



20 25

Digital Trends Guide

Web Design
& Branding Trends

**To Grow
Brands Online**

DIGITALSILK

2025's Digital Trends Focus On Building Connections

2025 will present more growth opportunities for businesses and consumers compared to the previous year.

Executives have identified the need for distinctive capabilities and digitization as key priorities for the next year.

Forming real connections with your audience offers an antidote to uncertainty while capitalizing on growth in 2025. Implementing authentic, emotive, and on-trend digital solutions will help position your brand as a trusted choice in an evolving market.

About The Report

At Digital Silk, our digital experts keep a finger on the pulse of all emerging trends to provide innovative digital solutions to our clients. We then collect, analyze and publish these trends in a yearly guide.

Our 12 trends for 2025 have been split into three core sections: web design, brand strategy and brand design.

This guide explains what these trends are, why they're trending and how you can implement them to your digital strategy in 2025. Plus, we've included examples from our own projects to show the trends in action.



20 25 Trends

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Brand Design Trends

- Minimalism and simplicity
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2025 Web Design Trends

- SCROLL MOTION
- XXL FOOTERS
- HAND-DRAWN GRAPHICS

Scroll motion is a modern web design effect where static design elements are activated to follow a visitor as they scroll down a page.

Why the trend?

Scroll motion transforms a static webpage into a dynamic experience, inviting visitors to engage while helping you tell an immersive brand story. In an era when 84%¹ of younger Gen Z shoppers buy and advocate based on values alone, it's a powerful way to showcase your brand's values in a way that resonates deeply with your target audience.

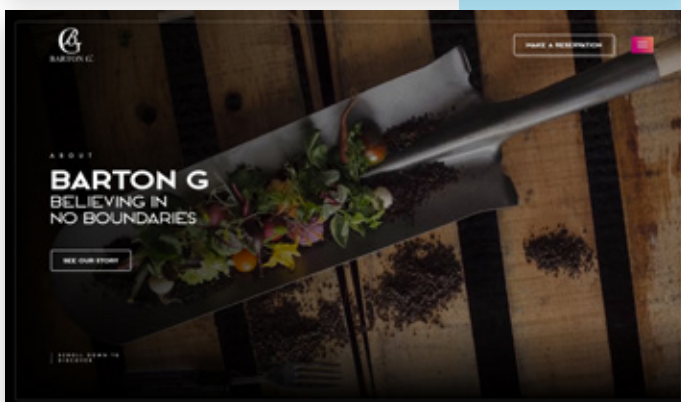
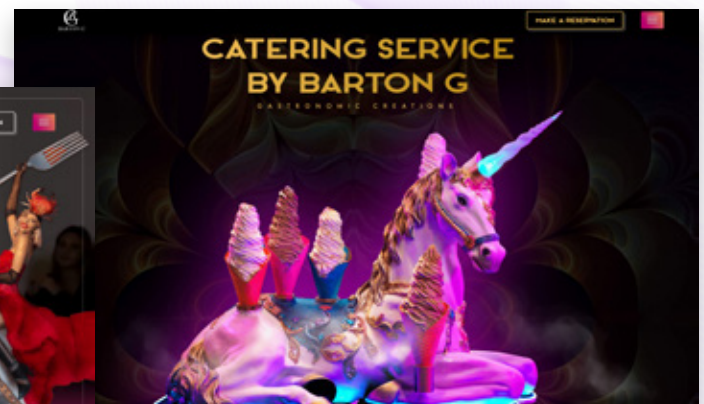


In Action:

Barton G

Barton G is a one-of-a-kind hospitality and events provider. Its unique dining and catering experiences needed to be conceptualized in a compelling website design.

We transposed Barton G's distinctive brand image to its website with engaging imagery and design elements.



The result is a digital presence that mirrors the energy and creativity of Barton G's events, leaving a lasting impression on every visitor.

Full-page headers fill the entire “above the fold” area, covering the whole width and height of what users first see on your site.

Why the trend?

Full-page headers typically include a visual + textual combo of images or videos and headings, subheadings and call-to-action buttons.

With Gen Z losing concentration in about eight seconds², full-page headers will be a powerful tool to use in 2025 to capture your audience’s attention from the get-go.

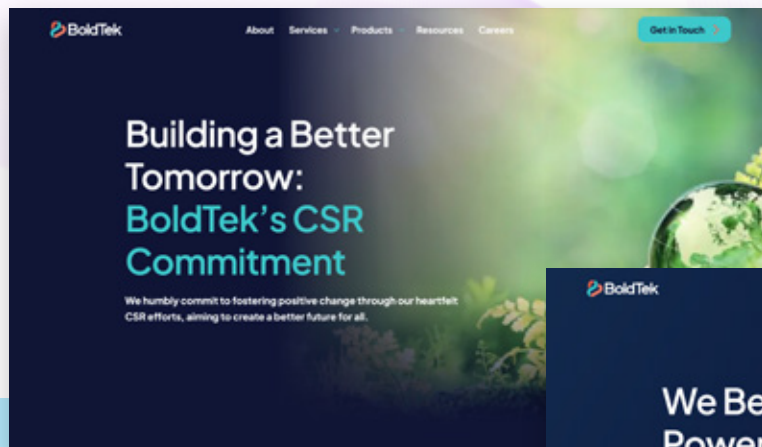


In Action:

Boldtek

BoldTek is committed to helping businesses grow through powerful IT solutions.

To modernize their website, we incorporated full-page headers that capture visitors' attention the moment they land on BoldTek's website.



Expansive headers occupy the entire "above-the-fold" section, effectively introducing the brand with impact while providing an immersive user experience from the get-go.



XXL footers are enhanced versions of standard footers, designed to engage visitors with dynamic elements as they reach the bottom of your site.

Why the trend?

Bigger is better. At least in the case of website footers in 2025. With bold designs and engaging elements, XXL footers help maintain user interest and encourage further site exploration, even after reaching the bottom of the page.

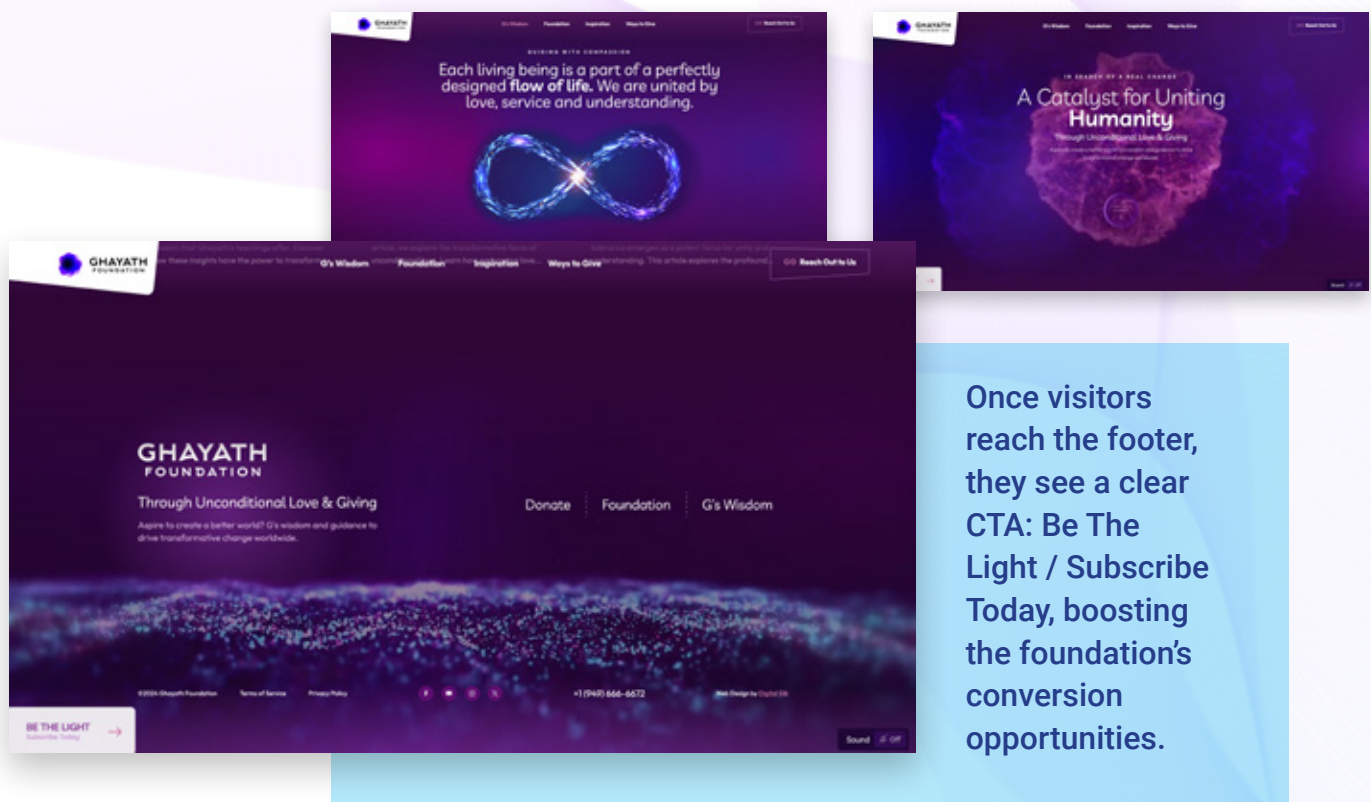


In Action:

Ghayath Foundation

Ghayath Foundation is a social project that relies on members and donations to provide community support towards disaster relief, homelessness and children in need.

We designed an XXL footer that contains an extensive animated graphic of vivid particles, drawing attention to the bottom of the page.



Once visitors reach the footer, they see a clear CTA: Be The Light / Subscribe Today, boosting the foundation's conversion opportunities.

Hand-drawn graphics go beyond simple stock photos and videos.

Why the trend?

These designs help build an original UI that supports your messaging and provides a bespoke experience to your target audience.

Considering 252,000³ websites are created every day, hand-drawn graphics are a popular method to craft one-of-a-kind designs that highlight distinctive brand capabilities and offerings.

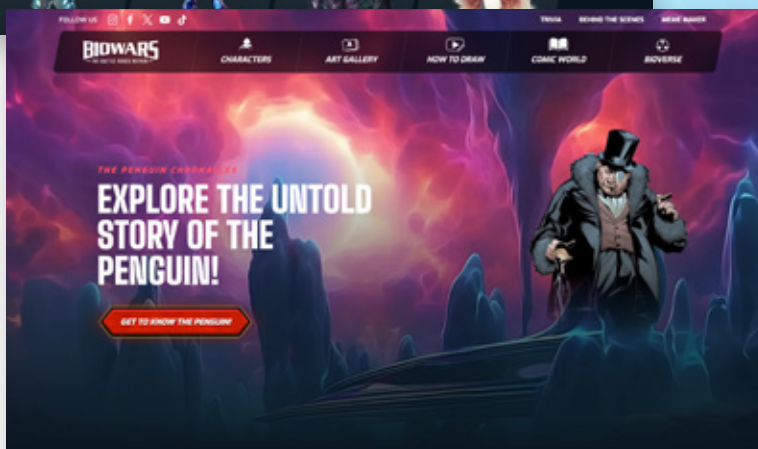
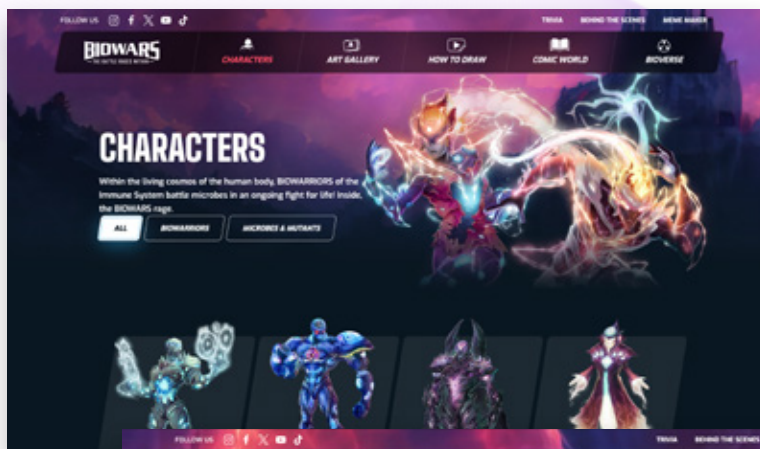


In Action:

BioWars

BioWars is a comic book and a developing project dedicated to opening people's imagination to an ongoing battle between pathogens and the immune system.

Our in-house graphic designers added hand-drawn, custom graphics that showcase the comic's main characters throughout the BioWars website.



The bespoke drawings add an exciting dimension, showcasing the comic's distinct style while driving its authority on the subject through expertly crafted imagery.

2025 Brand Strategy Trends

- BRANDED STORYTELLING
- EMPLOYER BRANDING
- EMOTIVE MESSAGING
- AUTHENTIC PERSONAL STORIES
- BUILDING TRUST THROUGH COMMUNICATION

Branded storytelling is the processes of bringing your brand story to life through narratives that connect with your audience.

Why the trend?

Businesses are using stories to engage their audience, bridging the gap between brand and consumer with memorable anecdotes, values and mission statements.

This will be particularly important in 2025, as Gen Z and millennial audiences are set to continue searching for authentic trust and connections⁴ with the brands they choose.

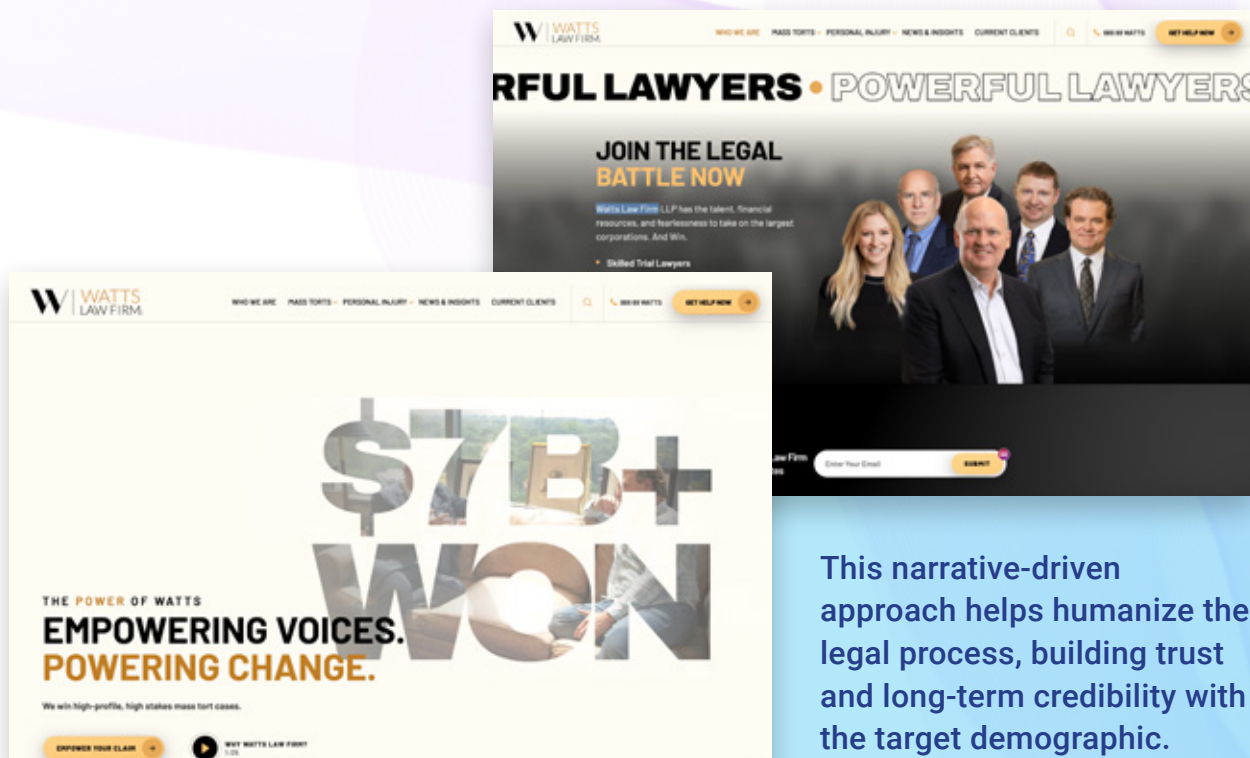


In Action:

Watts Law Firm

We adopted a theme of “POWER” for mass tort law practice Watts Law Firm, using brand stories to drive a deeper emotional audience connection.

These real-life stories highlight Watts Law Firm’s powerful track record in response to major events, like the Maui Fire, effectively engaging the audience by emphasizing its dedication to its clients and their legal cases.



This narrative-driven approach helps humanize the legal process, building trust and long-term credibility with the target demographic.

Employer branding is a strategy to manage employee and external perceptions of your company's work environment.

Why the trend?

Focusing on employer branding means attracting and retaining the best talent, as you can make sure workers see your company values, benefits and environment as an appealing career option. Define your employer value proposition (EVP) and stick to it. Use social media, blog content, email marketing and so on to show how your company lives your values, ensuring your actions are a physical representation of your goals and values.

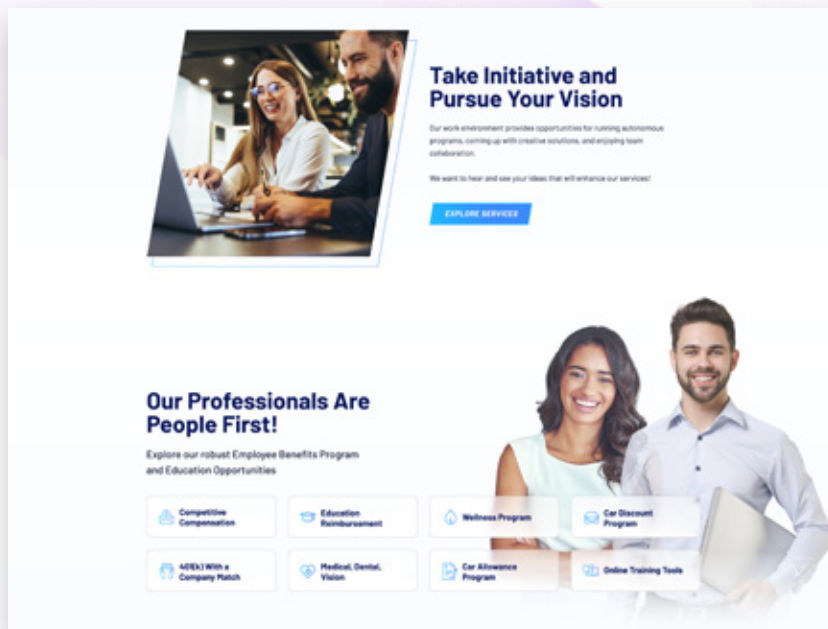


In Action:

Hyundai AutoEver

We recommended establishing a distinct EVP for IT service management company Hyundai AutoEver, emphasizing the brand's unique values, messaging and imagery.

We included phrasings such as “Join The Game Changers” and “Self-Starters, Problem-Solvers and Go-Getters” on mockup marketing collateral to highlight the brand's commitment to innovation.



The strategy successfully enhanced Hyundai's appeal as an employer, effectively attracting and retaining highly skilled professionals.



Emotive messaging uses language to evoke an emotional response and action from your target audience.

Why the trend?

Customers have always preferred, promoted and recommended the brands they feel emotionally connected to⁵. In fact, 76%⁶ of consumers will buy from a brand they have a connection with over a competitor.

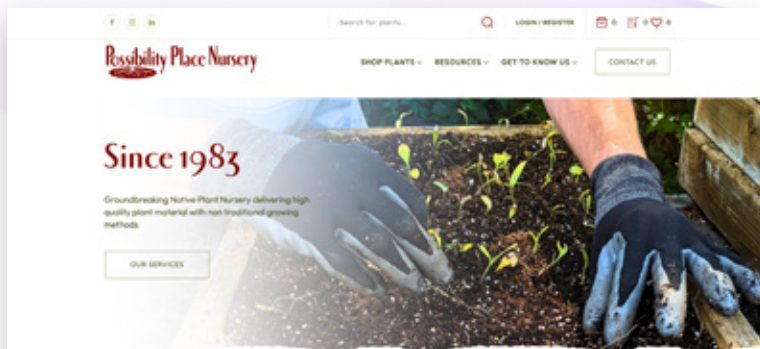


In Action:

Possibility Place Nursery

Possibility Place Nursery fosters emotional connections among people, plants and the environment.

Digital Silk captured and enhanced this emotional essence on their website, ensuring the brand's message resonates with its audience, encouraging them to cultivate a deeper connection to nature.



Emotive branding is central to Possibility Place Nursery's mission, highlighting how native flora restores ecosystems, nurtures biodiversity and transforms landscapes.

Younger generations are more likely to trust someone with a respected **authentic personal brand** than older generations.

Why the trend?

Companies are increasingly turning to highly valued influencers and individuals to promote their brands. So much so that global influencer advertising spending will top \$56.28 billion by 2029⁷, up from \$30 billion in 2023. This trust can influence decisions to boost sales, making personal stories an increasingly important aspect of brand strategies.



In Action:

Sobo & Sobo

With over 50 years in the B2B and B2C personal injury sector, Sobo & Sobo distinguishes itself by forging strong, personal connections with clients.

Through their client testimonials and the “Success Stories” section, we wanted to showcase the firm’s meaningful narratives that reflect their dedication to compassionate advocacy.



The combination of authentic stories and professional expertise is essential in demonstrating Sobo & Sobo's commitment to making their clients feel heard, fostering trust and confidence.



2025 Brand Design Trends

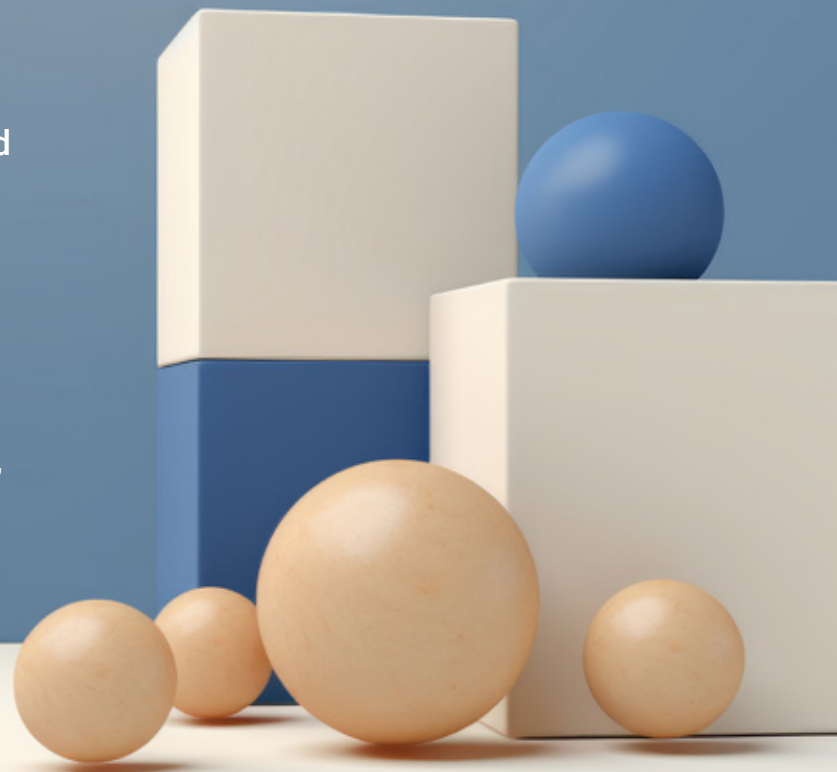
- MINIMALISM AND SIMPLICITY
- LOGO REDESIGNS
- UNIFYING DIGITAL NEEDS AND BRANDING
- ADAPTIVE COLOR PALETTES

Minimalism focuses on creating simplified designs that prioritize core features.

Why the trend?

In 2025, brands will use minimalism and simplicity to convey elegance and clarity while crafting a memorable visual language.

Minimalism also helps brands deliver a cohesive visual identity across channels through easily adaptable logos and recognizable brand elements. This includes social media, where 68%⁸ of consumers follow brands to stay informed about new products or services.



In Action:

Ampure

We developed a new brand identity for Ampure, a business funding provider, to position it as a straightforward yet supportive leader in the industry.

Our approach guides viewers to Ampure's key brand elements, including its stripped-back logo and messaging, through clean and uncluttered design campaigns.



The emphasis on clean lines, balanced proportions, and a limited color palette gives Ampure's website a professional, modern and sleek appearance.

A **logo redesign** provides an opportunity to align your visual identity with changing audience expectations, ensuring it remains relevant.

Why the trend?

In 2025, as consumers push for closer relationships and greater connectivity with the brands they buy from, creating an instantly recognizable logo that represents your brand's core values is more important than ever.

A logo embodies your brand's core values, mission and personality and acts as the first point of contact with potential customers.



In Action:

Best Wire & Cable

As a national provider of low-voltage cable and wire solutions for commercial projects, Best Wire & Cable needed a logo that instantly conveys trust and expertise.

The updated logo features a bold, sans-serif font to ensure clarity and readability, while the three distinct colored lines represent the variety of cables and wires in their product portfolio, connecting the visual design with the brand's core offerings.



An updated logo allowed Best Wire & Cable to modernize its visual identity, align with industry trends and better connect their services with the design.

Unifying branding and digital needs means considering digital factors like accessibility in AR and social sharing for your brand designs.

Why the trend?

With the rise of new technologies and the ever-growing influence of social media, brands need to create campaigns and collateral that can be shared across emerging channels. For example, social media platform Threads reached 190 million users by early 2024⁹. By ensuring your brand elements can be adjusted to new touchpoints that your digital strategy targets, you can drive brand awareness to wider audiences.



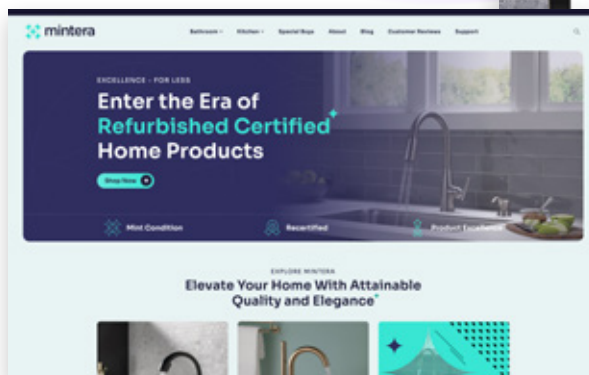
In Action:

Mintera

For Mintera, we crafted a unified branding and digital strategy that aligns with the company's core mission of delivering "attainable quality and elegance" while promoting sustainability.



Clean layouts, refined typography and a calm, modern color palette ensure the digital presence reflects the brand's elegance.



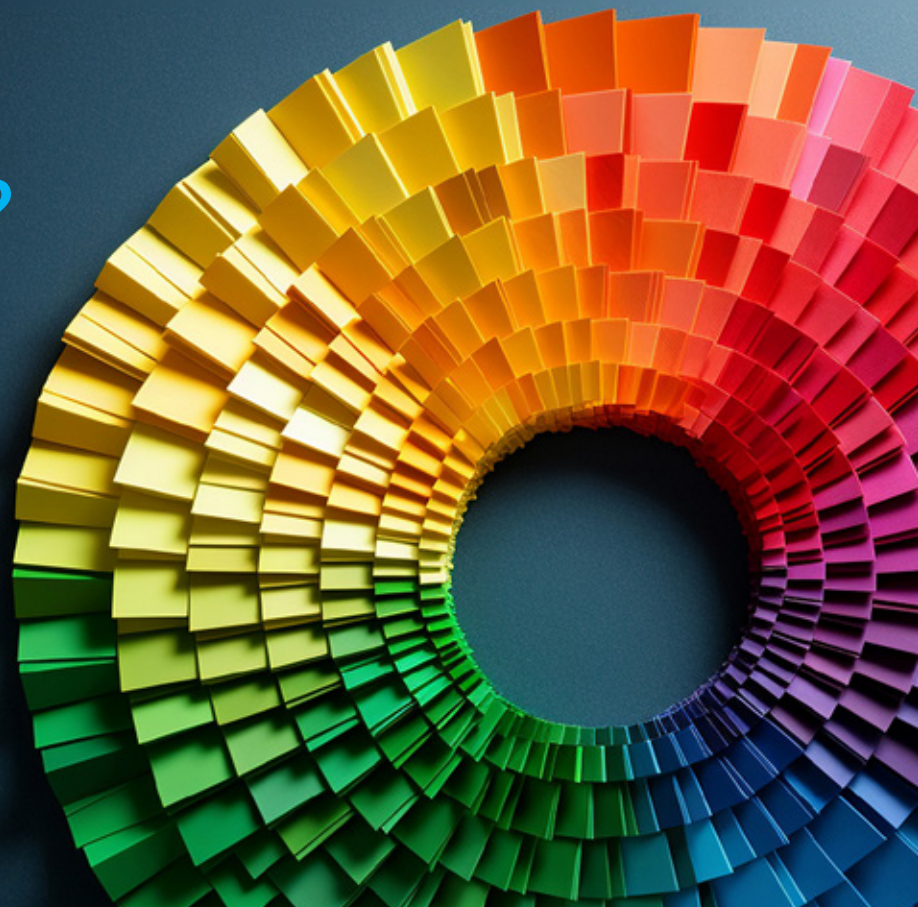
Unifying the brand's values across all touchpoints – from product pages to storytelling elements – connects the brand with an audience that values sustainability and style.

Adaptive color palettes are sets of colors designed to closely match a pre-selected source, like an image, graphic or plain color.

Why the trend?

By using adaptive color palettes, brands can alter their key brand elements, like logos or imagery, to fit any background.

This growth is occurring as brands look to deliver high-quality, color-harmonious designs across different materials and platforms.



In Action:

Mezocare

For Mezocare, we created a visual identity using adaptive color palettes designed to evoke feelings of safety, trust, and warmth — emotions that are vital for consumers engaging in healthcare tourism.



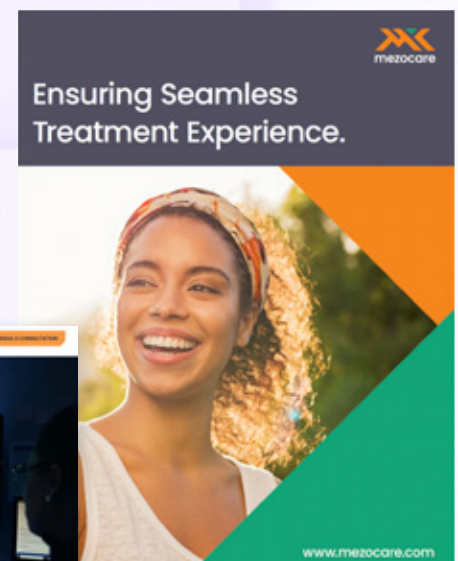
Zesty
Orange

Jade
Green

Charcoal
Gray

Green symbolizes health, calmness and balance, fostering a sense of trust and well-being, while orange conveys warmth, friendliness and positivity, making the brand feel approachable.

The adaptive palette gives the brand flexibility, using subtle shifts in tones to enhance the user experience while maintaining a cohesive visual identity across the site.



Contributors

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Courtney Bozigian - Head of Brand Design

Amar Tinjak - Brand Design

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