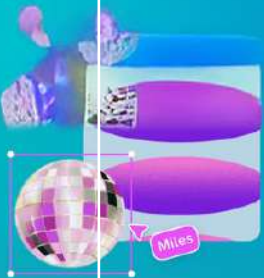


Canva Design Trends

2025

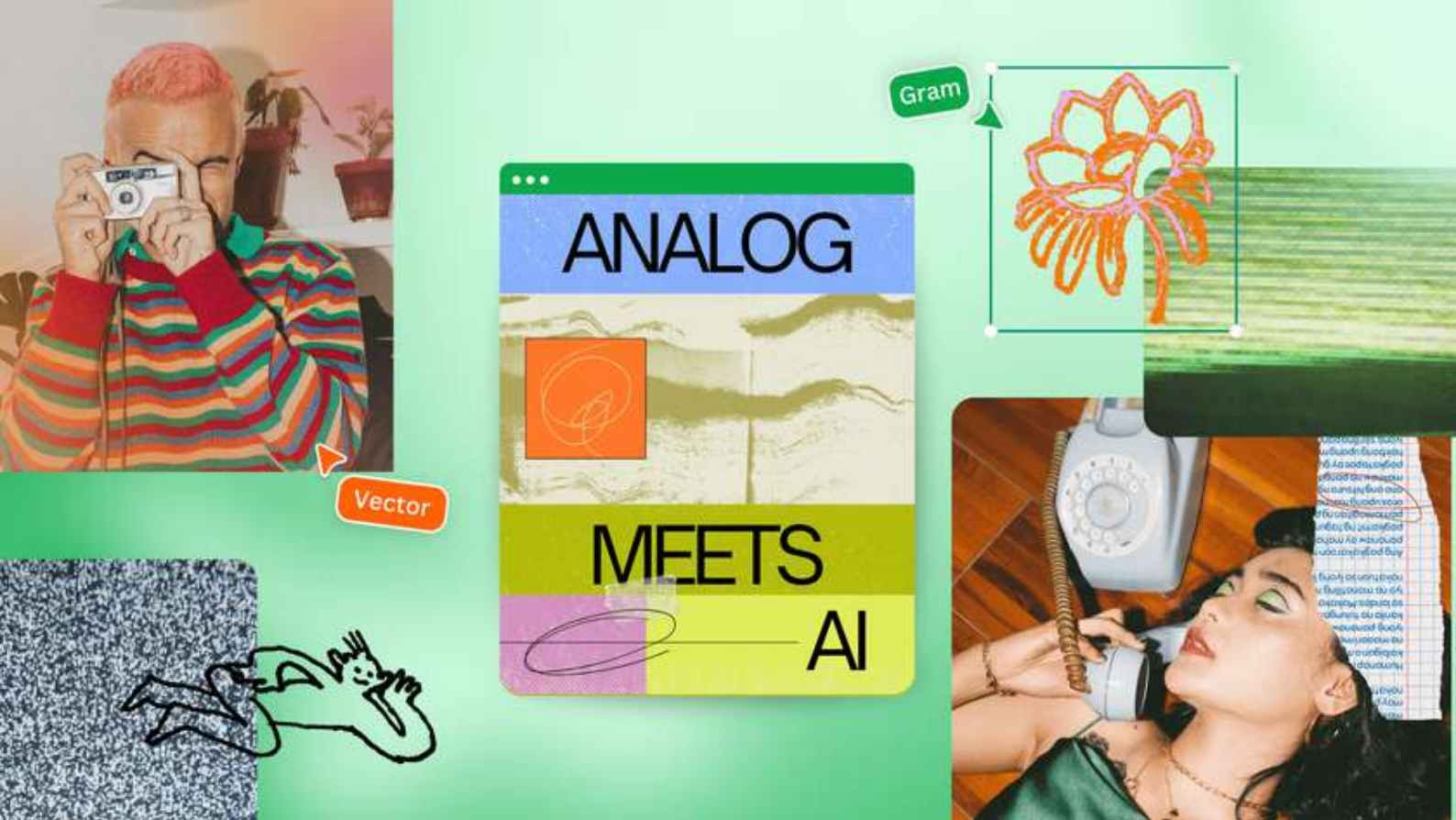


Get ahead of the curve: Canva's top Design Trends for 2025

In a world where visuals are everywhere, we're all expected to blend creativity into our daily work. In fact, 77% of business leaders say great visual communication makes all the difference in performance. With a global community of over 200 million people who've created more than one billion designs this year so far, we have a front-row seat to what's hot and what's next.

From scroll-stopping social posts to polished presentations and printable merchandise, every Canva design adds insight into the trends shaping 2025.

By diving into millions of searches, favorite elements, and trending templates, our design team pinpoints patterns that reveal the most exciting directions for the coming year. Across each trend, one thing is true: 2025 is the year nostalgic, handcrafted design meets the precision of new technology.



1: Analog Meets AI

Out with the old, in with the new? In 2025, expect the two to come together. Analog Meets AI embodies this blend, where timeless techniques like collage and human craftsmanship meet the boundless potential of artificial intelligence.

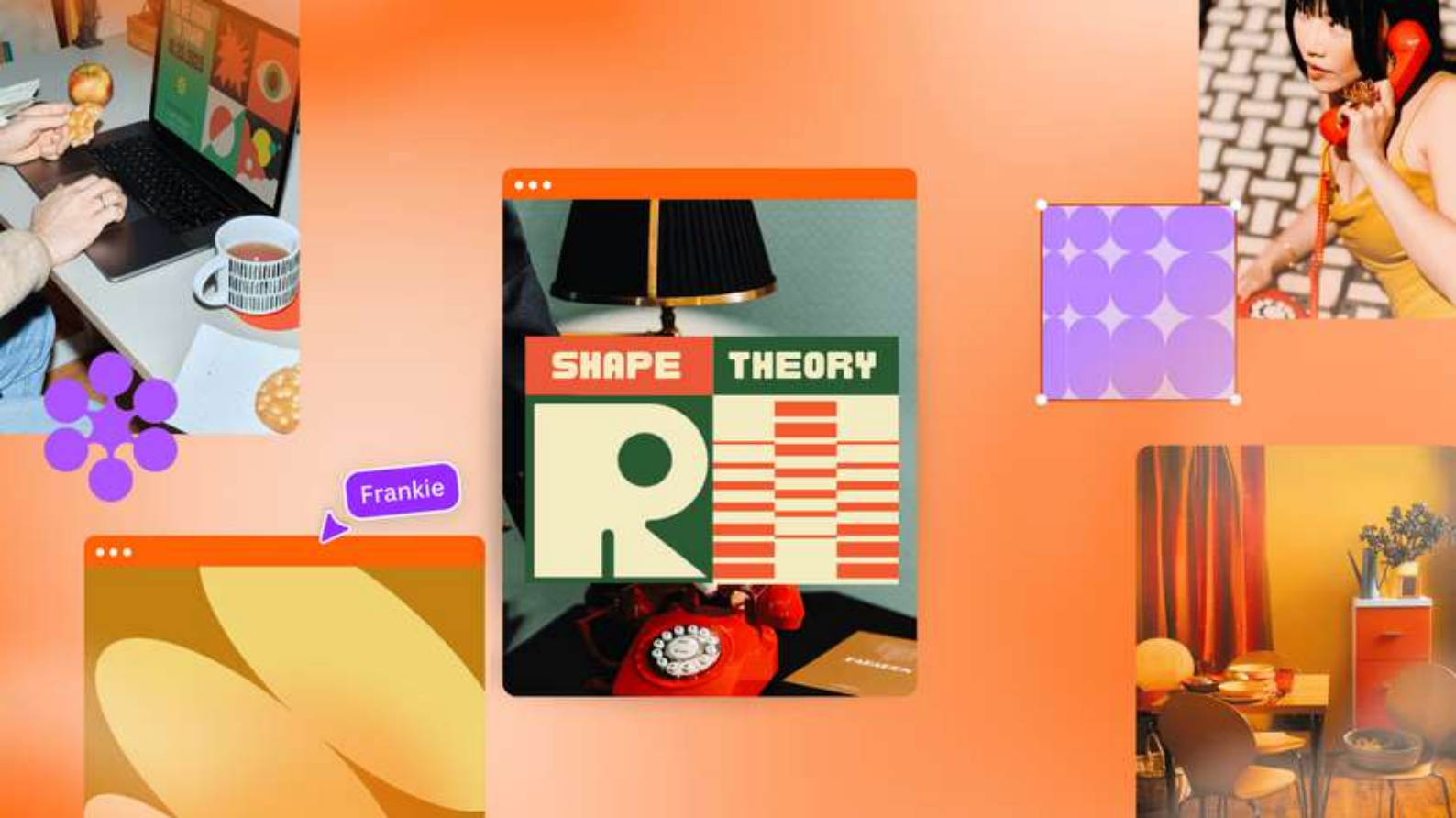
This intersection of past and present opens up exciting design possibilities, tapping into a sweet spot where creativity and technology enhance each other.

Analog meets AI offers an exciting playground: classic, handmade textures and organic elements blend seamlessly with AI-enhanced precision and possibilities.

The result? Visuals that feel uniquely human are powered by technology's transformative edge, bringing the best of both worlds to life.

Perfect for social posts, website portfolios, and brand presentations, this trend adds a distinctive edge to any visual project.





2: Shape Theory

Shape Theory brings a fresh twist to design by balancing nostalgia with innovation, creating visuals that feel both familiar and forward thinking. It's hip to be square – or any shape, really!

This modular style uses bold shapes to create structure, complemented by back-lit photography and warm colors for a personal touch.

It's the perfect blend of functional and friendly.

This trend offers something for everyone – from professional designers crafting standout brand visuals to enterprise teams looking for designs that resonate with a wide audience.

Try it for brand boards, pitch decks, and social posts.





3: Opulence Era

Opulence Era invites designers to embrace the high-end, pairing minimalist aesthetics with rich, intricate details balanced by generous negative space.

It evokes understated glamor through a striking yet harmonious design composition. Think rich textures, intricate patterns, and refined color palettes that elevate any project, from brand visuals to personal expressions.

This trend is all about bringing a sense of luxury and polish to design, where every detail feels thoughtfully crafted and visually rich.

Try it for professional branding, creative portfolios, and websites.





4: Serious Fun

Strike the perfect balance between professionalism and play with Serious Fun. This playful yet strategic style blends humor and casual elements in unexpected ways to reimagine what professional designs could be. It's everything you need to love your work.

Serious Fun reminds us that even the most serious projects benefit from a touch of modern relevance and creativity, making designs not only effective, but an enjoyable experience. It's best for social posts, brainstorming, and team merch.



5: Future in Motion

A little movement goes a long way. Animation and 3D design are more accessible than ever, and Future in Motion transforms static visuals into dynamic experiences. This trend is all about bringing designs to life through storytelling: think subtle motion gradients and dynamic motion typography to create rhythm and flow.

Whether you're a seasoned pro or new to Canva's capabilities, Future in Motion empowers anyone to add professional animation and 3D touches to make their designs stand out. Give it a whirl in pitch presentations, social posts, and company videos.



6: Refined Grit

Refined Grit is where bold meets polished, allowing creators to build distinctive, disruptive visuals that stand out. This trend challenges conventional aesthetics with a stripped-back style, pushing boundaries through edgy textures, striking contrasts, and rugged elements that still feel refined.

Perfect for anyone looking to cultivate a strong visual personality and make a memorable statement, Refined Grit empowers you to create designs that aren't just unique but packed with cool, unapologetic character. Try it out across portfolios, social posts, and brand boards.



7: Mechanical Botanical

Blending nature with tech, Mechanical Botanical captures a harmony where the organic meets the engineered – a natural fit for a generation that sees technology as second nature. This trend combines sleek digital elements with natural textures and earthy colors, creating a look that's both futuristic and grounded. Add it to your next design across pitch decks, social posts, or brand mood boards.

Find your style

Our 2025 Design Trends toolkit encourages anyone, from seasoned designers to everyday creators, to level up their visual storytelling instantly and effortlessly.