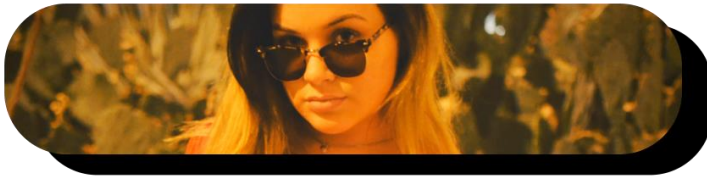# Brutalist Substyles

Brutalist web design styles vary in aesthetic, ranging from minimalist to maximalist. Some are a mixture of both extremes, employing distinct avant garde themes. Let's take a look at some common sub-styles of brutalist designs.

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Minimalism

LESS IS MORE.

With minimalism, less is more. Colors, text styles, effects, animations, textures, and other distracting elements are used sparingly. The overall UI/UX is over-simplified, with an emphasis on essential elements.

The objective of minimalist web design is to *under*whelm the user by optimizing their experience on your website or application. Minimalist designs are characterized by simplicity, elegance in aesthetics, and a sense of calmness, unity, and clarity. A sense of pro-fessionalism and sophistication evokes a sense of trust in the user.

The Rule of 7±2.

One important design rule to consider in minimalism is the Rule of 7±2. This rule purports that the human memory has a capacity range that can process between 5 and 9 objects (or concepts) simultaneously. This rule should absolutely be adhered to within a minimalist design. This means that no more than 9 concepts, or objects, should be present. The fewer concepts that are introduced to a user, the better.
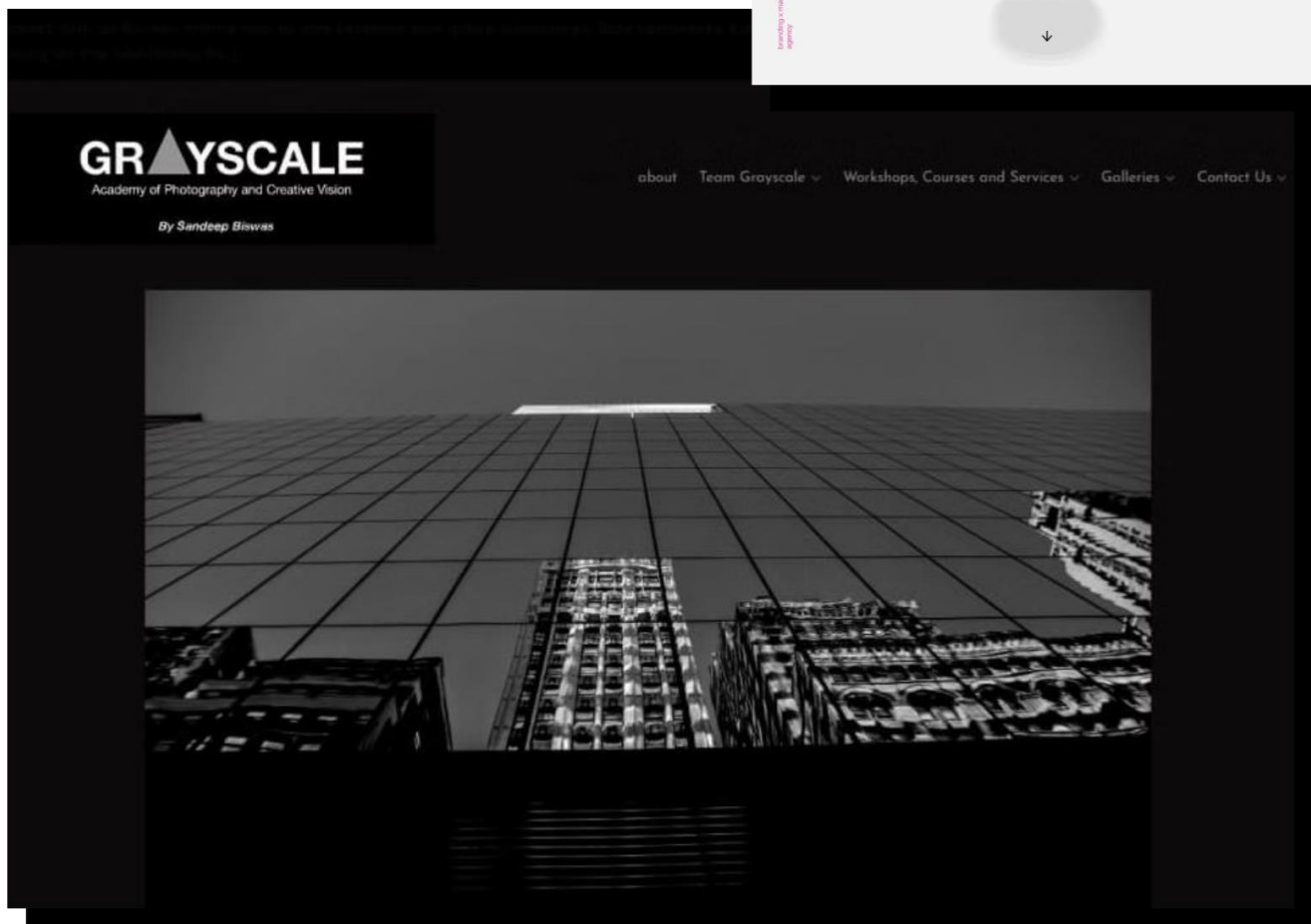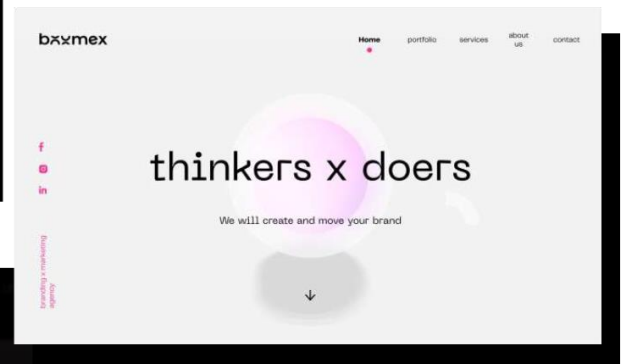
LESS
IS
MORE

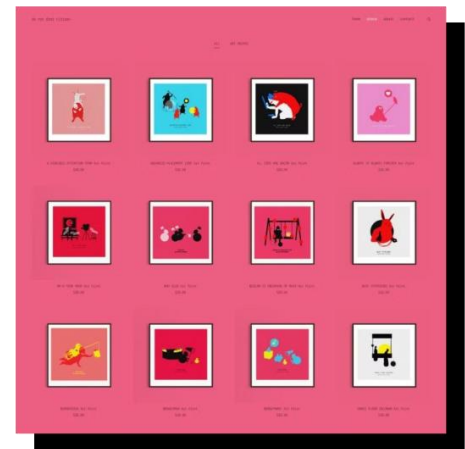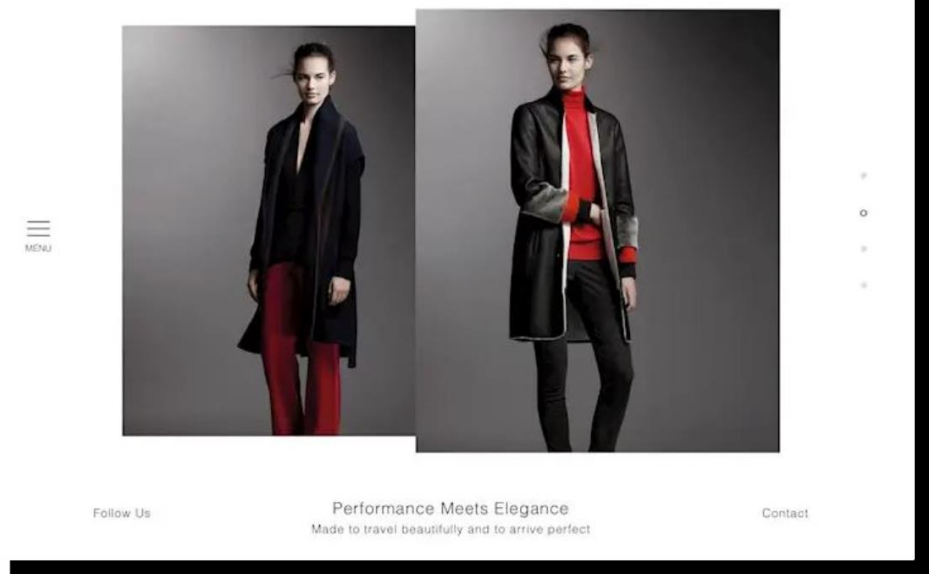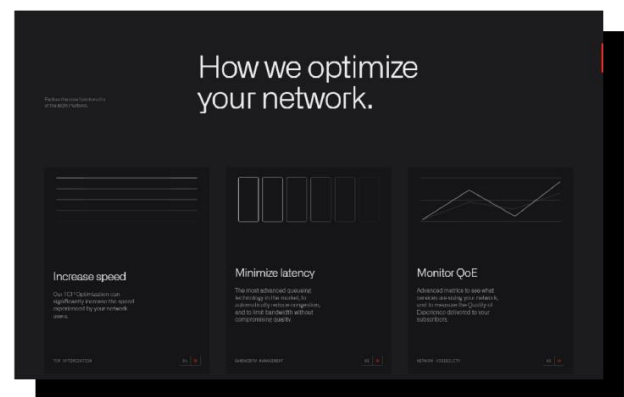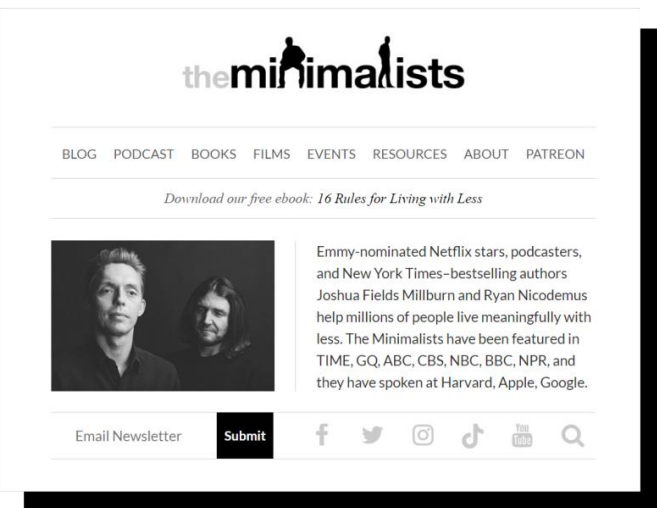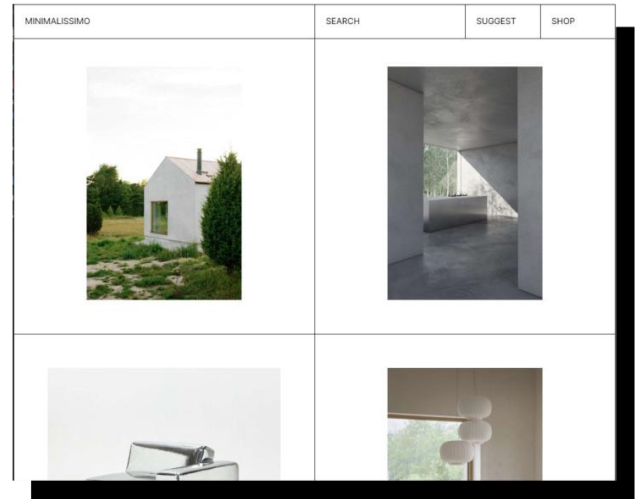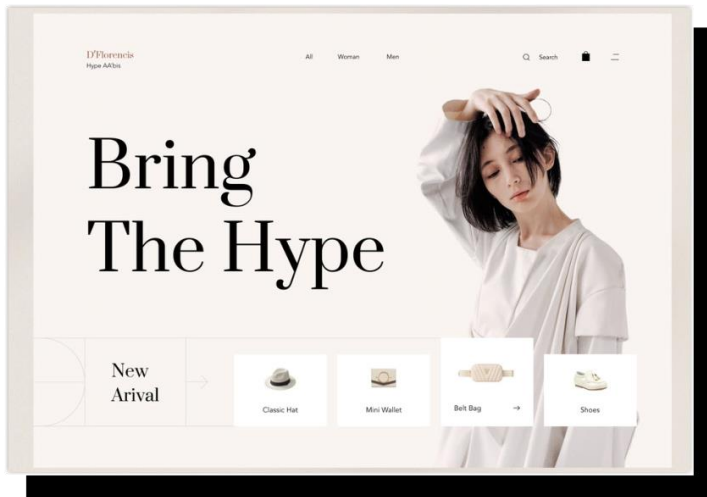## Minimalist Features:

- Streamlined navigation
- Ample negative space
- Simple typography
- Optimal color schemes
- Unified layout
- Concise content
- Clarity of purpose

Minimalist Examples.

Here are some examples of minimalist web designs.

D'Florencis
Hype Añbs

All   Woman   Men   Search

Bring The Hype

New Arival →

Classic Hat   Mini Wallet   Belt Bag →   Shoes

MINIMALISSIMO   SEARCH   SUGGEST   SHOP

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Maximalism

MORE IS MORE.

With maximalism, more is more! Unlike it's minimal counterpart, the maximalist design style is dedicated to distinctive, vibrant, and unconventional artistic expressiveness.

Characterized by complexity, diversity, and extravagence, maximalist designs strive to leave a bold first impression. They are intentional in the evocation of the senses of excitement, creativity, and uniqueness.

Advantages of maximalist designs include increased engagement, visual stimulation, and experimentation in variation. Disadvantages are that designs can be too overwhelming, chaotic, and may not always adapt well to evolving trends. Users may become confused.

Maximalist Features:

- Complex content
- Minimal negative space
- Varied typography
- Clashing color schemes
- Layered layouts
- Relentless repetition
- Grandiose graphics
- Chaotic collages
- Unclear purpose

The Rule of ∞±∞.

There are no limits in maximalist design. The "Rule of Infinity Plus or Minus Infinity" purports that creativity shall be limitless in any direction of design objective. Normalcy, standards, or design conventions do not always need to be adhered to.

Maximalist Examples.

Here are some examples of maximalist web designs.
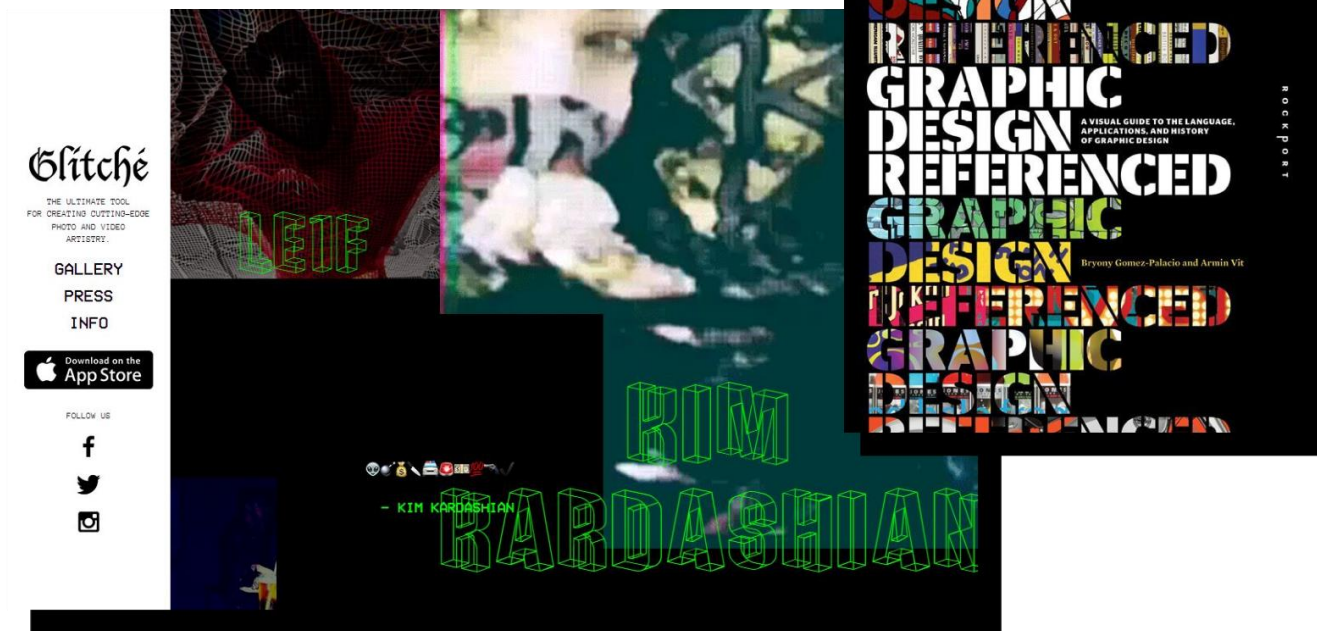
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MAXI-MALISM

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Learn more

ANYTHING GOES

POST MODERNISM

By Marie Lenester

Kaos.

Memphis

BOLD IS MORE.

Memphis is a bold, yet minimal, creative aesthetic that blends art deco with contemporary art styles. Featuring vibrant colors, distinctive geometric shapes, and various flat patterns, Memphis makes the most of a bold statement.

This 1980s-inspired retro aesthetic balances minimalism with maximalism, emboldening businesses to bring brashness to their brand.

Memphis Features:

- Abstract designs
- Geometric shapes
- Electric colors
- Strong patterns
- Clashing hues
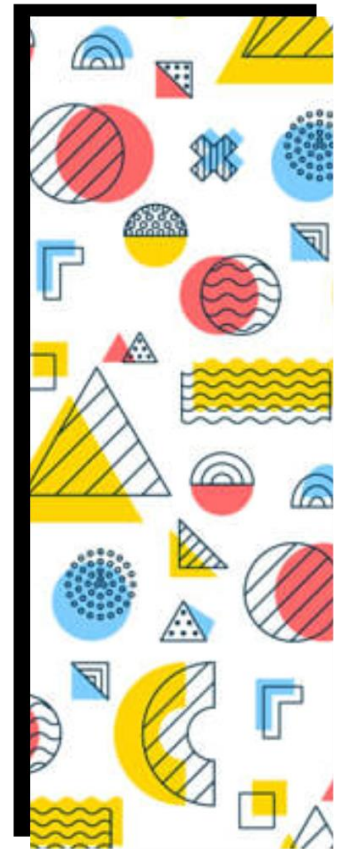
Rule of ⏪±⏩.

The "Rule of Rewind Plus or Minus Fast-Forward" purports that a Memphis design incorporate a throwback to a retro aesthetic, albeit fused with a progressive and forward-thinking abstract concept.

In other words… Memphis design is purely abstract, having no concrete purpose. It is the avant-garde combination of brutalism fused with a contemporary art form.

Memphis Examples.

Here are some examples of memphis web designs.
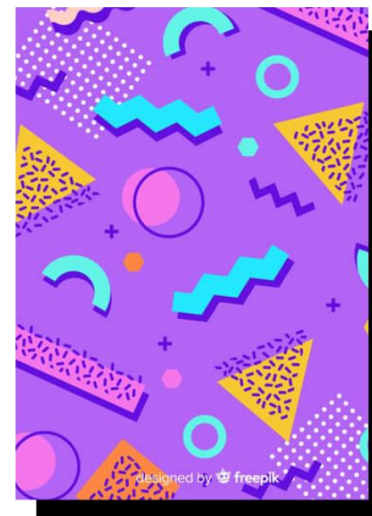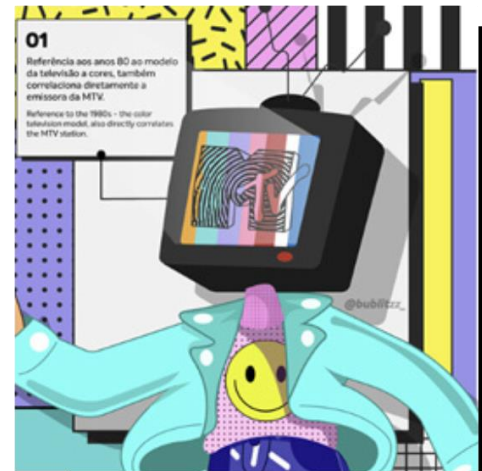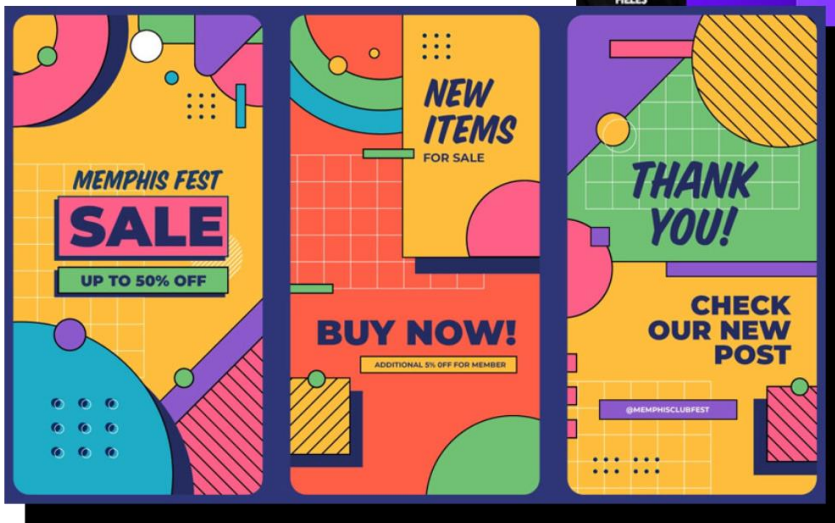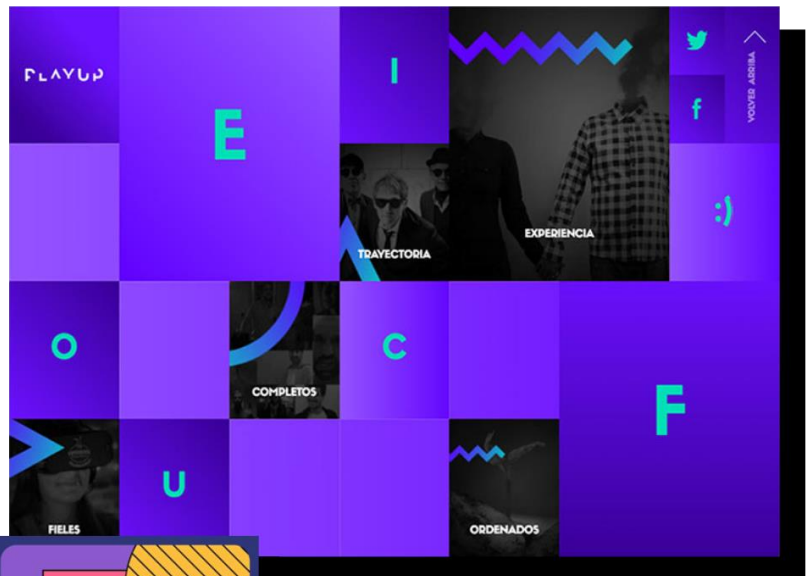
Neobrutalism

SOLID IS MORE.

Neo-brutalist designs are rooted in the solid philosophy that this design style should prioritize function, simplicity, and purpose. The objective is to depart from a conventional polished design, and focus on a functional, raw user experience.

Design aesthetics are stark and unapologetically direct and distinct, stripped down and focused on essential elements. Any animations are minimal, and elements are flat, bold, and solid.

Creative content clarity can compromise on the flexibility of fonts, which are often bold and geometric. Readability can be rigid and rugged, and layouts are often limited.
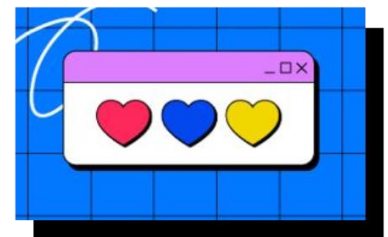
Neobrutalist Features:

- Geometric shapes
- Strong color contrasts
- Distinct borders & edges
- Simple interface
- Flat elements
- Hard shadows
- Minimal animations
- Asymmetrical grids
- Clear & crisp content

The Rule of _±#.

The "Rule of Flat Plus or Minus Sharp" purports that a Neo-brutalist design must contain elements that are strictly flat or sharp in appearance. A flat-sharp appearance should create a sense of uncompromising solidity.

Neobrutalist Examples.

Here are some examples of neobrutalist web designs.
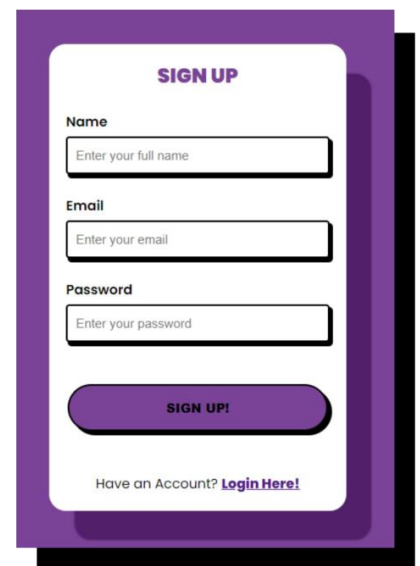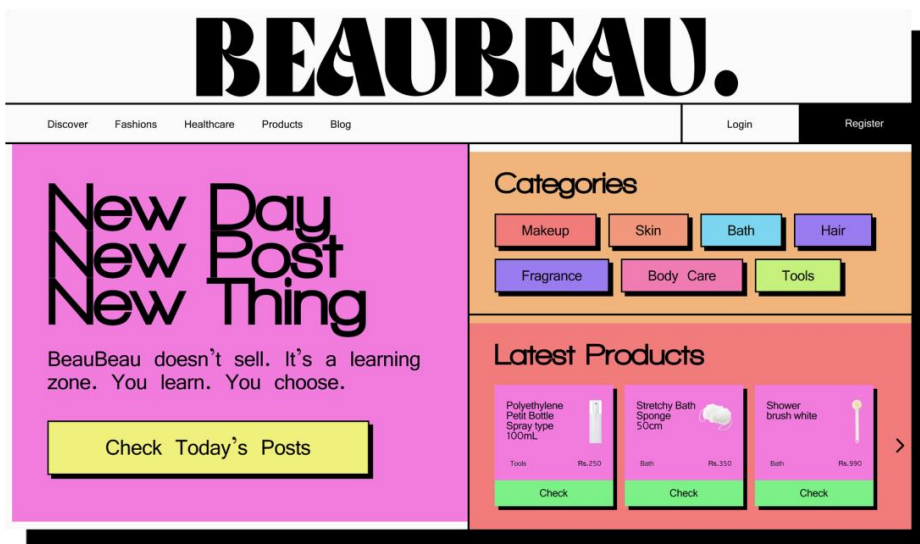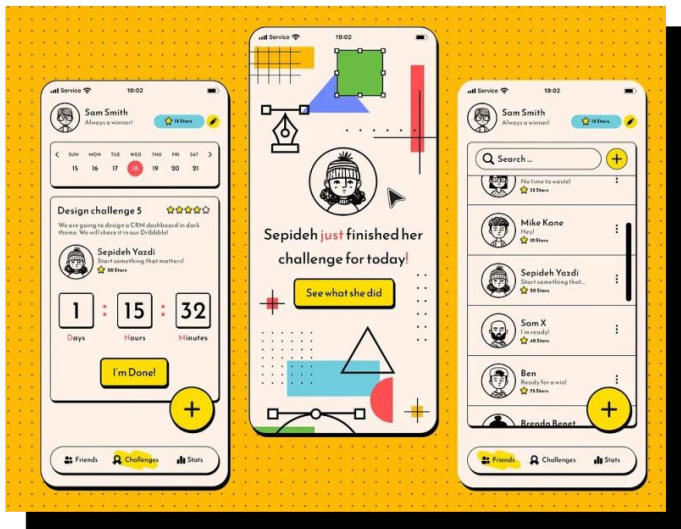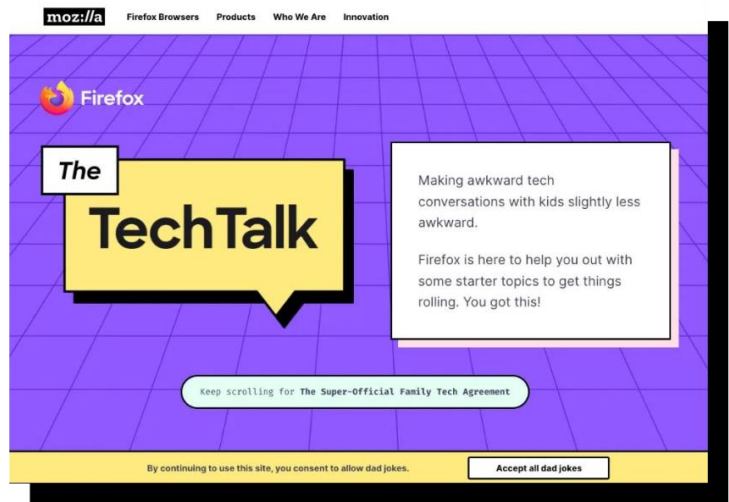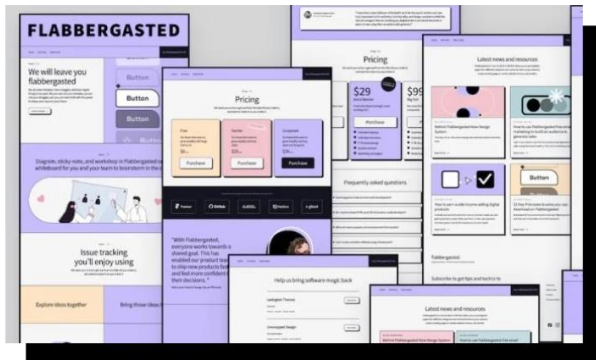
Retro Futurism

THE FUTURE IS MORE.

Retro futurism is the future as envisioned by the past. This themed substyle of brutalism utilizes a retro technology aesthetic characterized by futuristic graphics, cyber-themed typography, and vivid neon colors and smooth geometric shapes.

The entertainment, art, technology, and various other pop culture industries utilize this style. Intended to provoke a feeling of nostalgia, retro futurism evokes a diverse and varied mixture of raw emotions within the user.
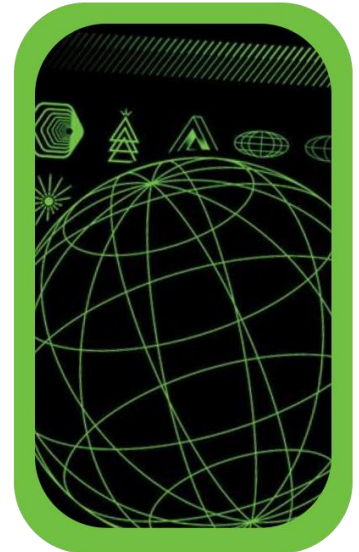
RETRO FUTURISM THEMES.

Retro futurist designs can be broken down into two specific themes:

- Sci-fi
- Vaporwave

Sci-fi (science fiction) themes may have a focus on dystopian machinery and raw technology, with a retro or vintage tone.

Vaporwave themes have a focus on retro technology with a vivid and electrically charged exotic tone.

Retro Futurist Features:

- Retro tech aesthetics
- Sci-fi & dystopian themes
- Futuristic imagery
- Neon colors & hues
- Rounded geometric shapes
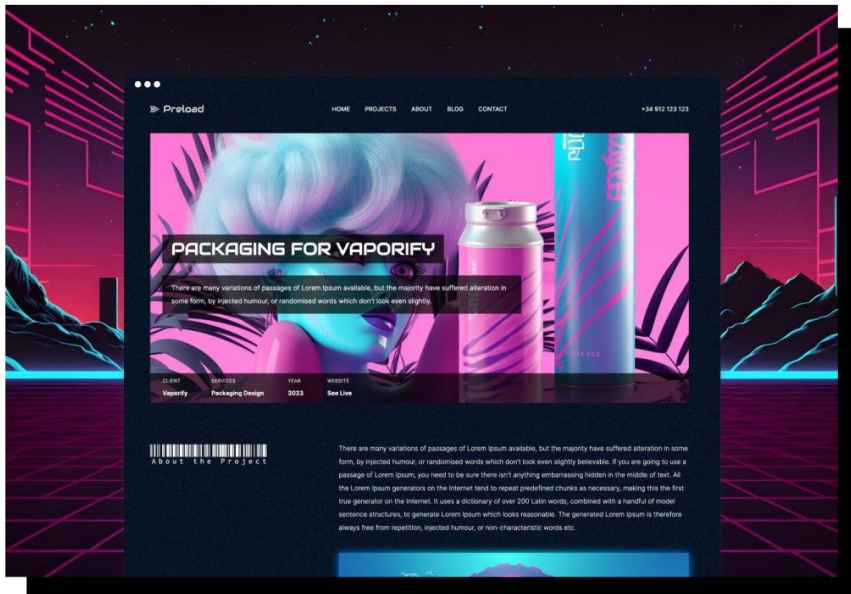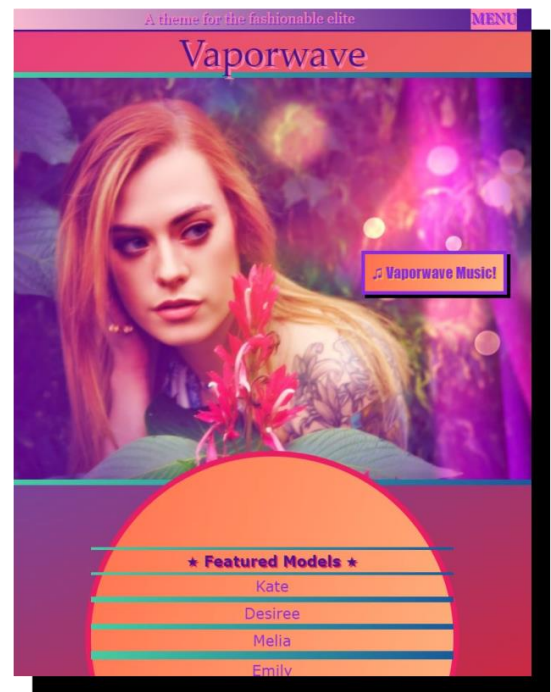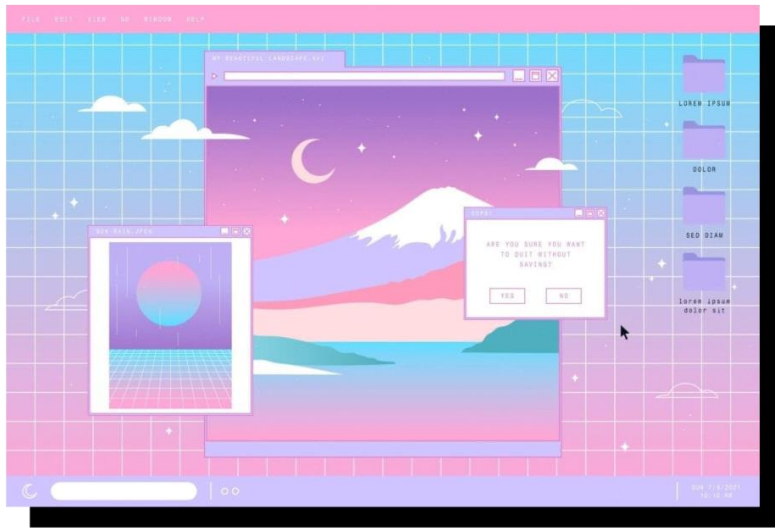- Cyber typography

Retro Sci-Fi Examples.

Here are some examples of retro futurist sci-fi designs.

Vaporwave Examples.

Here are some examples of vaporwave designs.

Anti-Design

CHAOS IS MORE.

Anti-design is a form of maximalism that completely disregards any and all conventional rules of design principles and standards. A true form of brutalism, anti-design is truly raw, unapologetic, and extremely expressive.

DECONSTRUCTIVE DISPOSITION.

Anti-design attitude is one of disrespect for the expected aesthetics of standard web designs.
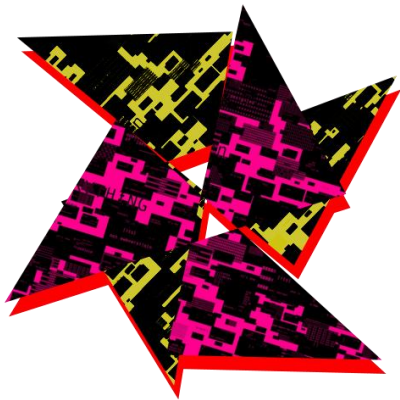
Analyzing the intention and purpose of an anti-design, elements are deconstructed by breaking them down as fragmented units, and displaying them in disharmony and disunity. Creative chaos of clashing and colliding elements, confusing collages, and complex animations are intentional and bona fide in their wild incorporation.

Anti-Design Features:

- Purely chaotic collages
- Disharmonic layouts
- Inconsistent typography
- Clashing colors & tones
- Complex animations
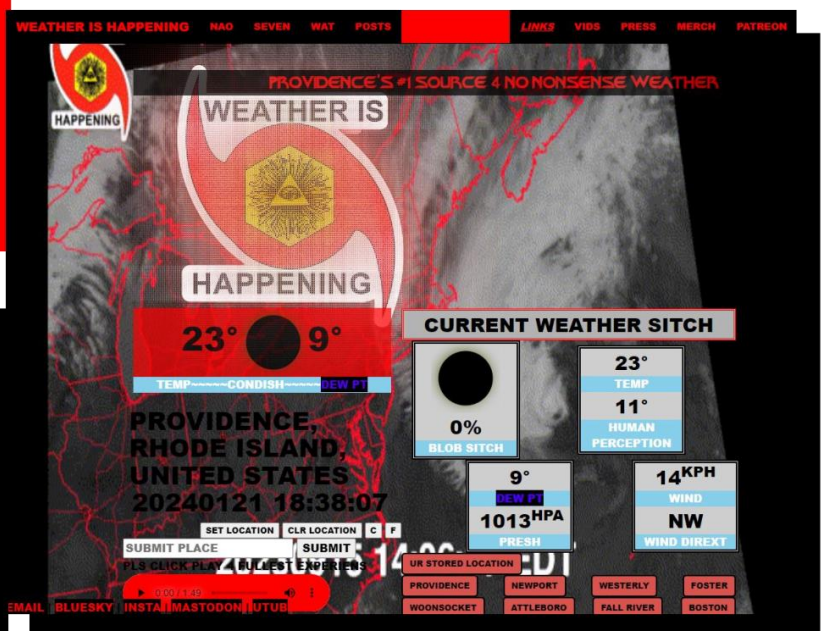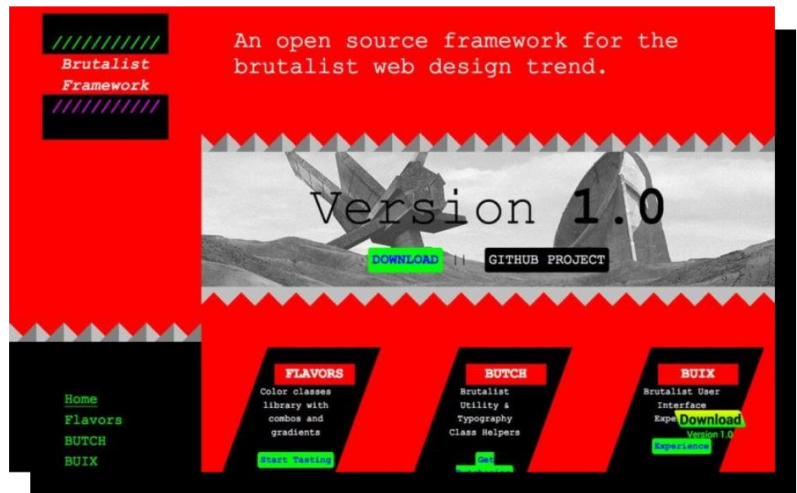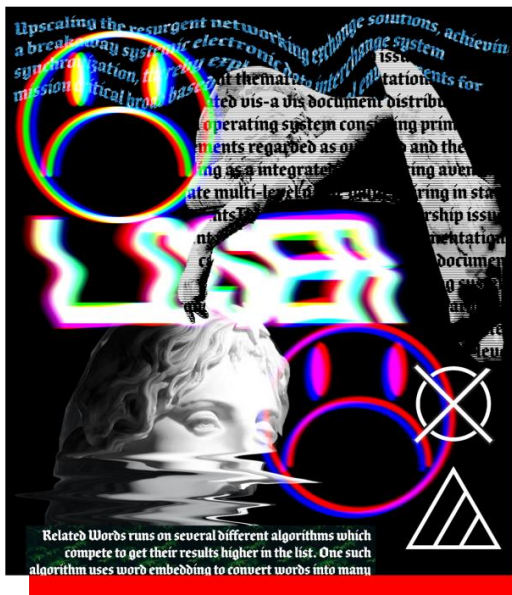- Erratic elements
- Provocative content

The Rule of ✳±∞.

The "Rule of Wildcard Plus or Minus Infinity" purports that anti-designs never adhere to standard design rules, restrictions, or principles. Conventions are defied and denied. A wild design is an anti-design, without limits.

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Anti-Design Examples.

Here are some examples of anti-design web designs.

BEYOND ANTI-DESIGN.

Brutalist and anti-design go beyond the basics of the ordinary and expected. Ranging from the reliably raw to the expressive extreme, brutalist designs are on a spectrum of creative chaos.

In retrospect, brutalist anti-design is a throwback to an exotic exploration of raw, uncompromising provocation of diverse emotional responses to an evolved aesthetic.

The door is always open to limitless imagination. The creative road to the future is bright, full of neon nuance and

undesigned

dreams.