



finance
studio

A Group Vested Platform

Websites in 2026: A Visual Deep Dive



What we're going to talk about

- Current visual themes across the internet
- Insights behind the designs
- How to approach website projects



An aerial photograph of a dense, lush green forest. A large, white, semi-transparent geometric shape, resembling a stylized 'L' or a corner, is overlaid on the right side of the image. The word 'Layout' is centered within this white area in a dark, serif font. A thin white line runs diagonally from the top left towards the center of the white shape.

Layout

LAYOUT

Big text in hero sections

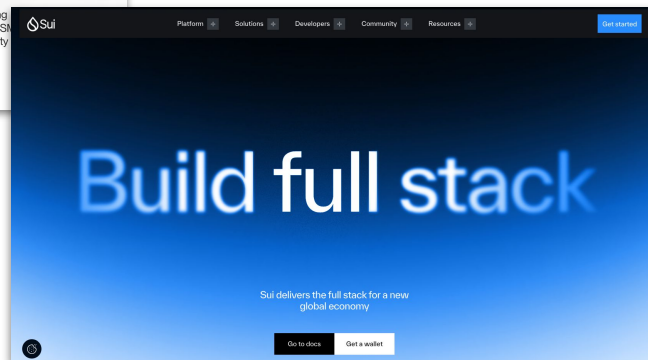
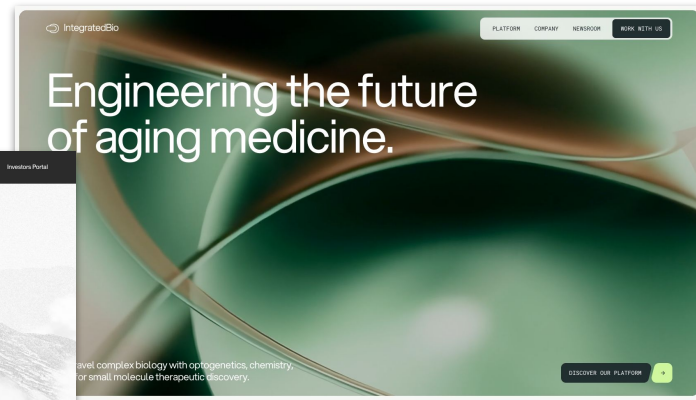
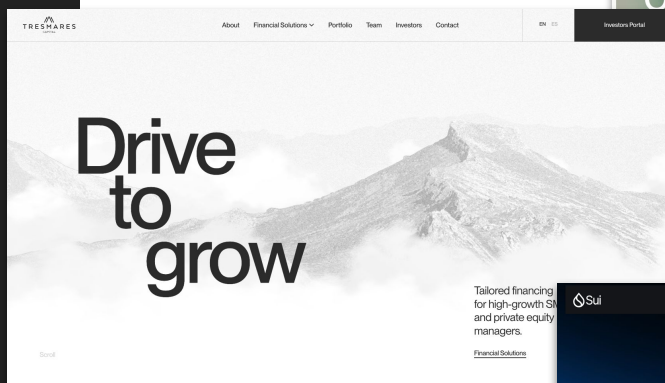
This is a trend that we've been seeing for the past few years.

Oversized text to capture the user's attention immediately.

A way to use copy as a visual element rather than graphics or images.

The Benefit:

- A way to immediately call out specific messaging
- Less reliance on imagery
- Sets the tone for the rest of the session



LAYOUT

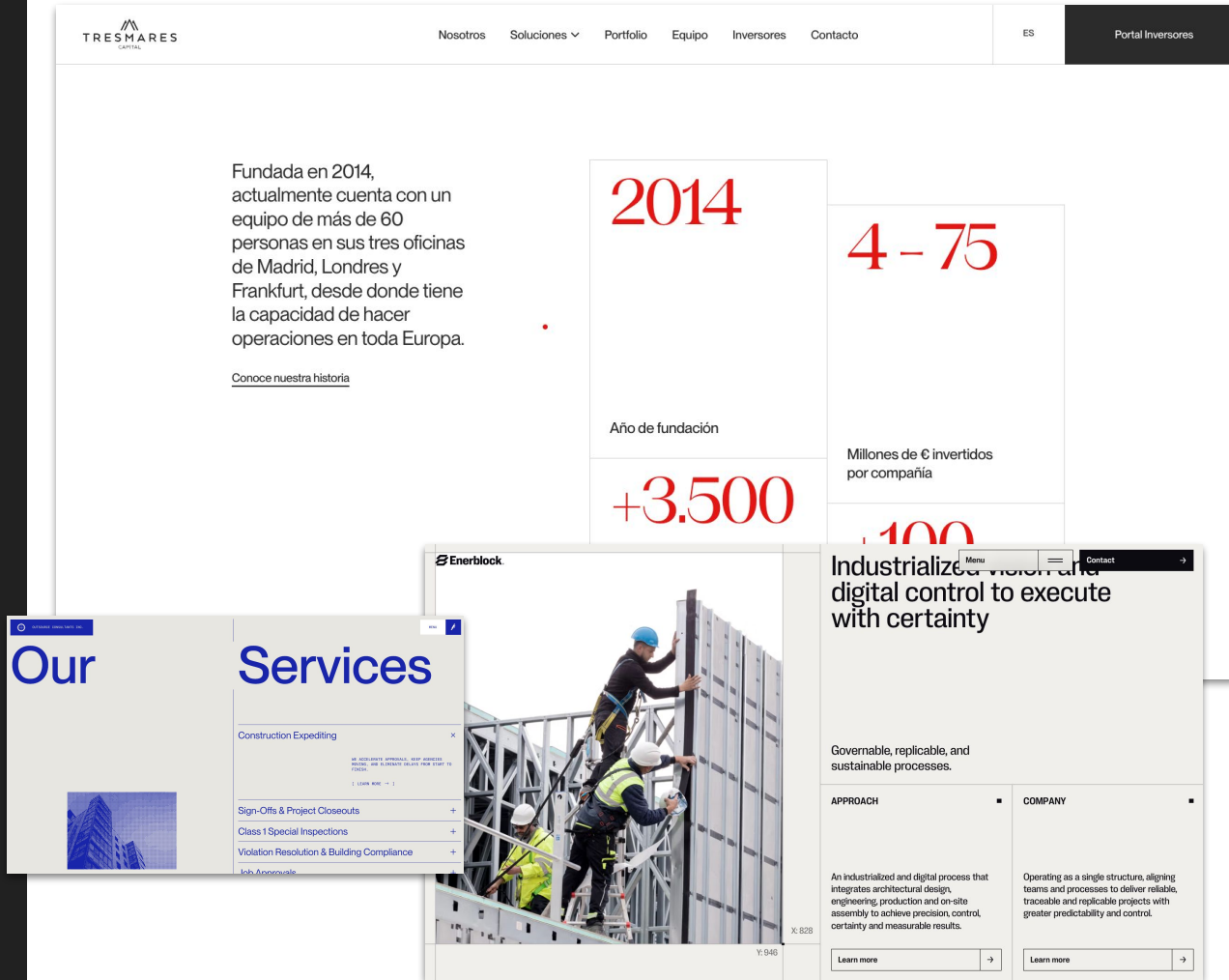
Grids are EVERYWHERE

An easy way to improve the user experience (UX)

Using grid lines to group together different types of messages or statistics

The Benefit:

- Grid lines naturally guide the user's eyes to where to look
- Keeps the layout organized and easy to follow
- An opportunity to visually paint a story



LAYOUT

Letting it breathe a bit

Spaced out content, white space, legibility. Things that designers have been advocating for since the dawn of time.

Gone are the days of cramming all of your information into every nook and cranny of your site.

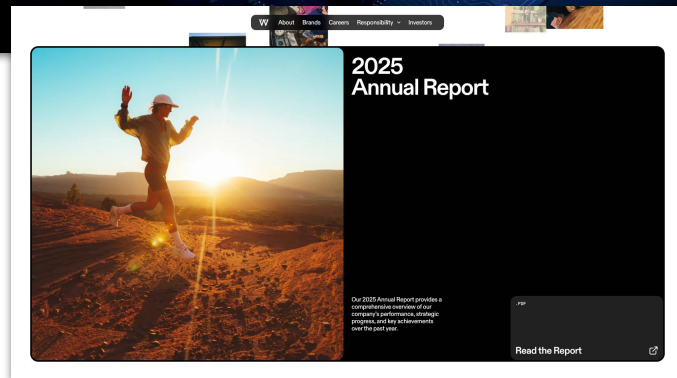
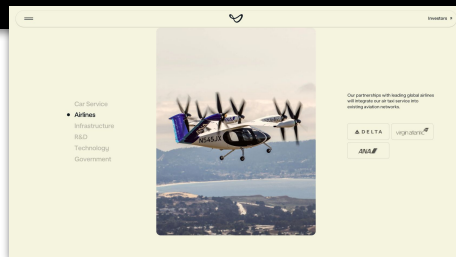
The Benefit:

- Helps control the way the user interacts with the website
- Avoids information overload and improves retention with clear things to focus on
- Appears purposeful, thought-out, and refined

Elite Private Market Opportunities. Tokenized.

One-of-a-kind access to the epitome of private market opportunities, once reserved for institutions.

Compounding wealth, seamlessly.



An aerial photograph of a dense, lush green forest. A large, white, semi-transparent geometric shape, resembling a stylized 'V' or a parallelogram, is overlaid on the right side of the image. The word 'Style' is centered within this white area in a dark, serif font. A thin white line runs diagonally from the top left corner towards the bottom left, intersecting the forest canopy.

Style

STYLE

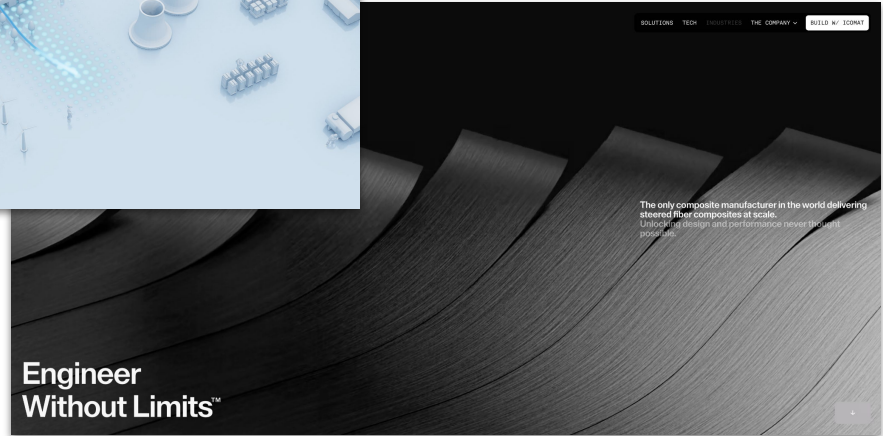
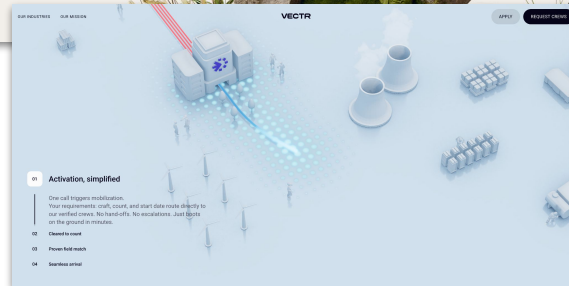
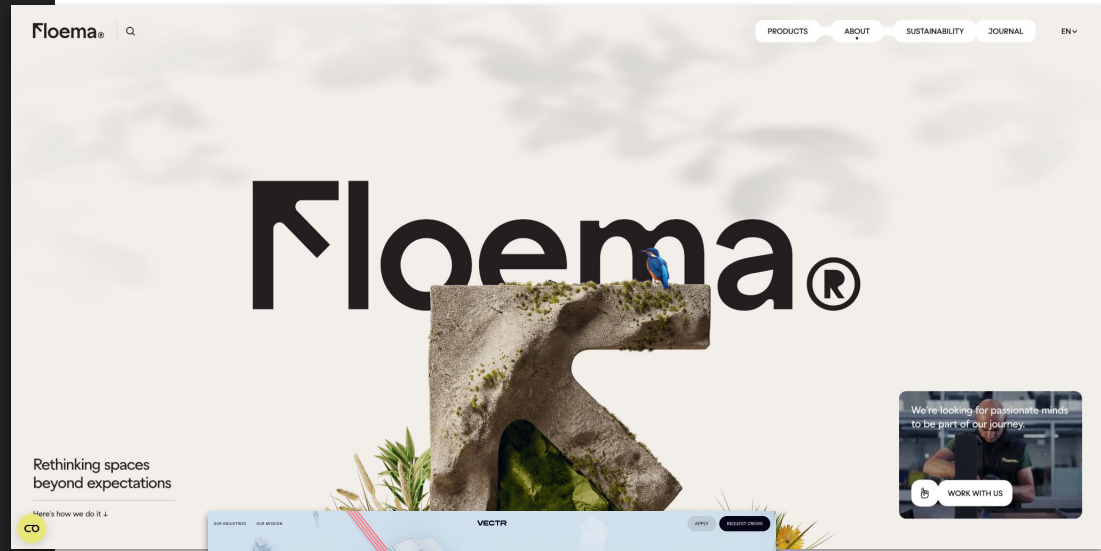
Death to stock

We've seen an increased usage of rendered graphics, macro photography, and more candid imagery.

People can spot staged photos from a mile away. They can appear as inauthentic, phony, and distrustful.

The Benefit:

- Shows that the company took the time and effort to create something ownable
- Visualize an action, memory, or key visual to tell a story



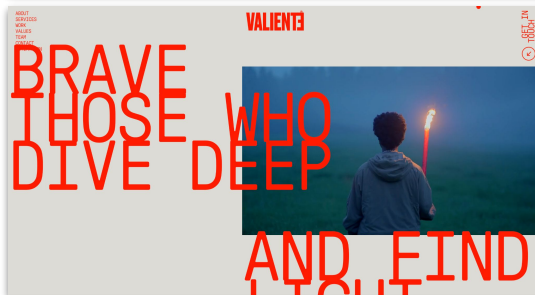
STYLE

Brutalism. The most metal of all “isms”

We've seen a huge rise in this style over the past few years and for good reason.

The Benefit:

- Works well in crypto and fintech's where they want to push the envelope and come across as more creative thinkers
- Website with a distinct style will come across more genuine and authentic rather than sterile and cookie cutter



STYLE

It's like a typeface gumbo

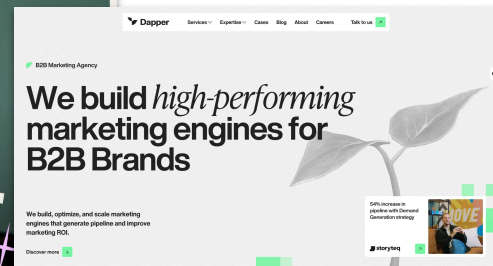
This started a few years back but we're still seeing a rise in mixed typefaces (Serif mixed in with a sans-serif). It's cool, it's fun, it has purpose!

The Benefit:

- By using a different typeface you can add emphasis to key words or phrases
- Another way to add a signature brand style to appear more unique and authentic
- Tap into a greater range of themes with your brand

up&up

CREATIVITY ELEVATES EVERYTHING



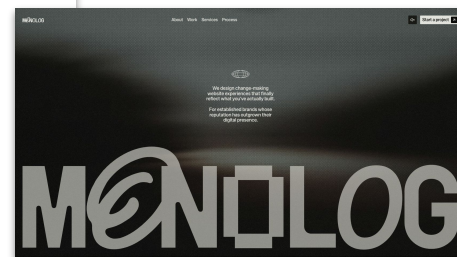
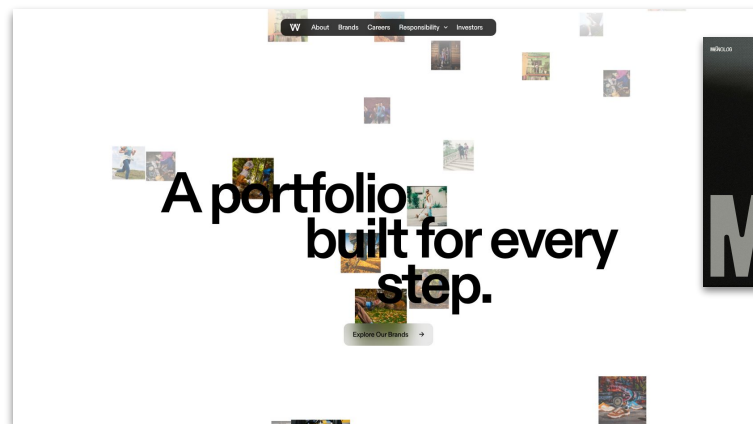
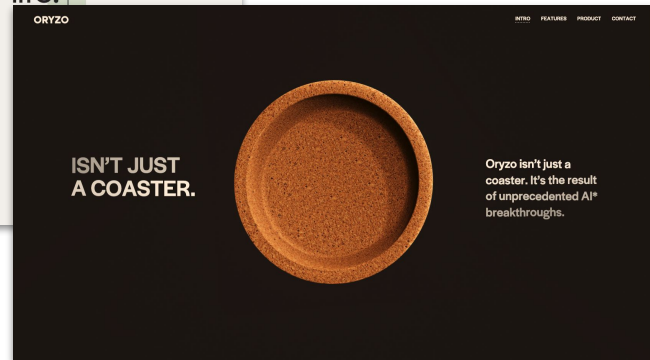
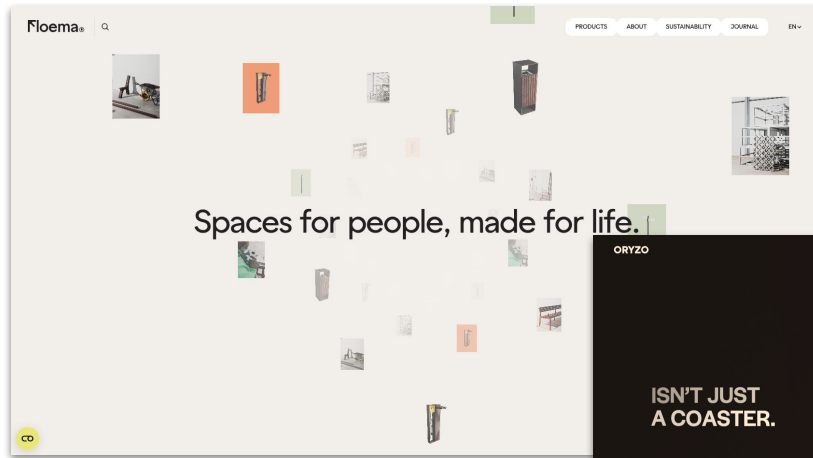
STYLE

Honey, I shrunk the nav!

More and more people are using smaller navigations for their websites.

The Benefit:

- Brings the focus to the contents of the page
- Clears up space for other things to shine
- The general public has become much more familiar with using websites and has a better understanding of how to navigate from page to page



An aerial photograph of a dense, lush green forest. A large, white, semi-transparent geometric shape, resembling a stylized 'V' or a folded corner, is positioned in the center-right of the frame. The word 'Content' is written in a dark, serif font within the white area.

Content

CONTENT

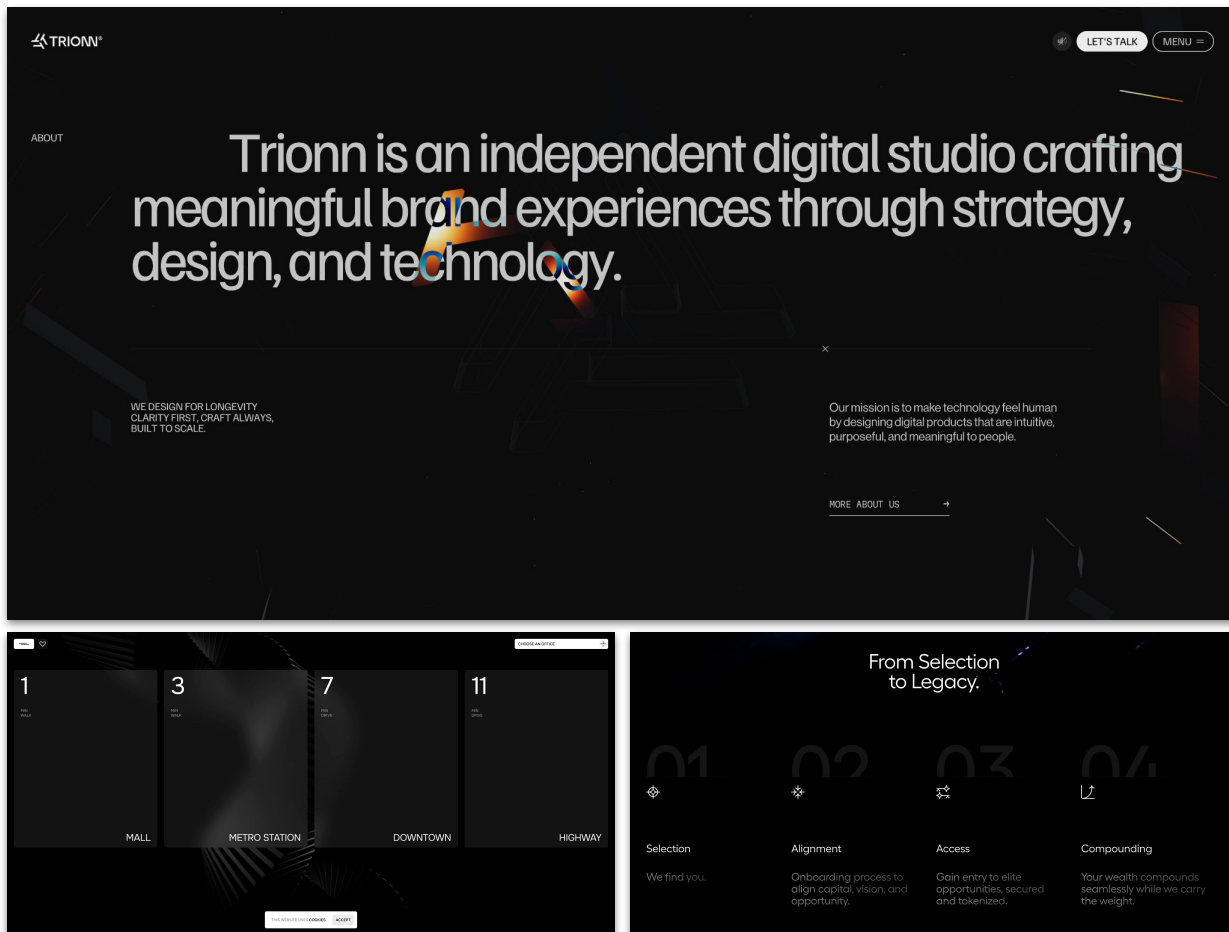
Saying more with less

State your core value prop in as few words as possible. Be intentional with what you have to say so that it lands instantly.

Clear everyday speech > jargon

The Benefit:

- Signals confidence & instant clarity in what you have to offer
- Allows you to create a clean & premium visual design
- Gets straight to the point so leads can convert faster



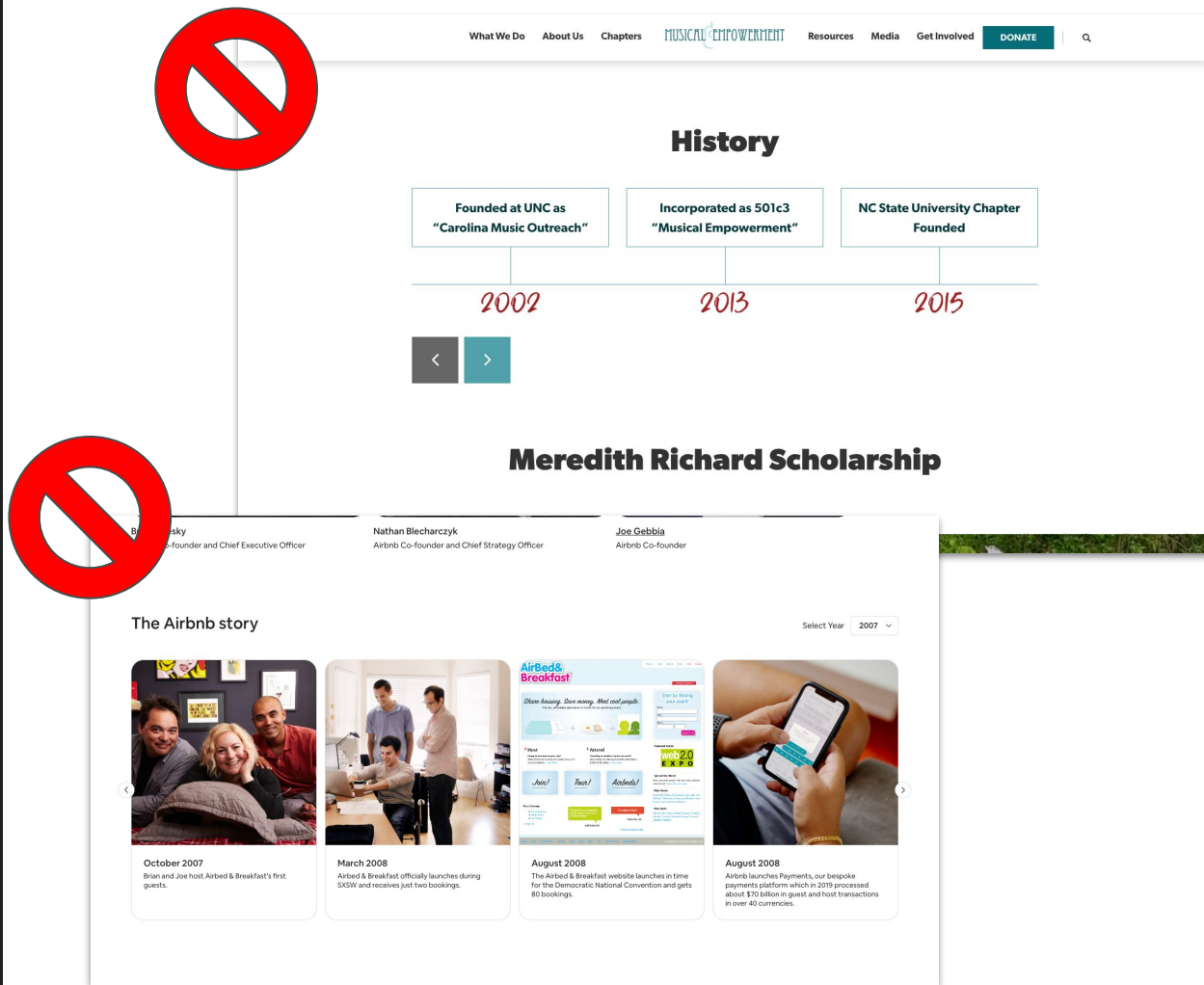
CONTENT

As Hilary Duff once said, “That’s so yesterday.”

Website content has shifted away from past milestones and walls of accolades. Your credentials still matter but they belong in supporting roles.

The main focus of your content must always make the client/prospect the hero of the story.

Identify and clearly call out their exact pain points → Present your services as the immediate solution.



WHAT TO THINK ABOUT WITH
WEBSITE STRATEGY

Purpose ... it's more than just the best Bieber album

What is the purpose of this site?
Generate leads? Be an information
hub? Recruitment tool for potential
employees?

In finance, people are searching for
the exact information they need to
make a decision. Cut the fluff, don't
over explain, and get to the point or
they will bounce.

Who are you marketing to?
Consumers? Advisors? Institutions?
How do those people think and buy?



ABOUT FINANCE STUDIO

We do websites

Not only do we do websites at Finance Studio, they play a HUGE part in how we serve our client's business needs.

Websites are the digital storefront for any company. Everything our clients do eventually comes back to their website.

- Digital marketing
- Press releases
- Billboards
- TV Spots
- Event sponsorships
- Direct mail
- Business cards
- Physical locations



Book a discovery call to learn more
hello@financestudio.co

