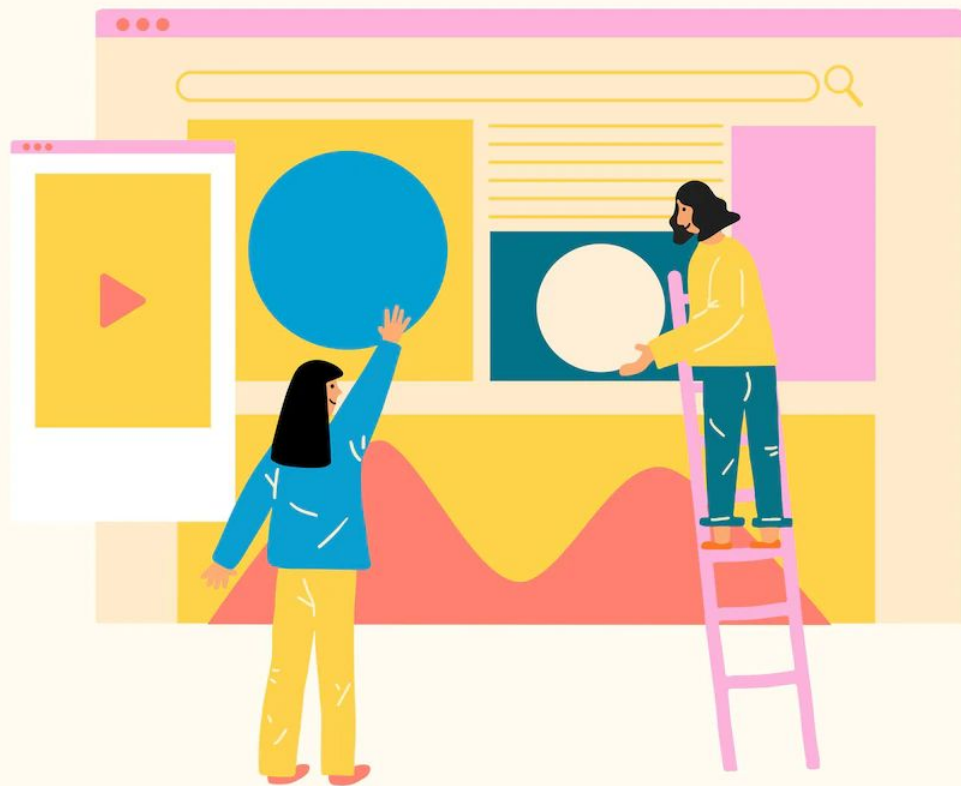


New Web trends 2023



Useful techniques and tendencies



Content

- 1) AI generated color palette
- 2) Prominent text size
- 3) Reimagining 3D
- 4) Video Content
- 5) SVG over JPG over PNG
- 6) Inclusive design
- 7) Website speed performance and user experience
- 8) People-first content for SEO

1. AI generated color palette

<https://www.canva.com/colors/color-palettes/>

In 2023, the following warm and cool colors will likely take over the internet based on our prediction:



Warm Red – Adventurous but full of love and passion



Warm Orange – Youthful and positive



Cool Dark Green – Versatile, nature and environment

2. Prominent text size

Always use font sizes that most users can read easily and maintain a maximum of one to two typefaces.

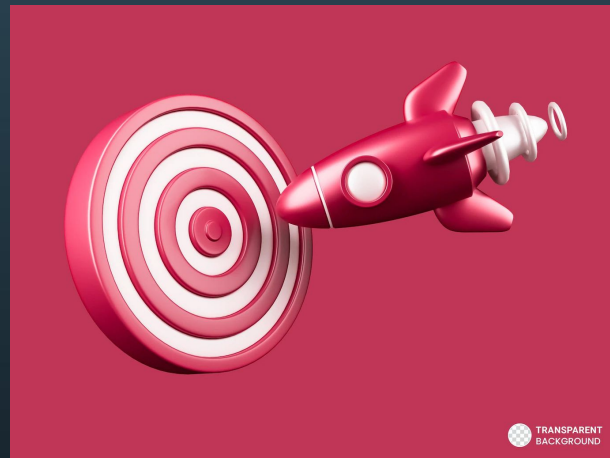
The minimum recommended font sizes are:

Points	Mobile Interface	Desktop Interface
H1	34	26
H2	28	22
H3	22	17
H4	20	15
Body	17	13

3. Reimagining 3D

As one of the web design trends 2023, you will notice more 3D elements being used in websites from 2023 onward. 3D will be widely used to create 3D avatars and reimagine unusual patterns or structures from nature.

In addition, advances in 3D technology have enabled the creation of complex and expansive designs on a large scale. This allows 3D to be used to facilitate learning in fields such as medicine and machinery.



4. Video content

Include short video introduction in your website as part of web design trends 2023.

Even better, allocate resources to create more short videos every quarter and post them on your social media channels.

Short videos help to entice users and have a higher retention rate. When done correctly and professionally, they are impactful and leave a lasting impression.

Meta has rolled out its Make-A-Video AI system while Google has recently introduced Imagen Video, a text-conditional video generation system. In short, both systems help to generate short clips when given some texts based on AI technology.

5. SVG over JPG over PNG

If you still can't decide which picture format to use on your website, always choose SVG!

SVG or Scalable Vector Graphics is a vector file format that can be conveniently resized without losing its quality. Therefore, SVG files are usually small even for complex graphics or images. This file format is ideal for logos, infographics, or illustrations.

When it is not possible to use SVG, choose JPG over PNG, unless your images have a transparent background. JPG holds lesser information than PNG but it is smaller in size, making it just nice for quicker loading on your website.

6. Inclusive design

If you still can't decide which picture format to use on your website, always choose SVG!

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When it is not possible to use SVG, choose JPG over PNG, unless your images have a transparent background. JPG holds lesser information than PNG but it is smaller in size, making it just nice for quicker loading on your website.

7. Website speed performance and user experience

It is no longer a myth that your website's speed performance will affect its SEO and user experience.

Google announced a "Speed Update" a few years back which means when all things were equal, content that loaded faster for mobile users would do better in Google's mobile search results. Google has officially incorporated this update into its Page Experience System.

The Page Experience System is created on the basis that users prefer websites with good UX. Make sure that you improve your website's UX for your users in terms of page speed, mobile responsiveness, accessibility, HTTPS security, interactions, etc.

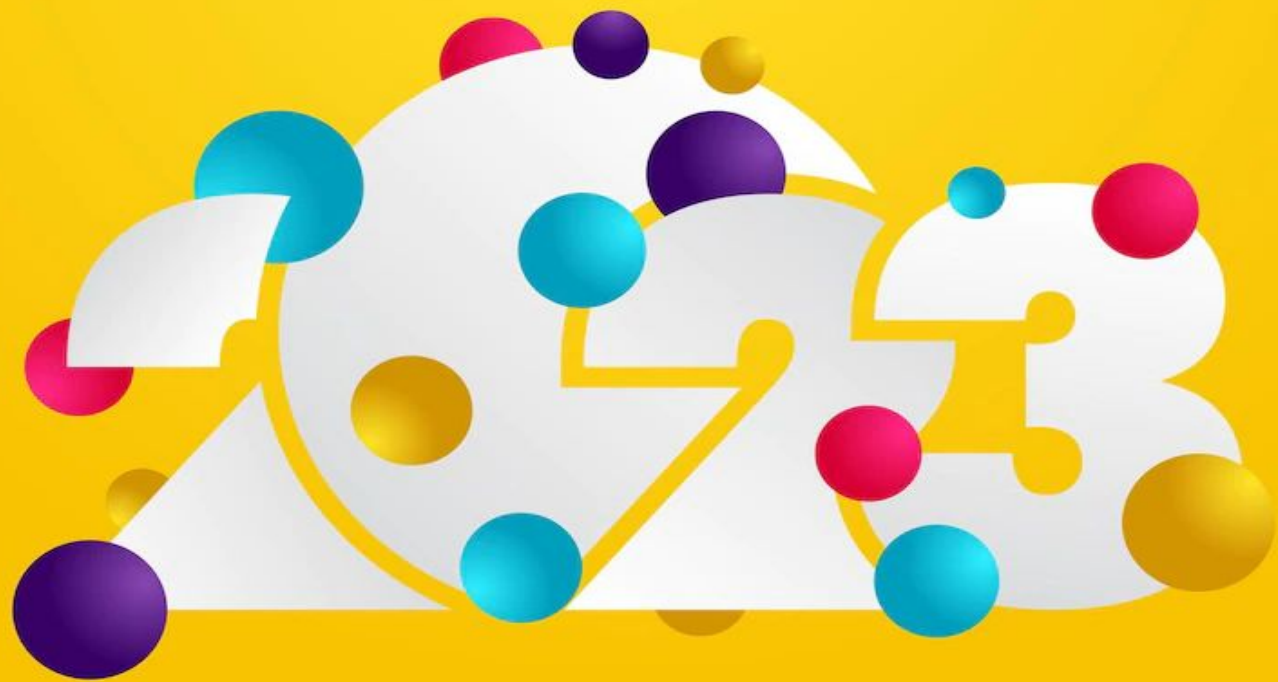
8. People-first content for SEO

Whether you are creating a website for a business, a non-profit organization, or a blog, search engine optimization (SEO) helps you to improve your website's search engine ranking and consequently, its visibility.

Many content strategists try to adjust the information and wording on the website to enhance its search engine results ranking.

However, manipulated content tends to do more harm than good to your website when it comes to organic SEO.

Google released a new guide to Google Search ranking systems on November 21, 2022. As expected, people-first content which provides original, helpful, informative, and relevant information to users will be prioritized for the top search results.



Content

- 1) Hoverable iconography
- 2) More social proof
- 3) Mobile-specific features
- 4) Shape texturization
- 5) Supplemental video

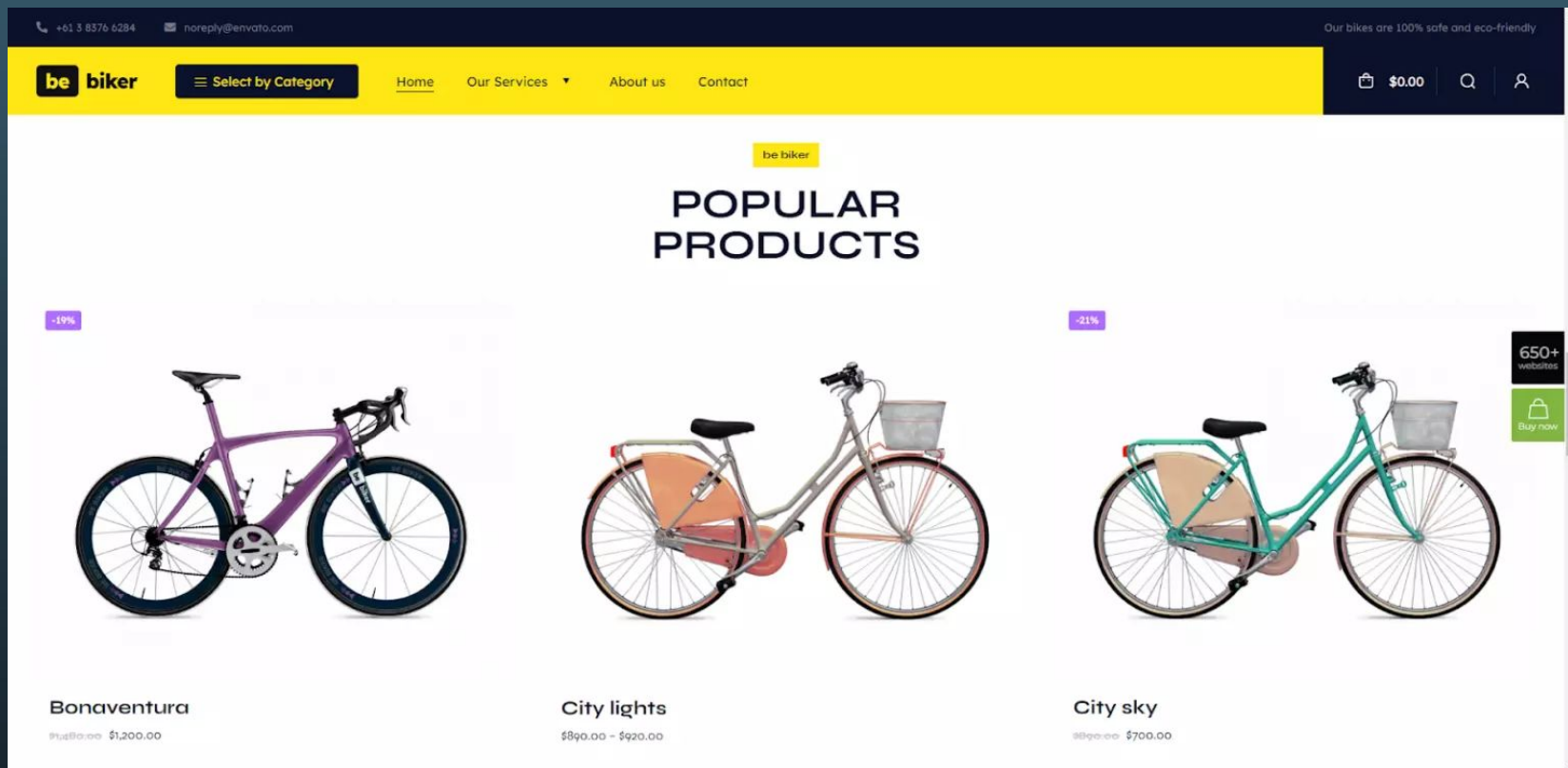
1. Hoverable iconography

A top web design priority is how to go about creating interfaces that require minimal effort on the part of the user to interact with them, i.e., they are as intuitive as possible. Shortcuts that make things easy for the designer can, however, have the opposite effect on the user – especially when it comes to iconography.

Some icons, especially those used in headers, are so commonplace that any user can interpret their meanings and use them appropriately.

As an example, the [BeBiker 4](#) website features three icons on the left for 1) Shopping Bag/Cart, 2) Search, 3) Account.

1. Hoverable iconography



1. Hoverable iconography

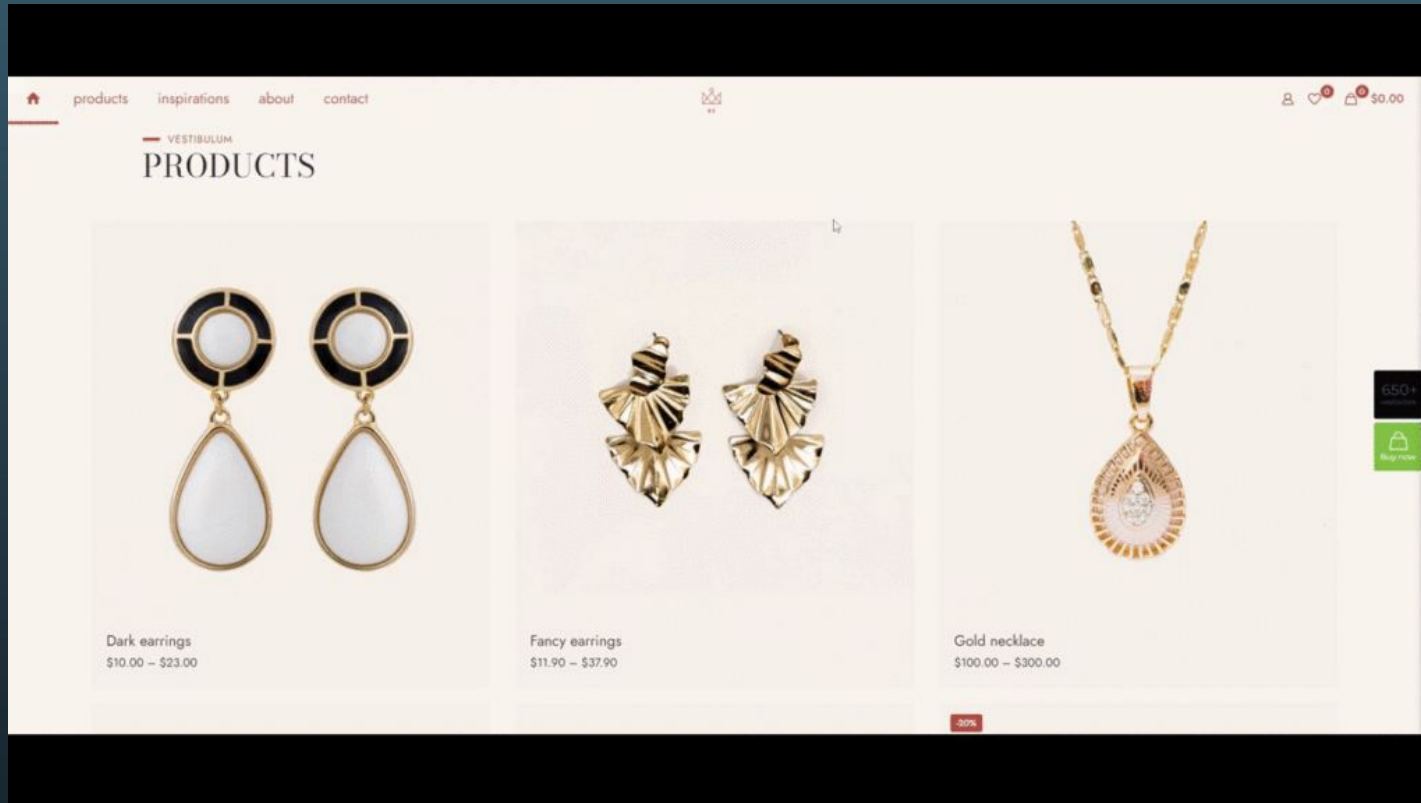
The same iconography used from site to site becomes so familiar that users know immediately how to use the icons.

The challenge for the designer is how to address less frequently used icons. Here, users need help in interpreting them. Giving each icon a brief description might help but would at the same time add clutter to a design.

Using a hover-triggered helper text serves users' needs while avoiding clutter.

The [Bejeweler 2](#) site offers an excellent example of this trend:

1. Hoverable iconography



2. More social proof

Trust is an all-important factor in building both personal and professional relationships. This applies for relationships between brands and customers as well. In 2023, well-informed web designers will use social proof and trust marks to bring about that trust.

There are several approaches to using these trust builders on websites, one of them is to include a page and a home page section dedicated to real testimonials or reviews.

BeDoctor uses three different types of potential trust-building content:



- A rating of customer satisfaction;
- a client feedback.
- an average customer rating.

The latter can link to a ratings platform like Google or Yelp.

New businesses may not have generated enough social proof to use for trust-building purposes and may need to rely on trust marks instead.

https://themes.muffingroup.com/be/marketing2/?utm_source=sitepoint.com&utm_medium=content&utm_campaign=jan22

2. More social proof

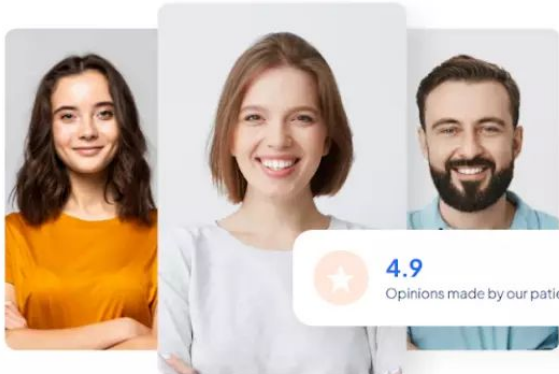
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Kristin Watson
Jun 27, 2020



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3. Mobile-specific features

Thanks to easy-to-follow rules that are well-known to many web designers, responsive design has become easier over the years. Most WordPress themes on the market today are built to be responsive, making this mobile- and device-specific requirement even easier to satisfy.

When web designers find themselves in a comfort zone, stagnation sometimes sets in, and any desire to do even better can go out the window.

Greater attention is going to be paid to mobile-specific features in 2023, with greater attention being directed toward overcoming certain frictions and obstacles.

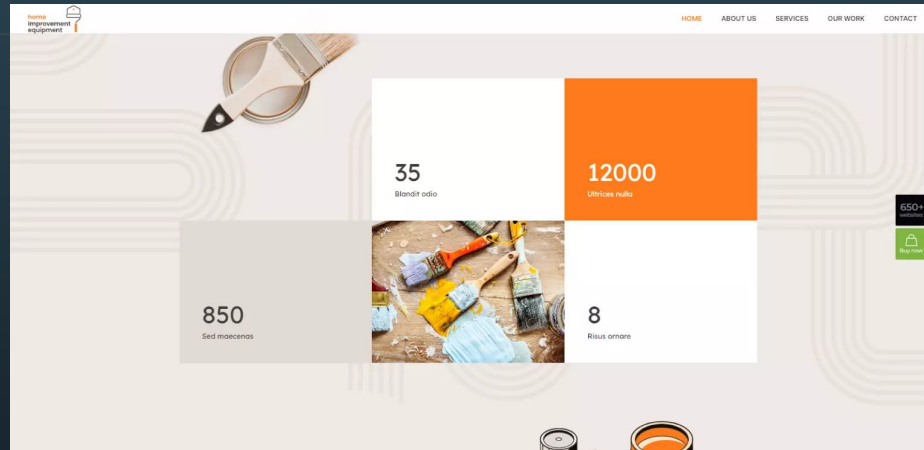
https://themes.muffingroup.com/be/language4/?utm_source=sitpoint.com&utm_medium=content&utm_campaign=jan22

https://themes.muffingroup.com/be/furniturestore/?utm_source=sitpoint.com&utm_medium=content&utm_campaign=jan22

4. Shape texturization

Once upon a time when skeuomorphism was the rage, we witnessed all different kinds of real world textures on our desktop and phone screens. Over time, this “cutting-edge” trend began to be regarded more and more as an extraneous distraction.

That does not mean that digital texturization is a bad thing. As you will see in 2023, web designers will begin using organic shapes to add small, strategic textures to their designs. The BeRenovate 5 website is an example of this. Note how the rounded shapes and lines used in the background throughout the site soften the overall imagery, while at the same time making it visually more interesting.



4. Shape texturization

BeCoaching 3 is an excellent illustration of how digital texturization can be strategically employed to draw attention to certain areas of a page. Two shapes used throughout this one page website make it easier to direct visitor's eyes to where you want them to go. These shapes also tend to be used nearer to the page's right margin. Since users' eyes commonly focus initially on the left of a page, the shapes help assure that those visitors will see and interact with as much of the content as possible.



5. Supplemental video

Users have various tastes with respect to what they look for online. Some prefer reading blogs, others prefer to watch or listen along to something, such as a video post or vlog.

A website designer or owner can't be expected to try to satisfy both worlds. Trying to deliver personalized content in both text and video will only tend to downgrade loading speeds.

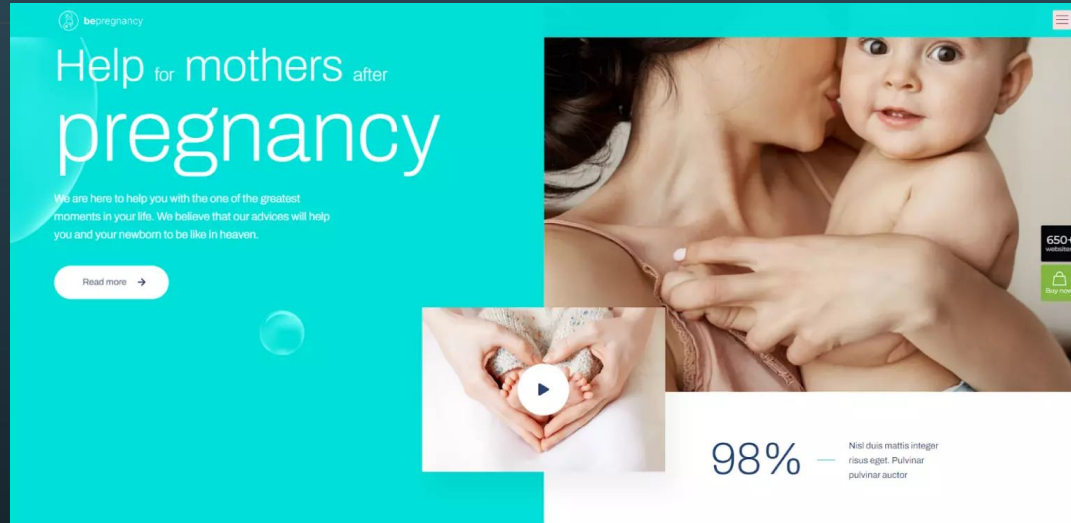
What you can do however, is include a supplemental video or video alternative when it most seems to matter. [BeBusiness 6](#) takes this approach halfway down its home page with a full-width video section that is impossible to miss:



5. Supplemental video

This video segment might be useful to summarize the preceding content, to show a video testimonial, or for a variety of other purposes.

Supplemental video doesn't have to be full width either. The [BePregnancy](#) hero section for example utilizes a small cutout to house the video:



While there is nothing wrong with any of the above, the 2023 web design trends represent a sea change of sorts by focusing on things like accessibility, trust building and responsiveness.

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Content

- 1) Nostalgia and the Y2K aesthetic
- 2) Custom typefaces
- 3) Shareable frameworks
- 4) Illustrations with dimensionality
- 5) “Just for fun” interactions
- 6) Loading animations
- 7) Collaboration
- 8) Premium content experiences
- 9) Lightweight, more efficient websites
- 10) More intentional use of notifications
- 11) Customizable viewing experiences

1. Nostalgia and the Y2K aesthetic

Usage of retro typeface use, pixelated fonts and images, fonts and text-based designs, or custom cursors. A classic Y2K-era website might have looked something like FanFiction.net circa 2001 — lots of white space, small image icons, and a whole lot of Arial or Verdana.

Design tip: taking just one design element and interpreting it in a more modern way makes your designs call back to a specific era without feeling too themed.

Adam also uses a bold, sans-serif font to draw attention to certain elements of his design, balanced by a mix of light-serifs for visual interest. The design even includes a touch of cyber aesthetic by using a typeface with the slashed zero (like Terminal or Consolas) for dates.



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BOOK A CALL

PICK A PLAN

GET HOOKED UP
WITH DESIGNS

1. Nostalgia and the Y2K aesthetic

Unique cursors

If you were online during the 90s and early 2000s, you might remember changing your cursor into a cat, smiley face, or green alien head. You may have enjoyed playing with endlessly entertaining cursor effects like the clock, fairy dust, or ghost trail. Y2K was a truly fun time in the history of cursor graphics.

In 2023, expect to see more custom cursors. Cursors can use an original image as an icon, or they can use animated effects to create an interactive experience. However, this time around, you can use them without installing a cursor pack and filling your computer with malware.

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Hello. I'm Mac.

I'm a free retro Webflow template made
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1. Nostalgia and the Y2K aesthetic

Pixelation

Pixelation, which was originally a technological necessity in the early days of computers, has become an aesthetic as Y2K makes its resurgence. Recently, designers have been using pixelation in fonts, icons, and images to add visual interest.

Take Attentive's Y2K-inspired holiday marketing site, for example. They created a pixelated rainbow logo, used pixelated icons, and pixelated the photos used for its articles. The simple shapes and pixelation unify the design and give the feeling of a self-contained retro world when you use their site.



Dae Hair Q&A



GUESS Q&A

How to Deliver Hybrid Experiences

Attentive Chat

tsmsSHORTii3: Wazzzzup?

19Txter6rl: Blue and pink R so not colors. Did u guys kno u can chan desktop color scheme? [Check it o](#)

TxT_m3_L8r: sooo much easier th Xanga!!



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Retention Strategies



9 Conversational Examples



Hybrid Marketing Strategies



12 Revenue-Driving Examples



First- & Zero-Party Data Strategies



9 List Growth Examples



SMS Template Quiz



Gift Guide



Read Our Blog

MENU



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90s HITS



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2. Custom typefaces

As text-based website designs have taken over in recent years, we're anticipating the rise of custom fonts and hand-created lettering as the next evolution of this trend in 2023.

You can approach this trend a few different ways, depending on the effect you're trying to create and your level of experience with illustration and lettering techniques. Font generator tools like BitFontMaker, FontStruct, and Calligraphr give you different ways of building, downloading, and using your original font.

<https://webflow.com/blog/11-font-generator-tools>

[BitFontMaker2™ BitMap Font Editor \(pentacom.jp\)](#)

[Calligraphr - Draw your own fonts.](#)

<https://webflow.com/blog/14-black-creatives-to-know>



SIGN IN



ABOUT
TYPEFACES
CUSTOM
IN USE
JOURNAL
INFORMATION
REACH



3. Shareable frameworks

As creators are sharing resources and techniques as a way to build community, grow their reputation, and make the web an overall better place — expect to see an explosion in shareable frameworks moving into 2023. Notably, Flowbase has found that offering free resources is a major growth channel for its business. Webflow agency Finsweet built their strong reputation by being open with their techniques and sharing their knowledge in the design space. A lot of web creators also genuinely want to build a better web experience for everyone. Alexa Heinrich talked about her [Accessible Social Guidebook](#) in a recent interview with Webflow. She cares about making social media a more accessible place. Rather than just telling people to build accessibility, she chose to share a practical guide to help them do it.

<https://thenounproject.com/>

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KNOCKOUT

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4. Illustrations with dimensionality

With the rise of the metaverse, illustrations that mimic the virtual world are coming into fashion — with 3D illustrations and Claymorphism leading the way.

While 3D illustration has been a trend in previous years, it was more exclusively an illustration style. Current sites are beginning to add dimensionality in a more immersive way, pulling users into cyberspace by adding animations, full-page effects, and multi-layered illustrations.

<https://www.redis.agency/>

<https://webflow.com/blog/parallax-scrolling>

4. Illustrations with dimensionality

Metaverse

The metaverse is an idea, an interactive digital space, and a new online world. It may be hotly debated, but that just means it's increasingly top of mind. As web users have gotten used to online spaces and virtual reality, the design style of the metaverse will become an increasingly important part of the visual language of web design in 2023. The metaverse is a form of virtual reality. Visually, that means every element builds to form a cohesive world. Instead of a single 3D illustration or element on a webpage, we've seen sites taking their inspiration from the metaverse build an all-encompassing 3D style for their page. This includes everything from illustrations, backgrounds, text, and even cursors. Sites have also included Interactions and animated effects to help draw the user in and make the site feel more interactive.



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4. Illustrations with dimensionality

Claymorphism

Claymorphism creates a dynamic experience in a different way, giving the viewer illustrations that feel tactile and real. A lot of web users may have a strong emotional attachment to claymation effects after growing up with films like “Wallace & Gromit” or “Coraline.”

We expect to see claymation-inspired designs be popular in 2023, as they combine 3D effects with the cartoonish human figures that have been popular in web design over the last few years.

<https://www.ls.graphics/>



FUNNY AND COLORFUL ILLUSTRATION KIT

\$59

[PURCHASE](#)

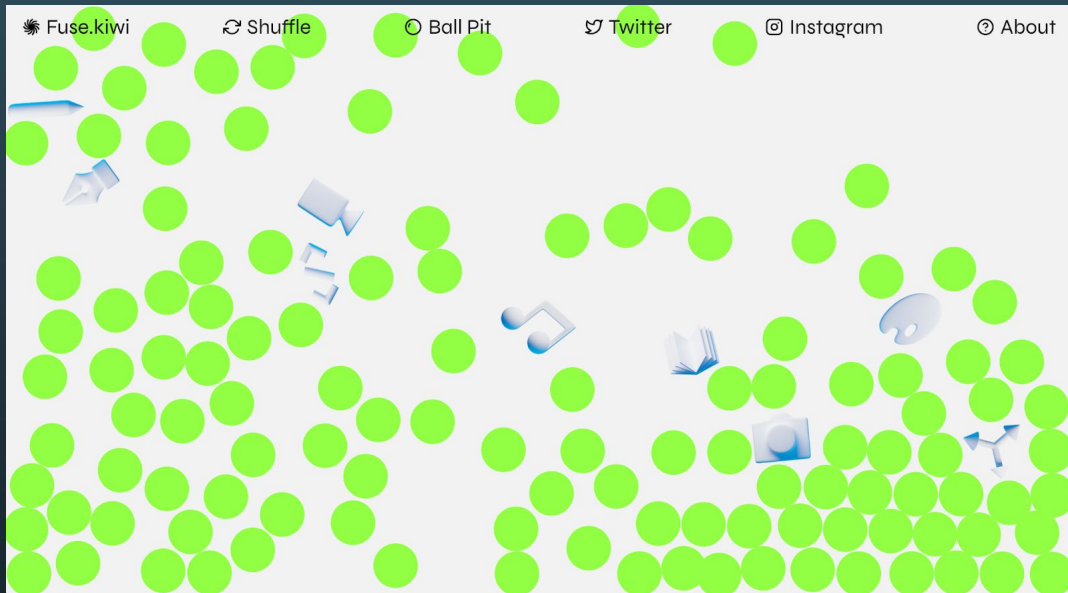
FUNNY AND COLORFUL 3D

ILLUSTRATION COLLECTION BEAUTIFUL
SHADINGS



5. “Just for fun” interactions

This year, we are expecting to see more interactions that are “just for fun” and don’t serve any particular purpose besides adding to the experience of a website.



6. Loading animations

Loading animations were popular in the early days of the web but fell out of style for a long time. Recently, we've seen large swaths of designers beginning to incorporate loading screens into their designs again, and this trend will continue into 2023.

This resurrection of the loading screen comes from the rising popularity of interaction, animation, and immersive website designs. A loading screen is another opportunity to engage with viewers and communicate your identity into your website. Web users hate waiting for pages to load and animations make waiting feel less like a chore.

hello

MY NAME IS

ANTÔNIO
SEGURADO™

7. Collaboration

Work-from-home and hybrid working environments have become the norm since the start of the COVID-19 pandemic. Given this, digital tools that enable remote collaboration, or features that incorporate explicit collaborative support, like Webflow's roles and permissions, are not just popular but have become essential. We'll continue to see the trend of adding built-in collaborative features to digital tools continue to grow.

Adobe announced in September that it would be acquiring the popular design collaboration tool **Figma**. The company is widely known for its collaborative features like prototype sharing and design systems that keep shared assets in one place. This acquisition signals that workplaces are seeing the value of software that supports digital collaboration in a more meaningful way. We expect to see more and more digital tools launching collaborative features in the near future.

<https://webflow.com/blog/remote-collaboration>

<https://webflow.com/blog/design-systems>

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8. Premium content experiences

Moving forward into 2023, we expect more creators and businesses to discover the value in memberships, gated content, and premium experiences. The whole concept of Web3 — which has gained an immense amount of traction in the past year — is the decentralization of the web. Building gated content into a website gives you more control over your community and helps you get paid for creating valuable content.



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$$212 \cdot 20 = (212 \cdot 2) \cdot 10 = 424 \cdot 10 = 4240$$

$$2758 \cdot 40 = (2758 \cdot 4) \cdot 10 = 11032 \cdot 10 = 110320$$

$$40 : 10 = 4 \quad 42 : 10 = 4 \text{ remainder } 2$$

$$430 : 10 = 43$$

$$9240 : 10 = 924$$

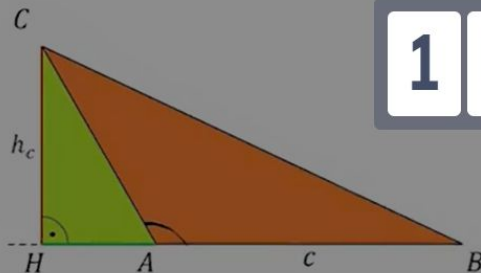
$$19230 : 10 = 1923$$

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$$S_{\triangle BHC} = \frac{BH \cdot h_c}{2}$$

$$S_{\triangle ABC} = S_{\triangle AHC} + S_{\triangle BHC} = \frac{AH \cdot h_c}{2} + \frac{BH \cdot h_c}{2}$$

9. Lightweight, more efficient websites

Both visually and on the back end, websites that are light, quick, and optimized for the user experience will become more common in 2023. **Users hate to wait.** Not only that, but more and more users are [accessing sites on their mobile devices](#) or networks that may be slow. The trend of lightweight websites ensures users get what they need and enjoy accessing your website.

Throughout internet history, designers oftentimes limited images and graphics to increase website loading speed. Though this isn't strictly necessary anymore, you still need to be aware of how data-heavy the media files on your site are.

Technology like [WebP images](#) and techniques like designing [lazy load](#) background videos lets you add all the media you want without damaging the user experience.

10. More intentional use of notifications

Historically, companies have used mobile notifications as a sales tool. Notifications have the power to prompt consumers to buy, whether that's alerting them of sales, something to purchase, or a new feature.

More apps and websites will incorporate notifications to connect with their users this year. Audiences want their interactions with the apps they are using to feel more genuine and be more useful to them.

Notifications have the power to make websites and apps more useful, more personal, and more integrated into users' lives. This year has seen an overall trend toward more engaging experiences on the web. In particular, we expect to see notifications being used in more creative ways to interact with users and provide useful information.

11. Customizable viewing experiences

With the rise in personalization on the web, more sites will allow for customizable viewing experiences. Going into 2023 web experiences are becoming more catered to the needs and preferences of their users.

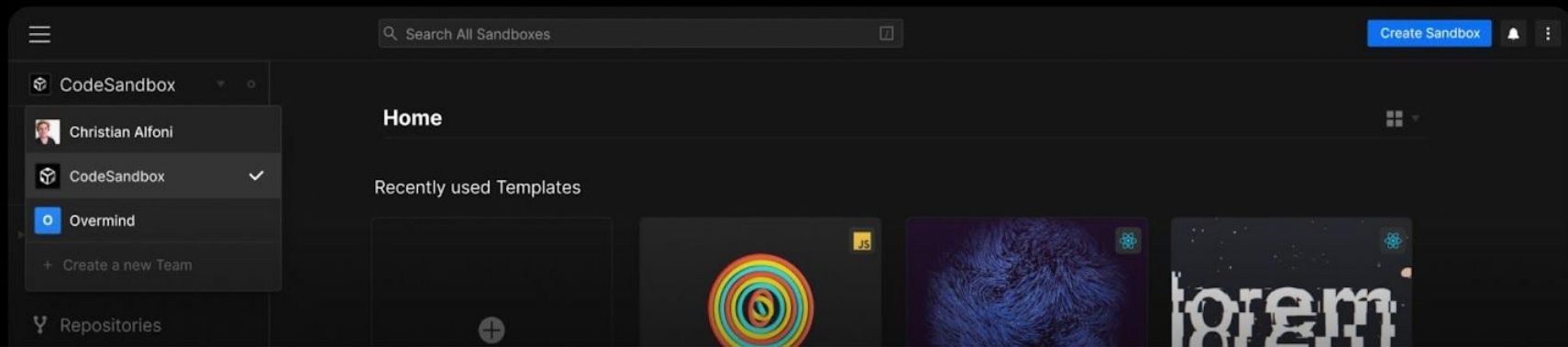
Website building platforms now give designers the tools to easily let their users customize features of their site experience. There is more awareness of accessibility — in society and on the web. Features like dark mode and sound can make a site more user friendly for people with differing needs.

People respond well to sites that accommodate their preferences, interactions, and designs they can customize to their taste. This trend toward building more customizable viewing experiences is a natural progression from the popularity of sites-as-games and interactive features we have seen in previous years.



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<https://uigradients.com/> - инструмент за генериране на Flat 2.0 преливки от 2 цвята

<https://medialoot.com/duotones/> - инструмент за генериране на duotones ефекти

върху картинка, която качите онлайн

<https://mycolor.space/gradient3> - инструмент за генериране на Flat 2.0 преливки от 3 цвята

<https://cssduotone.com/> - друг инструмент за генериране на duotones ефекти върху картинка, която качите онлайн

<https://www.canva.com/color-palette/> - създай палитра от картинка

<http://www.colorfavs.com/palettes/> - инструмент за интересни палитри

<https://codepen.io/supah/pen/prVVOx> - css ефекти

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