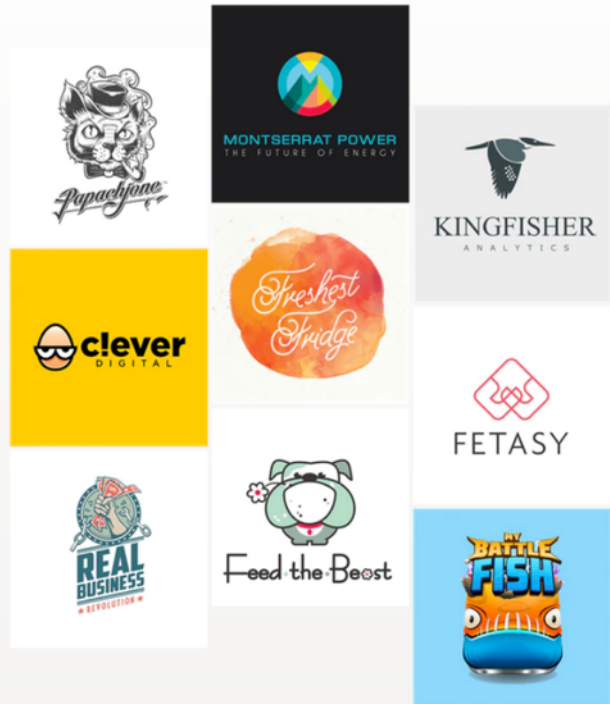


Your visual guide to design styles

One of the easiest ways to have a better client-designer working relationship is to align the project's design style.

We've prepared a visual design style guide as handy reference for both designers and customers.



Minimalist, grunge or abstract? There are so many design styles out there, where do you even start?

Below we have compiled 15 design styles and their stunning examples.

We encourage you to consider complementing different styles to play off each other. For example, you get a playful design from combining flat and illustrated; or you get a luxurious logo from combining vintage and masculine.

Designers: use this guide to help you define your design style better and be more discoverable by potential clients.

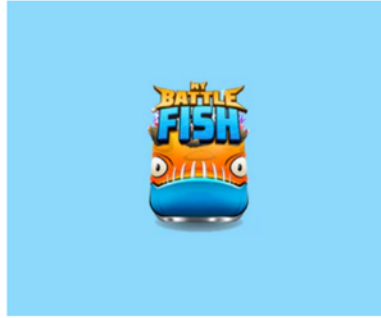
Customers: use this guide to help you find the design that best describes your brand.

3D

—



by Mdna



by Akira X3



by Asael Varas



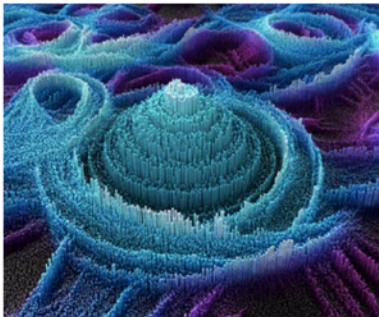
by Jeff Purnawan



by Akira X3



by ludibes



by 3dRadiance



by Biserka 🍷



by Chimfanzzy Bros.

The three-dimensional artwork gives the opposite illusion of a flat design. It is characterized by the illusion of volume and mass, therefore looking like it occupies space. 3D design is commonly used to create skeuomorphic designs, the idea of creating something to resemble a real-life object.

Characteristics

- Illusion of depth / volume
- Employs lighting effect
- Employs shades of one color

Combines well with:

Abstract, fun and playful, grunge, illustrated, masculine

Keywords

Perspective, skeuomorphism, shadow, video games, app design

Abstract



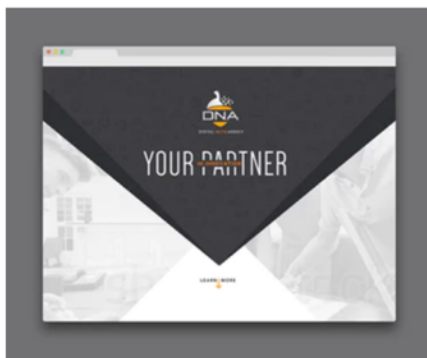
by Kelly Norman



by Mithum



by Gijan



by akdcreative



by cecece



by EM180

Abstract is the style of creating a piece of art that is independent from the way it looks in the real world. An abstract design style is achieved by a combined composition of colors and shapes usually based on the individual interpretation of the designer, the client or both.

Characteristics

- Ambiguous representation of an object / concept
- Invites individual interpretation

Combines well with:

3D, clean and minimalist, fun and playful, geometric, organic and natural, professional / corporate

Keywords

Colorful, artistic, logo design, illustration

Clean and minimalist



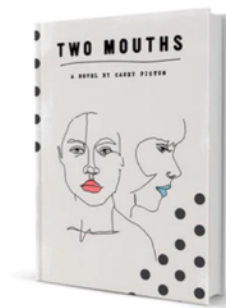
by ludibes



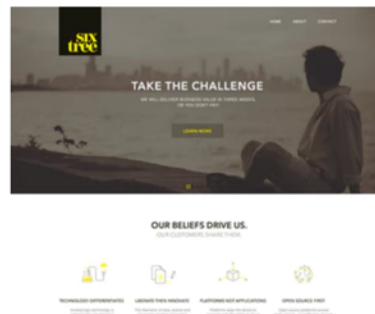
by bo_rad



by amio



by Fe Melo



by Nativ



by Mithum



by redcyan



by YaseenArt



by BjankaB

Minimalism is a style or technique that is characterized by spareness and simplicity. It is the opposite to lavish and highly-decorative styles and leaving its most basic form to communicate the message.

Characteristics

- Uses small number of colors
- May be achieved by using fluid or straight lines (line art)
- The opposite of abstract

Combines well with:

Abstract, feminine, flat, geometric, professional/ corporate, luxurious

Keywords

Simple, line art, negative space, flat design

Conceptual art

—



by Jeff Purnawan



by MWart



by miridi



by XZEQUTEWORX™



by pmo



by Giulio Rossi

Conceptual art is a sub-category of illustration, and is a metaphorical depiction of a visual idea. Consider it as the fictional section of illustration, as it doesn't necessarily feature likeness to the real object it models after.

Characteristics

- May contain some elements of reality
- Features designer's own interpretation of the object it models after

Combines well with:

All styles

Keywords

Illustration, drawing, abstract

Feminine



by ananana14



by Sign.Yra



by SA V



by Ligraphics



by elenor



by Creative Duet



by MWart



by katerina k.



by cabinet

The opposite of masculine design, feminine style is usually characterized by details that stereotypically attract female attention such as soft color palettes, florals and cursive writing.

Characteristics

- May employ cursive, fluid fonts
- May incorporate pastel colors and/or shades of red (eg. pink, purple, orange)
- May feature a woman's face, flowers and fashion components (eg. lipstick, shoes)

Combines well with:

Clean and minimalist, flat, illustrated, luxurious, organic and natural, typographic

Keywords

Flower, cosmetic, pastel, fashion, love, beauty

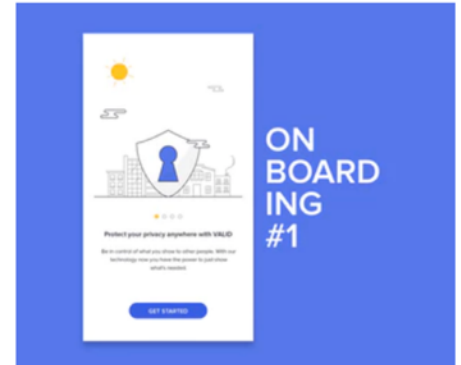
Flat



by [thisisremedy](#)



by [velinsi](#)



by [sumit226](#)



by [ludibes](#)



by [GRKN_DESIGN](#)



by [Terry Bogard](#)

This style could be considered as a subcategory of the minimalist look: it employs minimal use of colors and shading for a visually-pleasing aesthetic.

Characteristics

- Uses small number of colors
- No realistic shadow effect

Combines well with:

Clean and minimalist, feminine, geometric, luxurious, typographic, vintage / retro

Keywords

Clean, infographic, minimalist, line art, illustration, app design

Fun and playful



by mashka



by Angstrom Alliance



by Sava Stoic



by GangmaZ



by Chupavi



by elenor



by shon_m



by Googa



by Dudeowl

A design style that inspires fun and usually gives off an informal, rather than rigid, impression. Commonly used to create cartoons, it can be non-realistic or semi-realistic artistic style of drawing.

Characteristics

- May feature caricaturized person / animal
- Colorful
- May contain elements of fantasy

Combines well with:

3D, abstract, illustrated, organic and natural, typographic, vintage / retro

Keywords

Humor, mascot design, character design, kids, caricature, cartoon, animal

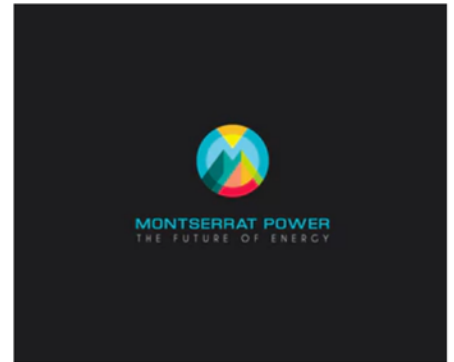
Geometric



by shaka88



by moondust



by Dragon99



by --Hero



by arosto



by Milakat

Derived from the idea of geometry, this style is characterized by heavy use of straight lines and shapes. The typical geometric design can comprise of rectangles, squares and triangles.

Characteristics

- Incorporates straight lines
- Features symmetry

Combines well with:

Abstract, clean and minimalist, flat, professional / corporate

Keywords

Minimal, tech, simple, internet, flat

Grunge

—



by [Flavia2767](#)



by [coin!](#)



by [aes28](#)



by [VICKODESIGN](#)



by [Marrieta](#)



by [bllabla](#)

Sometimes considered as a subcategory of the vintage style, grunge evokes the darker, gritty and cool style of the 1990s. It is typically characterized by distressed/rough or torn appearance to its designs. Grunge is also commonly associated with punk and gothic styles.

Characteristics

- Generally uses dark colors and monochromatic color scheme
- Generally invokes the feeling of darkness and danger

Combines well with:

3D, illustrated, masculine, typographic, vintage / retro

Keywords

Cool, street, gothic, black, graffiti, T-shirt design

Illustrated



by BATHI



by - Z -



by Lucadia



by WantedPowers



by DSKY



by MWart



by ultrastjarna



by Dusan Klepic



by McSeaman Co.

The illustration style is derived from the interpretation or visual explanation of a text, concept or process.

There are plenty of subcategories under illustration, among them conceptual art and photorealism, which are also explained on this page.

Characteristics

- Generally has 'raw', hand-drawn look
- Look dependant on designers' drawing style

Combines well with:

3D, feminine, fun and playful, grunge, masculine, organic and natural, typographic, vintage / retro

Keywords

T-shirt design, sketch, drawing, tattoo, art

Luxurious



by Yokaona



by Mad pepper



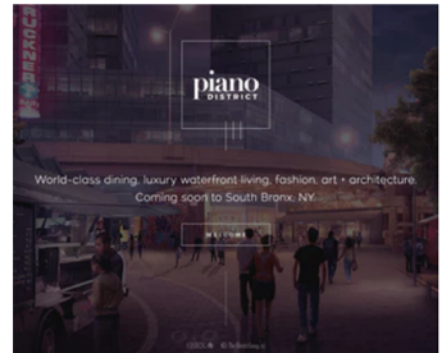
by trinitiff



by duwi.sleman



by dquiraoom



by Brace

The luxurious design style evokes the idea of indulging in extra comforts or pleasures additional to the necessary standard of well-being. The use of rich colors such as gold helps achieve this idea of luxury.

Characteristics

- Often uses the colors black, gold and bronze
- Achieves the idea the brand is impactful on its own by employing simple, minimalist designs
- Uses either old-style fonts or simple and modern fonts

Combines well with:

Clean and minimalist, feminine, flat, masculine, vintage / retro

Keywords

Elegant, sophisticated, fashion, understated

Masculine



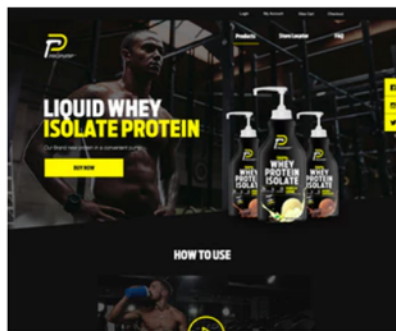
by [iyank iyo](#)



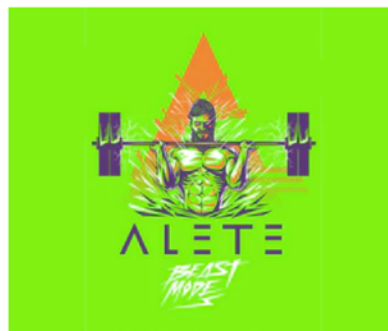
by [J_Ivan](#)



by [JK Graphix](#)



by [create4life](#)



by [Executor](#)



by [Adwindesign](#)



by [damzu](#)



by [cabinet](#)



by [Milena Milosavljevic](#)

Masculine design style is stereotypically appealing to men. Details in masculine design may include simple lines, monochromatic theme (black and white) and "rugged" texture.

Characteristics

- May employ hard-edged, thick-stroke fonts
- May incorporate rugged and gritty images
- May feature blue or darker colors

Combines well with:

3D, grunge, illustrated, luxurious, professional / corporate, vintage / retro

Keywords

Rugged, outdoor, classic, modern

Organic and natural



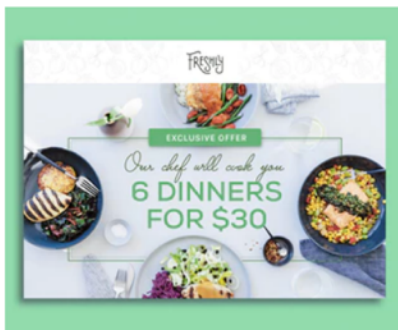
by Martis Lupus



by Project 4



by AZ_ART



by phongling



by Martis Lupus



by Dilyana H.



by *Alexandra*



by lamadesign



by LizYee

Organic design is a style which takes the flowing natural forms of a reality and characterized by continuous lines and dynamic curves. Organic style can also feel rustic by adding weathered and texturized effects.

Characteristics

- Generally incorporates natural elements like leaves, flowers and fresh produce
- May be combined with illustrated look for the raw, organic look

Combines well with:

Abstract, feminine, fun and playful, illustrated, typographic, vintage / retro

Keywords

Nature, rustic, handmade, illustration

Photorealism



by BATHI



by RVST®



by Mad pepper



by Ink4



by 3dRadiance



by Mad pepper

Photorealism is a form of illustration where the designer closely matches it to the original image or photo as much as possible.

Characteristics

- Features refined details to emulate the original image as much as possible
- Usually achieved by, but not limited to, pencil sketches

Combines well with:

3D, feminine, grunge, masculine, organic, vintage

Keywords

Drawing, illustration, sketch, tattoo, art

Professional / corporate



by shaka88



by CreativeKing™



by galinka



by Bikelindo V. Rouco



by Melwyn3



by TRYBYK

The professional design style is usually characterized by muted colors, and minimal details to represent conservative ideas. This style is typically employed by organizations who want to make formal impressions on their target audience.

Characteristics

- Employs straight, classic font types
- Generally incorporates simple shapes or objects
- May invoke formal impressions with use of negative space and line art

Combines well with:

Abstract, clean and minimalist, geometric, masculine

Keywords

Business, formal, minimal, classic, simple

Typographic



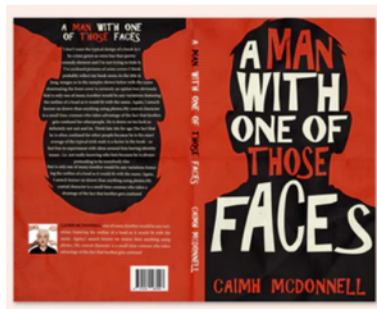
by gingko



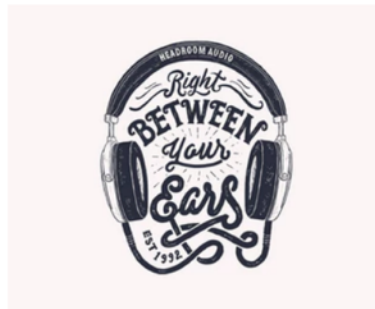
by TWENTYEIGHTS



by sheva™



by Pulp ART



by stevenmink



by stevenmink



by Iconic Graphics



by merci dsgn

The typographic style utilizes the modification of fonts. It is the design of the written words to evoke response in its target audience. For logo, fonts need to be uniquely modified.

Characteristics

- Font style is generally the focus of the design
- Typographic design may incorporate objects, but the text usually conveys the main message

Combines well with:

Feminine, flat, fun and playful, grunge, illustrated, organic and natural, vintage / retro

Keywords

Font, illustration, artistic

Vintage / retro



by *ultrastjarna*



by *GOOSEBUMPS*



by *Project 4*



by *UndoRedo*



by *DSKY*



by *don-armagadon*



by *Evilltimm*



by *Book Design*



by *Wooden Horse*

Vintage or retro (short for "retrospective") is a style that is derivative of trends from the recent past. Some popular vintage styles include Victoriana (inspired by decorative styles of the Victorian era), steam punk (an ode to the industrial revolution of the late 19th century) and Bauhaus (the minimalist style movement between the 1920s and the 1930s).

Characteristics

- May incorporate rustic, nostalgic elements to invoke the past
- May use illustrated ornate ribbons and wreaths reminiscent of the 19th century
- May incorporate visual clues such as old letterpress, hand-drawn typefaces and elaborate decorative arts

Combines well with:

Flat, fun and playful, grunge, illustrated, luxurious, masculine, organic and natural, typographic

Keywords

Rustic, T-shirt design, drawing, illustration, logo design