

# The Best Web Designs of 2015–2016

The Trendsetter's Ultimate Lookbook



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# Index

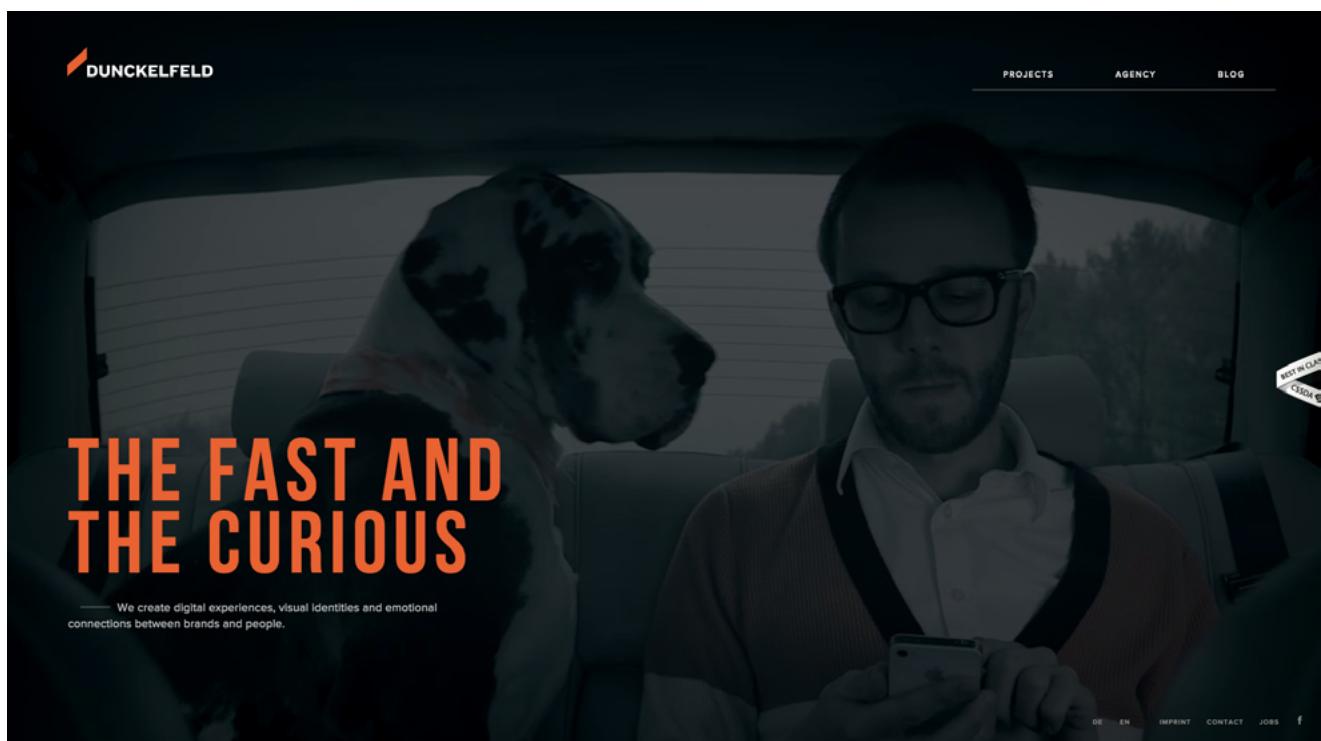
<b>18 Enchantingly Interactive Sites Worth Exploring</b>	<b>7</b>
Additional Examples	19
Design Tips: Animations in UXPin	24
<b>25 Mesmerizing Minimalist Sites for Inspiration</b>	<b>27</b>
Design Tips: Minimal Elements in UXPin	43
<b>25 Clever Card UI Sites</b>	<b>45</b>
Additional Sites:	62
Design Tips: Making Your Own Cards	68
<b>31 Delightful Flat Design 2.0 Sites for Inspiration</b>	<b>73</b>
Additional Sites	88
Building Flat Websites in UXPin	91
<b>25 Modern Sites With Brilliant Typography</b>	<b>93</b>
Additional Sites	107
Design Tips: Changing Typefaces in UXPin	110
<b>22 Sites With Beautifully Vibrant Colors</b>	<b>111</b>
Additional Sites	127
Design tips: Picking vibrant colors in UXPin	132

<b>22 Excellent Sites with Long Scrolling</b>	<b>134</b>
Additional Sites	149
Design Lesson: Delight Users When Elements Appear on Scroll	154

# 18 Enchantingly Interactive Sites Worth Exploring

Some sites look good and some sites function well, but there are a select few that do both with an extra sense of magic.

These sites engage us on a deeper level, command our attention and take root in our imagination. They draw us into their world and make us forget our own – even if just for a moment.



*Photo credit: [Dunckelfeld](#) via [CSS Design Awards](#)*

Interactivity and enjoyment feed one another. In his book *The Social Animal*, psychologist Eliot Aronson explains that, when performing a task, a person is likely to justify the action in their head. This can easily lead into a self-fulfilling prophecy of the user enjoying any given site that they invest even a small amount of time into.

Interactivity does not always need to be about interactions – emotionally engaging content like videos or poignant visuals can achieve the same results. In this case, simply watching and/or reflecting on the content is the user's role in the interaction. As described in *Interaction Design Best Practices*, this experience is just as immersive – as anyone who's ever seen a movie can tell you – and forms the same connection.

We've compiled a list of examples that represent the magical quality of good interaction design.

For a more detailed analysis of how to design interactivity and its best practices, as well as the techniques behind 9 other modern design trends, check out the free e-book *Web Design Book of Trends 2015-2016*.

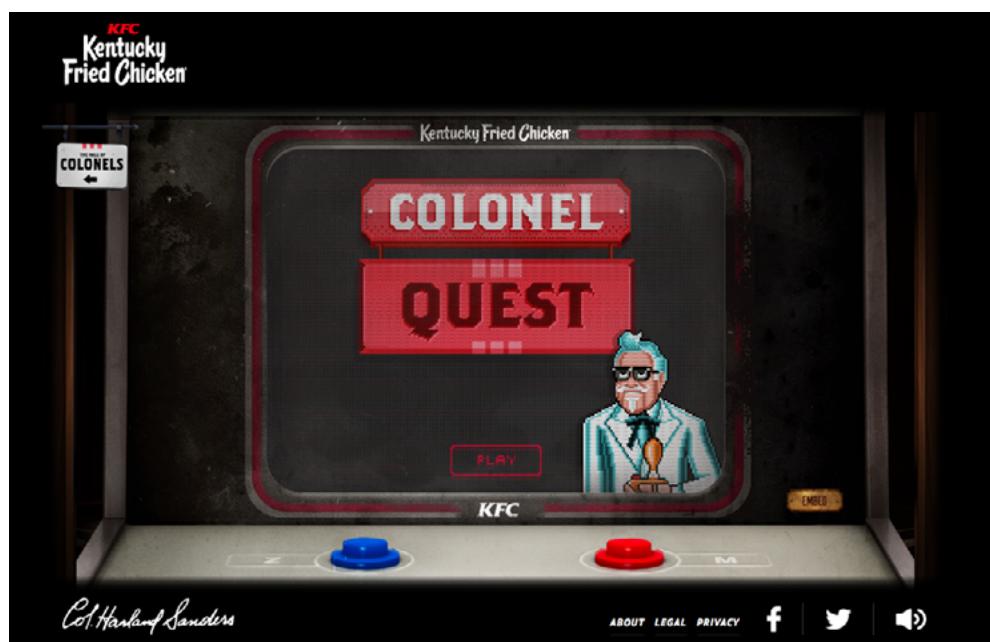
## 1. [KFC: Colonel Sanders](#)

We'll start with a familiar name, KFC. This satellite site celebrates the life of their founder and mascot Colonel Sanders in a variety of different ways, including written history, oral history, music, videos, interactive maps, and even online games.



*Photo credit: KFC: Colonel Sanders via awwwards*

The entire site is joined through animation, with transitions between each area, starting with the site's introduction. Interactivity is immediate, as hovering over the six initial choices creates movement (not to mention signifies to the user that these elements are interactive).

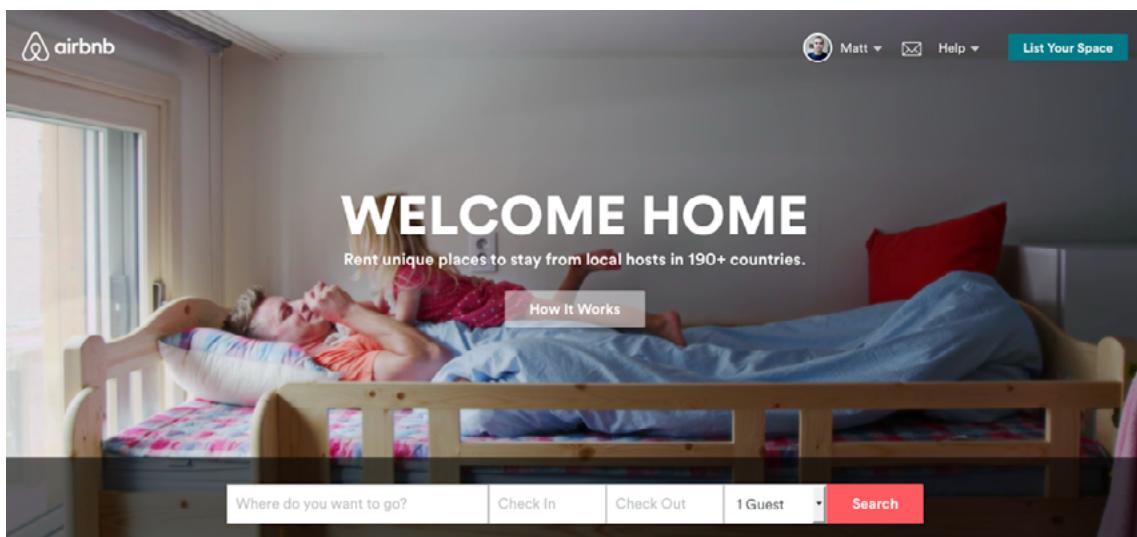


*Photo credit: KFC: Colonel Sanders*

The result is a site that's fun to use, both in the content, and in seeing what will come next. By the end of the experience, users will know a lot more about Col. Sanders than they ever intended.

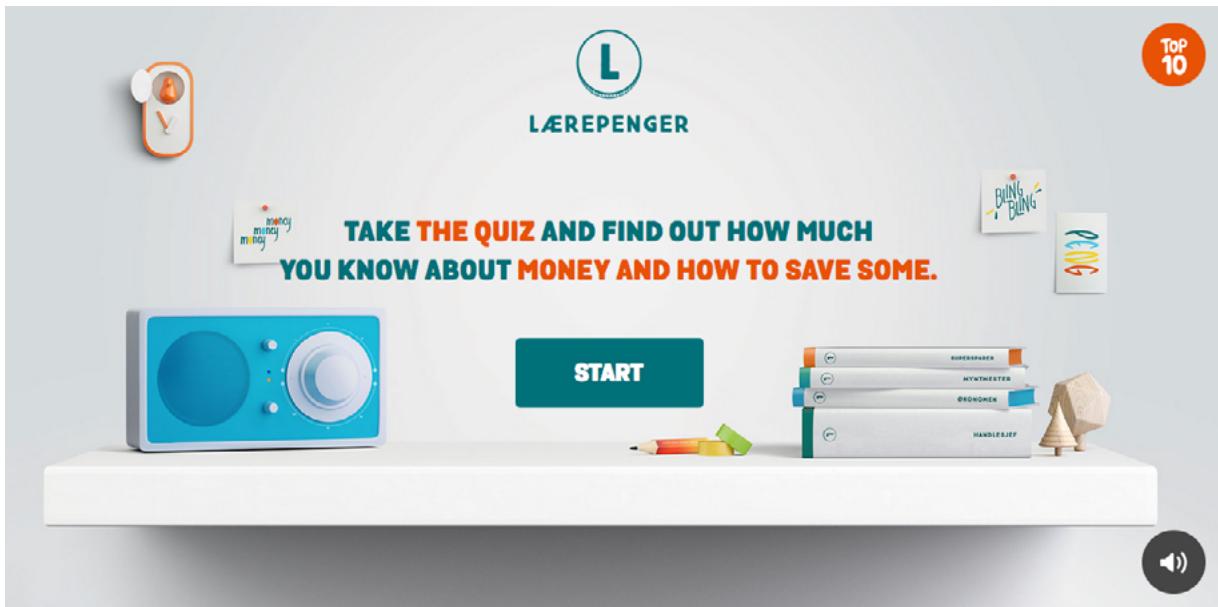
## 2. [AirBnB](#)

The popular travel site is a perfect example of interactivity without many real interactions: their video background is engaging enough. AirBnB depicts the magic in the everyday moments experienced when traveling, such as being woken by an excited child (above)



*Photo credit: [AirBnB](#)*

Much like a well-made film, these videos establish an emotional connection with the user. Aside from being fun to watch, the looping videos also serve the site's business purposes: they establish some personal context around the service provided, and get the user excited about going on vacation.

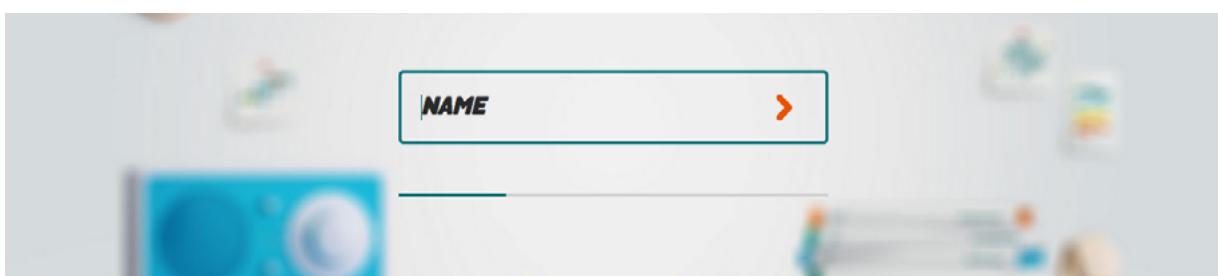


*Photo credit: Lærepenger Quiz*

### 3. Lærepenger Quiz

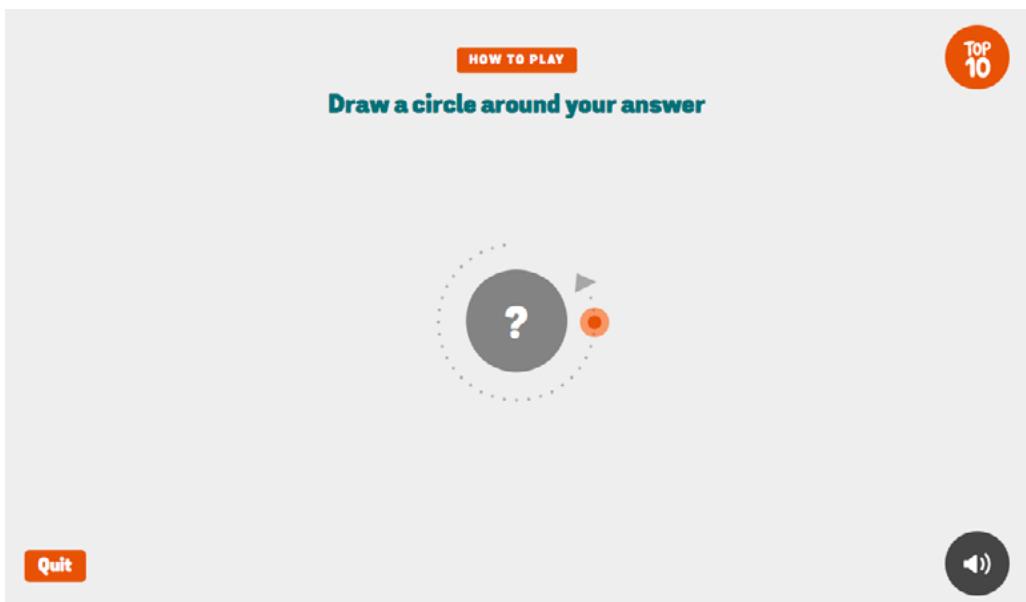
While not as well-known as the first two examples, the Lærepenger Quiz nonetheless has a commendable grasp on interactivity.

Right from the start, the site features a catchy value statement and only one main call-to-action, focusing the user's options. The value statement is key: aside from explaining what the site is about, it's phrased in a way to generate interest – most people are naturally curious about how much they know about money, and would like tips on saving it. Notice which words are in bright orange.



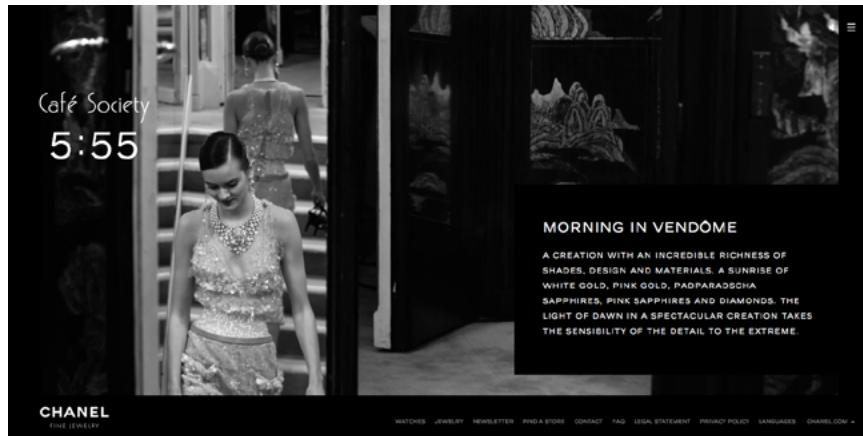
*Photo credit: Lærepenger Quiz*

As soon as the call-to-action is clicked, the site asks the user simple questions: name, sex, age, and location. While slightly boring, these questions are small enough that they don't dissuade the user from continuing (the progress bar at the bottom removes more worry). The answering of the questions personalizes the quiz, generates demographic data, and deepens the user's investment.



*Photo credit: Lærepenger Quiz*

Moreover, the site uses a more complex, and more fun, variation of answering. Circling the choice with the cursor involves more thought and interaction than simply clicking on it. This subtle difference nonetheless increases participation.

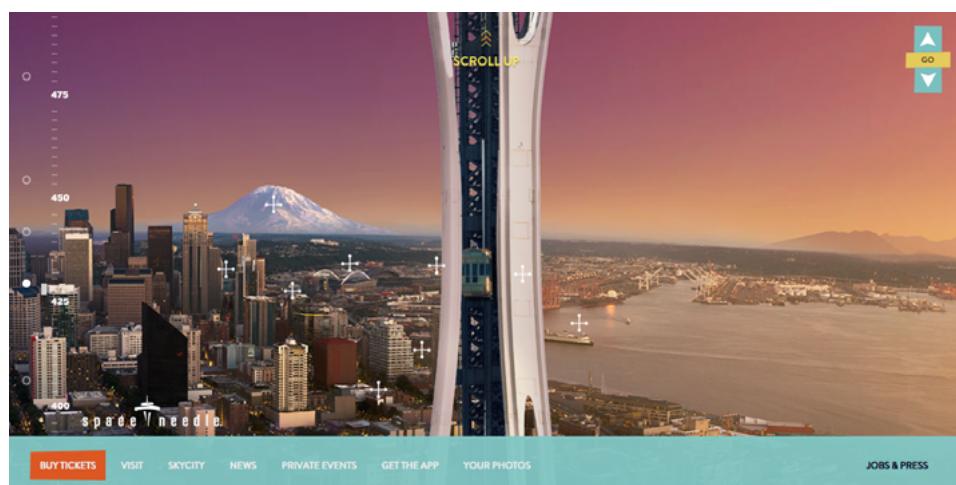


*Photo credit: Chanel: Café Society*

#### 4. Chanel: Café Society

Chanel certainly knows how to create an atmosphere with their Café Society site. They combine video, still images, and poetically written product descriptions – all united with an interactive scrolling navigation – to immerse the user in an environment rich with the elegance and fashionability the brand is known for.

#### 5. Space Needle



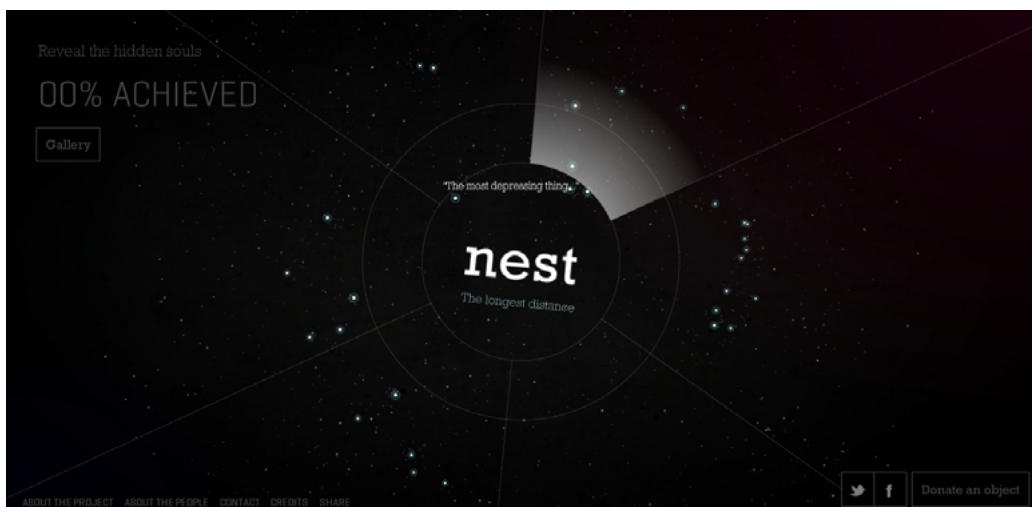
*Photo credit: Space Needle*

Scrolling in general is an excellent strategy for immersive interactions. The Seattle-centric site for the Space Needle shows

off stunning visuals and displays content with scroll-activated, animated boxes – a far more entertaining method than simply listing facts about the city. Like we described in the free e-book *Web Design Trends 2015-16* users aren't normally accustomed to scrolling upwards on a site to learn more, but the navigation pattern works for this specific context because it matches the on-screen journey.

## 6. [Nest 100](#)

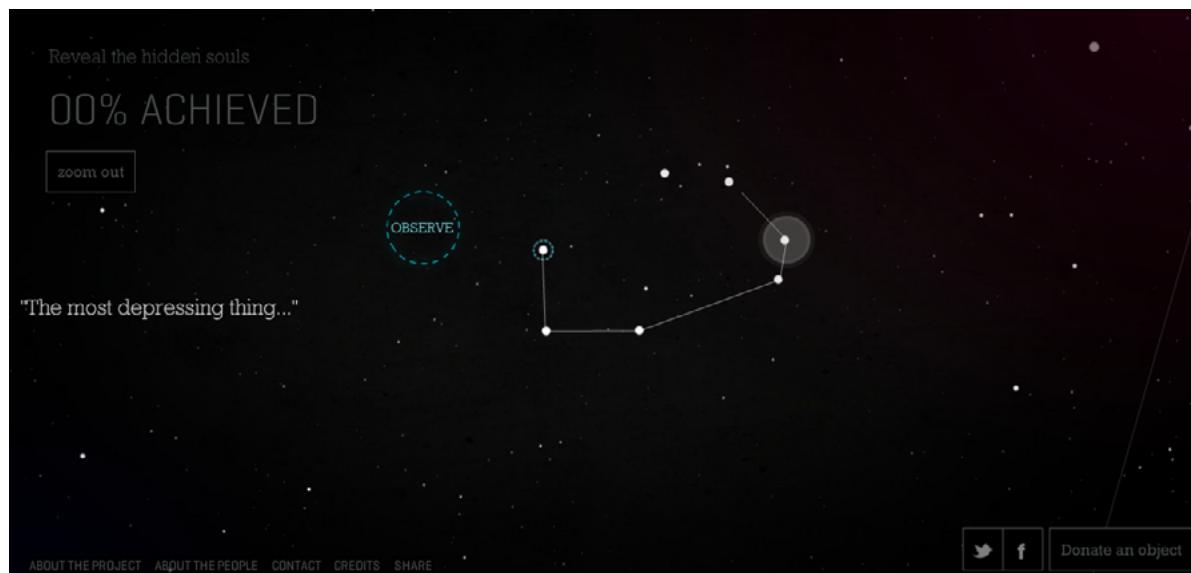
An art project unlike any other, Nest features pictures of personal objects donated by real people and a short, written description of the sentimental significance of each object. This alone would be enough to establish emotional connections with users, but the interactive design takes the experience to the next level.



*Photo credit: Nest*

Remember that this site is designed for art enthusiasts who probably appreciate a more avant-garde approach to interface design. The design works in this context, but definitely wouldn't be suitable for a corporate site or ecommerce site.

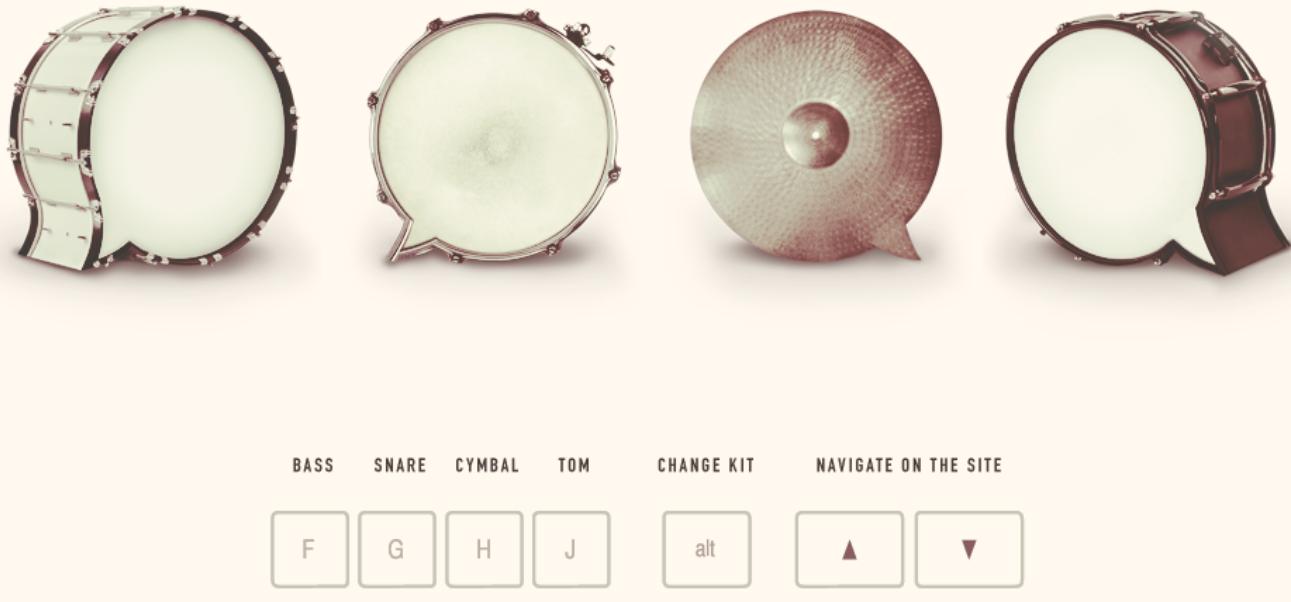
Users can preview descriptions by hovering over stars, which reveal enticing descriptions such as “The most depressing thing...” or “I was nearly divorced because...” These curiosity-provoking statements lead to a zoomed in cluster of stars, with instructions for the user to “connect the dots” with their cursor to display the full object and story.



*Photo credit: Nest*

The percentage of objects seen (with the word “achieved” to frame it as an accomplishment) give extra incentive to fully explore the site.

HOME  
ABOUT  
ORDER  
HISTORY  
STORY



*Photo credit: Beatbox Academy*

## 7. Beatbox Academy

Simple and straightforward, some sites like Beatbox Academy simply offer online games and tools to hold their users' attentions. You can't really show off the fun of beatboxing in a static format, so the beatboxing soundboard is a clever device to try out a few techniques. In doing so, they'll more likely want to learn more and browse the site's instructional products.

## 8. Aquatic Macroinvertebrate Collection

Education facilities, too, understand the value of engaging the learner in increasing both memorability and enjoyment. In the case of the Aquatic Macroinvertebrate Collection, users can examine lesser-known species by zooming in and out of various body parts and reading the descriptions.



*Photo credit: Aquatic Macroinvertebrate Collection*

The effects themselves aren't groundbreaking, but they definitely create the wonder of exploring something new and exciting. Never forget that it's not about the best design, but the right design.

## 9. Do You Know YouTube from A to Z?



*Photo credit: Do You Know YouTube from A to Z?*

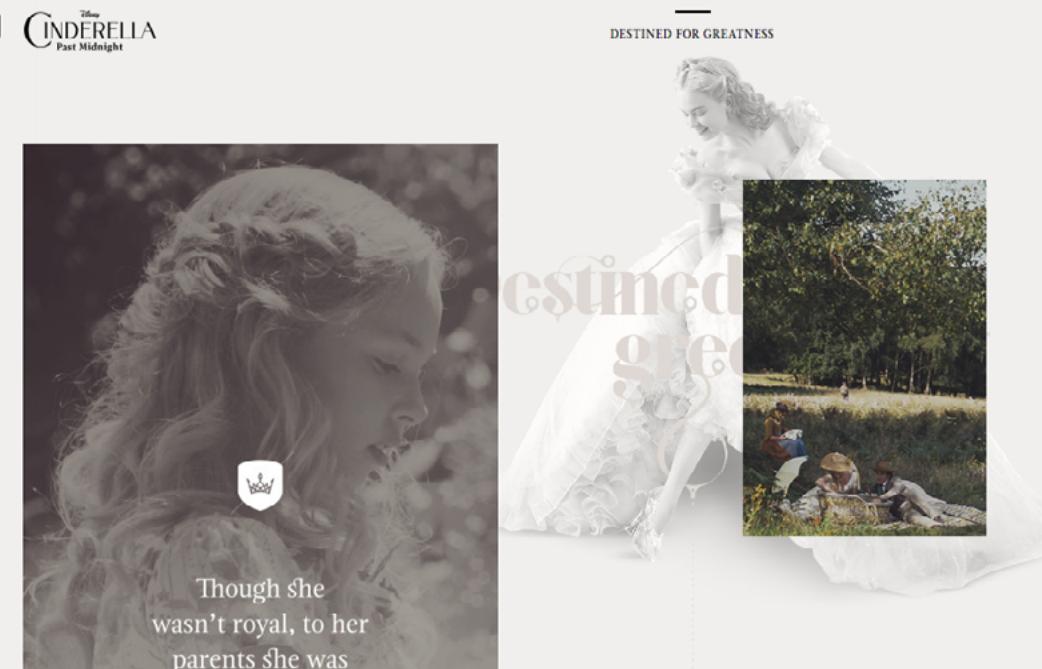
Celebrating YouTube's 10th Anniversary, this quiz uses a unique interface to encourage deeper immersion than other, more basic online quizzes. Going beyond clicking on the right word, users

must drag and drop cute icons representing the answers into the “drop zone.” This system allows for creative and fun use of icons (instead of common text), and entices more user involvement with a drag-and-drop system.

Additionally, the entire site is rich with superb animation. The answer choices all shift and “dance,” creating visual delight while the user thinks on their answer. In between questions, the background expands and contracts, distracting from and thus easing the loading time. It’s a clever technique that we described in greater detail in *Web Design Trends 2015-16*.

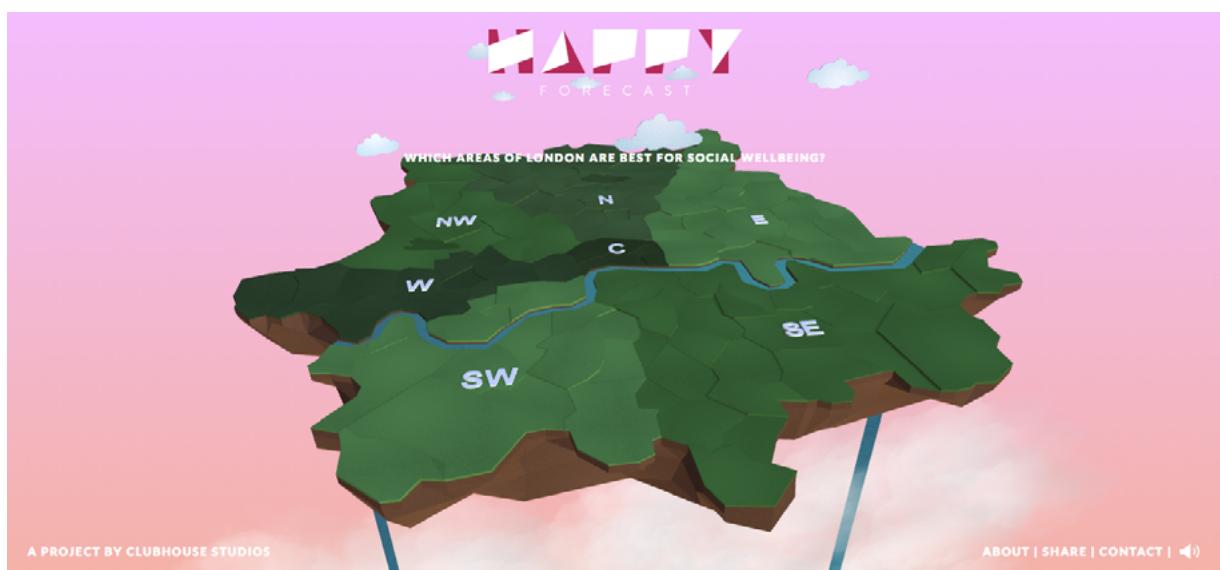
## Additional Examples

### 1. Cinderella: Past Midnight



*Photo credit: Cinderella: Past Midnight*

### 2. The Happy Forecast



*Photo credit: The Happy Forecast*

### 3. Mammut: Project 360

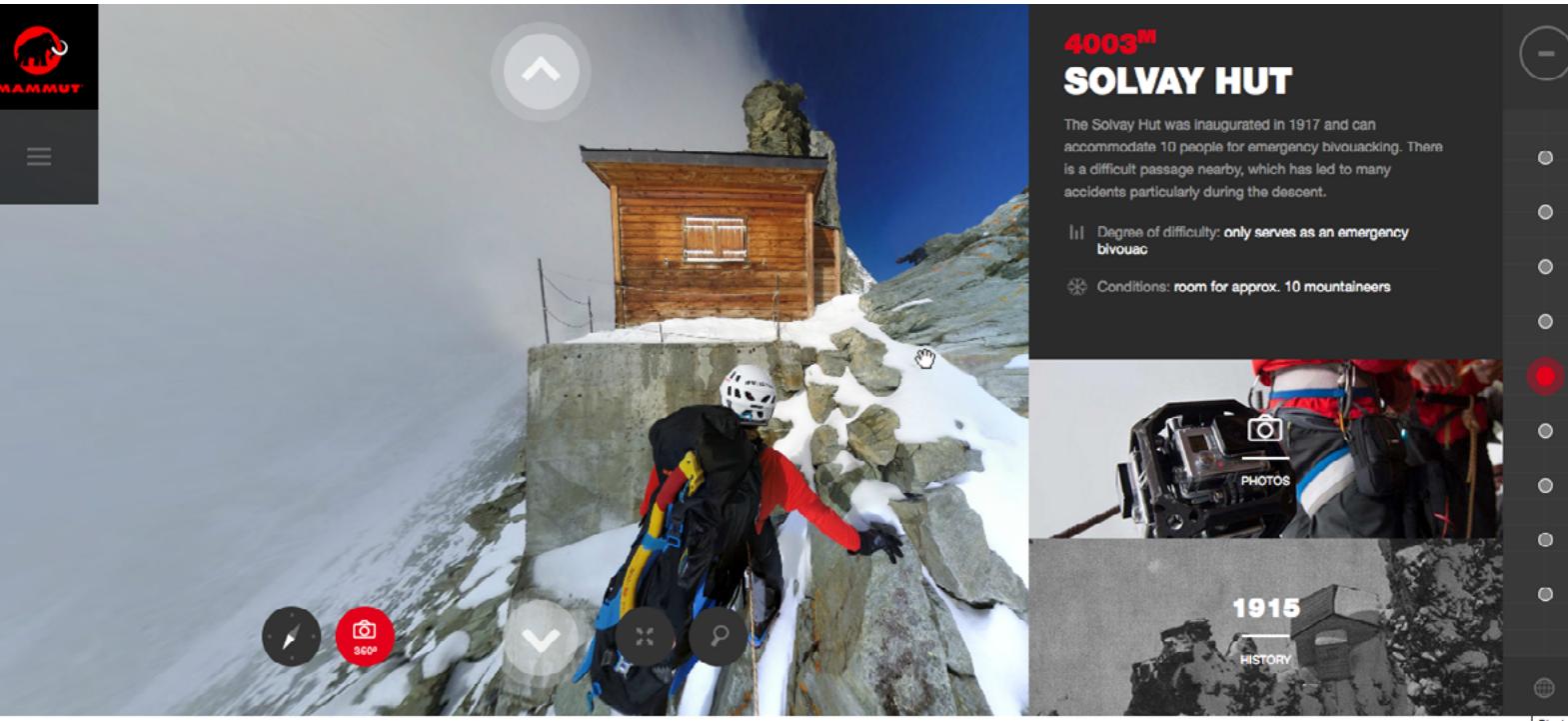


Photo credit: [Mammut: Project 360](#)

### 4. Make Your Money Matter

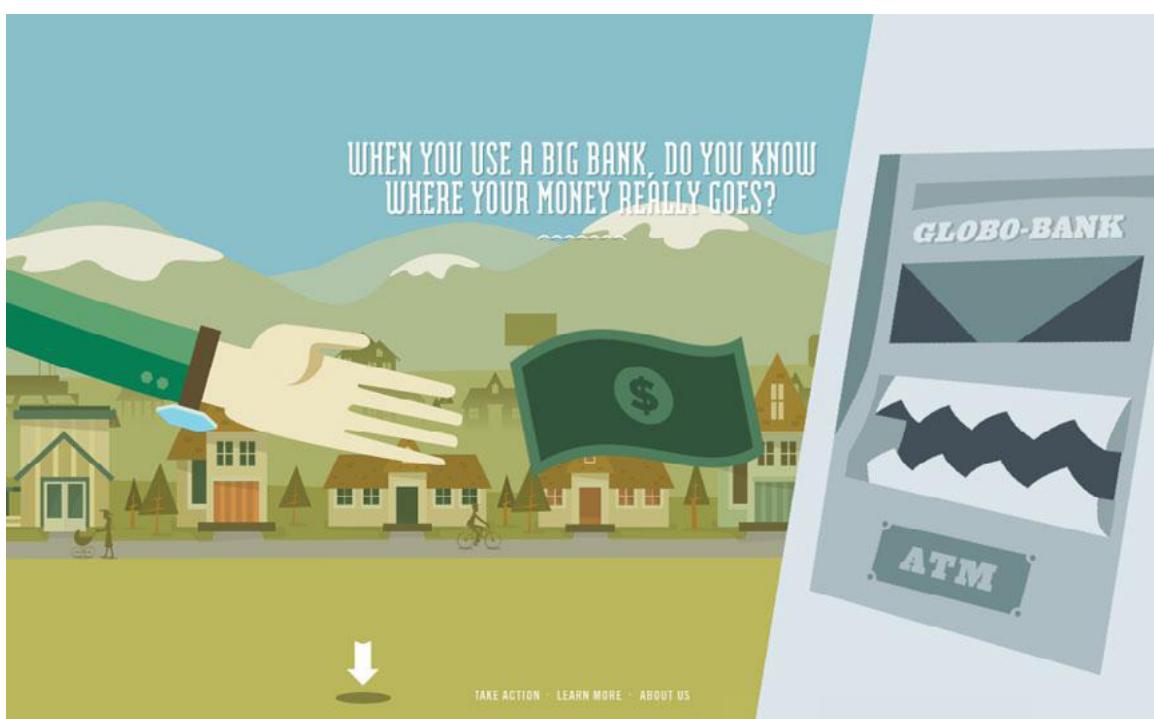
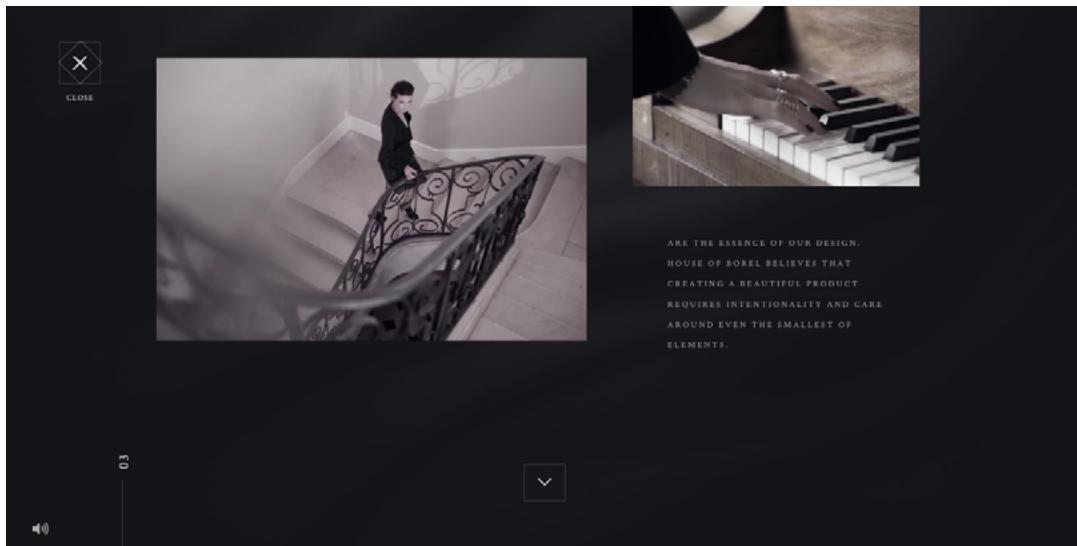


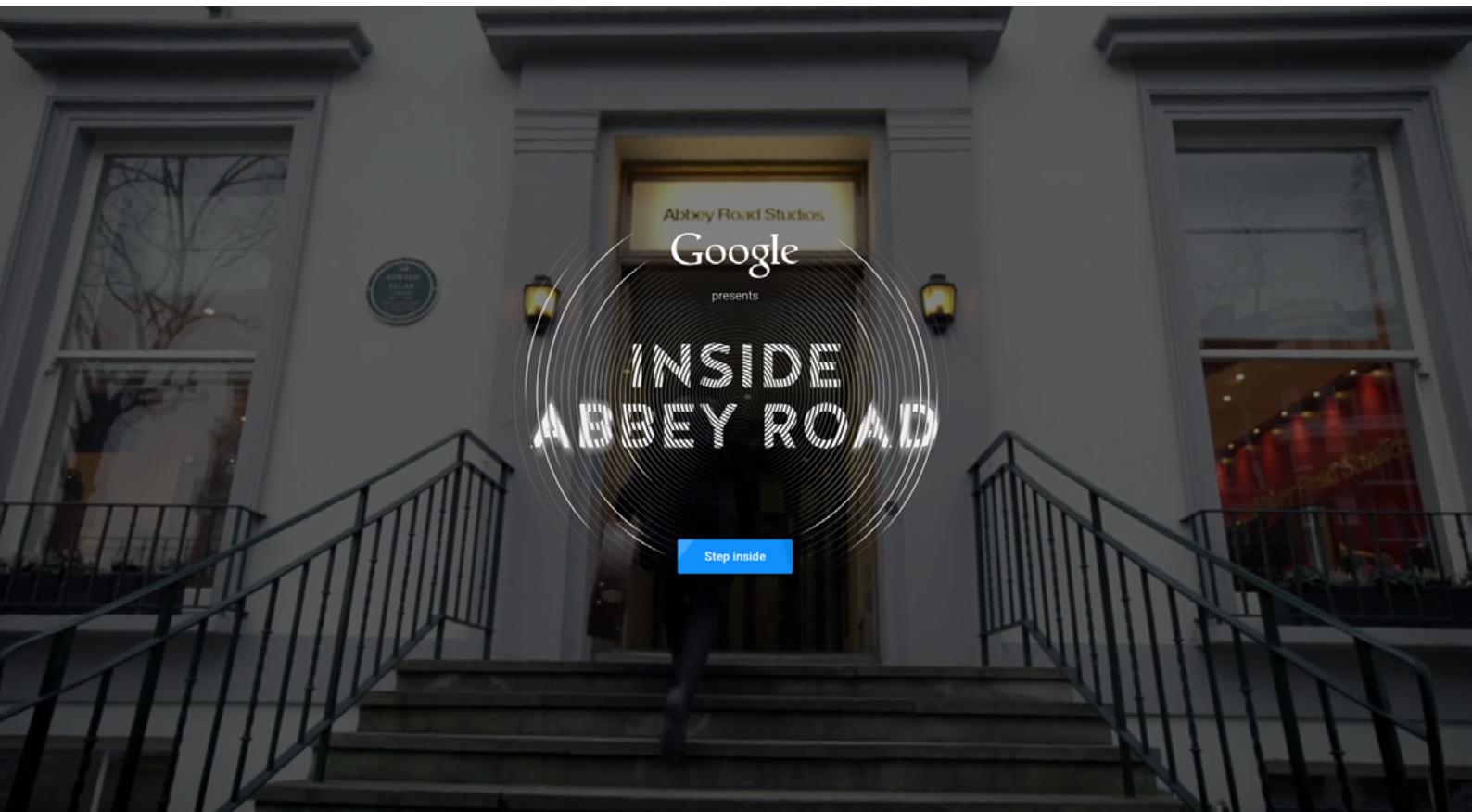
Photo credit: [Make Your Money Matter via awwwards](#)

## 5. House of Borel



*Photo credit: House of Borel via awwwards*

## 6. Inside Abbey Road (by Google)



*Photo credit: Google via awwwards*

## 7. Bugaboo

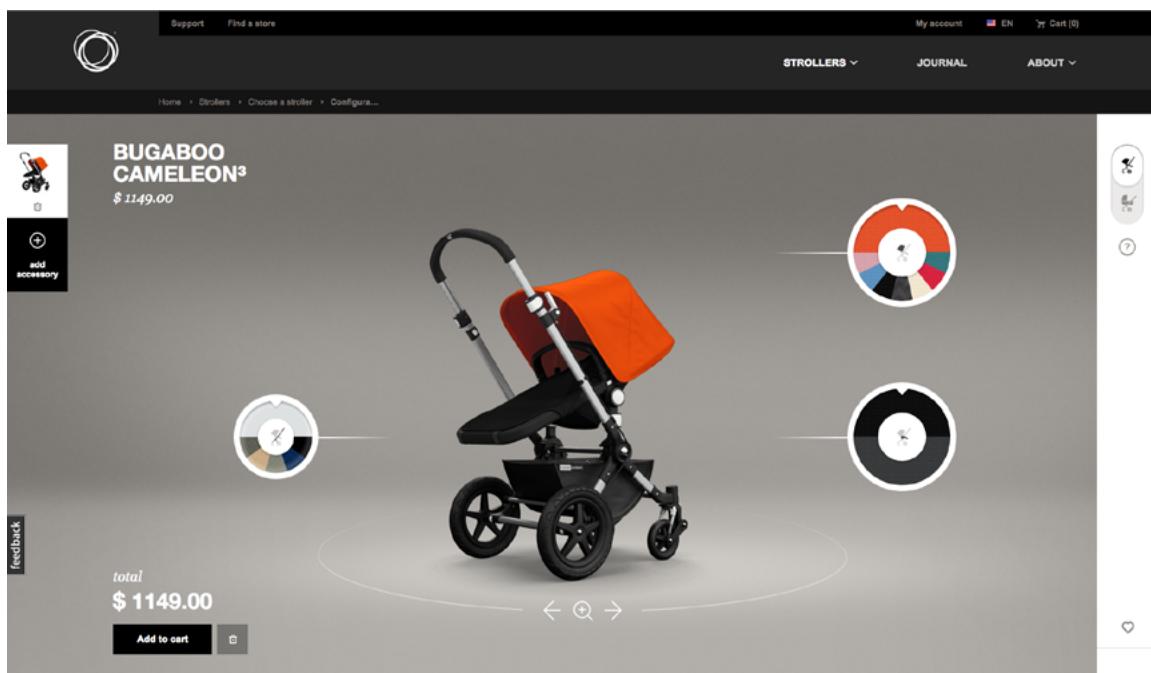


Photo credit: <https://www.bugaboo.com/> via awwwards

## 8. Beoplay

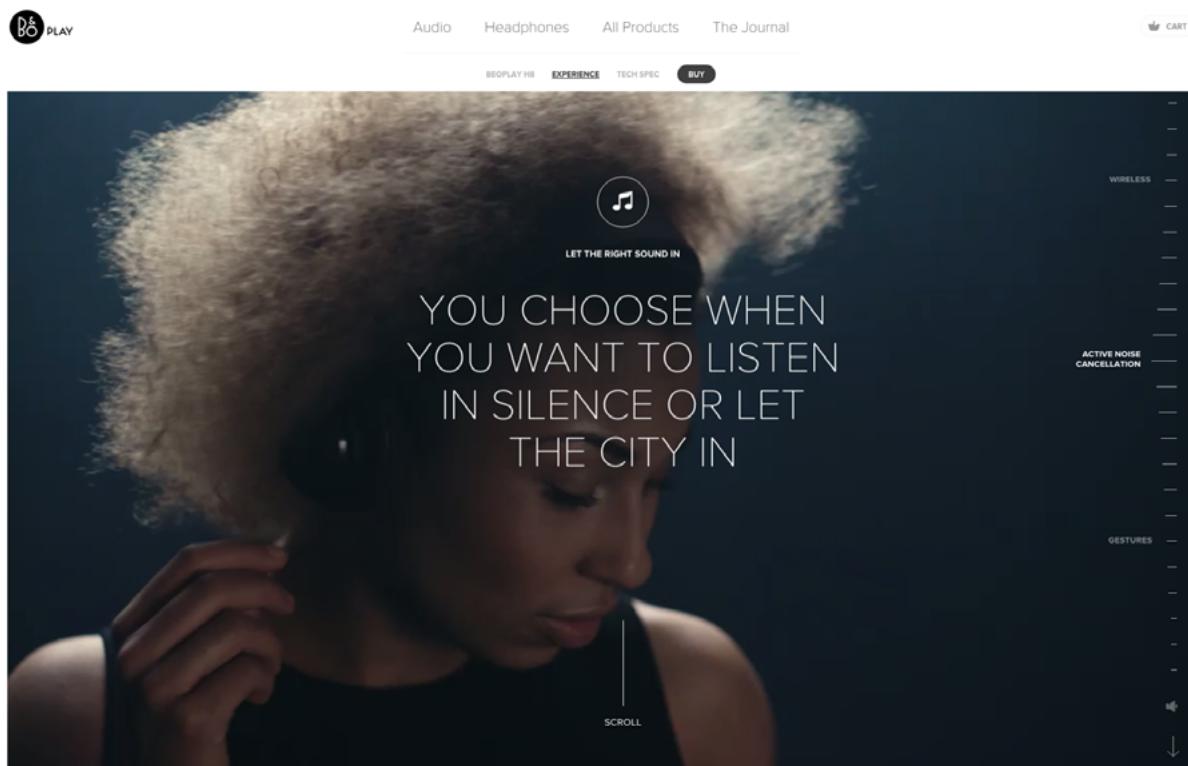
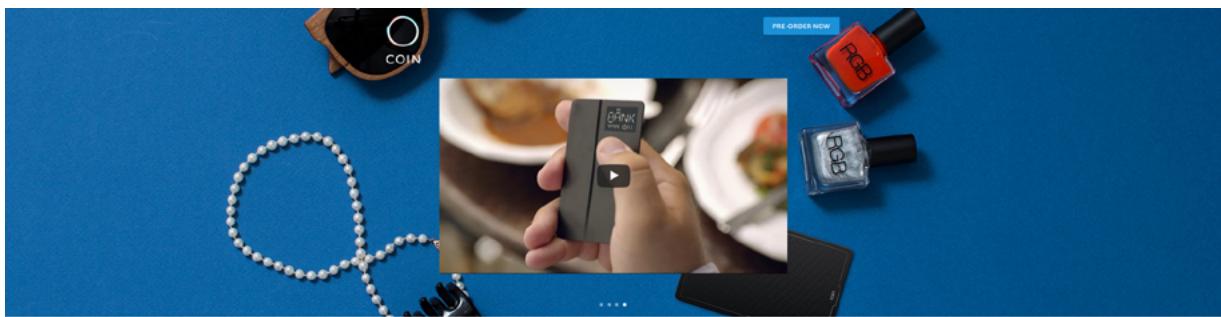


Photo credit: <http://www.beoplay.com/products/beoplayh8#video> via awwwards

## 9. Coin



Simple

A single Coin to lighten your wallet.



*Photo credit: Coin*

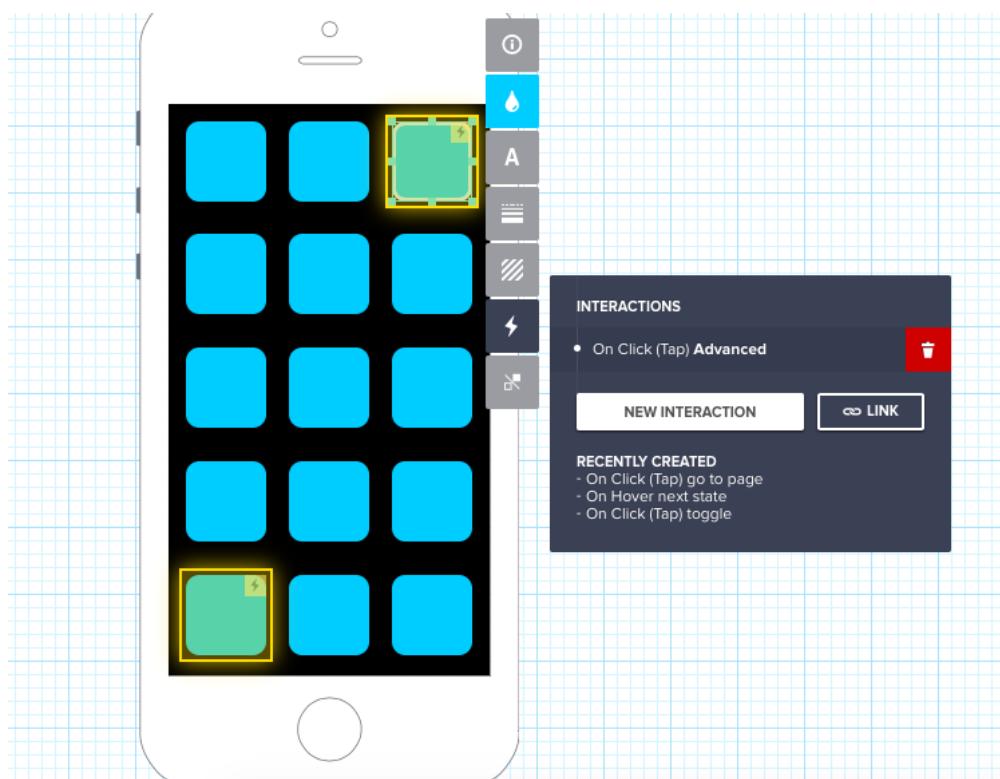
A main goal for any website (or movie, or book, or any piece of media, for that matter) is to establish a connection with the user... and interactive design is one of the most reliable routes there. The difference between low and high interactivity may seem like only a few extra clicks, but the effects on the mind are much greater.

The extra emotional investment makes the difference between using a website, and experiencing one.

## Design Tips: Animations in UXPin

You can add a dose of interaction for users to enjoy in your prototypes in [UXPin](#). It's easy, once you get the hang of it.

In addition to making elements appear on tap or hover, advanced animations let you move, expand or color a series of components at once. Start by deciding what you want to do. In this case, we'll make a button expand to fill the screen and, with another tap, zoom back to its original state.



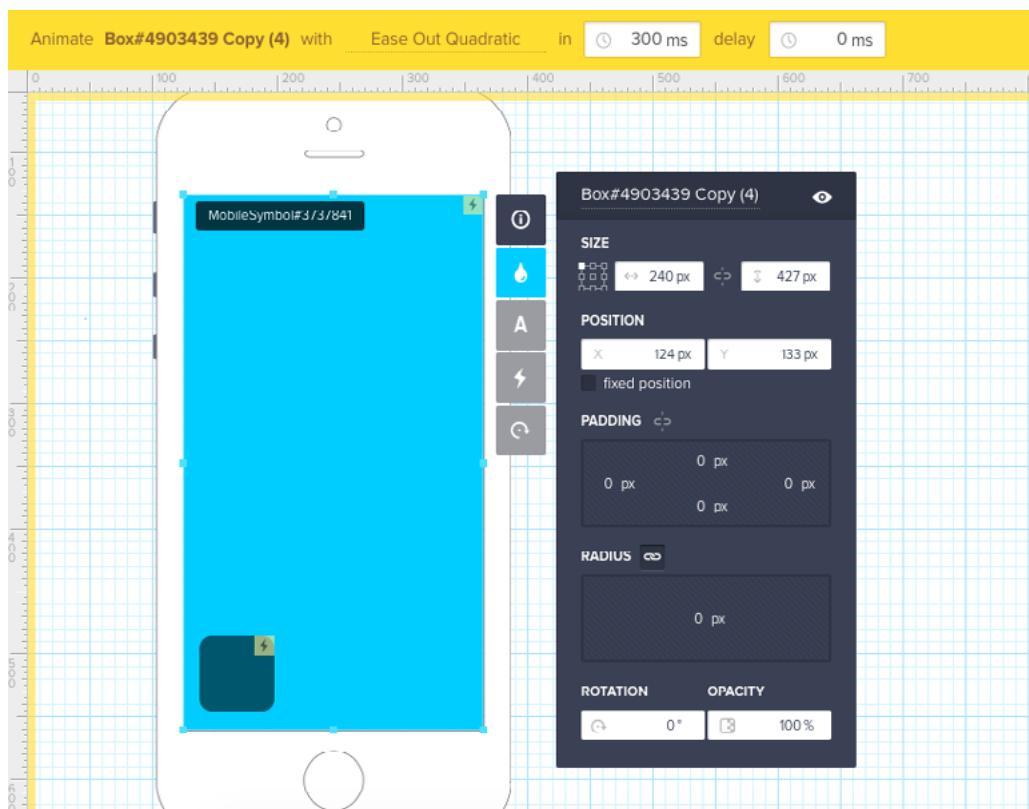
Above, the top right highlighted button will expand when tapped, and the bottom left button will collapse it again.

Advanced animations support up to four steps, plus the original state, for you to use. By default there's only one – indicated by the dark

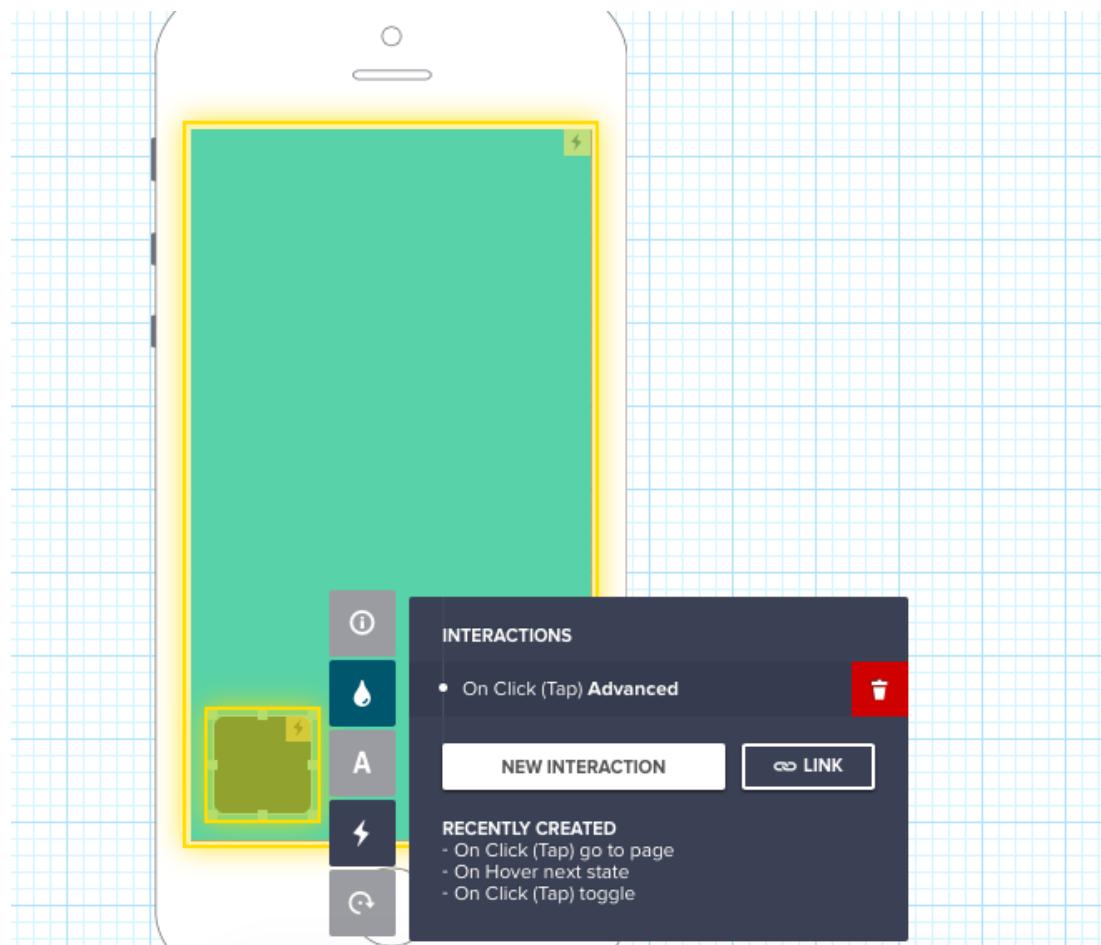
button below. Any changes you make to the prototype on a step will be what changes when users act (tap, hover, etc).



One caveat: You can't create new elements while creating an advanced animation. They must exist before hand, though they don't have to be visible. In this case all of the buttons already exist. In this step we've expanded the button to fill the screen, removed its round corners, and darkened the "collapse" button to make it easy to see.



From here we create another advanced animation – yes, you can add an advanced within an advanced – to the darkened button. Notice that when tapped in the prototype, the element(s) that the button effects become highlighted.



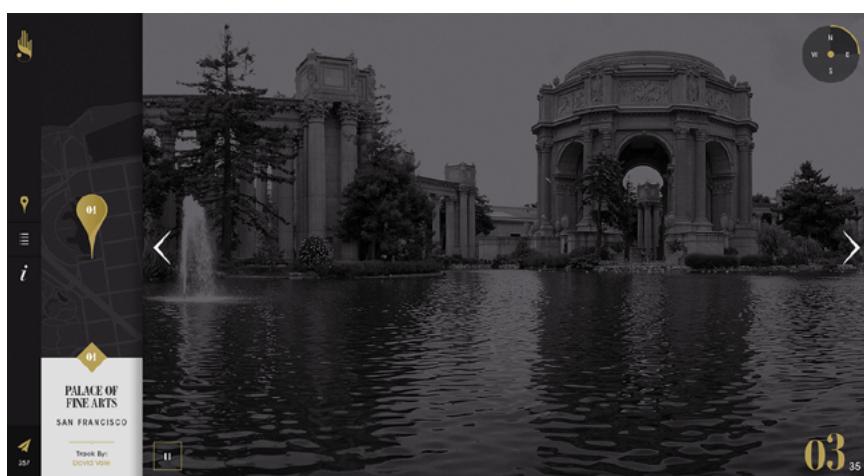
The first animation expands a button, and the second restores it again. Two quick steps to adding interactions to a prototype that give users a sense of control that helps emotionally bind them to the app. It's that extra sense of magic that do more than look good.

Feel free to [try it yourself](#).

# 25 Mesmerizing Minimalist Sites for Inspiration

It's an ageless principle that nowadays designers are coming to understand: sometimes less is more.

With the rise of mobile and the complications of responsive design, a re-emergence of minimalism is taking over the digital landscape. A style [well-known in art history since the Post-WWII era](#), minimalism brings additional benefits to web design with faster loading times and better compatibility between screen sizes. The simplicity and low-maintenance just seem attuned to mobile browsing, without harming the desktop experience.



*Photo credit: [SoundCityProject](#) via [awwards](#)*

It helps to understand the technique if we distinguish the minimalist philosophy from the minimalist aesthetic, although both can be applied to design.

The minimalist philosophy centers on the idea that you must design around the content. Start with rough content, then build just enough interface for users to easily identify and navigate towards their goal. This principle applies to UI items as well – social media links, ads, and questionable widgets will only water down your most important elements.

As for the minimalist aesthetic, it is the visual representation of the philosophy. Minimalism uses a lot of white space, which can attract or repel user attention depending on how it's used. But don't confuse that with boring. You must choose your layouts with care, or else the lack of elements will come across as dull instead of elegant.

There's no shortage of minimalist sites on the web today, and the reason is practicality rather than merely following a trend. Below we've collected 25 samples of our favorite minimalist sites to inspire you to do more by doing less.

If you'd like to learn the techniques behind 9 other modern design trends (complete with 166 hand-picked examples), check out the free e-book [\*Web Design Book of Trends 2015-2016\*](#).

## 1. Apple: iPad mini 3



*Photo credit: [Apple](#)*

Let's start with [Apple](#), who are no strangers to minimalism. Their page for the iPad mini 3 uses lots of white space (literally white, too) to draw attention to the product's sleek design, and nothing else. At the same time, the clear navigation bar at the top (which also features an abundance of space) allows the user to get around easy without taking up space.

## 2. Bruno Triplet



*Photo credit: [Bruno Triplet](#)*

If we had to choose one example of a minimalist site, it would be [Bruno Triplet](#). Only two interactive elements distract from the hero image, and one is the hamburger menu – a minimalist site's best friend in cutting down elements. Minimalism is especially appropriate for this site: as a fabric designer, the texture of their product is crucial, which is more prominent if the photo is center-stage. The elegance doesn't hurt the brand, either.

## 3. ETQ.

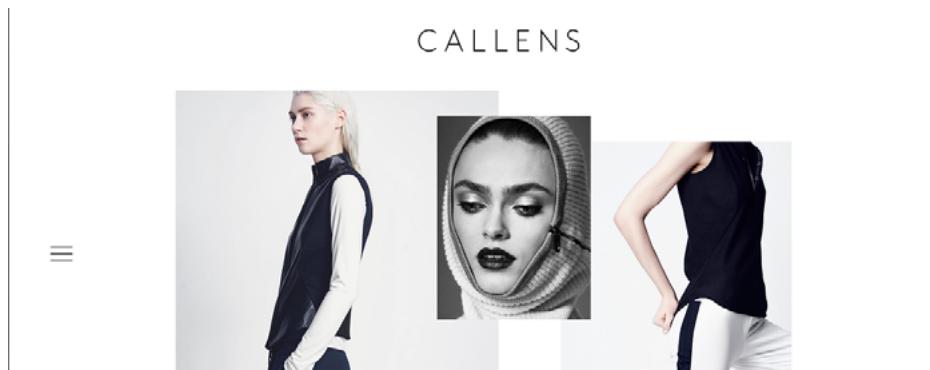


*Photo credit: [ETQ.](#)*

The lack of borders around the product pictures frees up a lot of space for a more casual visual flow. The corners are occupied

with the essential interface functions, freeing up the majority of the screen for the product.

#### 4. [Callens](#)



*Photo credit: [Callens](#)*

As you'll soon see with the rest of our examples, minimalism is a preferred choice for fashion and other luxury item sites. The style inherently gives an air of elegance and sophistication that lends itself to certain industries more than others.

#### 5. [Beatbox Academy](#)

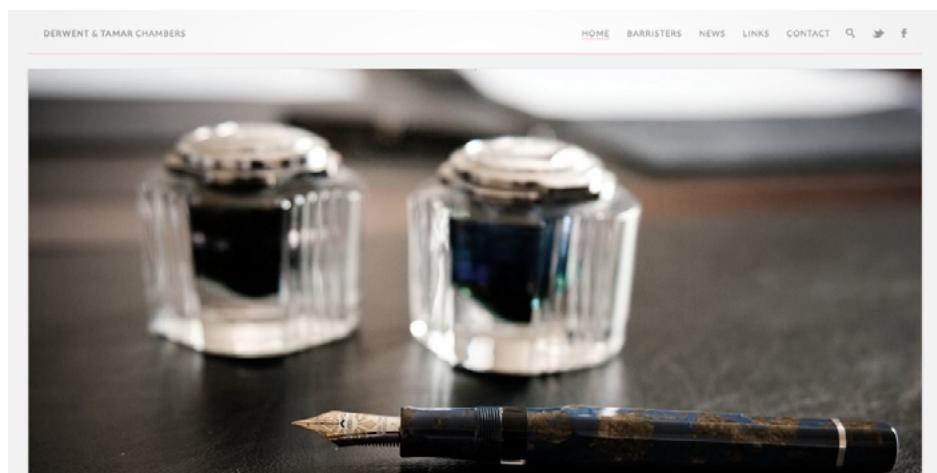


*Photo credit: [Beatbox Academy](#)*

The interactive online drumset is a promotional aid for the [Beatbox Academy](#). While the overall experience is quite fun and

engaging, we would tweak the site by allowing for scroll (rather than forcing users to navigate the arrows).

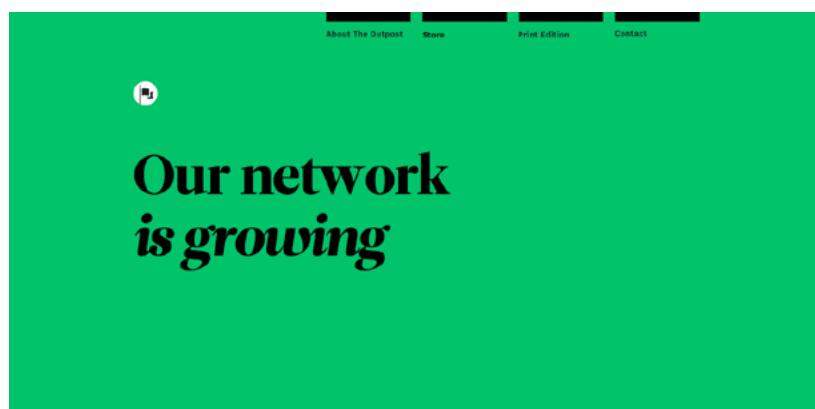
## 6. Derwent & Tamar Chambers



*Photo credit: Derwent & Tamar Chambers*

The elegance of minimalism can also be converted into professionalism, as the attorneys of [Derwent & Tamar Chambers](#) show.

## 7. The Outpost

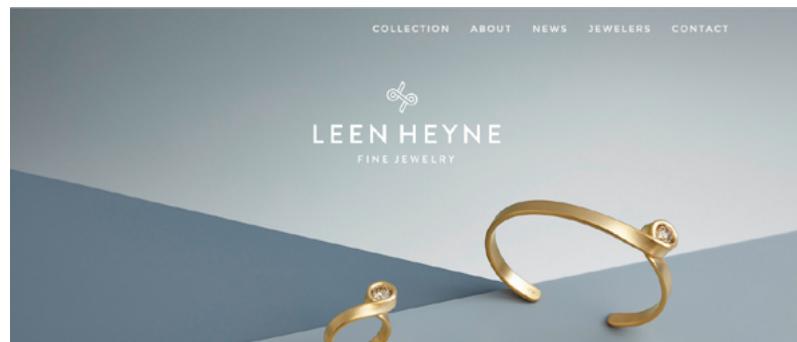


*Photo credit: The Outpost*

[The Outpost](#) features [dramatic typography](#), an integral part of minimalism. With limited elements, the designer must take ad-

vantage of each one to keep the site exciting – and since words are almost always one of the final elements, interesting and attention-grabbing typography is a useful tool.

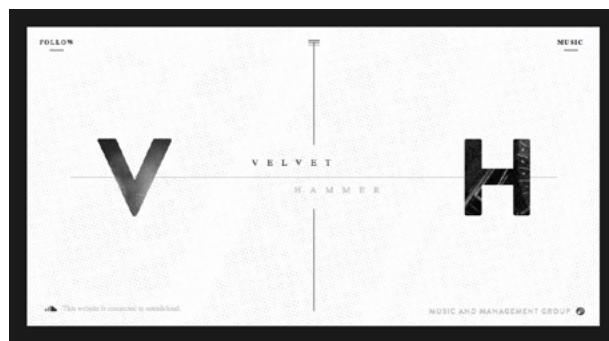
## 8. [Leen Heyne](#)



*Photo credit: [Leen Heyne](#)*

For [Leen Heyne](#), the monochrome logo and company tag competes with the gold and sparkling gems of the jewelry. Both are surrounded by an expanse of white space, making it a safe bet the user's eyes will go back-and-forth between the two.

## 9. [Velvet Hammer](#)



*Photo credit: [Velvet Hammer](#)*

[Velvet Hammer](#) demonstrates the value of composition in minimalism. The two dominating visuals are poised symmetrically

against each other, all four corners are occupied, the entire scene is framed by a thick black border, and thin lines bisect the vertical and horizontal halves. At the center of the screen – though not the composition – is the brand name.

## 10. [We Ain't Plastic](#)

HIRE ME

WE AIN'T PLASTIC

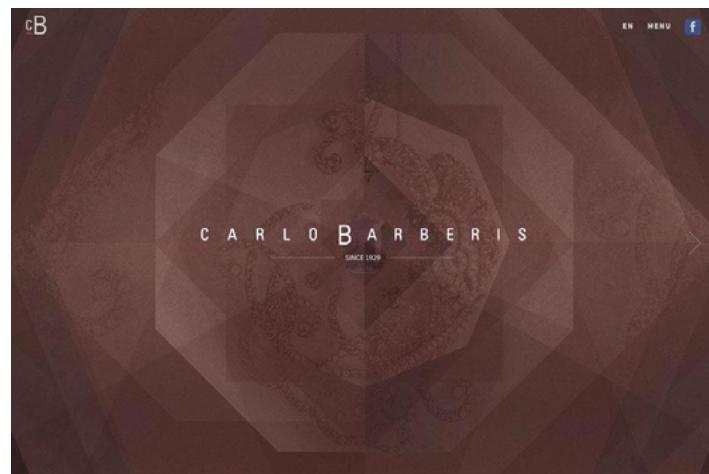
≡



*Photo credit: [We Ain't Plastic](#)*

Another visual tactic used to keep minimalist designs interesting is contrast. For example, [We Ain't Plastic](#) creates a stark difference in size between the central image and the top text and icons.

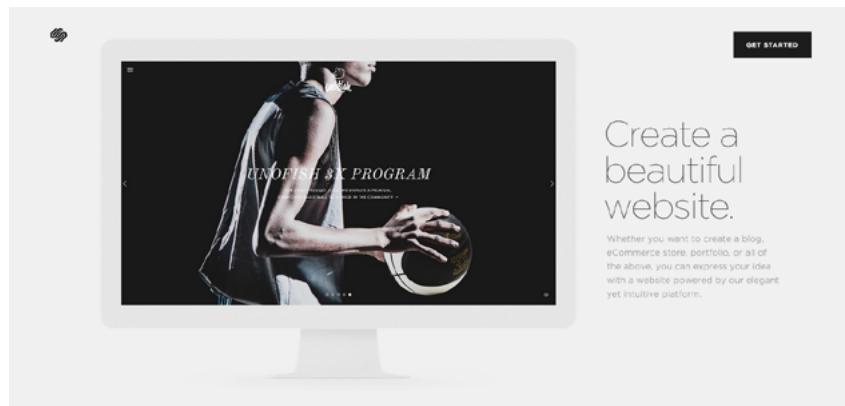
## 11. Carlo Barberis



*Photo credit: Carlo Barberis*

The Italian jewelers [Carlo Barberis](#) take advantage of the high-end attributes of minimalism, with little more than a hero image on each screen (and more information on clicks).

## 12. Squarespace



*Photo credit: Squarespace*

This screenshot from [Squarespace](#) illustrates the idea of one main point per screen. Squarespace explains everything they need in screen-by-screen bites, or group together relevant blurbs on the same screen.

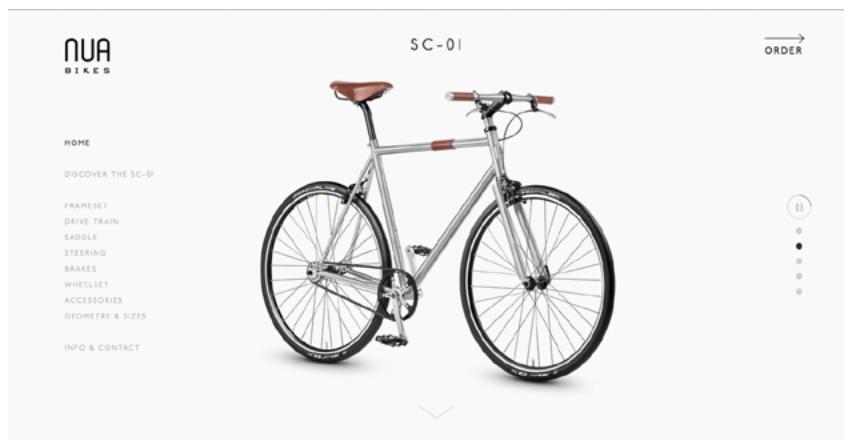
### 13. Mikiya Kobayashi



*Photo credit: Mikiya Kobayashi*

Few know minimalism better than the Japanese. Product designer [Mikiya Kobayashi](#) features only his brand name and a “scroll” call-to-action so that the main focus is the intricacies of the products.

### 14. Nua Bikes



*Photo credit: Nua Bikes*

[Nua Bikes](#) is deceptively minimalist, because there are actually a lot of elements on the screen. However, by condensing the text and maximizing the white space, they are able to draw attention to their product, the bike.

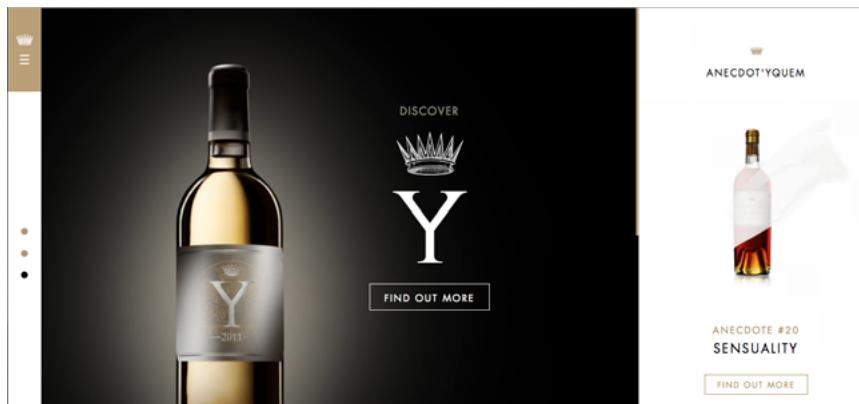
## 15. Elite



*Photo credit: Elite*

The modeling agency [Elite](#) takes minimalist navigation to its extreme, with the focus on only two main pathways, and all others tucked into a hamburger menu.

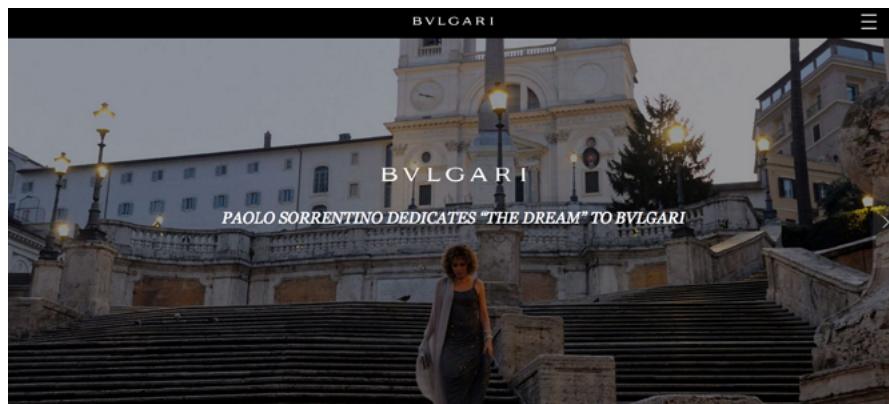
## 16. Château d'Yquem



*Photo credit: Château d'Yquem*

The winemakers [Château d'Yquem](#) combine minimalism and compartmentalization. Each compartment follows the minimalist philosophy with only a few elements revolving around one central concept. Size and location give the compartments a visual hierarchy when combined.

## 17. [Bulgari](#)



*Photo credit: [Bulgari](#)*

[Bulgari](#) is another company that seeks creative means to keep their site interesting with a minimal appearance: their side-to-side scrolling operates with an ingenuine page-turning animation, not to mention the quality of the hero photos themselves.

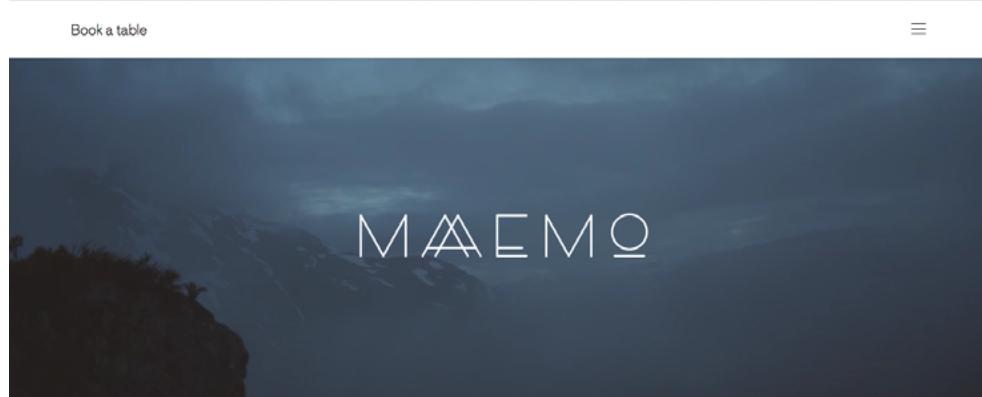
## 18. [Sendamessage.to](#)



*Photo credit: [Sendamessage.to](#)*

Amusing if not inane, [Sendamessage.to](#) lets people customize messages to friends backed with a hand gesture. The barren black background adds power to the hand image and the bold white letters of the message.

## 19. Maaemo



*Photo credit: Maaemo*

The site for Michelin-rated [Maaemo](#) uses minimalism to make this Norwegian restaurant seem high-class and rich with history. The visual treatment is perfect for storytelling, which the site certainly demonstrates with its HD photos that let users see the magic behind the cuisine.

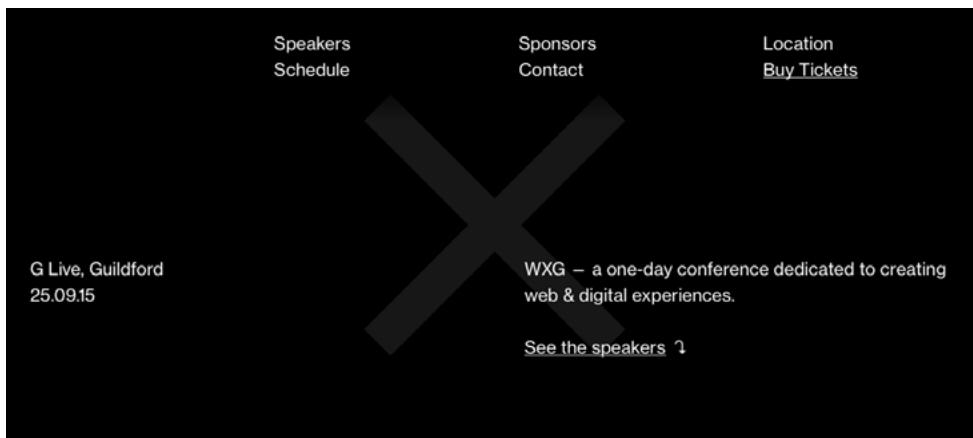
## 20. Ex Machina: Ava



*Photo credit: Ava*

The black-and-white color scheme and conformity of typography keep the focus on the text – an interactive conversation with the robot Ava – except where red flourishes highlight.

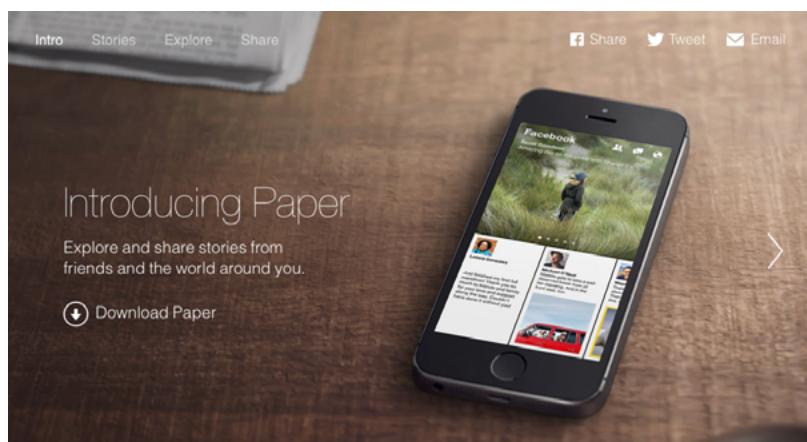
## 21. WXG 2015 Conference



*Photo credit: WXG 2015 Conference*

The site for the [WXG 2015 Conference](#) is fundamentally minimalist. The slightly faded X logo is the only thing to distract from the plain text against an empty black background.

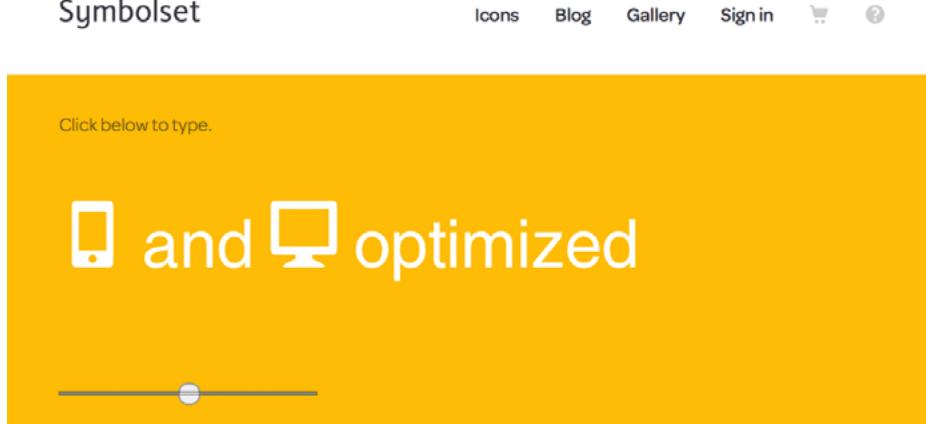
## 22. Facebook: Paper



*Photo credit: Facebook*

The site for [Facebook's Paper app](#) has a layout that's so common, it could be a trend on its own: hero image of product in real context as a background, punctuated with a value statement and call-to-action, plus a simplified navigation menu at the top.

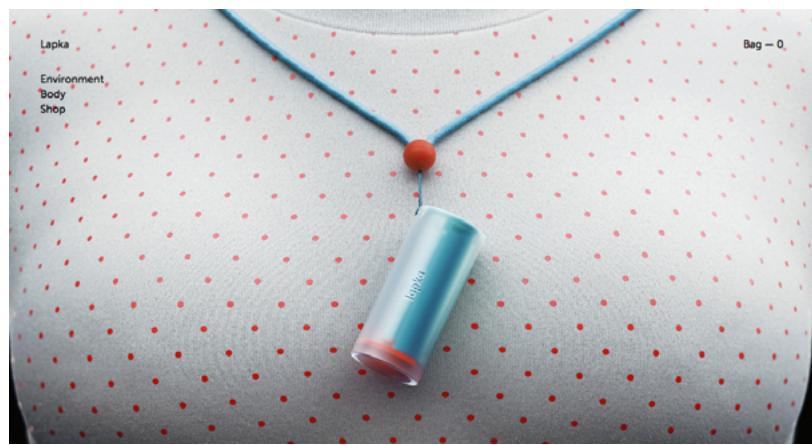
## 23. [Symbolset](#)



*Photo credit: [Symbolset](#)*

Symbolset attracts attention to the interactive area in the middle by minimizing the competing elements and adding a brightly colored background.

## 24. [Lapka](#)



*Photo credit: [Lapka](#)*

As an ecommerce site outside of the high-end industries, Lapka takes a risk with minimalism – however, it pays off with the site's unique feel and aesthetic.

## 25. NTN



[collection](#) [info](#) [stockists](#) [shop](#)



*Photo credit: NTN*

We'll end with a site that's traditionally minimal. [NTN](#) has the abundant white space, personality-infused typography, and reduced number of elements that the minimalist style is known for.

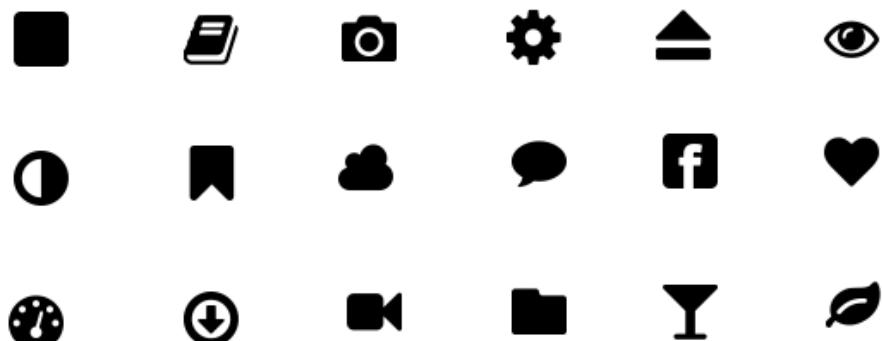
Just as with painting and photography, web design can also enjoy the benefits of the minimalist style. Even as technology advances such that devices will be able to handle more elements, the core advantages of a simplistic and minimally distracting interface will ensure that the style will remain ingrained in web design for years to come.

## Design Tips: Minimal Elements in UXPin

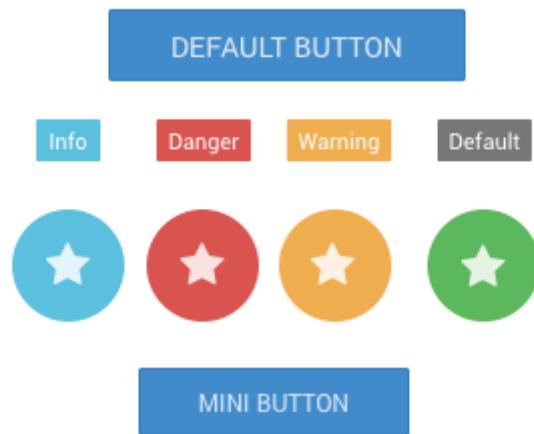
UXPin has more than 900 pre-built elements for you to create quick, thorough prototypes. If minimal is your look, we have you covered. Take samples from our icon set, for example:



Pretty simple. But they can get simpler. UXPin also includes filled icons – solid shapes – from FontAwesome:



Still too complicated? Try these primitive-based, Google-Material-esque buttons and icons from our Bootstrap library:



And if you need something simple – *really* simple – you can create your own elements based on basic, geometric shapes.



It all comes down to the basic principle that web designers are learning fast: sometimes less is more.

[Design clean interfaces in UXPin \(free trial\)](#)

# 25 Clever Card UI Sites

Yet again, [the rise of mobile users](#) is affecting web design trends, and the recent popularity of cards UI is no accident.

Cards interfaces are a way of organizing content into separate, bite-sized bits of information. Each card centers around only one concept, with elements such as title, images, or descriptions relating only to that concept. Cards essentially act as clickable snapshots.



*Photo credit: [Google search for "Google"](#)*

Organizing a site UI through cards solves the paradox of offering your users more content without overburdening them with choices. By simplifying the navigation, they make browsing easier, which many ecommerce sites have already picked up on. They facilitate linking to aggregated content from external sites, not to mention making the content itself easier to share on external sites.

For mobile, cards UI offer even more practical advantages. The cards themselves become buttons on a screens with gesture controls, and users intuitively understand this process without instructions. Moreover, the card layout easily rearranges itself to fit any screen size, making it a dream for responsive design.

But implementing cards is not always as simple as it seems. Below we show 25 fantastic examples of card UI, and explain what they do right so you can do it, too.

## 1. Google Now

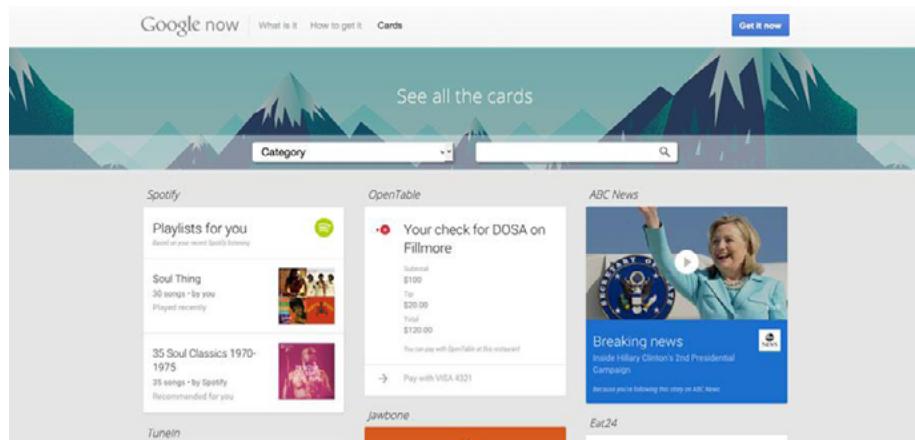


Photo credit: <https://www.google.com/landing/now/#cards>

**Google Now** makes full use of the card UI's advantages. Personalized information a user needs to know every day, from weather to daily news, along with useful apps such as Spotify, are each given their own card. Having all this information readily available on a single screen provides an obvious benefit to the user, while listing it out in another format would be too much.

## 2. Pinterest

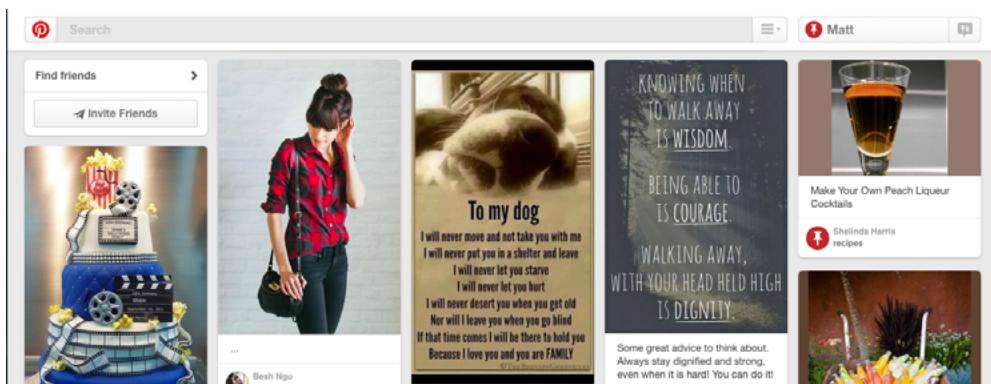
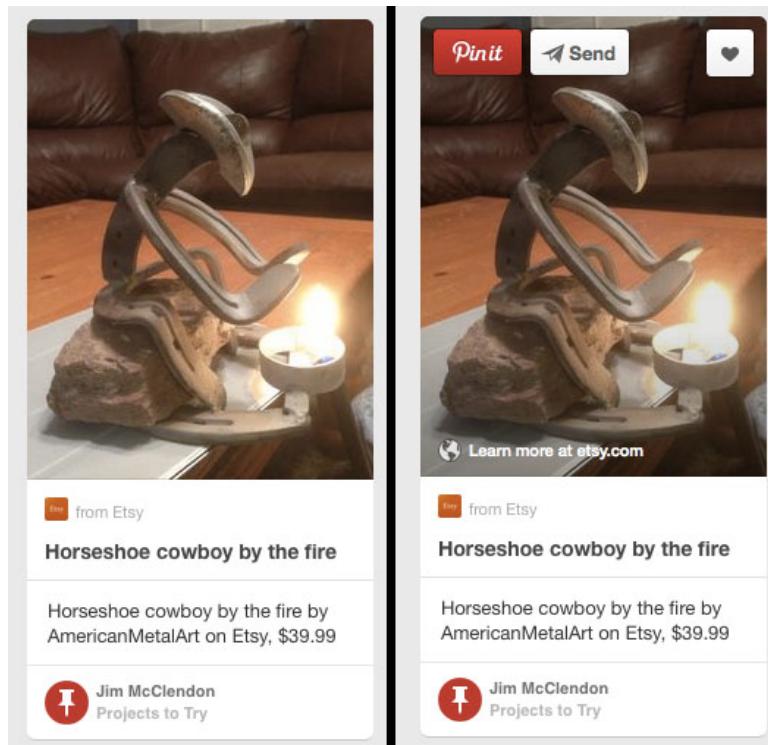


Photo credit: <https://www.pinterest.com/>

One of the first and the best, **Pinterest** helped push the card format into the mainstream. In order to focus attention on the

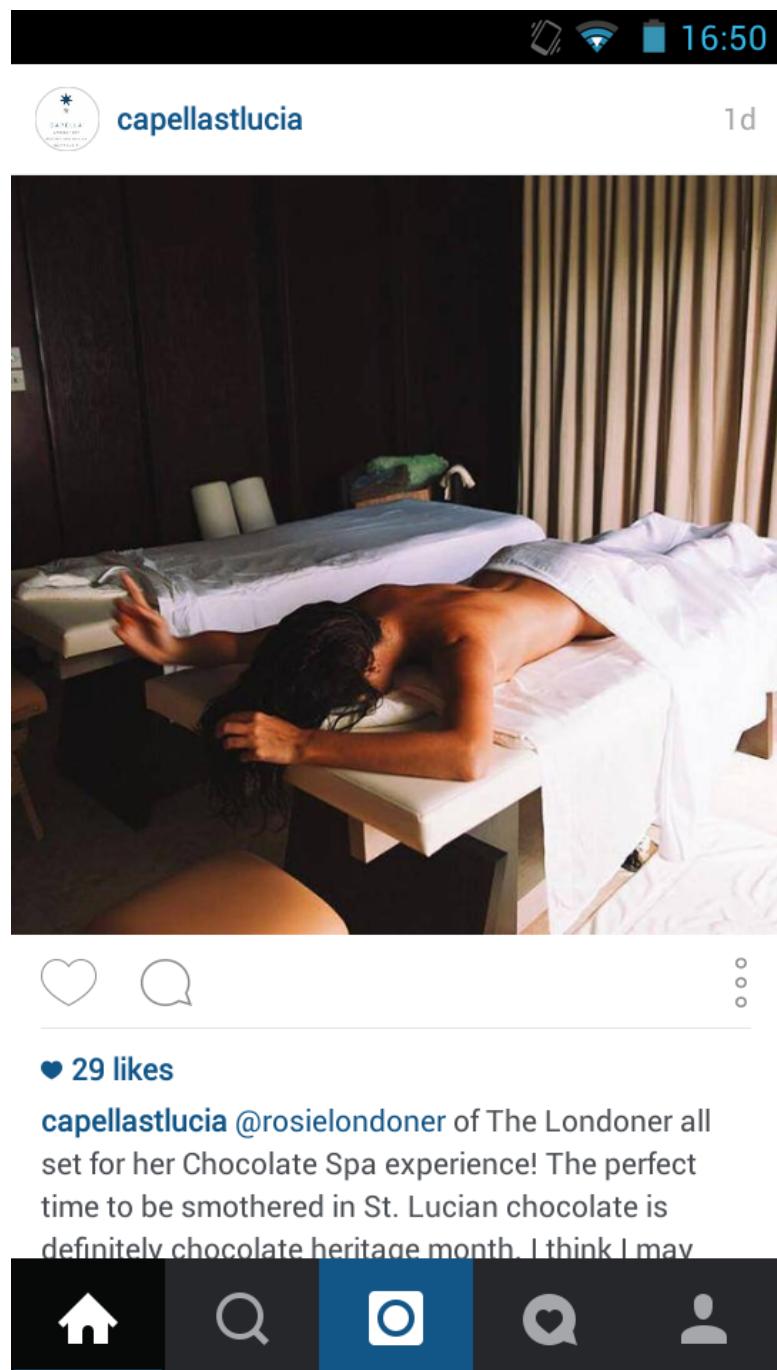
image, each card has only the information needed – source, title, brief description (typically under 3 lines) and author. They also introduce a powerful card UI tool: hover controls.



*Photo credit: <https://www.pinterest.com/>*

Only showing the controls on hover frees up the space to place more emphasis on the picture, and keeps the screen clear of too many minute and unnecessary buttons for each card. This enhances browsing, for a user will hover over any card they want to interact with anyway.

### 3. Instagram



*Photo credit: <https://instagram.com/>*

The more current predecessor of Pinterest, **Instagram** modifies the approach to mobile devices. Filling an entire phone-sized screen (more or less) with a single card emphasizes the picture, the main content of the app, while still allowing easy browsing.



Photo credit: <https://instagram.com/>

This extra space is appreciated, since gesture controls can't take advantage of hover controls like Pinterest. All the buttons, description, hashtags, and even comment previews are visible under the image.

#### 4. InkPeek

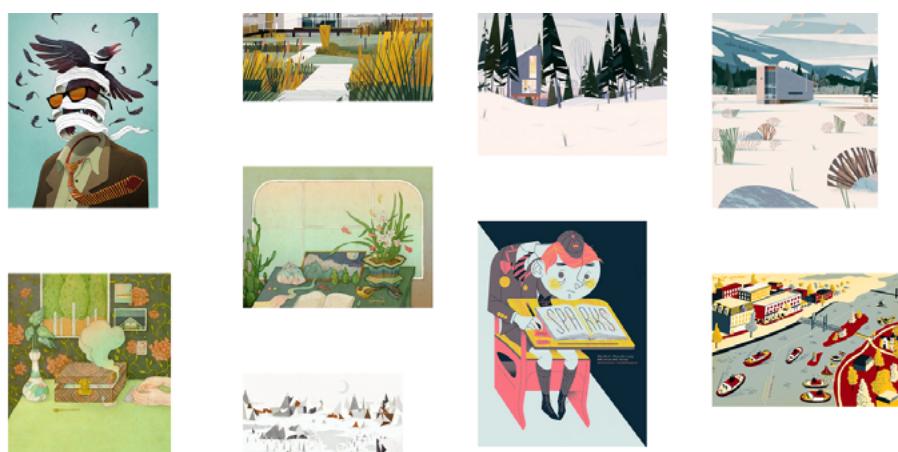
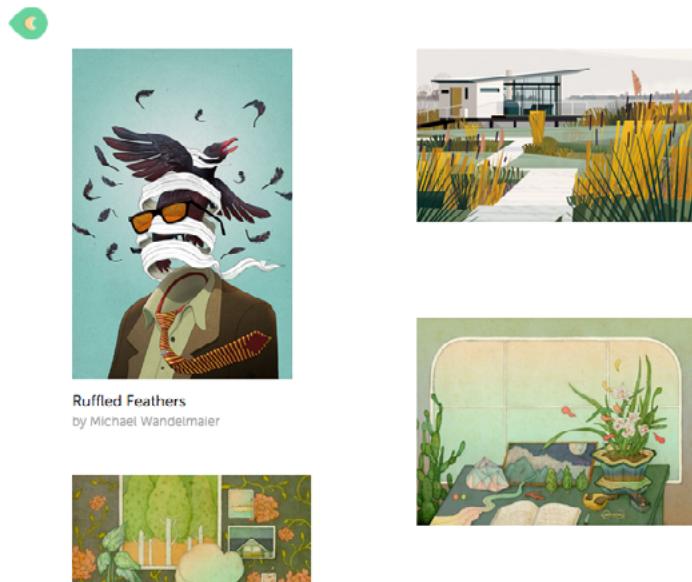


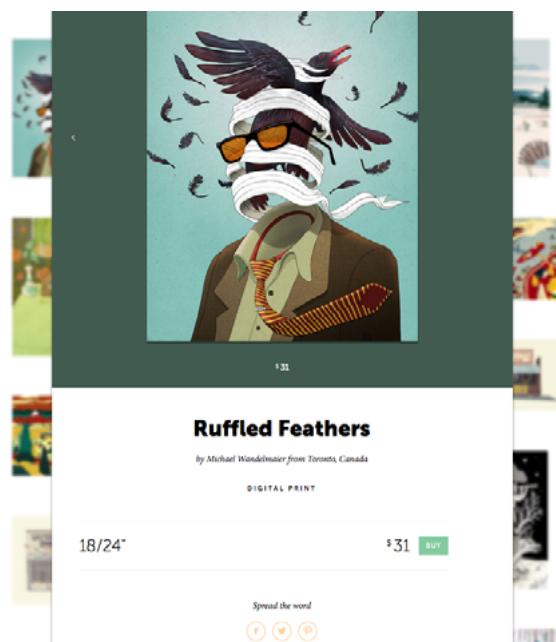
Photo credit: <http://www.inkpeek.com/>

InkPeek showcases the work of lesser-known artists and allows users to buy prints or share the images.



*Photo credit: <http://www.inkpeek.com/>*

The site uses wide gutters (the space between cards) and hover details to generate plenty of white space, which draws out the visual elements of the images themselves. Hovering reveals the title and artist, while clicking...



*Photo credit: <http://www.inkpeek.com/michael-wandelmaier/ruffled-feathers>*

... opens a new page, with more information.

## 5. Dayafterday

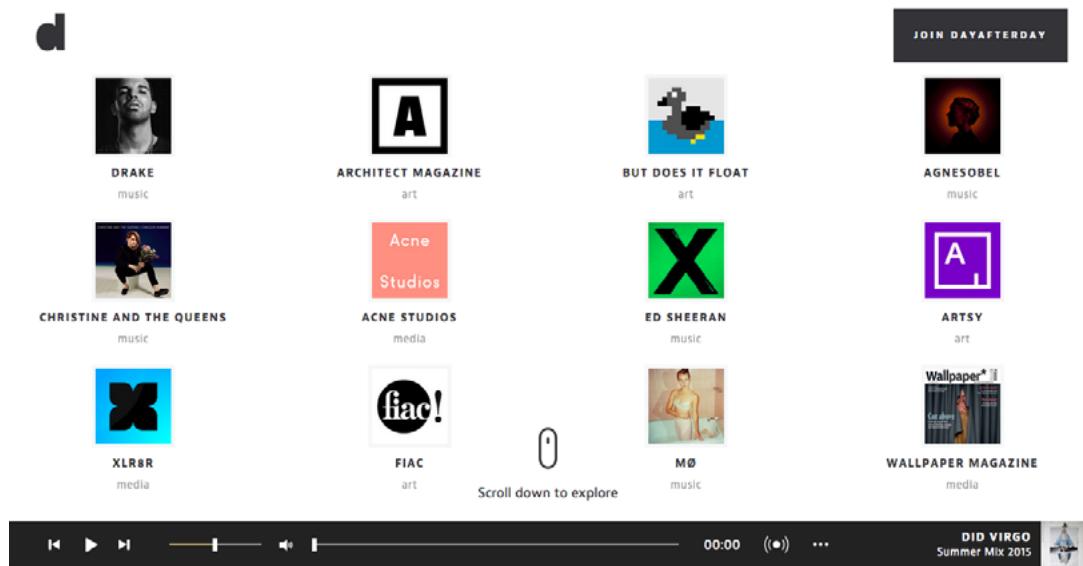


Photo credit: <https://dayafterday.co/>

A site like [Dayafterday](#) couldn't even exist without cards. Their service consolidates the near-infinite volume of online music, video, and art into a medium that allows for easy exploration.

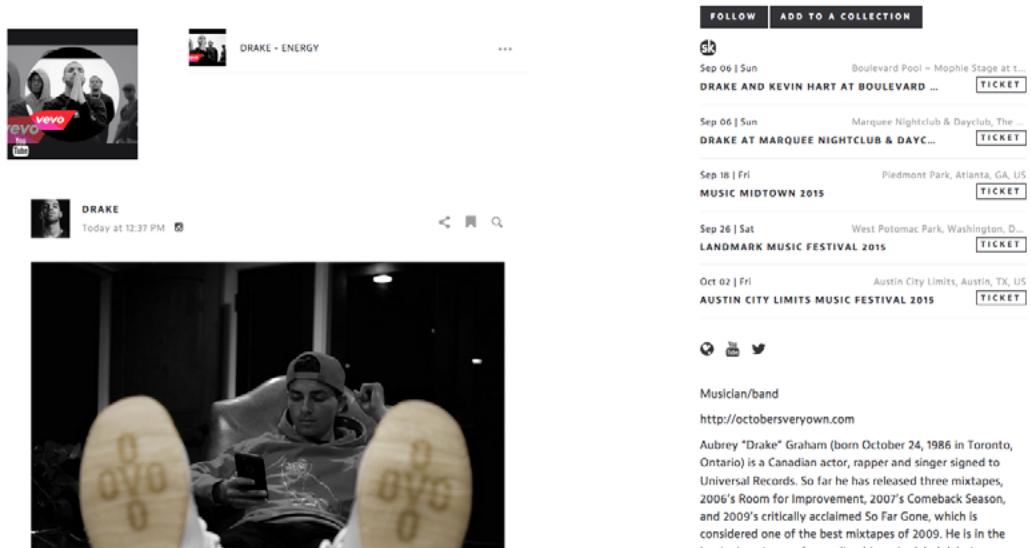


Photo credit: <https://dayafterday.co/drake>

Clicking on the icons takes you to the artist's profile page, which has information, external links, samples, and even a social feed.

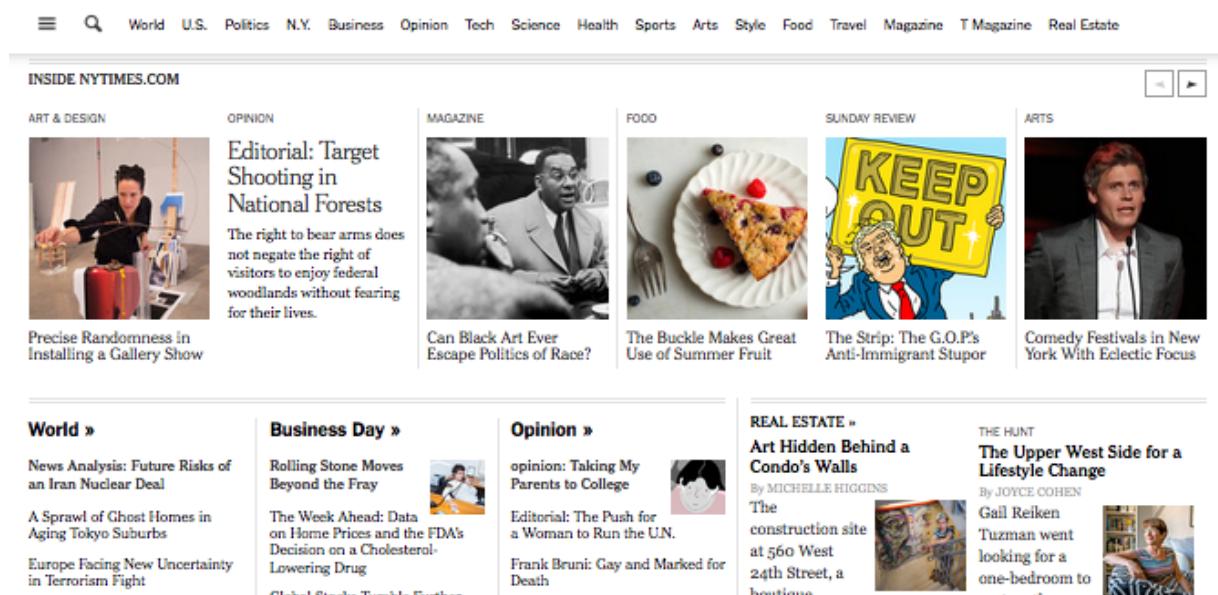
## 6. The New York Times



The New York Times homepage features a card-based layout. At the top, there are sections for 'SECTIONS' and 'SEARCH', and a 'LOG IN' button. Below the header, the main title 'The New York Times' is displayed. The navigation bar includes links for 'U.S.', 'INTERNATIONAL', and '中文' (Chinese). The main content area has a grid of cards. One card on the left is titled 'Global Stocks Plunge Further Amid Doubts About China' by David Jolly and Neil Gough, with a subtext '25 minutes ago'. It includes a photograph of a man at a desk and a caption: 'Gus Wenner has been hiring more coders and designers, and pushing more deeply into video. Damon Winter/The New York Times'. Another card in the grid is titled 'Rolling Stone Moves Beyond the Fray'. To the right, there's a section titled 'The Opinion Pages' with an article by 'THE EDITORIAL BOARD' titled 'An Opening for Diplomacy in Syria'. Other cards in the grid include 'OP-ED CONTRIBUTOR Flying Nannies Won't Fix Work' by Anne Weisberg, 'MORE IN OPINION', and 'Watching'.

Photo credit: <http://www.nytimes.com/>

Cards are the common system for periodical sites like [The New York Times](#). Because of the wealth of content, it's easier to organize each story with a descriptive title, brief description, and occasionally a photograph.



The New York Times homepage features a card-based layout. At the top, there are sections for 'SECTIONS' and 'SEARCH', and a 'LOG IN' button. Below the header, the main title 'INSIDE NYTIMES.COM' is displayed. The navigation bar includes links for 'ART & DESIGN', 'OPINION', 'MAGAZINE', 'FOOD', 'SUNDAY REVIEW', and 'ARTS'. The main content area has a grid of cards. One card in the 'ART & DESIGN' section is titled 'Editorial: Target Shooting in National Forests' by the editorial board. It includes a photograph of a man and a caption: 'The right to bear arms does not negate the right of visitors to enjoy federal woodlands without fearing for their lives.' Another card in the grid is titled 'Can Black Art Ever Escape Politics of Race?' by the editorial board. Other cards in the grid include 'The Buckle Makes Great Use of Summer Fruit', 'The Strip: The G.O.P.'s Anti-Immigrant Stupor', and 'Comedy Festivals in New York With Eclectic Focus'. At the bottom, there are additional sections for 'World', 'Business Day', 'Opinion', 'Real Estate', and 'The Hunt'.

Photo credit: <http://www.nytimes.com/>

The New York Times site uses traditional print newspaper borders instead of the standard gutter system to separate cards. Notice how they use typography to differentiate titles, descriptions, authors, and categories.

## 7. ISSUU

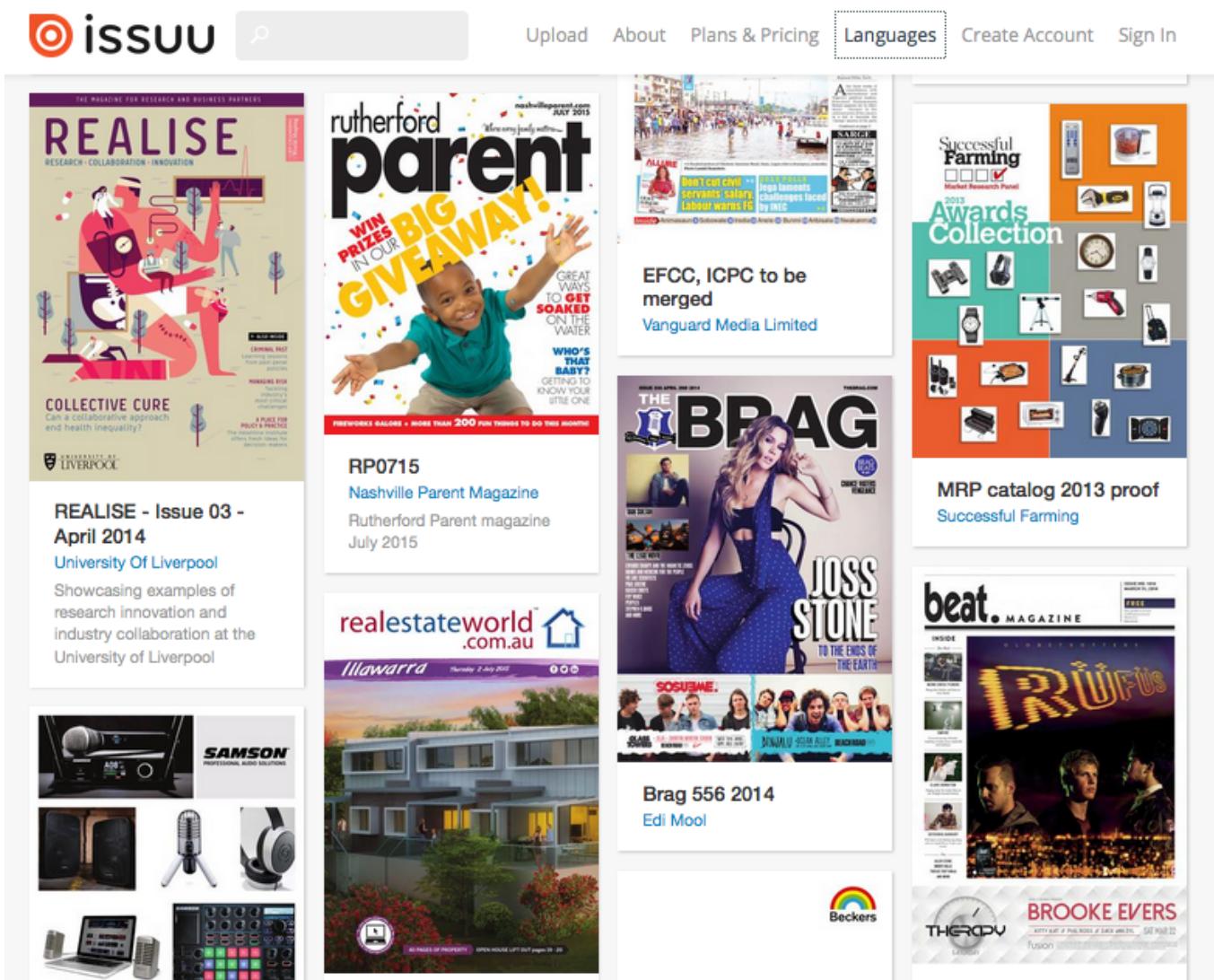
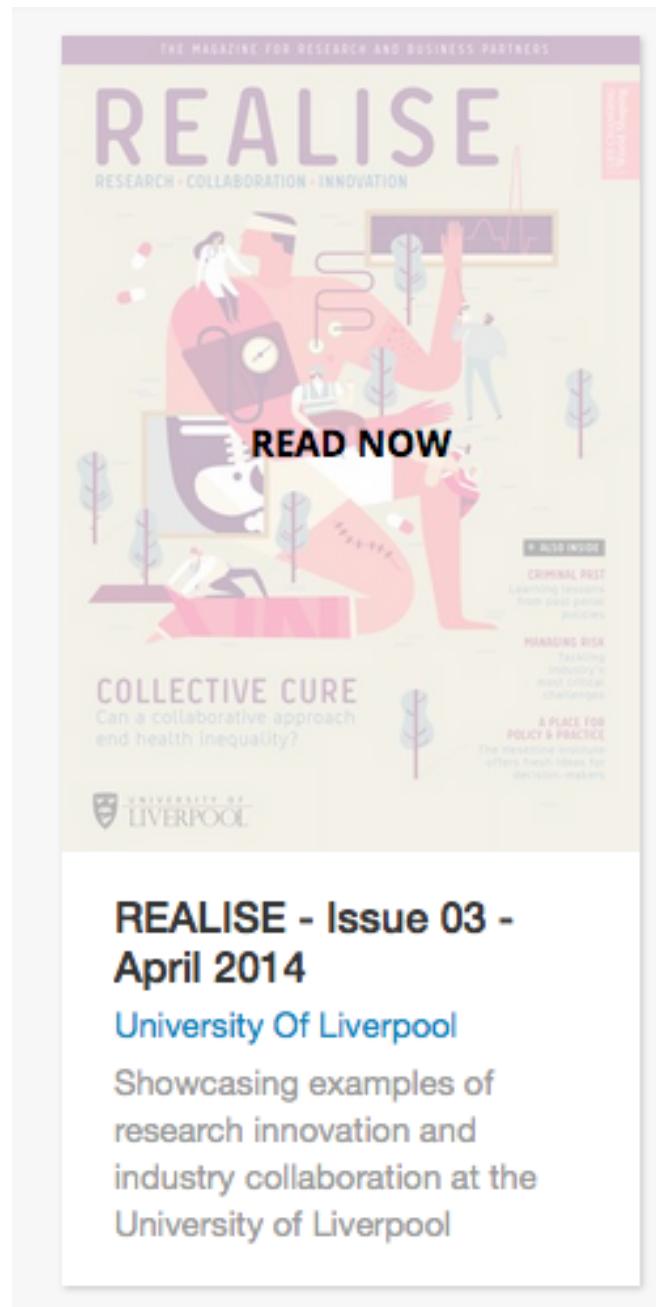


Photo credit: <http://issuu.com/>

ISSUU takes the traditional approach to cards to show off its available publications. This display of picture, title, author, and description is most common.



*Photo credit: <http://issuu.com/>*

The site even uses hover displays to make interaction more enjoyable.

## 8. Polyvore

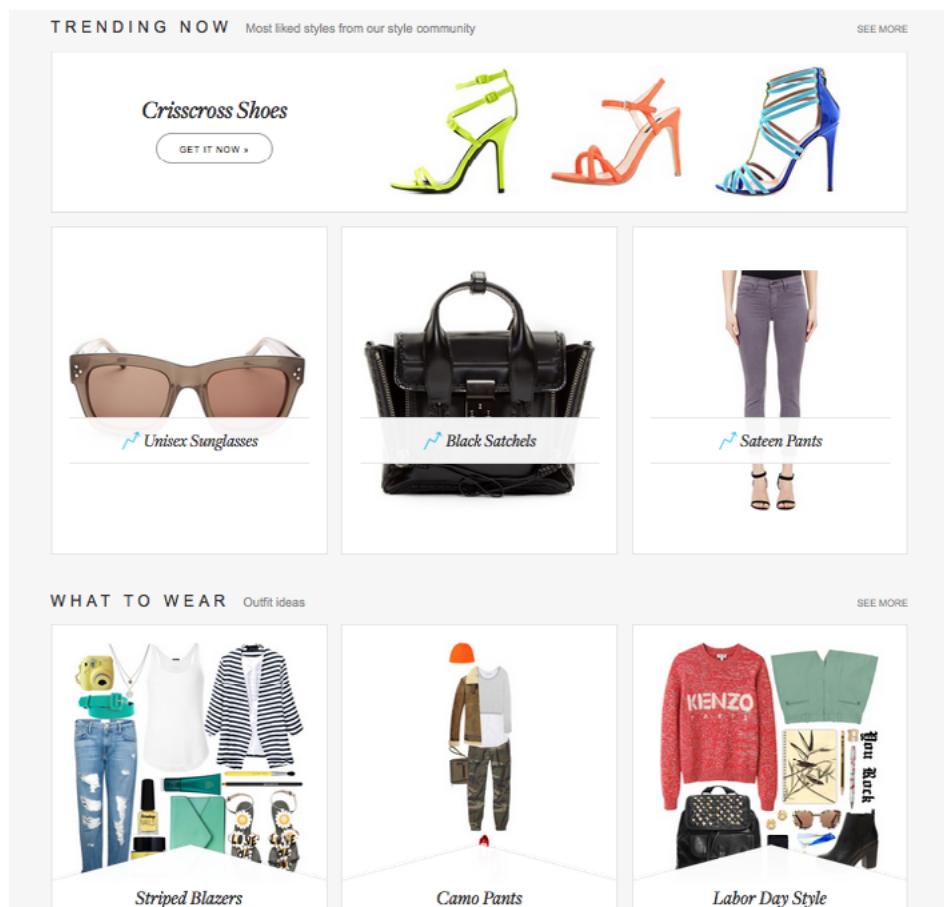
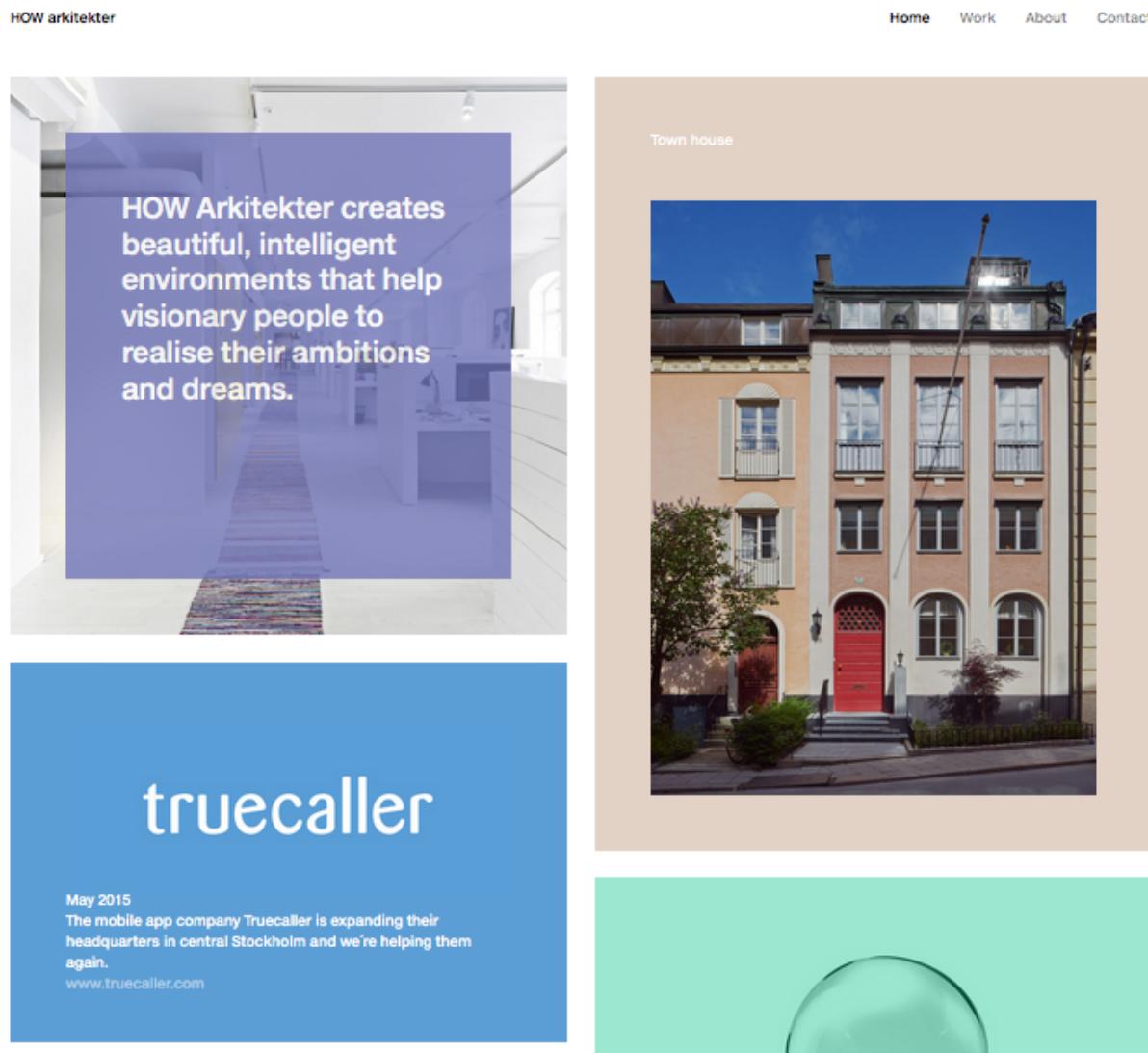


Photo credit: <http://www.polyvore.com/>

Sites like [Polyvore](#) get even more mileage out of the cards UI by further separating cards into categories, such as “Trending Now” or “What to Wear.” The addition of a simple “See More” link can allow you to display only your best content to represent each section.

## 9. HOW arkitekter



HOW arkitekter

Home Work About Contact

**HOW Arkitekter creates beautiful, intelligent environments that help visionary people to realise their ambitions and dreams.**

**truecaller**

May 2015  
The mobile app company Truecaller is expanding their headquarters in central Stockholm and we're helping them again.  
[www.truecaller.com](http://www.truecaller.com)

Town house



*Photo credit: <http://www.howarkitekter.se/>*

The Swedish architectural firm **HOW arkitekter** takes a different approach to cards: oversizing. Their massive cards each take up almost half the screen, but by sacrificing options they place more prevalence on the message of each card.

## 10. J. Hornig

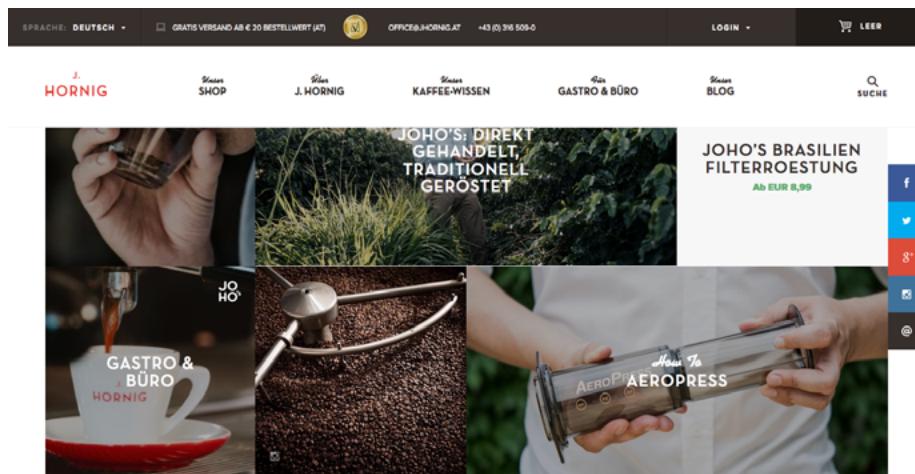


Photo credit: <http://www.jhornig.at/>

Animation is crucial for providing immediate feedback for the card interfaces. Like many other card-based layouts, the German coffee site [J. Hornig](#) also features animations triggered by hovering.

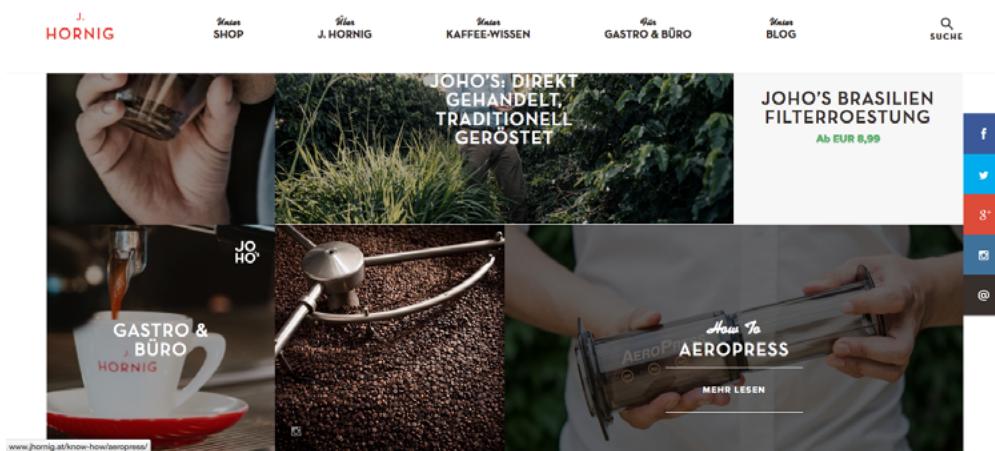
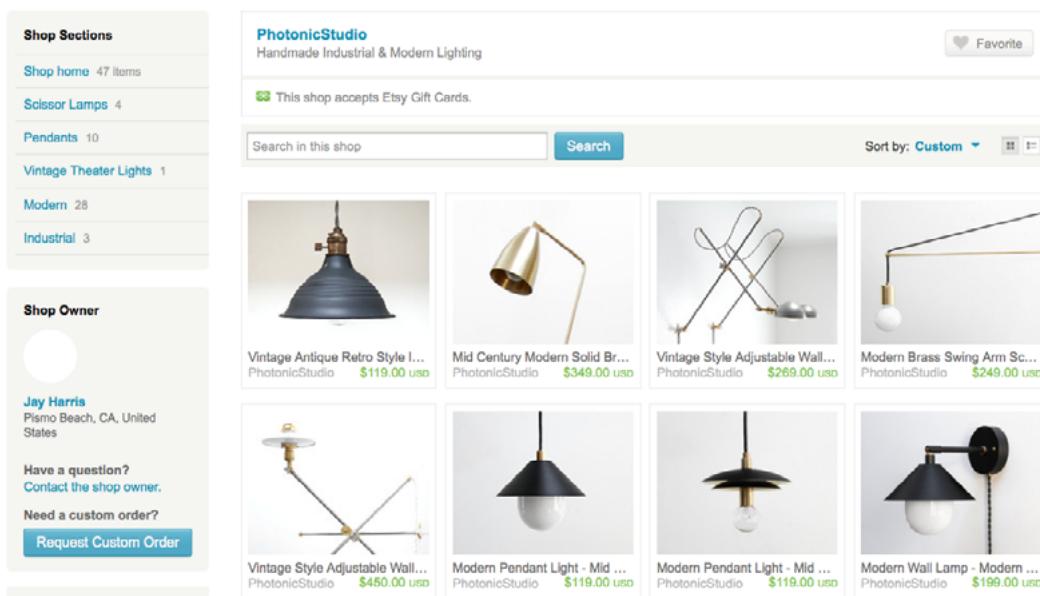


Photo credit: <http://www.jhornig.at/> via Awwwards

When a card is hovered over, the image is slightly zoomed in on, darkens, and the call-to-action “mehr lesen” (“read more”) appears with the lines above and below the words speeding in from the sides.

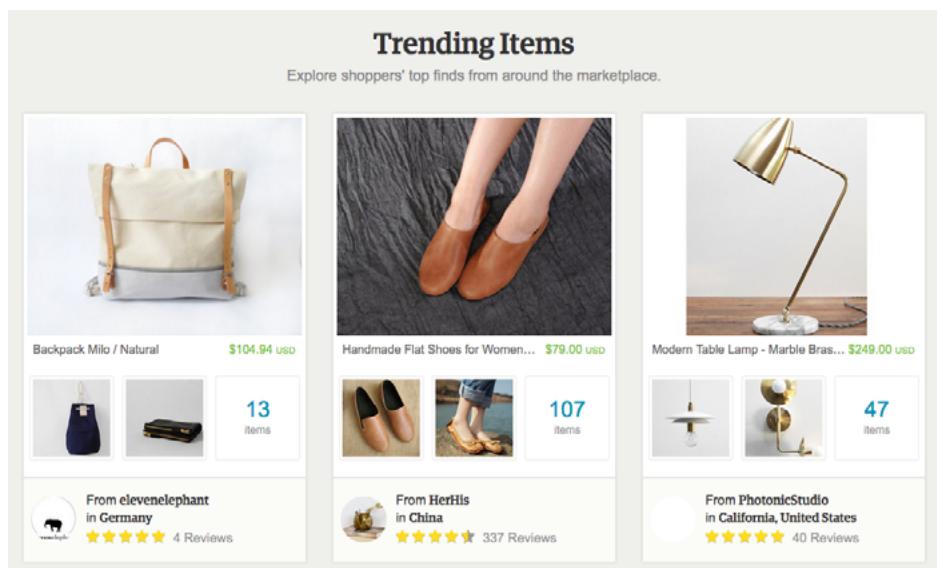
## 11. Etsy



The screenshot shows the PhotonicStudio shop page on Etsy. The left sidebar contains 'Shop Sections' with links to 'Shop home' (47 items), 'Scissor Lamps' (4), 'Pendants' (10), 'Vintage Theater Lights' (1), 'Modern' (28), and 'Industrial' (3). Below that is the 'Shop Owner' section, featuring a profile picture of Jay Harris from Pismo Beach, CA, United States, with links to 'Have a question? Contact the shop owner.', 'Need a custom order?', and a 'Request Custom Order' button. The main content area is titled 'PhotonicStudio' and describes it as 'Handmade Industrial & Modern Lighting'. It includes a 'Favorite' button, a note that the shop accepts Etsy Gift Cards, a search bar, and a 'Sort by: Custom' dropdown. The products are displayed in a grid format with images, names, and prices: 'Vintage Antique Retro Style Industrial Pendant Light' (\$119.00), 'Mid Century Modern Solid Brass Adjustable Wall Lamp' (\$349.00), 'Vintage Style Adjustable Wall Lamp' (\$269.00), 'Modern Brass Swing Arm Sconce' (\$249.00), 'Vintage Style Adjustable Wall Lamp' (\$450.00), 'Modern Pendant Light - Mid Century Modern' (\$119.00), 'Modern Pendant Light - Mid Century Modern' (\$119.00), and 'Modern Wall Lamp - Modern Industrial' (\$199.00).

Photo credit: <https://www.etsy.com/shop/PhotonicStudio>

As we mentioned above, the card UI is popular with ecommerce sites because it allows them to display their product range in a way that's easy to browse. All the relevant details like name and price are displayed around the product image, with further details and options to buy available on the product page after clicking.



The screenshot shows the 'Trending Items' section on Etsy. The title is 'Trending Items' and the subtitle is 'Explore shoppers' top finds from around the marketplace.' The section displays three items in a grid: 1. 'Backpack Milo / Natural' by elevenelegant, \$104.94, 13 items, from Germany, 4 reviews. 2. 'Handmade Flat Shoes for Women' by HerHIs, \$79.00, 107 items, from China, 337 reviews. 3. 'Modern Table Lamp - Marble Brass' by PhotonicStudio, \$249.00, 47 items, from California, United States, 40 reviews.

Photo credit: <https://www.etsy.com/>

Etsy takes this a step farther and groups their cards into smaller cards on their homepage. Each of these cards for a single seller features a “mini-card” for their most popular product and price, two other products and a link to more, and the seller’s information along with rating.

## 12. Formerly Yes

Products About Blog

Sign In Bag

Formerly Yes

Top



Photo credit: <http://www.formerlyyes.com/> via Awwwards

Like other ecommerce sites, Formerly Yes recognizes the card UI's advantages to sales. What sets them apart, though, is their commitment to minimalism. They incorporate the borderless card to save space, using white backgrounds in the product pictures, and show only the product name, maker, and price.

Products About Blog



Black Porcelain Bowl  
Hasami Porcelain      From \$24.00      Aalto Vas  
littala

*Photo credit: <http://www.formerlyyes.com/> via Awwwards*

Even the hover displays has only a single word.



*Photo credit: <http://www.formerlyyes.com/> via Awwwards*

When clicked, a slightly more descriptive product cards drops down, with a much larger picture and the option to buy.

## Additional Sites:

### 1. YouTube

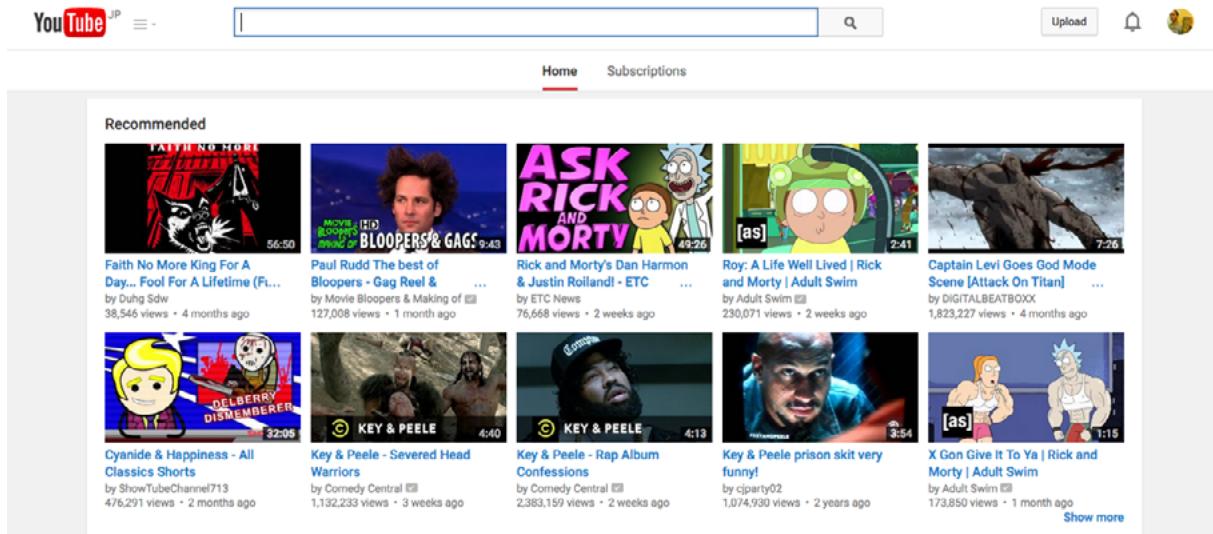


Photo credit: <https://www.youtube.com/>

### 2. Contently

#### CARRIE COUSINS

Roanoke, VA • [about.me](#) • [carriecousins.contently.com](#)



[f](#) [g](#) [t](#) [v](#) [in](#)

Designer. Writer. Editor.

Designer. Writer. Editor.

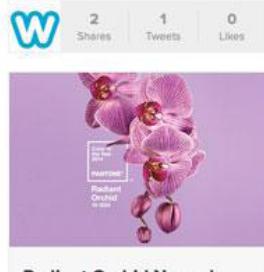
296 stories 89K shares  
370K words 46K tweets  
1.8K followers 14K likes

296 stories for 15 publications



#### How to Start a Fashion Blog - Weebly.com

Starting a fashion blog takes work, patience and dedication. Every fashion blogger needs to find a unique style and voice, conduct research, gather information and figure out ways to create the best content en route to a successful site. The following tips will show you how to start a fashion blog from the ground up.



#### Conversion Rate Optimization Tips for Your Website - Weebly.com

A great image can help your website, blog or online store capture attention and keep visitors engaged. However, it takes more than just expert photography to create great images for your site. Follow these image optimization tips to ensure that your images impress.



#### 5 Business Blog Tips to Attract More Customers - Weebly.com

5 Business Blog Tips to Attract More Customers - We...



#### How To Develop a Unique Brand Personality - Weebly.com

How To Develop a Unique Brand Personality - Weebly...

Photo credit: <https://carriecousins.contently.com/>

### 3. Relevant Magazine

The Relevant Magazine website features a clean, modern design with a black header bar containing navigation links like 'SECTIONS', 'MAGAZINE', 'PODCAST', 'THE DROP', 'RTV', 'STORE', 'CONNECT', and a 'SUBSCRIBE' button. The main content area is organized into several sections:

- THE LATEST:** Displays a large image of a person meditating on a mountain peak, with the title '6 Things to Do When You Feel Overwhelmed' and a brief description.
- TRENDING:** A sidebar on the right lists the top 5 trending articles, each with a small thumbnail, the title, a brief description, and a share count.
- STREAMING ON THE DROP:** Shows two video thumbnails: 'Sun & Moon' by Timbre and 'For Every Curse' by daniel bashta, each with a 'PLAY NOW' button.
- THE RELEVANT PODCAST:** Shows a thumbnail for 'Episode 439: The Brilliance' from April 24, 2015, with a 'PLAY NOW' button.

Photo credit: <http://www.relevantmagazine.com/>

### 4. Dribbble

The Dribbble website is a platform for designers to share their work. The main page features a grid of 'Popular' shots, each with a thumbnail, the designer's name, and interaction metrics (likes, comments, and views). The interface is minimalist with a white background and a dark header bar.

Photo credit: [dribbble.com](http://dribbble.com)

## 5. Jetsetter

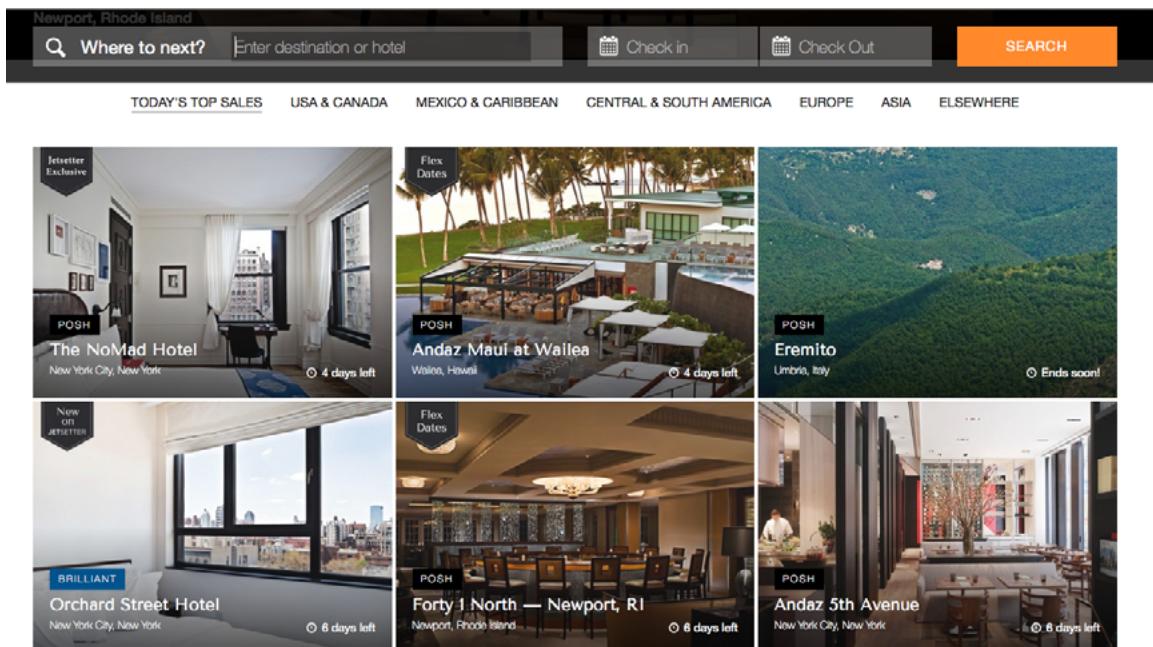


Photo credit: <http://www.jetsetter.com/>

## 6. UXPin Design Library

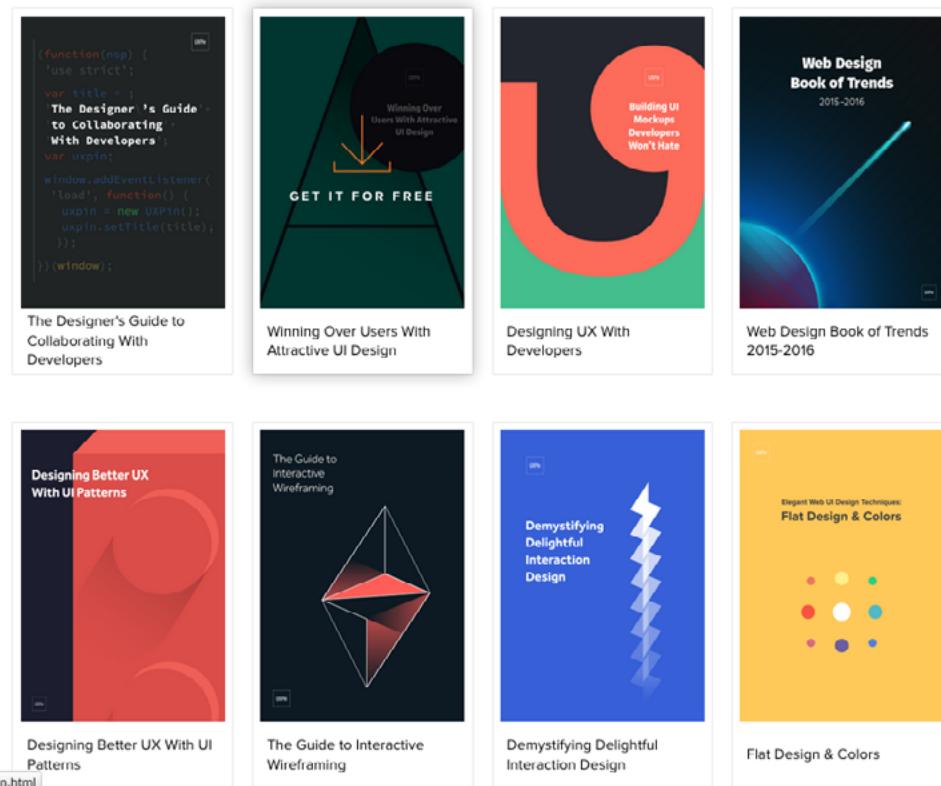


Photo credit: <http://www.uxpin.com/knowledge.html>

## 7. Vox

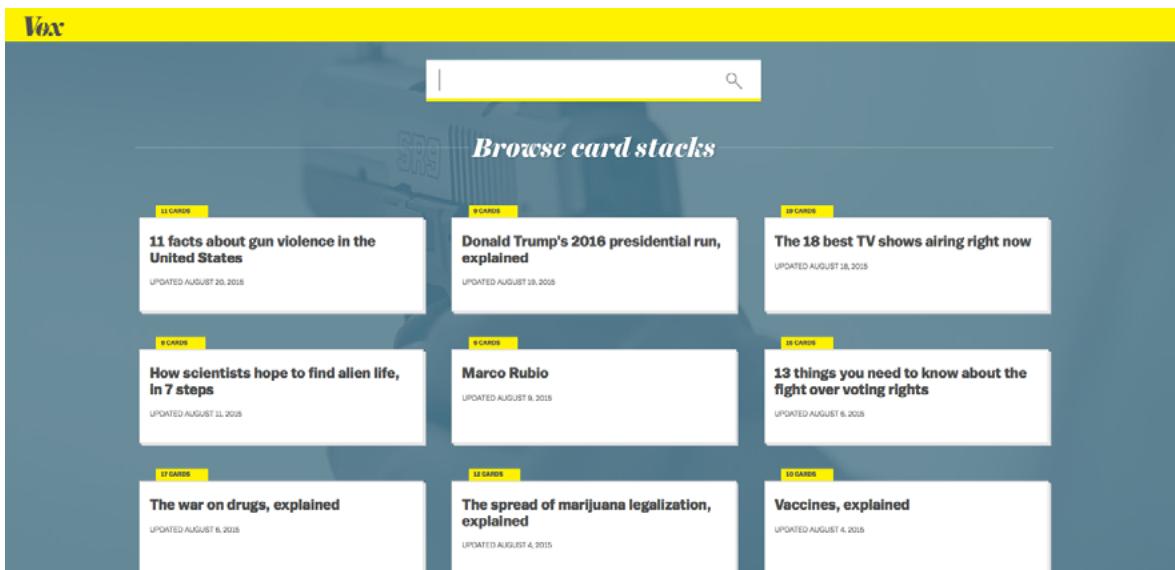


Photo credit: <http://www.vox.com/cards>

## 8. Upworthy

**Most shared this week**



26.9K SHARES

HEALTH

A town in Massachusetts decided to stop arresting drug users. 2 months later, here's how it's going.

OPEN SOCIETY FOUNDATIONS Sponsored by Open Society Foundations

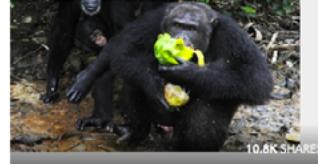


11.5K SHARES

HEALTH

New children's book that helps kids fall asleep is now a #1 best-seller.

Morgan Shouff



10.4K SHARES

ENVIRONMENT

Scientists on 3 continents now have evidence: Some chimps have entered the Stone Age.

Eric March

**Fresh and worthy**



AUG 21 | HUMANITY AND CULTURE

Matthew Perry gets candid on the most important factor in fighting addiction.

Robbie Couch

Get Upworthy delivered to you. Daily.

By submitting above you agree to the Upworthy [privacy policy](#).

**Most viewed this week**

HEALTH

A town in Massachusetts decided to stop arresting drug users. 2 months later, here's how it's going.

OPEN SOCIETY FOUNDATIONS Sponsored by Open Society Foundations

645K VIEWS

HUMANITY AND CULTURE

Photo credit: <http://www.upworthy.com/>

## 9. Digg

The Digg homepage features a grid of news cards. Each card includes a thumbnail image, a title, a brief description, and social sharing options (Digg, Save, Facebook, Twitter). The cards are categorized into sections like 'EXCEPT FOR DI ROOMBA', 'MIND GAMES', and 'FINALES, FROM GRAND TO BLAND'.

- EXCEPT FOR DI ROOMBA**  
**Someday, Robots May Save Or Destroy Us All — For Now, They're Still Kinda Dumb**  
166 Collectors Weekly · Technology  
Do Asimov's three famous laws of robotics even guide us anymore?
- MIND GAMES**  
**The Most Dangerous Man In Football**  
24k ESPN · Long Reads  
Chris Borland loves the sport, but the further he steps away from the NFL, the more pointless and damaging it seems. And if his views spread, the game may never be the same.
- FINALES, FROM GRAND TO BLAND**  
**The Most Loved And Hated TV Series Finales**  
168 Daily Dot · Data Viz  
A visualization of how fans regard the series finales of over 100 TV series, for better or for worse.
- WE FEEL THE SAME WAY**  
**Grizzly Bear Embraces Lazy Sunday, Decides To Just Roll Down Hill**  
1,709 Video · Animals
- THE GOOD KIND OF FROSTED TIPS**  
**Relax And Watch This Frosting Machine Make You A Cake**  
202 Video · Technology  
On the one hand, we're mesmerized. On the other,
- AWFUL**  
**ISIS Blows Up Ancient Temple At Syria's Palmyra Ruins**  
13K The New York Times · News  
Islamic State militants have detonated explosives

Photo credit: <http://digg.com/>

## 10. Netflix

The Netflix homepage features a grid of movie and TV show cards. Each card includes a thumbnail image, a title, a brief description, and user interaction buttons (My List, Recommend, Not Interested). The cards are categorized into sections like 'NETFLIX HOUSE' and 'LEGIT'.

- NETFLIX HOUSE**  
**The Walking Dead**  
2010-2013 TV-MA 4 Seasons  
8.7  
In the wake of a zombie apocalypse, survivors hold on to the hope of humanity by banding together to wage a fight for their own survival.  
More Info  
Starring: Andrew Lincoln, Steven Yeun  
Creator: Frank Darabont  
Our best guess for Jerry  
★★★★★ Not Interested  
+ My List  
Recommend
- THE WALKING DEAD**  
amc  
In the wake of a zombie apocalypse, survivors hold on to the hope of humanity by banding together to wage a fight for their own survival.  
More Info  
Starring: Andrew Lincoln, Steven Yeun  
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Our best guess for Jerry  
★★★★★ Not Interested  
+ My List  
Recommend
- LEGIT**  
fx  
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Creator: Frank Darabont  
Our best guess for Jerry  
★★★★★ Not Interested  
+ My List  
Recommend

Photo credit: <https://www.netflix.com>

## 11. Behance

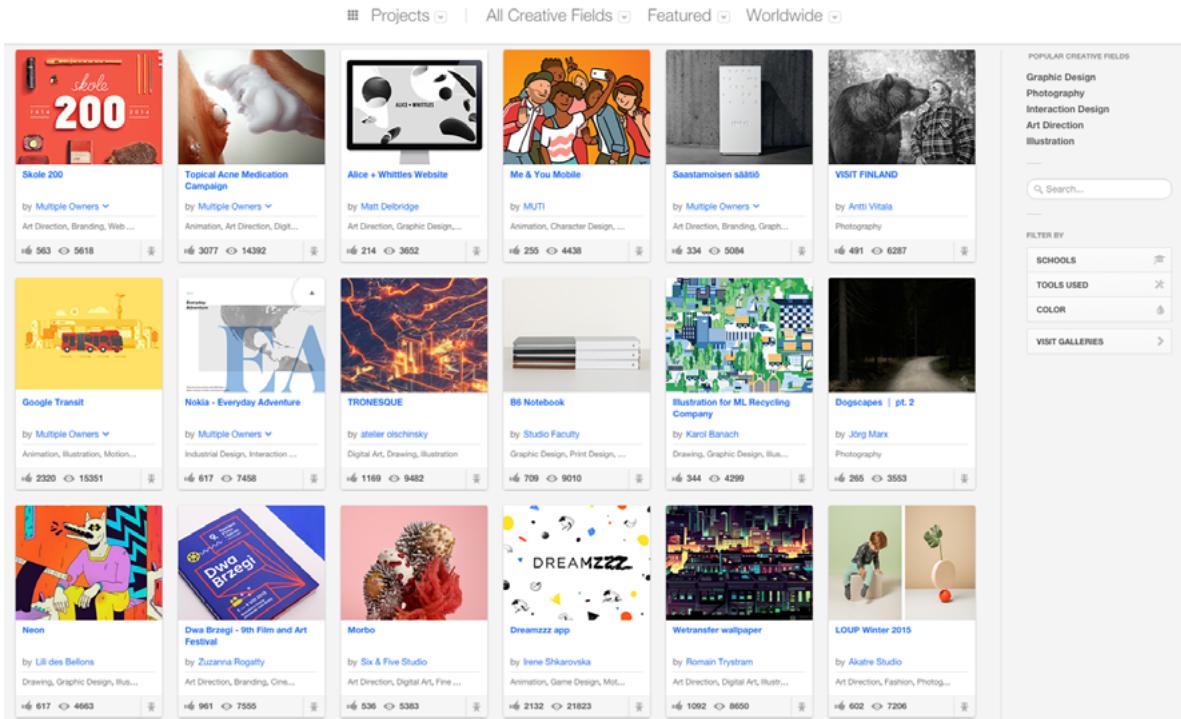


Photo credit: [Behance](#)

## 12. PatternTap

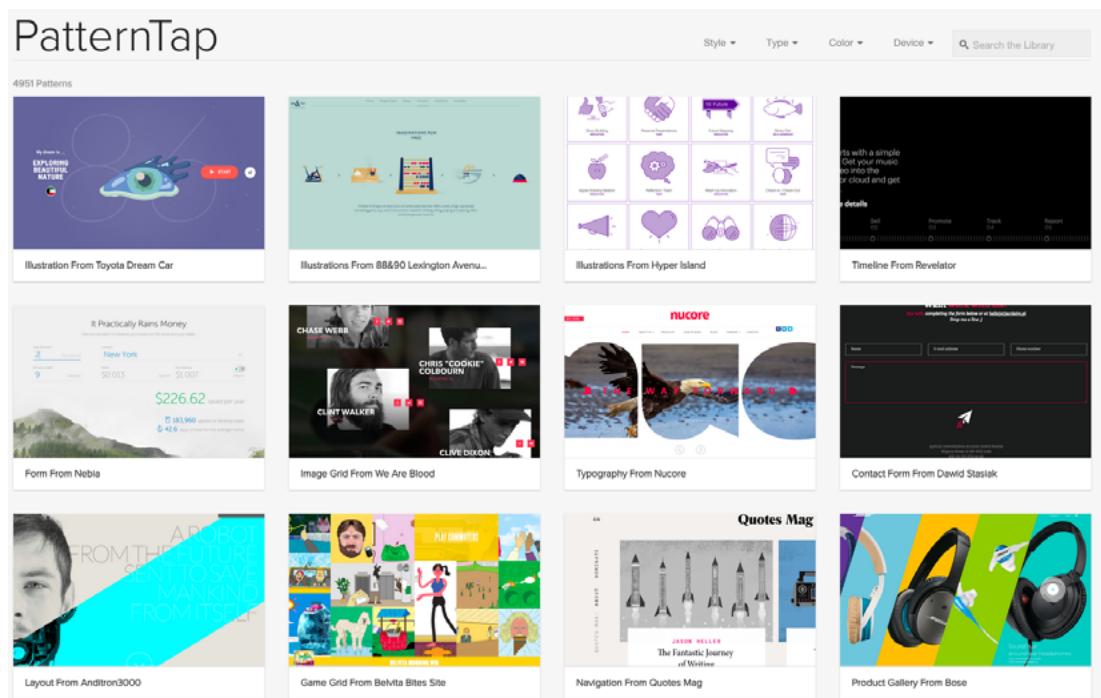
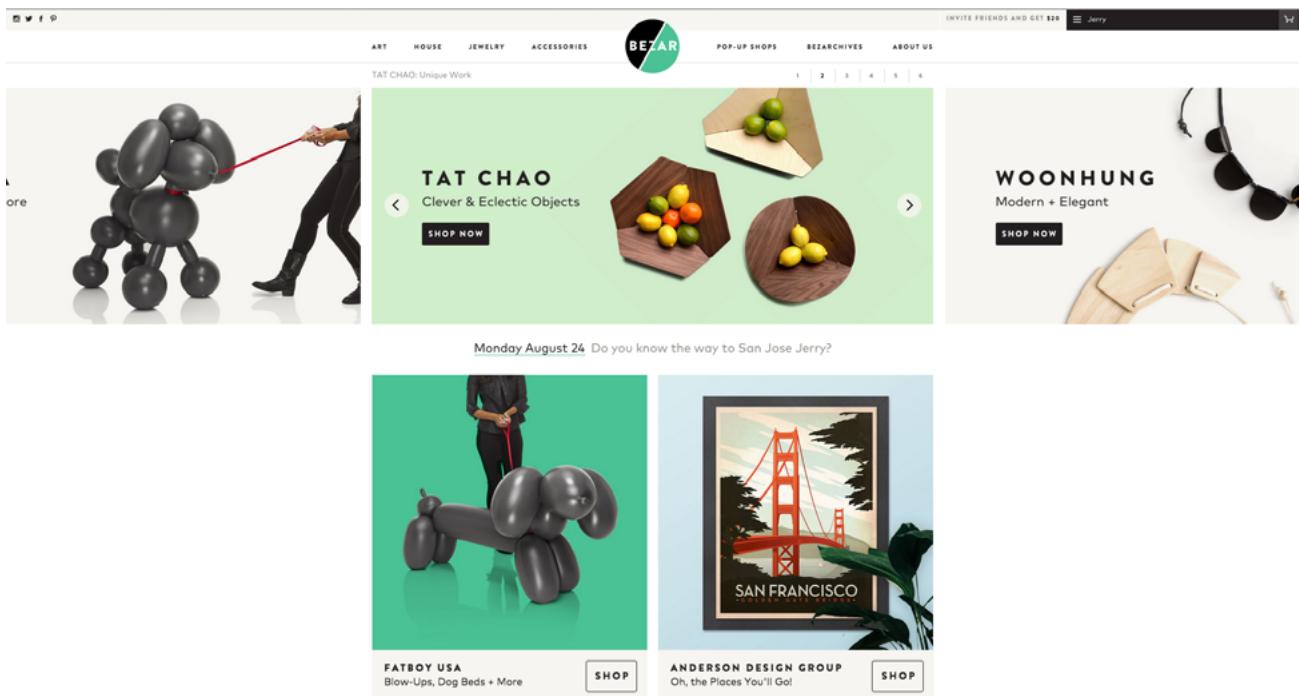


Photo credit: [PatternTap](#)

## 13. Bezar



*Photo credit: Bezar*

You'll notice that all of the above sites feature a large amount of content, necessitating a clever strategy for displaying it all without cluttering the screen. [Hick's law](#) teaches that too many options creates cognitive load, however too few options hinders the user's experience. Cards provide a happy medium – and in a way that allows a site to still be creative and showcase its personality.

## Design Tips: Making Your Own Cards

Card-based designs are great for organizing information at a glance, and you can make your own card-based prototypes in UXPin with a few simple steps. In this tutorial we'll create a product catalog. If you don't have one already, [get your free trial account](#) and follow along.

## 1. Decide on content

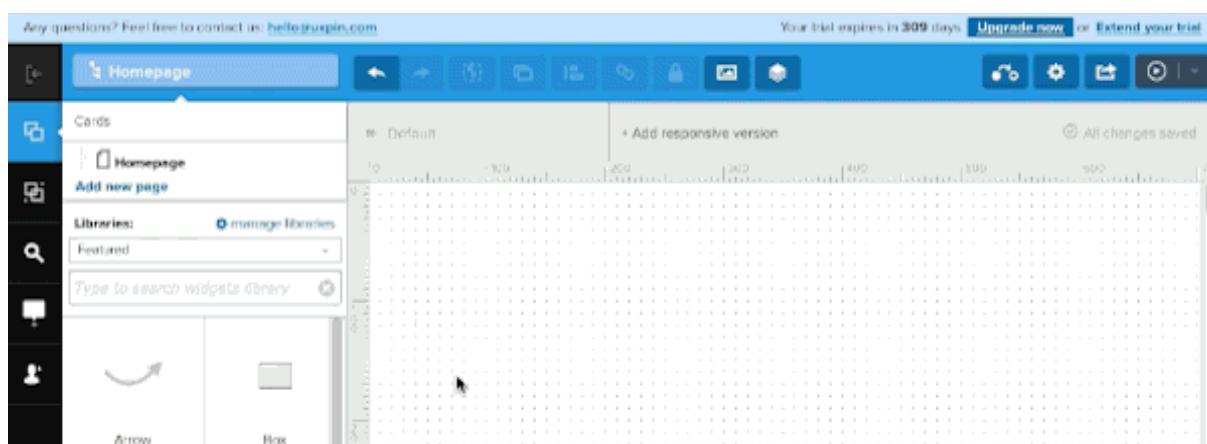
Before you do anything else, you need to decide what will go into each card. Ideally, each will contain the same types of information. In this example, each card will contain a title, image and a brief descriptive blurb.

## 2. Decide on a grid

Will the cards be the same size? Will they stack in a Pinterest-style “masonry” layout? Or will they flow horizontally? In this case we’ll go for a flexible masonry layout.

## 3. Lay out a sample card

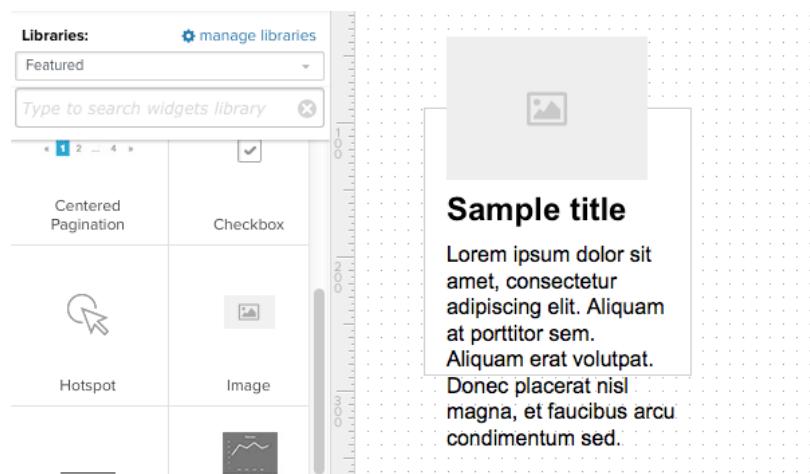
Drag a box onto the canvas, followed by two text boxes and an image. Doing so will ensure that the card is the bottom-most layer. We’ll make the card 200 pixels square to start.



Given our preference, we’d rather work with real sample content. But if that’s not available to you, we suggest working with varying amounts of lorem ipsum. That’s key: Unless the size of your cards dictates their content, you should plan for different scenarios from way too short to way too long.

## 4. Arrange the elements

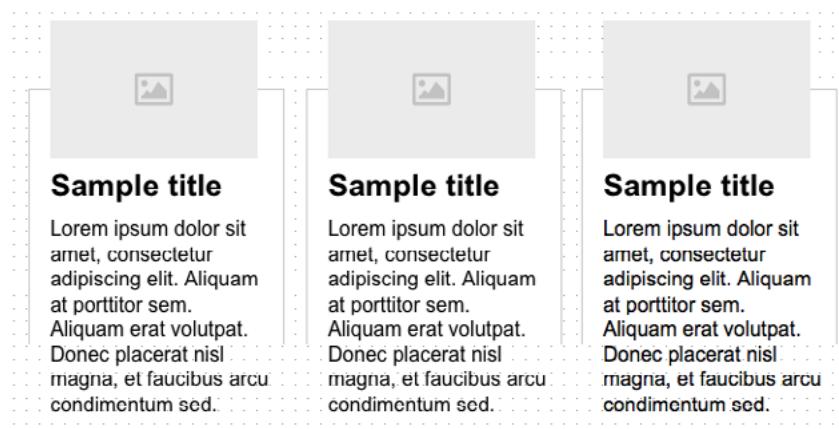
Let's get things in order. People are visual browsers, so we'll make the image a priority. Second comes the larger title, followed by the text blurb. This is a standard pattern because a) it keeps things in order of increasing effort to read, and b) people have come to expect it.



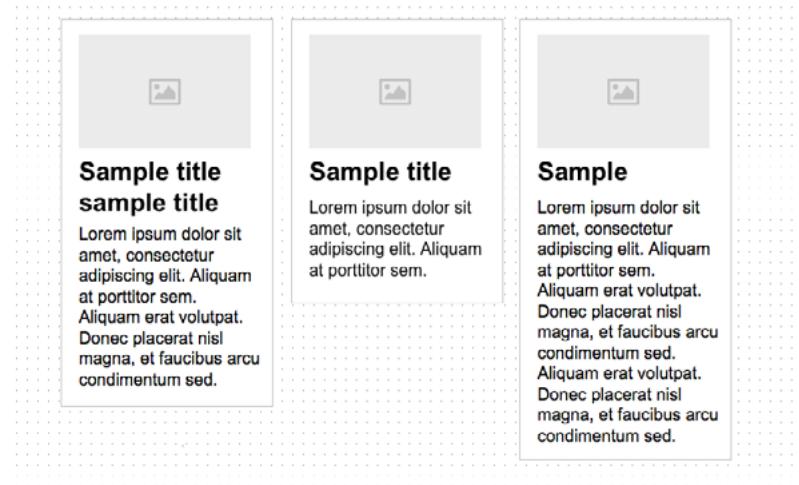
In the above example, we've made the card white with a gray border to help it stand apart from the placeholder image. Notice that the card's too small now. We'll fix that next.

## 5. Make variations

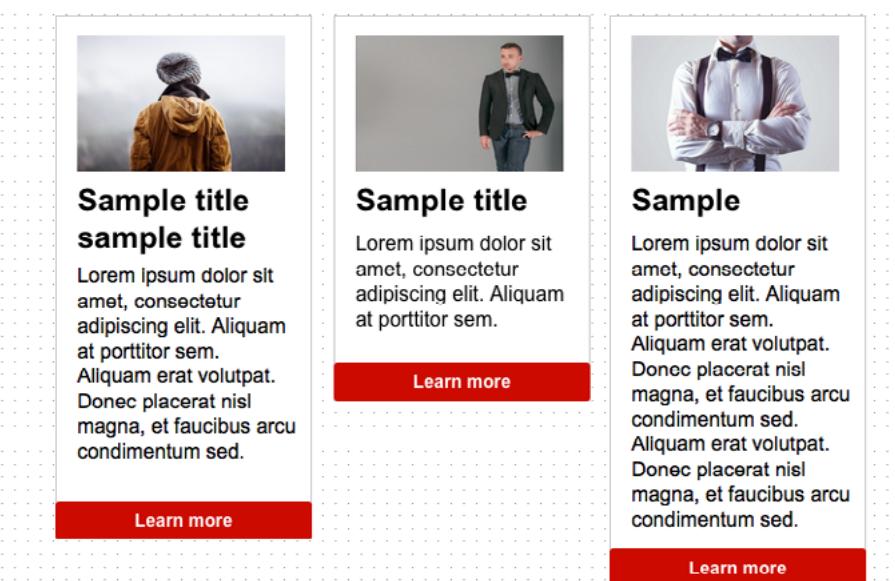
Start by grouping each, then making two copies.



Then make each a different length. As you do so, expand each 200px square card to fit.

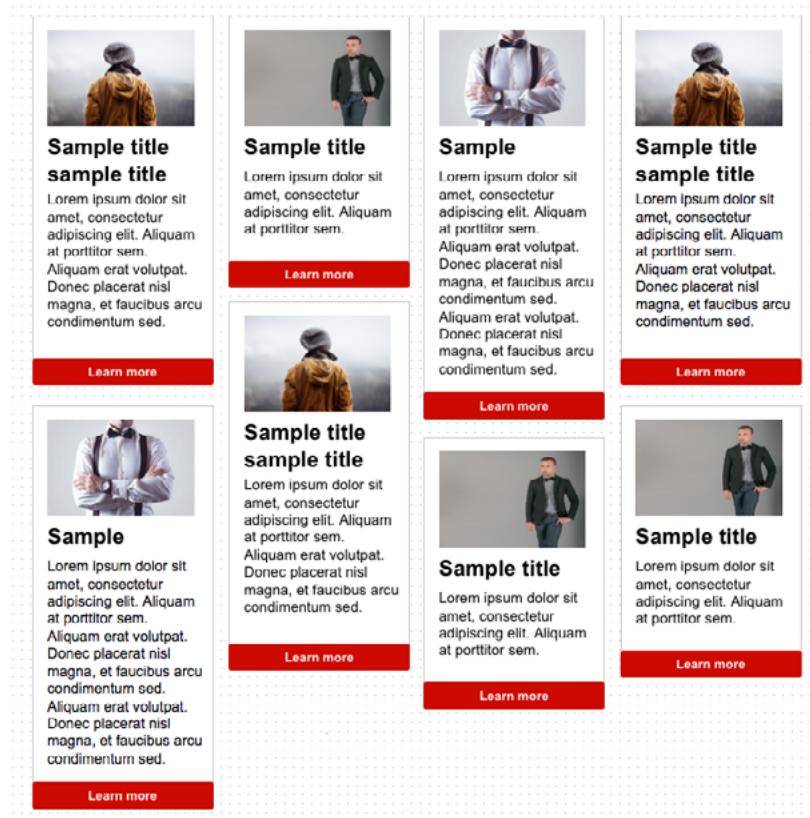


Three is an ideal number. At this point you can still solve problems in typography and width, if you decide to change the style, while still evaluating its impact on different circumstances. For example, let's say we want to add a clear call to action at the bottom of each card. We can also add placeholder photos – again, using a variety to account for different types of content. Better to do that now than when we have an grid full of them.



## 6. Replicate to simulate the design

We have varying content. We have all the elements we need. Now it's time to try the whole thing out. Duplicate each one several times, shuffling them around to experiment with what-if. For example, how will the design hold up with too many long cards in one place?



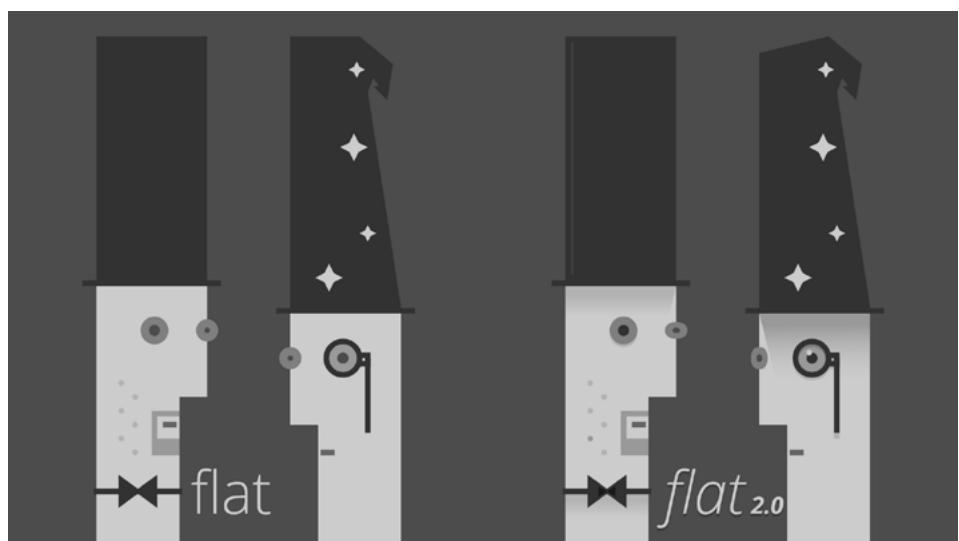
And there it is: A prototype card layout that gives stakeholders an idea of what to expect, even if things don't go quite according to plan.

Feel free to [try it yourself](#).

# 31 Delightful Flat Design 2.0 Sites for Inspiration

Bigger. Better. More intricate details. These days, flat design has progressed into something a little less... flat.

In an on-point description of the newest iteration, Ryan Allen calls it “Flat Design 2.0.” [His article for Dapper Gentlemen](#) lays out what flat design was before, what it is now, and even sheds some light on why. Flat design remains a popular technique today because its simplicity aids responsive design – but over the last few years has undergone some refreshing changes.



*Photo credit: [Ryan Allen](#)*

As you can see in Ryan Allen's fantastic illustration above, the most notable change between the original flat and flat 2.0 is the additional details. Highlights, gradient shadows, dropshadows, elements with more values. Flat design is no longer an antithesis of everything skeuomorphic.

Many of the original features, however, remained unchanged. Flat 2.0 still retains its minimalistic simplicity, though slightly less so. Its bright and fun use of color is still prominent. And its unadorned typography aimed at legibility is still seen.

But instead of talking about the differences, we'll go ahead and show you. If you'd like to learn the techniques behind 9 other modern design trends (complete with 165 hand-picked examples), check out the free e-book [\*Web Design Book of Trends 2015-2016\*](#).

## 1. Cybeer Bar



*Photo credit: Cybeer Bar*

**Cybeer Bar** is a great place to start: they stay true to the basic, simplistic style of flat design, but take it to an extreme with an intense layer of detail. The wood panel of the bar says it all – only two colors and clearly distinct, almost blocky shapes, but with meticulous application for elaborate detail.

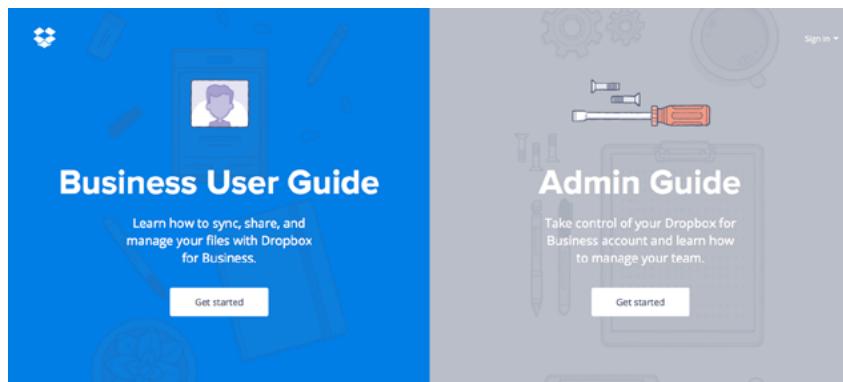
## 2. Christmas with Joy



*Photo credit: Christmas with Joy*

**Christmas with Joy** uses flat design illustrations to showcase cute-ky versions of popular Christmas characters around the world. Notice the smooth shapes and distinct shading.

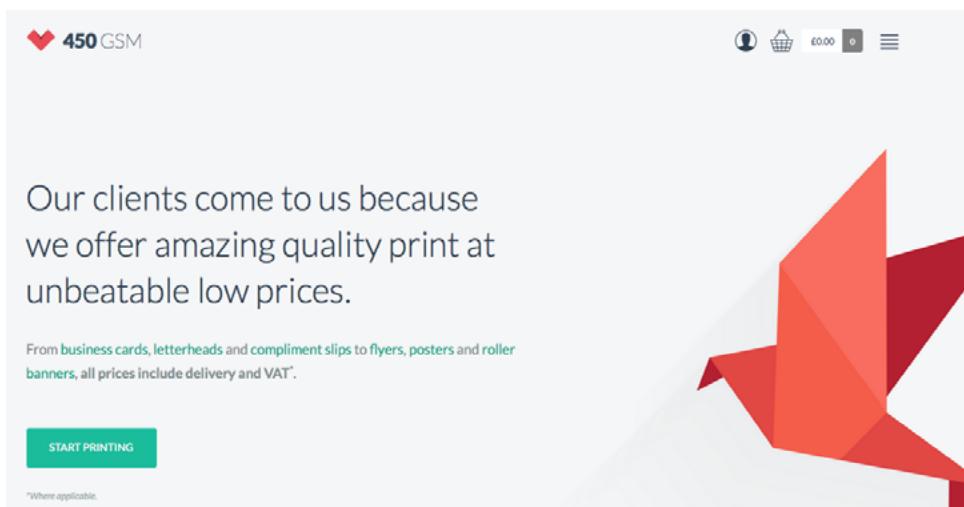
### 3. Dropbox Guidelines



*Photo credit: [Dropbox Guidelines](#)*

The sketches on the [Dropbox Guidelines](#) site flirt with realism, but are still simple enough to be considered flat, especially when joined with the bright blues and reds, and the simple typography.

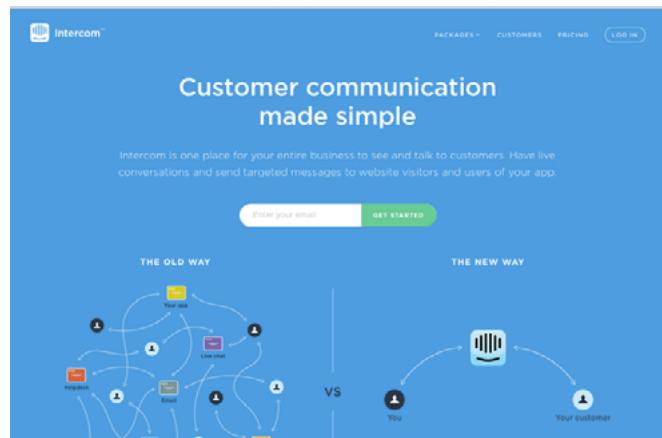
### 4. 450 GSM



*Photo credit: [450 GSM](#)*

The [450 GSM](#) site could still be considered as original flat design, if not for the slight shadow beneath the bird. Fun fact: this site was actually built with the [Startup Design Framework](#), which makes it easy to create beautiful sites quickly.

## 5. Intercom



*Photo credit: [Intercom](#)*

The bright blue background, stylistic icons, and unobtrusive typography make **Intercom** a poster site for flat design. Notice the rounded edges on the icons, buttons, and boxes.

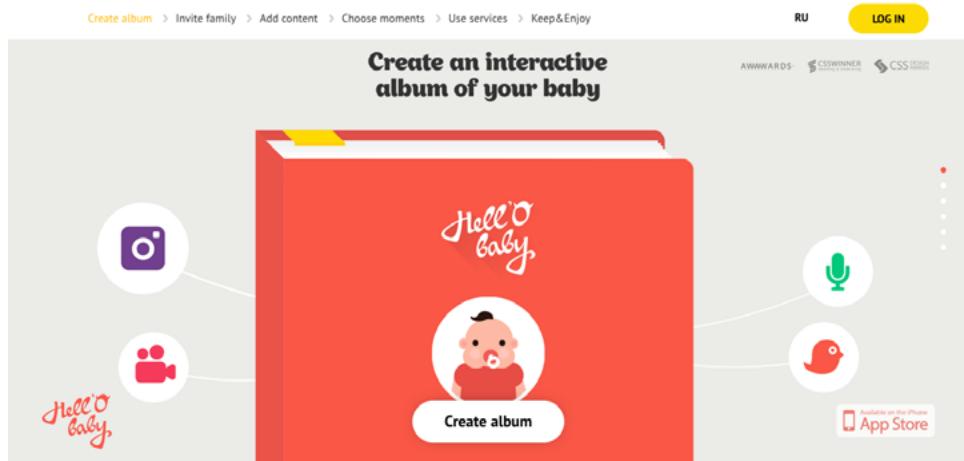
## 6. Agency Survival Kit



*Photo credit: [Agency Survival Kit](#)*

While the minimalism and pastel red are typical of original flat, the texture of the book and mild shadows make **Agency Survival Kit** part of the 2.0 movement.

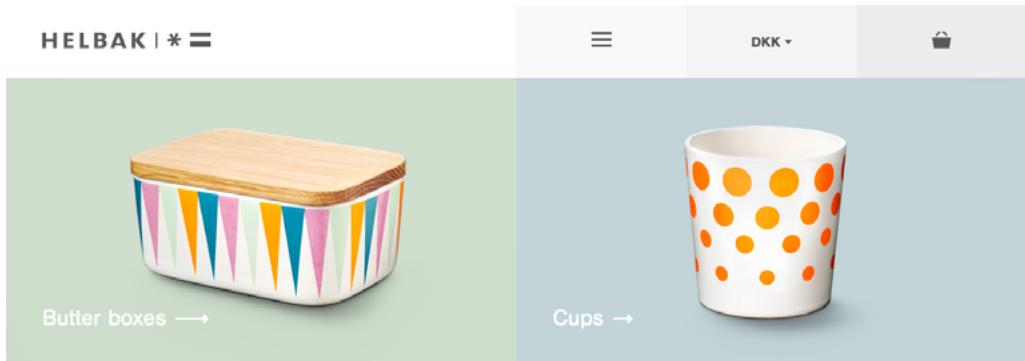
## 7. Hell'o Baby



*Photo credit: Hell'o Baby*

Despite the flashy font at the top, the color choices, rounded edges, and oversimplified icons are all classic flat elements.

## 8. Helbak



*Vi leverer fragt frit i hele Danmark →*

*Photo credit: Helbak*

Looking closely at the product pictures, you'll notice a shadow effect over a pastel-colored background, adding flat elements to the site for this Scandinavian ceramist, whose work is already characteristic of flat design to begin with.

## 9. Paye Ton Caps



*Photo credit: Paye Ton Caps*

The graphics for this French online game are pure flat 2.0, with their homely style and obtuse shading.

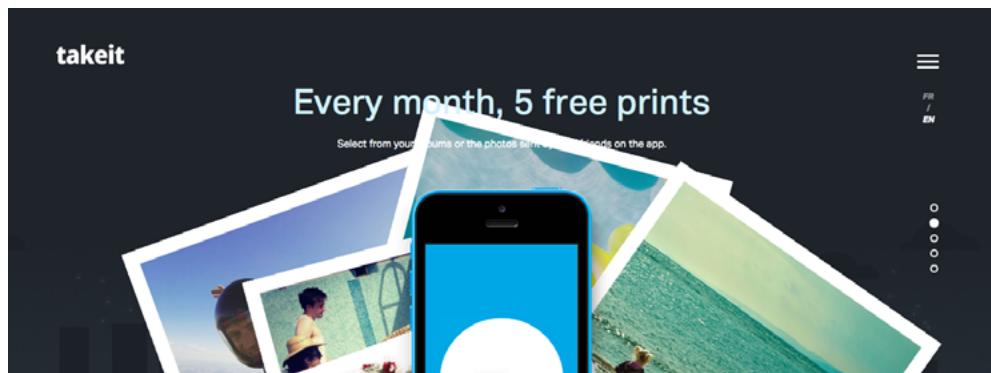
## 10. CSS Conference EU



*Photo credit: CSS Conference EU*

The traditional flat color palette combines with some ornate details to make the **CSS Conference EU** site a representation of modern flat design.

## 11. Take It



*Photo credit: [Take It](#)*

Using layers, the site for the [Take It](#) app combines real photography with the flat style. Notice the city background done in the typical flat style.

## 12. Google Santa Tracker



*Photo credit: [Google Santa Tracker](#)*

Flat design works well with Christmas themes, it appears. [Google Santa Tracker](#) proves that flat design isn't always minimal – not only is the screen busy with individual elements, the constant animation of the snow and background vehicles make this a page that's entertaining to watch. Notice the blurred out tree in the foreground to give a 3D effect, especially with the parallax scroll.

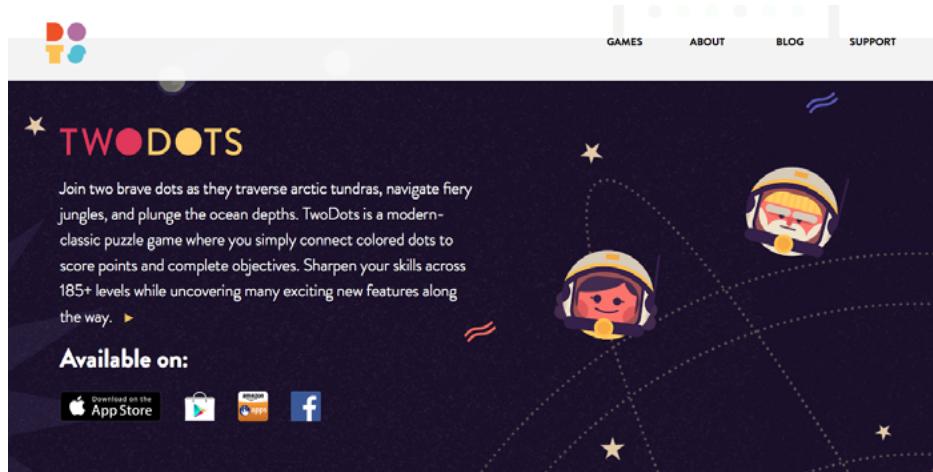
## 13. For Better Coffee



*Photo credit: For Better Coffee*

While lacking shading elements, the multitude of details and clear distinctions between colors allow this creative scrolling site to be classified as flat design 2.0.

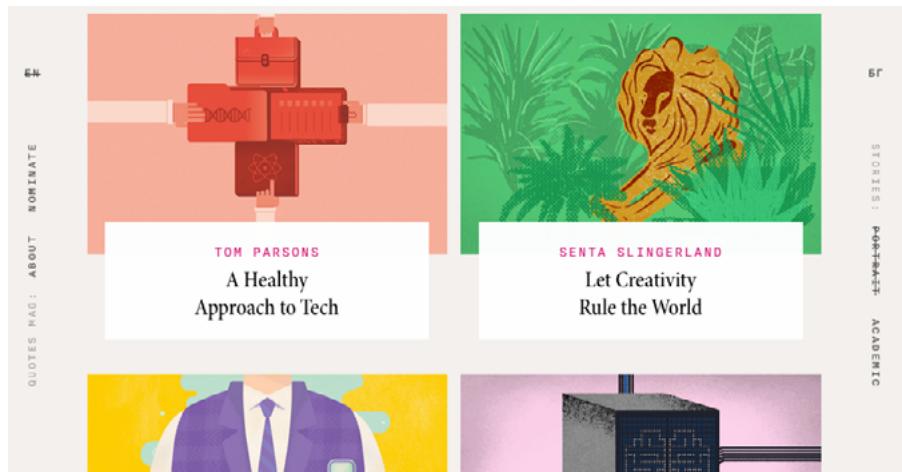
## 14. Dots



*Photo credit: Dots*

The official site for the **Dots** games made a wise choice with flat design 2.0, as the style enhances its joyful gaming atmosphere and facilitates the site's fun web animations.

## 15. Quotes Magazine



*Photo credit: Quotes Magazine*

The serif font and heavy texture, while not pure flat elements, give [Quotes Magazine](#) a more refined feel to enhance the bright colors and catchy visuals.

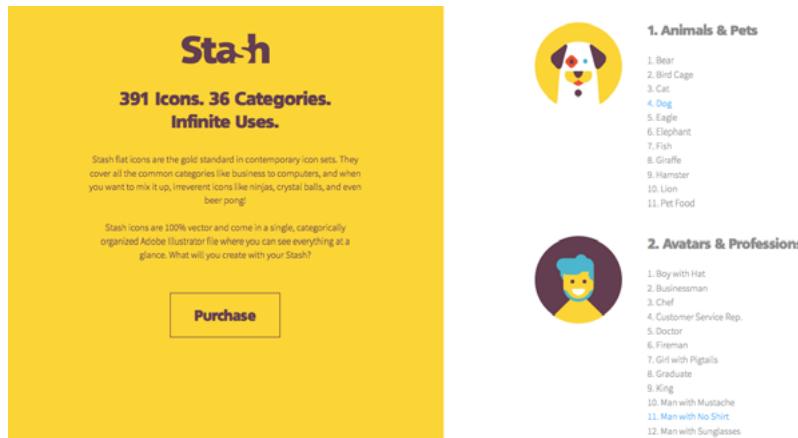
## 16. Who Is This F\*cking Bear?



*Photo credit: Who Is This F\*cking Bear?*

[Who Is This F\\*cking Bear](#) combines the conventional elements of flat design (rounded edges, basic shapes) with dreary colors (accented by the occasional orange flourish) and a high level of detail (take a close look at the bear's fur).

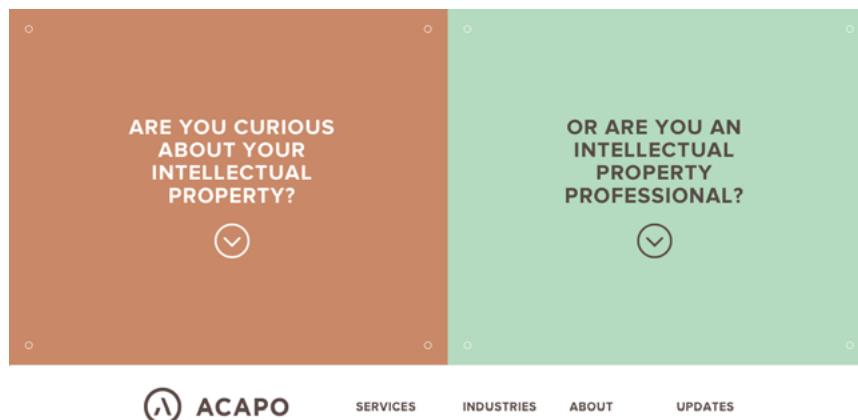
## 17. Stash Flat Icons



*Photo credit: Stash Flat Icons*

A site done in flat design to promote flat design icons, [Stash Flat Icons](#) showcase bright colors and plain typography, not to mention the character style of icons in flat 2.0.

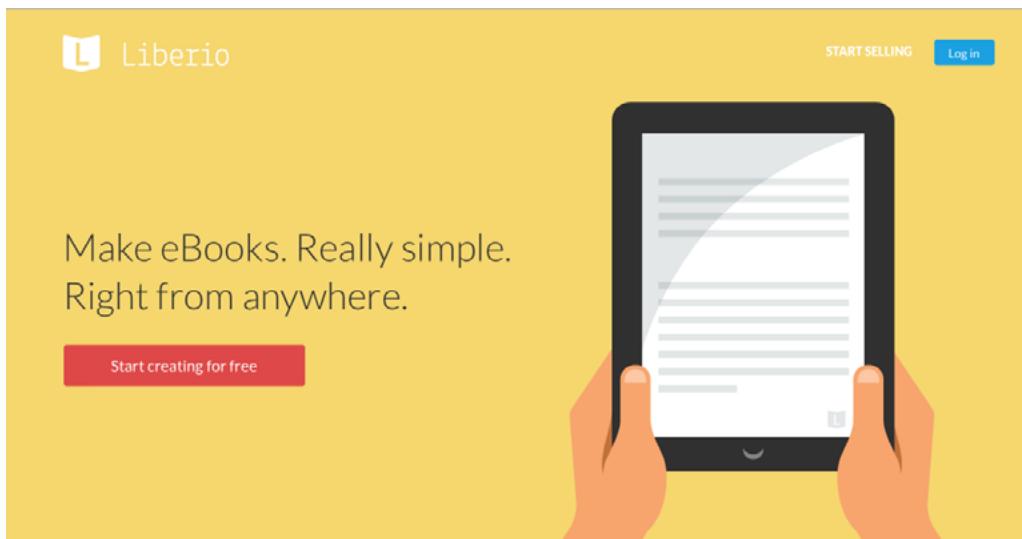
## 18. Acapo



*Photo credit: Acapo*

Not every flat site needs to have cartoons or goofy humor. This intellectual property law firm uses pastel colors, a minimalist design, and an easy-to-read font to demonstrate their professionalism but also their warmth.

## 19. [Liberio](#)



*Photo credit: [Liberio](#)*

[Liberio](#) is another textbook flat design site, from the bright colors, to the modest font (except for the company name), to the smooth and overly simplified image of a tablet.

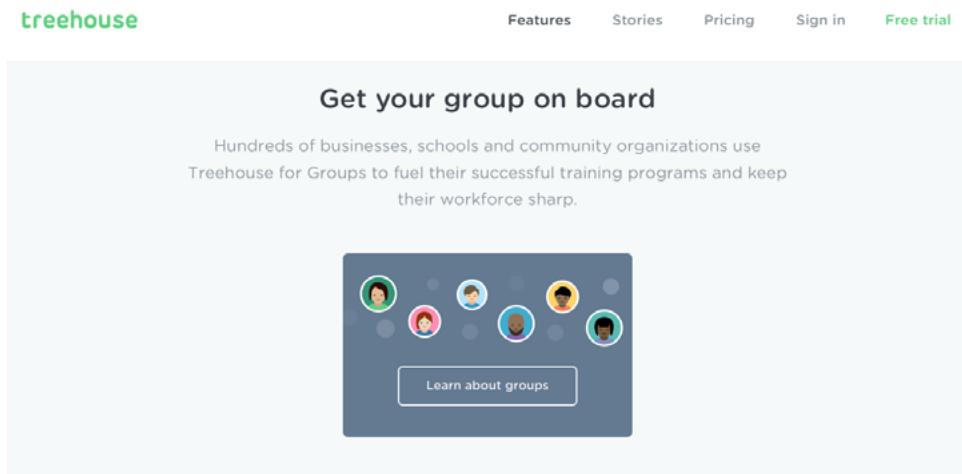
## 20. [Kaipoche](#)



*Photo credit: [Kaipoche](#)*

The warm colors and cartoonish style really complement the fun vibes of this scroll-animated site for a kite-flying festival.

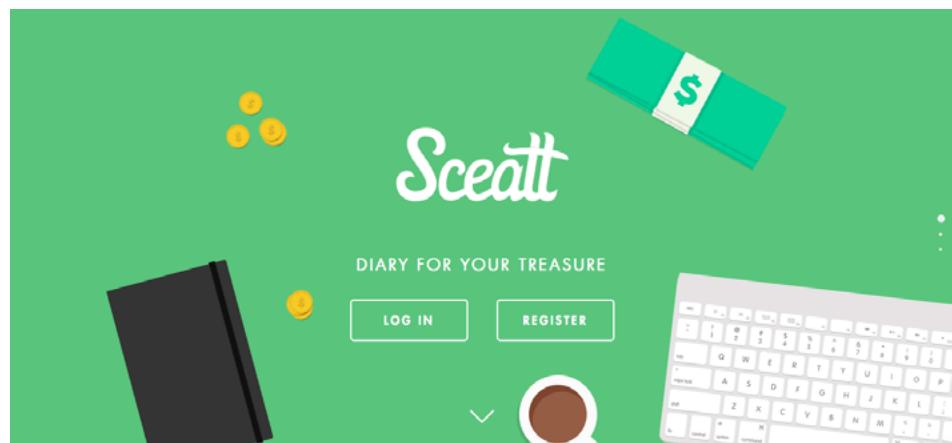
## 21. Team Treehouse



*Photo credit: Team Treehouse*

Leaning more towards the old-fashioned interpretation of flat design, [Team Treehouse](#) shows off the increased detailing of 2.0 in its modern icons.

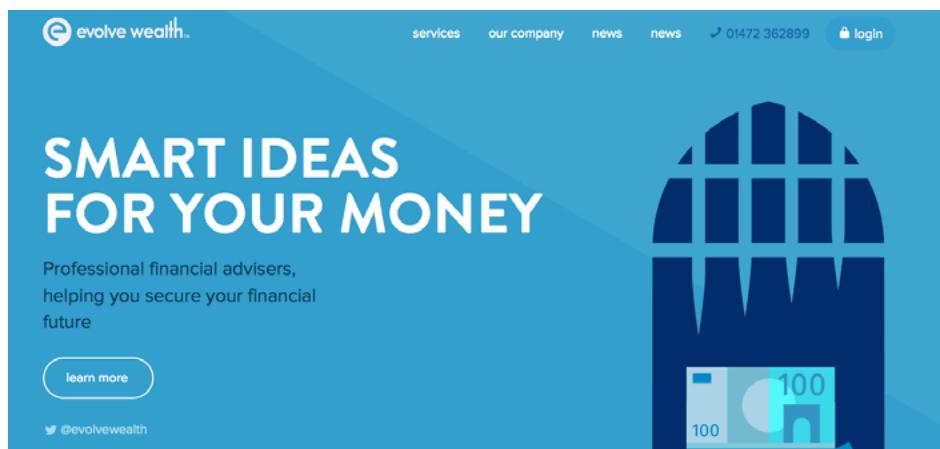
## 22. SCEATT



*Photo credit: SCEATT*

You may not usually see financial sites adopt such a light-hearted style, but both [SCEATT](#)'s casual tone and marketing as an easy-to-use app make flat an appropriate choice.

## 23. Evolve Wealth



*Photo credit: Evolve Wealth*

As with SCEATT above, **Evolve Wealth** sets itself apart from other financial companies with the warm atmosphere and humor of flat design.

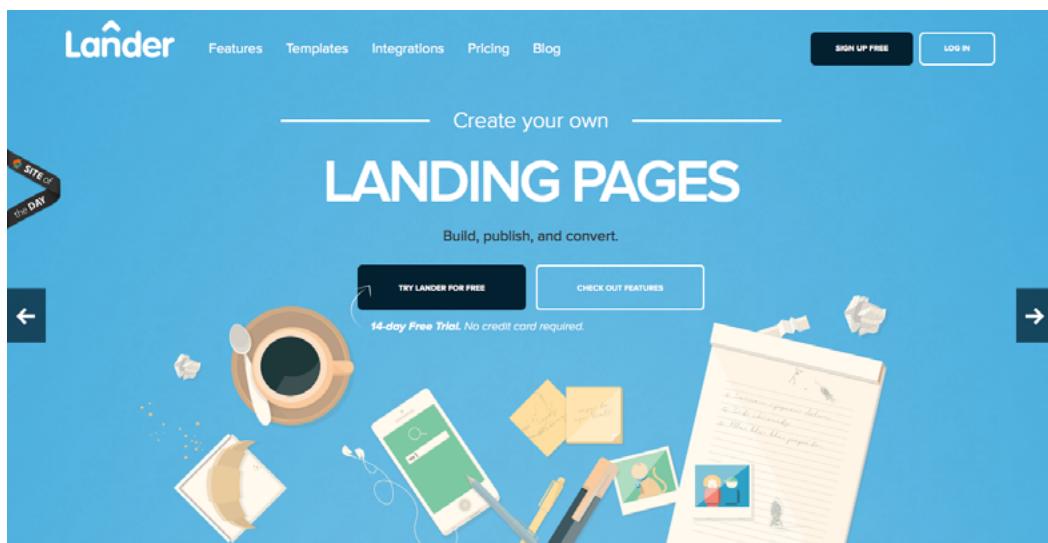
## 24. Black Tomato



*Photo credit: Black Tomato*

Another site that combines photography and graphics, the two images on **Black Tomato**'s home page play off each other – the contrast of a gorgeous, HD photo and heavily stylized, cartoonish graphics accent the best points of both.

## 25. Lander

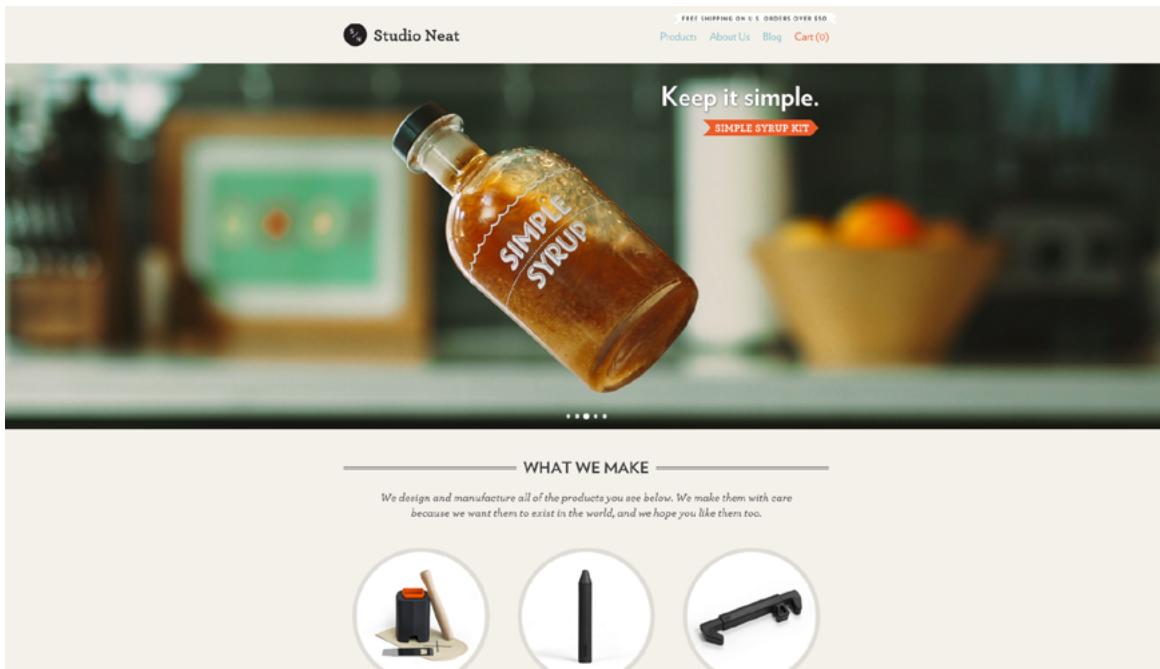


*Photo credit: Lander*

The graphic on the bottom of Lander's page demonstrates the modern take on flat design. While retaining the blocky style, the level of detail is stepped up, as is evident by the etchings on the pad, the glare off the photos, and the shading on the crumpled paper.

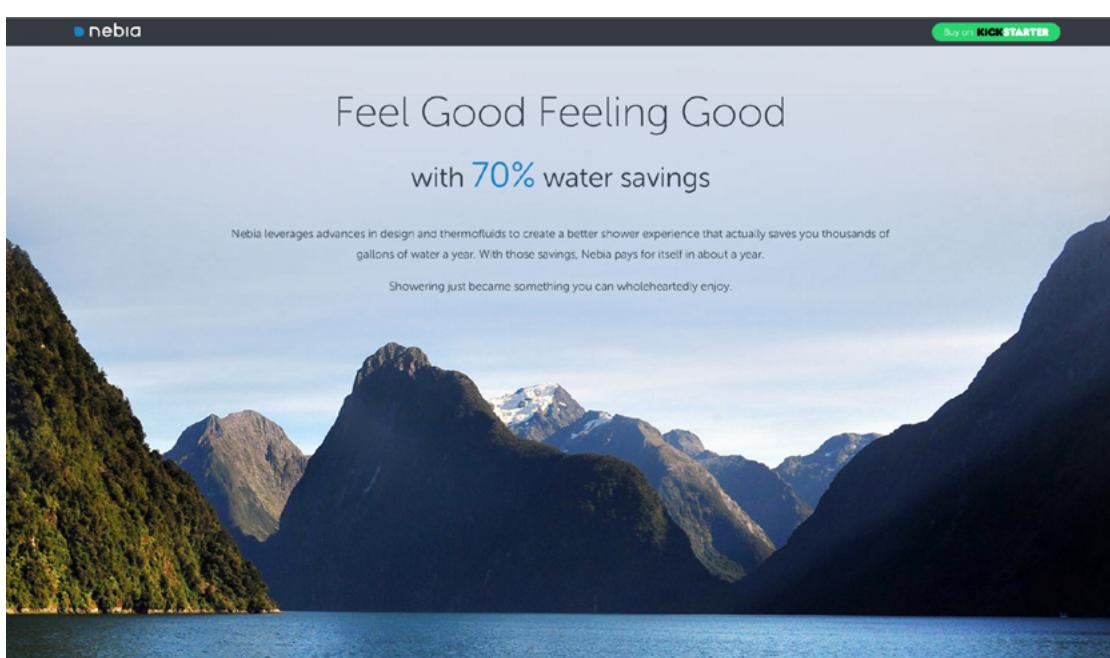
## Additional Sites

### 1. Studio Neat



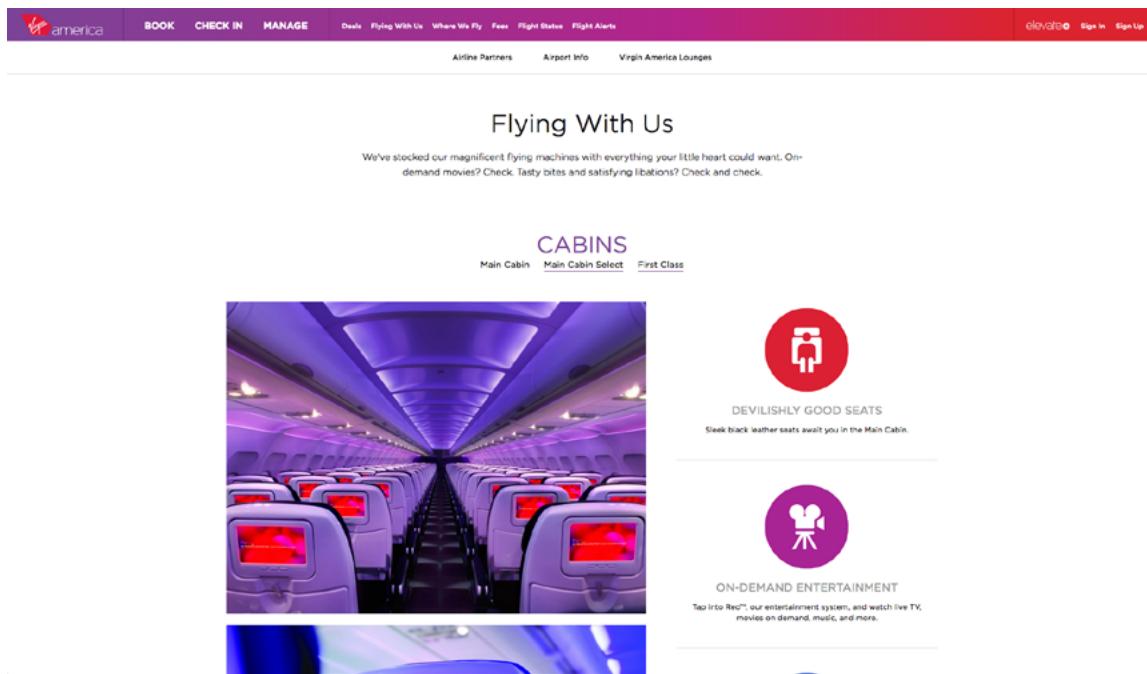
*Photo credit: Studio Neat*

### 2. Nebia



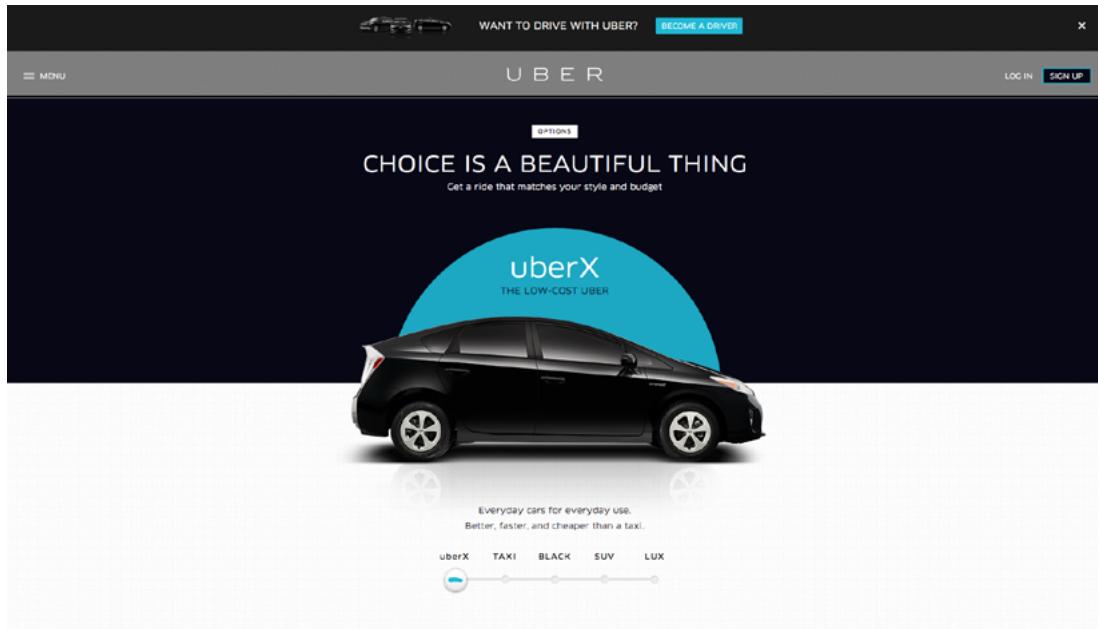
*Photo credit: <http://nebia.com/>*

### 3. Virgin America



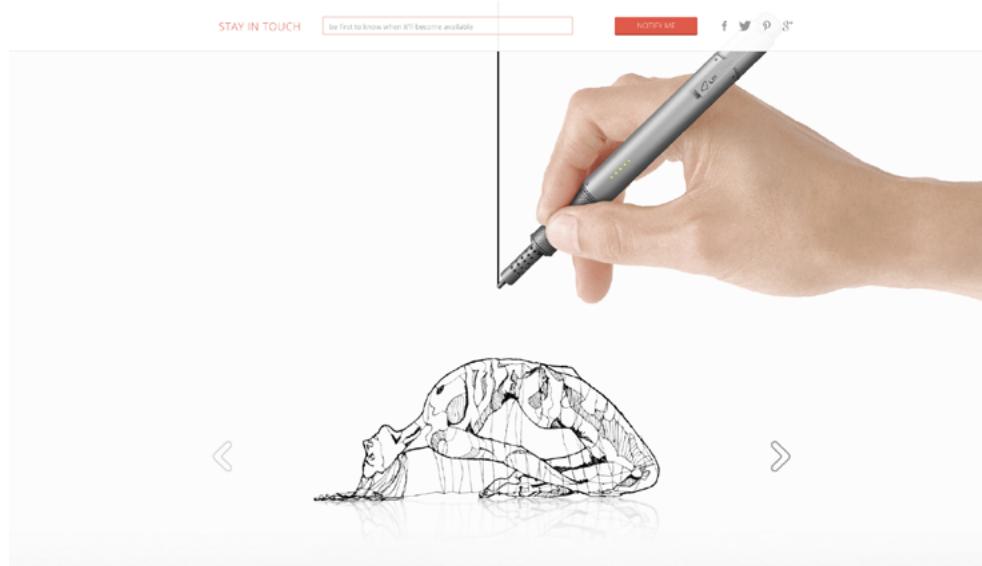
*Photo credit: Virgin America*

### 4. Uber



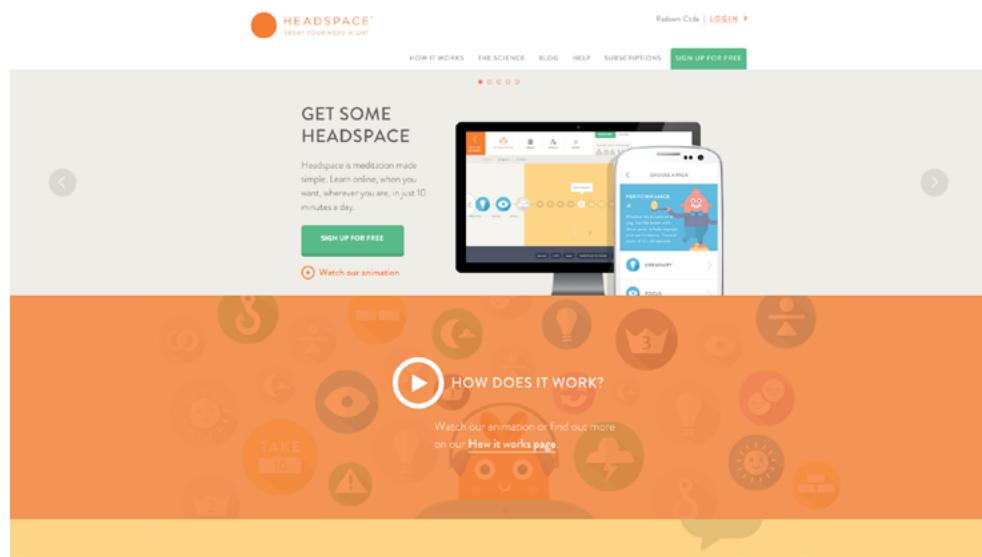
*Photo credit: Uber*

## 5. Lix Pen



*Photo credit: Lix Pen*

## 6. Headspace

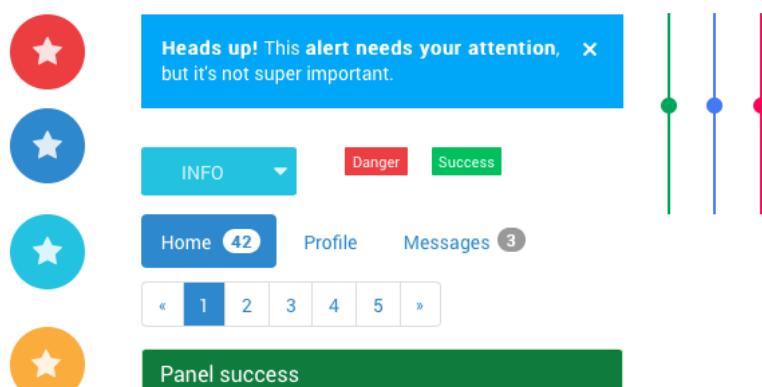


*Photo credit: Headspace*

The new flat design is a welcome new style, bringing more options to what designers can do, without sacrificing the delightful characteristics that made flat design popular to begin with. We look forward to seeing how flat evolves in the future.

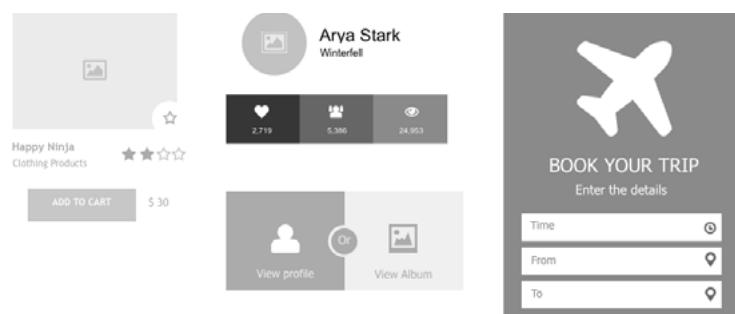
## Building Flat Websites in UXPin

As a collaborative prototyping tool, [UXPin](#) includes more than 900 pre-built elements for you to quickly mock up your work before spending precious time in code or Photoshop or Sketch. Most of the elements are flat by default: no gradients, no textures, no extra bevels or embossing. But a few take the next step.



*Photo credit: UXPin*

It's hard to go much more flat than [UXPin](#)'s Bootstrap Material library, samples of which are pictured above. The colored parts of these elements are editable – that is, you can change their hues and values to suit your needs, right down to making them grayscale.



The aptly-named Flat UI library exchanges saturation for complexity, using a basic shapes – circles, rectangles and triangles – to create entire components as seen in Ryan Allen's "Flat 2.0" look.

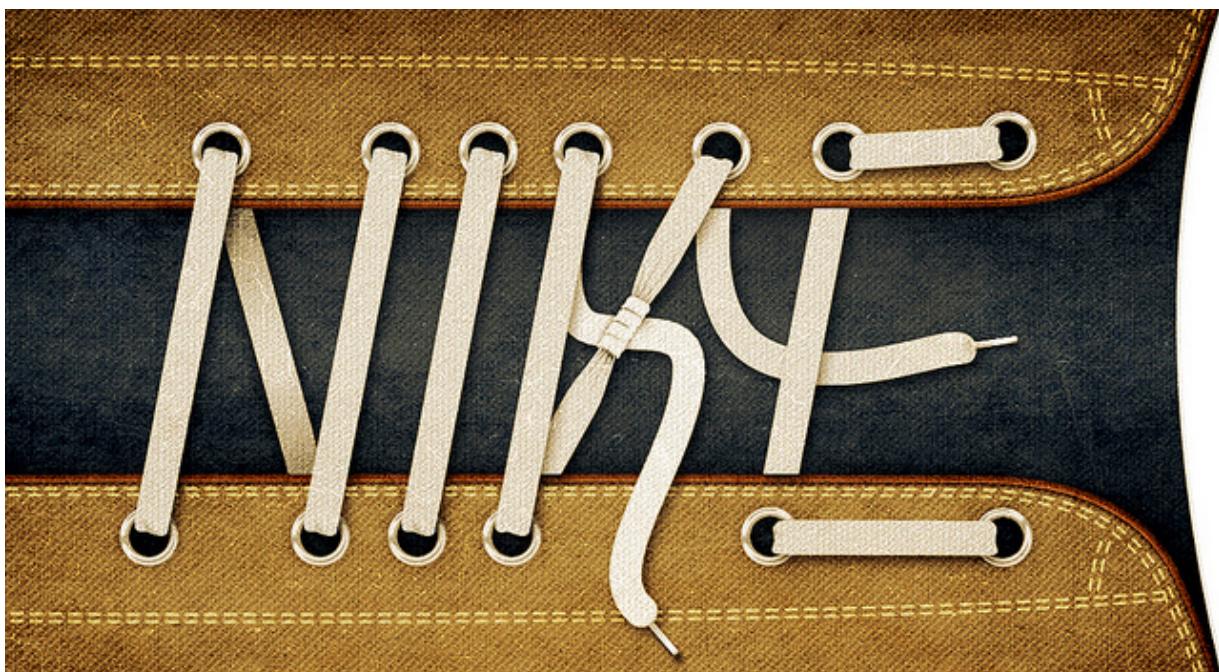


And, of course, you can imagine and build your own flat 2.0 widgets with [UXPin](#)'s basic shapes. It's all about adding detail rather than simply reducing colors. Bigger, better, and more intricate: flat is evolving.

# 25 Modern Sites With Brilliant Typography

While not as flashy as an HD photograph or the motion of animation, typography is nonetheless an integral part of any design.

Its effects can be subtle to draw attention to other elements on the screen, or they can be boisterous to make the message of the words dominant. In either case, one thing's for sure – typography enhances the design as a whole, one way or another.



*Photo credit: “Nike laces.” Alan Kim. Creative Commons.*

The current trend in typography today is dramatic typography – typeface that draws attention rather than hides from it. This coincides with both the flat design and minimalism trends, whose simplistic layouts call for an extra boost to add excitement. The simpler the layout, the more typography affects over the site's mood and the screen's visual hierarchy.

Before we get into examples, let's dissect the fabric of typography into individual elements:

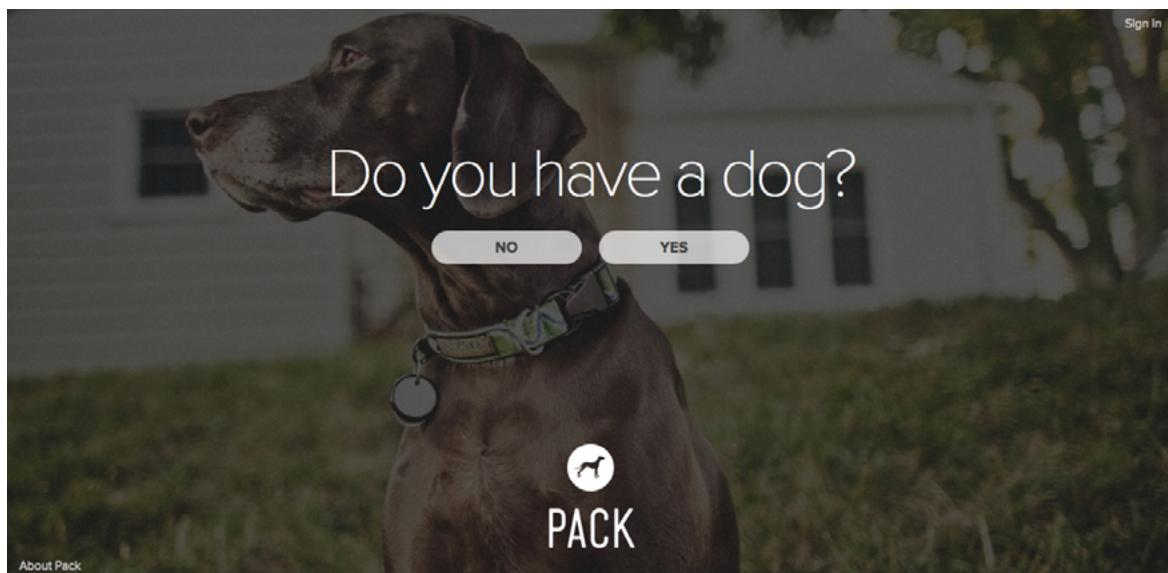
- **Category** – This typically refers to *serif* and *sans serif*. A “serif” is the superfluous little flag on the end of certain letter lines, and “sans” means “without.”
- **Stroke** – A typeface’s stroke is the width of the actual line. Bolding a typeface gives it a thicker stroke, and is a good way to add emphasis to a word.
- **Size** – The size of your typography will have an enormous impact on how it fits alongside the other elements on the screen. Naturally, bigger text will steal attention, while smaller text will fall more in the background.
- **Color** – The color of text influences its message, for example, a red word will appear more urgent and grab more attention. Furthermore, if a word’s color contrasts the background or surrounding colors, it will stand out more.
- **Spacing** – The spacing between letters, words, and lines is most important for legibility, although designers can play with it to take

advantage of negative space – more space between words gives more emphasis, and can add a sense of elegance.

With these fundamentals in mind, take a look at the 21 sites that show how typography enhances design.

For a more thorough analysis of modern typography, as well as 9 other current web trends, download the free ebook [Web UI Design Trends 2015 & 2016](#). You'll find 166 handpicked examples and 100 curated resources to simplify your design process.

## 1. Pack



*Photo credit: Pack*

Typography should always reflect content. Pack's plain font is friendly and inviting, which makes a lot of sense for a site that caters to dog owners. Because the question is the focal point of the page, its size is bigger. Moreover, the background photo stays in the background with a slight fade that contrasts the white of the text.

## 2. Wikipedia

As [one of the most popular sites on the internet](#), and one that relies heavily on textual content, Wikipedia pays close attention to its typography. It's not the most visually striking interface, but the unassuming typography and stripped-down interface does a great job at promoting findability and readability.



*Photo credit: Wikipedia*

On the home page (above), notice how each language selection has its own individual differences in size, color, and style to differentiate the title, description, and number of articles, in order of importance.

### McLaren P1

From Wikipedia, the free encyclopedia

The McLaren P1 is a limited production plug-in hybrid sports car by British automotive manufacturer McLaren Automotive. The concept car debuted at the 2012 Paris Motor Show.<sup>[4]</sup> Deliveries to retail customers began in the UK in October 2013.<sup>[5]</sup> The entire P1 production of 375 units was sold out by November 2013.<sup>[6]</sup> A track-only version of the P1, the McLaren P1 GTR, was unveiled at the 2015 Geneva Motor Show. Production of the GTR will be limited to 35 units and only the 375 McLaren P1 owners will be invited to buy one.<sup>[7]</sup>

It is considered to be the long-awaited successor to the McLaren F1, utilizing hybrid power and Formula 1 technology. It does not have the same three seat layout as its predecessor. The design of the headlights is very similar to the shape of the McLaren logo. Just like the McLaren F1 road car of 1992, the McLaren P1 is a mid-engine, rear-wheel drive design that uses a carbon fibre monocoque and roof structure safety cage concept called MonoCage, which is a development of the MonoCell used in the current MP4-12C and MP4-12C Spider upgrade that came out in early 2012.

In 2015, Lego picked the McLaren P1 as part of their Speed Champions Series of the world's fastest cars.

Contents [hide]
<a href="#">1 Specifications</a>
<a href="#">2 Production and sales</a>
<a href="#">3 Variants</a>
<a href="#">3.1 P1 GTR</a>
<a href="#">4 Media</a>
<a href="#">5 See also</a>
<a href="#">6 References</a>
<a href="#">7 External links</a>

#### Specifications [edit]

The P1 features a 3.8-litre twin-turbocharged V8 petrol engine that is only similar to the MP4-12C motor in its displacement.<sup>[8]</sup> The twin turbos boost the petrol motor at 2.4 bar to deliver 727 bhp (542 kW) and 719 Nm (531 lb ft) of torque at 7500 rpm, combined with an in-house developed electric motor producing 176 bhp (131 kW) and 260 Nm (192 lb ft). With both motors, the P1 will have a total power and torque output of 903 bhp (916 PS) and 978 Nm (722 lb ft) of torque respectively. The electric motor can be deployed manually by the driver or left in automatic mode, whereby the car's ECUs 'torque fill' the gaps in the petrol motor's output, which is considered turbo lag. This gives the powertrain an effective powerband of almost 7000rpm.<sup>[9]</sup> The car is rear-wheel drive with a seven-speed dual-clutch transmission by Graziano.

DATA FOR THIS ARTICLE WAS OBTAINED IN A 2018 RELEASED BY MCLAREN. THIS RELEASE WAS MADE UNDER THE FOIA AND IS PROVIDED AS IS. MCLAREN HAS NOT REVIEWED OR APPROVED THIS RELEASE.

McLaren P1	
<a href="#">Overview</a>	
Manufacturer	McLaren Automotive
Production	2013–present
Model years	2014–present
Assembly	Woking, Surrey, England
<a href="#">Body and chassis</a>	
Class	Supercar
Body style	2-door coupé
Layout	RMR layout
Related	McLaren 650S
<a href="#">Powertrain</a>	
Engine	McLaren M838TQ twin-turbo 3.8 l V8 + McLaren electric ECU motor

*Photo credit: Wikipedia*

Once you arrive at an actual page, notice how the well-balanced line space (also known as leading) makes the content easy to browse and read. An otherwise text-heavy interface becomes extremely usable.

### 3. [Sendamessage.to](#)



*Photo credit: [Sendamessage.to](#)*

Sendamessage.to emphasizes the text of its message (the website is for sending such messages) with the most effective strategies: bold strokes, contrasting against the background, all caps, and superimposing it over the image.

### 4. [Mikiya Kobayashi](#)

Mikiya Kobayashi takes a different approach than Sendamessage.to. The small size of the brand name lends attention to other, more important elements, in this case the product picture behind it.



*Photo credit: Mikiya Kobayashi via awwwards*

Notice that the text is still bold, all caps, and contrasted against the background – as the brand name, it still wants *some* attention, despite its size.

## 5. Anja Rubik



*Photo credit: Anja Rubik via awwwards*

The site for Anja Rubik knows that typography is a great medium for adding creativity and personality to your site – as long as it's still legible. They've superimposed the type over an image of a model, but there's enough negative space around the person so that the letters aren't drowned out.

## 6. Maaemo



*Photo credit: [Maaemo](#) via [awwwards](#)*

The customized “AA” for Maaemo’s site both promotes the brand and has a nice aesthetic to it. Every letter has its own creative spin, and the thin strokes enhance the elegance that the minimalist composition started.

## 7. Vintage Hope

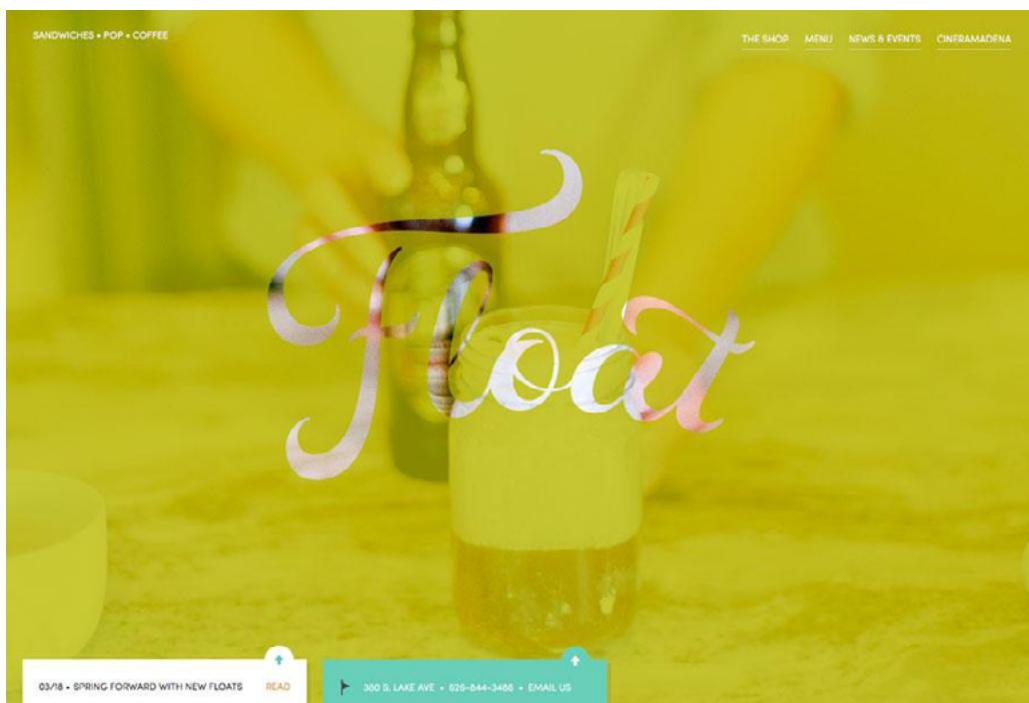


*Photo credit: [Vintage Hope](#) via [awwwards](#)*

It’s hard to compete with a picture of a smiling child, so [Vintage Hope](#) steps up its typography to something more attention-worthy. Notice the use of all caps throughout.

Of course, decorative fonts make a lot more sense for clothing brands. Be very careful when deciding if you'll use a decorative font since they normally should be restricted to headlines. As a collaborative design app, we ourselves veered far away from fancy typefaces (you can see on [our tour page](#)) since the clean aesthetic makes more sense to our audience.

## 8. [Float](#)



*Photo credit: [Float](#) via [awwwards](#)*

The main element of Float's landing page is its brand name, scrolled in an elaborate font, which works together with the background picture to create a memorable image.

## 9. Pop-Up Magazine



Photo credit: [Pop-Up Magazine](#)

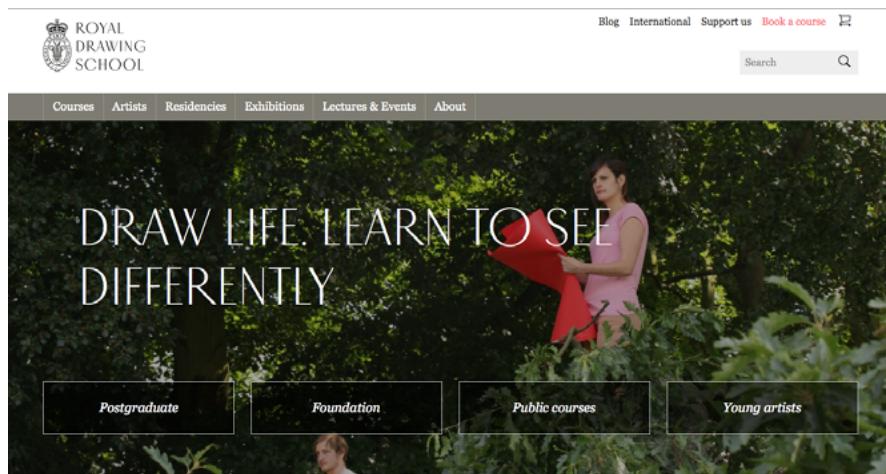
Pop-Up Magazine – which isn’t a magazine at all, but rather a magazine-themed live show – uses color, italics, and size to mimic and (even modernize) the typography of traditional print media. Notice the unsettling but catchy effect of the title’s edge merging with the image’s edge.

## 10. The Nation

Photo credit: [The Nation](#)

Mirroring print media, The Nation uses bold, italics, colors, and size to separate article titles, authors, descriptions, and categories.

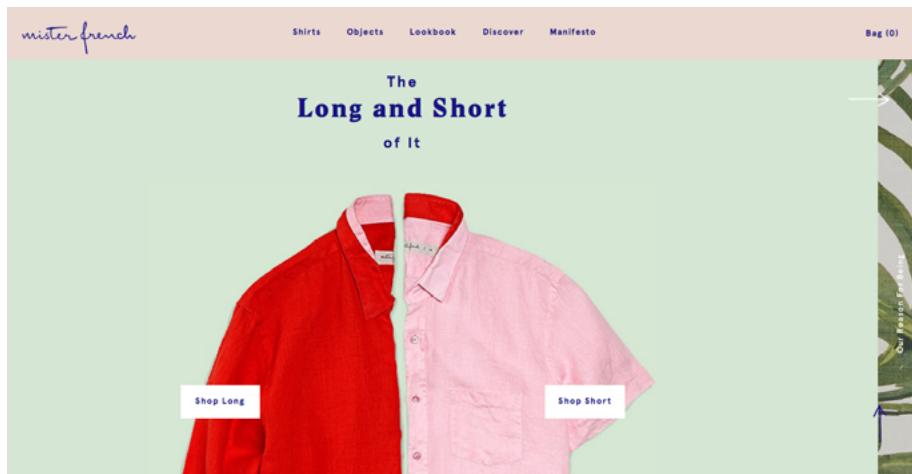
## 11. Royal Drawing School



*Photo credit: Royal Drawing School*

The innovative font of their slogan establishes the Royal Drawing School as an artistic institution. Notice how the italics in the ghost buttons set them apart from roman links in the top navigation bar.

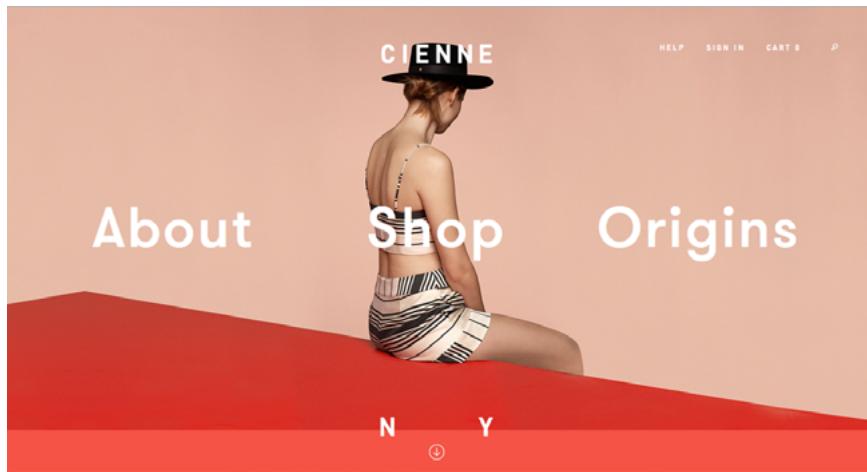
## 12. Mister French



*Photo credit: Mister French*

The clothing line Mister French has fun with typography, as you can see by the alternating serif and sans serif text, and the vivacious logo.

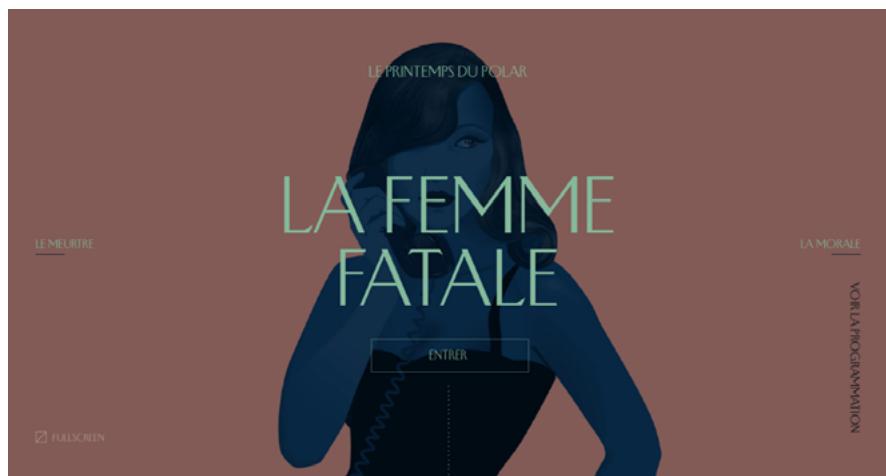
### 13. Cienne NY



*Photo credit: Cienne NY via awwwards*

The simple and mainly lower-cased sans-serif typeface complements the site's minimalist design and puts focus (usually) on the photography.

### 14. Le Printemps du Polar: La Femme Fatale



*Photo credit: Le Printemps du Polar: La Femme Fatale via awwwards*

The stylistic font works in conjunction with the picture to create a noirish mood, and remains unchanged when it's resized for different breakpoints.

## 15. Sassi Holford



*Photo credit: Sassi Holford via awwwards*

Sassi Holford's use of white, and gray – not black – against white backgrounds, furthers the elegants identity of the wedding photograph.

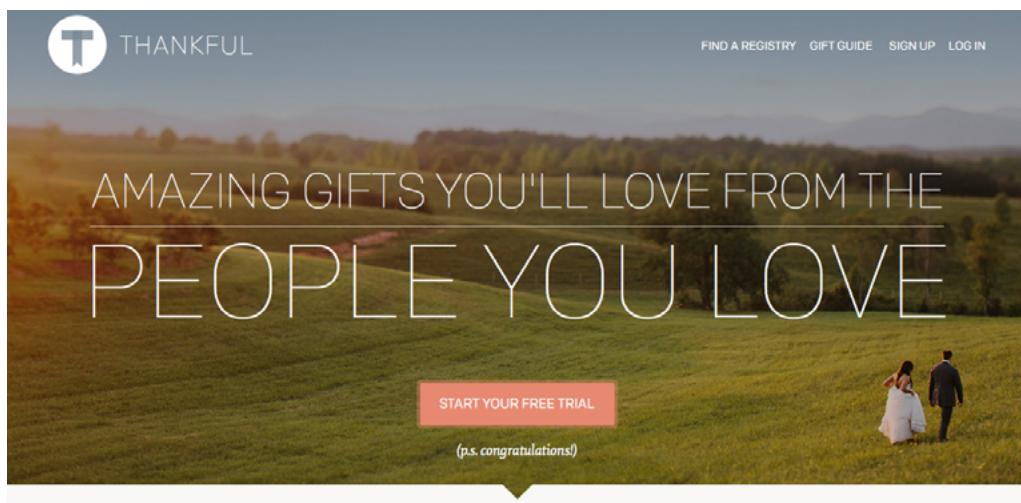
## 16. Tomas Bata University in Zlín



*Photo credit: Tomas Bata University in Zlín*

The bizarre font for the heading of the Tomas Bata University's home page enhances the mysterious future-predicting theme, but the site switches to something more legible for the important links.

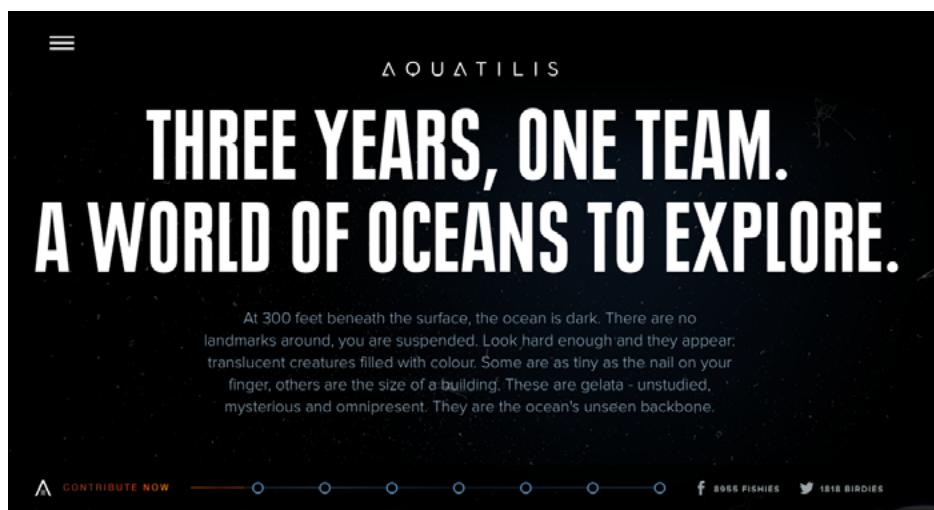
## 17. Thankful



*Photo credit: Thankful*

The line strokes of the superimposed title share – rather than steal – the photograph’s attention.

## 18. Aquatilis Expedition



*Photo credit: Aquatilis Expedition*

Aquatilis Expedition wildly varies the use of its typography, with a customized brand logo, loud header, and colored body content that makes full use of the black background.

## 19. Two Arms Inc.



*Photo credit: Two Arms Inc.*

Aside from using interesting typography in general, Two Arms Inc. uses an old comic book trick to make the words “never run” visually suggest running.

## 20. Drexel University: Get Going

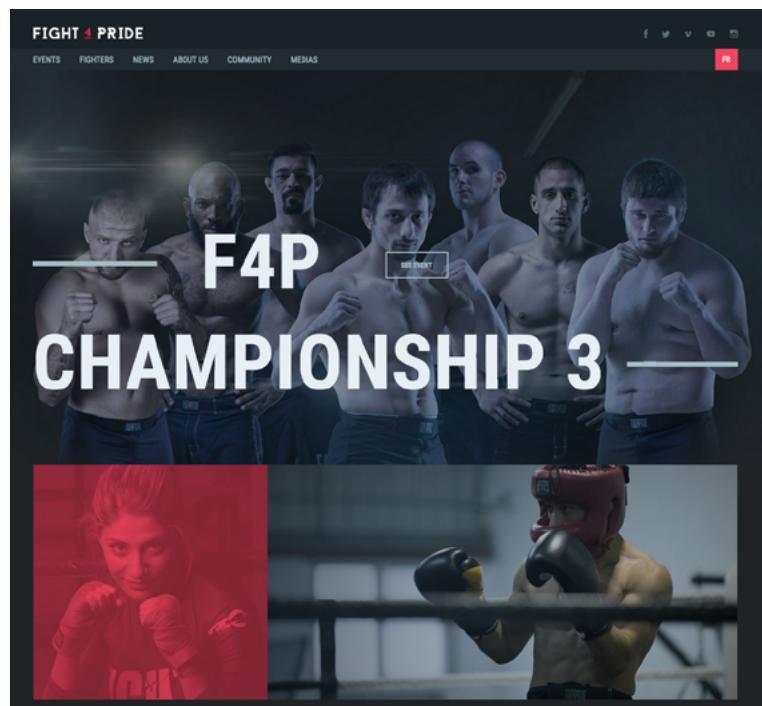


*Photo credit: Drexel University: Get Going*

We'll end with Drexel University, whose typography seems simple but actually works on different levels. The site uses both the text's size and composition to create a visual hierarchy, gently guiding the user's eyes through the words and onto the call-to-action.

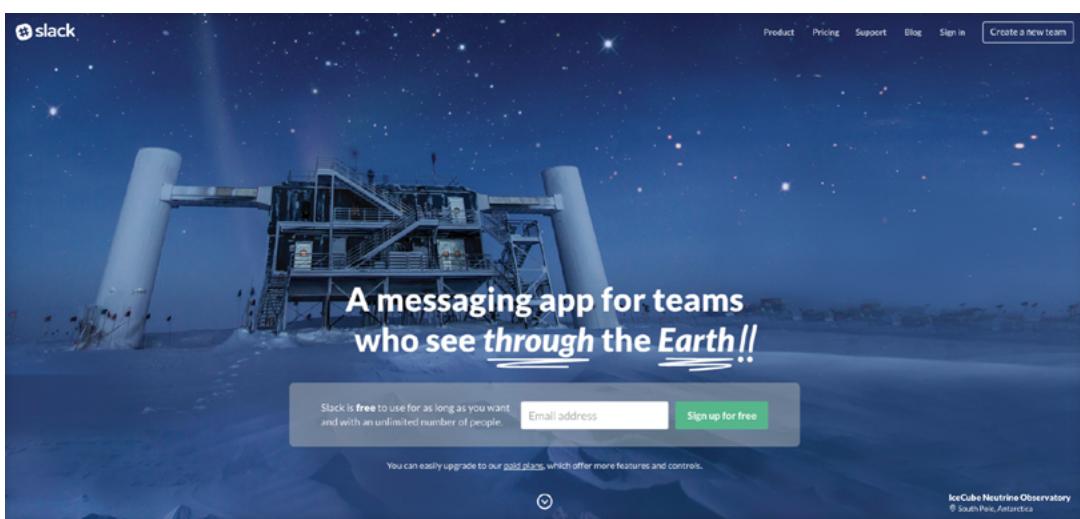
## Additional Sites

### 1. Fight 4 Pride



*Photo credit: Fight 4 Pride via awwwards*

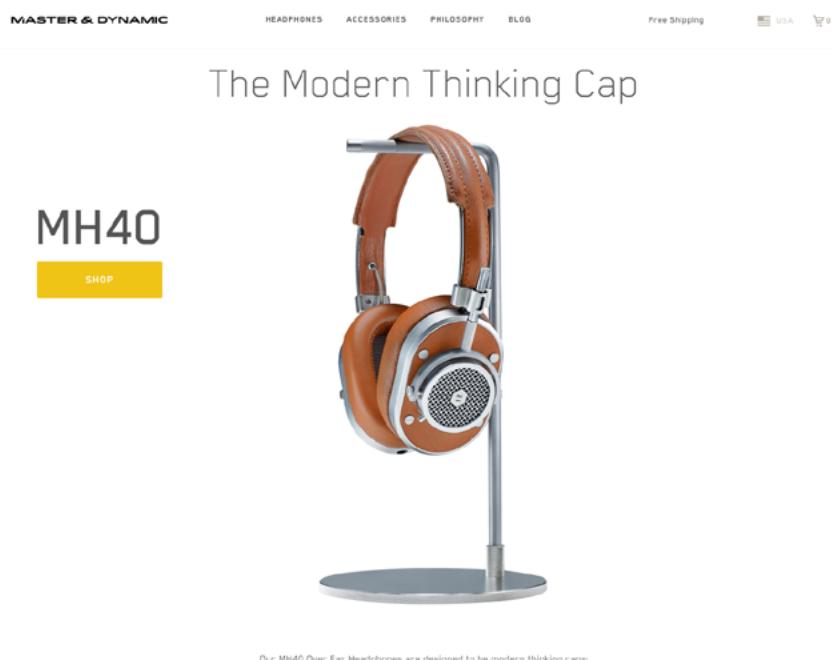
### 2. Slack



**The funny thing is, it actually works.**

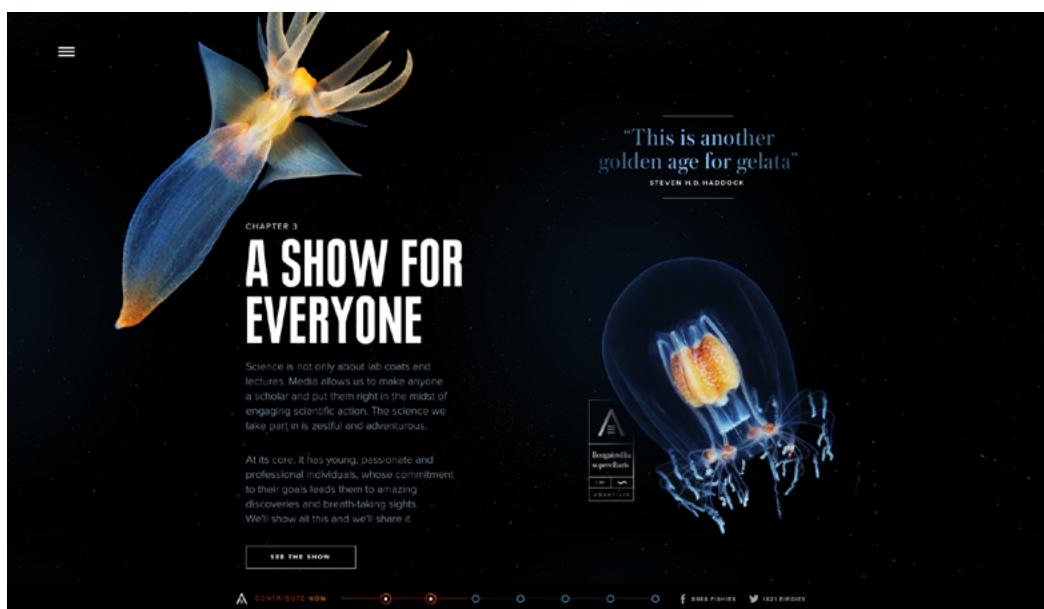
*Photo credit: Slack*

### 3. Master Dynamic



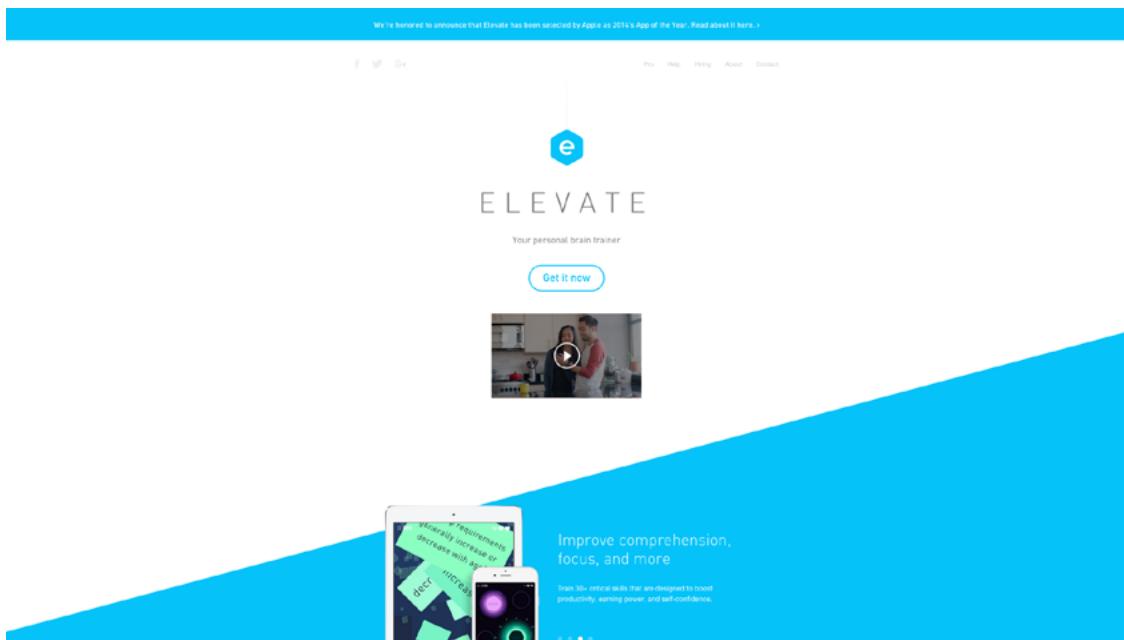
*Photo credit: Master Dynamic via [Site Inspire](#)*

### 4. Aquatilis



*Photo credit: Aquatilis via [awwwards](#)*

## 5. Elevate



*Photo credit: [Elevate](#)*

Since vision is our dominant sense, how a word looks is just as impactful as what it means. It might seem easy to neglect typography in favor of gorgeous background images or flashy animations, but doing so is neglecting an advantageous opportunity.

## Design Tips: Changing Typefaces in UXPin

The options palette in [UXPin](#) lets you select which typeface to apply to a block of text. Select one or more words, tap the “A” icon, and choose a typeface, different sizes, leading, color, style and alignment. You can also add a hyperlink to another page or web URL.



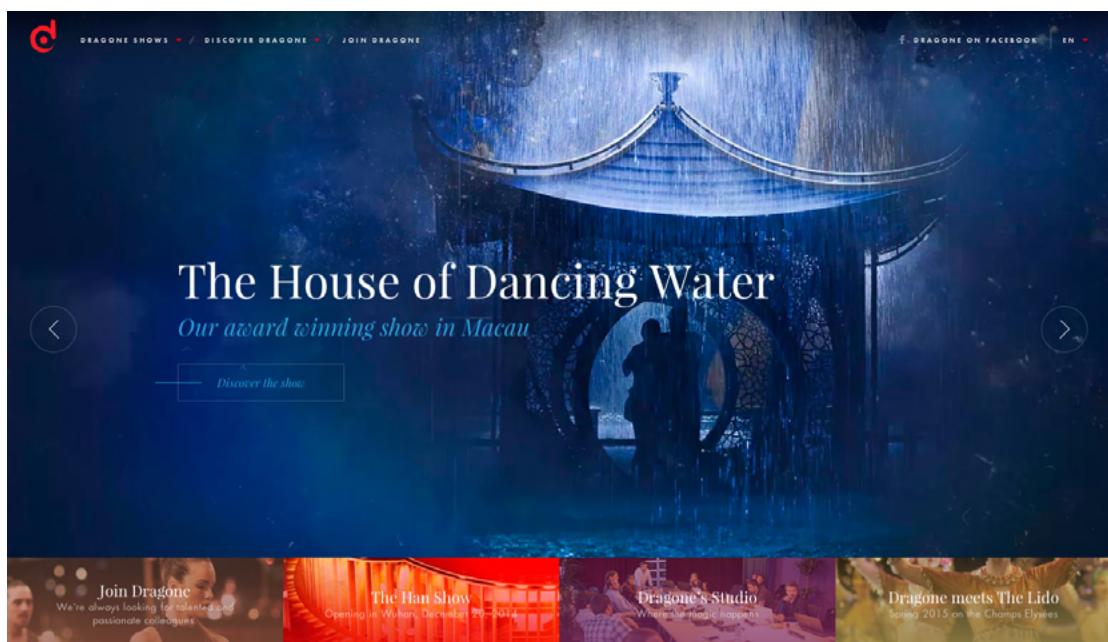
You can choose from more than 90 typefaces including:

Abel	Crafty Girls	Josefin Slab	Muli	PT Sans Caption	Special Elite	Tahoma
<b>Allerta</b>	Crimson Text	Just Me Again Down Here	News Cycle	PT Sans Narrow	<b>Squada One</b>	Times New Roman
Amaranth	CRUSHED	Kreon	Nobile	PT Serif	<b>SYNCOPATE</b>	Trebuchet MS
AMATIC SC	Cuprum	Lato	Nunito	Quicksand	<i>Jazzpunk</i>	Verdana
<b>Anton</b>	Dancing Script	<i>Lobster</i>	Old Standard TT	Quicksand	Titillium Web	
Arimo	Exo	<i>Lobster Two</i>	Open Sans	Raleway	The Girl Next Door	
Asap	Fjalla One	Lora	<b>Open Sans Condensed</b>	Recife Beanie	Ubuntu	
Bitter	Francois One	<b>LUCKIEST GUY</b>	Oswald	<b>Righteous</b>	Ubuntu Condensed	
<b>Black Ops One</b>	<b>Fredoka One</b>	Marck Script	Oxygen	Roboto	Unkempt	
Bree Serif	Goudy Bookletter 1911	Marvel	<i>Pacifico</i>	Roboto Condensed	Vollkorn	
Cabin	<i>Homemade Apple</i>	Maven Pro	<b>Paytone One</b>	<b>ROCK SALT</b>	WALTER TURNCOAT	
Cabin Condensed	Inconsolata	Merriweather	<b>PERMANENT MARKER</b>	RockSalt	Yanone Kaffeesatz	
<i>Calligraffiti</i>	Indie Flower	Metamorphous	Philosopher	Shadows Into Light	Arial	
Copse	Istok Web	Molengo	Play	Signika	Courier New	
<i>Covered By Your Grace</i>	Josefin Sans	Montserrat	PT Sans	Source Sans Pro	Georgia	

Go ahead and [start a free trial](#) to play around with the typefaces.

# 22 Sites With Beautifully Vibrant Colors

We're not in Kansas, anymore. The landscape of modern web design is full of bright, vibrant colors that can either replace or enhance the stoic black-and-white schemes.



*Photo credit: [Dragone](#) via [awwwards](#)*

This is no coincidence. The current popularity of vibrant colors is the result of other trends. For one, [Retina](#) and other HD displays offer more pixels per inch, which means designers aren't limited to [216 web safe colors](#) and now have access to millions.

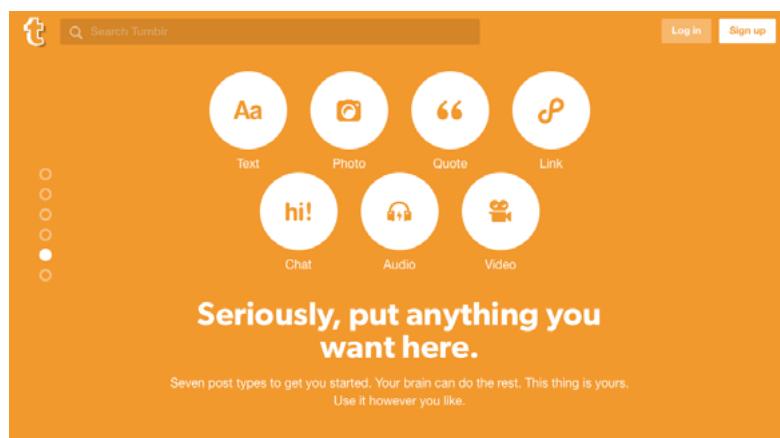
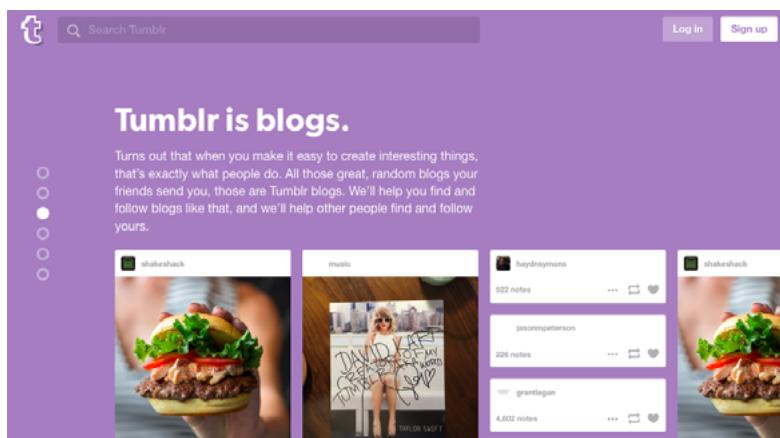
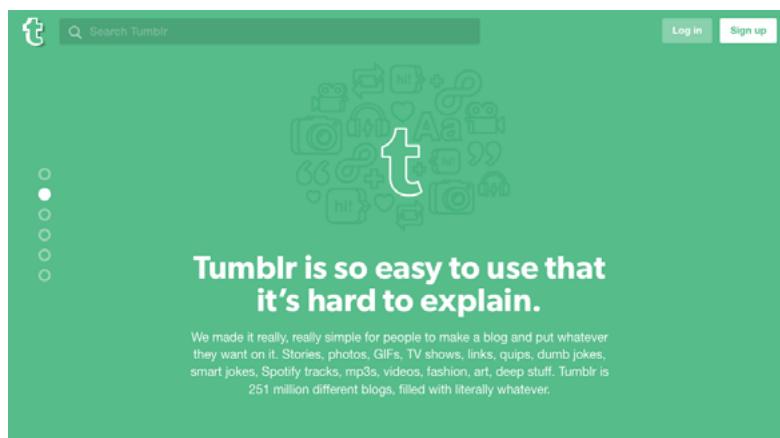
These technological advances allowed vibrant colors and [flat design 2.0](#) to gain momentum – the two go hand-in-hand, with bright, happy colors to enrich the visual maturity of flat design. The prevalence of [minimalism](#), too, promotes vibrant colors: with few visuals to work with, color becomes one of the most powerful visual design tools.

But it's not as easy as turning your site into a paint spill. Modern designers have paved the way for several beneficial strategies that are themselves smaller trends within this greater trend:

- **Monochromatic schemes** – Because vibrant colors are attention-grabbing, if you have too many on the same page they will compete with each other. A monochromatic scheme, using varying shades of the same color, eliminates this problem.
- **Accents** – Using bright colors for a single button or even a word will draw attention to it, especially against a background of more bland colors.
- **Texture** – While riskier with bright colors than neutral ones, the addition of texture can improve the use of color when done right.
- **Navigation** – Both to distinguish tabs and sections of a long-scrolling page, colors are a shortcut to differentiating pages.

Below we've collected our favorite modern websites that use vibrant colors well.

## 1. Tumblr



*Photo credit: <https://www.tumblr.com/>*

Internet goliath [Tumblr](#) stays current with the vibrant backgrounds of its explanation pages. Not only do the happy colors set the right atmosphere for the entertaining social site, they also provide the appropriate divisions between each page and its central concept.

## 2. Bose

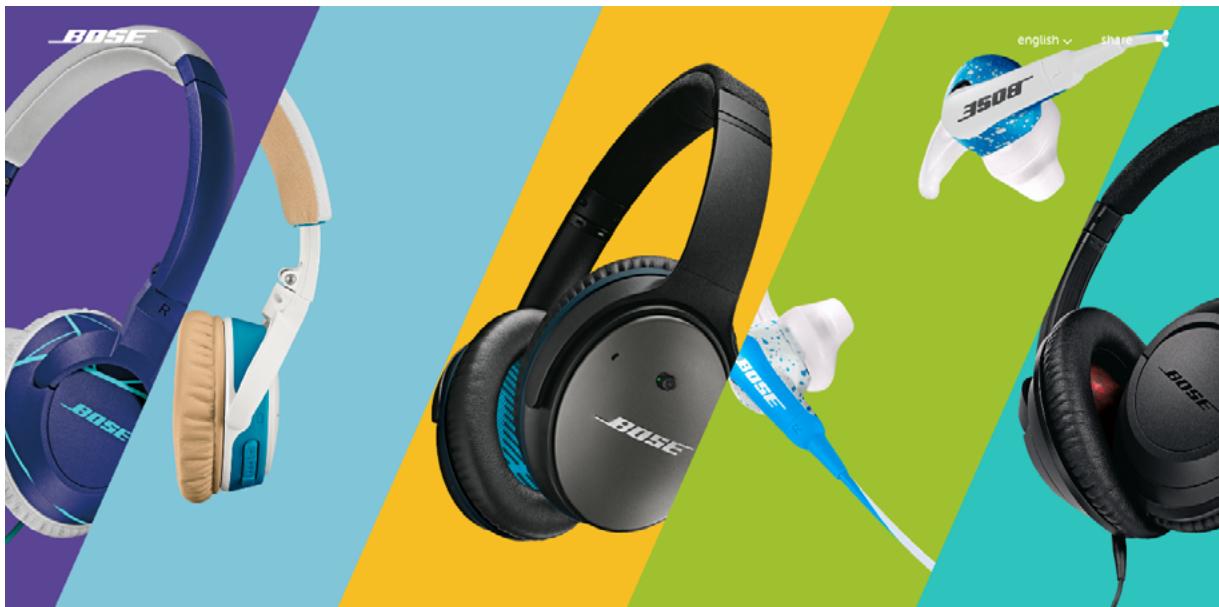


Photo credit: <http://special.bose.eu/en/> via awwwards

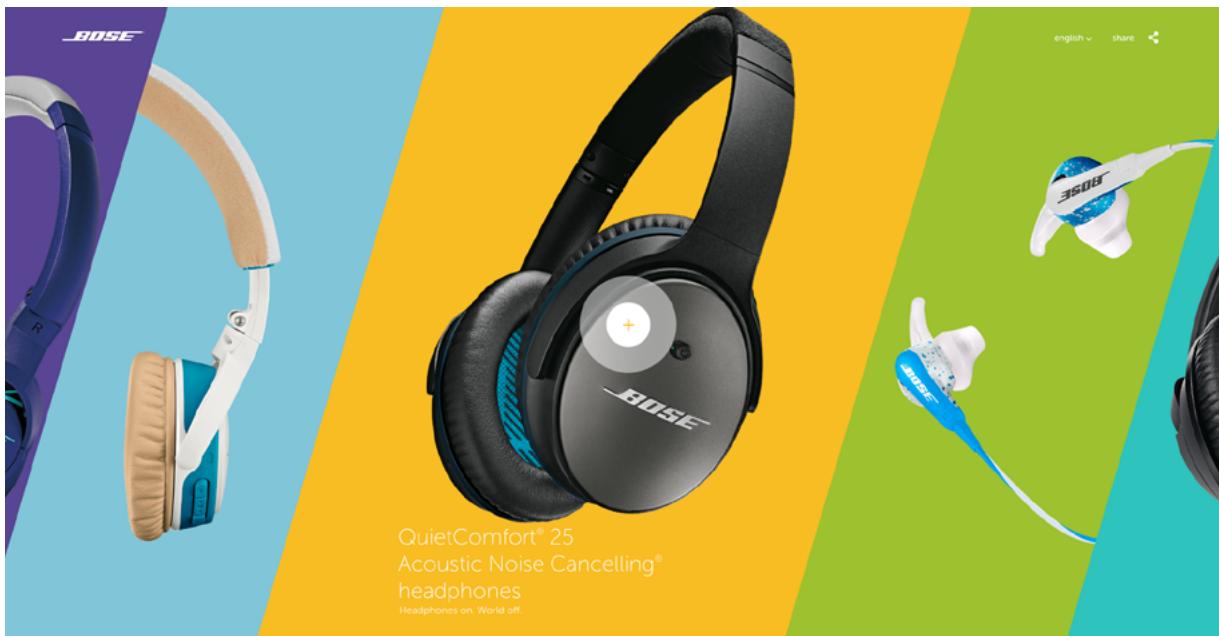


Photo credit: <http://special.bose.eu/en/> via awwwards

The colorful site for Bose's product line adds an energy and the suggestion of fun with using their headphones, furthered by the slanted divides. The diversity in color, along with the cropping of the photos, allows the site to ignore border lines between images.

### 3. Joyride Taco House



*Photo credit: <http://joyridetacohouse.com/>*

The horizontal baby blue lines contrast with the red-orange background to create a nice push-pull effect for generating attention. Moreover, **Joyride** uses some nice texturing and shadow effects to give the site a unique appearance.

### 4. Line Equality



*Photo credit: <http://www.linequality.com/#qvcmuppets> via awwwards*

**Line Equality** demonstrates the monochromatic scheme described above. A color like lime green is hard to mix with others, so it makes sense to keep it alone. Like Tumblr, this site also uses brightly colored backgrounds to distinguish scrollable pages.

## 5. Mijlo Essentials



Photo credit: <http://essentials.mijlo.com/> via awwwards

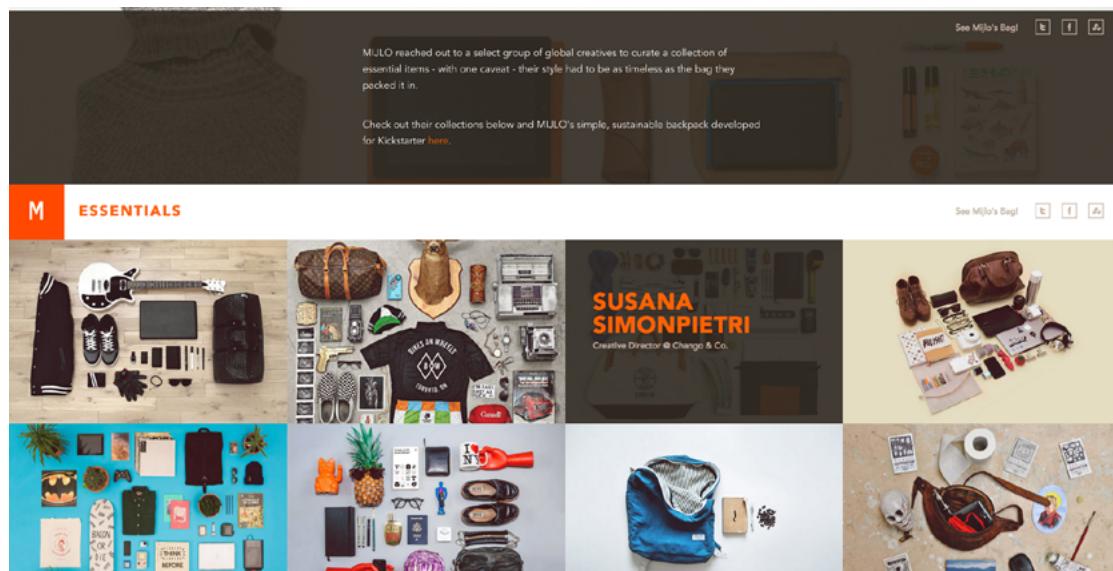


Photo credit: <http://essentials.mijlo.com/> via awwwards

The product page for Essential's Mijlo bag proves that the use of vibrant colors doesn't always have to be grandiose. It can work just as effectively – sometimes moreso – when applied subtly. The subdued colors of the background, text, and product picture itself ensure the user's eyes will fall on the brand logo and call-to-action.

## 6. Zample

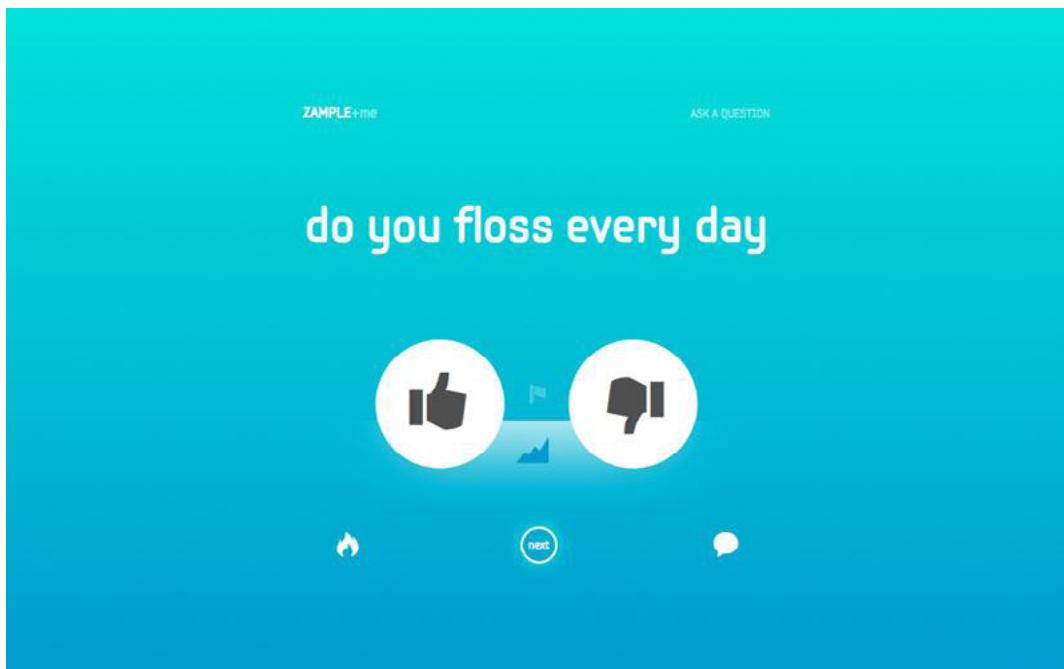


Photo credit: <http://zample.me/do-you-floss-every-day> via awwwards

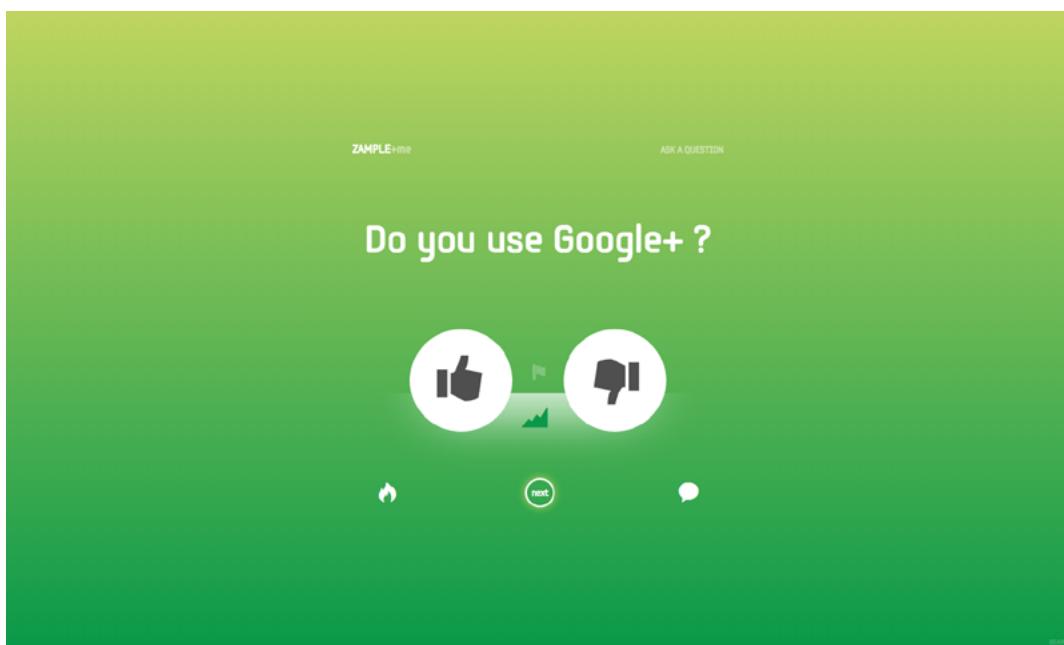


Photo credit: <http://zample.me/do-you-floss-every-day> via awwwards

Zample is worth mentioning because it tries something new with its monochromatic scheme: a gradient effect is added to create a more pleasing background than a stagnant single color.

## 7. Crop Trust Annual Report

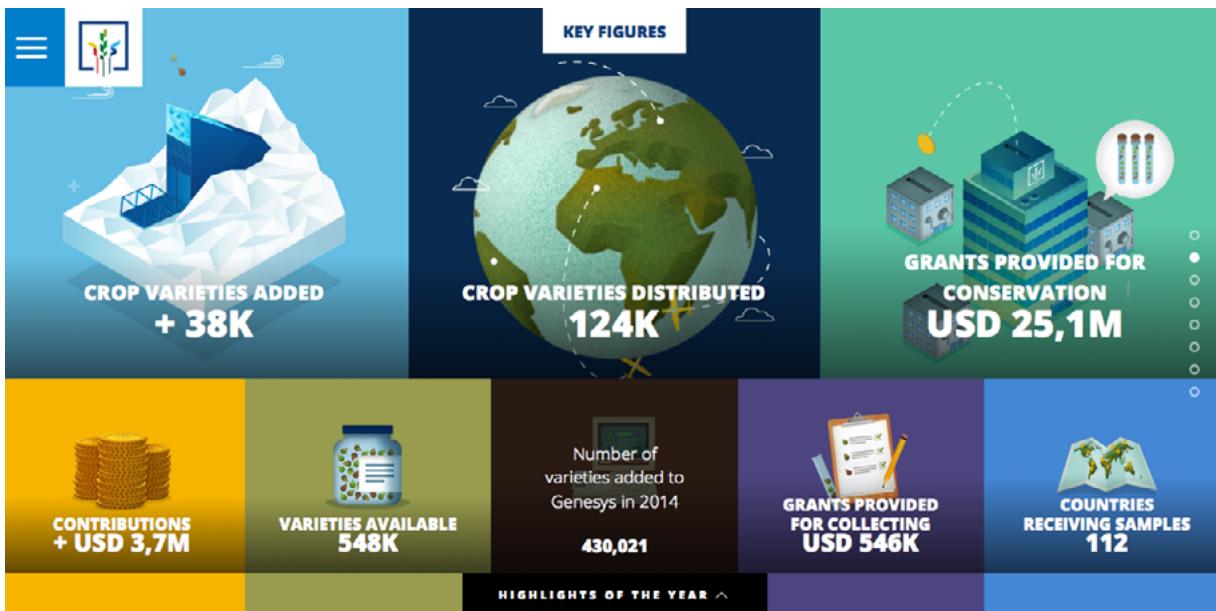


Photo credit: <https://www.croptrust.org/2014/key-figures/> via awwwards

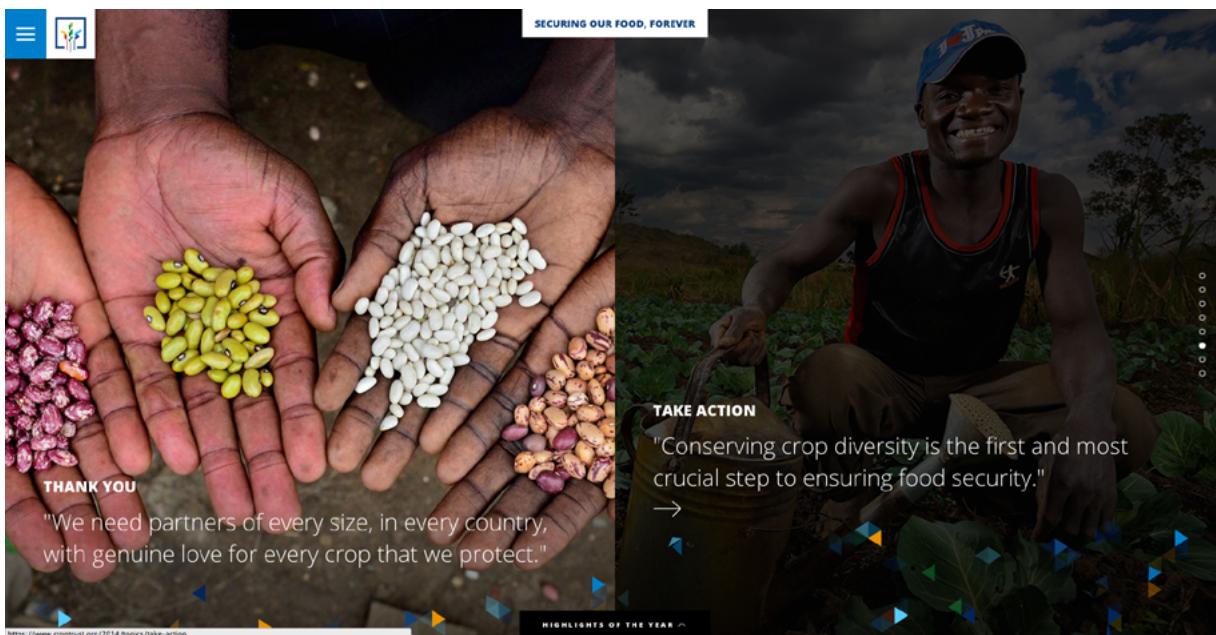
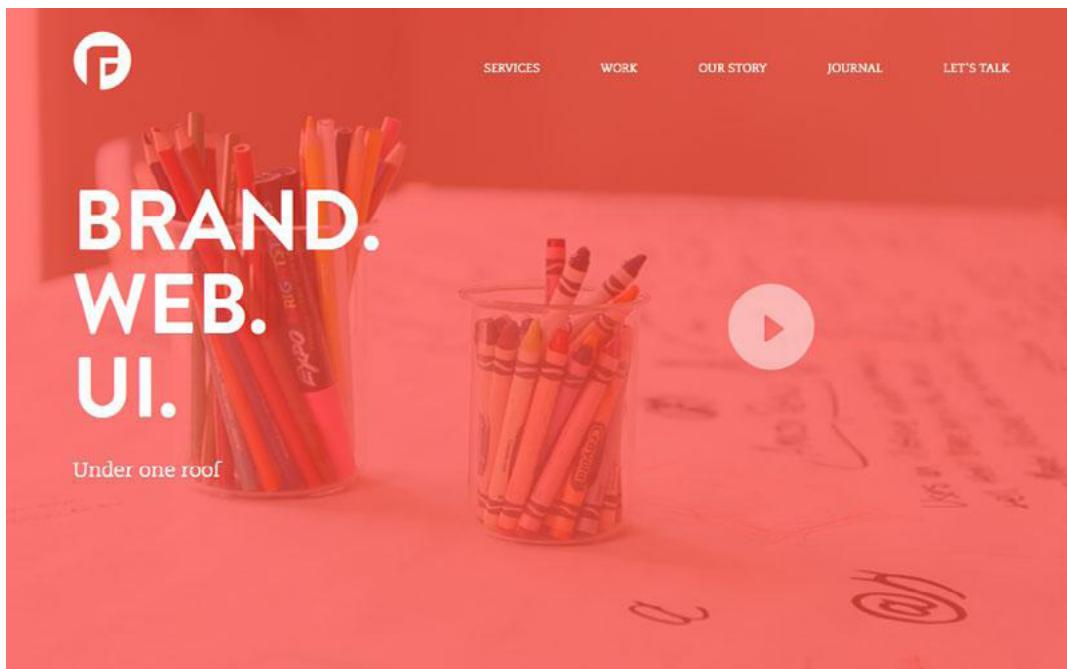


Photo credit: <https://www.croptrust.org/2014/key-figures/> via awwwards

With all due respect to Crop Trust, statistics on agriculture are not the most stimulating subject matter for a site. Perhaps to offset this, they added an playfulness by using fun colors for their card backgrounds.

## 8. Focus Lab LLC



*Photo credit: <http://focuslabllc.com/> via awwwards*



*Photo credit: <http://focuslabllc.com/> via awwwards*

Focus Lab LLC shows how basic photo overlays can alter the interpretation of pictures. Adding a red tint, for example, gives this background image more energy, not to mention promotes brand identity with their signature color.

## 9. 10andThree

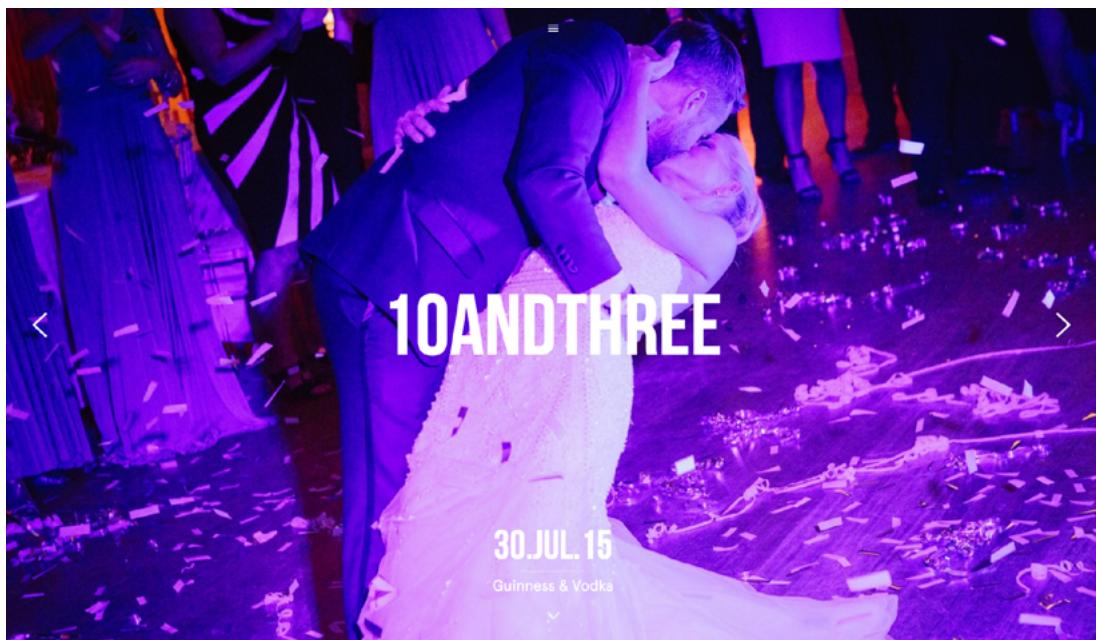


Photo credit: <http://10andthree.com/piping-live/>

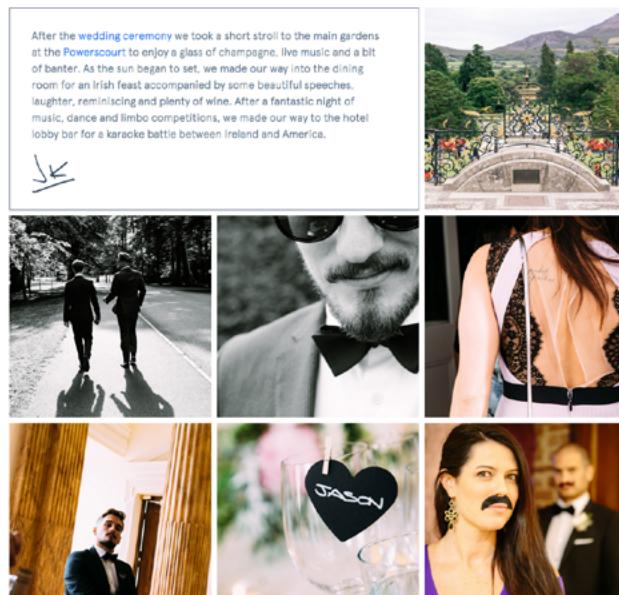
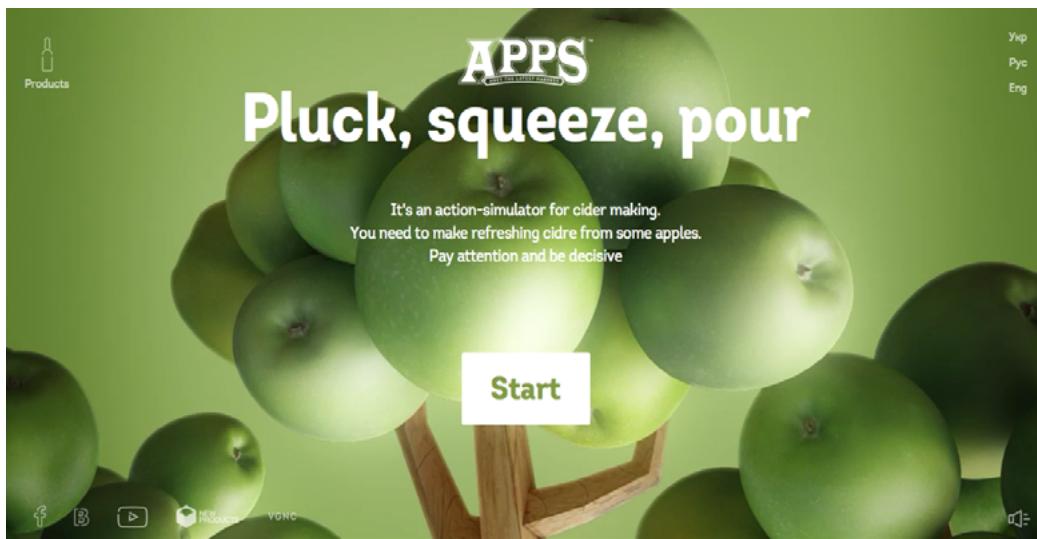


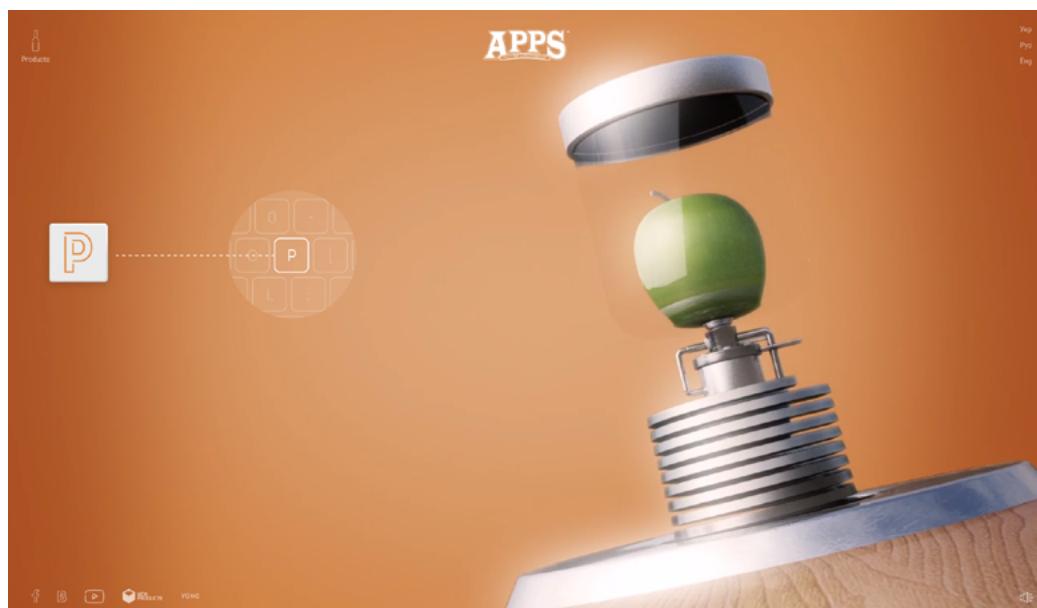
Photo credit: <http://10andthree.com/piping-live/>

Vibrant colors don't always need to be fabricated in an graphic. The site of 10andThree, known for its photography, uses the brightly colored subject matter of real-life photography for the same effect.

## 10. Apps



*Photo credit: <http://apps.ua/en>*



*Photo credit: <http://apps.ua/en>*

Apps is another site that uses the monochromatic scheme to accompany a color that's otherwise difficult to match.

## 11. FrankenSim

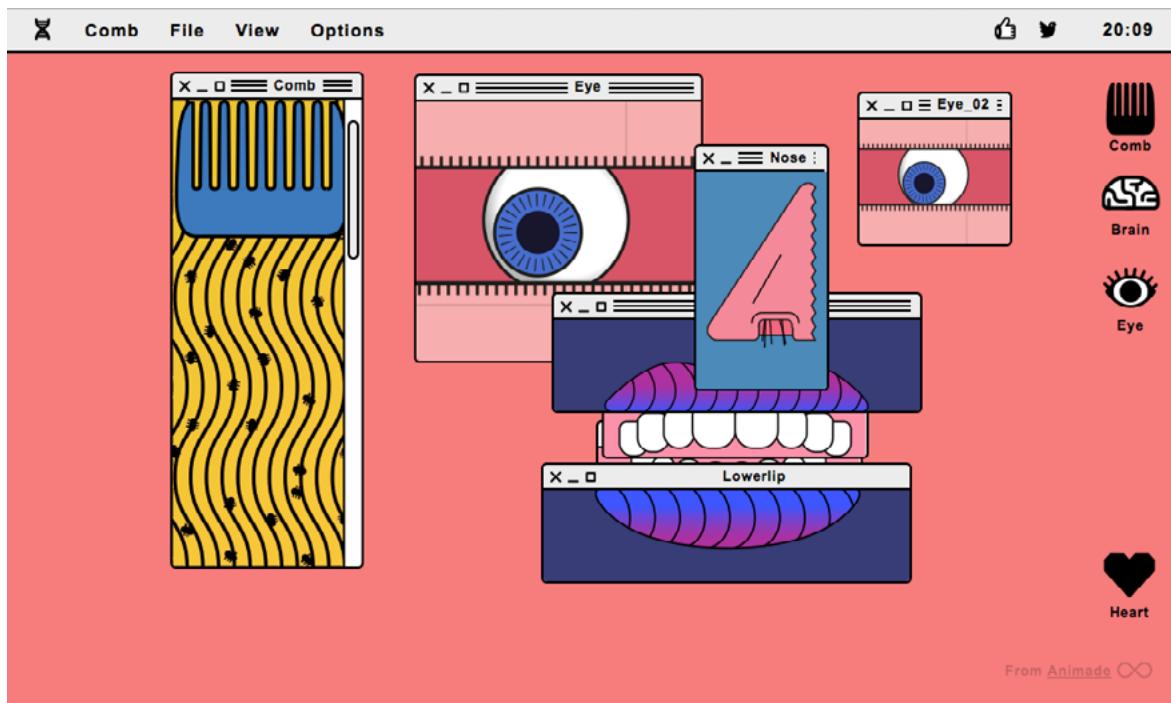


Photo credit: <http://animade.tv/frankensim/>

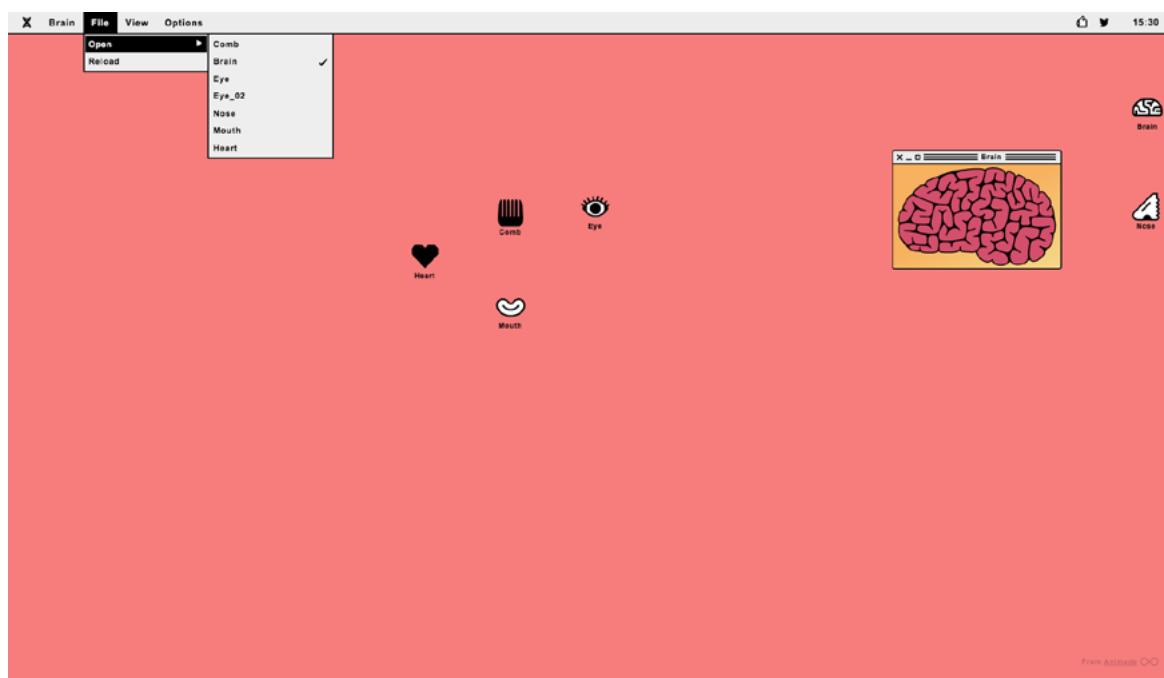


Photo credit: <http://animade.tv/frankensim/>

The game-like [frankenSim](#) furthers the enjoyment factor of making an app monster with its interesting color choices.

## 12. Red Bull Music Academy Daily



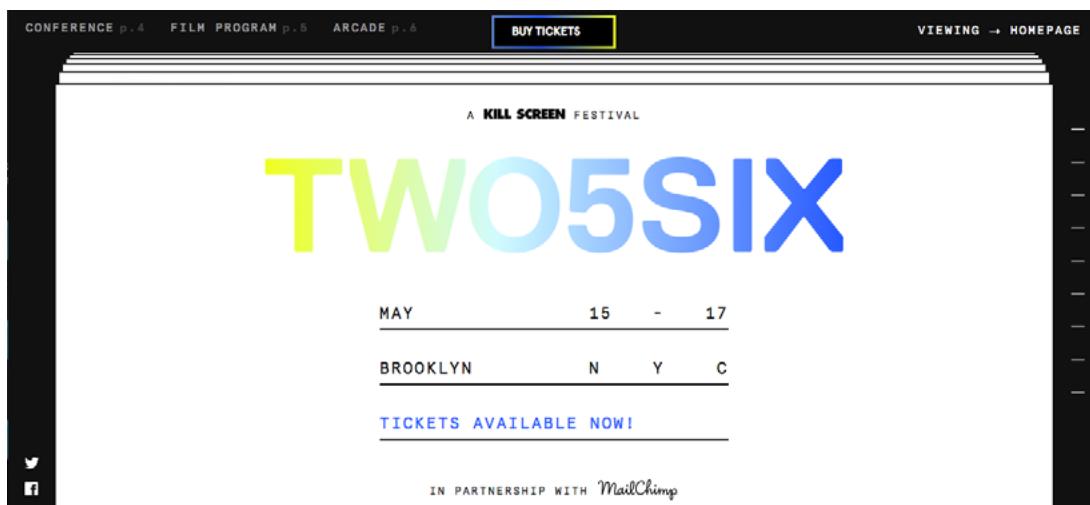
Photo credit: <http://daily.redbullmusicacademy.com/>



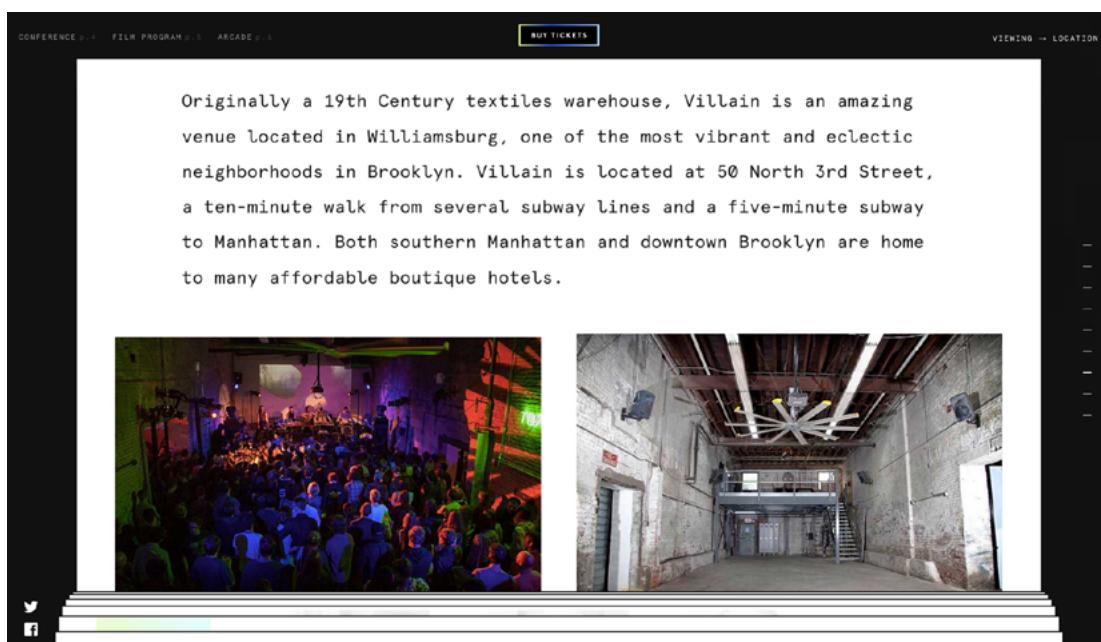
Photo credit: <http://daily.redbullmusicacademy.com/>

In addition to using colors well throughout the site, Red Bull Music Academy Daily takes advantage of contrast with their typography, creating an edgy look appropriate for a music-related site.

## 13. TWO5SIX 2015



*Photo credit: <http://2015.two5six.com/>*



*Photo credit: <http://2015.two5six.com/>*

Another site that uses color in typography well is **TWO5SIX**. Not only do the vibrant colors in the title make them the dominant feature, an animated effect keeps them always changing.

## 14. Solo

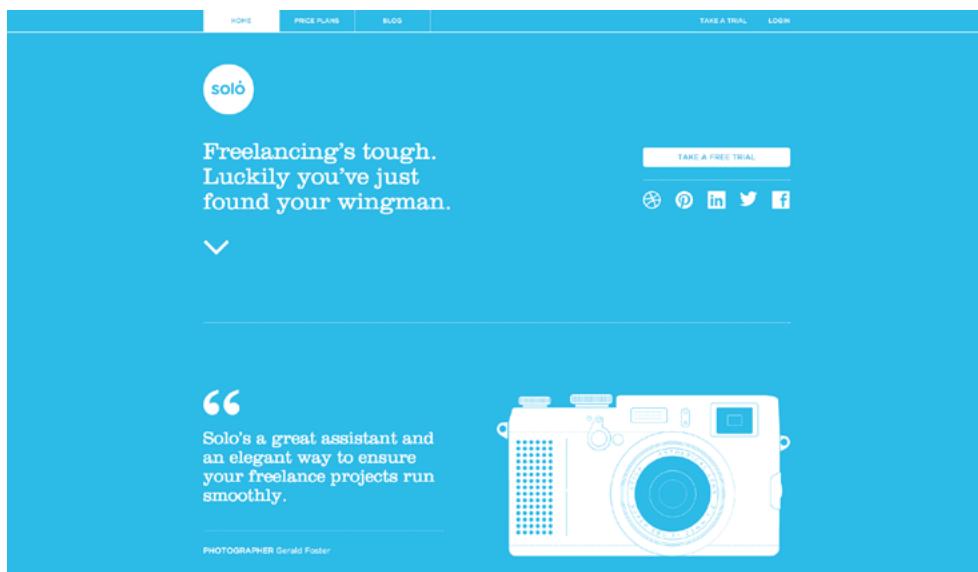


Photo credit: <http://thrivesolo.com/>

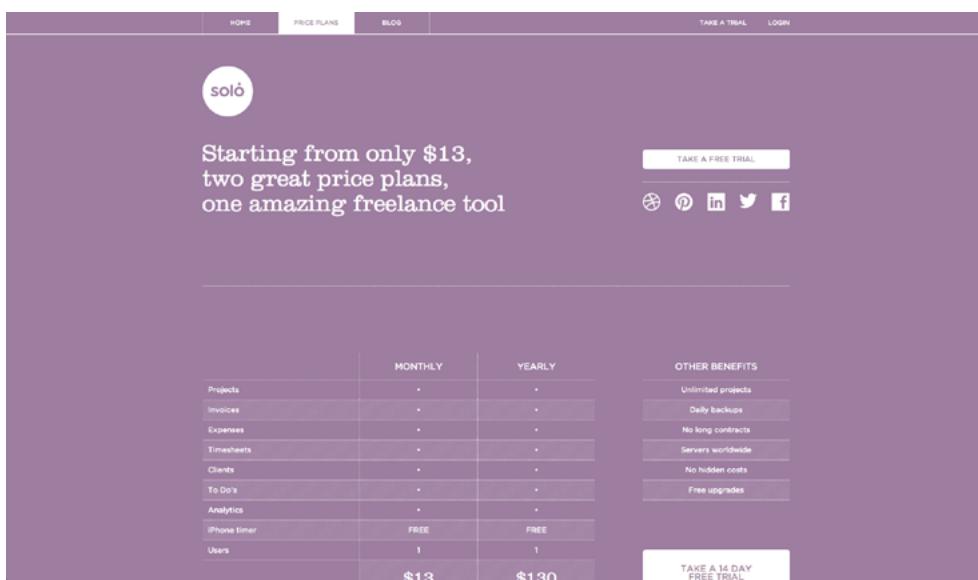


Photo credit: <http://thrivesolo.com/>

Reversing the strategy of brightly colored accents against neutral backgrounds, the bright blue **Solo** background makes the otherwise bland white seem to pop.

## 15. The Verge

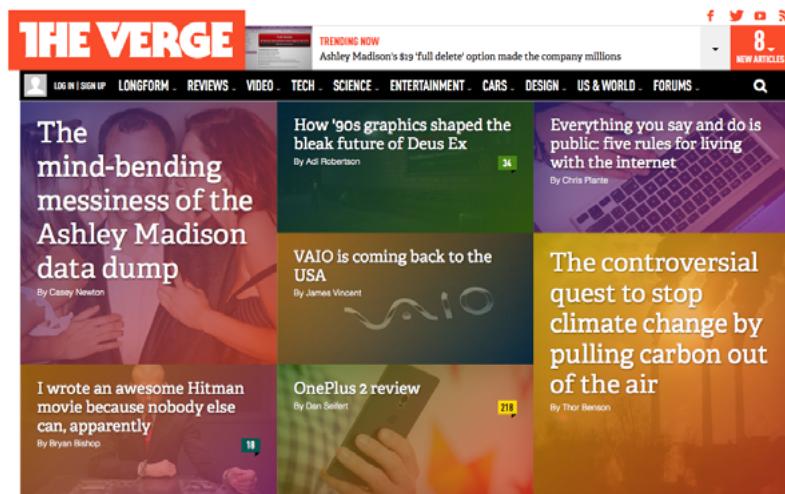


Photo credit: <http://www.theverge.com/>

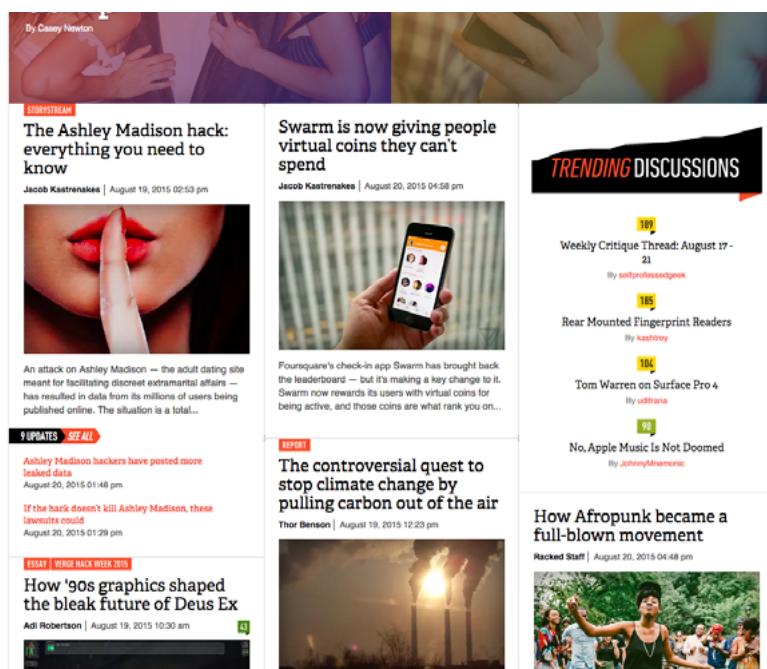
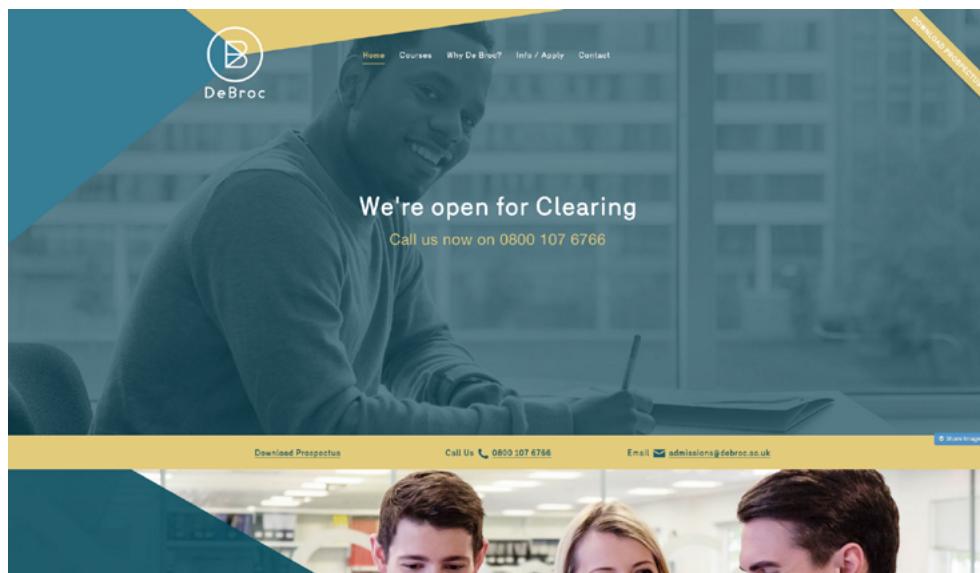


Photo credit: <http://www.theverge.com/>

Last, we have popular news venue The Verge, which combines an assortment of color techniques to create its tell-tale look. Using gradients, photo overlays, card-sectioning, and of course vibrant colors, the site creates an aesthetic that is easily recognizable as its own.

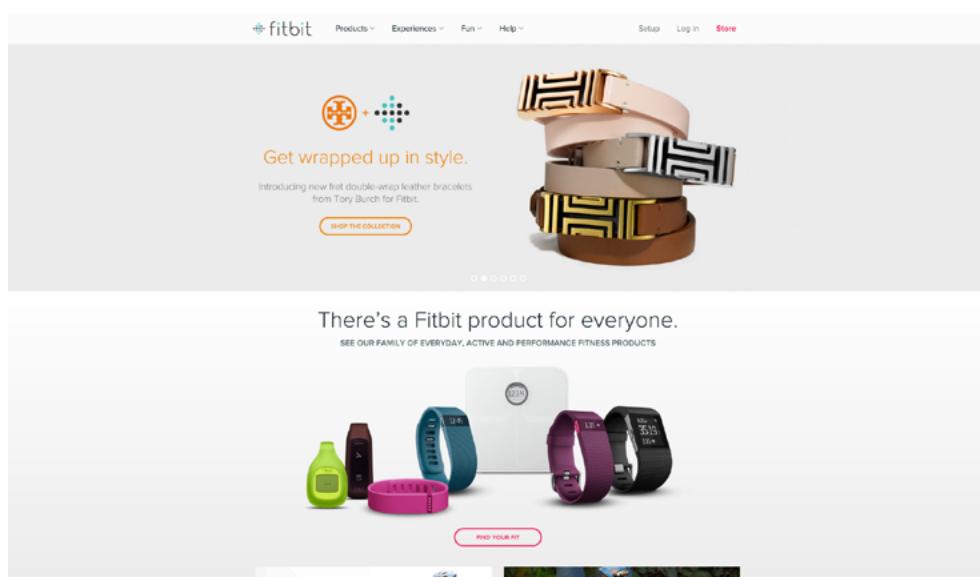
## Additional Sites

### 1. De Broc



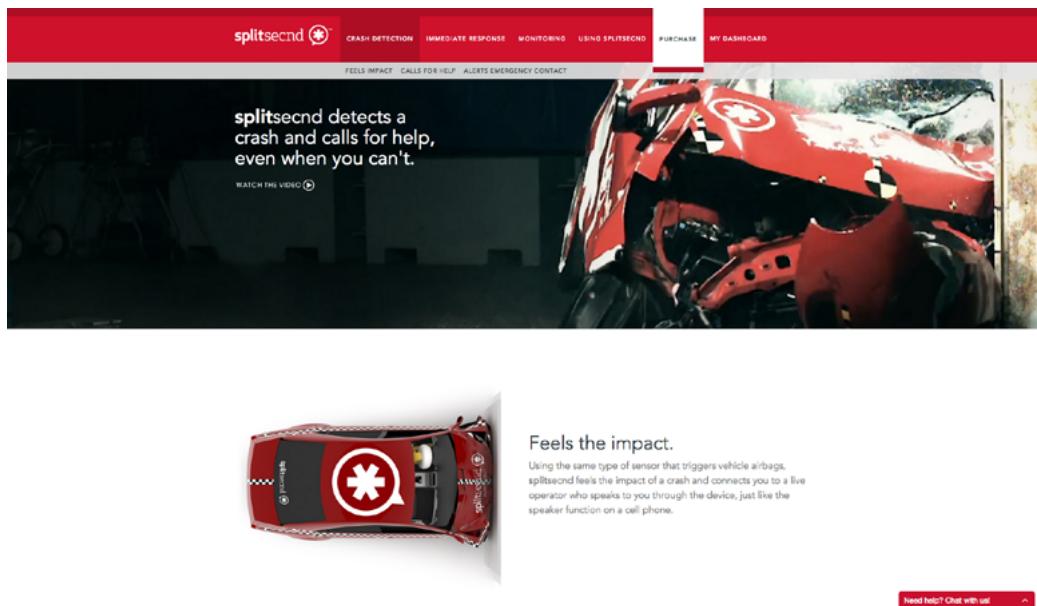
*Photo credit: DeBroc via SiteInspire*

### 2. Fitbit



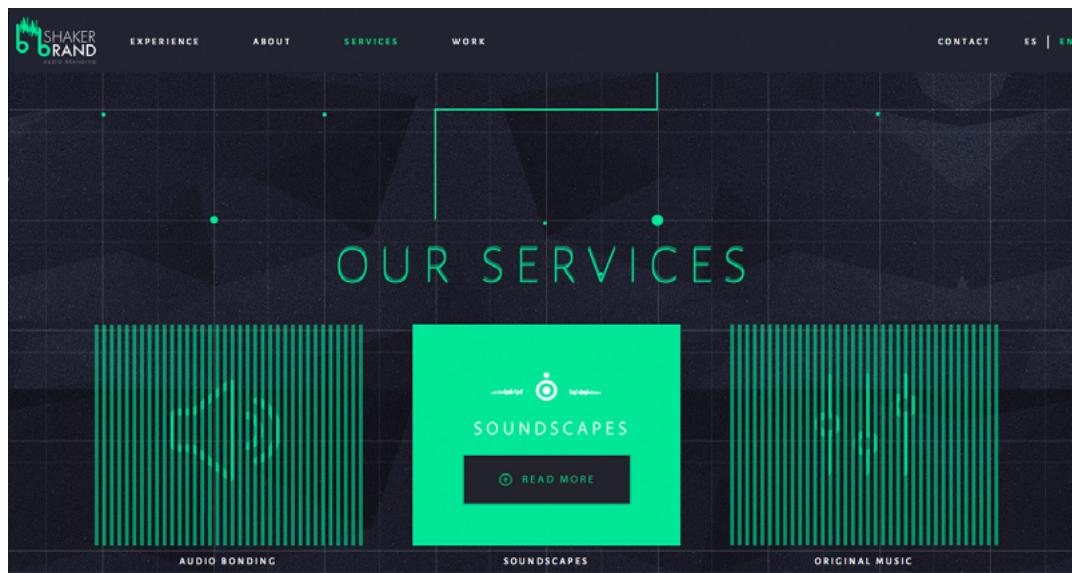
*Photo credit: Fitbit*

### 3. splitsecnd



*Photo credit: splitsecnd via SiteInspire*

### 4. Shaker Brand



*Photo credit: Shaker Brand via awwwards*

## 5. Haruki Murakami

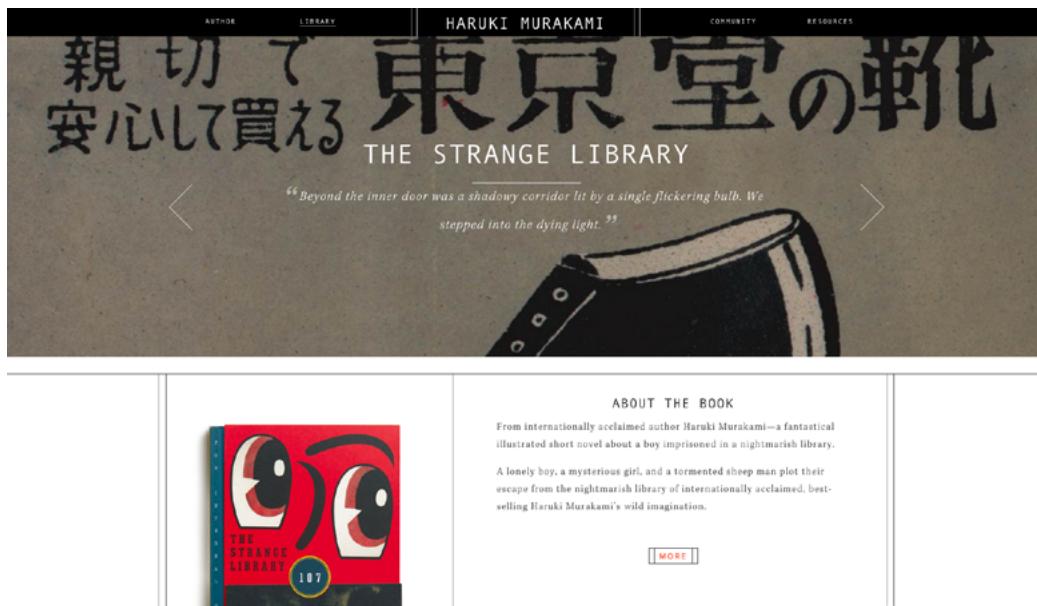


Photo credit: Haruki Murakami via [awwards](#)

## 6. Neemble

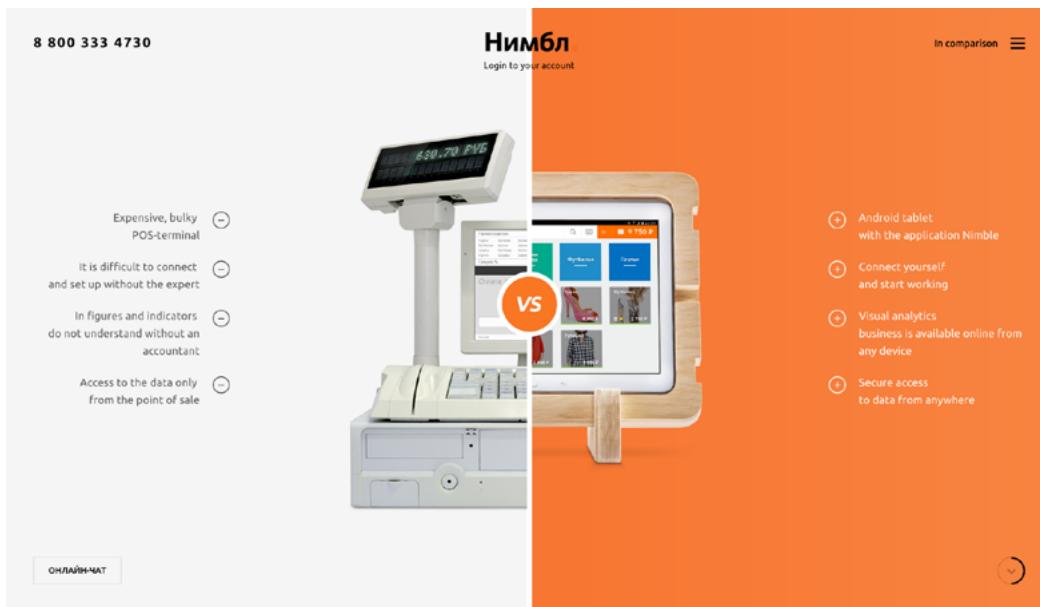
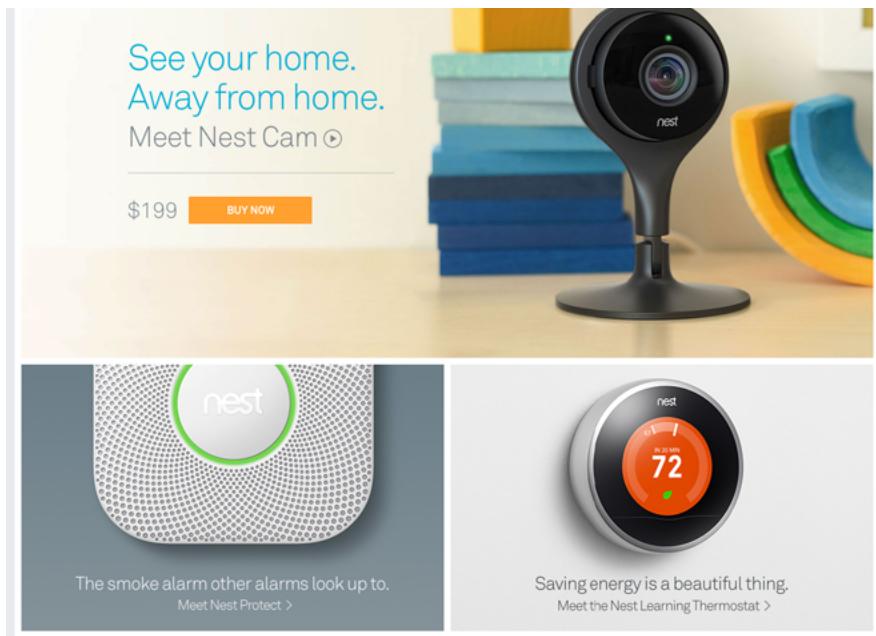


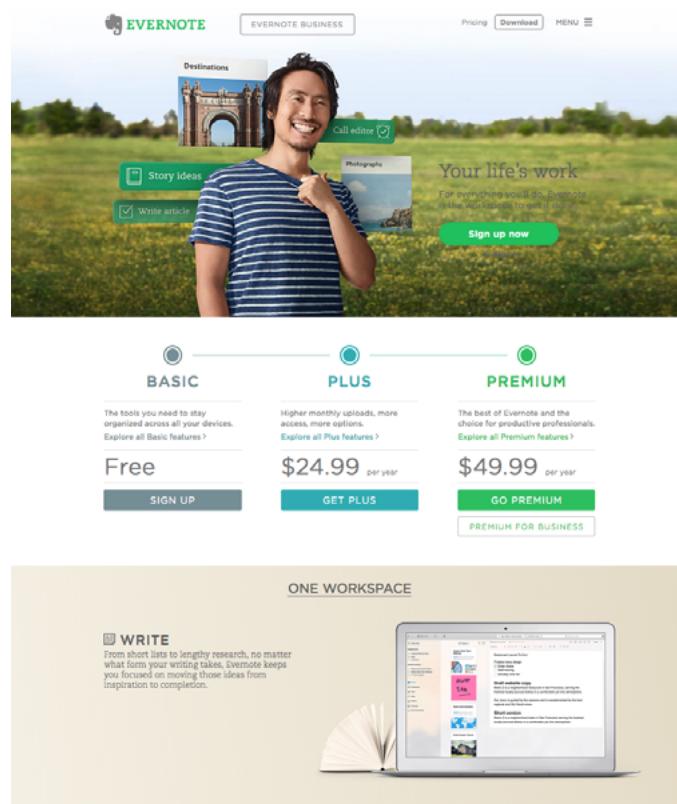
Photo credit: Neemble via [CSS Design Awards](#)

## 7. Nest



*Photo credit: Nest*

## 8. Evernote



*Photo credit: Evernote*

The trend of bright colors may fade, perhaps in favor of more solemn or professional color schemes, but some attributes of the current trend will never go out of style.

Colors can always be used to section off areas, whether cards, pages, or sections of a long scroll. While they may not always be this popular, bright colors will still be used – even if limited to more jovial sites – and when they are, monochromatic schemes will be typical. Finally, photo overlays can help influence the site's atmosphere, no matter if they color is vibrant or not.

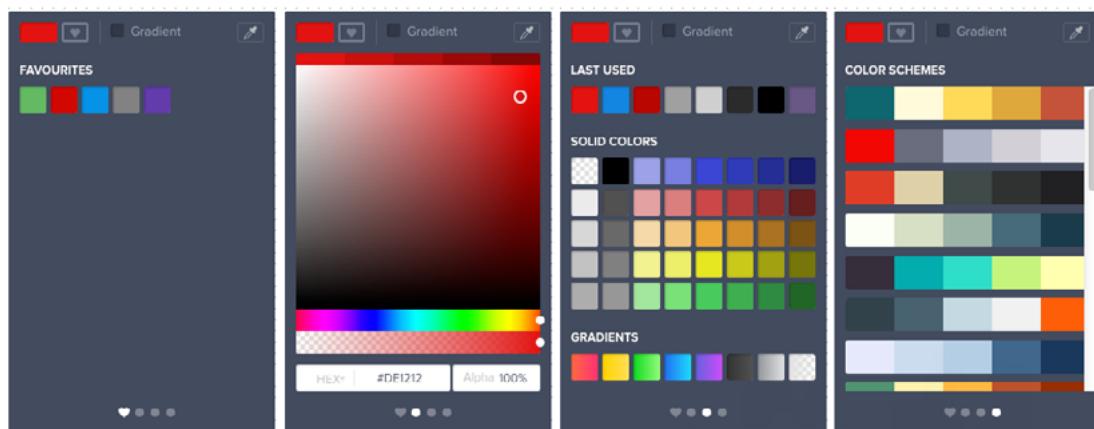
## Design tips: Picking vibrant colors in UXPin

You can add vibrant colors to your own prototypes in [UXPin](#) with a few simple steps. Practically every element, including text, buttons and plain boxes, support background color with the built-in color picker.



The color picker offers more than just a hue/saturation block. You can also view:

1. Your saved favorites, analogous to bookmarks
2. A list of recently used colors
3. Popular colors and values
4. Preset gradients
5. Color schemes



With its ability to manage as well as choose hues and values, the color palette is a powerful [tool in UXPin](#) not just for picking vibrant colors, but for managing colors across your entire project.

# 22 Excellent Sites with Long Scrolling

The smaller the screen, the longer the scroll.

That truism explains the rise of the long scrolling: with mobile browsing overtaking desk browsing in 2014, the popularity of small screens has urged designers to rethink their [outdated “above the fold” mentality](#).

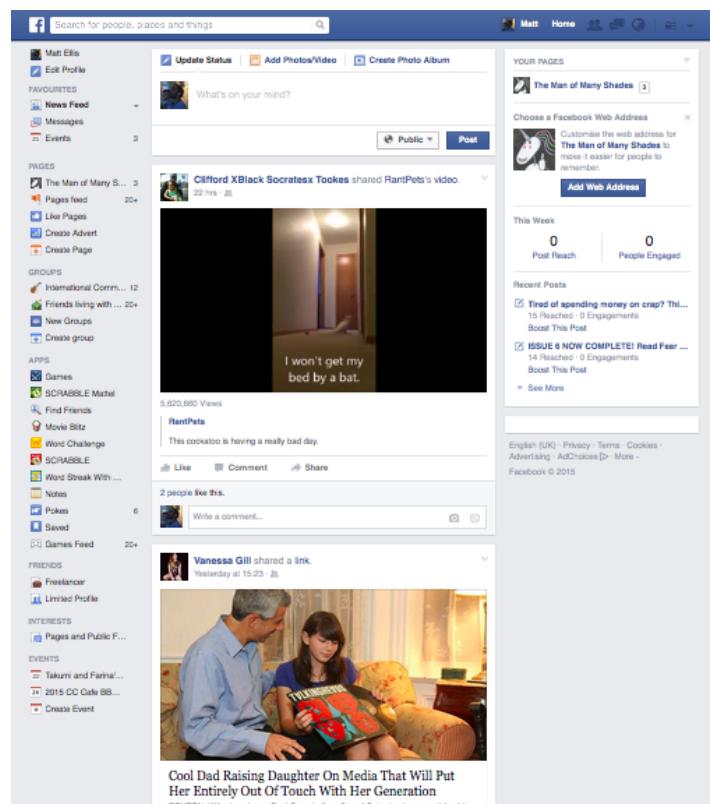


Photo credit: <https://www.facebook.com/>

Long-scrolling creates plenty of new opportunities for storytelling, navigation, creative visuals, and a more immersive overall experience. As a result, we find several common techniques and strategies start to emerge:

- **Parallax Graphics** – Borrowed from the video game industry, this strategy of moving the backgrounds at different speeds creates a 3D effect and stimulating visuals that are more enjoyable to interact with.
- **Screens as Pages** – An important way to organize information on a single page, differentiating concepts into screen-sized sections, usually by changing the background, makes sites more cohesive.
- **Sticky Navigation** – One of the biggest drawbacks of long scrolling is disorienting the user, so having a navigation system that always stays in the same place on the screen gives users control and security to prevent getting lost.
- **Animated Interactivity** – Scroll-triggered animations add a fun level of interactivity that engages the user to a point where they enjoy scrolling regardless of content.
- **Atypical Direction** – Due to the recent trendiness of long scrolling, sites can set themselves apart by scrolling left, right, or upwards.
- **Indicators** – Some users will not think to scroll on their own, so quick instructions like “scroll down” or another indicator avoids confusions – just be sure to distinguish these from other links or calls-to-action.

These are the techniques that made the sites below among the best examples of long-scrolling sites.

## 1. Twitter

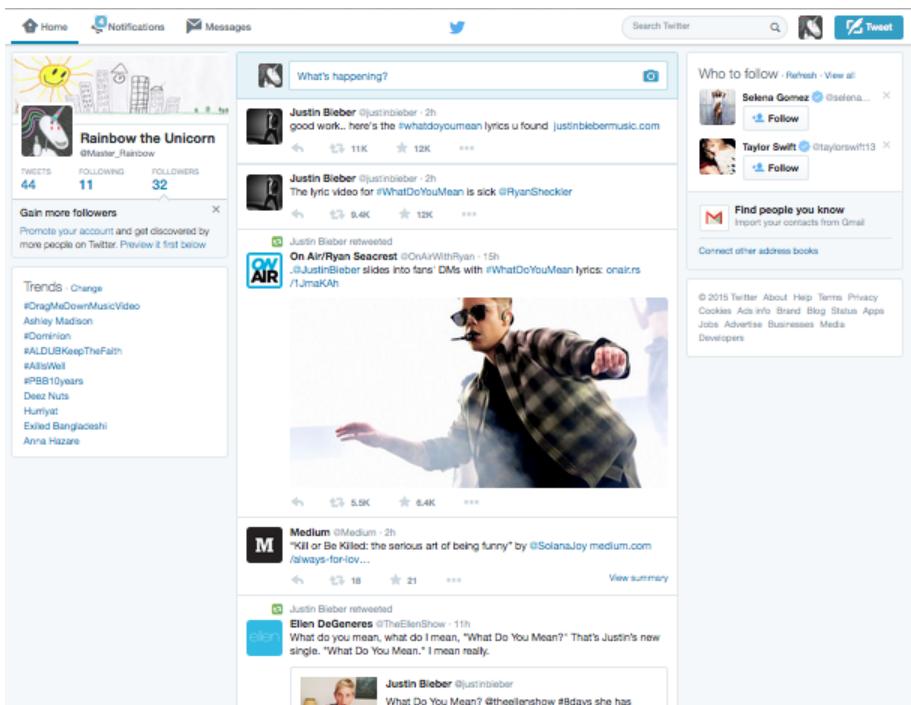


Photo credit: <https://twitter.com/>

One of the pioneers responsible for breaking the page-by-page mold, [Twitter](#) remains among the best and most-recognized long-scrolling sites today. This format allows the tweets to be arranged chronologically while still seeming new and fresh.



Photo credit: <https://twitter.com/>

For social media sites and others with user-generated content, long scrolling is not just a trendy choice but a practical one. The neverending loading of new content from infinite scrolling allows otherwise chaotic content to be organized.

## 2. Heart Kids NW

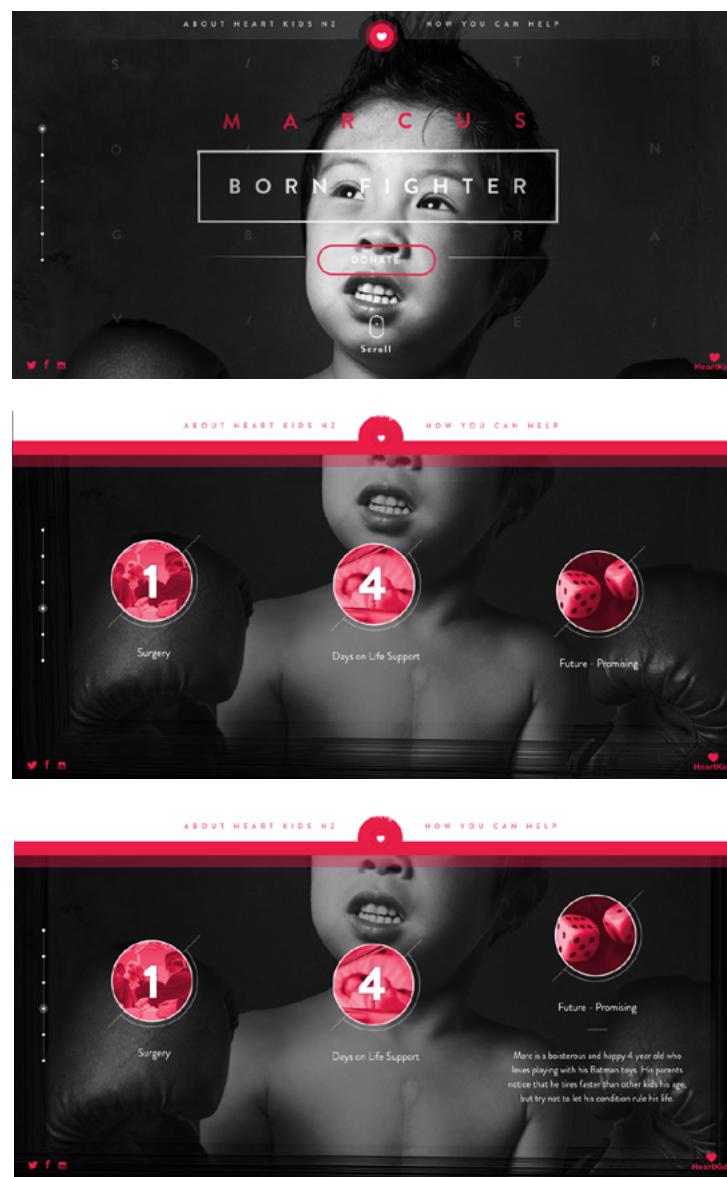


Photo credit: <http://www.heartkids.co.nz/> via Awwwards

The New Zealand charity [Heart Kids](#) pulls out all the stops. The long-scrolling site combines animations (some scroll-activated),

stunning color usage, poignant imagery, and cursor interactivity to promote its life-saving message. Notice the unobtrusive “Scroll” icon and instruction on the landing screen, and the sticky call-to-action that always remains at the top.

### 3. The Boat

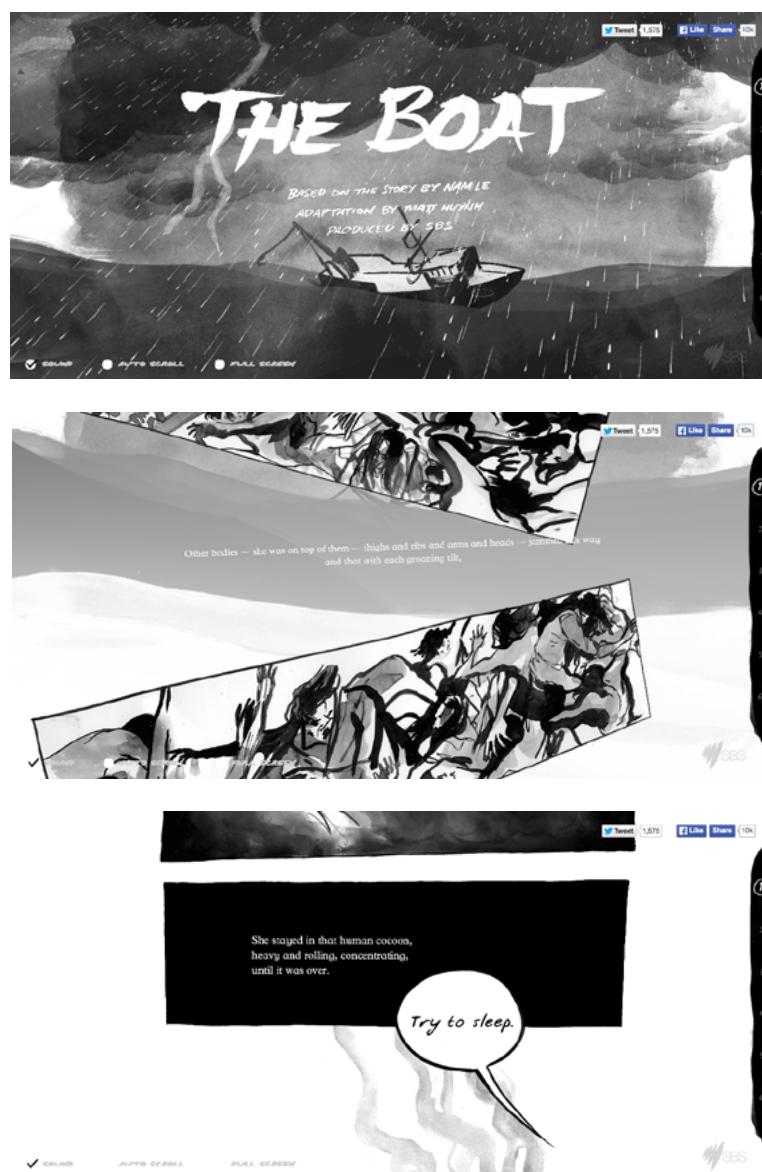
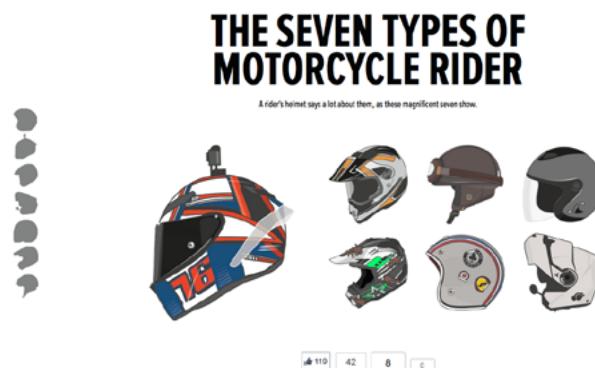


Photo credit: <http://www.sbs.com.au/theboat/> via Awwwards

One of the most creative uses of long scrolling is SBS's [The Boat](#), something like an interactive novel. The continual animations

and clever use of motion and angles when new content appears draws the user/reader into an immersive experience that traditional, stagnant scrolling sites can't match.

#### 4. MCA Leicester: The Seven Types of Motorcycle Rider



*Photo credit: <http://www.mcaleicester.co.uk/if-the-lid-fits/>*

This offshoot site for [MCA Leicester](#) demonstrates a smooth method to indicate scrolling without actually scrolling. The grayed out helmets on the left side, stacked vertically, indicate (along with the title) that the user has only to scroll down to see more content.



*Photo credit: <http://www.mcaleicester.co.uk/if-the-lid-fits/>*

An additional tactic is the clever animation that presents each new screen, making the site somewhat of a long-scrolling/page-by-page navigation hybrid.

## 5. Thirteen Reasons Why Your Brain Craves Infographics



Photo credit: <http://neomam.com/interactive/13reasons/>

The natural style of long scrolling, where different sections and concepts are intrinsically united in a continual stream, makes them great for infographics. As [Thirteen Reasons Why Your Brain Craves Infographics](#) shows, the single page format allows designers to fluidly present heavy doses of information in smaller, digestible bits.

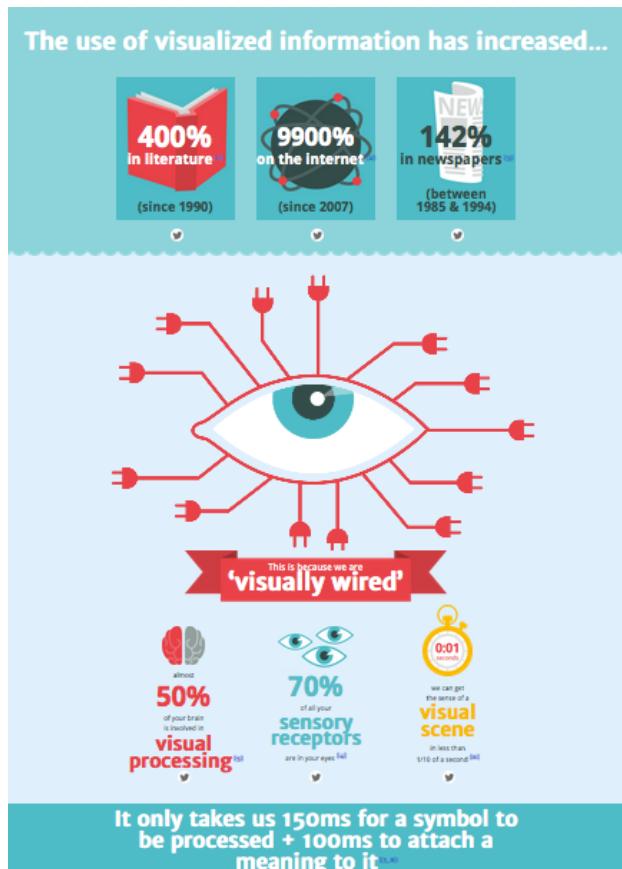


Photo credit: <http://neomam.com/interactive/13reasons/>

Moreover, scroll-activated animations, such as the eye that moves with the scroll as well as background animations, negate the sometimes boring aspects of learning information.

## 6. Junko's Story: Surviving Hiroshima

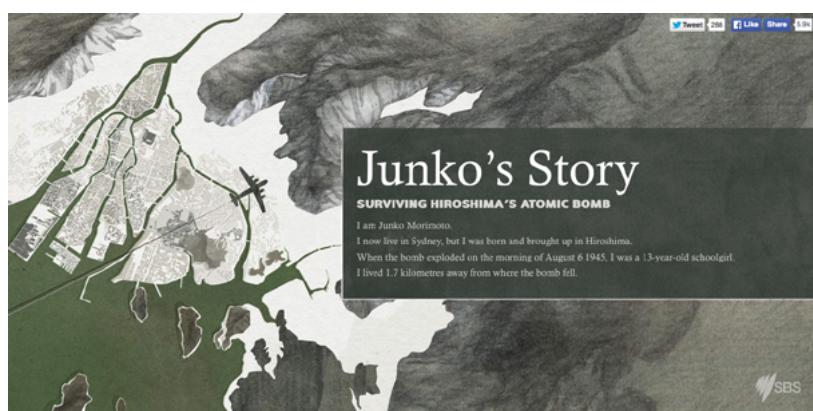
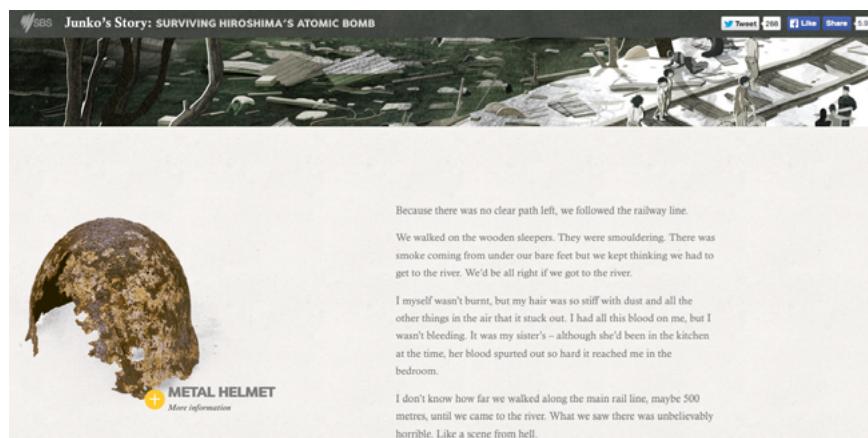
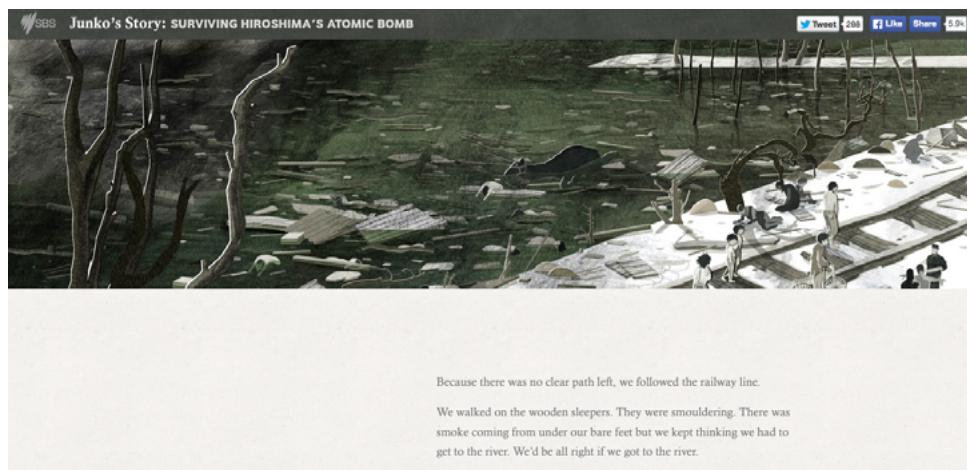


Photo credit: <http://www.sbs.com.au/hiroshima/>

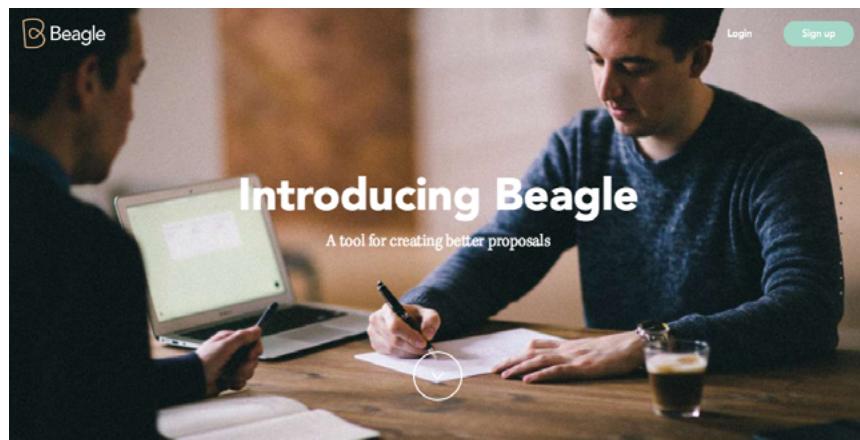
Another SBS site, [Junko's Story](#) mixes the storytelling and infographic properties of long scrolling to tell survivor's chilling story of surviving the Hiroshima blast.



*Photo credit: <http://www.sbs.com.au/hiroshima/>*

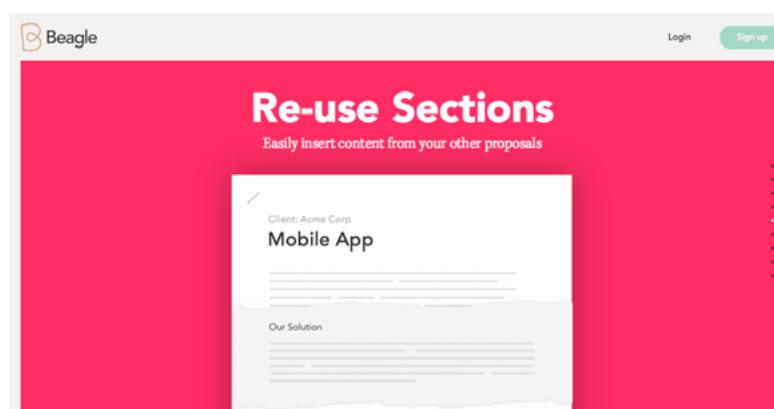
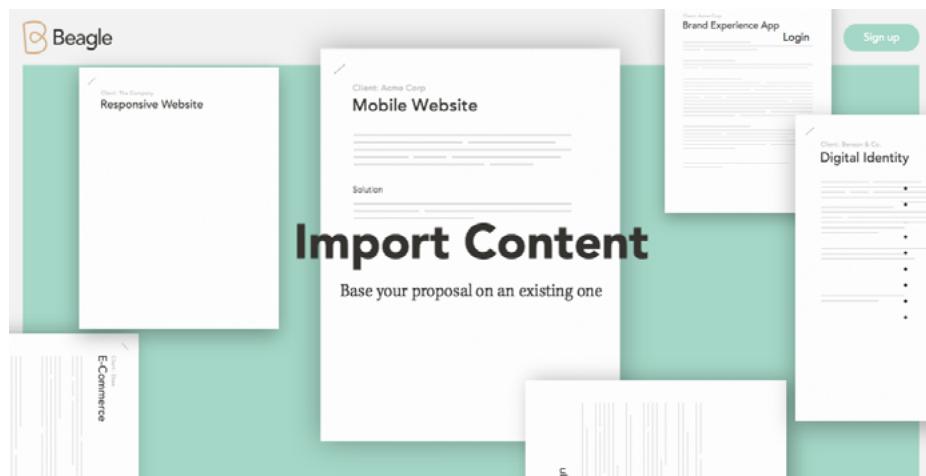
Due to the solemn nature, the site keeps a traditional format with plain text interspersed with graphics. However, the site retains a fresh and modern feel with scroll-activated images, such as the metal helmet above, that fade into view in the margins. These display telling artifacts and factual infographics about Hiroshima – such as a map of the blast radius – which can be clicked for further details.

## 7. Beagle



*Photo credit: <https://getbeagle.co/> via Awwwards*

The site for Podio's Beagle tool sets a page-by-page navigation to the long-scrolling format.



*Photo credit: <https://getbeagle.co/> via Awwwards*

Each point in its value proposition has its own screen/page, however all are accessible through a linear scroll and are united by animations that carry user attention from one screen to the next, such as the piece of paper moving from the screen to screen above.

## 8. **Bowhead (Tails and Whales)**



Photo credit: <http://bowhead.tailsandwhales.com/>

Like Beagle above, **Bowhead** takes advantage of long scrolling to display its value proposition point-by-point – though for a single

product. The site uses animations like fades and slides to keep the content engaging.

## 9. The Kings Arms

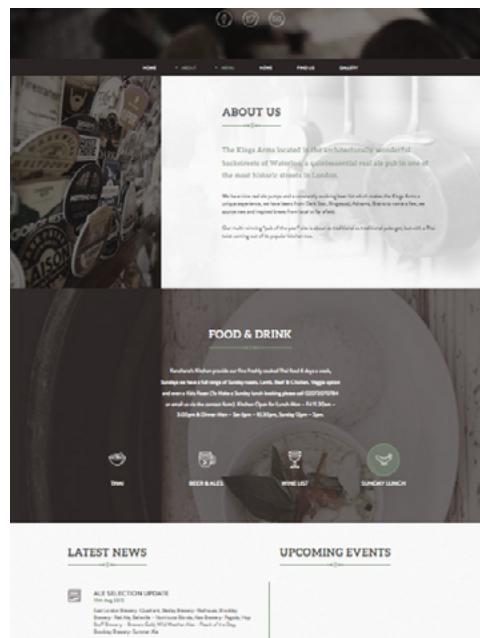
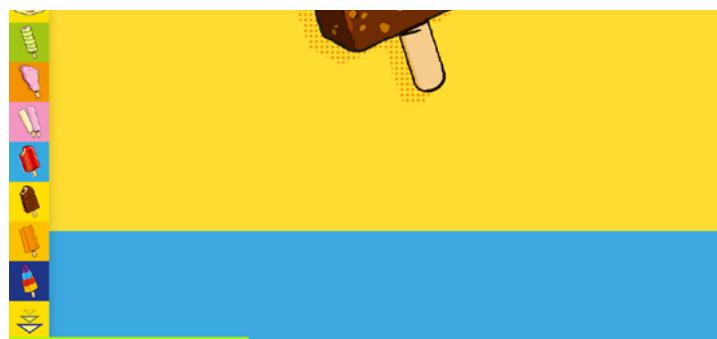


Photo credit: <http://thekingsarmslondon.co.uk/>

Not all long scrolling sites have to be flashy. The London pub **The Kings Arms** uses simple background divisions with no fancy animation transitions between screens. However, a parallax motion on the background phones and additional cursor animations (not to mention an aesthetic layout) keep the site from appearing dull.

## 10. Wall's Ice Cream & Airpure Car Fresheners



*Photo credit: <http://walls.airpure.com/#split>*

By contrast, the [promotional site](#) for the Wall's Ice Cream and Airpure Car Fresheners collaboration is very flashy. Little more than images of the iconic popsicles, the long-scrolling site features entertaining animations between screens that make it worth browsing. Notice sticky navigation on the left site and the progress bar at the bottom (which changes colors).

## 11. Beatrate Band

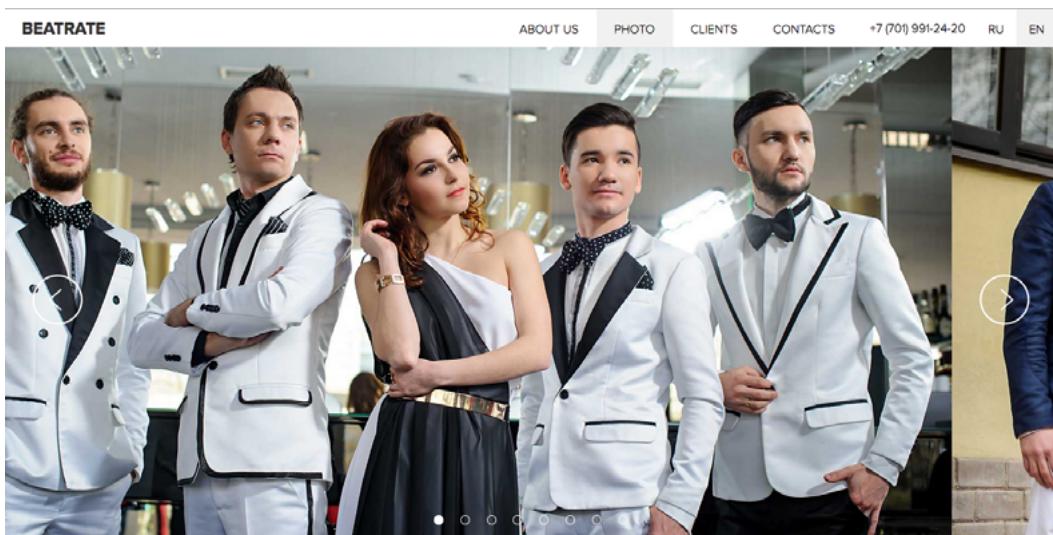
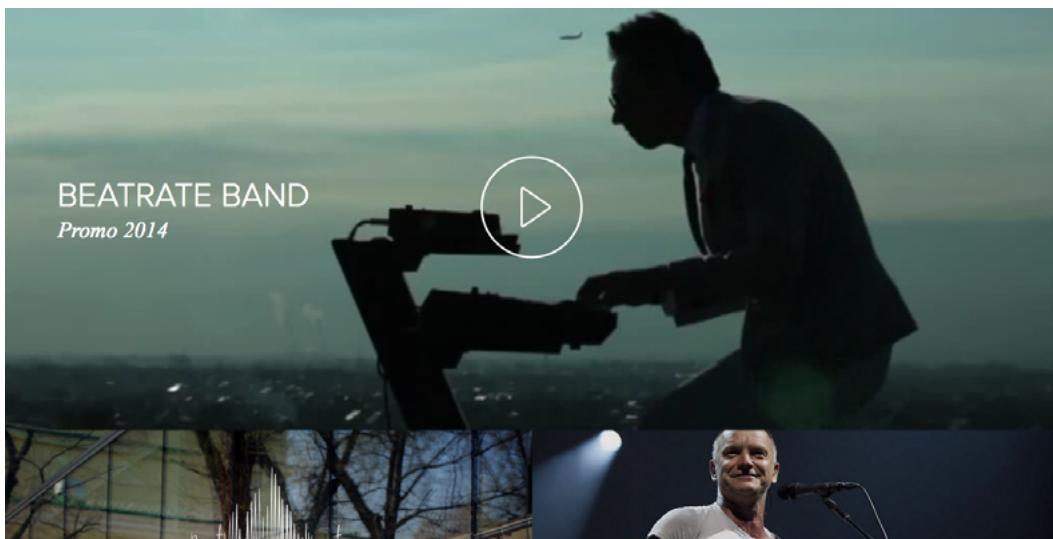


Photo credit: <http://www.beatrate.org/en/>

The long-scrolling site for the band [Beatrate](#) features a couple of experimental features for long scrolling, including autoplaying video and a horizontal image carousel.

## 12. Space Needle

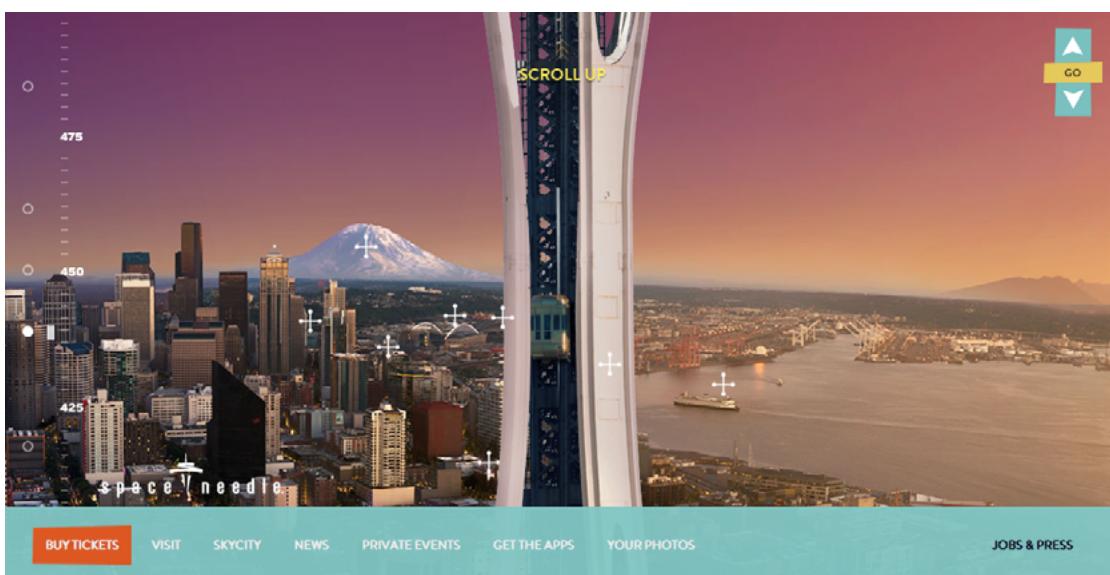
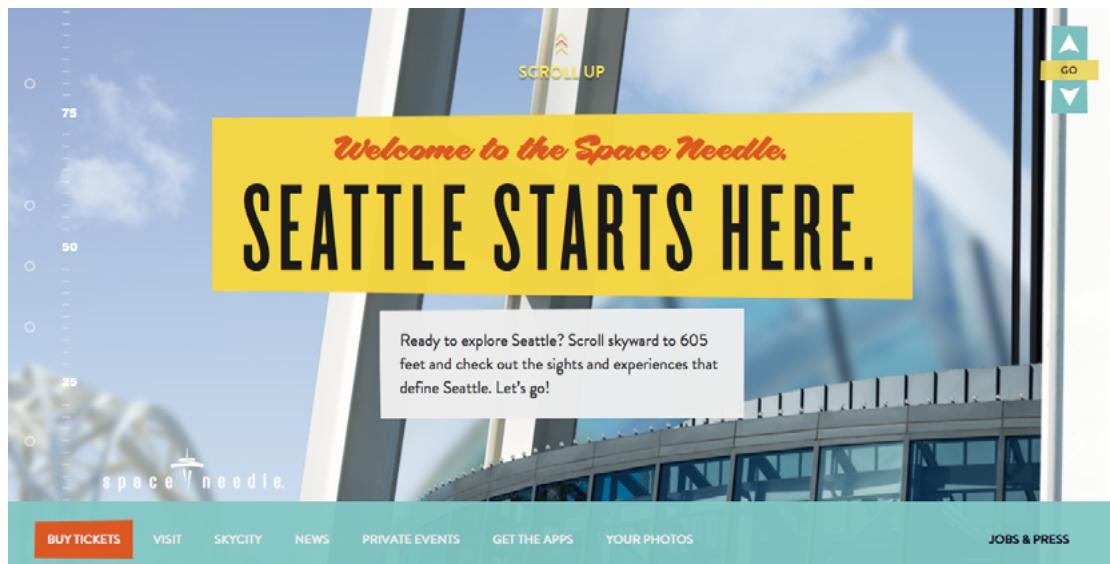


Photo credit: <http://www.spaceneedle.com/home/>

The [Seattle Space Needle site](#) is a perfect example of atypical scrolling direction. Under the pretense of traveling up the space needle (and beyond), it makes sense that users scroll up instead of down.

## Additional Sites

### 1. Keep

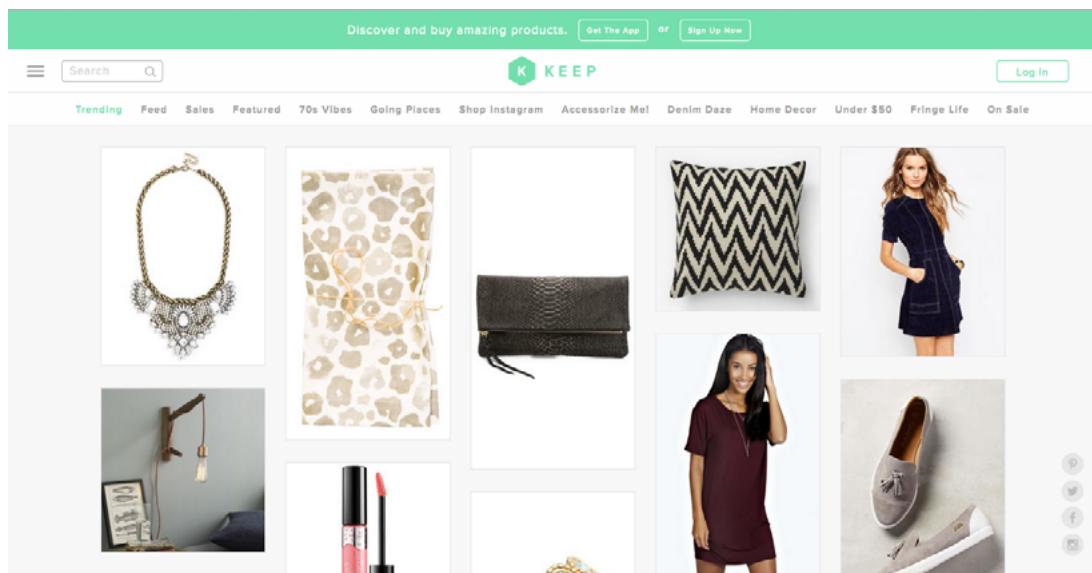


Photo credit: <https://keep.com/>

### 2. The Reveal (Lexus)

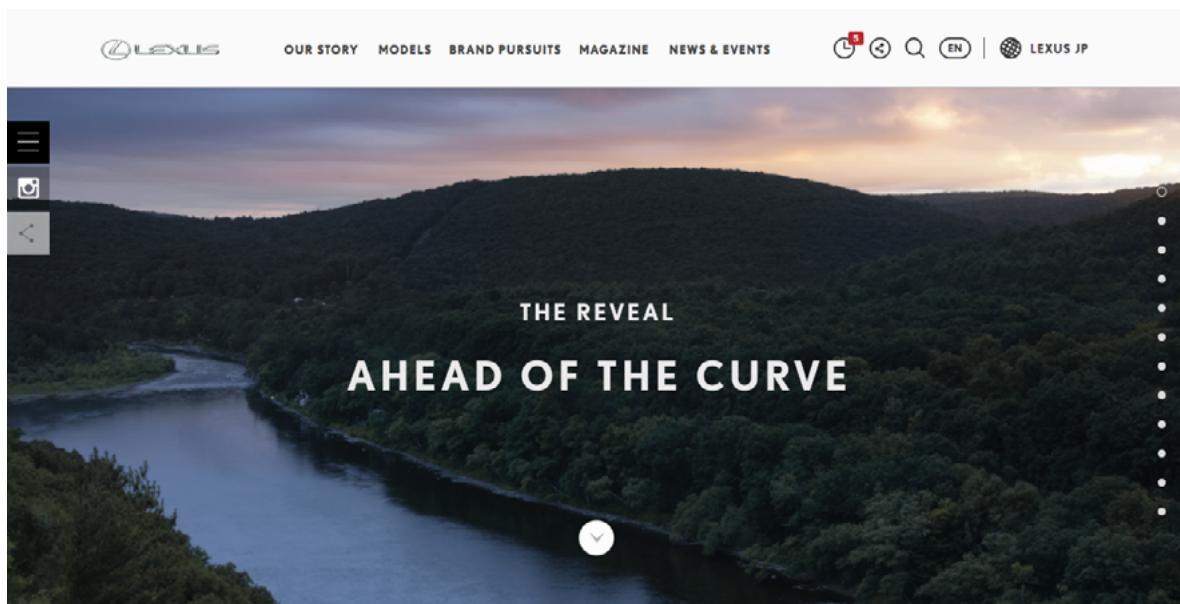


Photo credit: <http://www.lexus-int.com/magazine/issue5/reveal/>

### 3. One John St

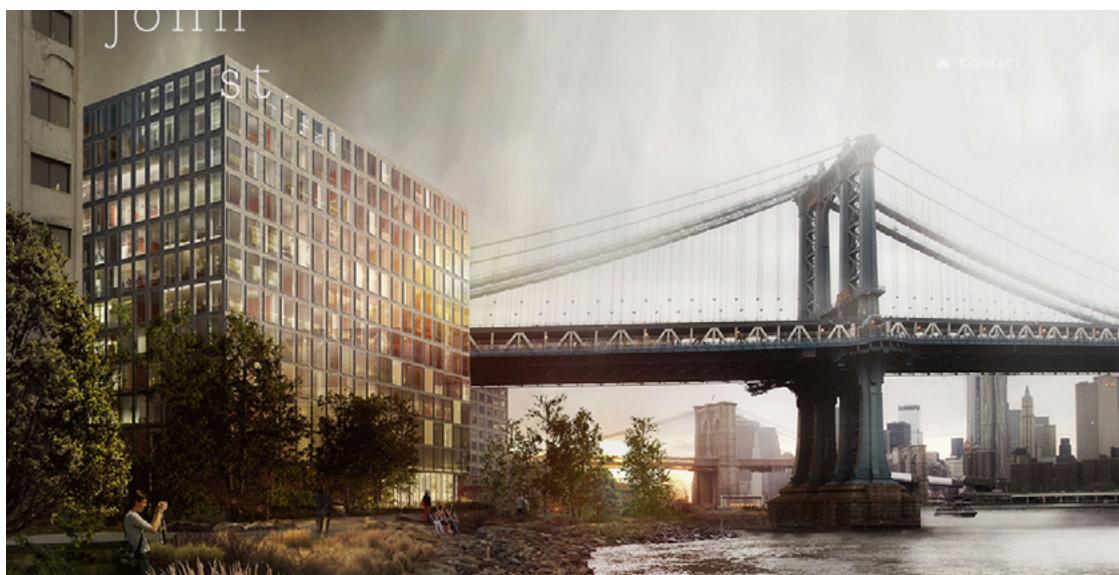


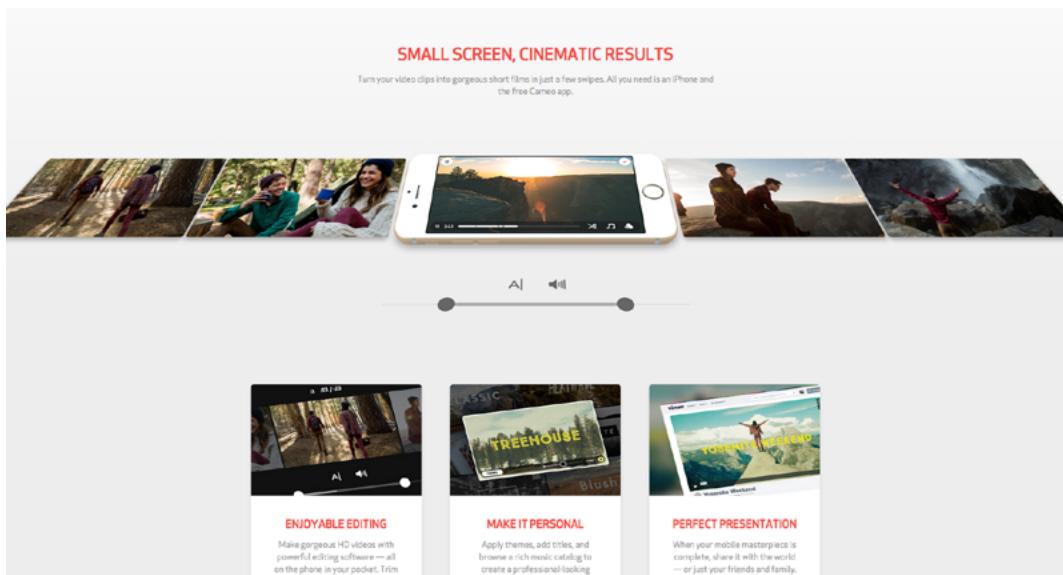
Photo credit: <http://onejohnst.com/>

### 4. One to See, One to Kill



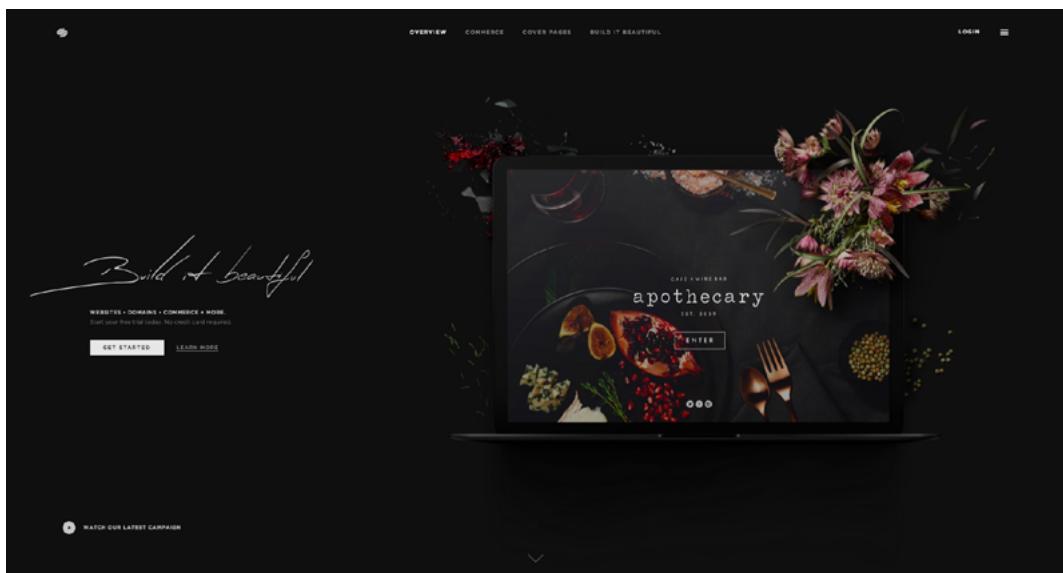
Photo credit: [Frames Collection](#)

## 5. Cameo by Vimeo



*Photo credit: Vimeo via Awwwards*

## 6. Squarespace



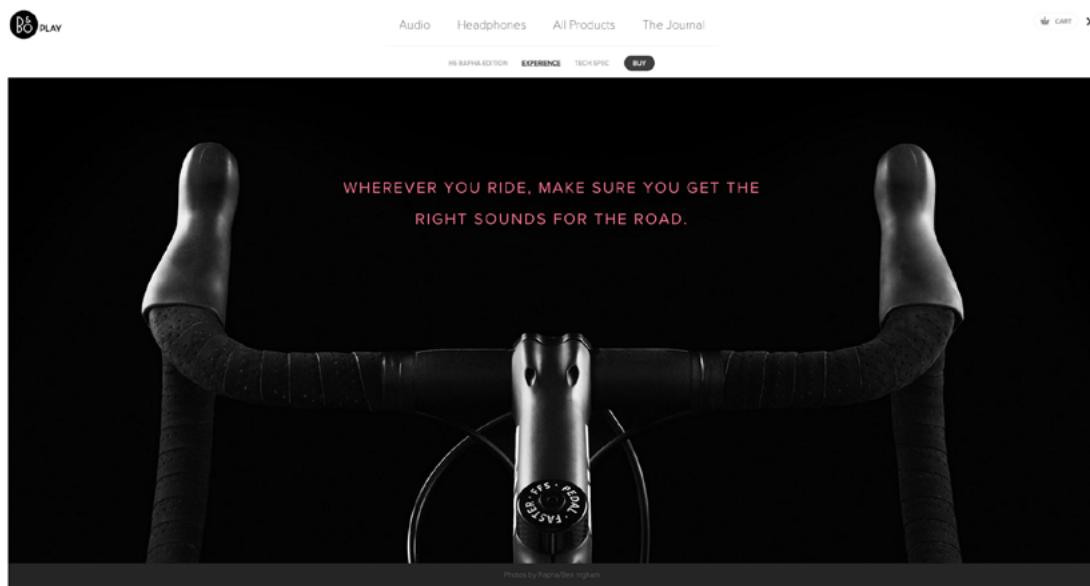
*Photo credit: Squarespace*

## 7. Yep App



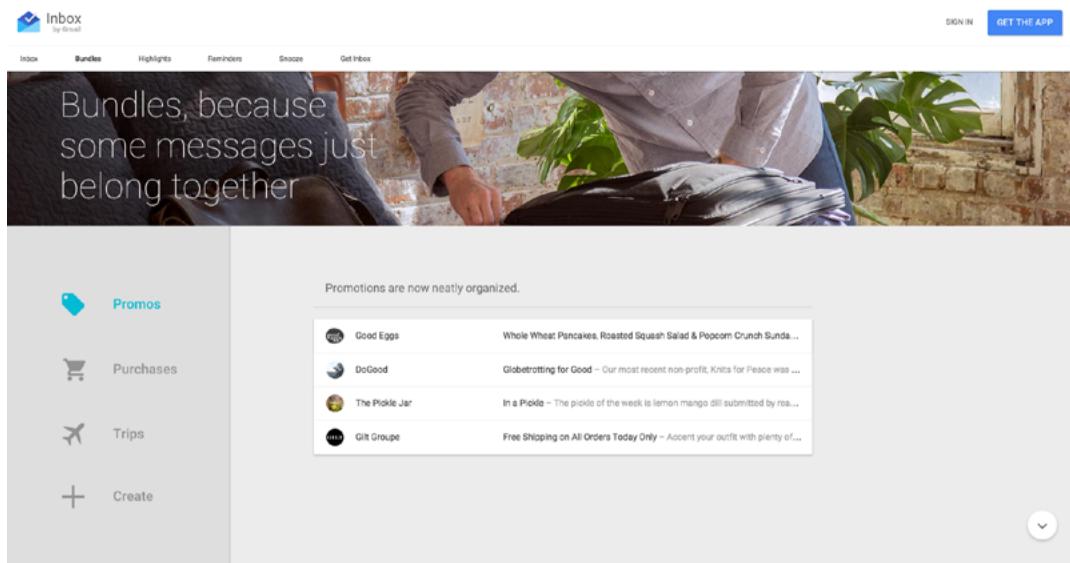
*Photo credit: Yep App*

## 8. Beoplay



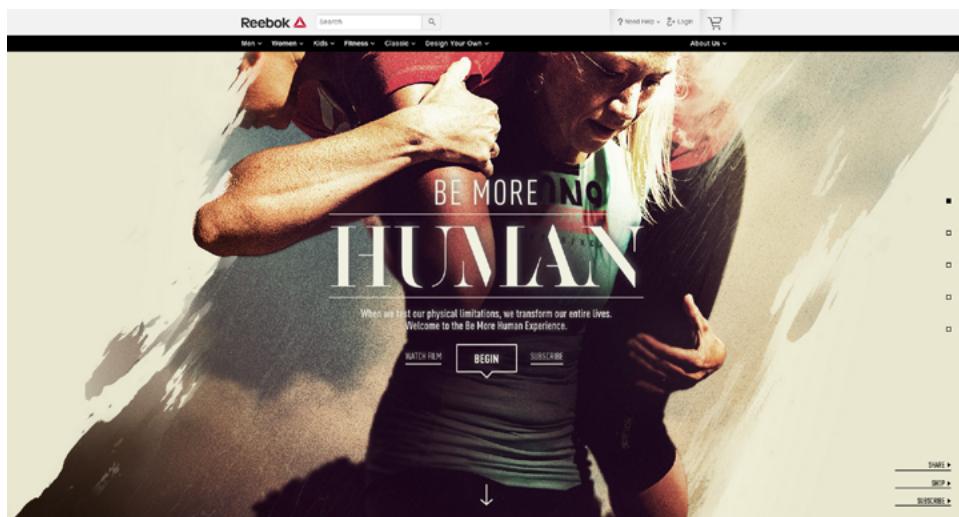
*Photo credit: Beoplay via Awwwards*

## 9. Inbox by Google



*Photo credit: Inbox by Google*

## 10. Be Human by Reebok



*Photo credit: Reebok via Awwwards*

As the sites above prove, the most successful application of long scrolling is for its practical benefits, not to appear part of a trend.

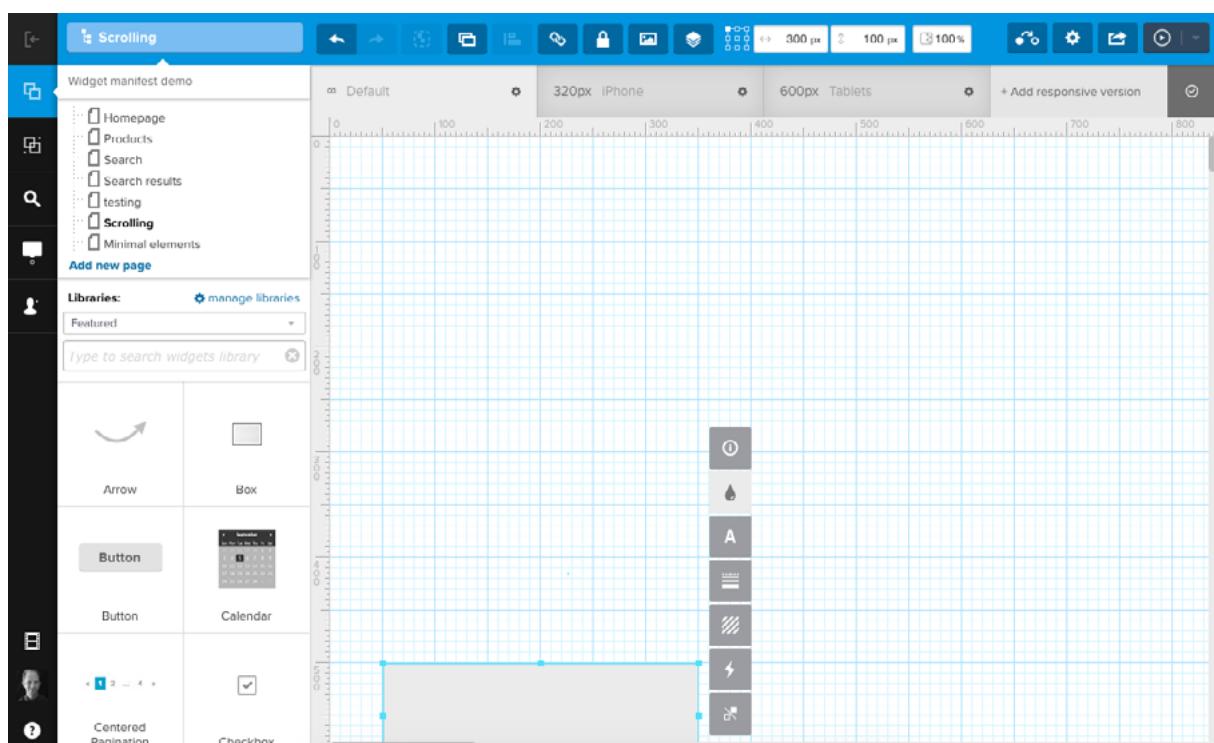
There are many useful advantages of long scrolling: unifying disorganized information, interactivity, navigational liberties, stunning visuals,

displaying extensive content (infinite scroll), linear storytelling, etc. However, given the drawbacks like disorientation and occasionally loading times, you shouldn't recklessly switch over. Understand the best techniques to make the most out of it.

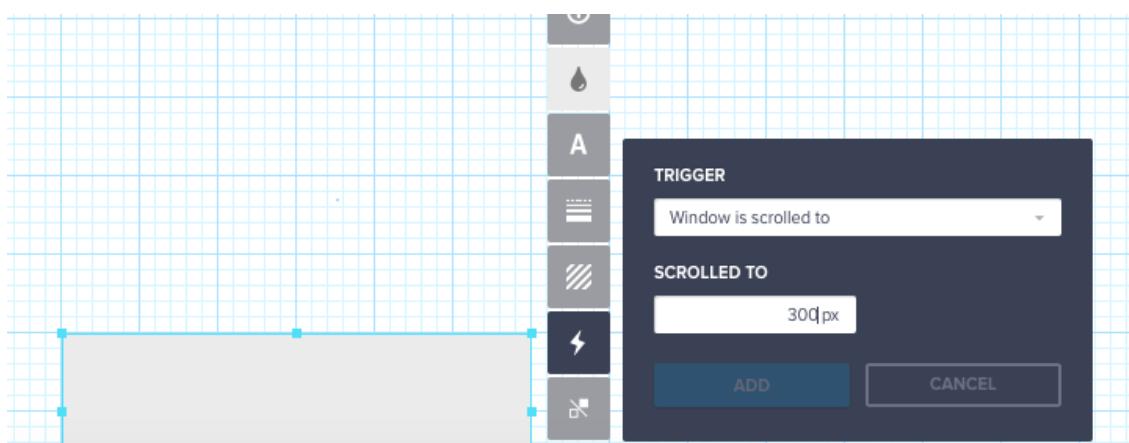
## Design Lesson: Delight Users When Elements Appear on Scroll

UXPin comes with an action trigger that occurs when users scroll to a certain point. This is great for making elements appear as users explore an extra-long web page or app. Here's how it works.

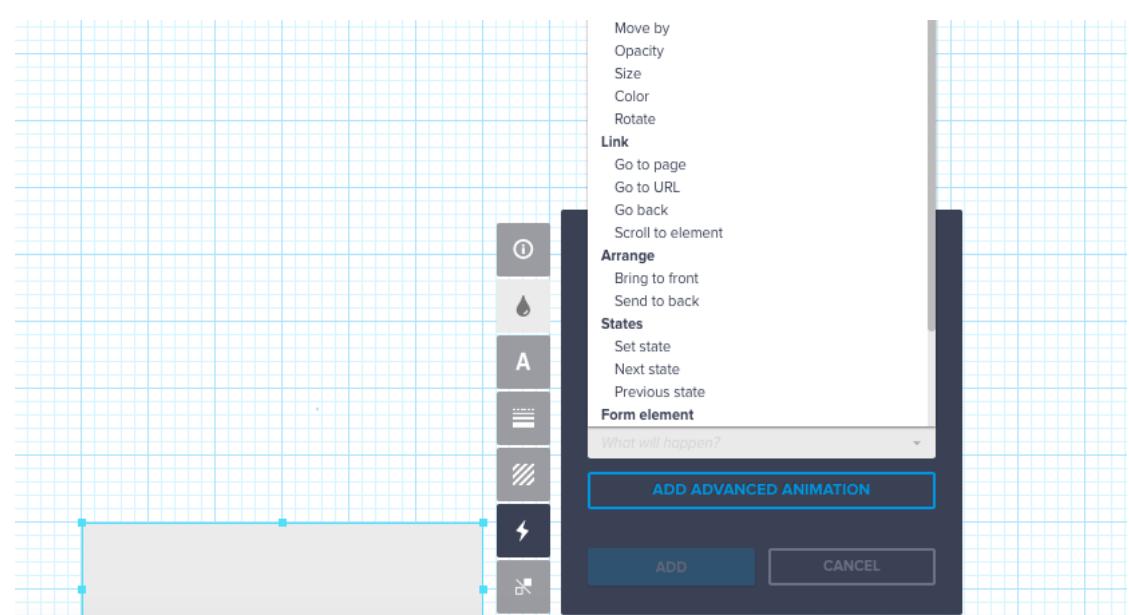
1. Create an element whose top edge is about 500 pixels from the vertical ruler's origin point. Remember to give the element a sensible name so we can refer to it later.



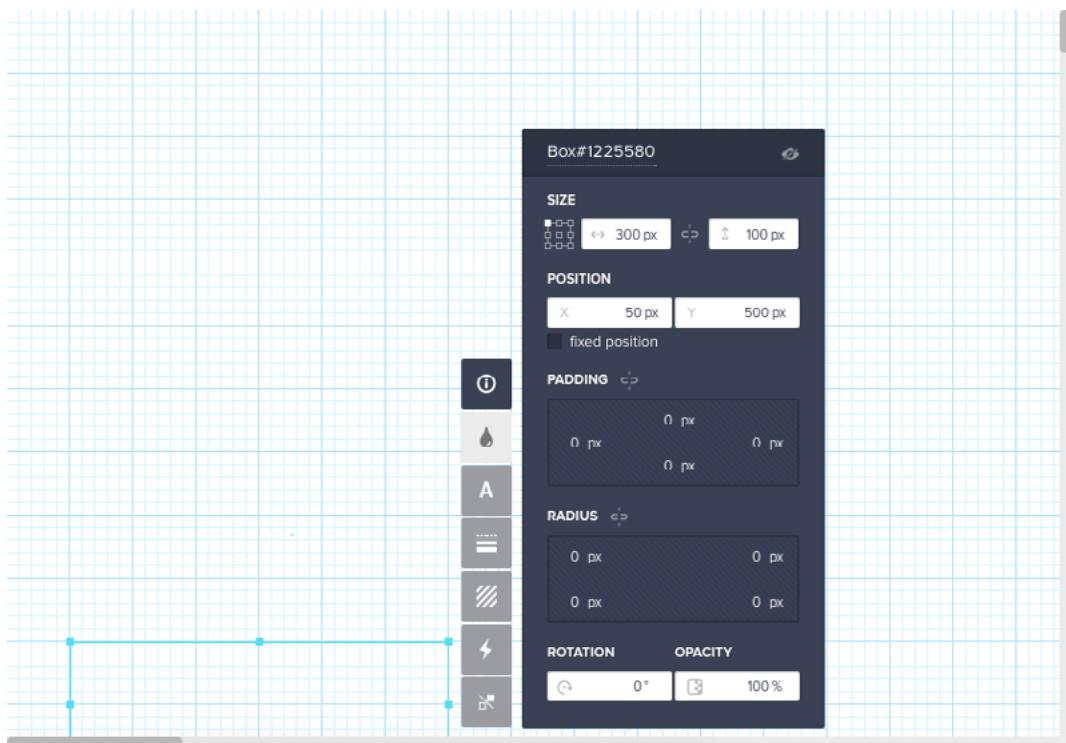
2. Add an action based on “scroll to” that shows the element. For best results, and to give users something to see in a timely manner, set the trigger to occur before they reach the element’s top edge. For example, we set this “scrolled to” value to 300px because the element’s top edge is at 500px, giving us a comfortable 200 pixel margin. If the element was at, say, 1200px, we’d set the “scrolled to” value to 1000px. If you set the element to appear at its height – such as 500px and 500px – users will tend to scroll right past it.



3. Set the action to “toggle,” which will show/hide the element as users scroll past.



4. Hide the element (you can find it again with the Layers palette).



5. UXPin lets you scroll to the bottommost element, so create another one further down the page. In this case, we created another box whose top edge was at 1000 pixels.

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