

Describing aesthetics, styles or Design Elements

This is a bank of words you may wish to call on when describing the aesthetic of any given design. Note, there are many areas where these words overlap in their meaning, so you may wish to use multiple describing words at a time.



A clean design aesthetic emphasizes simplicity and minimalism, and clean lines, resulting in a sleek, uncluttered look.

Clean/Rustic

Rustic design aesthetic incorporates natural materials, rough textures, and earthy colors to create a warm and cozy environment, often evoking a feeling of being in the countryside.



Modern design aesthetic features clean lines, minimalistic elements and an emphasis on function, resulting in a contemporary and sophisticated look.

Modern/Traditional

Traditional design aesthetic incorporates classic elements and timeless design principles, such as elegant patterns, symmetrical shapes, and rich colors, resulting in a formal and refined look.



A subtle design aesthetic is characterized by minimalistic and understated elements, with a focus on subtle details, soft colors, and textures, creating a sophisticated and refined look.

Subtle/Bold

A bold design aesthetic features strong colors, contrasting patterns, and striking shapes, resulting in a dynamic and eye-catching look.



A subdued design aesthetic features soft, neutral colors, simple shapes and textures, resulting in a calming and understated look.

Subdued/Striking

A striking design aesthetic features bold elements, such as strong colors, vivid patterns, and unconventional shapes, resulting in a distinctive and impactful look.



Natural design aesthetic incorporates elements and patterns from nature, such as earthy colors, organic shapes, and textures, to create a calming and harmonious look and feel.

Natural/Industrial

Industrial design aesthetic incorporates raw materials, such as concrete, metal, and exposed brick, and focuses on functionality, resulting in a rough, urban, and sophisticated look. It can also be geometric and angular in nature.



Organic design aesthetic features natural, flowing shapes and forms inspired by nature, resulting in a warm, organic, and harmonious look and feel.

Organic/Geometric

A geometric design aesthetic features shapes and patterns, often using mathematical principles, resulting in a structured look. Geometric design normally uses basic shapes like circle, square and triangle.



Often more subtle and minimal in nature. A mature design aesthetic is sophisticated, refined, minimalistic, elegant, and timeless with a focus on functionality and simplicity.

Mature/Playful

A playful design aesthetic features fun elements, such as bright colors, whimsical shapes, and quirky details, resulting in a lively and energetic look.



Minimal design aesthetic prioritizes simplicity and functionality, with a focus on negative space (Ground), often neutral or harmonious colors, and minimal elements, resulting in a clean and understated look.

Minimal/Complex

A complex design aesthetic features intricate elements, such as detailed patterns, multi-layered shapes, and multiple colors, resulting in a visually complex and challenging look.



A simplistic design aesthetic prioritizes functionality and clarity, with a focus on minimal elements, neutral colors, and straightforward shapes, resulting in a clean and uncluttered look.

Simplistic/Intricate

An intricate design aesthetic features detailed elements, such as fine patterns, delicate shapes, and multiple colors, resulting in a visually intricate and refined look.



A muted design aesthetic features soft, toned-down colors, simple shapes, and minimalistic elements, resulting in a calming and understated look.

Muted/Colourful

A colorful design aesthetic features a vibrant color palette, often incorporating multiple hues, resulting in a lively and visually striking look.



A smooth design aesthetic features flowing lines and curves, with a focus on creating a seamless and harmonious look, often incorporating natural shapes and materials.

Smooth/Jagged

A jagged design aesthetic features sharp, uneven lines and shapes, often creating a dynamic and visually striking look.

