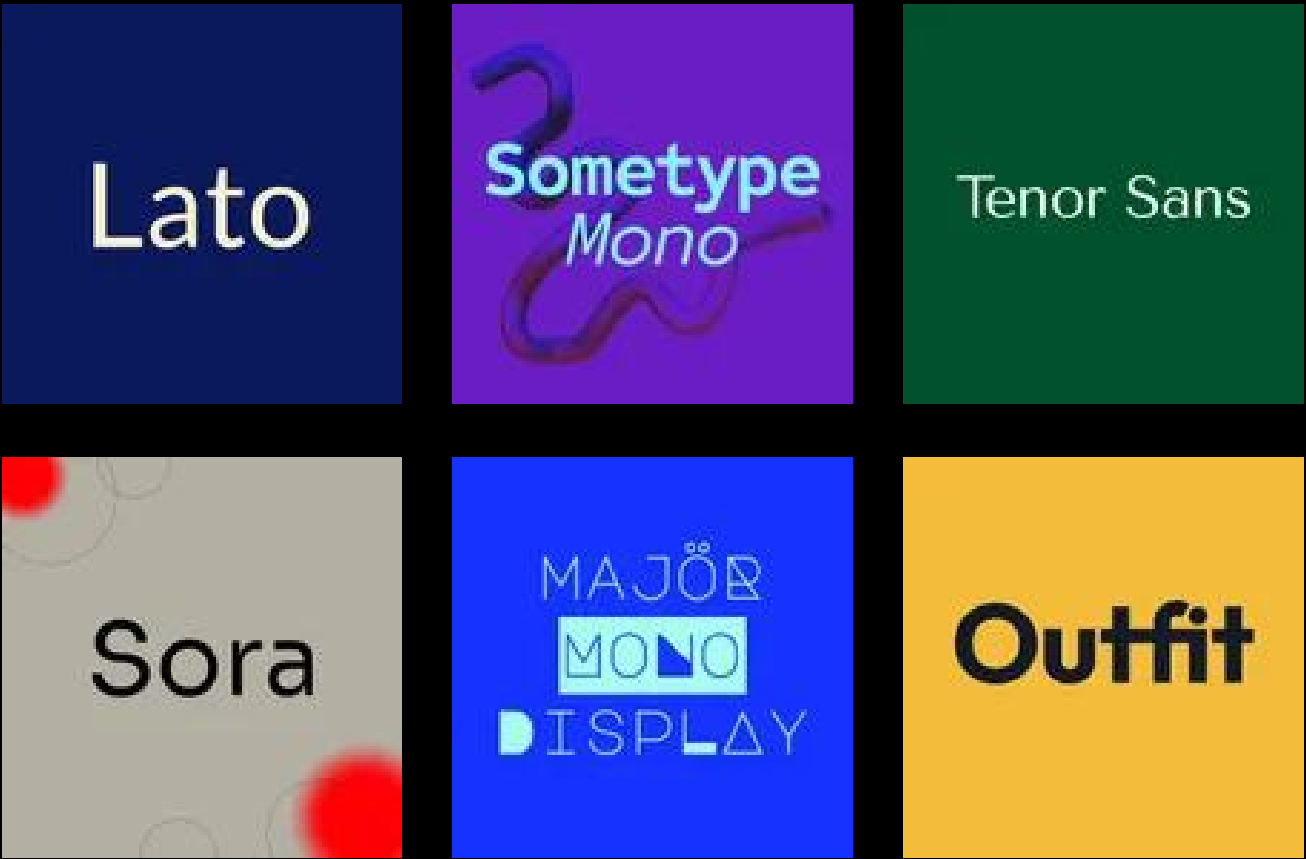
GRAPHICS

Mid-Century Modern
Outline
Flat Color
The Flat Studio



FONTS

Sans
Simple

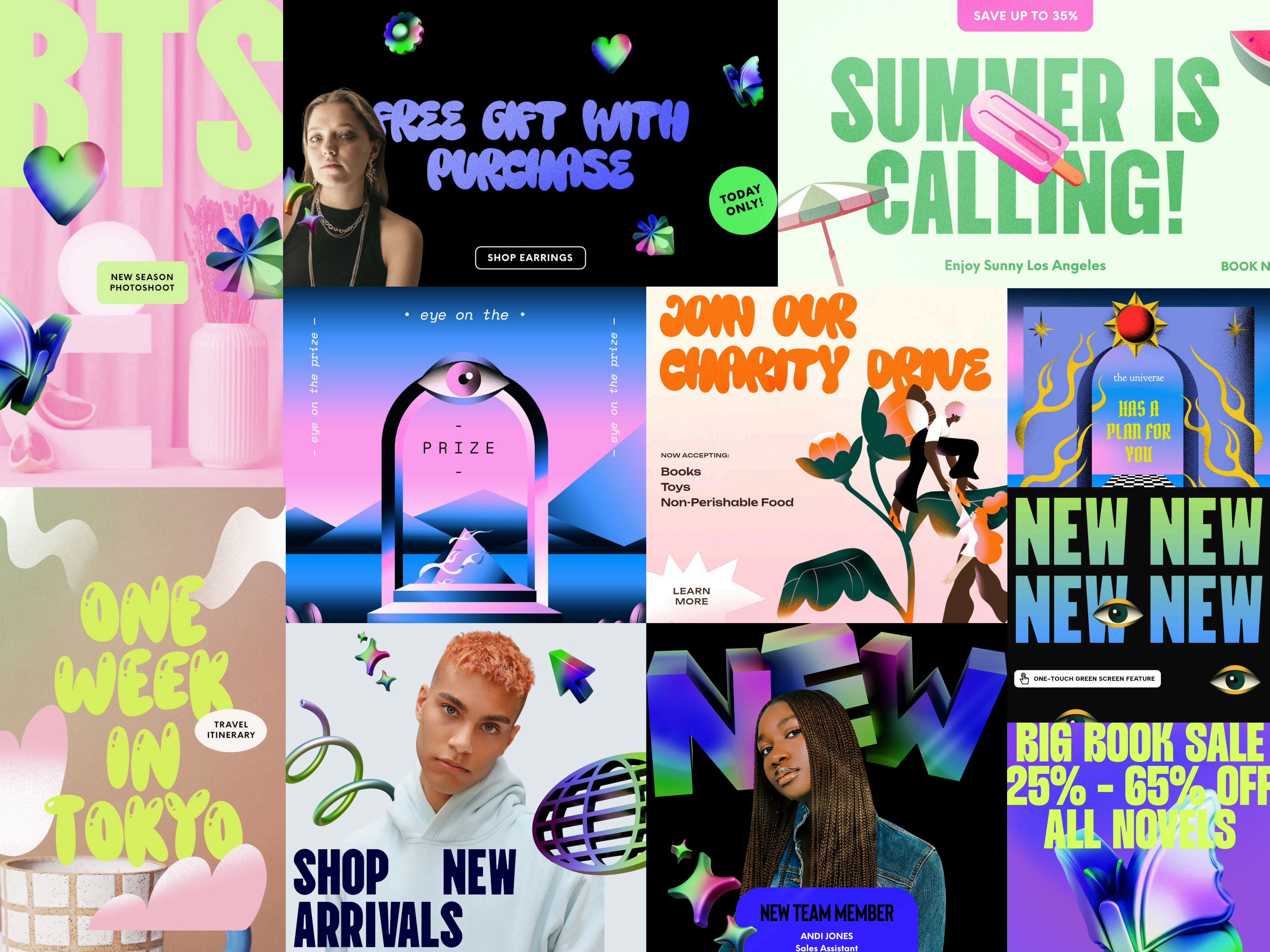


FIND IT IN STUDIO
ASSETS

The Flat Studio

This trend includes:

- **Simple Illustrations:** Flat, simplified vector illustrations, often oversized
- **Graphic Outlines:** Thin graphic outlines complement clean and simple fonts
- **Retro Color Palettes:** Color-blocked graphics use retro color combinations



MACRO

Handcrafted 3D

3D illustration is getting a playful upgrade, blending the crisp precision of AI with the cozy charm of hand-drawn textures. This trend brings a quirky, tactile feel to digital spaces, adding depth and character that stand out from sleek, polished designs. Combatting the cold facade and over-consumption of AI art, It's the perfect fusion of high-tech coolness and human warmth, making visuals that are both immersive and delightfully approachable.

List of Common Industries:

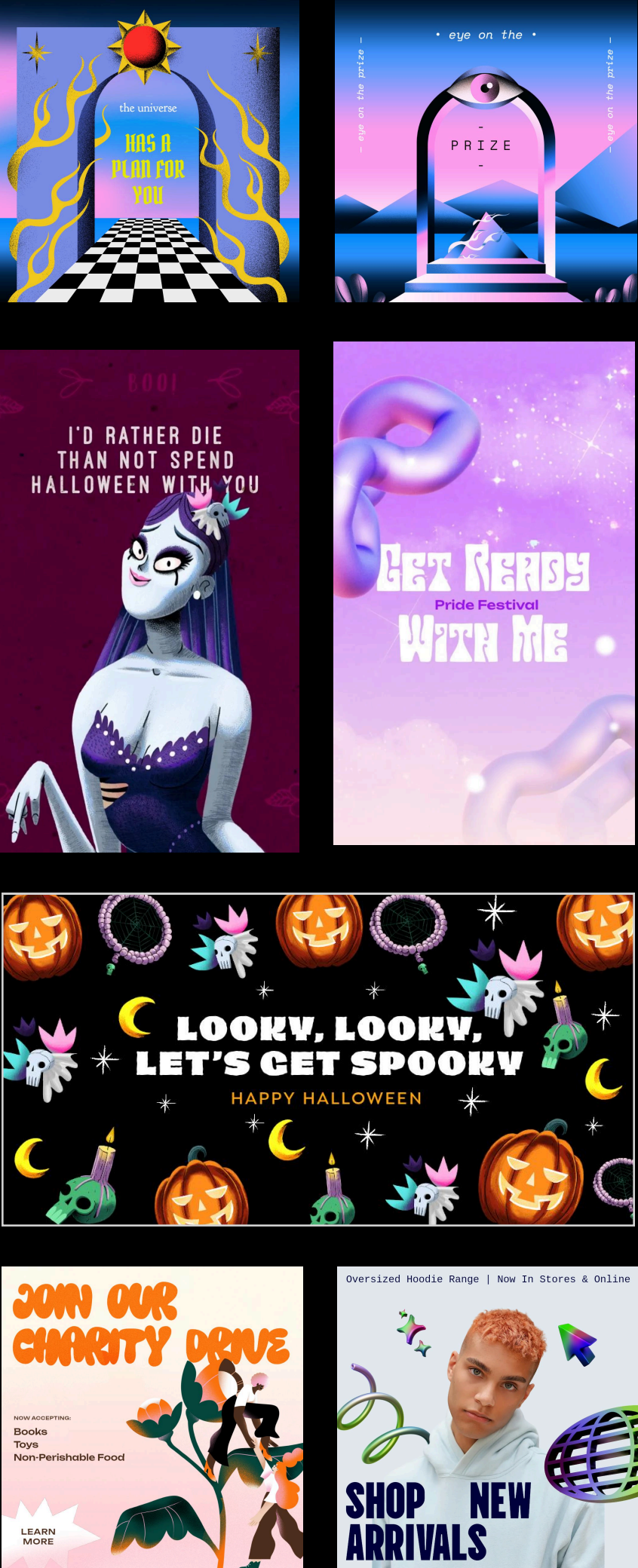
- Tech
- Fashion
- Food and Drink
- Retail
- Travel
- Charity and Political

Related styles may include:

- Playful
- Sporty
- Bold

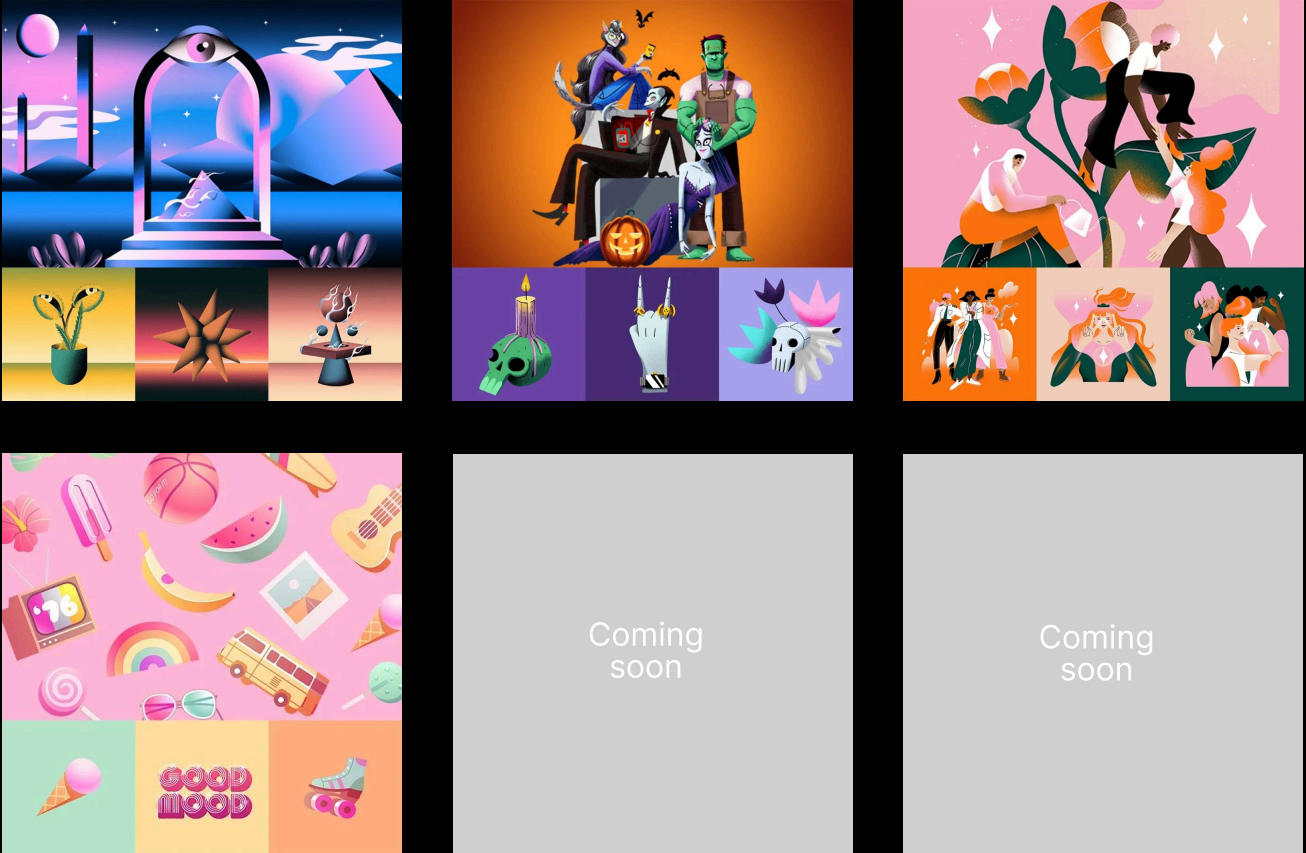
TEMPLATES

- 3D Illustrations
- Handcrafted 3D
- 3D



GRAPHICS

- 3D Illustrations
- 3D
- Handcrafted 3D



FONTS

- San Serif
- Bold
- Playful



Handcrafted 3D

This trend includes:

- **3D-Style Illustration:** Merging AI precision with organic, hand-drawn charm.
- **Texture & Depth:** Adds a tactile, human touch to digital designs.
- **Quirky & Fun:** Playful, immersive visuals that feel both relatable and artistic.
- **High-Tech Meets Handcrafted:** Balancing modern design with a touch of warmth and authenticity.
- **Standout Style:** Breaks away from hyper-realism with a more approachable, artistic edge.



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MACRO

Doodle Details

In a world of polished digital perfection, designers are embracing the charm of the imperfect with handmade and hand-drawn elements. Playful squiggles, doodles, and asymmetrical lines bring warmth and personality to branding, making it feel approachable and fun. This trend breathes life into logos, packaging, and fonts, adding a human touch that stands out in an increasingly automated landscape.

List of Common Industries:

- Restaurants, Food + Drink
- Marketing
- Music
- Pets
- Travel
- Home Services
- Wedding
- Public Space
- Education
- Consulting

Related styles may include:

- Playful
- Corporate Playful
- Retro

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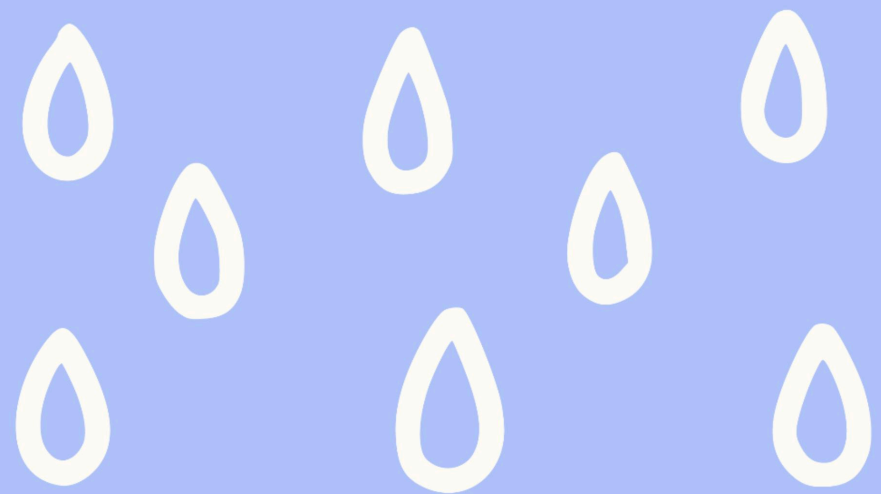
904 Hidden Cove Marina

“The best souvenirs are the memories we make.”



- UNKNOWN

NEWNEWNEW



Aqua Fitness Class

WITH POLLY JOHNSON

THIS OR THAT
Pets Edition

- INDOOR PLAY
- OUTDOOR FUN
- HOMEMADE TREATS
- STORE-BOUGHT SNACKS
- CHEW TOYS
- DIY TOYS
- FETCH
- HIDE AND SEEK
- BED SNUGGLES
- LONG WALKS

TEMPLATE BY @YOURSOCIALHANDLE

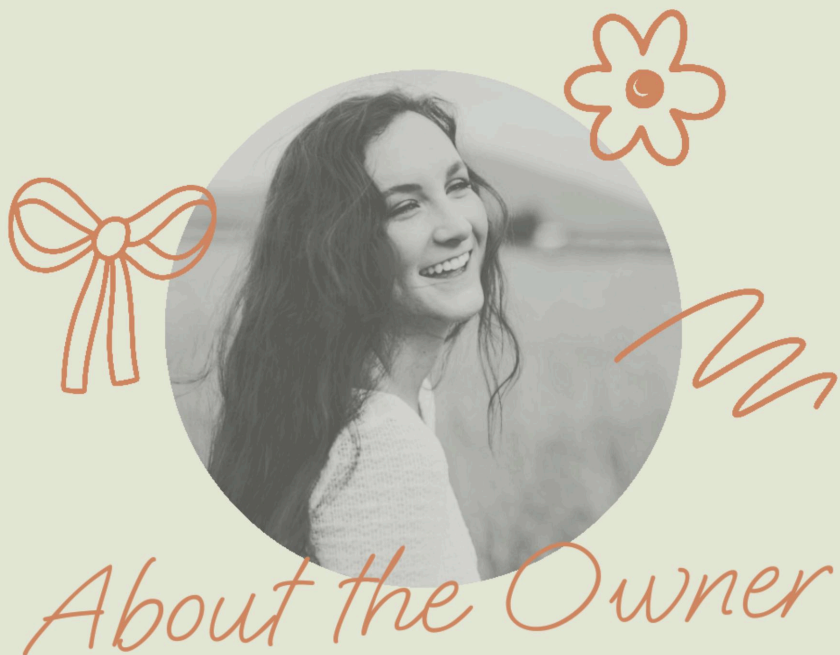
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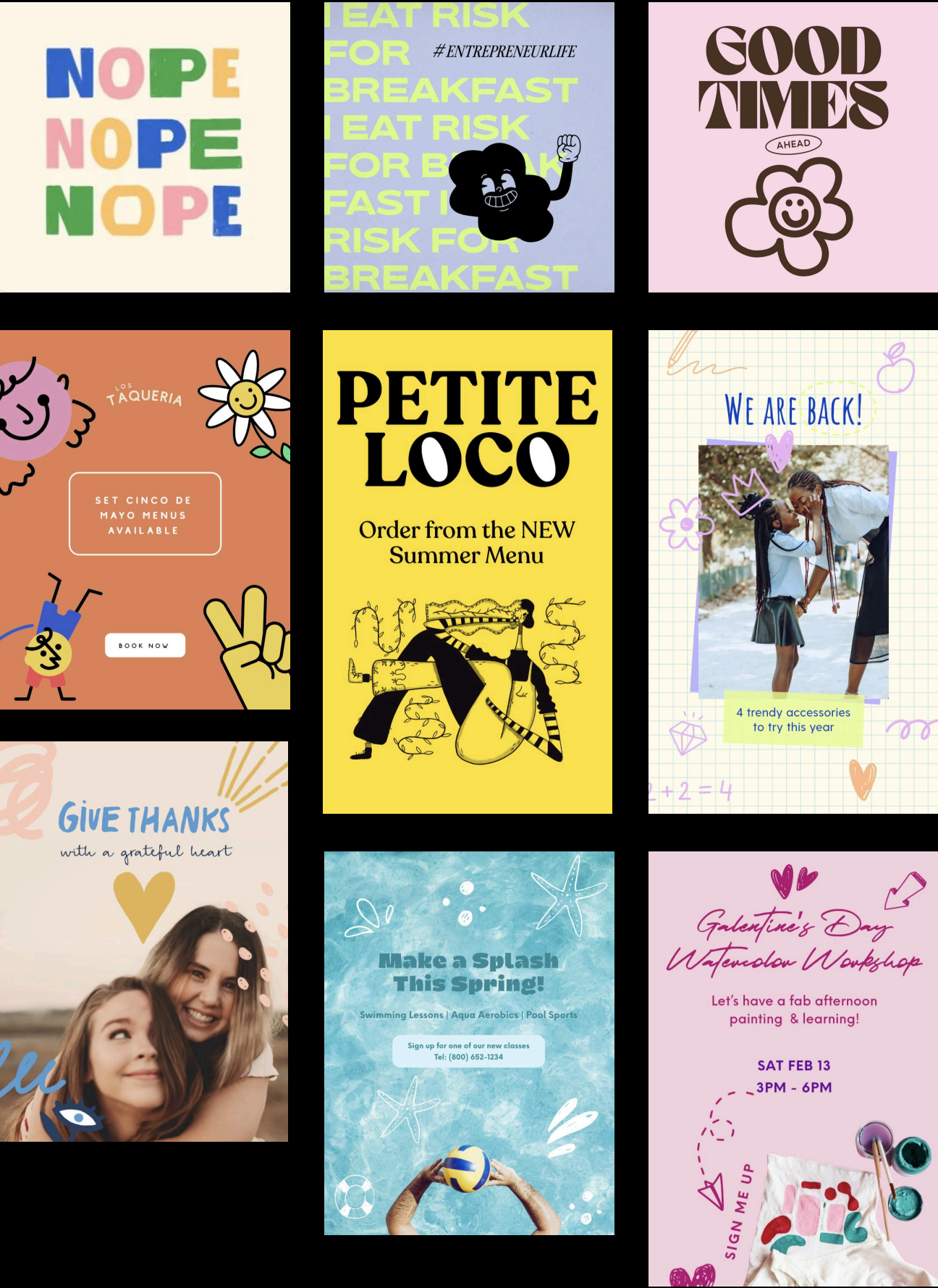


About the Owner

Hi everyone! I'm Maria, the heart and soul behind Everlasting Cakes. My mission is to celebrate life's special moments for couples on their big day, so I strive to provide an unforgettable service. Let's chat!

TEMPLATES

playful playful doodles



GRAPHICS

playful childish doodles



FONTS

playful sans serif serif hand drawn



FIND IT IN STUDIO ASSETS

Doodle Details

This trend includes:

- **Hand-Drawn Illustrations:** Improvised, freeform sketches and doodles.
- **Playful Fonts:** Paired with hand-drawn or quirky, imperfect typography.
- **Child-Like Graphics:** Squiggles, doodles, and asymmetrical elements that feel fun and carefree.
- **Perfect vs. Imperfect:** Mixing clean, polished type with imperfect, sketchy lines for visual contrast and interest.

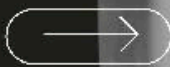
Style A
Coffee Table
with me



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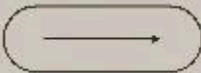


CRIMSON DEEP A darkly thrilling new mystery by Cat Shannon



WE JUST LAUNCHED OUR
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COLLECTION

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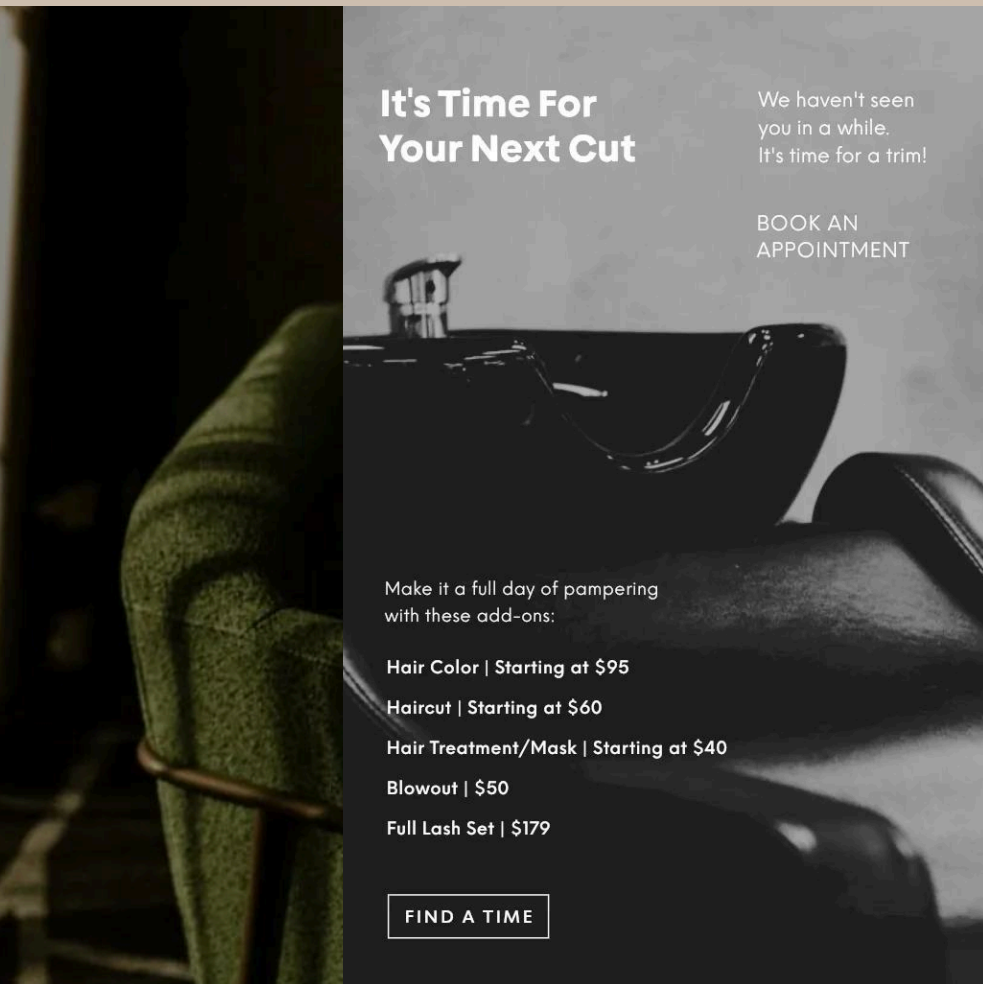
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GOOD TIMES.



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unknown



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4 - 11 PM

MACRO

Low Exposure

This trend beautifully blurs the line between photography and design, featuring dark, evocative imagery that exudes mystery and moodiness. With shadows dancing across the visuals and minimal text letting the images do the talking, it crafts a luxe, high-end experience that's both captivating and intriguing.

List of Common Industries:

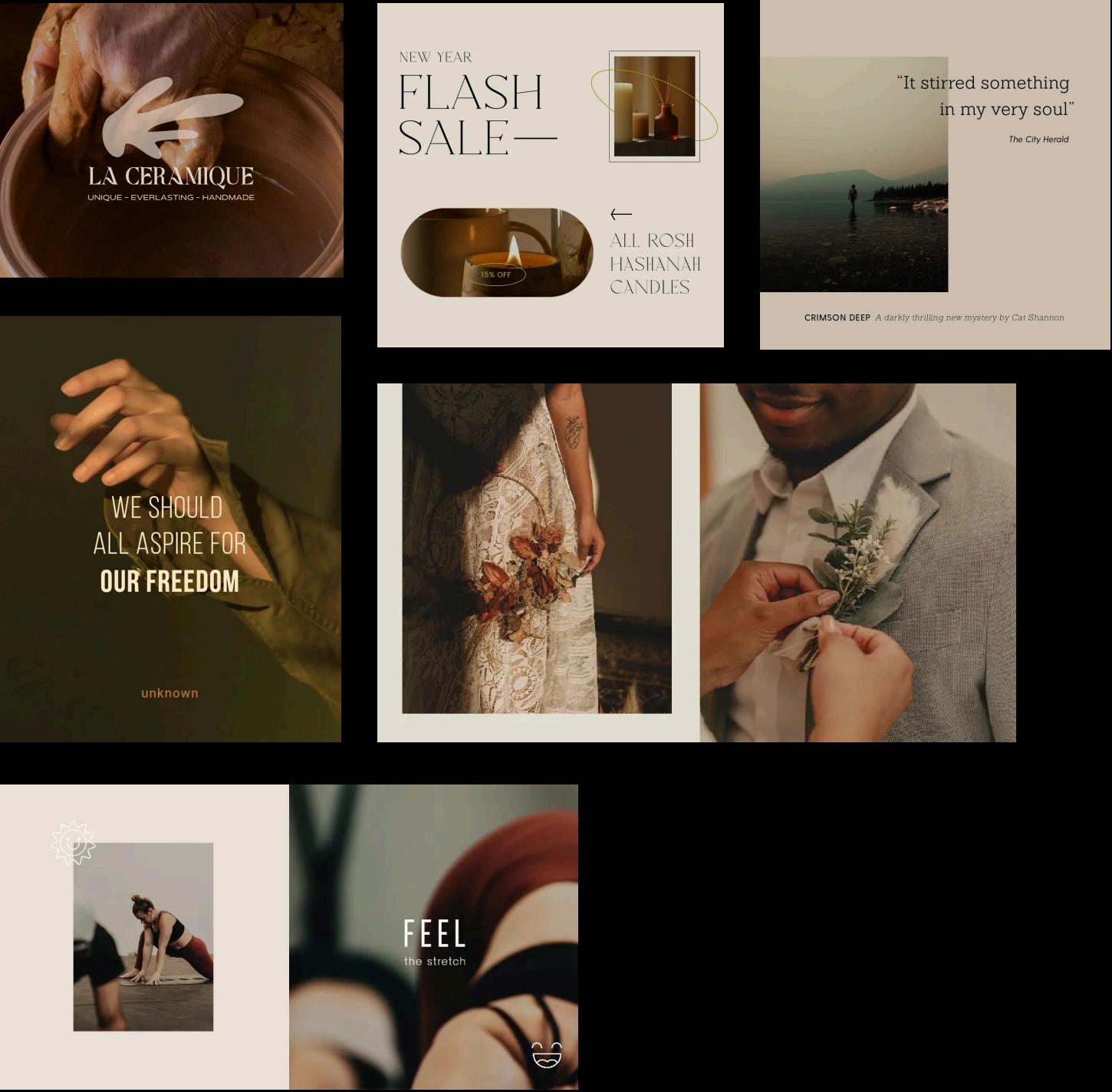
- Retail
- Beauty
- Interior Design
- Fashion
- Restaurants

Related styles may include:

- Minimal
- Luxury
- Classic
- Vintage Victoriana
- Vintage Art Nouveau

TEMPLATES

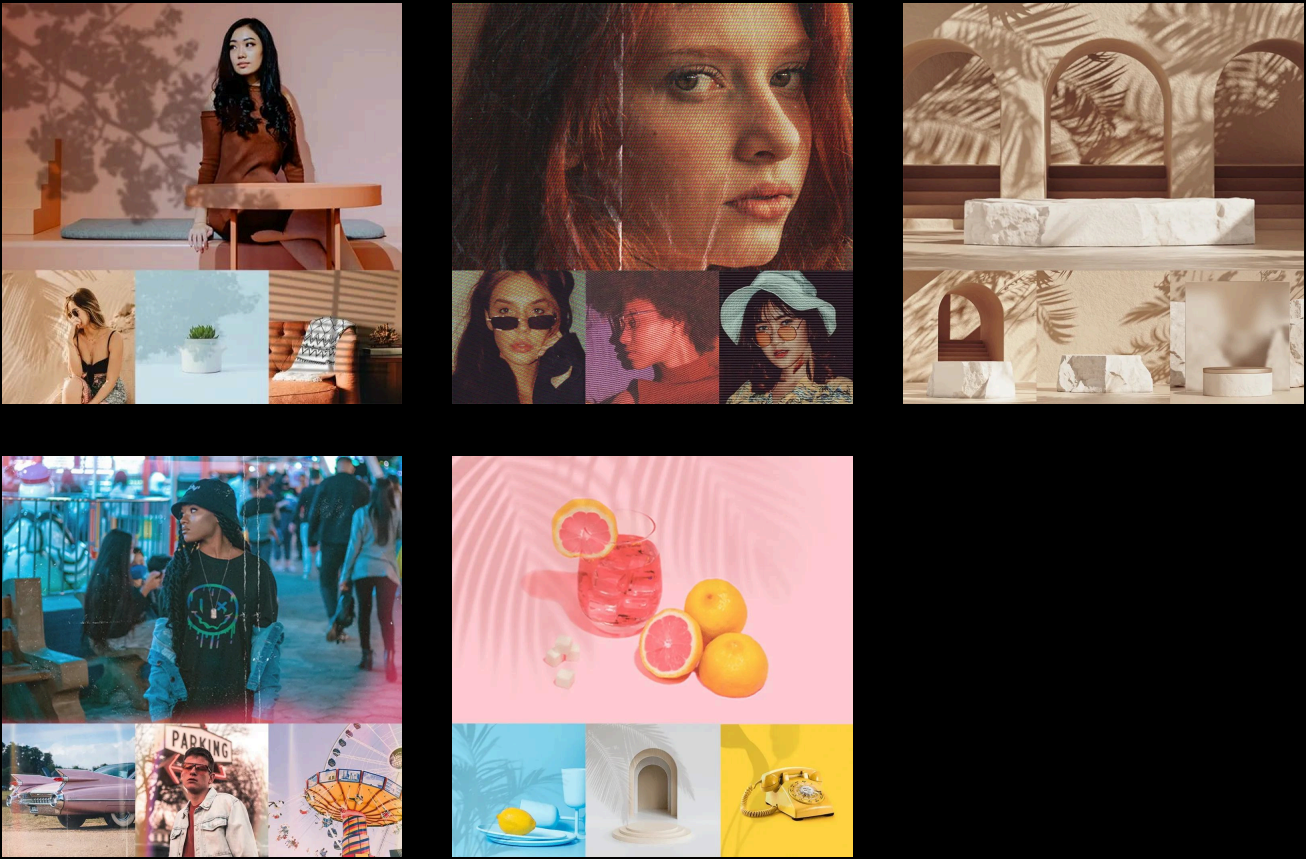
- low exposure
- luxury
- minimal



CURATED PHOTOGRAPHIC FOLDER

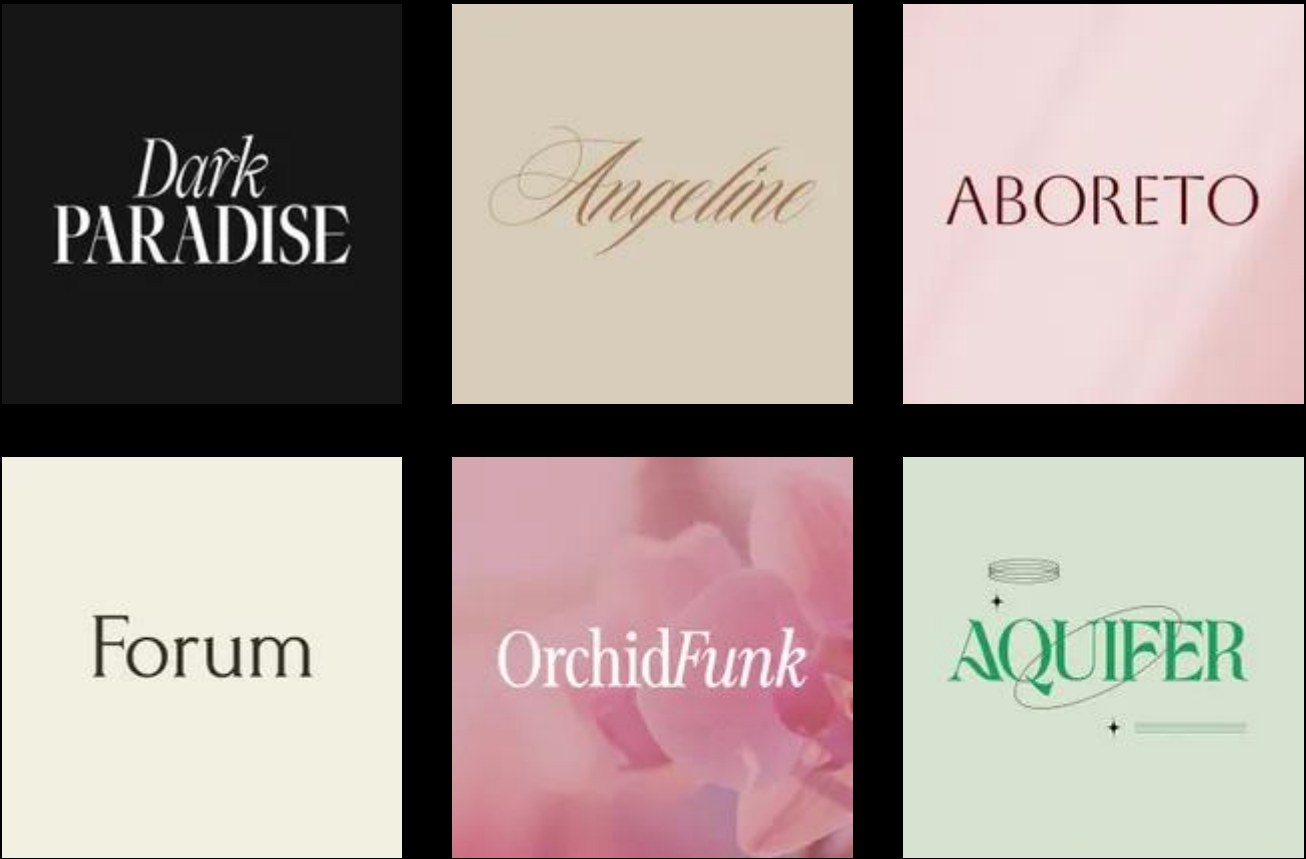
GRAPHICS

- film grain
- shadow
- grain



FONTS

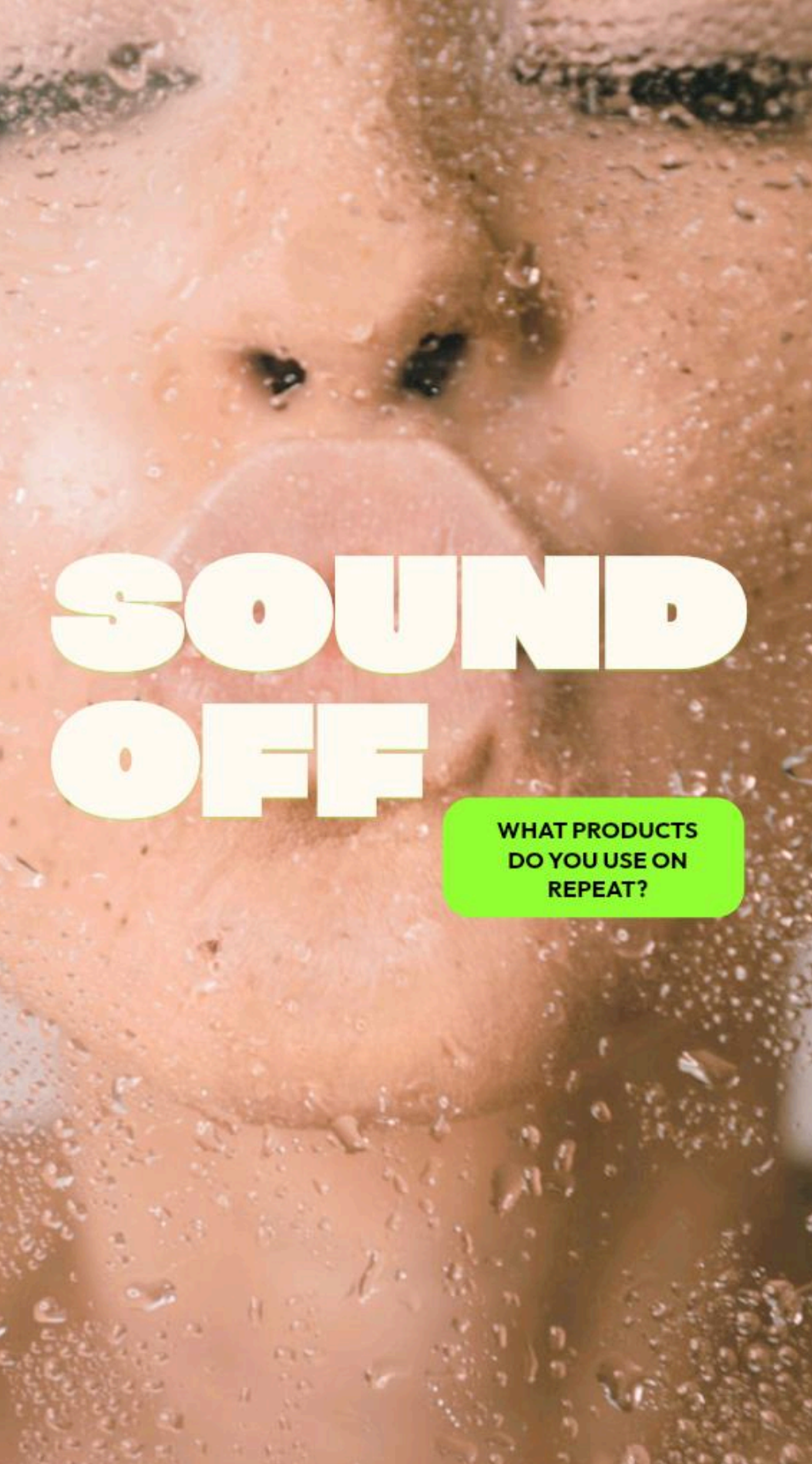
- serif
- luxury
- classic
- script



Low Exposure

This trend includes:

- **Dark & Moody Photography:** Shadowed, natural tones create a mysterious, evocative mood.
- **Shadow Play:** Subtle, muted overlays or dramatic shadows add depth and intrigue.
- **Film Grain Texture:** Adds a vintage, tactile feel to photos and designs.
- **Minimal Text:** Let the photography shine with sleek serif or sans serif typography.
- **High-Contrast Pairing:** Dark imagery balanced with light creams and beiges in design elements.
- **Faceless Figures:** People are present, but their faces are cropped or hidden, enhancing the mystery.



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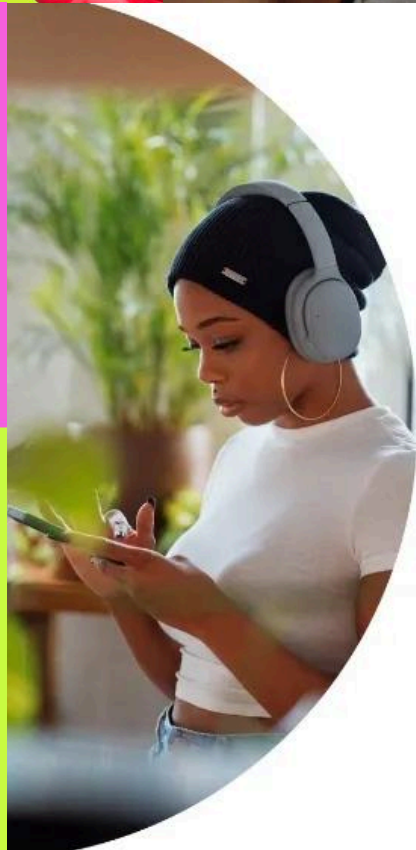
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MACRO

Cyber Green

Inspired by the bold aesthetics and vibrancy of “brat summer”, this trend puts striking yellow-greens front and center in design. Whether used as the main branding hue or a spirited accent, these lively colors create an energetic statement that’s hard to ignore throughout 2025. With other design elements kept simple, the focus is on the fun and vibrancy of the color itself, bringing a youthful and playful flair to branding.

List of Common Industries:

- Software/IT
- Fashion
- Art & Design
- Events
- Finance
- Music

Related styles may include:

- Sporty
- Bold
- Modern

TEMPLATES

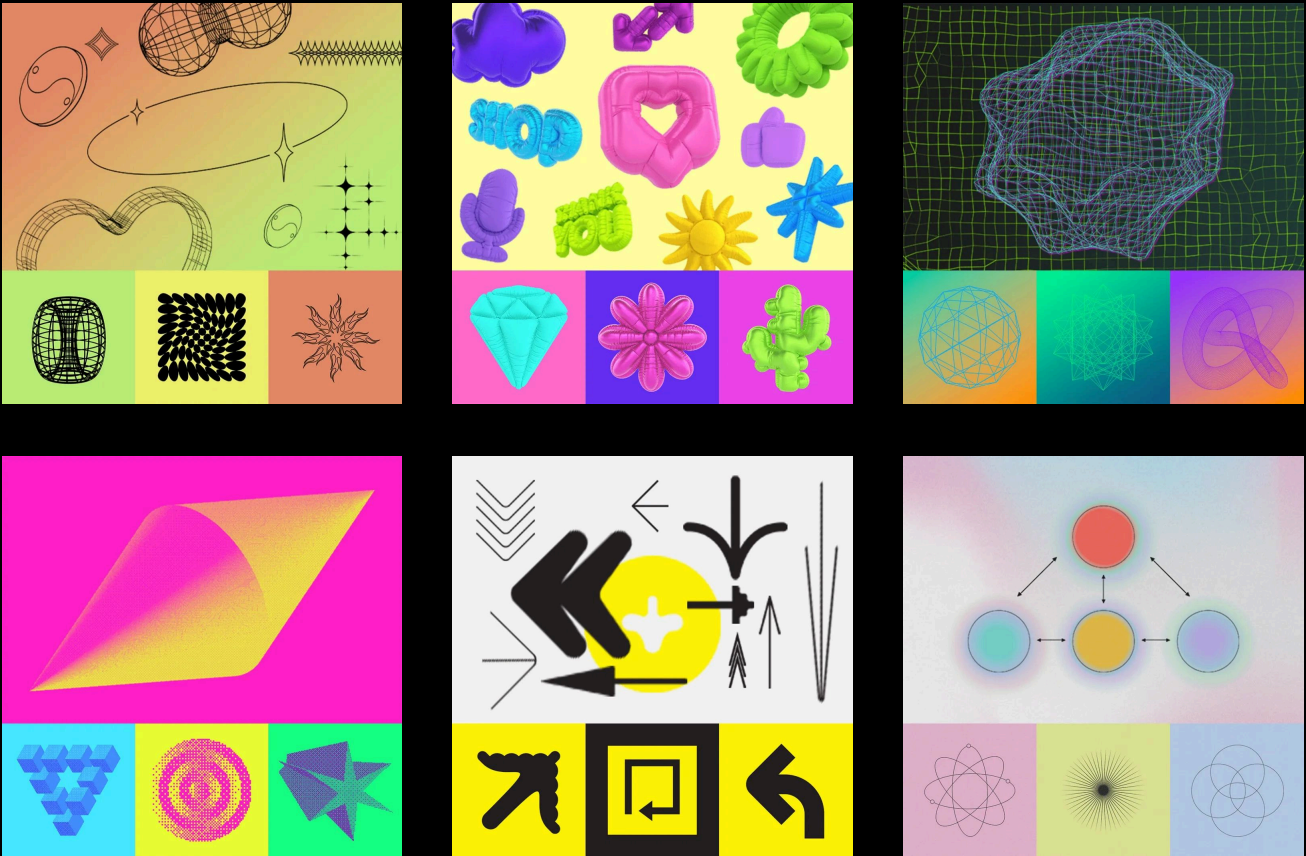
cyber greengreen



CURATED PHOTOGRAPHIC FOLDER

GRAPHICS

line3dgeometricarrow



FONTS

boldsans serifclassic



FIND IT IN STUDIOASSETS

Cyber Green

This trend includes:

- **Vibrant Color Palette:** Bold yellow-greens take center stage, making a striking impact.
- **Main Branding Element:** These hues serve as primary branding colors, eye-catching accents, and allow the color to shine as the main statement.
- **Energetic Aesthetic:** The bright tones evoke feelings of fun and vibrancy, aligning with overall bold aesthetics.

5 Places to Visit
For Good Food
In Florida



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MACRO

Interface
Friendly

UI trends are making waves beyond the digital landscape, infusing branding with a fresh and creative flair. With rounded corners and playful elements like buttons and swipe features, brands are adding a dash of digital fun to their designs, making everything feel sleek and super user-friendly. This offline crossover of function and form reshapes the visual language of branding, creating an engaging experience across various mediums.

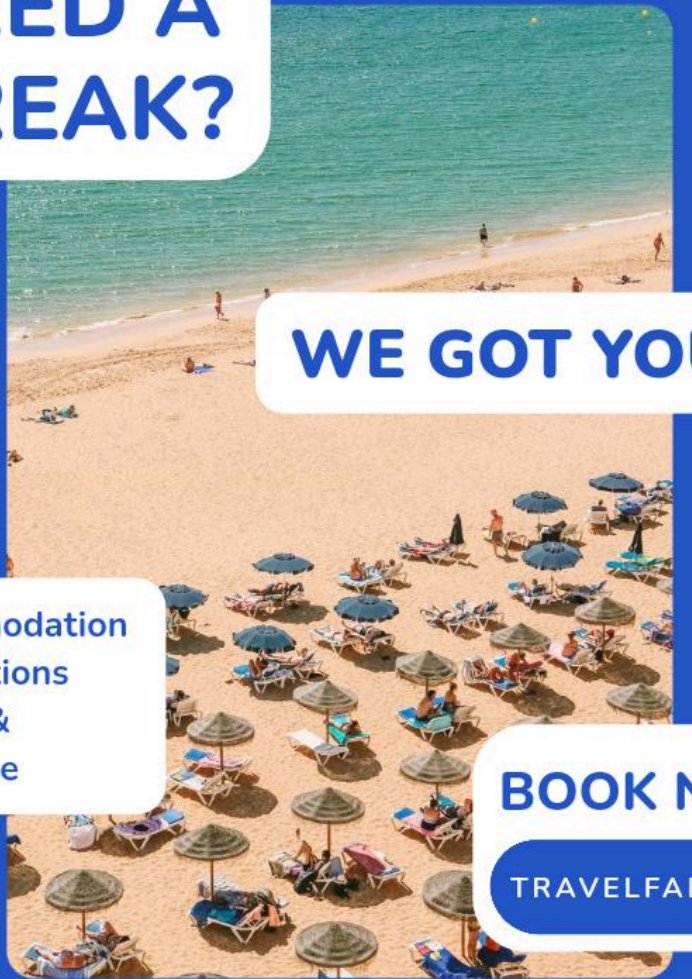
List of Common Industries:

- Tech
- Retail
- Home Services
- Professional Services
- Consulting
- Pets
- Education

Related styles may include:

- Corporate
- Bold
- Luxury
- Classic
- Sporty
- Modern
- Minimal

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| Digital Advertising | SEO & Content Marketing |
| Social Media Management | Social Media Management |
| Email Marketing & Automation | Website Design & Development |

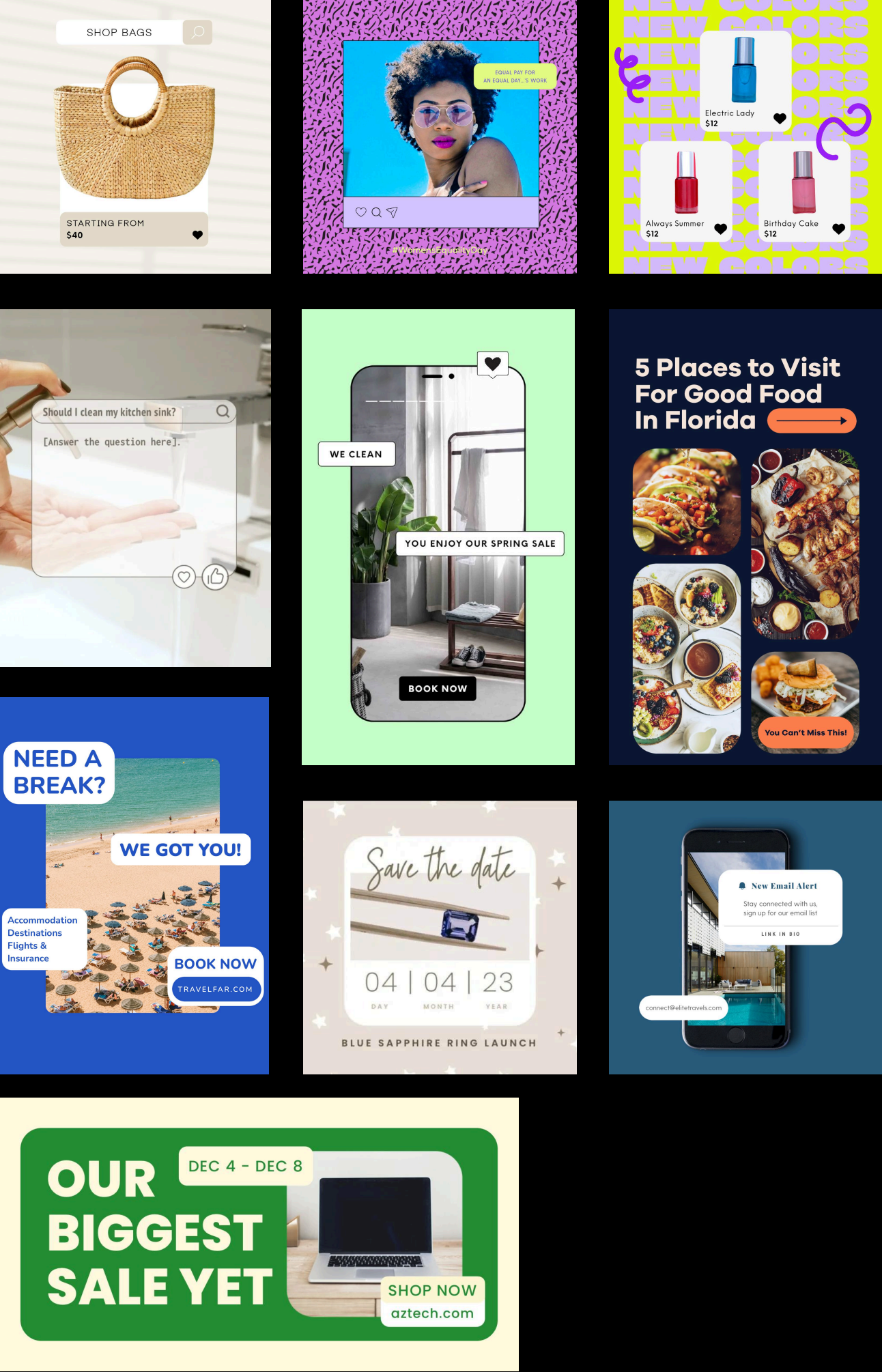
Let's jump on a call to chat about how we can help you grow your business!



BOOK A CONSULT

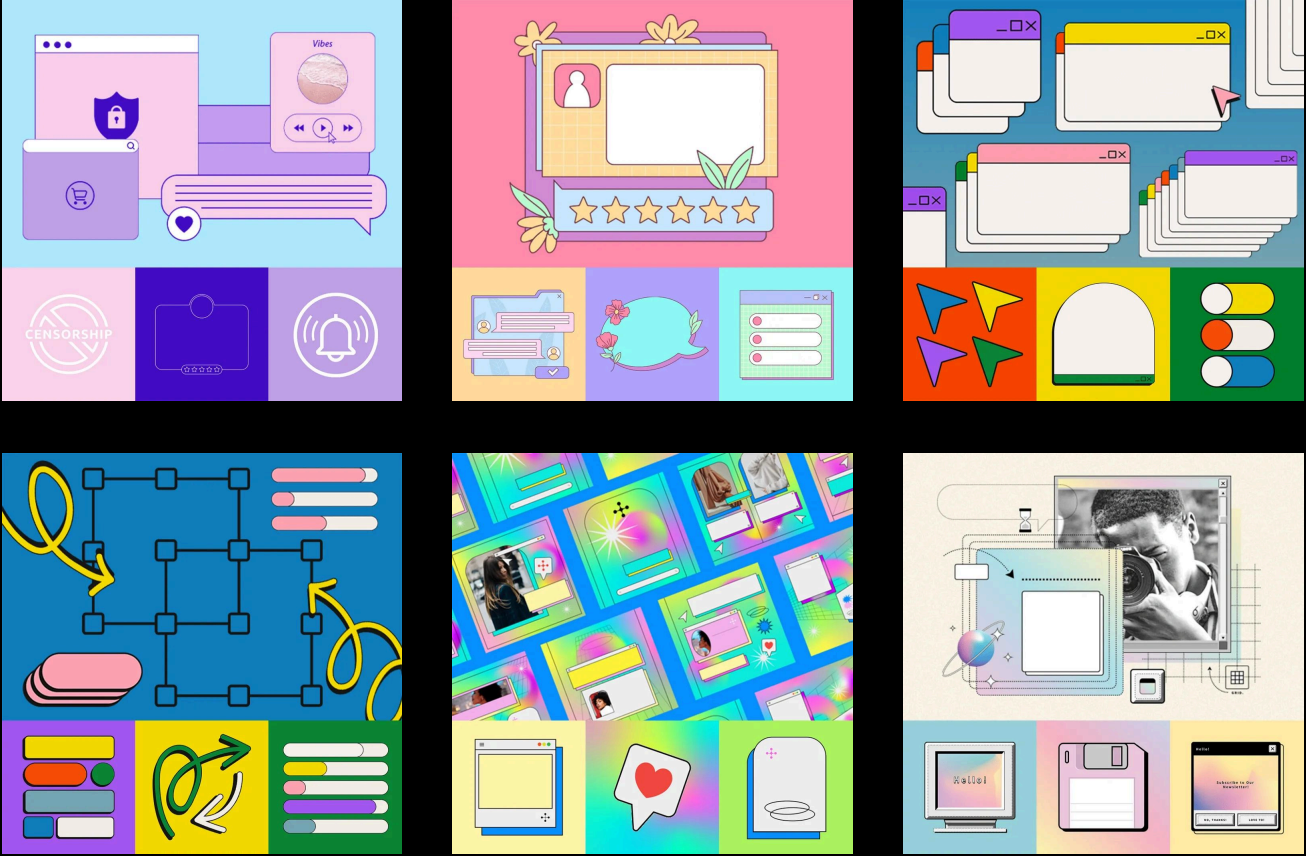
TEMPLATES

- UI
- Interface Friendly



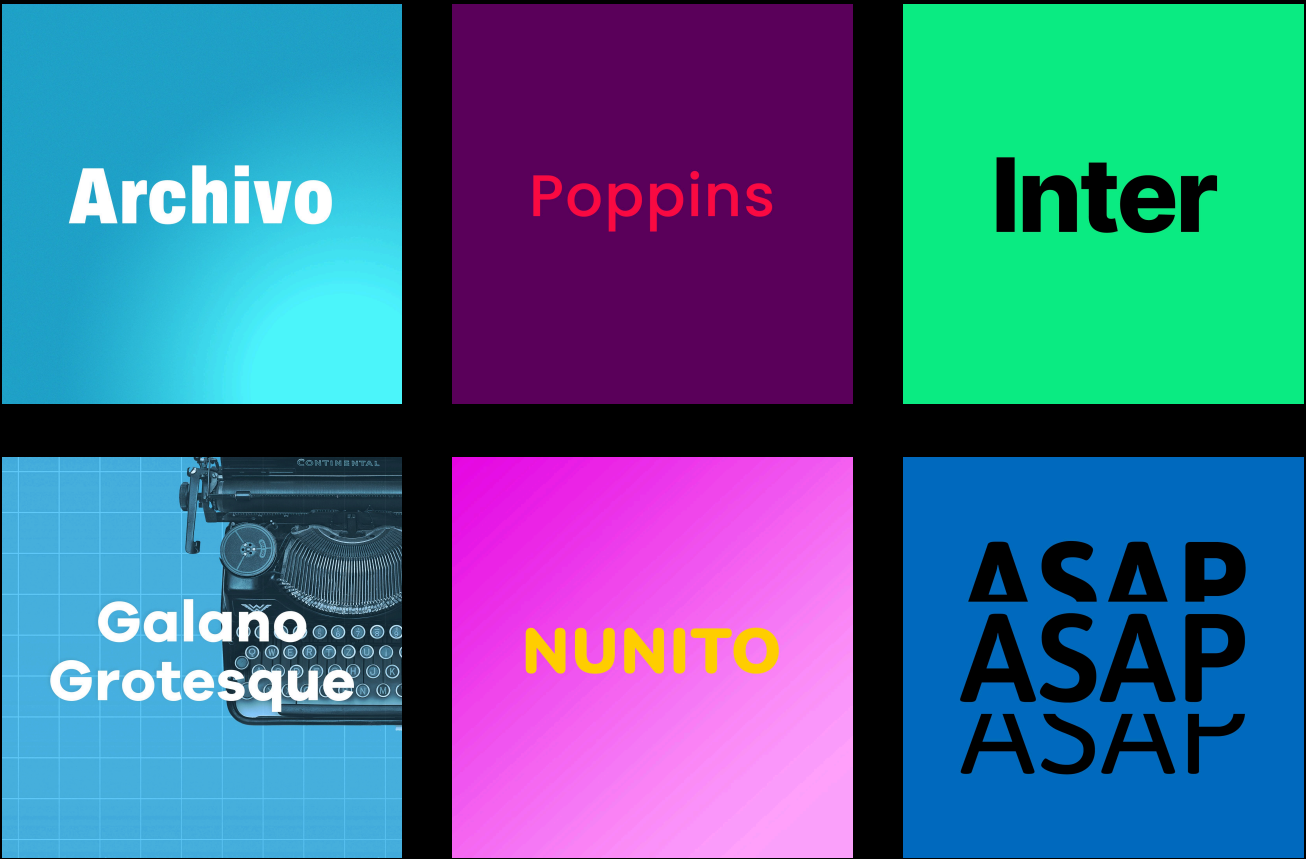
GRAPHICS

- UI
- Buttons
- Interface Friendly



FONTS

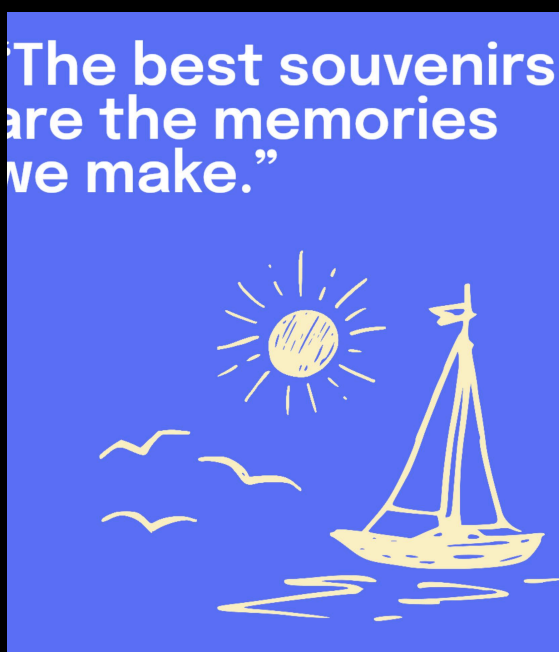
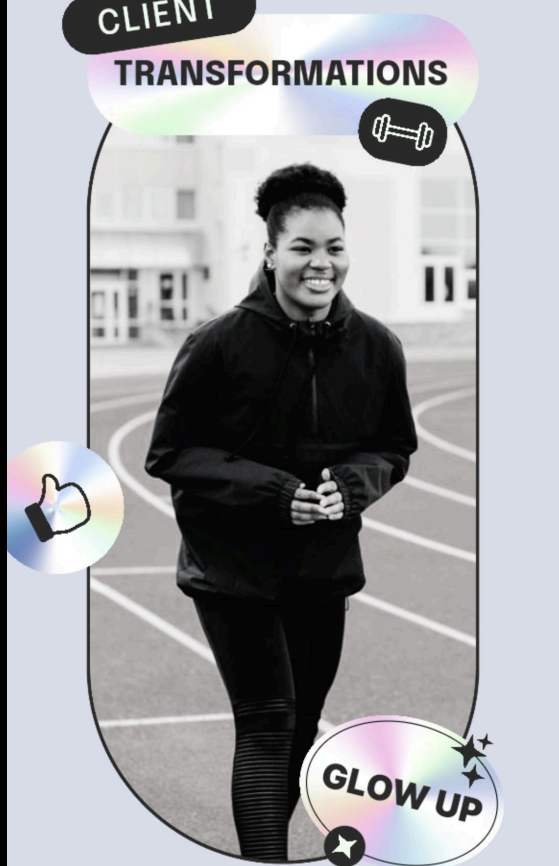
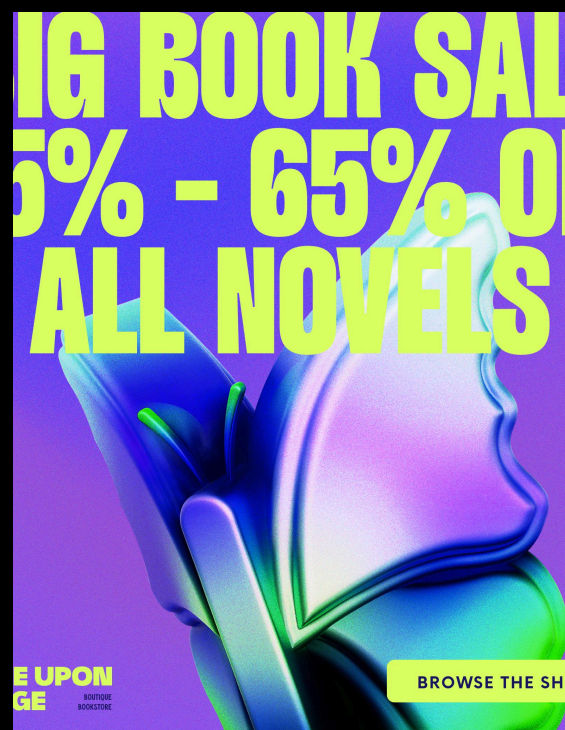
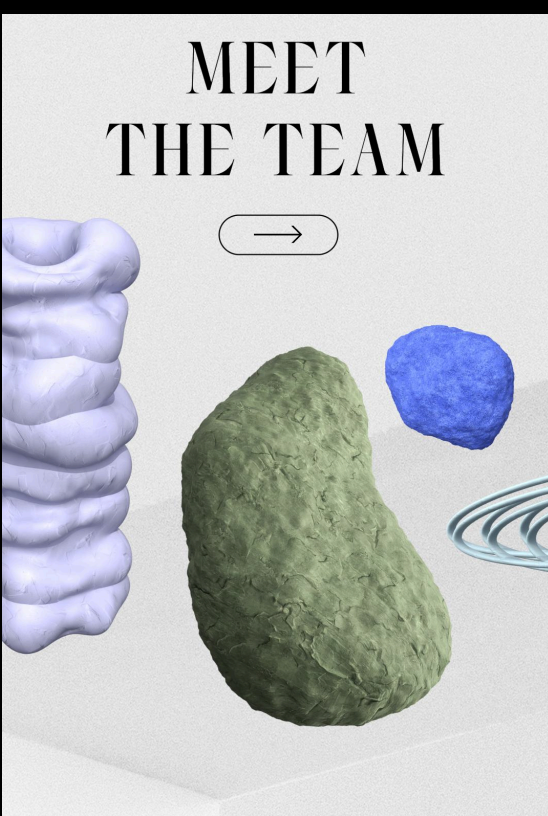
- Modern
- Sans Serif



Interface Friendly

This trend includes:

- **Rounded Corners:** Soft, approachable edges add a friendly touch to branding.
- **UI Elements:** Incorporation of buttons, swipes, and pop-ups creates an interactive feel.
- **Sleek and Modern:** Emphasizes simplicity and contemporary aesthetics in design.
- **User-Friendly Appeal:** Familiar interface elements enhance accessibility and comfort.
- **Cross-Platform Integration:** Blends digital UI principles into various branding mediums for a cohesive look.



Happy Creating