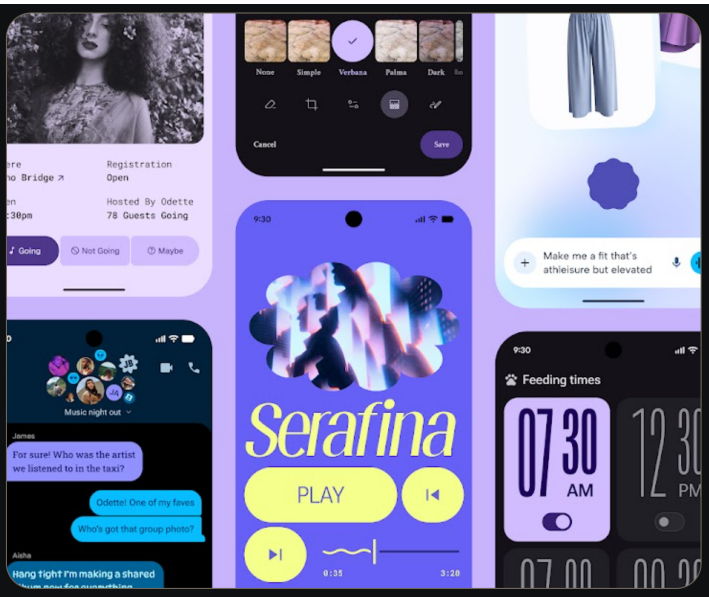
May 13, 2025

Start building with Material 3 Expressive

Material's latest evolution helps you make products even more engaging and easier to use.



Posted by

Material Design

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The world of UX design is constantly evolving, and you deserve the tools to create truly engaging and impactful experiences. That's why Material Design's latest evolution — Material 3 Expressive — provides new ways to make your product more engaging, easy to use, and desirable. Read on for a full introduction to the new components, motion physics, color updates, and more.

What's Material 3 Expressive?

Today, people increasingly see their devices not as tools, but as extensions of themselves. Expressive interfaces have an emotional impact, fostering connection by evoking a feeling or mood through visual

design and interaction. Material 3 Expressive is an evolution of the Material 3 design system. It's a set of new features, updated components, and design tactics for creating emotionally impactful UX.

We've learned that makers are looking for ways to improve their user experiences by creating better hierarchy, making the interface more useful, and establishing improved, more personal styles that connect emotionally with their users.

And to be clear — M3 Expressive isn't a new version of the system. We're not deprecating M3, and this isn't "M4."

The power of expressive design

M3 Expressive is our most researched update to the design system since its launch in 2014. Extensive user research — 46 studies with more than 18,000 participants — has helped ensure that this evolution isn't just about aesthetics, but about truly enhancing your users' experience. Our top research takeaways include:

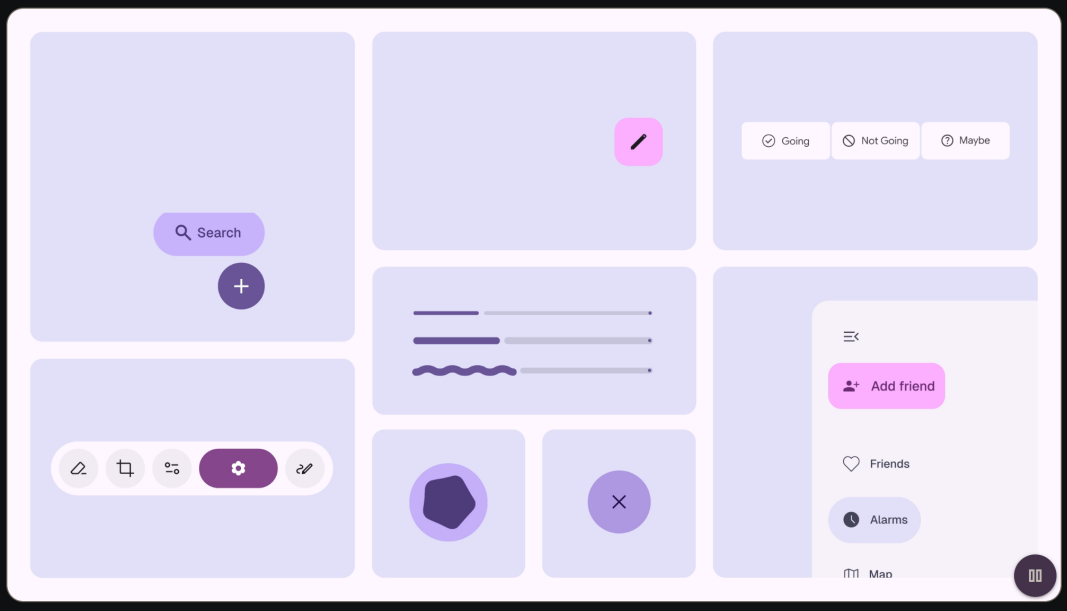
1. Expressive designs are preferred by people of all ages.
2. Expressive designs consistently score higher on user attributes like playfulness, energy, creativity, and friendliness.
3. Users are more likely to switch to products that use M3 Expressive components and techniques.
4. Expressive designs are easier to use, with participants spotting key UI elements up to four times faster in expressive screens.

Learn more about the Expressive research over on design.google.

What's in the update?

Expressive components

Fifteen new or updated components now feature more configuration capabilities, shape options, emphasized text, and other expressive updates.



- App bars
- Button groups **new**
- Carousel

- Common buttons
- Extended FAB
- FAB menu **new**
- FABs
- Icon buttons
- Loading indicator **new**
- Navigation bar
- Navigation rail
- Progress indicators
- Split button **new**
- Toolbars **new**

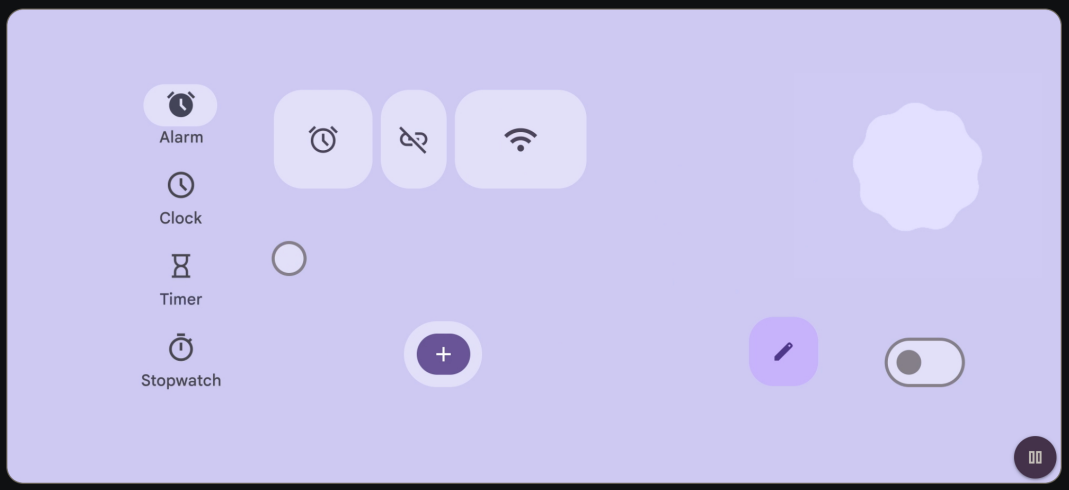
Expressive styles

Motion-physics system

A new system using motion springs makes interactions and transitions feel more alive, fluid, and natural.

Spatial springs mirror the physics of how objects actually move, making animations clear and predictable. Effects springs create seamless transitions for color and opacity changes.

Learn more about motion

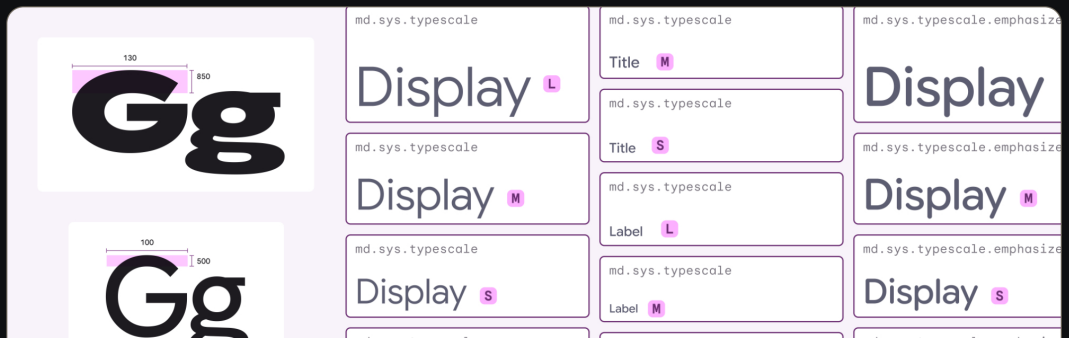


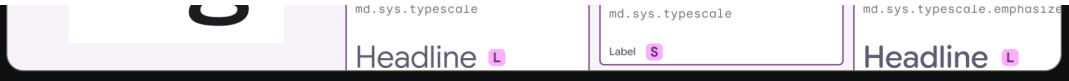
Visually emphasized typography

New type styles for variable and static fonts can be used to express a range of emotional states, automatically adjust variables for readability, and support bold editorial layouts.

Emphasized typography reinforces the information hierarchy and draws attention to important actions, like “begin recording,” or information, like unread messages.

Learn more about typography



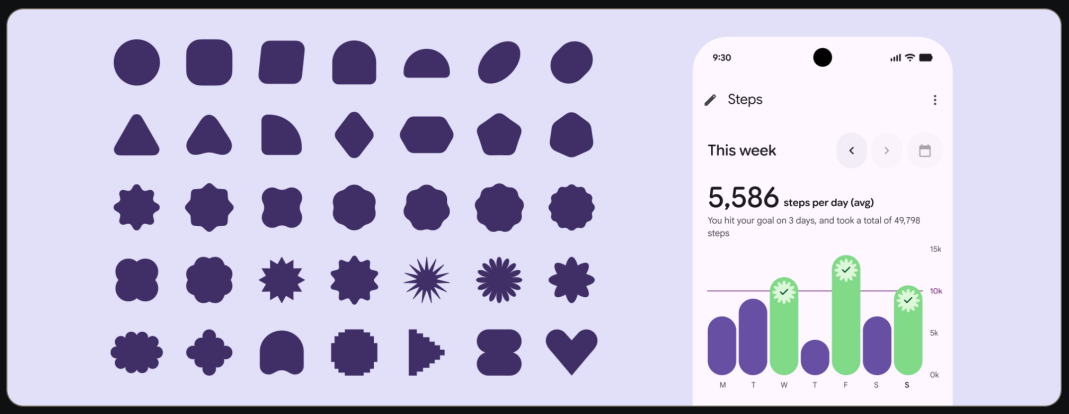


Expanded shape library

Use the new set of 35 shapes to add decorative detail for elements like image crops and avatars.

A built-in shape-morph animation allows smooth transitions from one shape to another. This can be dynamic, or as simple as a square changing to a circle.

Learn more about shape



Vibrant color schemes

An expanded range of colors can be used to sharpen hierarchy and clarify key actions. Rich visual styles support personalization and dynamic colors.

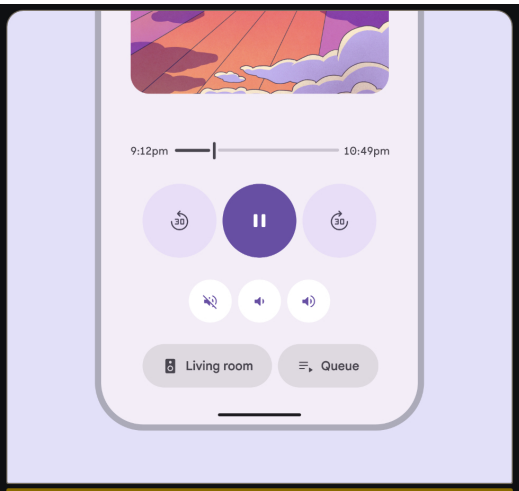
Learn more about color

Expressive tactics

As Google products started using the new expressive features, we quickly established a set of design tactics to help guide the viewer's attention to the most important elements of the screen. Each of these tactics represents one axis along which you can make your components, layouts, and products more expressive. While these tactics work for us, the beauty of this update is that makers have more flexibility with M3 than ever before, so we encourage you to play around with these elements and see what works for you.

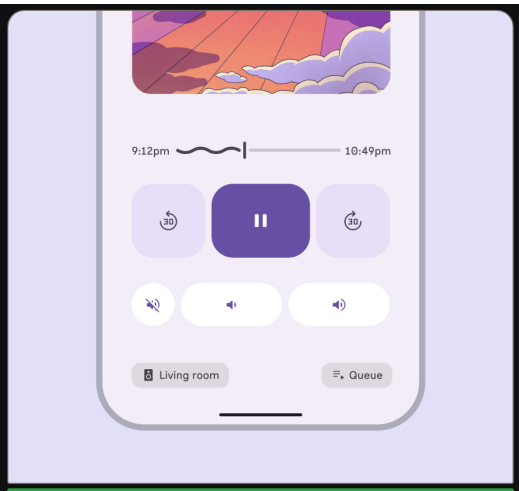
1. Use a variety of shapes

Shape can be a powerful communication tool in your interface. At the base level of visual design, the shapes of components, containers, and content set the tone for a user at first glance. Combining shapes and corner radii can create visual tension or cohesion and direct users' focus in your app. Use a combination of classic and abstract shapes to create unique silhouettes or groupings. Use the shape library and the new corner-radii options to mix round and square shapes for tension and visual contrast.



! Caution

Smaller shapes can result in essential actions looking less important

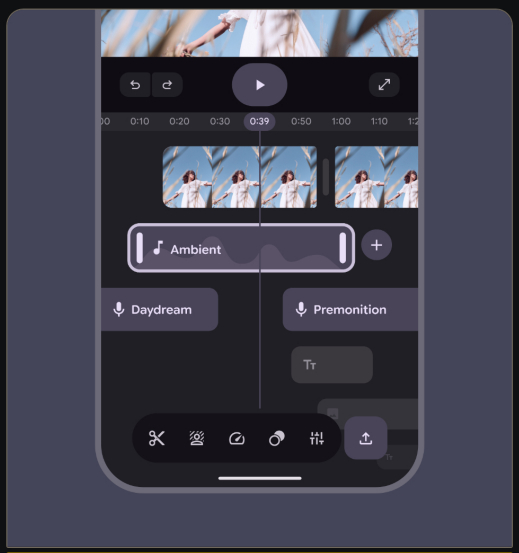


✓ Do

Break from the surrounding shape style to draw attention to a particular element.

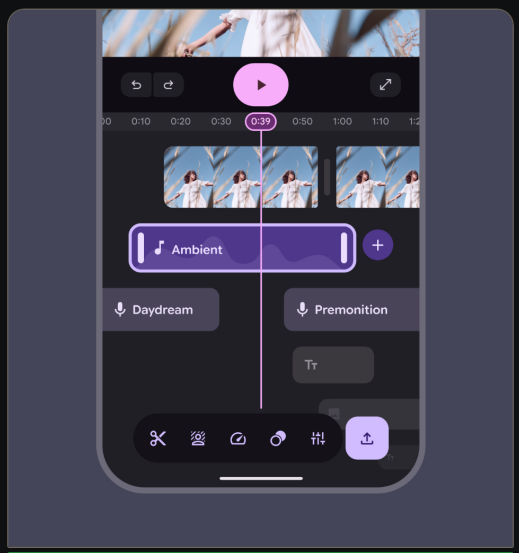
2. Apply rich and nuanced colors

Material's dynamic color system already offers a range of colors for primary, secondary, and tertiary elements and surfaces. Mixing these colors for key components or visual elements can help emphasize the main takeaway of a screen. Create visual hierarchy with surface tones. Use contrast between primary, secondary, and tertiary color roles to prioritize actions and simplify navigation.



! Caution

Without contrast, elements can blend together.

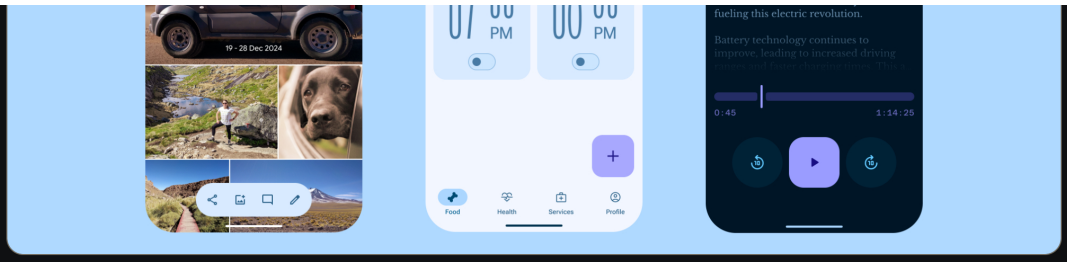


✓ Do

Use contrast to emphasize the main takeaway or element.

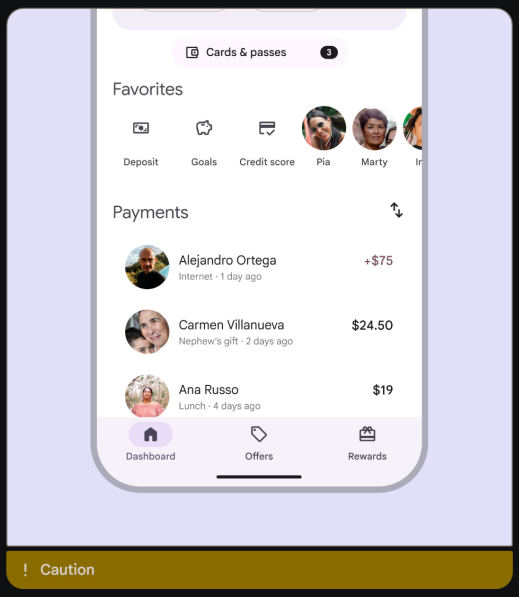
3. Guide attention with typography

Use emphasized text styles to draw attention to important UI elements, like headlines and actions. Create editorial-like moments in your app by emphasizing typography. Heavier weights, larger sizes, color, and spacing can direct attention and make key information more engaging. Using additional type styles from the Material type scale can help create appropriate hierarchy within and between blocks of content.



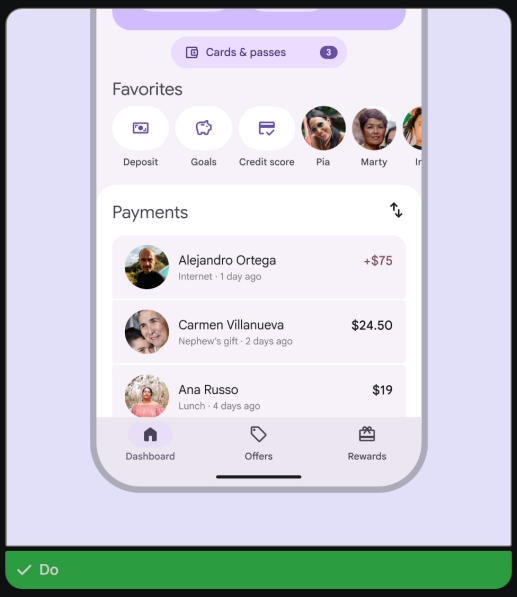
4. Contain content for emphasis

Organize content into logical groupings or containers. Give the most important content, tasks, or actions visual prominence through ample space and the brightest surface mapping. Consider using size, spacing, rhythm, similarity, or other grouping principles to make important elements more distinct.



! Caution

Ungrouped information can blend together.

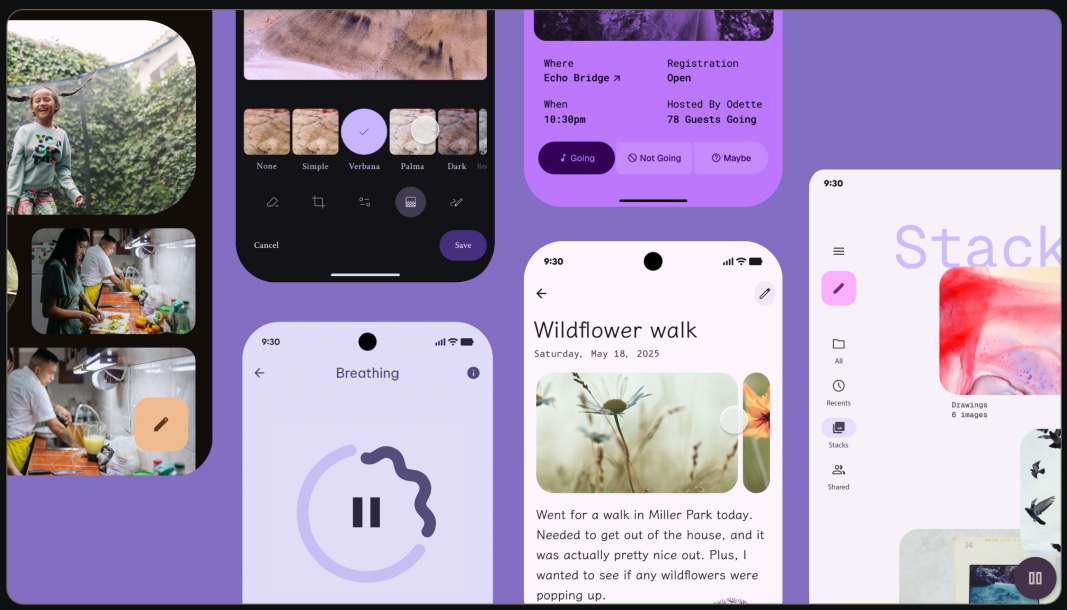


✓ Do

Group similar content into informative groupings.

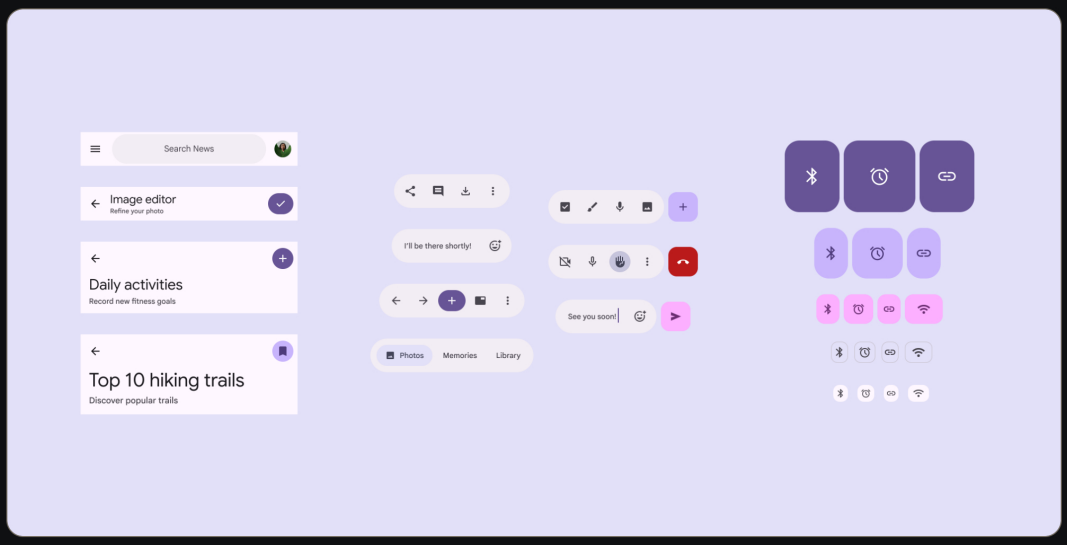
5. Add fluid and natural motion

Make interactions feel alive and spirited through shape morph or surface effects. Apply the expressive motion springs or custom micro animations.



6. Leverage component flexibility

UI should adapt to the user context. Shift components or controls depending on the environment to make completing tasks easier. Adapt content to foldable and large screens through custom tweaks or by applying canonical layouts.



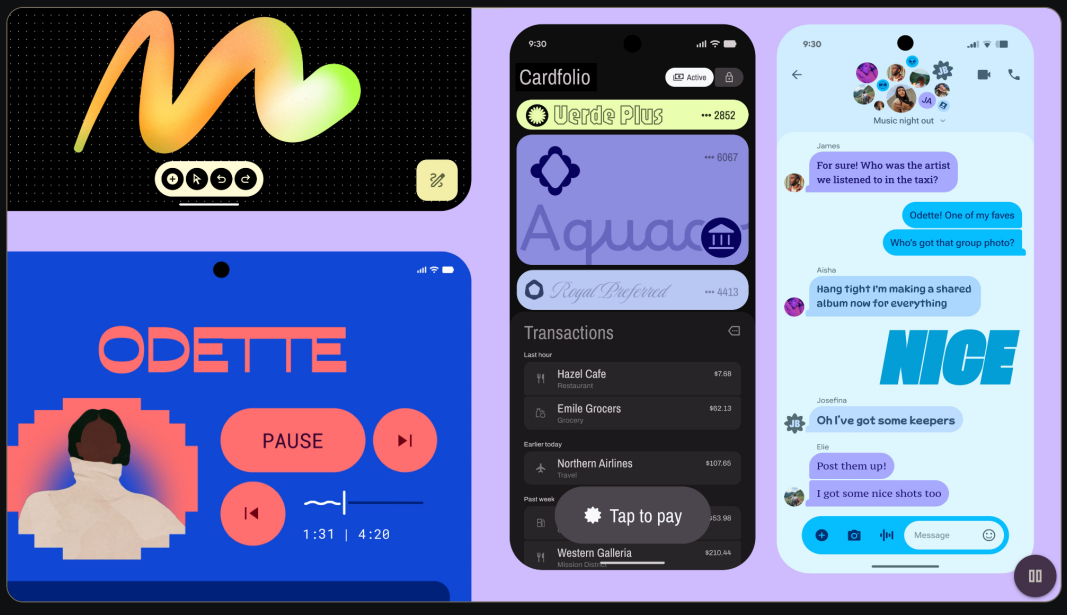
7. Combine tactics to create hero moments

Hero moments use multiple expressive tactics to break from predictable or uniformly applied design ideas. They're meant to make a stand-alone statement or frame essential information in a fresh, editorial way. Hero moments can be a focusing mechanism. Invest your time in making the most critical interactions sing; these moments are the heart of your product!

Hero moments are brief, delightful, surprising, and unexpected. Stick to one or two hero moments in your product; too many moments can be overwhelming or distracting.

To identify your hero moment, ask yourself:

1. **Is this interaction emotionally impactful?** Consider whether a design choice can highlight an emotional reaction or emphasize familiarity.
2. **Is this a key interaction in your product?** Think about whether a detail or flow can be emphasized for clarity. Guide the user's attention by making an important button dominant, or emphasizing key information.



Handy links

- Updated guidelines
- Updated Figma Design Kit
- Alpha code for Jetpack Compose

What's next?

We're always happy to see excitement in the community about what we're building — the updates we're working on have been our passion project as we work toward a more dynamic and expressive system. Share your M3 Expressive work with the hashtag #M3Expressive and tag @googledesign on Instagram and X. Keep in touch.