

FFR

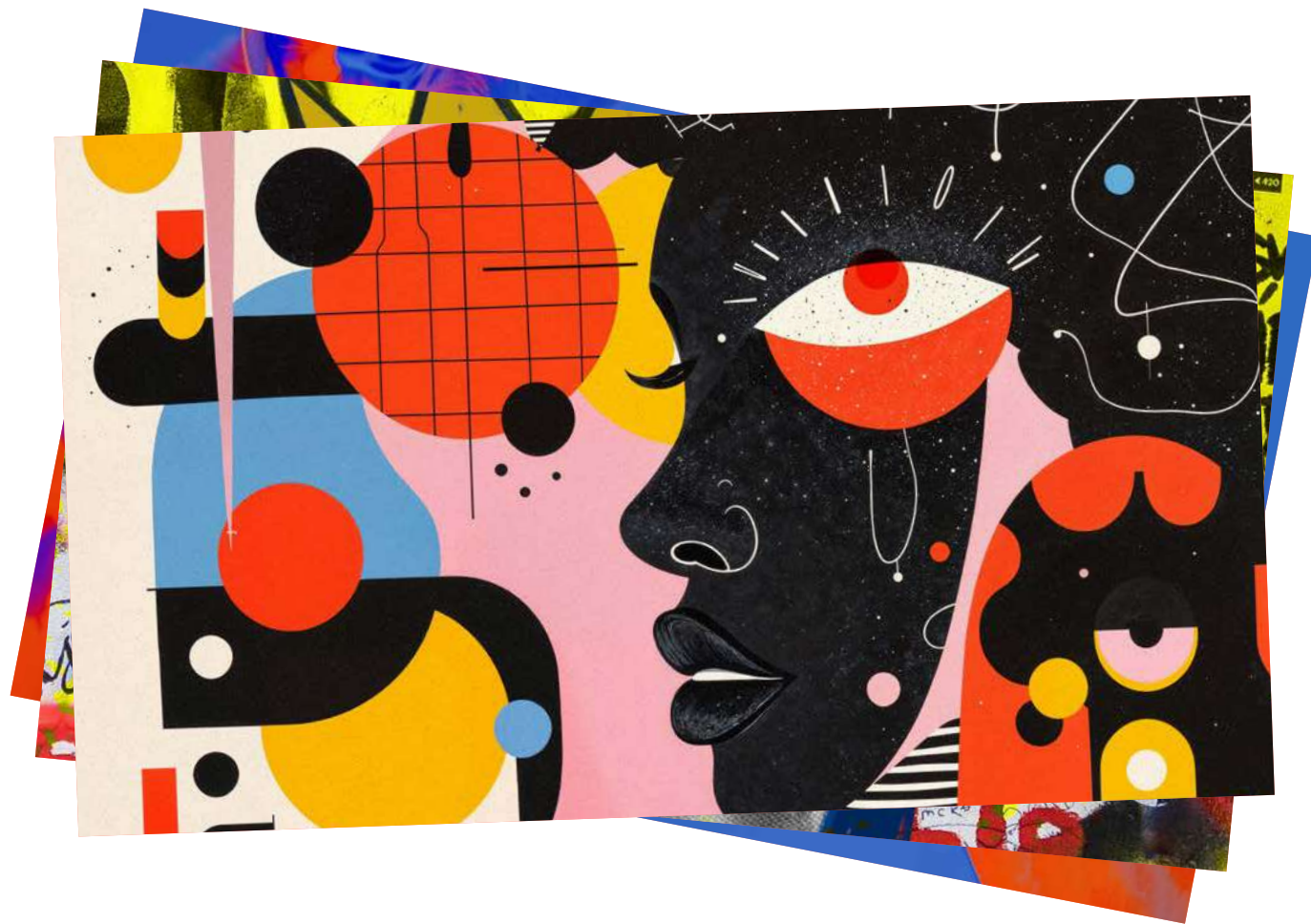


INSIGHTFUL VISIONS
GRAPHIC TRENDS 2025



In 2025, visual aesthetics will transform with trends ranging from bold maximalism and a fusion of past and future to a renewed focus on natural, sustainable textures.

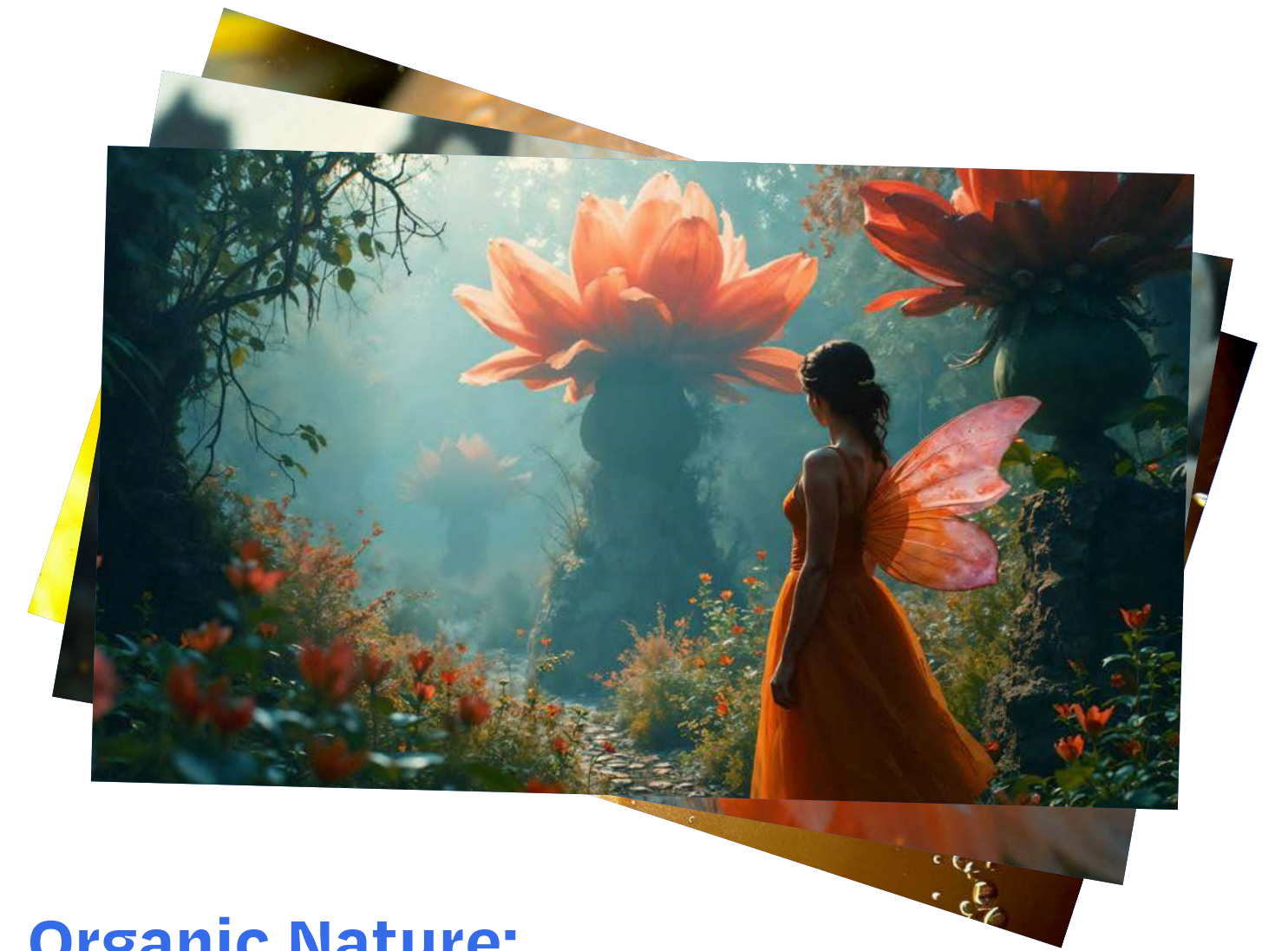
Artificial intelligence will unlock new ways to express emotions, while 3D and digital surrealism will create immersive, futuristic worlds. Each of these trends will redefine the visual landscape, offering unique, connecting experiences. Here are the most inspiring trends to give your projects a fresh twist and set the tone for the future of visual design.



The Resurgence of Maximalism:
Visual Exuberance in Every Detail



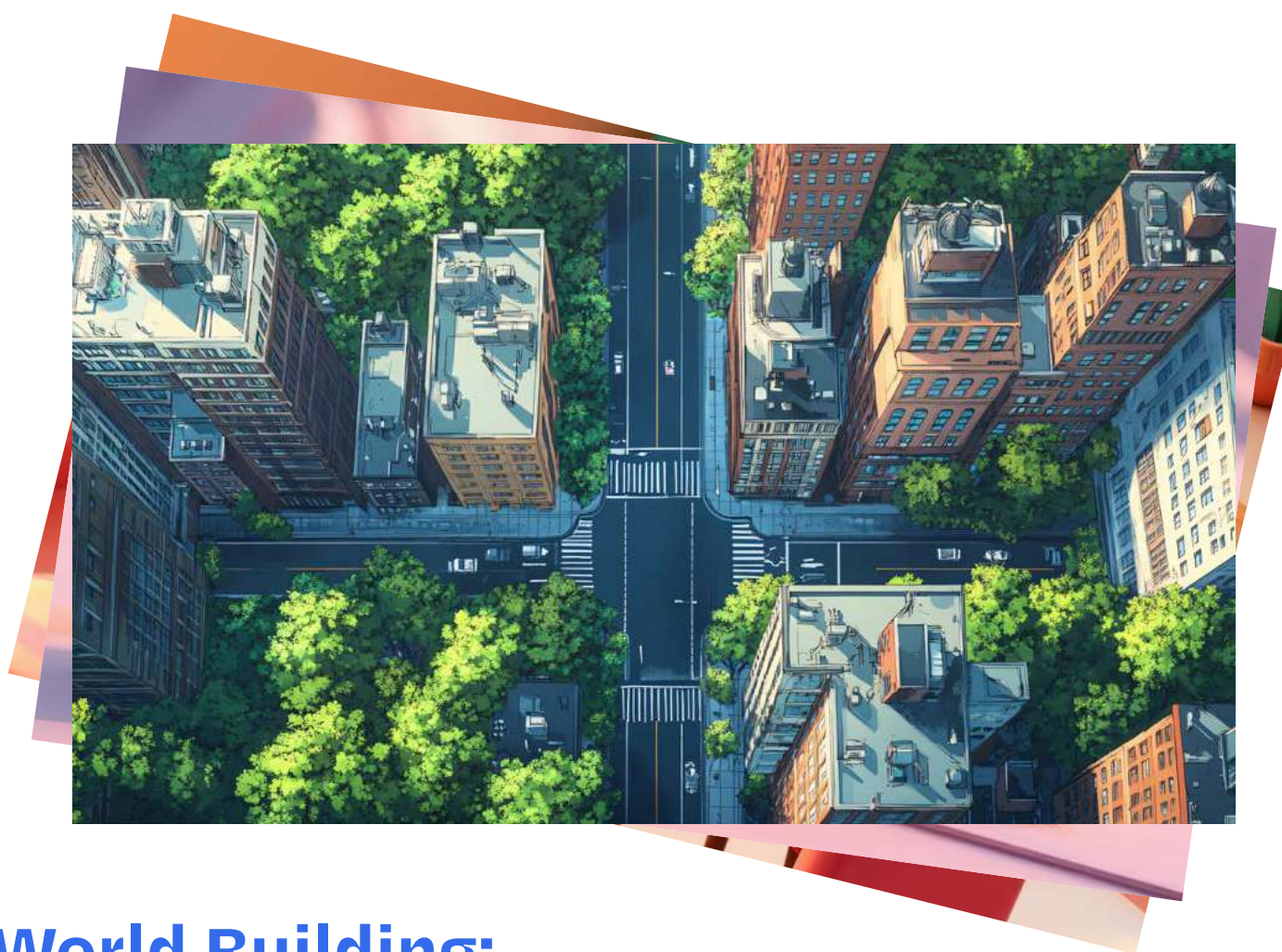
Nostalgic Futures:
Blending Past and Future in Visual Harmony



Organic Nature:
Conscious design inspired by the natural environment




Meta-Spirituality:
The fusion of the intangible and the technological



World Building:
Crafting digital universes



Transhumanist Aesthetics:
Digital surrealism in the cybernetic age



**The Resurgence
of Maximalism:
Visual Exuberance
in Every Detail**



Maximalism is making a vibrant comeback as a bold alternative to minimalism, standing out for its visual exuberance, bold colors, and intricate details that turn design into an immersive, expressive experience. **This style celebrates excess** with complex layers, visual interaction, and a "color overload" that uses intense, contrasting tones not only to grab attention but also to reinforce each brand's identity and personality.

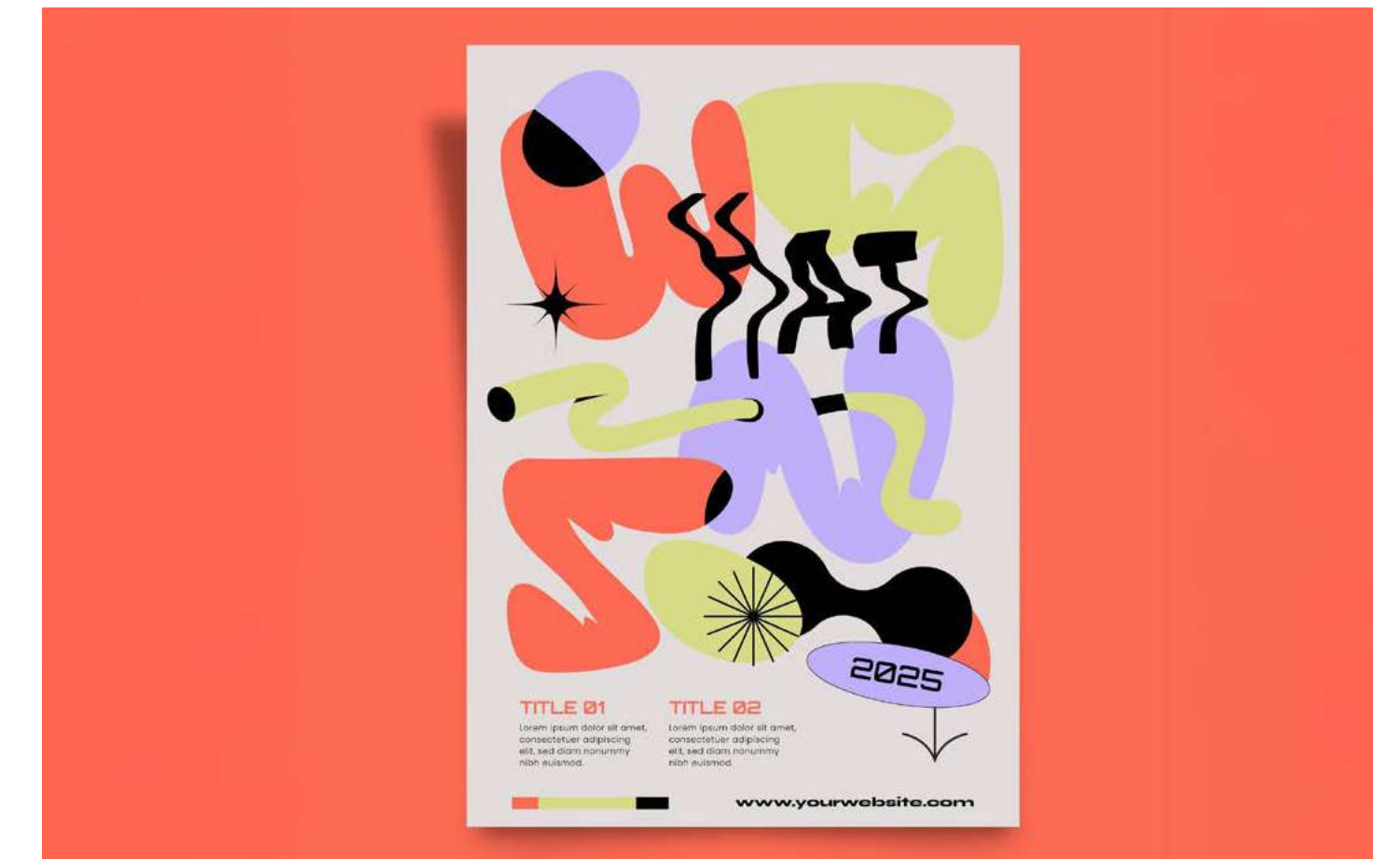
Typography, a key element in this era, **is being amplified and experimented** with, adopting unique forms, animations, and deconstructed styles that break traditional conventions. With large, space-dominating fonts and playful, quirky typography, **maximalism brings character, personality, and dynamism**, making each design a powerful, memorable, and unrestricted visual statement.



Collages

+44% Global Searches*

“Maximalism celebrates excess to reinforce each brand's identity and personality.”

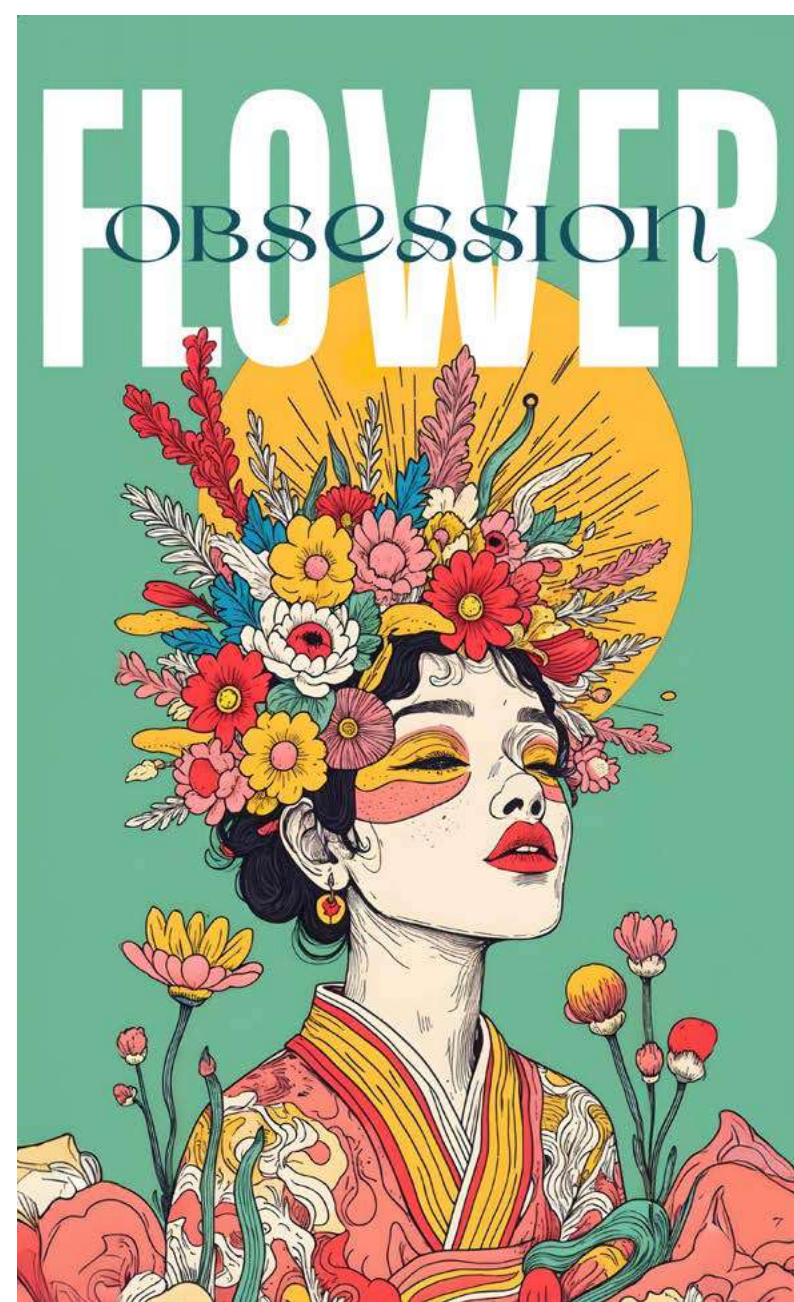


Colorful

+15% Global Searches*



*Data from 2024 compared to 2023



→ Explore more in this Freepik collection:
**The Resurgence
of Maximalism**

1 Generate your image

AI image generator
Create images from words in real time

Generate Images

Imagine a retro-styled couple in a classic convertible, looking up at a surreal sky filled with floating planets, stars, and pink-tinged clouds. The sky should appear vast and otherworldly, mixing cosmic elements with a sense of romance and adventure. The colors should be soft and dreamy, evoking a sense of wonder as the couple embarks on an intergalactic journey.

AI-prompt

Mode Flux 1.0

#trippyillustration

Effect

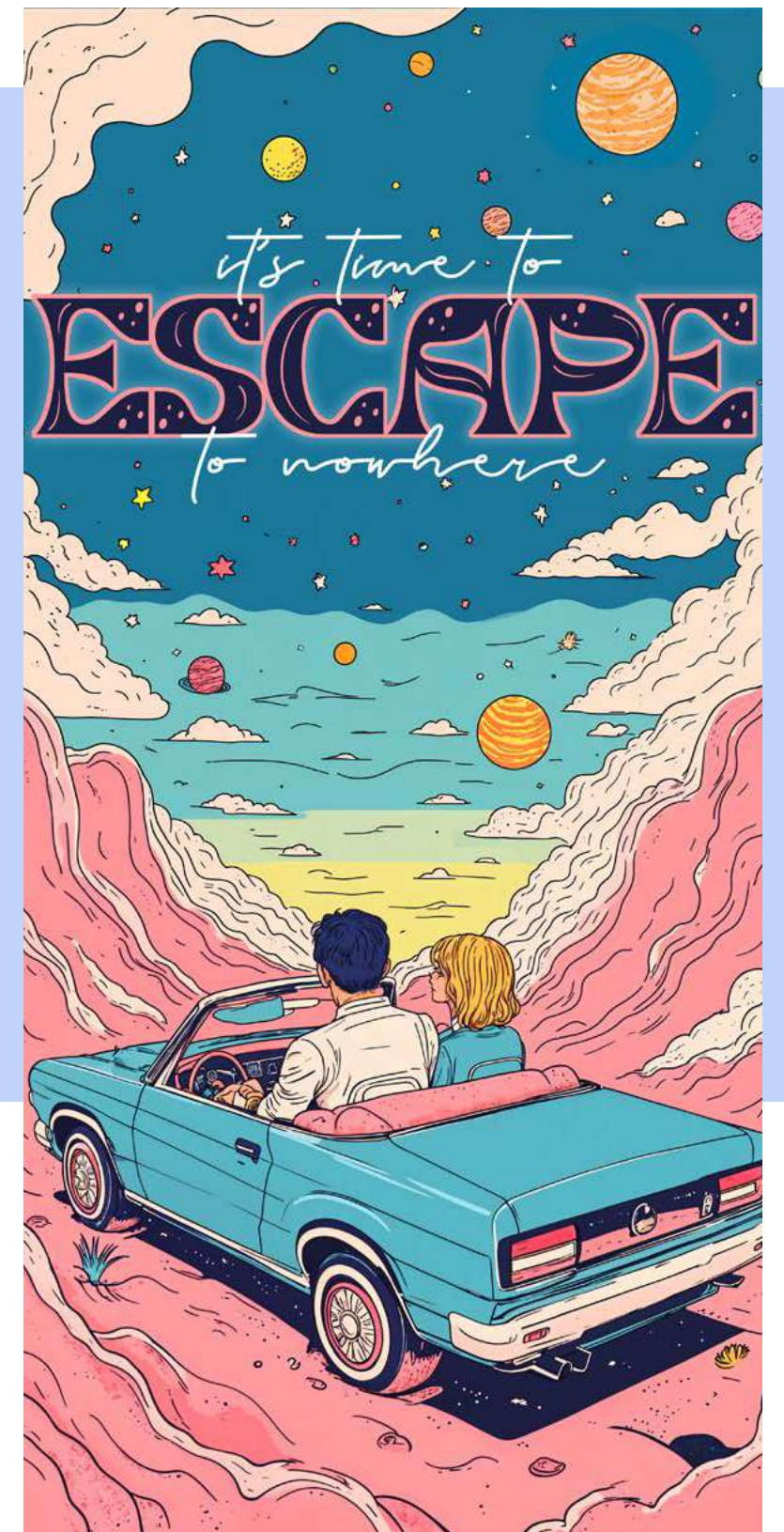
Character

Generate



Prompt:

Imagine a retro-styled couple in a classic convertible, looking up at a surreal sky filled with floating planets, stars, and pink-tinged clouds. The sky should appear vast and otherworldly, mixing cosmic elements with a sense of romance and adventure. The colors should be soft and dreamy, evoking a sense of wonder as the couple embarks on an intergalactic journey.



2 Retouch to expand copyspace

Retouch

Brush Lasso Click

Prompt

clear space

Retouch



3 Edit

Export options

Use in a design

Use in a mockup

Download 2048 x 4096 px

Archivo Black 48 B I

Search fonts

All Featured My fonts

ALL FONTS

ABeeZee

ADLaM Display

AR One Sans

Abel

Abelco

Abhaya Libre

ABORFTO

 A screenshot of a font editor interface. It shows a list of fonts with "Archivo Black" selected. The text "it's time to ESCAPE to nowhere" is shown being applied to the poster image.

Suggested styles for this trend:

#illustratedpop

#overpainting

#trippyillustration



**Nostalgic Futures:
Blending past and future
in visual harmony**



The Nostalgic Future trend has become a staple for 2025, spanning two major streams that explore nostalgia in different ways: the 00-10s Revival and Tech Charm.

00-10 Revival

This revival brings back the **DIY spirit of the 2000s**, combining the gritty aesthetics of Indie Sleaze with the nostalgic Analog Aesthetic. **Indie Sleaze** is characterized by its raw energy, low-fidelity photography, and bold typography reminiscent of zine culture and the underground scene of that era. **Analog Aesthetic**, on the other hand, adds tactile authenticity through techniques like screen printing, analog photography, and risography, creating a less idealized, more emotionally resonant design that moves away from the digital perfection dominating social media.

Tech Charm: Between past and future

Tech Charm explores **idealized futuristic visions from the '60s to the '80s**, encompassing Classic Retro Futurism and Neo Techno Brutalism. Retro Futurism draws on rounded architecture, vibrant colors, and vintage technology, capturing an era fascinated by scientific progress and space exploration. **This style radiates an optimistic, warm view of the future**, moving away from the dystopian aesthetics—such as cyberpunk—that defined early AI image generations. Meanwhile, Neo Techno Brutalism blends digital brutalism with futuristic minimalism, using strong geometry and industrial materials for a high-tech look. This style offers two paths: a dense, structural version with dark tones and visual robustness, and a neofuturistic minimalism that softens brutalism with clean lines and metallic palettes, capturing a sophisticated, futuristic elegance.

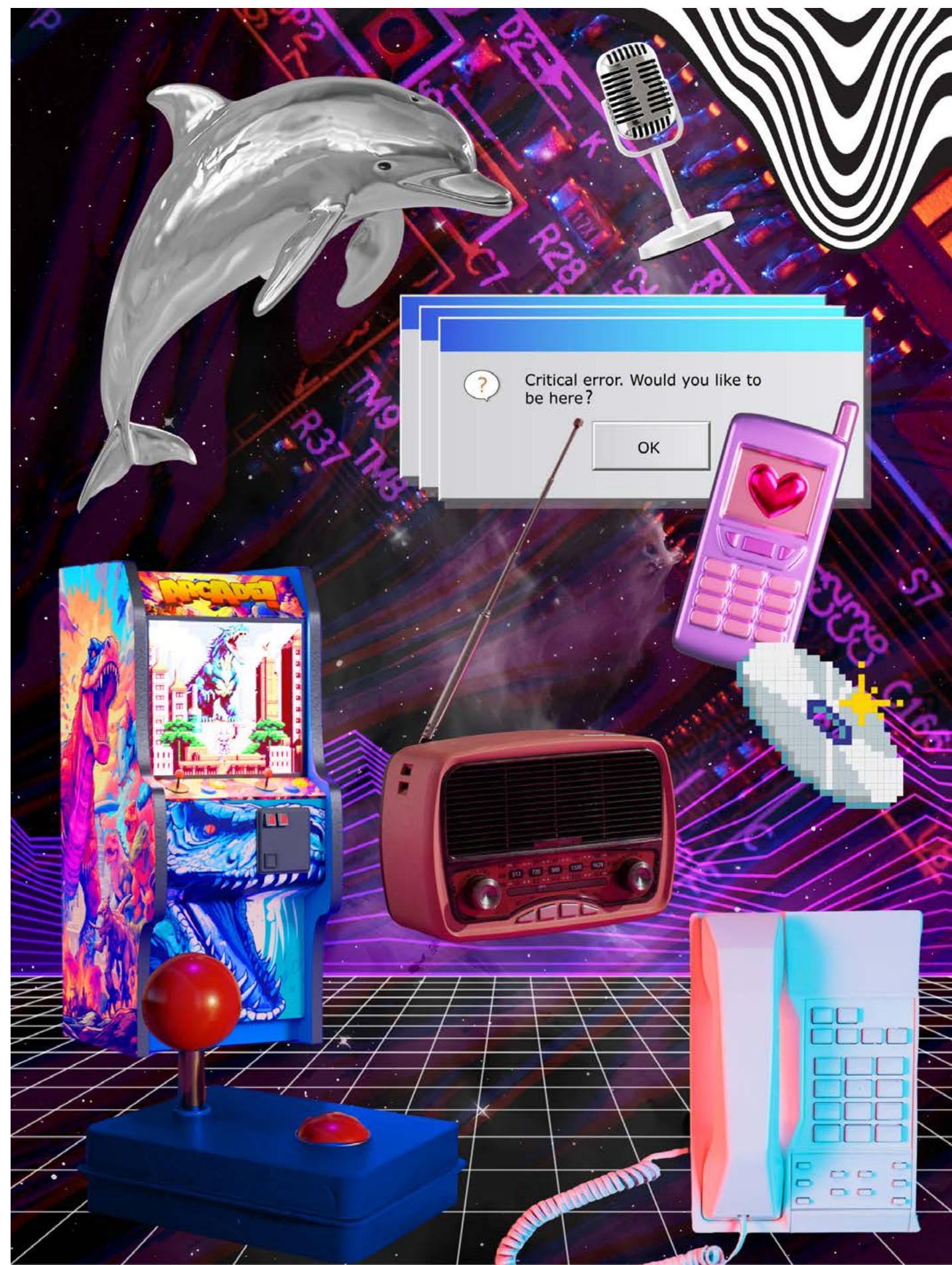


Grunge texture

+24'5%
Global Searches*



“ With over 333.1 million views for #analogphotography on TikTok, Gen Z is leading a nostalgic yet innovative return to simpler tech. *Screenshot Media Group* ”

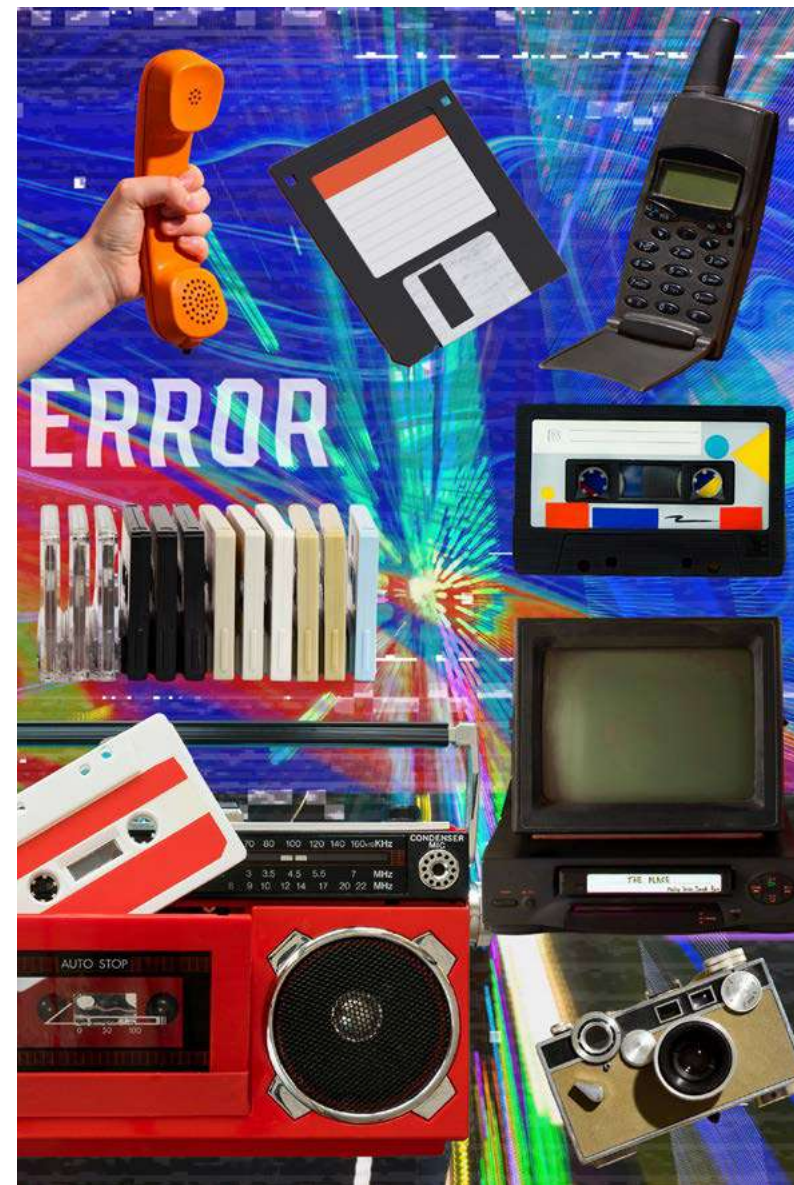


Aesthetic
+6%
Global Searches*



Retro style
+61%
Global Searches*

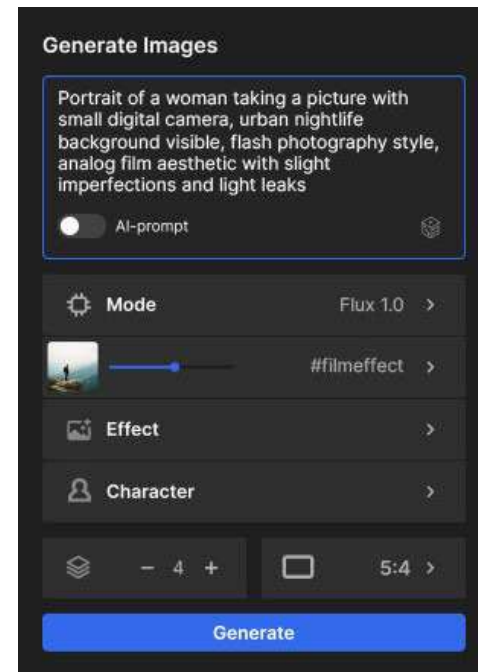
*Data from 2024 compared to 2023



→ Explore more in this Freepik collection:
Nostalgic Futures

1 Generate your image

AI image generator
Create images from words in
real time →



Prompt:

Portrait of a woman taking a picture with small digital camera, urban nightlife background visible, flash photography style, analog film aesthetic with slight imperfections and light leaks



Suggested styles for this trend:



#abstractfilm




#filmeffect



#retroglow



**Organic Nature:
Conscious design inspired
by the natural environment**



Current design trends emphasize a return to essentials, with natural textures and soft tones flowing through compositions to evoke calmness and authenticity. Earth tones, fluid forms, and intentionally imperfect details aim for more than mere decoration—they seek to reconnect with the genuine, creating designs that breathe like handcrafted pieces.

This commitment to sustainability is present everywhere: recycled packaging, systems aimed at reducing waste, collages, and nature-inspired typography—all centered on an environmentally respectful approach. While some designs embrace a softer, ethereal look with transparencies, pastels, and subtle lighting to create almost mystical atmospheres, others merge the natural with the digital, blending textures that mimic wood or stone with hyper-realistic details that are nearly touchable. Together, **these trends create a visual space that celebrates connection with nature**, where every element invites a more balanced, respectful relationship with the environment.



Sustainability

+30%
Global Searches*

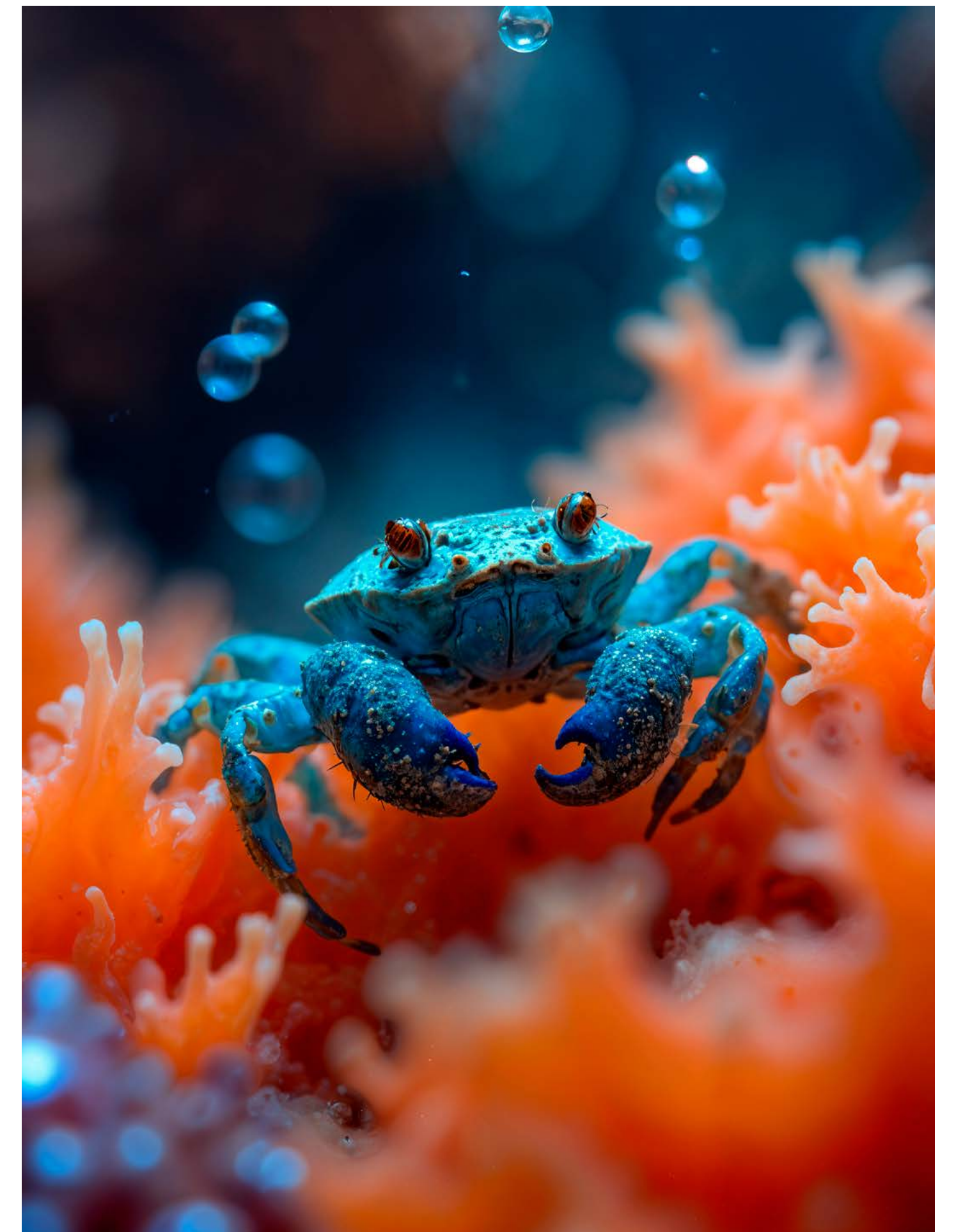
“80% of consumers are willing to pay more for biodegradable packaging made from recycled or recyclable materials.”

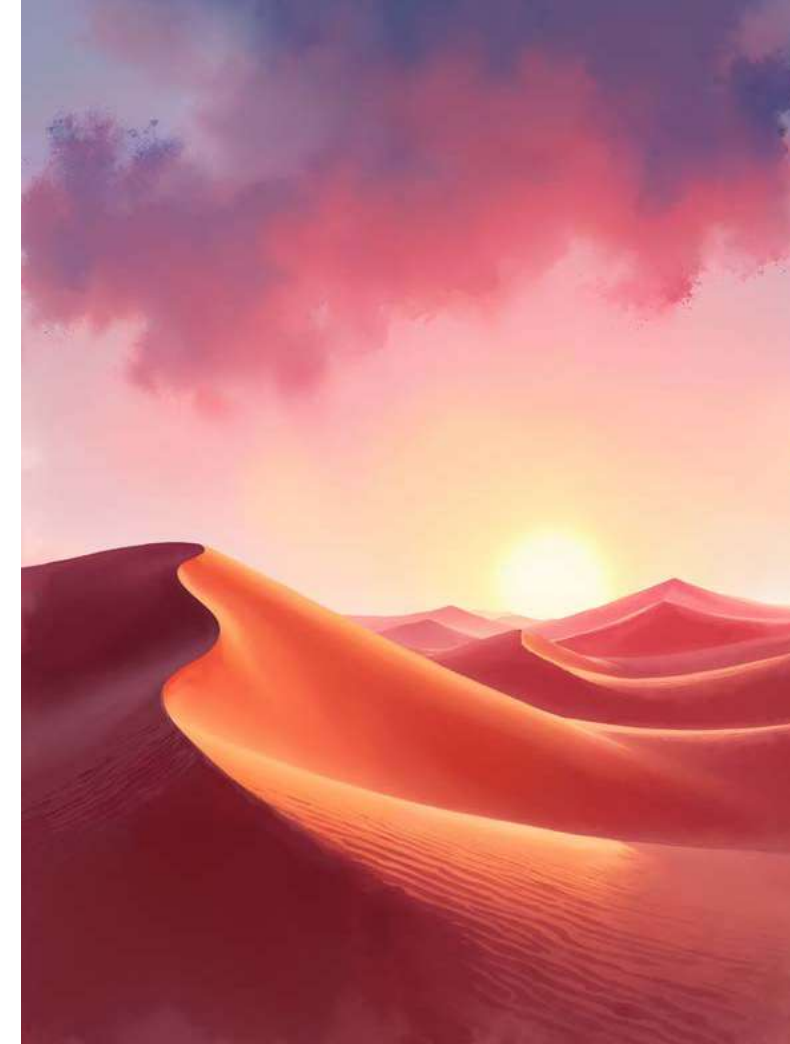
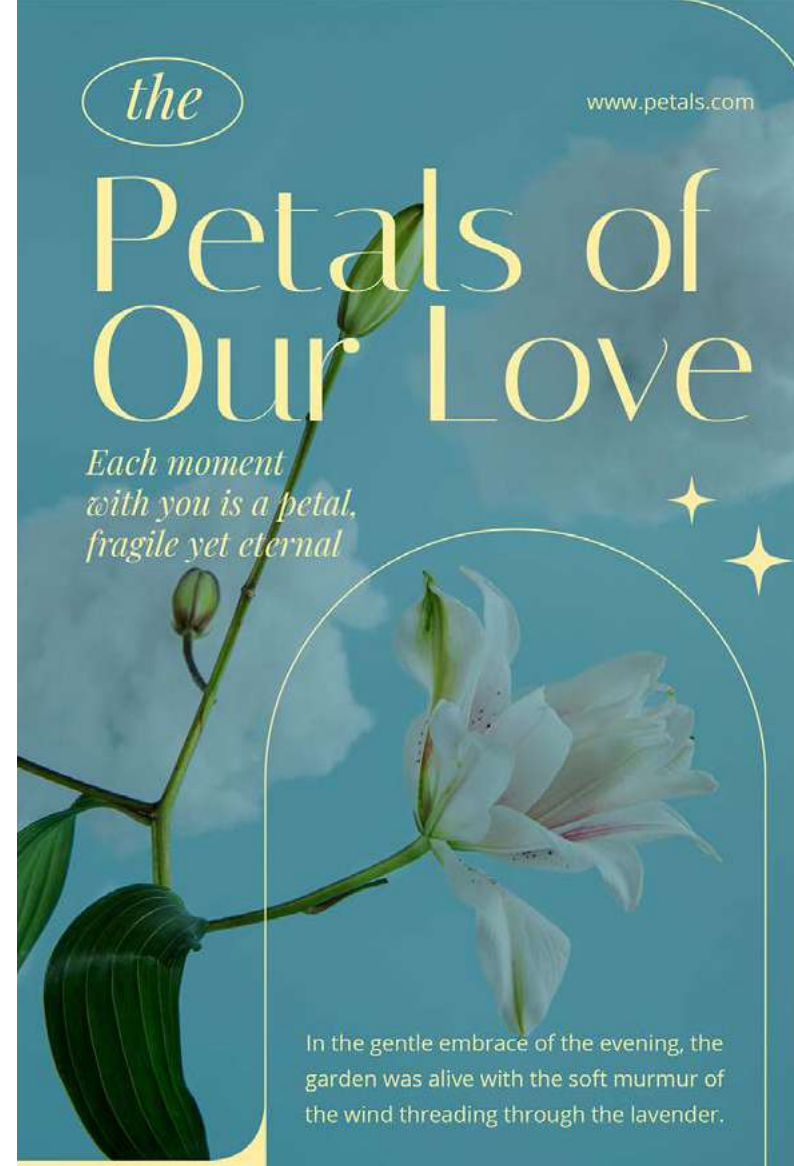
WGSN, Report 23

Mocha mousse

+100%
Global Searches*

*Data from 2024 compared to 2023

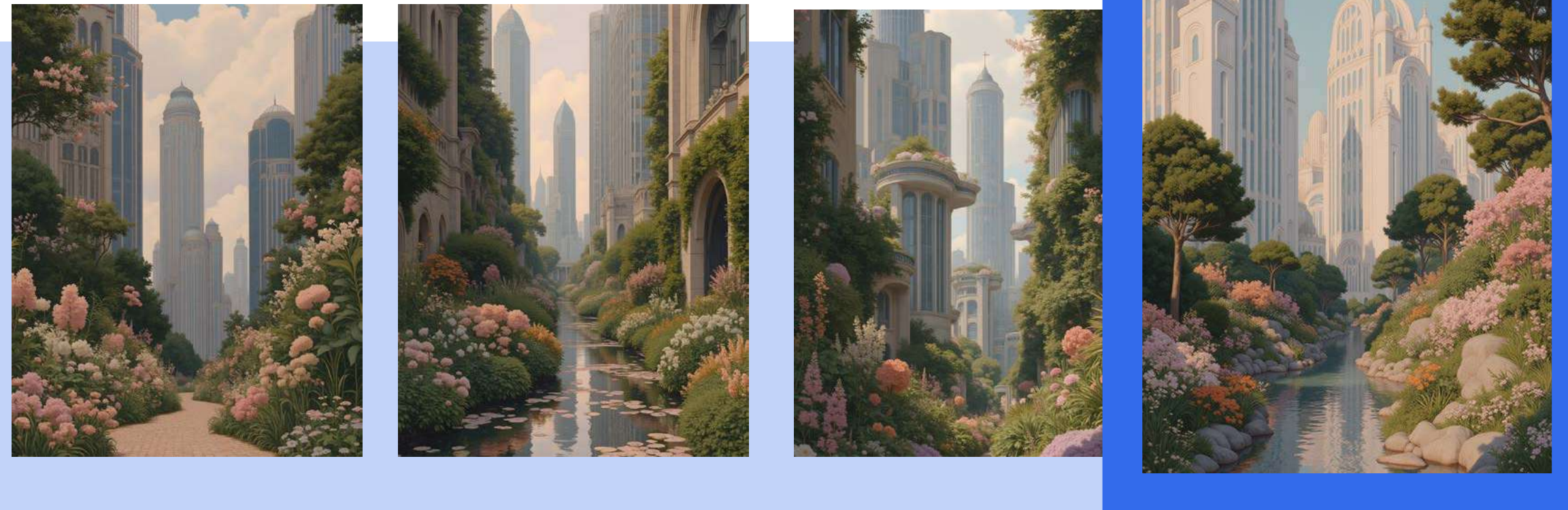
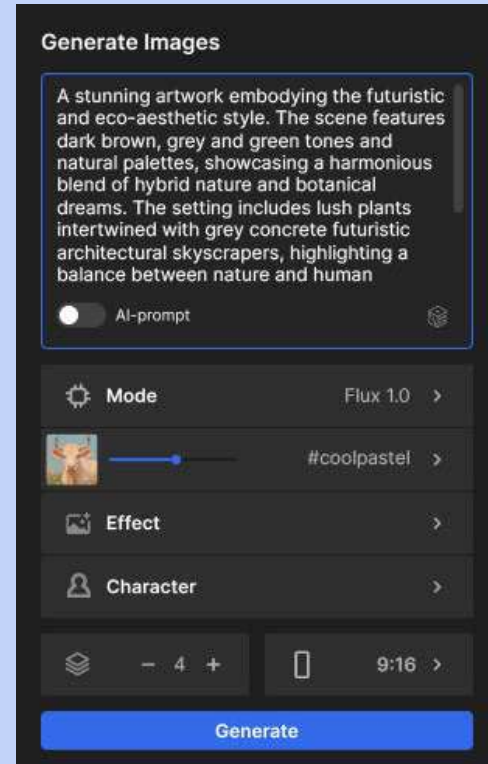




→ Explore more in this Freepik collection:
Organic Nature

1 Generate your image

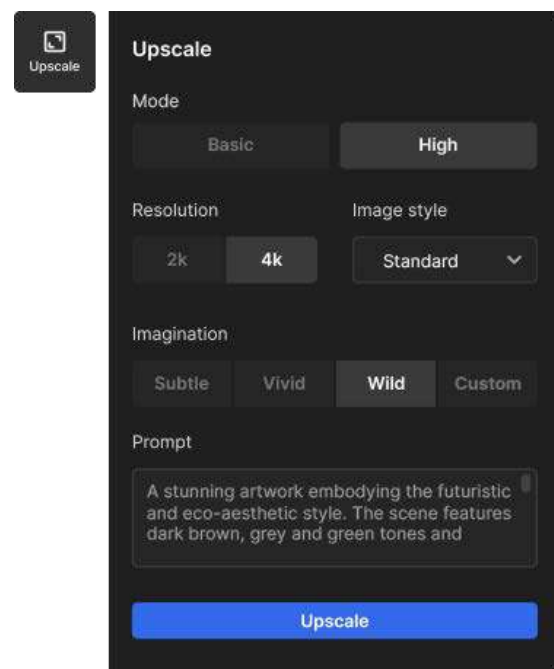
AI image generator
Create images from words in real time



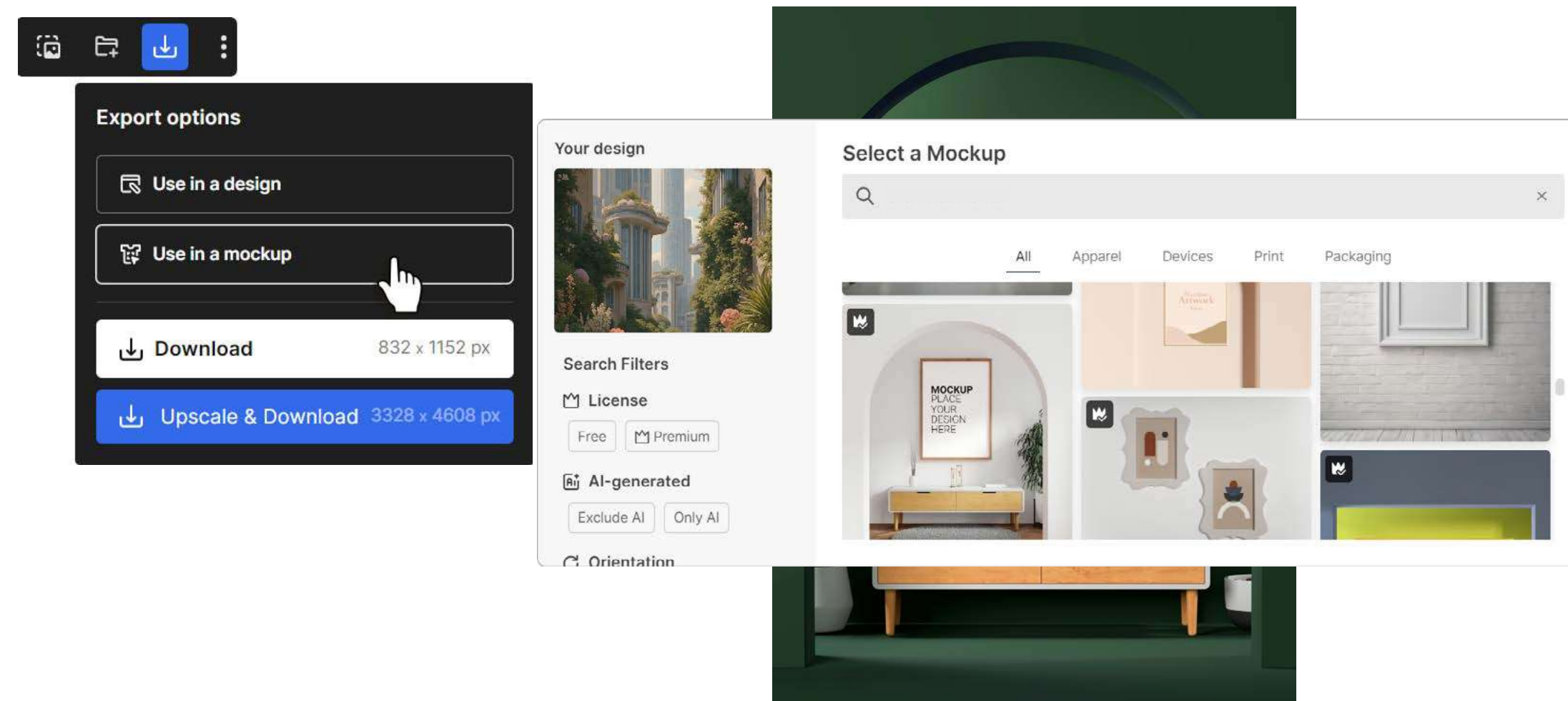
Prompt:

A stunning artwork embodying the futuristic and eco-aesthetic style. The scene features dark brown, grey and green tones and natural palettes, showcasing a harmonious blend of hybrid nature and botanical dreams. The setting includes lush plants intertwined with grey concrete futuristic architectural skyscrapers, highlighting a balance between nature and human creativity. The 3D textures bring depth to the image, with a soft, serene atmosphere enriched by delicate lighting that enhances the eco-friendly theme. The overall mood is DARK, with an emphasis on harmony and environmental consciousness.

2 Upscale



3 Edit in the mockup editor



Suggested styles for this trend:

- #trendmocha
- #texturedanimals
- #coolpastel

A close-up photograph of a person's face, focusing on the eyes and nose. The person has light skin with numerous freckles. Their eyes are closed, and they have a slight, peaceful smile. The background is a soft-focus field of flowers, including a prominent pink flower on the left and a yellow flower on the right. Numerous small, light-colored petals are falling through the air, creating a dreamy, ethereal atmosphere. The lighting is warm and golden, suggesting a bright, sunny day.

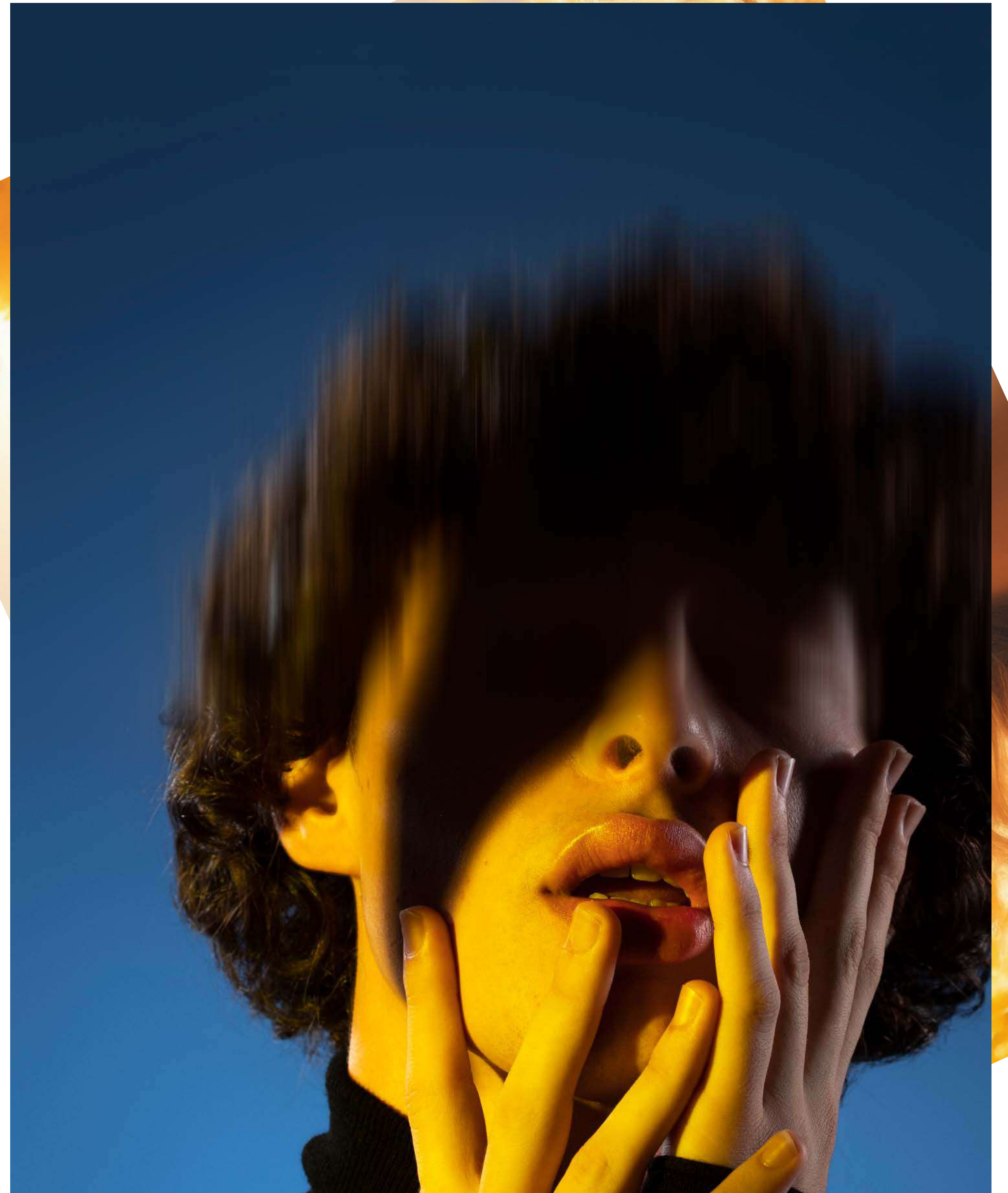
**Meta-Spirituality:
The fusion of the intangible
and the technological**



7

The year 2025 marks a profound **intersection of emotions and AI**, where technological advancements enable the expression of complex emotional landscapes with unparalleled visual empathy. Acting as “assisted empathy,” **AI becomes a bridge between human sentiment and digital creation**, capturing the emotional essence of our era—dissociation, contemplation, radical acceptance, and neo-altruism—and transforming it into resonant visual narratives.

Dissociation reflects the fragmented, disconnected self of the digital age through **layered images, blur effects, and temporal distortions**, evoking a sense of uprootedness in the interplay between virtual and real worlds. Contemplation counters this disconnection with serene visuals of **minimalist compositions and soft colors**, fostering introspection and the restorative power of stillness. Meanwhile, radical acceptance embraces imperfection, using **warm tones, fluid forms, and organic textures** to symbolize resilience and the peace found in acknowledging complex realities. Finally, neo-altruism emerges as a visual ethic of genuine empathy, representing community and mutual support with **natural hues and authentic imagery**, offering hope and solidarity in uncertain times. Together, these emotions shape a visual language that resonates deeply with the human experience.



“ Cultural reactions to dissociation are rising. At the time of writing, there are 443.2m sarcastic TikToks about Gen Z and Millennials dealing with dissociation.

WGSN's Future Consumer 2025



“ In 2025, radical acceptance drives anti-perfection aesthetics, led by trends like goblin mode (Oxford's 2022 Word of the Year) and anti-wellness, with over 20 million TikTok views, celebrating authentic imperfection.

WGSN's Future Consumer 2025



“ One study from the University of York and the University of California found 40% of creative breakthroughs emerged during bouts of downtime.

WGSN's Future Consumer 2025

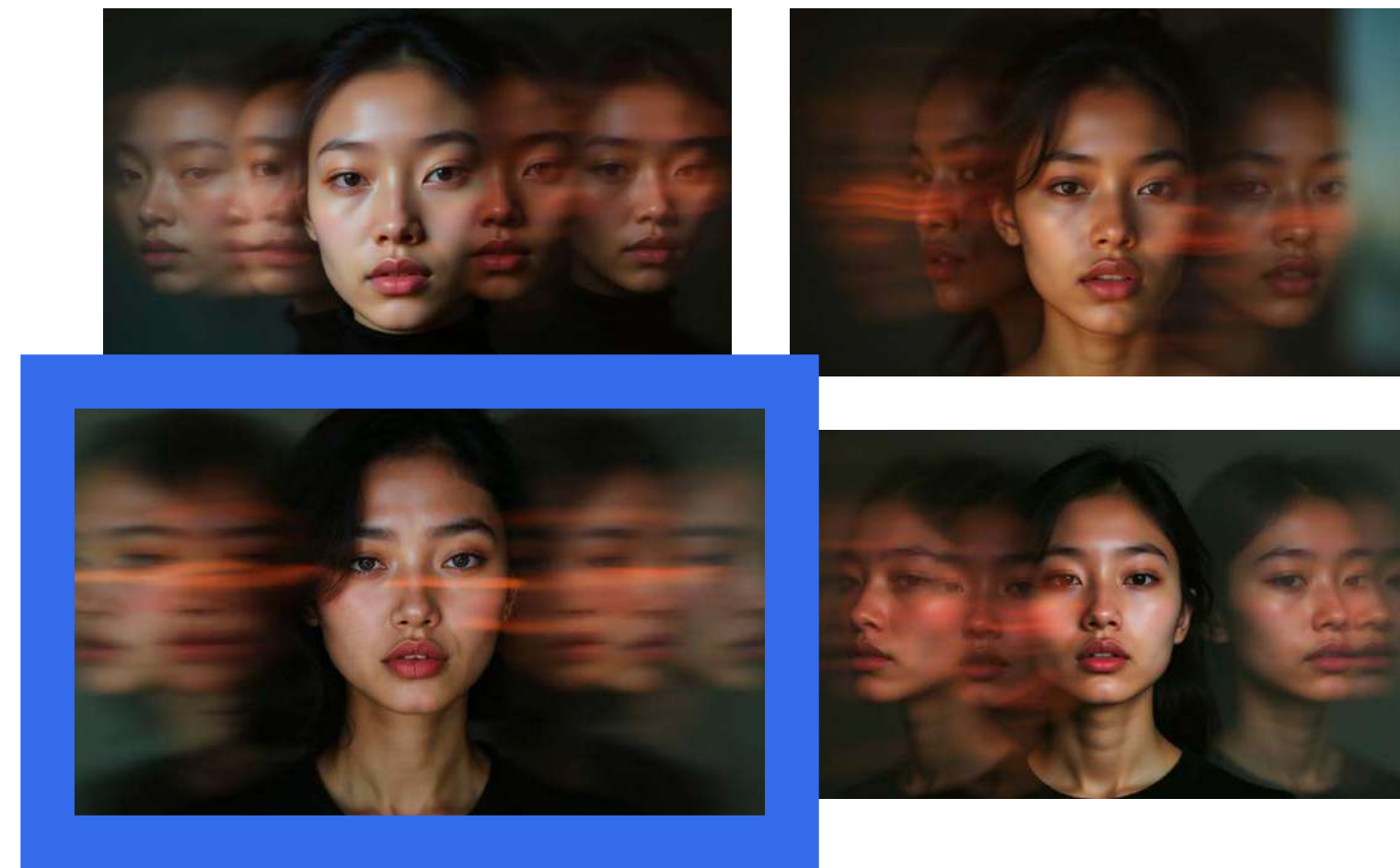
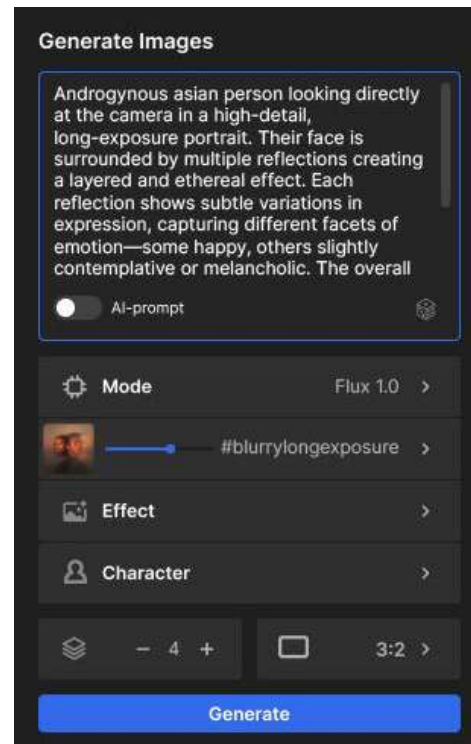




→ Explore more in this Freepik collection:
Meta-Spirituality

1 Generate your image

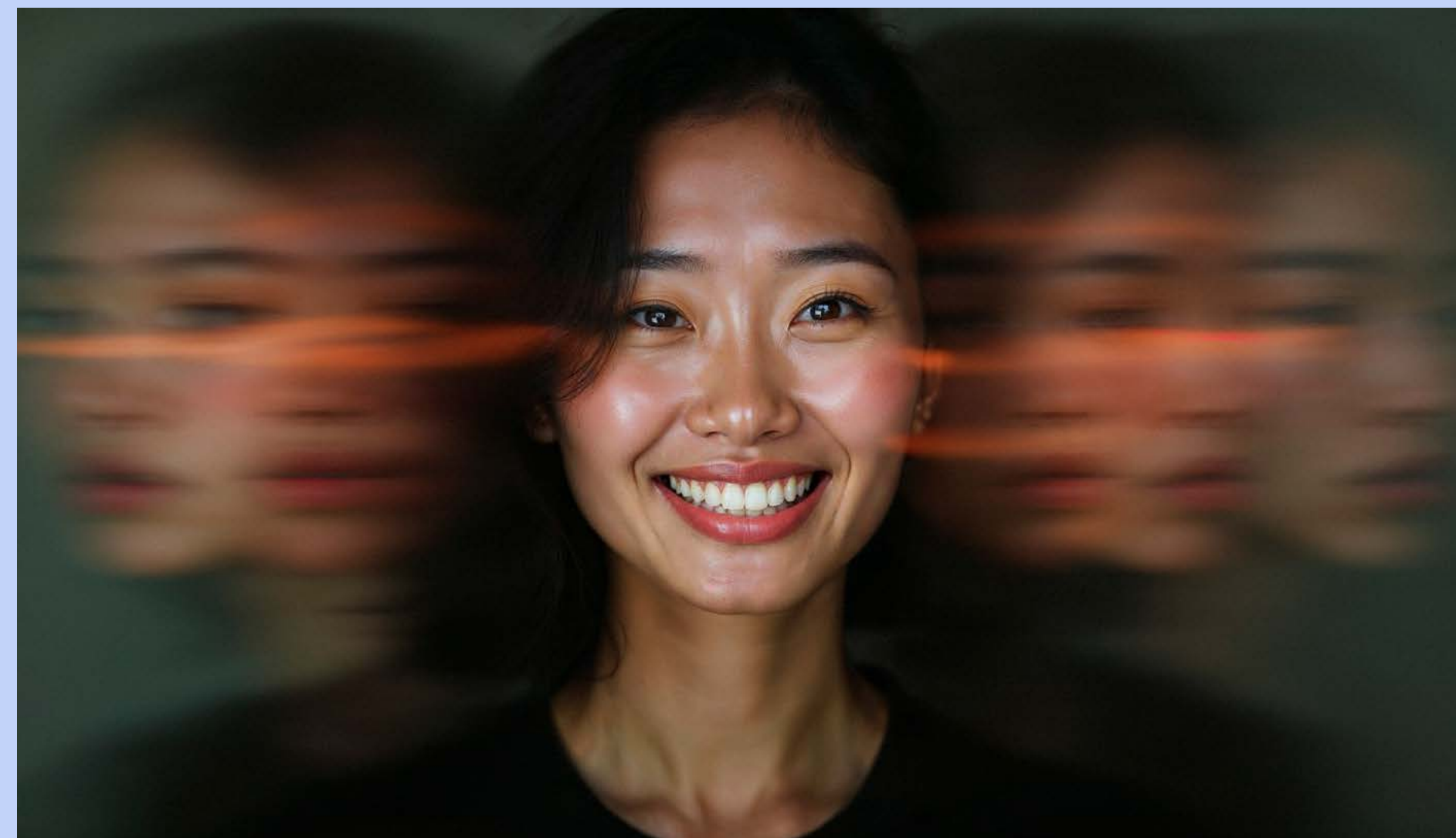
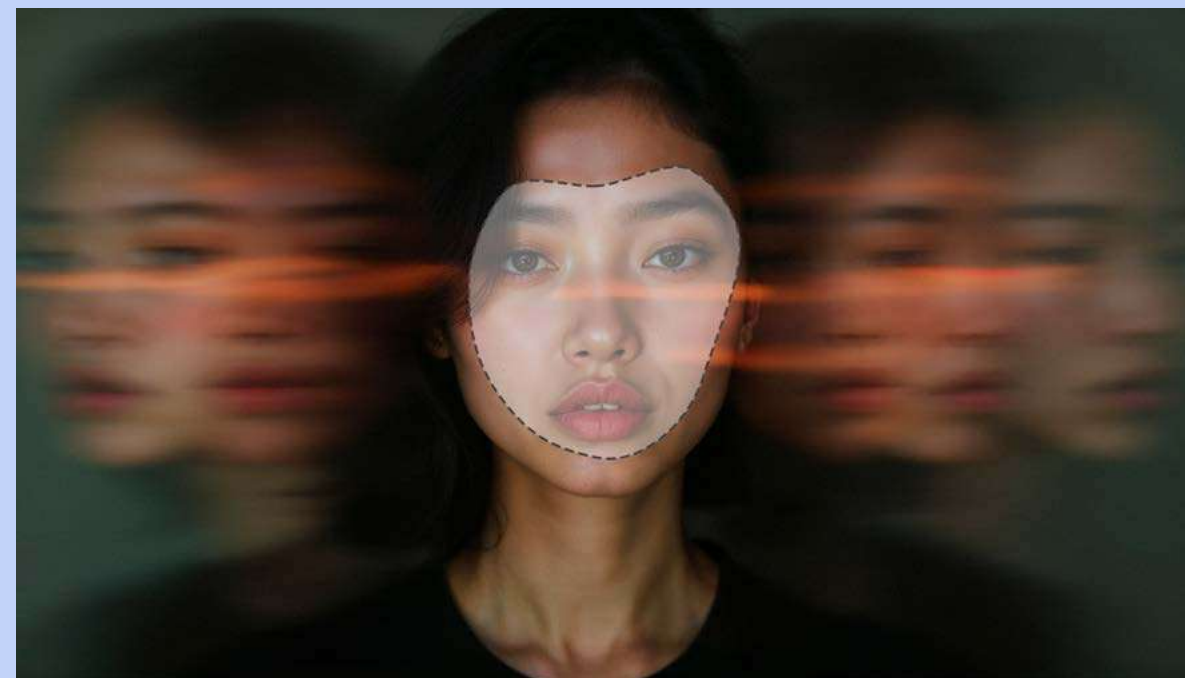
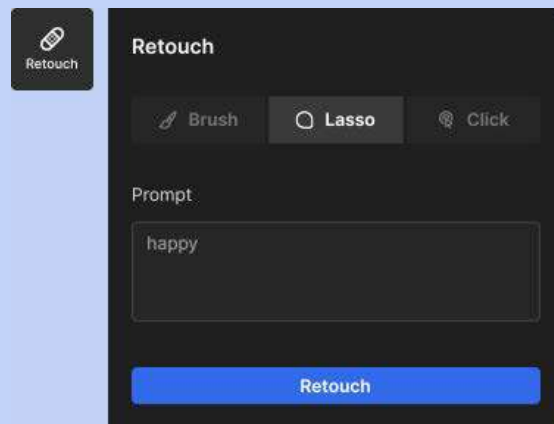
AI image generator
Create images from words in real time



Prompt:

Androgynous asian person looking directly at the camera in a high-detail, long-exposure portrait. Their face is surrounded by multiple reflections creating a layered and ethereal effect. Each reflection shows subtle variations in expression, capturing different facets of emotion—some happy, others slightly contemplative or melancholic. The overall color scheme is a sophisticated, muted browns palette. Motion blur effect, enhancing the feeling of dreamlike disconnection. The background is minimalistic and fades into shadows, allowing the layered reflections and the main, focused face to take center stage, creating an introspective and surreal atmosphere

2 Retouch



Suggested styles for this trend:

- #blurrylongexposure
- #fluttedglass
- #lowkeycinematic



World Building: Crafting digital universes

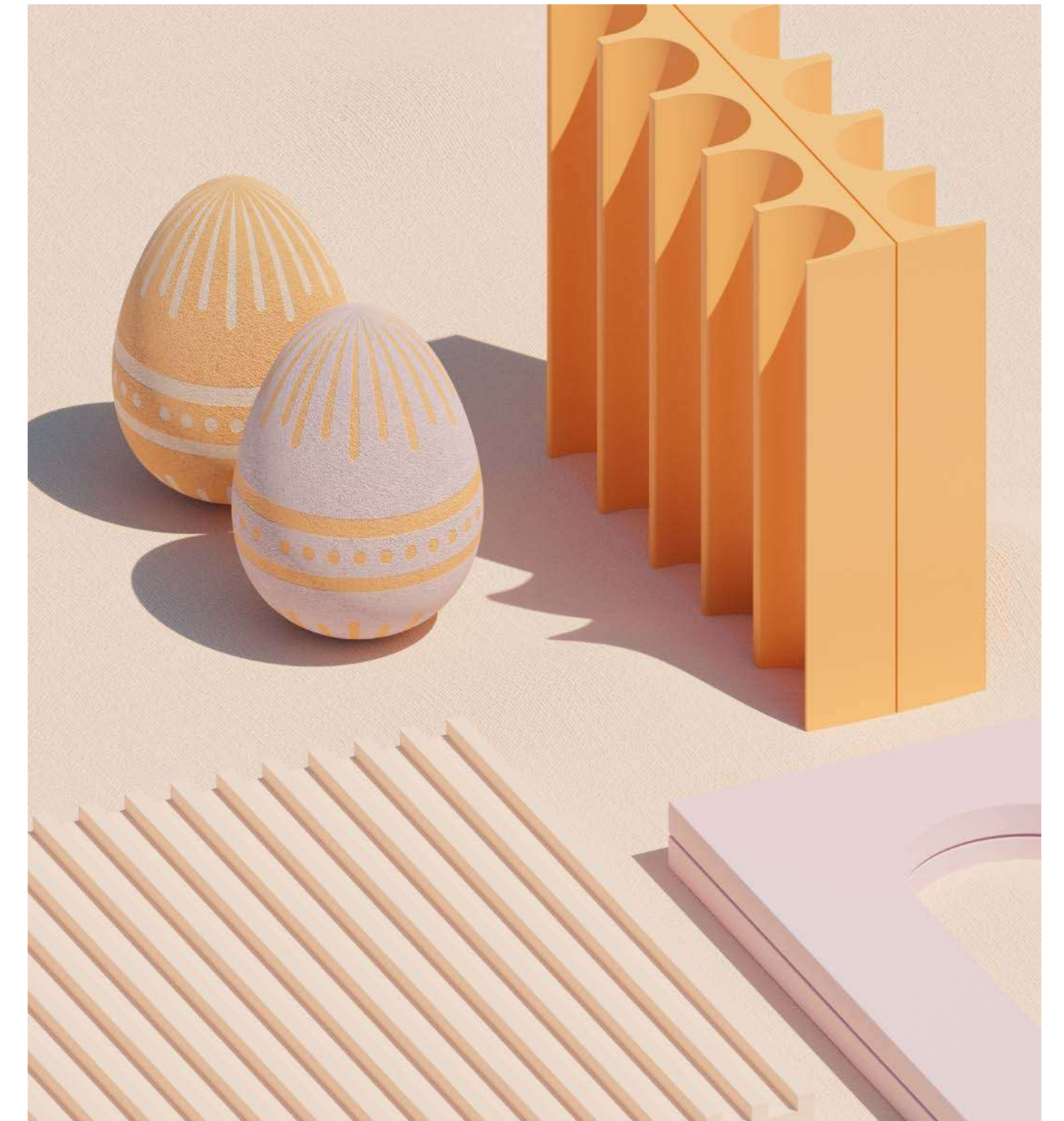


Isometric design is gaining popularity thanks to its ability to create a three-dimensional illusion that immediately grabs attention. With carefully defined angles, **this style adds depth while avoiding vanishing lines, producing a visual effect similar to 3D glasses.** Isometric design is also strongly linked to virtual worlds, often used in video games to build immersive, aesthetically appealing environments.

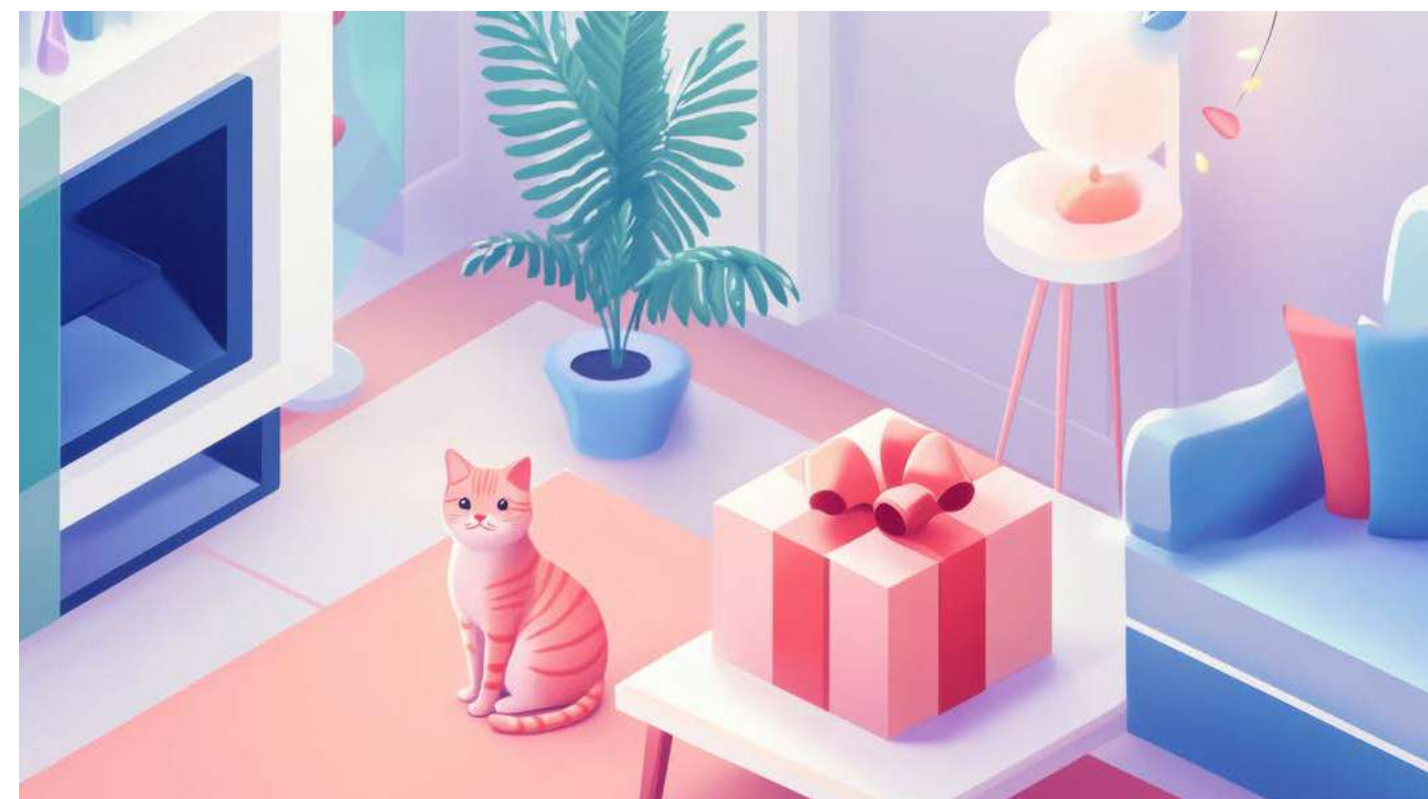
Meanwhile, 3D design has evolved into an even more realistic, detailed aesthetic. 3D graphics have transitioned from a technical tool to an artistic resource that explores texture, lighting, and movement, adding an almost tangible level of immersion when integrating 3D objects, scenes, typography, or animations. **This style has become a powerful visual choice for capturing attention on social media and in advertising,** as it offers a sensory experience that connects more directly with the viewer.

Isometric 3D

+13%
Global Searches*



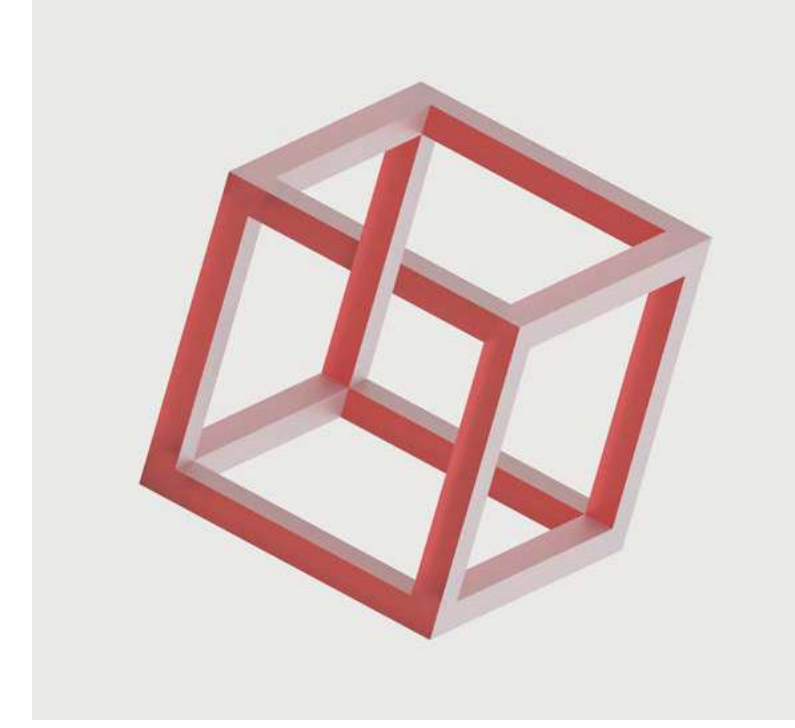
“This style offers a sensory experience that connects more directly with the viewer.”



3D effect

+70%
Global Searches*

*Data from 2024 compared to 2023

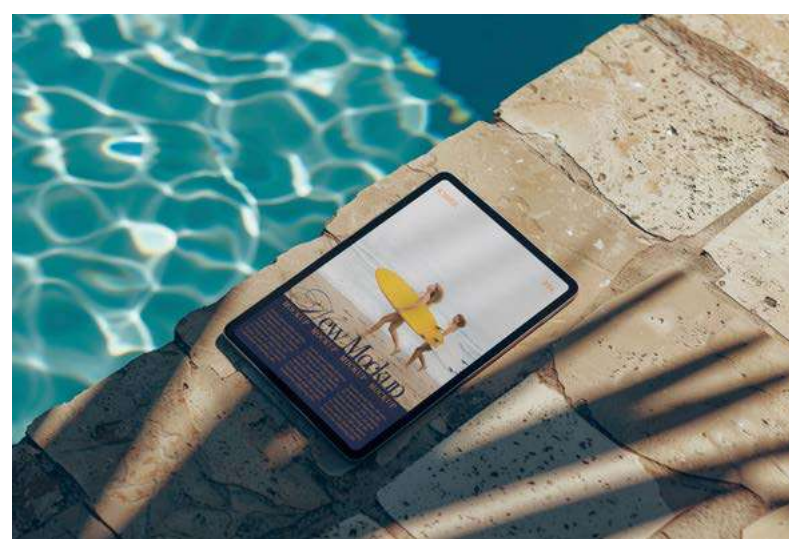


SoftwareEngineer

New online course

User interface design and programming systems.

December 16, 6:00 p.m., Central Office @socialmedia

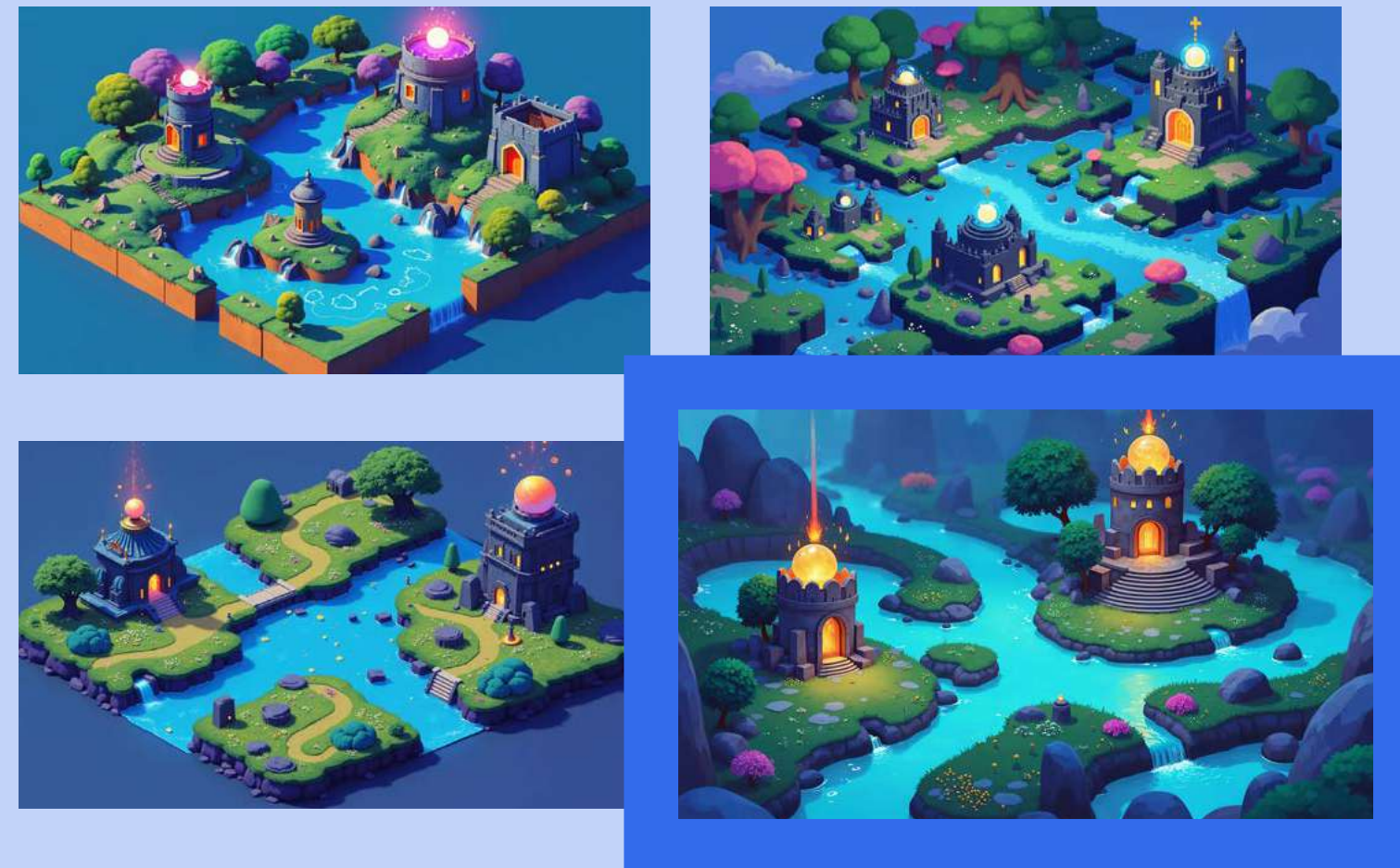
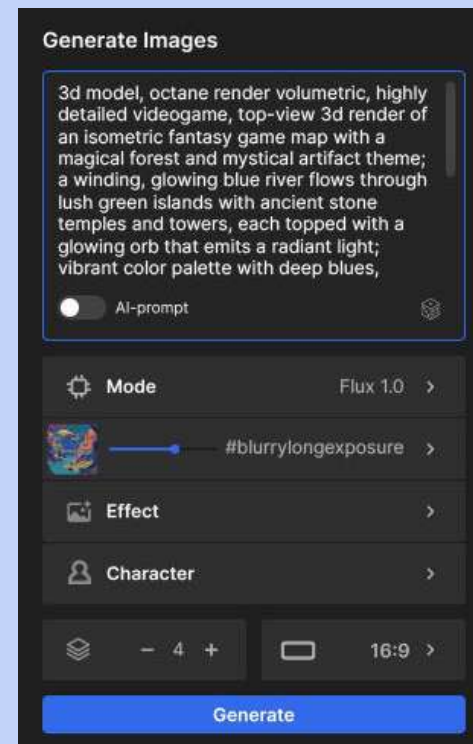


→ Explore more in this Freepik collection:

World Building

1 Generate your image

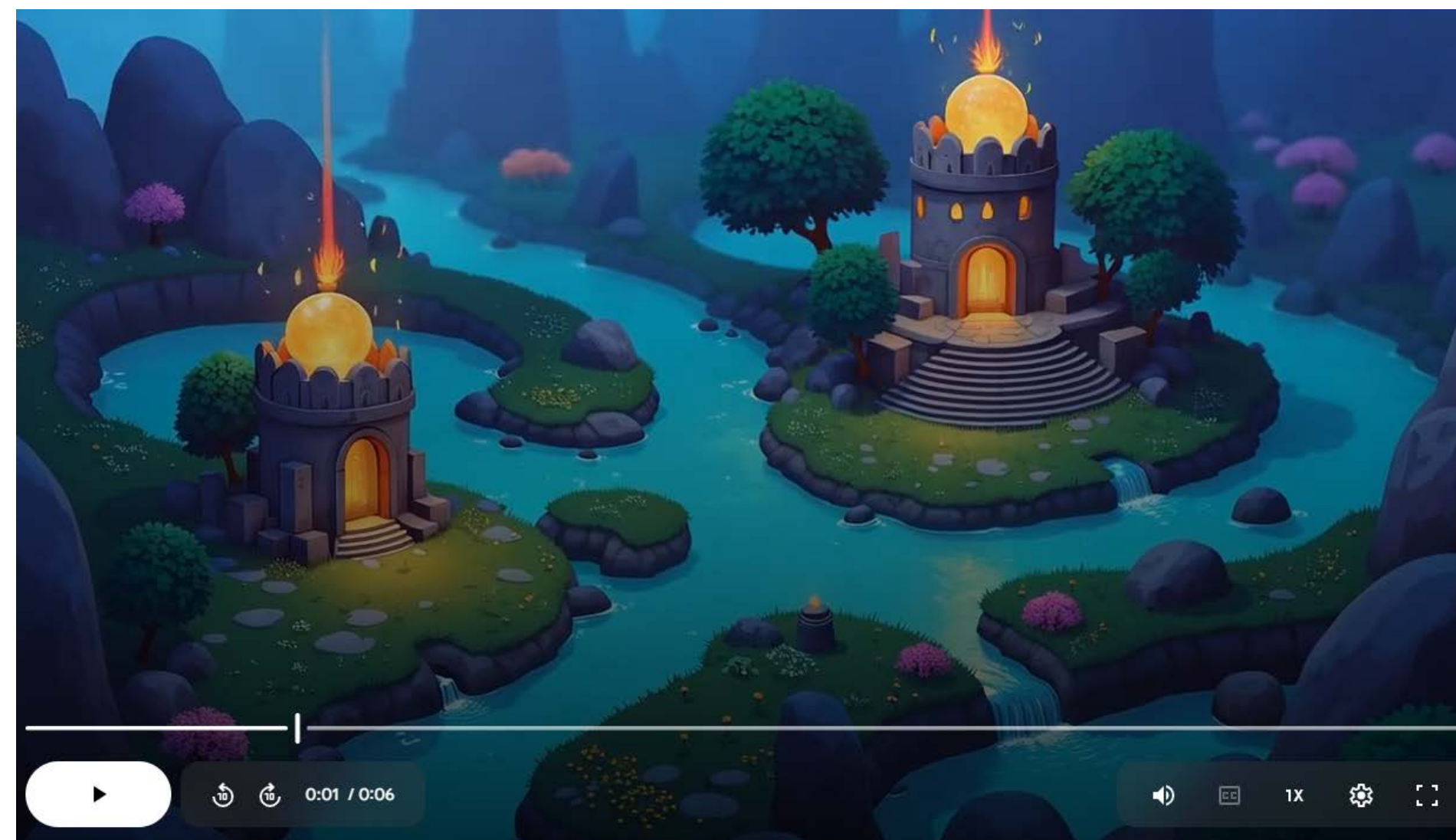
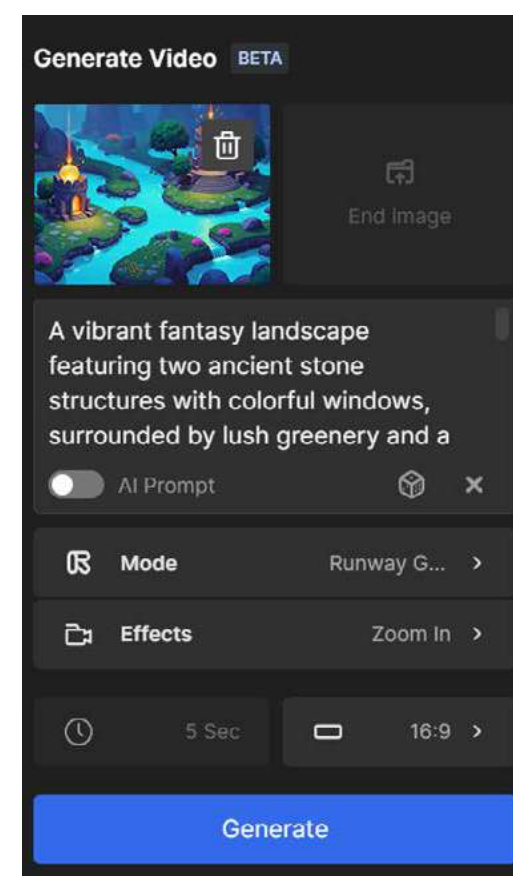
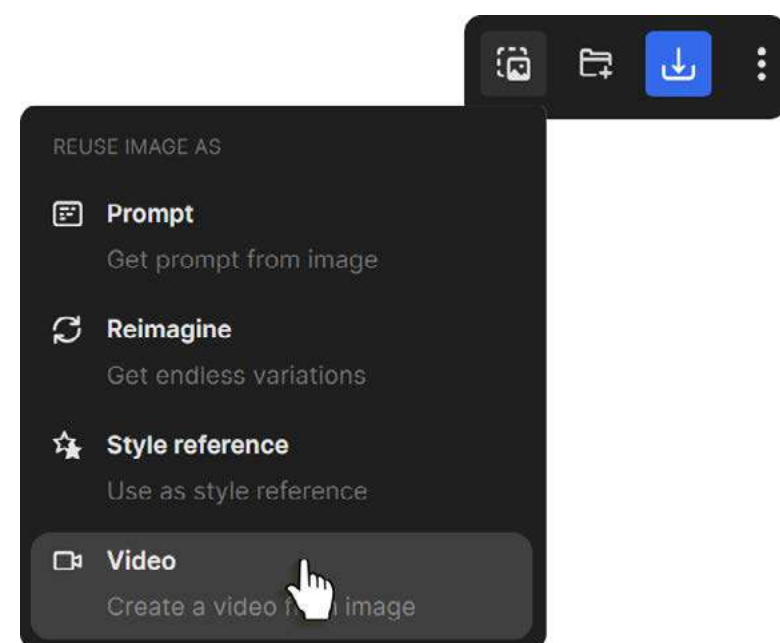
AI image generator
Create images from words in real time





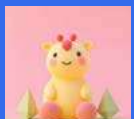
Prompt:


3d model, octane render volumetric, highly detailed videogame, top-view 3d render of an isometric fantasy game map with a magical forest and mystical artifact theme; a winding, glowing blue river flows through lush green islands with ancient stone temples and towers, each topped with a glowing orb that emits a radiant light; vibrant color palette with deep blues, purples, and greens adds a surreal, enchanted feel to the scene; surrounded by stylized trees and scattered ruins, enhancing the mystical atmosphere; designed on a floating slab of earth with a background in cool blues and purples to match the magical forest setting; low poly style with simplified shapes and vivid colors, capturing the allure of an immersive fantasy game world

2 Generate video



Suggested styles for this trend:

-  #fantasyanime
-  #fantasycartoon
-  #squishy3d



**Transhumanist
Aesthetics:
Digital surrealism
in the cybernetic age**



In 2025, **hyper surrealism and transhumanist aesthetics will continue as key trends.** Hyper surrealism combines the everyday with the extraordinary, often using 3D techniques to add depth and dimension, intensifying the sense of surreal escapism with hyper-realistic textures and intricate details. Meanwhile, **transhumanist aesthetics merge surrealism with cyber elements**, drawing consumers toward prosthetic-inspired accessories, metallic details, futuristic beauty, and bionic fashion.

The lines between online and offline worlds are increasingly blurred, especially among younger people who seek fashion and beauty options to resemble their digital avatars. At the same time, they customize their avatars, thanks to synthetic creativity, to look more like themselves.



AI avatar

+75%
Global Searches*

“54% of global Gen Z agree that their avatars represent them.

WGSN's Youth Culture 2025

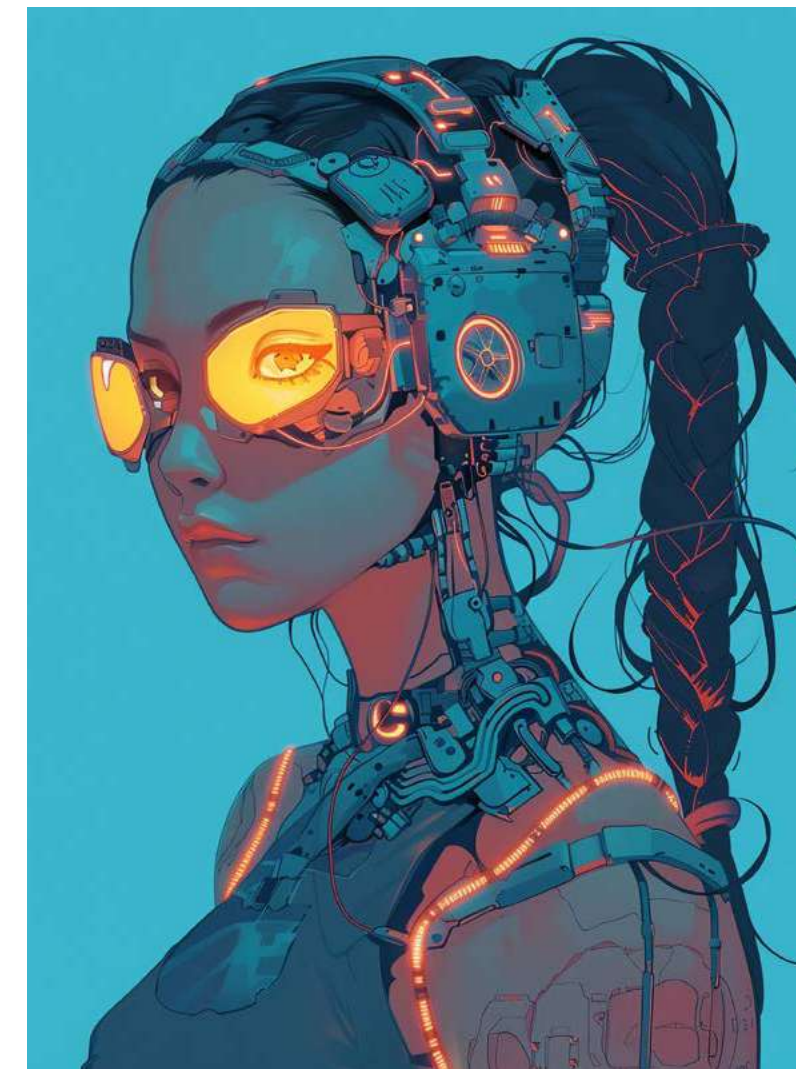
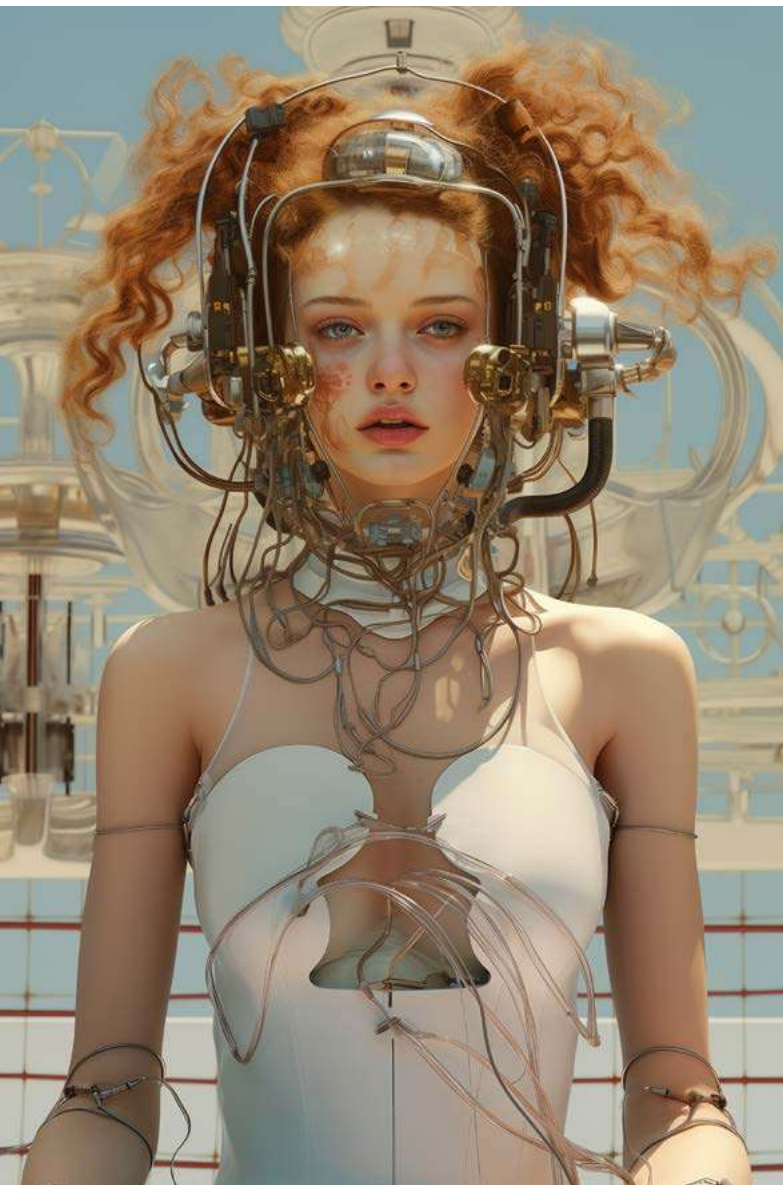
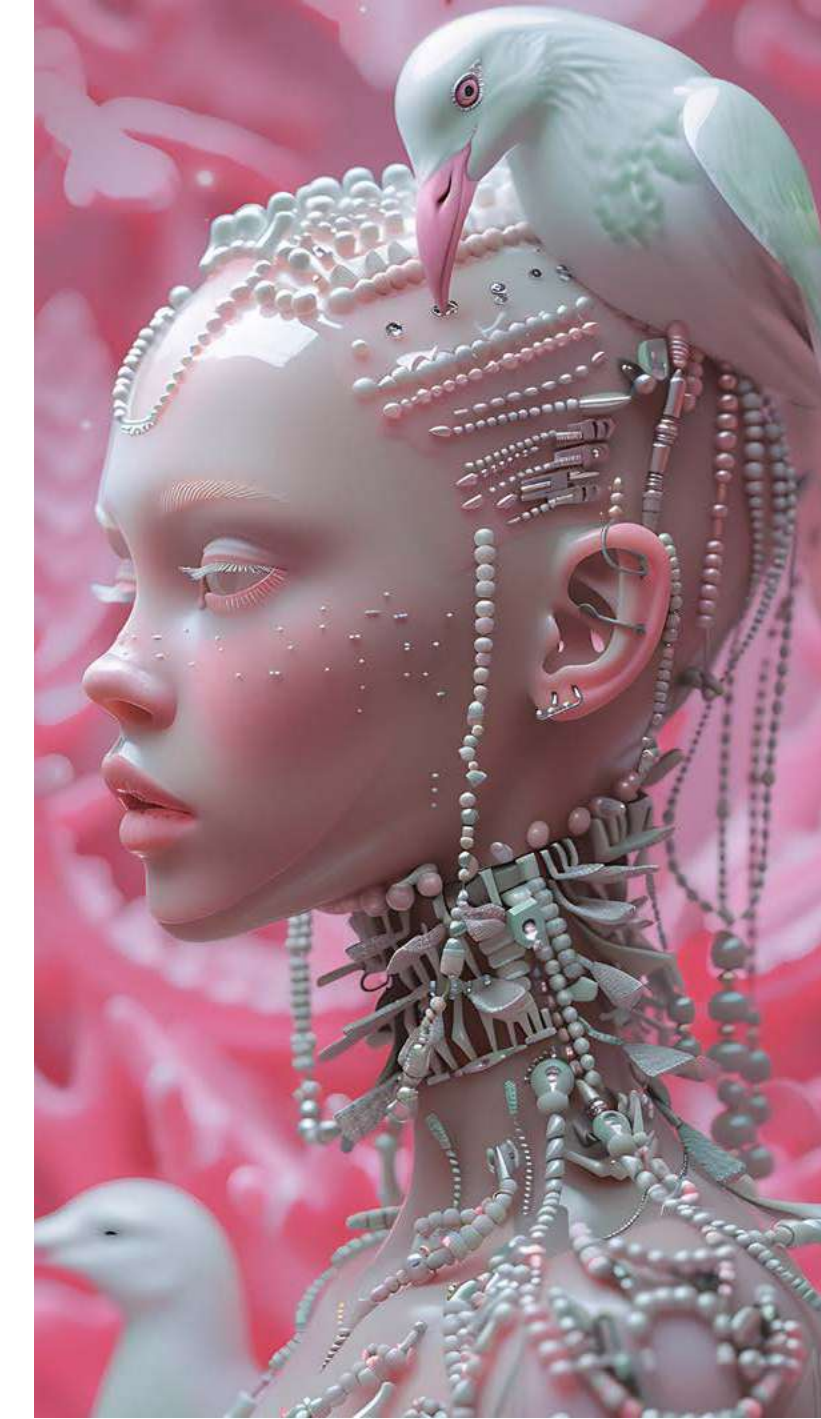
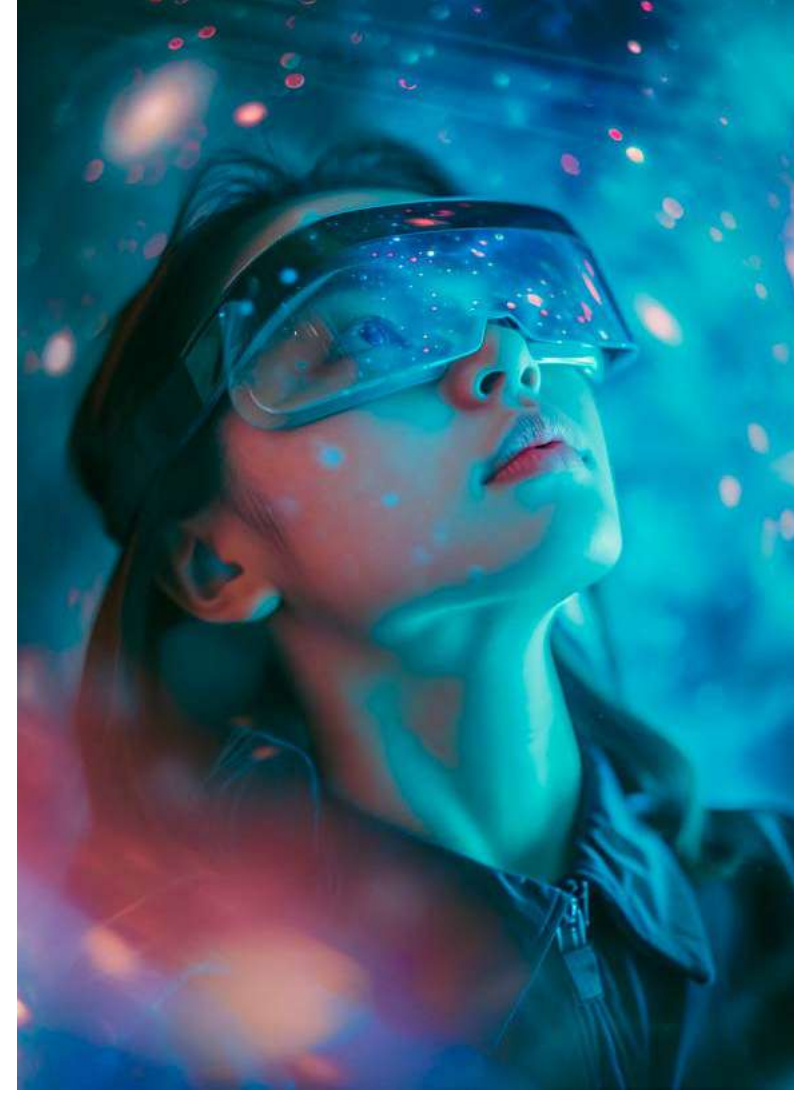


Futuristic technology

+17%
Global Searches*



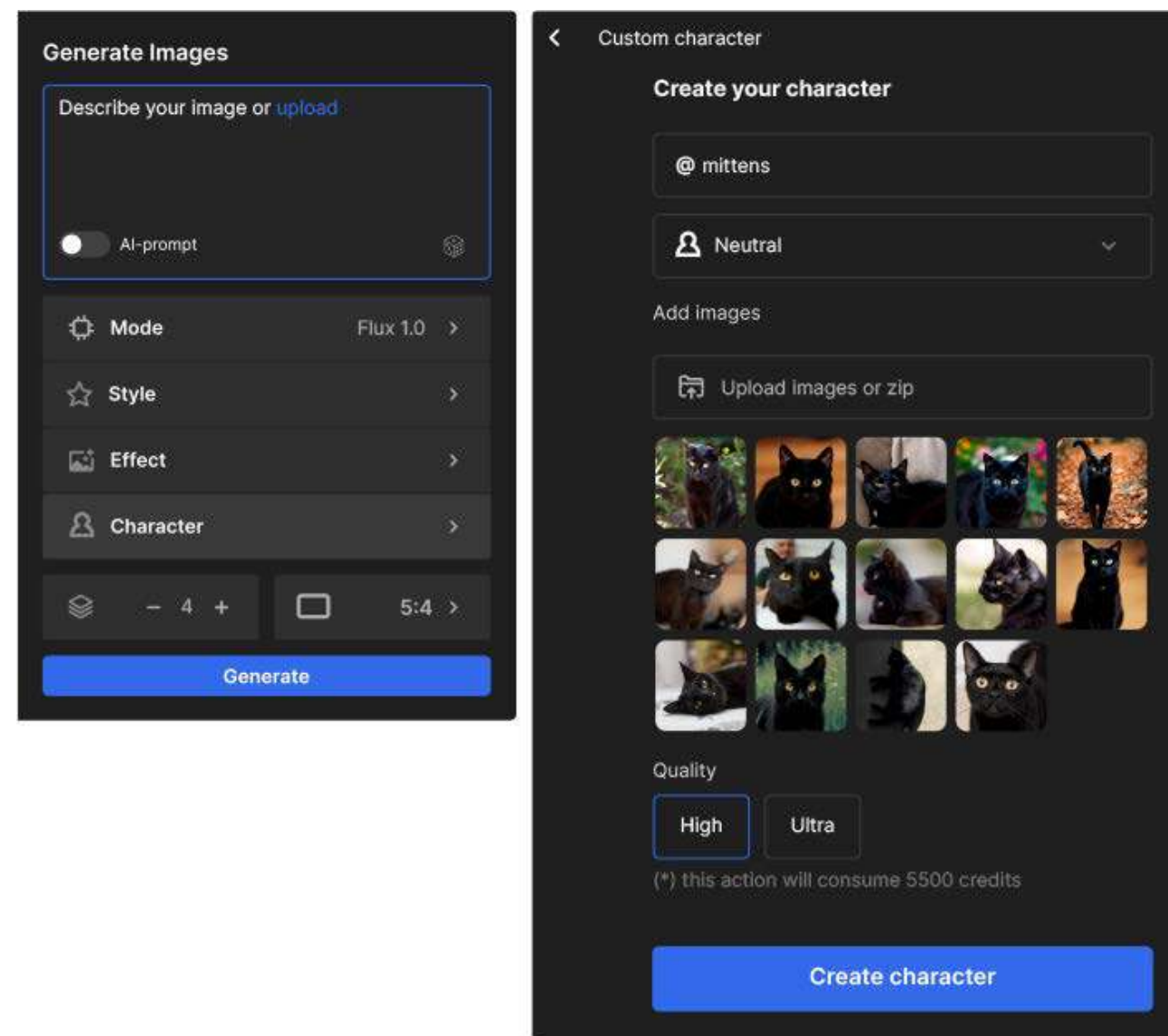
*Data from 2024 compared to 2023



→ Explore more in this Freepik collection:
**Transhumanist
Aesthetics**

1 Create your character

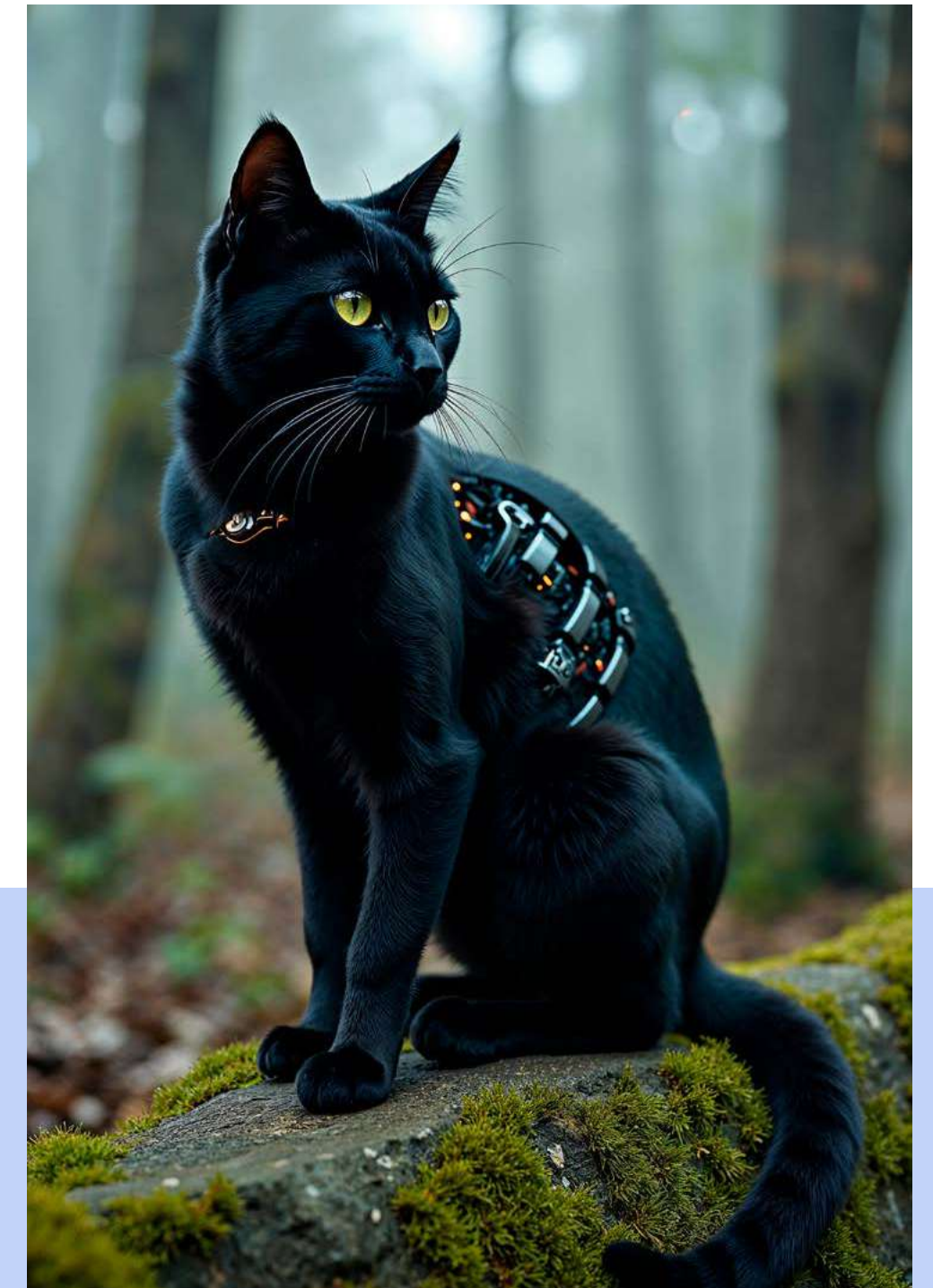
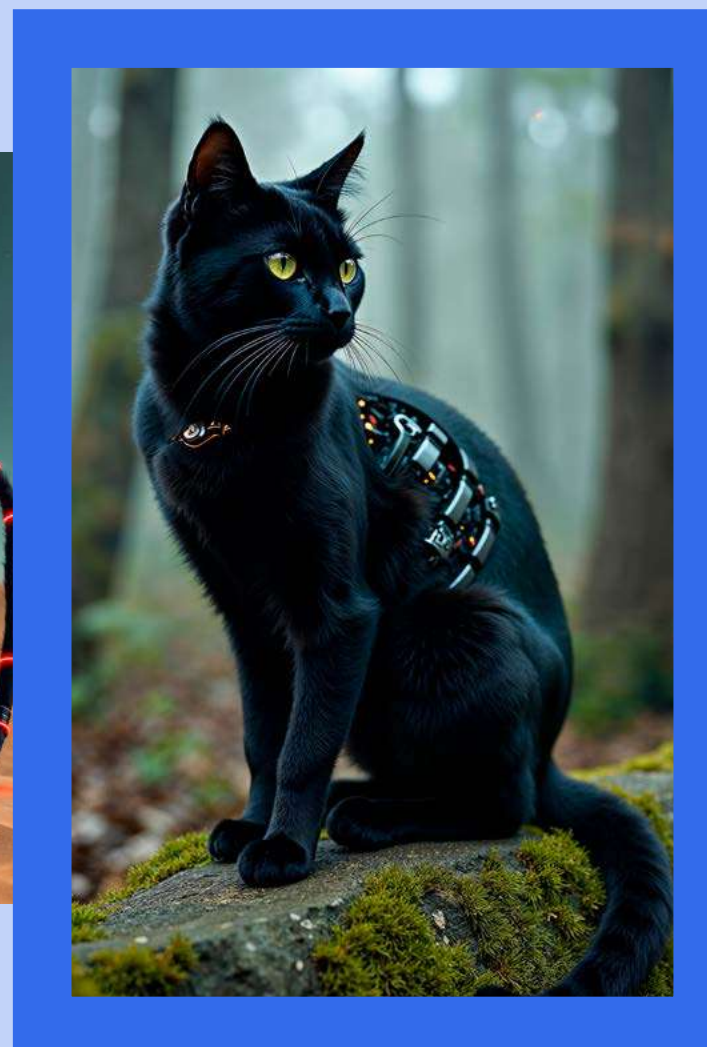
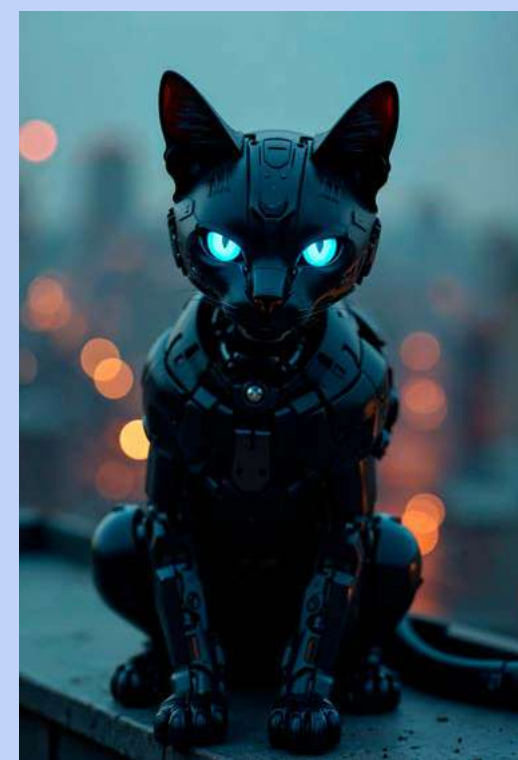
AI image generator
Create images from words in real time →



2 Create your image using your character

Prompt:

@mittens with patches of natural fur and robotic enhancements mid-leap over a narrow stream in a misty forest. Visible metal joints and circuits on its limbs glint in the soft light, while its segmented, glowing tail trails behind. The cat's leap blends agility and futuristic design with the natural surroundings.



Suggested styles for this trend:



#dark



#darklightdreamscape



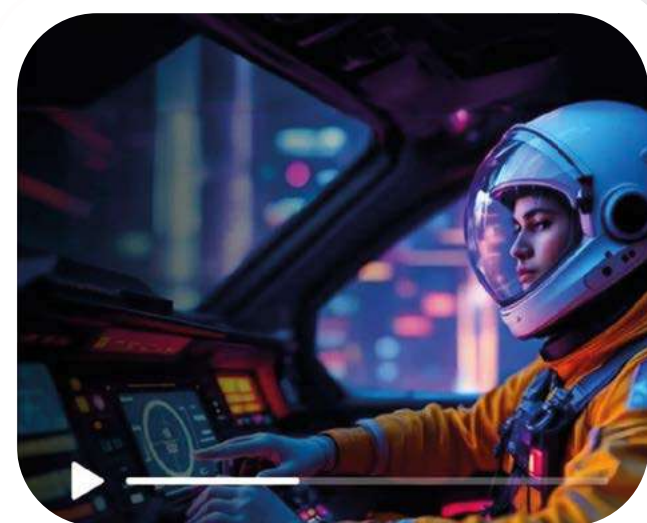
@character

Freepik Tools



AI Image Generator

Create images from words in real time.



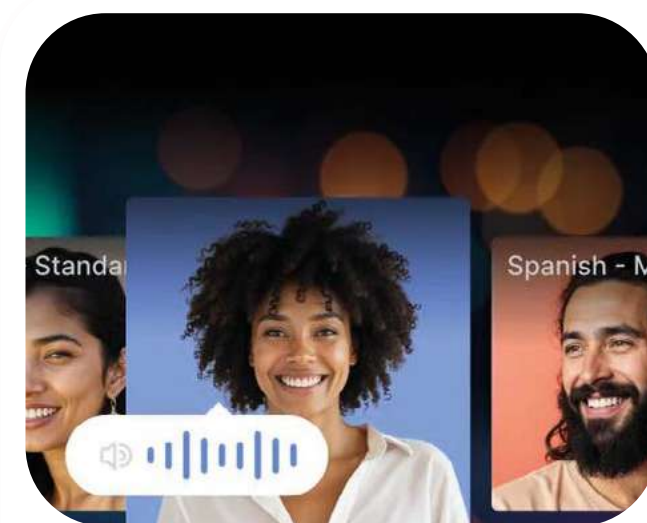
AI Video Generator

Create stunning videos from text or images.



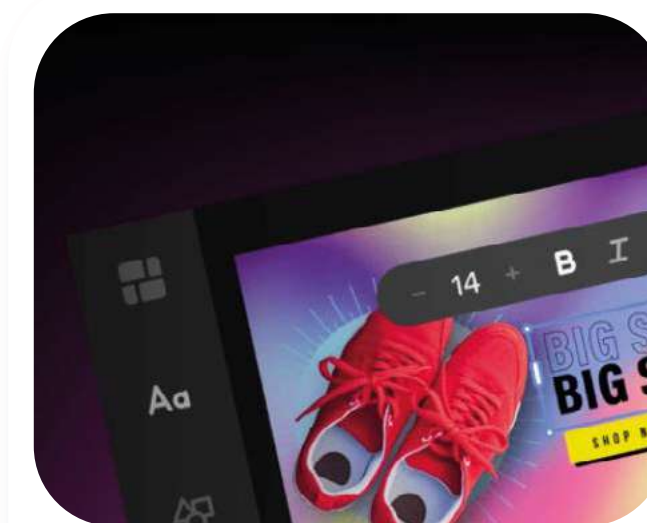
Mockup Generator

Bring designs to life, effortlessly.



AI Voice Generator

Turn text into a stunning voiceover in seconds.



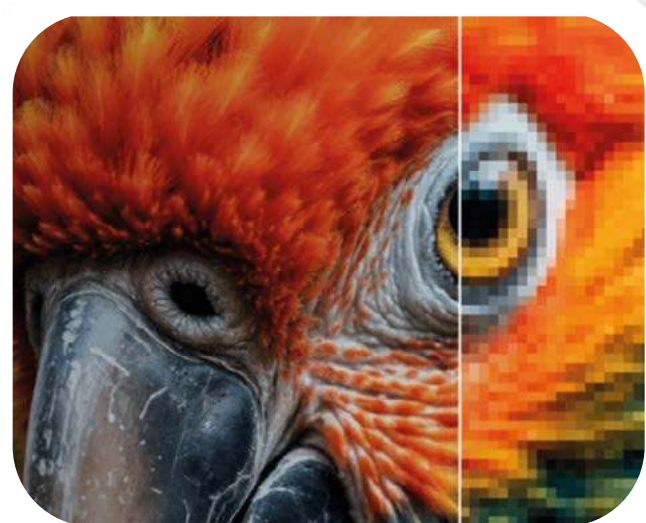
Designer

Edit templates from your browser.



Background Remover

Erase the background of an image.



Upscale

Increase resolution and details.



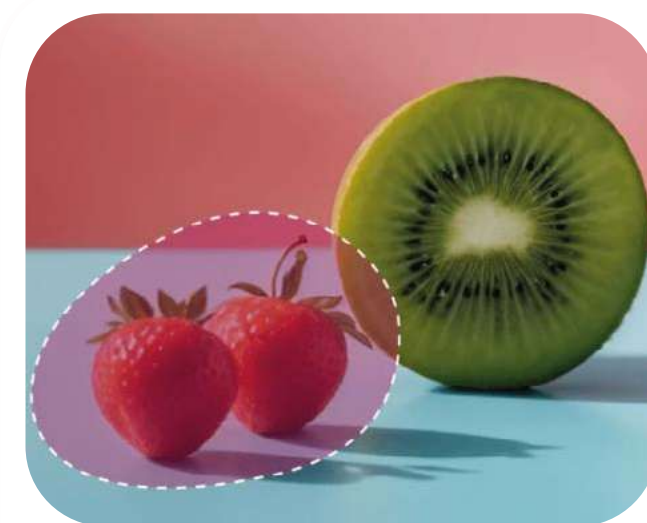
Reimagine

Create image variations with AI.



Expand

Resize any image filling the gaps with AI.



Retouch

Replace details quickly and easily.



Image Editor

Edit photos easily online, no software needed.

Discover our subscription plans and dive into Freepik's AI tools



FREEP!K

Thanks!

