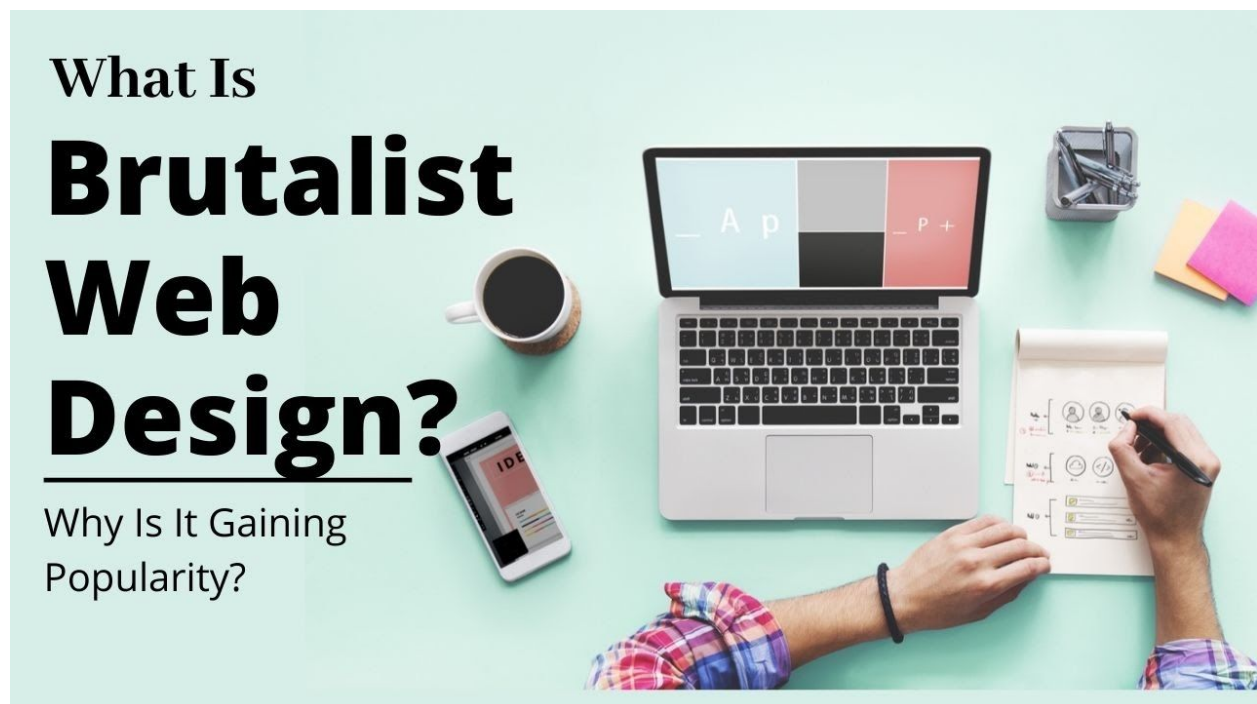# What Is Brutalist Web Design? Why Is It Gaining Popularity?

You might have heard that web design trends come and go, but have you ever found a trend that has returned?

Perhaps, not!

But, that doesn't mean it's just a myth or only fewer people are familiar with it.

That's completely real and you may feel nostalgic after I introduce it to you.

Yep, we are talking about none other than Brutalist Web Design.

Widely known for its raw and rustic feel and appearance, this is the design many brands are considering adopting it now.

What's the most exciting thing about Brutalist Web Design is that you can make your site stand out among your competition just by utilizing a little bit of creativity and technical skills.

In the current web landscape, it has become so popular that you can't keep yourself from getting enticed by it just because of its chic appearance.

So, without revealing all the details here only, let's move to its definition and examples one by one.

What Is Brutalist Web Design?

While many people simply refer to it as bad web design, Brutalist Web Design isn't something that you would really want not to look at. When it comes to set apart your brand from the competition, probably a rough web design or say Brutalist web design can be just what you're looking for.

Unlike modern designs, it doesn't have an intuitive user interface and instinctual layout to keep visitors interested and engaged. Though it might fail to live up to your expectations when it comes to gorgeous look and feel, it's exponentially gaining traction in certain circles.

Just in case, you also wish to have a Brutalist web design for your audience group, a good decision would be to get in touch with the

[aesthetidc-focuse **web design company Los Angeles** - SFWP Experts](#). With a total of 9 years of experience and still counting, they are the perfect team to boost your traffic and conversions. Up until today, they have helped 500+ businesses to achieve their sales goals and still many are on their way. As far as their specialization is concerned, they are capable of delivering result-yielding IT and digital marketing services like professional web design, web development, web support and maintenance, PPC, SEO, email marketing, and more.

With that out of the way, let's dig deeper into Brutalist Web Design.

Why Is Brutalist Web Design So Popular?

In general, brutalism in web design was brought by click and drag design templates that were made more accessible and popular by website builders like Squarespace and Wix. On the flip side, web designers when creating this design were using hand-coded HTML and bad "90s-era graphics to build website frameworks.

That said, people were delighted to see brutal touch in web design since it looked more practical and appealing. Apart from that, there is a sense of honesty and realism in this design that's reflected by its layout; no wonder users find that interesting. More importantly, distinctive elements on the page like out-of-place text and extravagant graphics when combined with a transparent thought process tremendously helps to grab users' attention.

Influenced by its effectiveness, some companies incorporate the brutalist aesthetic in their web design to arouse visitors' interest. However, it's not like only some companies embrace this design, but also industrial giants don't fail to take advantage of this approach. 24 Hour Ace is a good example of a Brutalist web design that's ugly in the modern design sense but is still successful.

Take a look at the website of 24 Hour Ace:

So, how's the design? Have you liked it? If you also want your website to look this way, you must approach us to experience the optimal virtual services. Being a client-focused web design company in Los Angeles, we understand well what are their dreams and aspirations for their website, so we deliver exactly the same. Professionals working with us are versatile so much so that they can offer you a variety of services within a fixed time such as responsive web design, web development, website hosting, social media management, conversion rate optimization, and **search engine optimization**.

Now, let's have a look at the top 5 examples of brutal web design that are awe-inspiring:

Top 5 Brutalist Web Designs That Are Catching On

1. Personal Portfolio of Vladimir Gruev

The personal portfolio of Vladimir Gruev combines brutalist web design with stylish high-end features that are eye-arresting and approachable at the same time. For example, the cube you are seeing placed right in the center of the page rotates in various directions displaying informative information one by one. This shows how present-day technologies can be perfectly utilized.

What's more, the cube and its surrounding area showcase unpolished elements that give a raw feel and depict its constructive nature. Moreover, the website has a multitude of small yet intriguing features that instantly draws the attention of viewers. You can't call it just a typical brutal website since it looks like a flagship product of a fancy company that is crafted with

well-thought ideas and proficient realization. Just move your mouse anywhere on the screen and you will experience amazing effects that are absolutely mind-boggling.

If you love the design and want your website to have a somewhat similar look, we can make it possible for you. With a strong team of webmasters, our Los Angeles web design company can make your site more user-friendly, feature-rich, and easy to navigate. This will result in heavy traffic, more leads, and thus higher conversions. Be informed that we have a slew of experts to provide you with business-oriented services more so, WordPress web design, web development, website analysis and redesign, content writing, content marketing, PPC, and SEO.

2. Two Robbers

When visiting the official website of Two Robbers, you will realize that the brutal web design elements overlaid on the whole screen look absolutely beautiful. Since they brew fresh hard seltzers, you will find some really alluring pictures of cans and fruits on the page. Looking at their web design, you can analyze how the wireframe styles shape the entire design, creating a well-structured visual hierarchy that lets you explore individual components on the page pleasantly. What's more, the website also has a recognizable boxy vibe that nicely balances the fantastic movable sketches. Overall, it is a symbiosis of artistic ideas and basic brutalism.

Feeling inspired by the design? We can help you have one like this. All you need to do is connect with us and share your website expectations in detail. Being in partnership with our Los Angeles web design company, you can be sure of your business growth as well as global reach expansion. All [the **_Wordpress developer_** professionals](#) we have, have hands-on experience with modern techniques and technologies focused on increasing the revenue generation of companies of any complexity. With us, you can

enjoy a whole host of services that sounds like customized web design, web development, custom software development, social media management, email marketing, search engine optimization, and more than.

3. Props Paper Magazine

Three column layouts - you might be bored of this design but the way Props Magazine uses this approach, it feels rather artistic. The site being wrapped in a black and white design looks like each colorful cover of their publication is demanding your attention. Here, minimalist web design entirely fits the show since each cover reflects a high level of artistry.

After you land on their site, the cursor gets transformed into a circle and you will also view an unconventional bottom navigation menu - all of them together contributing to the effective brutalist design.

If you think designing your site with this approach will enhance user engagement resulting in higher conversions, we are all ears to specific needs of your site. In over ten years of our business span, we have helped hundreds of thousands of organizations to outperform their competitors in acquiring customers. Working with our Los Angeles web design company will enable you to fully take advantage of modern web design trends and increase your customer base. We have attained expertise in distinctive fields with continuous practice to provide you with services like best in class web design, web development, icon and logo design, website speed optimization, pay per click advertising, and search engine optimization.

4. W.A.S.T.E Headquarters

W.A.S.T.E Headquarters is the official website of an English rock band named Radiohead. It looks a bit weird, pulling up some sort of similarity from their albums. Since a few chunks of information like tour dates and

merchandise should be easy to find on a band's site, where they have shifted that information in the left-side navigation.

Besides, every block on the page shows a snippet of news without portraying the personality of the organization. And just like their sprawling music, this design will also test your patience when you look at it sparingly. And, ultimately keep us engaged into it with its damn brutal design.

While viewing the design, if you found yourself wholly immersed in it, probably you want it at any cost. All it takes to make it yours is give a phone call and get us to note down your design configuration, and expectations. Post this we will start working on your project and do our bit to make your site stand out from the masses. Be mindful, we are the most reliable web design company in Los Angeles to help you get to the top of the rankings with SEO-friendly web design, web development, online marketing, and advertising, branding, brand promotion, **Email marketing**, and still many more.

5. Paria Radikal

Visiting this site will give you a distinctive feeling as it itself sounds progressive and experimental. Paria Radikal stabilizes users with a design that has exceptional aesthetic appeal looking like the wall of an avant-garde museum.

Their landing page is compelling to featuring random visuals and images that are associated with their projects. What's more about Paria Radikal is that it has used experimentation and abstraction in a smart way that makes you curious to know how they have carried out this approach in all their work.

Closing Words On Brutalist Web Design

There are various ways to create the brutalist web design, out of which one route you can take is going with the retro appeal and using old-school tricks to do wonders for you. Or, you can do experimentation with the constructive details and high-end features to create a design that looks way apart from the passing trend. Furthermore, you can check out dynamic distortion effects or image manipulation to make the design look visually pleasing; even without utilizing lavish and decorative elements. The key thing you must keep in mind is that brutalist web design isn't a kind of primitive design that delivers an unfinished experience, but a true masterpiece where the idea of primitivism is given a unique shape to draw the public fully into it.

Having looked at the efficacy of brutalist web design, you might be considering hiring a firm to provide you with a stunning design that stands out among your competition. For this, you can rely on our reputed *Wordpress website design company* without giving a second chance to your thought. This is because we are more experienced with creative and innovative web design and development than any other agency in the entire US.

At SFWP Experts, you get the opportunity to exploit the knowledge and experience of old hands in web design as well as people who have spent a long time understanding the needs and demands of users. When with us, you can leave behind all the worries you might have about artistic web design, web development, website performance optimization, social media marketing, online promotion, copywriting, email marketing, and on and on.

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