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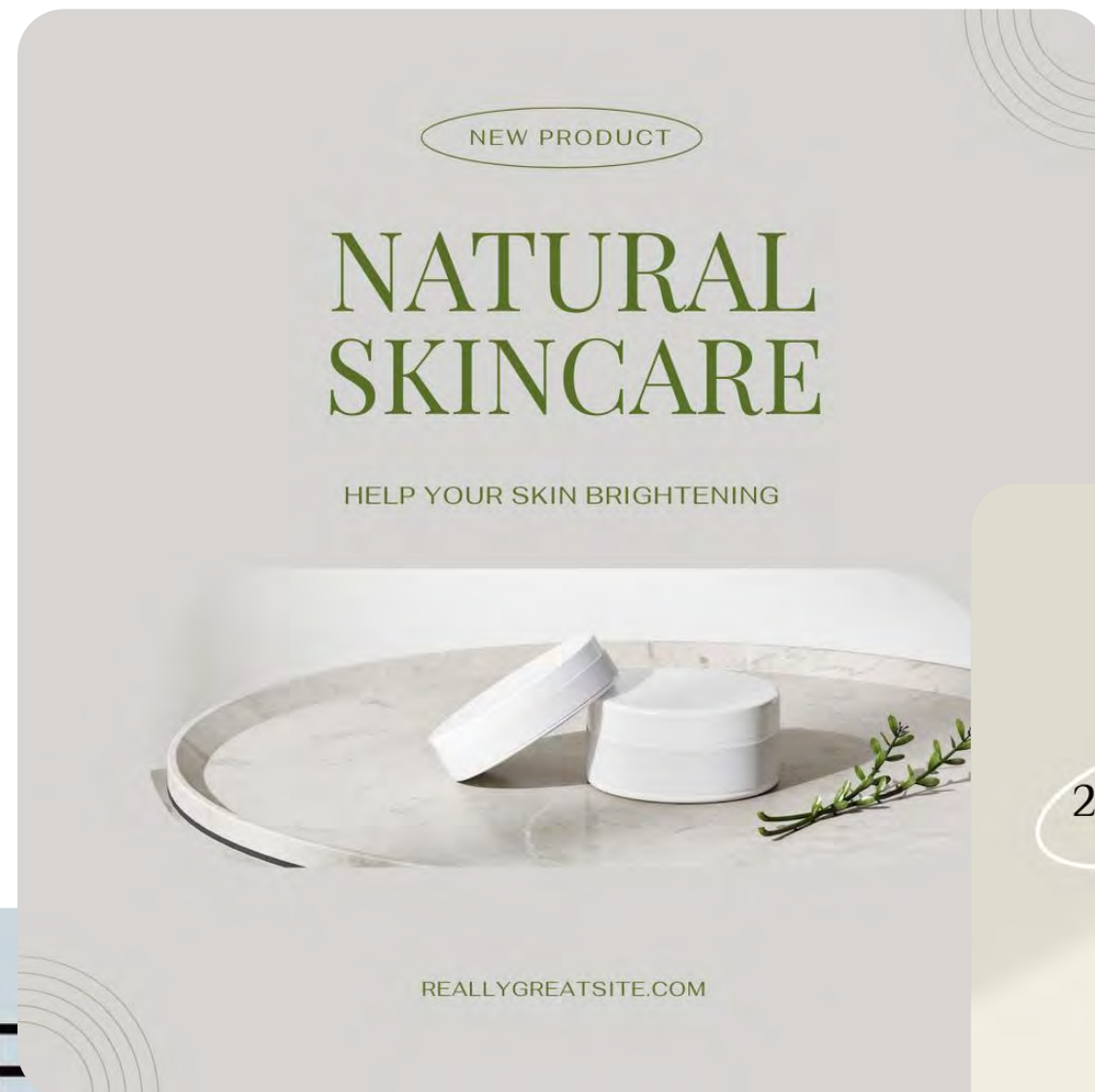
We exist to elevate what's remarkable about every small business.

VistaCreate gives every small business the freedom to create unique and engaging content quickly and easily – design skills optional.

With VistaCreate, everyone can produce designs that look like they took hours, in minutes.

Ultimately, we help small businesses stand out across all marketing, so they can win with customers.

VistaCreate is one of the Vista family of products and services for small business.

Together with VistaPrint, 99designs by Vista, and Vista x Wix, we share the journey to becoming the expert design and marketing partner to small business. We provide end-to-end solutions across all of your Print, Digital and Design needs, so your business and brand can stand out across all marketing.

- **VistaCreate** helps small businesses easily craft professional and unique content for social media and other digital formats.

- **99designs** gives business owners the opportunity to partner with professional designers to craft the perfect logo, website, packaging, or branded assets.

- **VistaPrint** enables small businesses to print everything they need from brochures and stickers to packaging and signage.

Who are we?
## People united by love for design.

As part of the global Vista family, we are a proud and productive remote-first company. **VistaCreate is a rapidly growing team of nearly 200 people distributed around the world.** This means our employees can choose how they work best — from one of our offices, fully remotely, or a bit of both.

What is our product?
An online graphic design platform for small business owners.
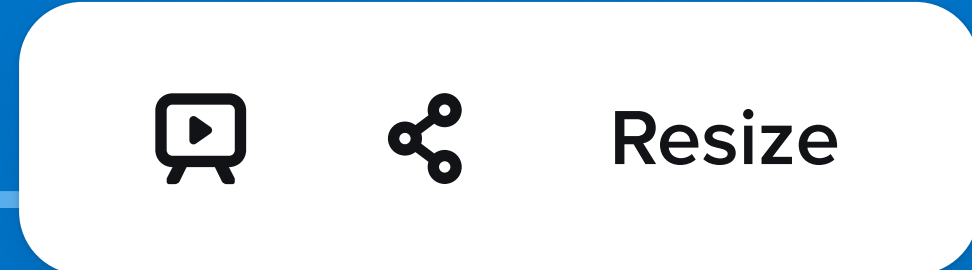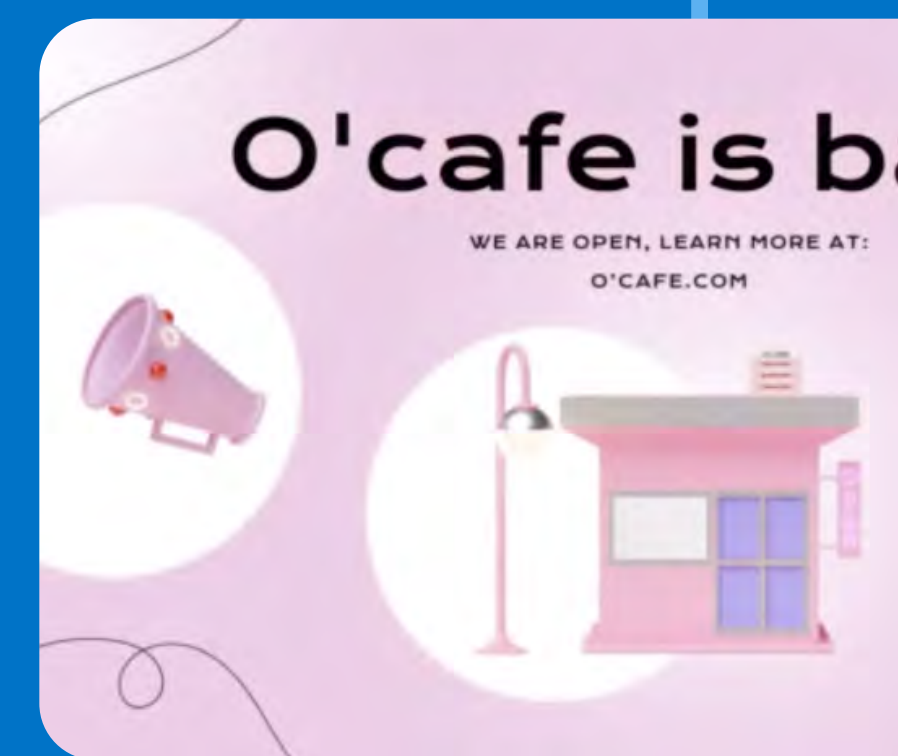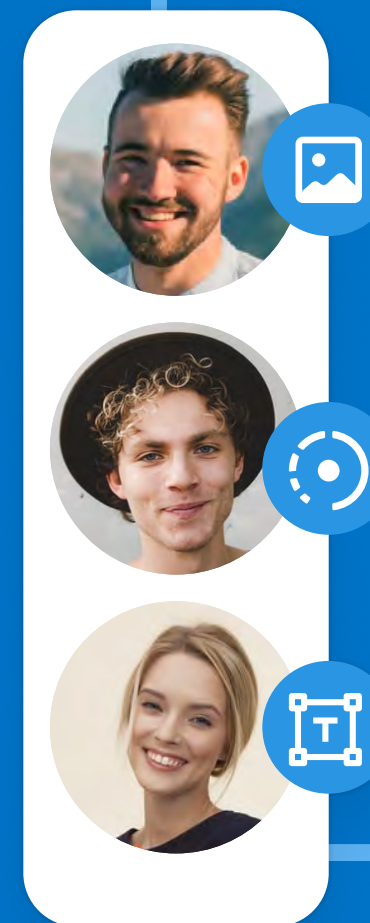
VistaCreate is a **graphic design platform that contains a huge content library and a graphic design editor** that gives you an opportunity to work with the content and adjust it to your needs quickly and easily — design skills optional.

VistaCreate in numbers

| **10M**	**4.6**	**100M+**	**192**	**5,000**
REGISTERED USERS	AVERAGE TRUSTPILOT RATING	TOTAL CREATED DESIGNS	COUNTRIES WITH CLIENTS	TEMPLATES ADDED MONTHLY

VistaCreate has cross-platform functionality. This means you can start designing on mobile and finish with your designs using the web version or the other way around.

Although some functionality is not yet available on the mobile version (**Brand Kits, Styles, Sticker Maker, Eraser, and Team Accounts**), the content library is 100% the same for both mobile and desktop, making it convenient to design on the go.

Download on the App Store

GET IT ON Google Play
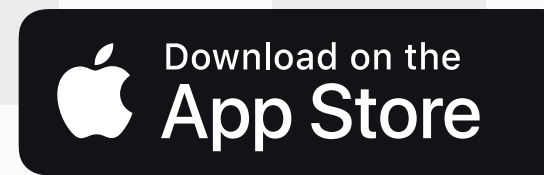
*Available for **iOS** and Android*
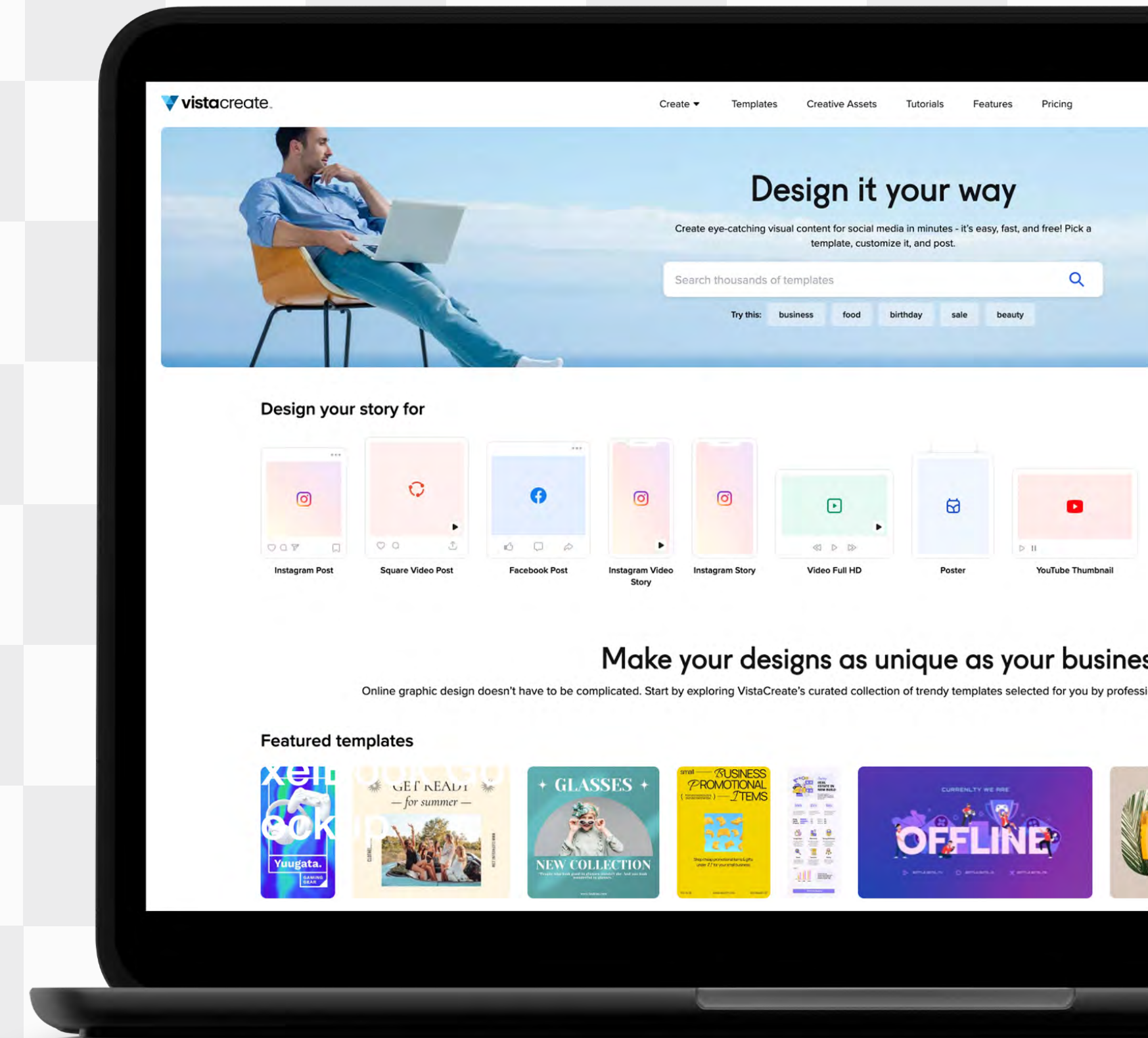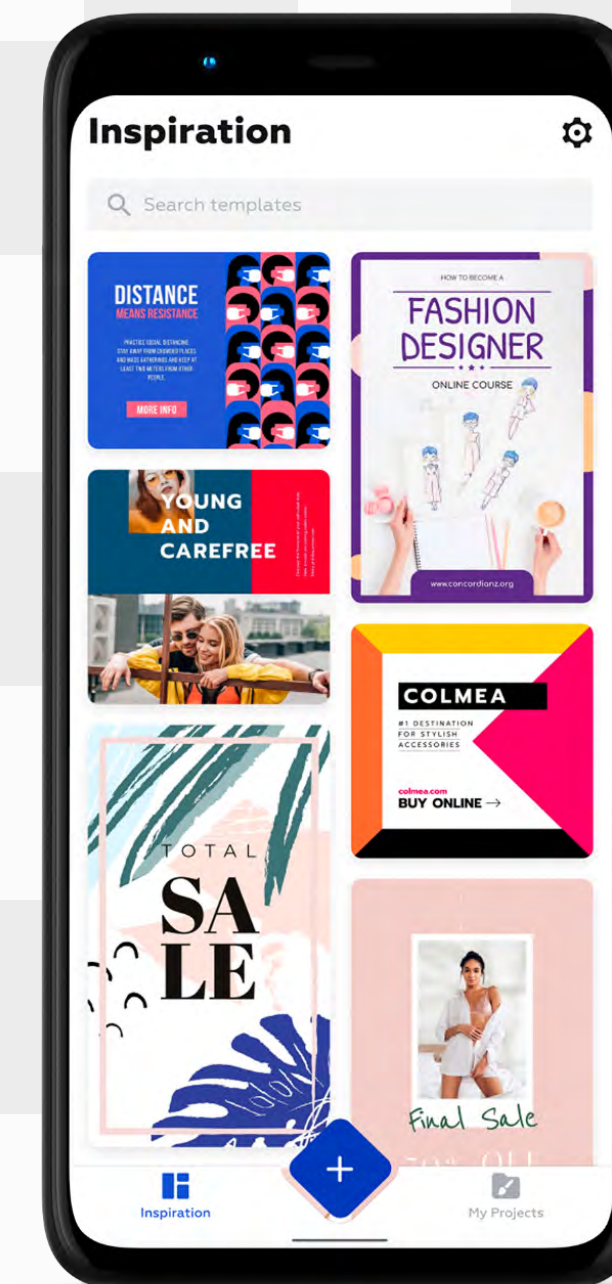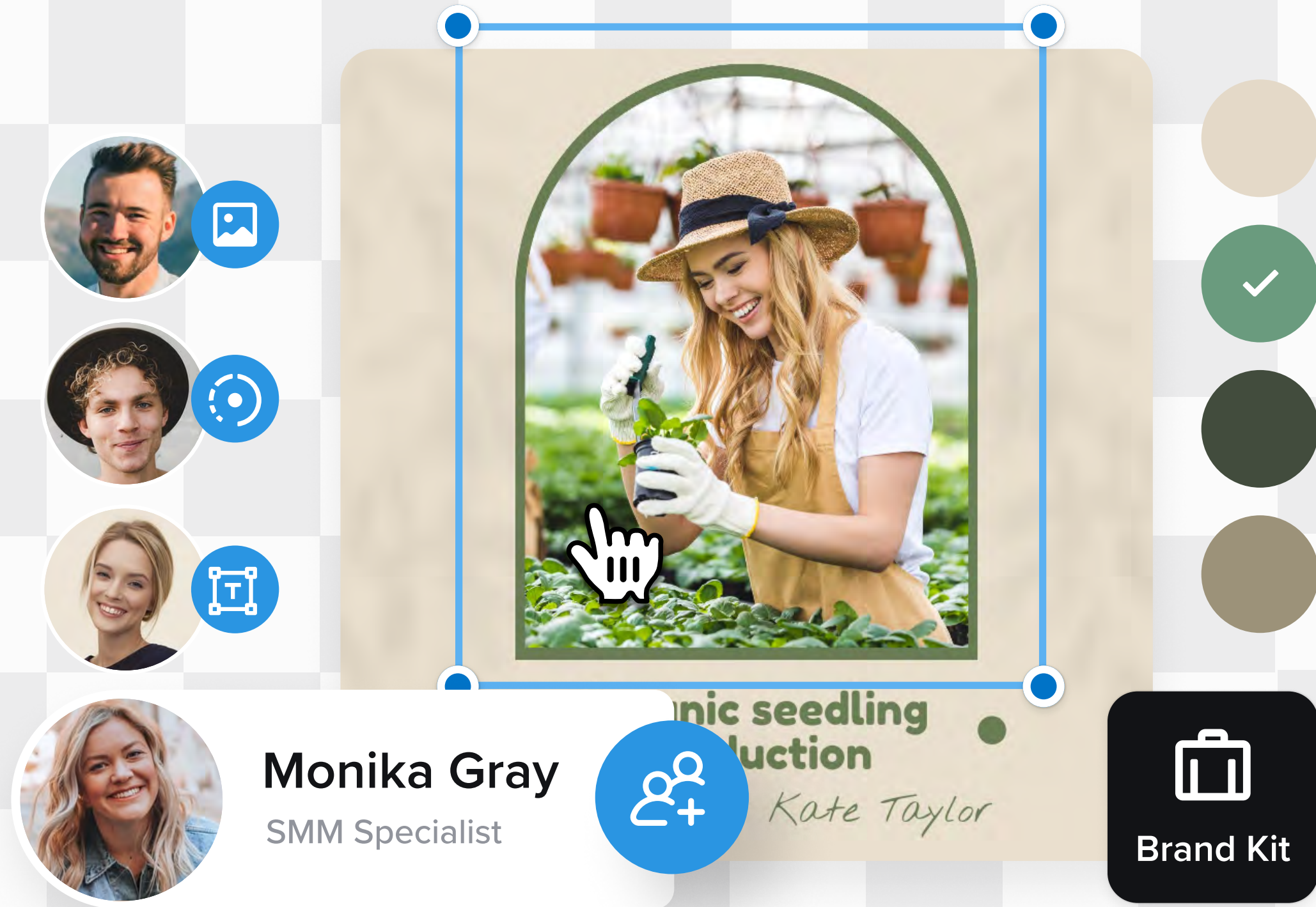
about the editor

- **Animate any design** with thousands of objects

- Create one or **multiple Brand Kits** (depends on the plan)

- **Invite up to 10 team members** and design together

- **Remove backgrounds** even from the most detailed images

- **Add music** from a media library of thousands of tracks

- Turn your **photos into stickers** in literally a few clicks

- Create a recognizable logo for your brand with the **Logomaker**

- **Upload your own videos, images, and fonts** without limits

- **Find all your favorites easily** on the sidebar

- **Edit designs across all your platforms** (create in the app, continue editing on desktop, and vice versa)

- **Change the text style** and **color palette** of your design completely in just a tap

- **Resize to multiple formats** with one click

about the library

We pride ourselves in the quality of our designs. To keep our template library on-trend, we update it every week, adding templates and objects produced by our talented in-house design team, carefully selected contributors, and guest visual artists whose work we admire.

- **75,000+** *professionally designed templates*

- **10,000+** *animated templates*

- **30,000+** *static and animated design objects*

- **6,000+** *animated objects*

- **680+** *fonts in 25 languages*

- **70M+** *creative assets for your projects*

- **7,000+** *music tracks*

- **80** *design formats*

Photos

Objects

Videos

00:34

vistacreate
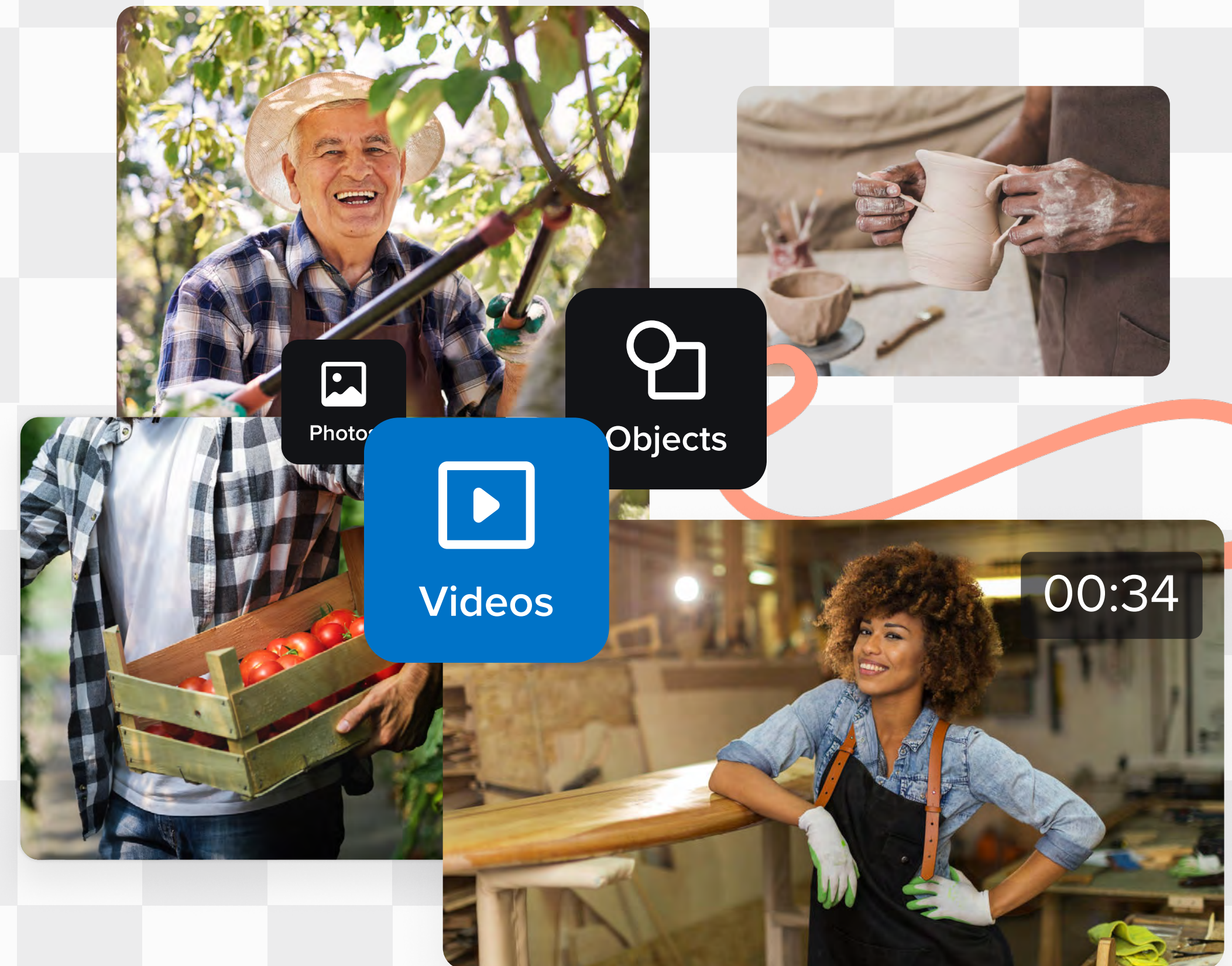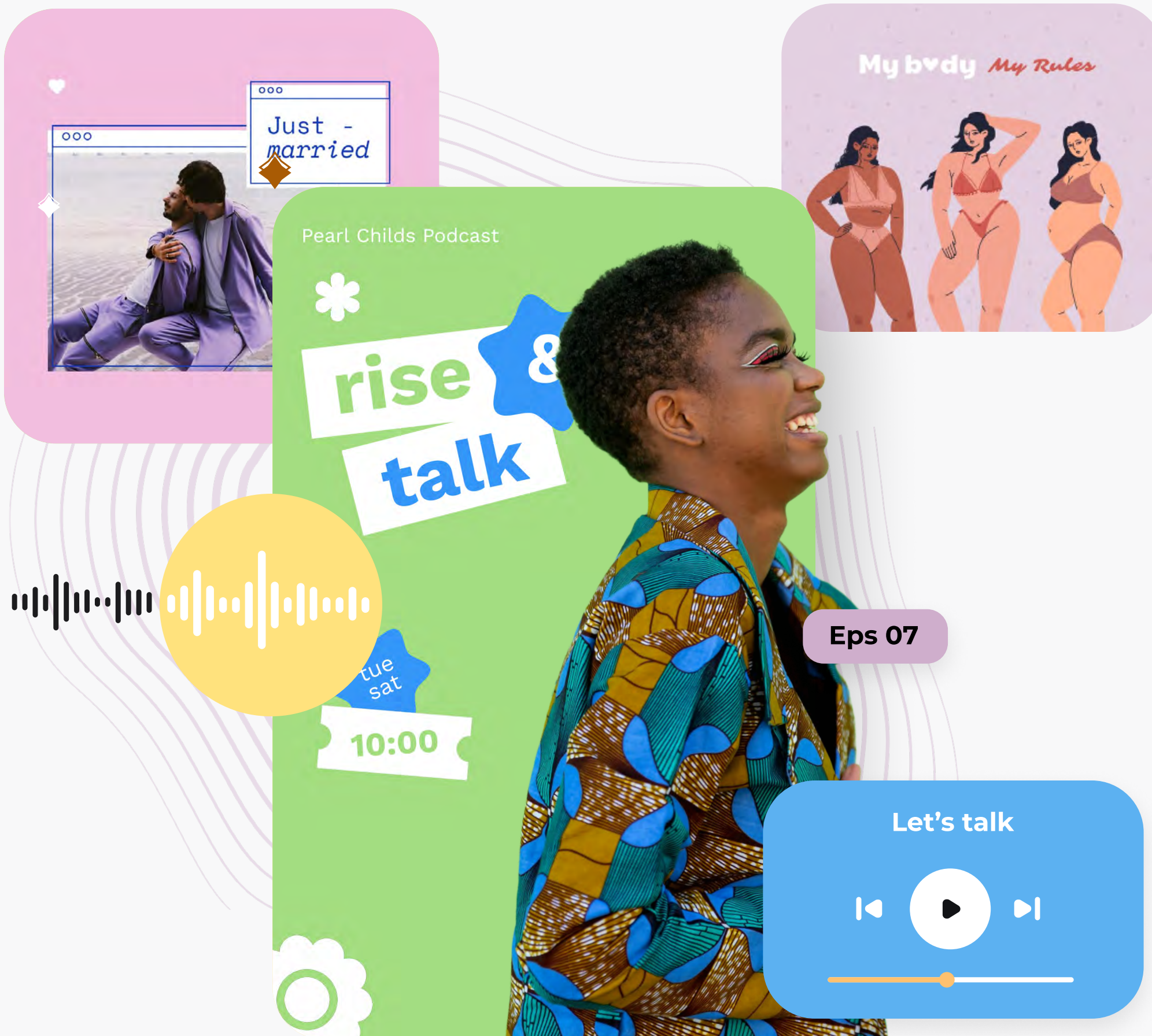
Collections

We monitor all the latest trends and events and respond by adding themed template collections on topics that are most relevant and timely for our audience.

So far, our library features 35 collections on topics varying from mental health and girl power to vaccination and ecology, with many more collections coming soon.
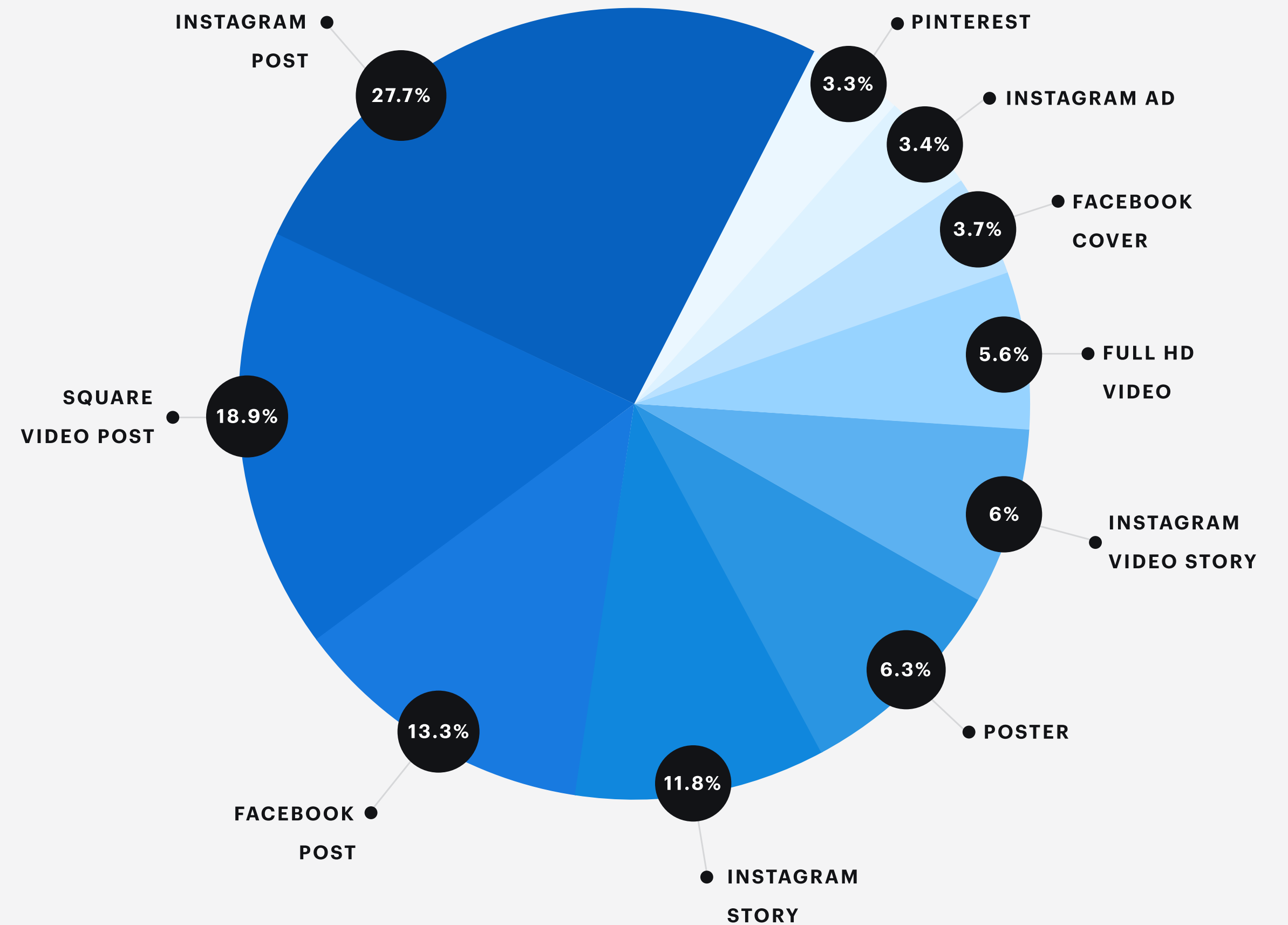
Creative assets

We're the only graphic design platform offering PRO users the option of unlimited-access to a stock library of 70M+ royalty-free files (photos, HD videos, and vectors) at no additional cost.

No other graphic design platform or photo bank offers a library of this size and quality for such a low price and with unlimited use.

The most popular formats

With nearly 80 design formats for web, print, and social media — the following are the most popular among VistaCreate users.

INSTAGRAM POST — 27.7%

PINTEREST — 3.3%

INSTAGRAM AD — 3.4%

FACEBOOK COVER — 3.7%

FULL HD VIDEO — 5.6%

SQUARE VIDEO POST — 18.9%

INSTAGRAM VIDEO STORY — 6%

POSTER — 6.3%

FACEBOOK POST — 13.3%

INSTAGRAM STORY — 11.8%

Starter

$0

Continue with Starter

What's included:

✓ Access to 75K+ design templates for every topic and theme

✓ Access to a library of 1M+ photos, videos, and vectors to add to your designs

✓ Access to all the free fonts, music, animations, backgrounds, and objects to use in your designs

✓ One Brand Kit to upload your own colors, logos, and fonts for customized designs

✓ Direct publishing feature for Facebook, Instagram, and Pinterest

✓ 10GB of storage to keep all your files and projects handy

Pro ◈

$10 /month

◈ Start a free trial

Free 14 day trial, cancel any time. Billed yearly

What's included:

✓ Everything in the Starter pack

✓ Access visuals from Creative Assets, a library of 70M+ royalty-free stock photos, videos, and vectors

✓ Adjust your designs to fit multiple social media platforms in a click with a Resize Tool

✓ Add up to 10 team members with a Team Account to collaborate on designs

✓ Unlimited Brand Kits to upload your own colors, fonts, and logos for customized designs

✓ Turn your images into stickers with a Sticker Maker

✓ Get Unlimited Storage to keep all your files and projects handy

✓ Background removal tool to clean up your images
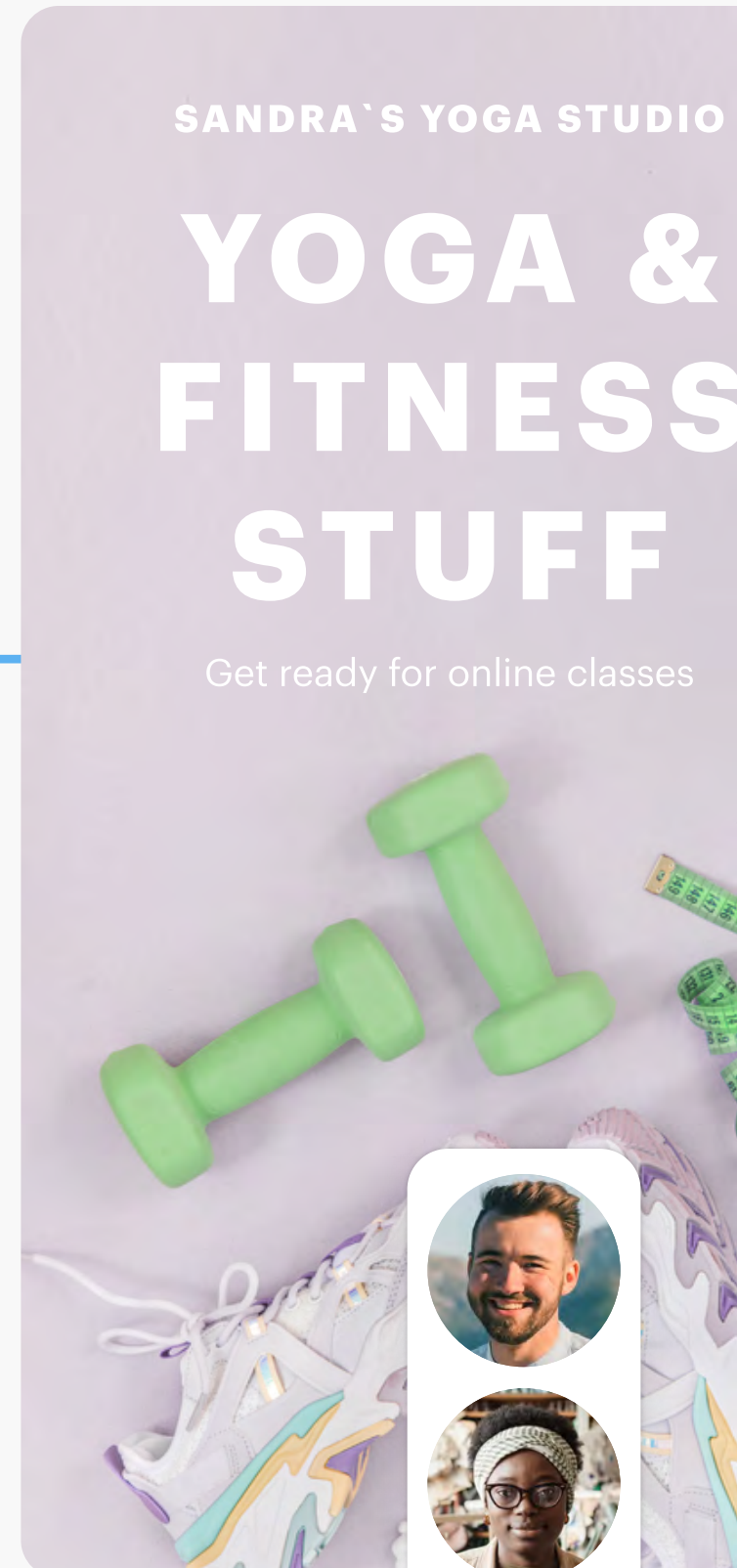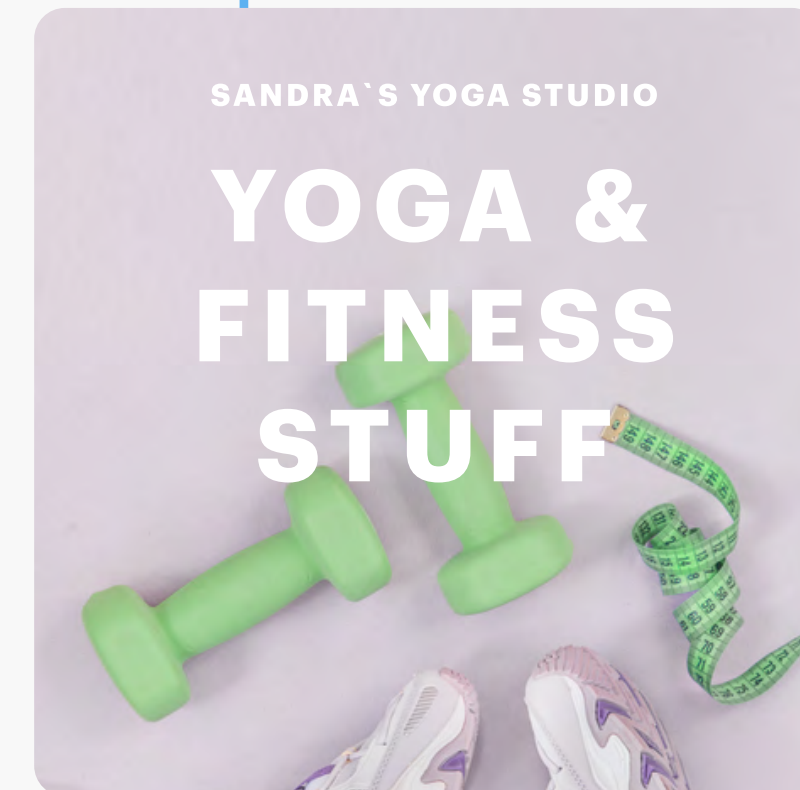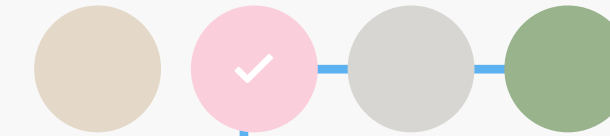
Who's our audience?
Small business owners and marketers.

Audience overview

VistaCreate has over 10M users all over the world with the majority residing in Americas and Europe.

Countries

- 41.9% AMERICAS
- OCEANIA
- AFRICA
- ASIA — 22%
- EUROPE — 31.7%
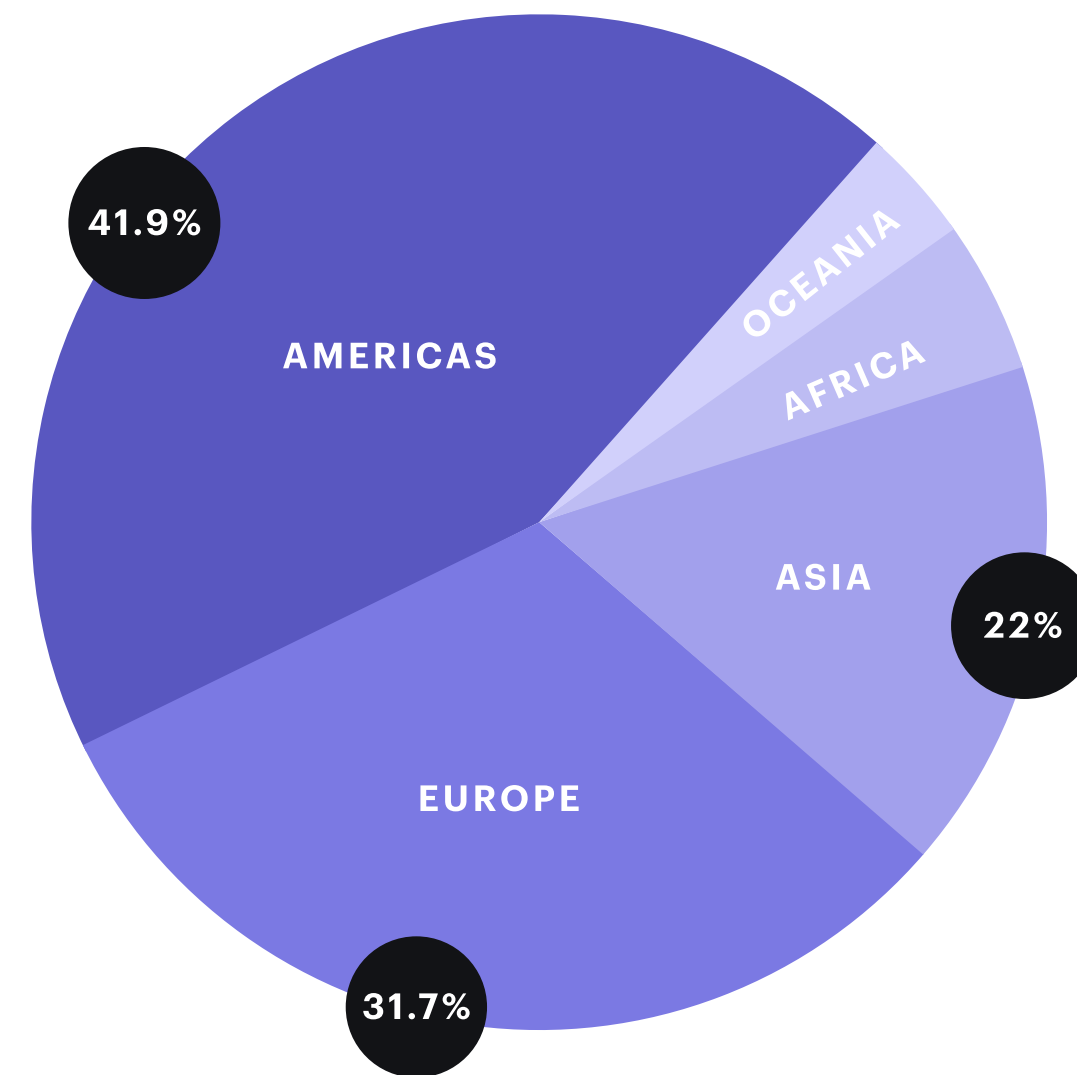
Our **top 10 countries** with the most users are United States, Brazil, Turkey, United Kingdom, India, Ukraine, Germany, Mexico, France and Italy.

About users
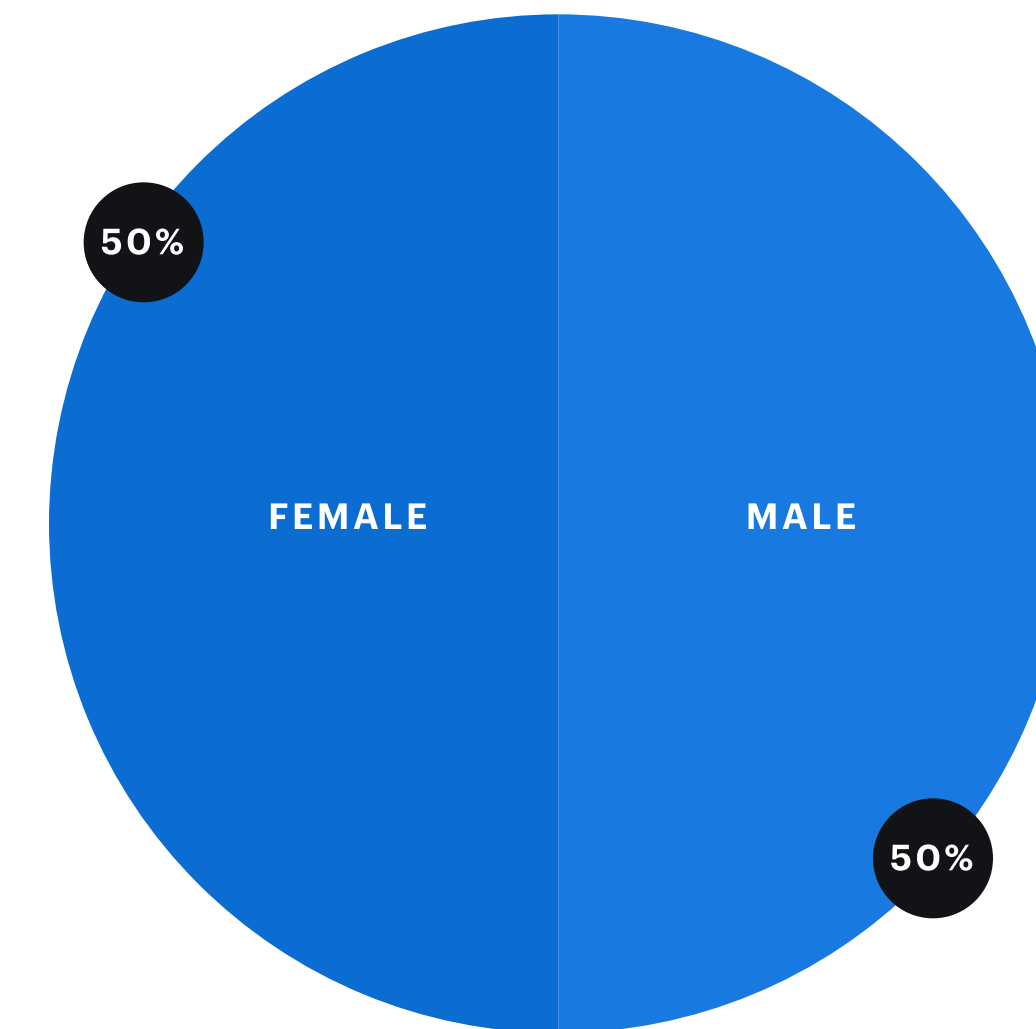
- 50% FEMALE
- MALE — 50%

Most of our users are between **the ages of 18 and 34**, although other age groups make up a big part of our audience as well. We have equally as many male and female users on the platform.

Small business owners are our core audience, accounting for 45% of all VistaCreate users. Some examples include local barbers, accountants, baristas, and yoga instructors.

Here's a breakdown of the most popular industries that the small business owners segment represents:

Arts & Design — 12.9%
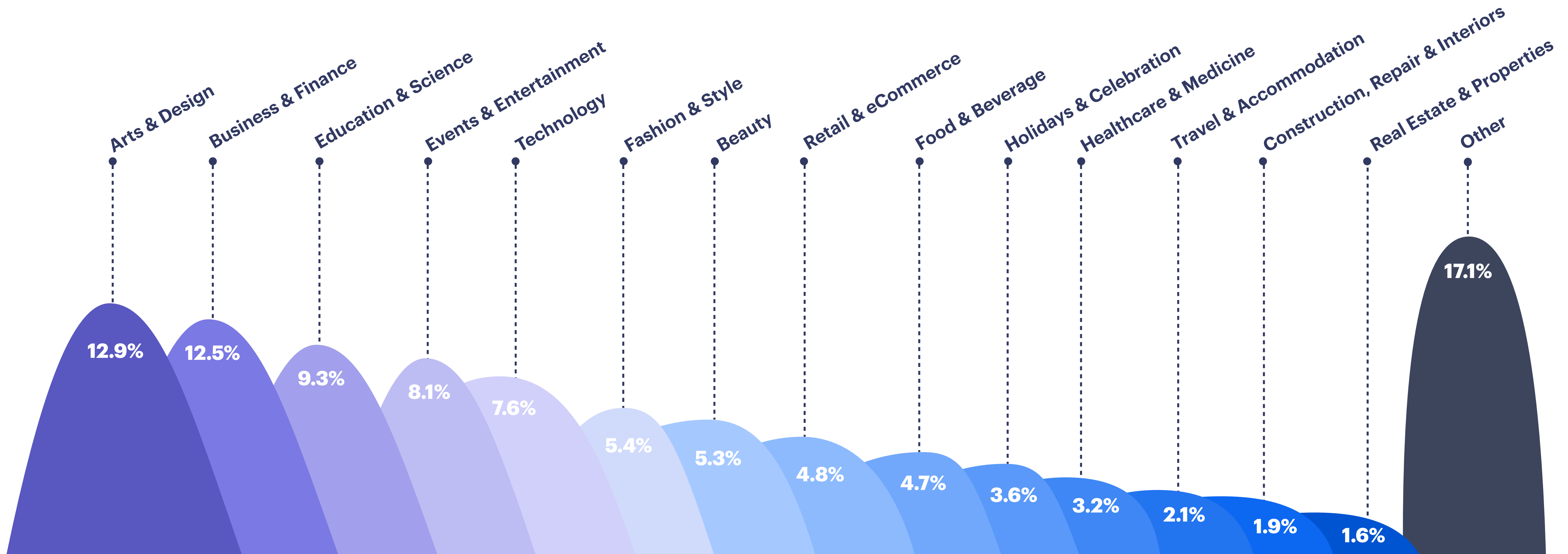
Business & Finance — 12.5%

Education & Science — 9.3%

Events & Entertainment — 8.1%

Technology — 7.6%

Fashion & Style — 5.4%

Beauty — 5.3%

Retail & eCommerce — 4.8%

Food & Beverage — 4.7%

Holidays & Celebration — 3.6%

Healthcare & Medicine — 3.2%

Travel & Accommodation — 2.1%

Construction, Repair & Interiors — 1.9%

Real Estate & Properties — 1.6%

Other — 17.1%

We classify small businesses into segments based on the stage of their business journey.

17%

The Experienced Planner

17% OF AUDIENCE
AGE GROUP – 40-60 Y.O.
BUSINESS SIZE - MOSTLY 1-4, BUT SOME HAVE 5+

"I'm focused on expanding through new customers, locations, and products."

14%

The Rising Startup

14% OF AUDIENCE
35-45 Y.O.
BUSINESS SIZE – 1-4 EMPLOYEES

"I recently launched my business, and my primary focus is on growing it."

10%

The Ambitious Planner

10% OF AUDIENCE
AGE GROUP – 35-45 Y.O.
BUSINESS SIZE – 1-2 EMPLOYEES, HAVE AMBITION FOR MORE

"I have clear next steps and I'm ready to launch my business."

Marketing specialists make up another big part of our audience. Some examples include SMM managers, email marketing specialists, and brand managers. Most of them work in a very fast-paced environment where they're constantly expected to deliver content that is high-performing and unique. They rely on a broad spectrum of tools, features, and templates in VistaCreate to quickly produce professional-looking designs for their projects.

31%

Marketing specialists

31% OF TOTAL AUDIENCE
AGE GROUP – 24-35 Y.O.
OCCUPATION TYPE – FULL-TIME AND FREELANCE
ROLES – SMM MANAGERS, BRAND MANAGERS, OTHER
MARKETING SPECIALISTS

"I am looking for an easy-to-use yet powerful tool to visualise my ideas and projects without designer's help."

Beyond just business.
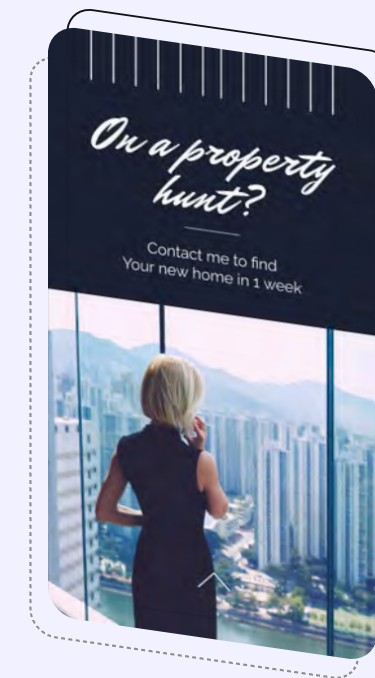# Community and special projects

special projects

VistaCreate *for* **Podcasters**

Get professional-level graphic design for your podcast — design skills optional. VistaCreate is one platform to design it all including your podcast cover, episode announcements for social media, pitch decks for potential advertisers, and more.

View All >

Solutions *for*

No matter what you do, VistaCreate helps you do it design-wise. Find industry-specific, professional designs to promote your business. Free user-friendly design tools and a built-in media library with creative assets make it easy to design visual content for digital marketing.

View All >

Tutorials

Watch short video tutorials and learn how to design in VistaCreate. We'll make the learning curve so smooth that you'll create studio-level designs in minutes!

View All >
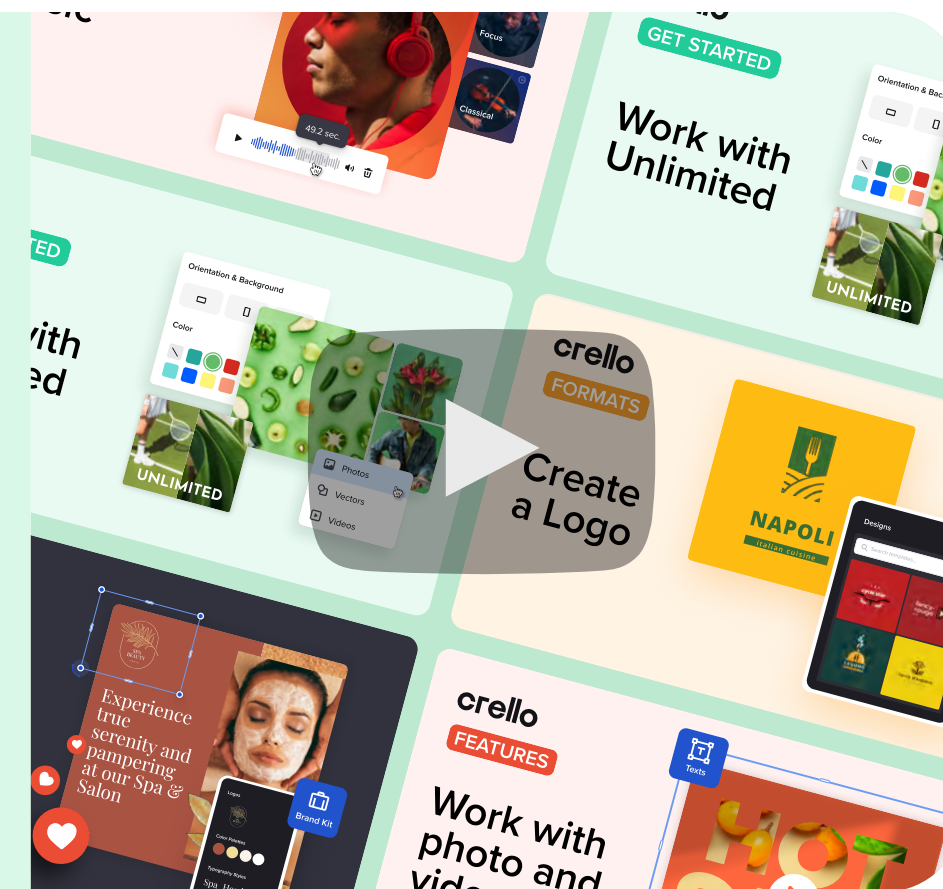
Colors

Search color codes and palettes then learn essential information about color combinations to create vivid designs for any occasion. With VistaCreate Colors, you don't need to be a professional designer to understand color theory and match colors beautifully.

View All >

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VistaCreate communities

Love for design doesn't just unite our team, but also people around the VistaCreate brand.

VistaCreate People

Join a family of aspiring entrepreneurs, marketers, and content creators united by love for VistaCreate.

VistaCreate Contributors

Become one of VistaCreate's design contributors to produce infinite design opportunities for other creators and earn money in the process.

VistaCreate Ambassadors

Help us spread the word about VistaCreate and enjoy generous perks from our team.

Loved by 10M+ users around the world

Kirsty Cleverly 🇦🇺
Handmade Quilts

★★★★★

"I don't have the budget or manpower of larger businesses so I'm always looking for tools that leverage my time and VistaCreate has been fantastic in this regard. I can quickly create graphic design visuals and maintain my branding across all of them, from my quilt pattern covers to blog tutorial photos to social media posts. VistaCreate makes graphic design so much quicker and easier for me, leaving me with more time to engage with my customers."

Read full story

Emma Shapiro, 🇺🇸
Healthcare Association co-founder

★★★★★

"VistaCreate makes it very easy for non-designers like myself to find beautiful templates and make quick adjustments to turn my graphics into very professional-looking visuals. It allows me to add logo and graphic creation to my services and save precious money by not hiring a graphic designer, and it saves me time as I can do all these services in-house, and it also saves my healthcare business clients money as a result!"

Rick Blyth 🇬🇧
Software course creator

★★★★★

"VistaCreate is my go-to tool for creating compelling visuals for my content. In today's modern world, everybody expects great-looking content and with great value platforms available such as VistaCreate, there's really no excuse to push out poor quality graphic design anymore."

Read full story

Charlotte Polley 🇬🇧
Family toy shop

★★★★★

"VistaCreate opened up a new world to me. I love how you can use different templates and then change them to your own branding. It's really easy to use and I love that you can create business materials every day, not just social media posts. It helps save my business money as I am able to create a lot of the content myself."

Read full story

Where to find us on SM

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Pinterest

YouTube

Facebook

LinkedIn

Twitter

VistaCreate

VistaCreate in press

TechCrunch

SocialMediaToday

MUO

techradar.pro

Entrepreneur

TECH+TiMES

CONTENT MARKETING INSTITUTE

DUCT TAPE MARKETING

ENTREPRENEURS ON FIRE

Forbes

vistacreate

Breakfast

Start your day with positive thoughts and healthy breakfast

Bakery

ENJOY

SPRING

Dishes

Top 15

LEADS DISCOVERY

Best practices

Clean Bean

UMDA-certified Cosmetic Brand

Clean Beauty Inco

SHOP NOW

HEALTHY FOOD
Avocado & Egg Toast

Logo

Download our press kit