

Media Kit



THIRD LEVEL
2275 PINE ST

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.

Printed with **vistaprint**

TIENDA DE BARRIO
GOURMET GROCERY STORE
156A West 31th St

FRESHLY BAKED BREAD

OPEN 24/7

Created with **vistacreate**

Designed by **99designs** by vista

Amanda
Logos · Identity

Est. 1997

BAKERY
BEST SELLER

Bake SALE

BREAD 10TH FUNDRAISING

10 PM EST

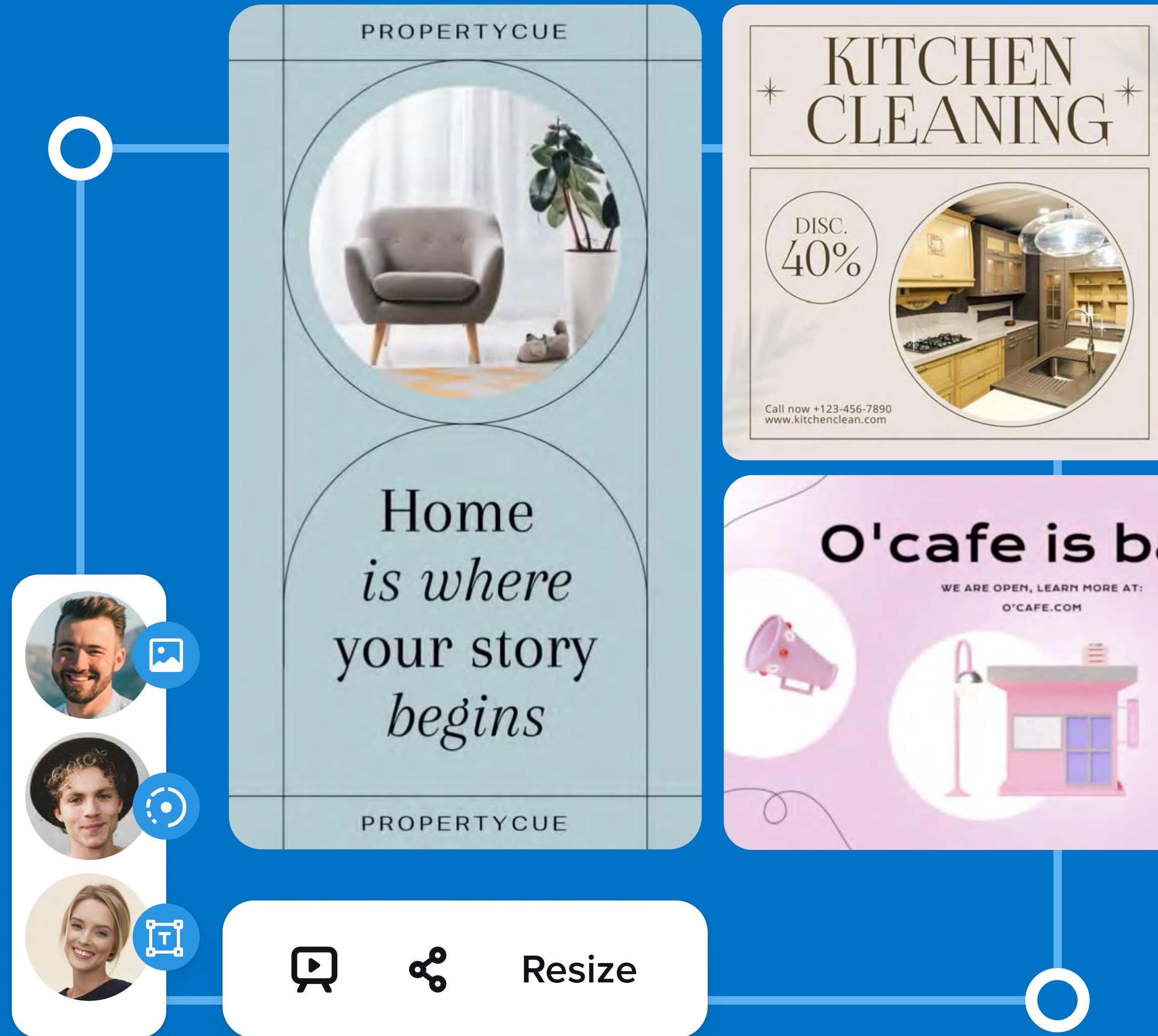


Who are we?
**Design and marketing
partner for businesses.**

As a part of the global Vista family, we are a proud and **productive remote-first company**. This means our employees can choose how they work best — in one of our offices, remotely, or a bit of both. Our globally dispersed team originates from Ukraine.



What is our product?
All-in-one design, photo,
and video editor.



VistaCreate is an **all-in-one design, photo, and video editor** that contains a vast content library and convenient editing tools. It allows you to quickly adjust and share your content — design skills optional.

VistaCreate in numbers

18M

REGISTERED USERS

4.6

AVERAGE CAPTERRA RATING

120M+

TOTAL CREATED DESIGNS

192

COUNTRIES WITH CLIENTS

3,000

TEMPLATES ADDED MONTHLY

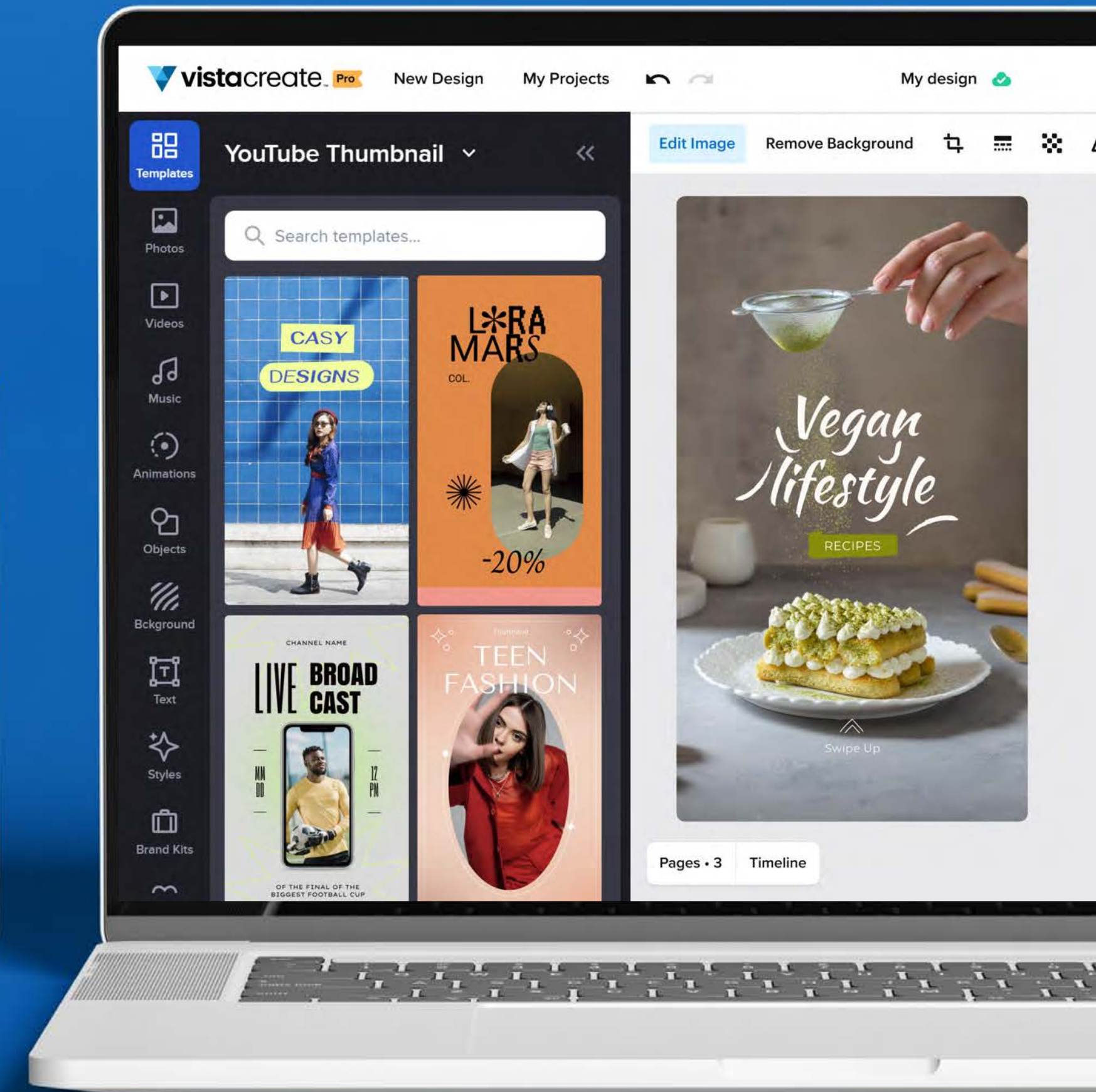
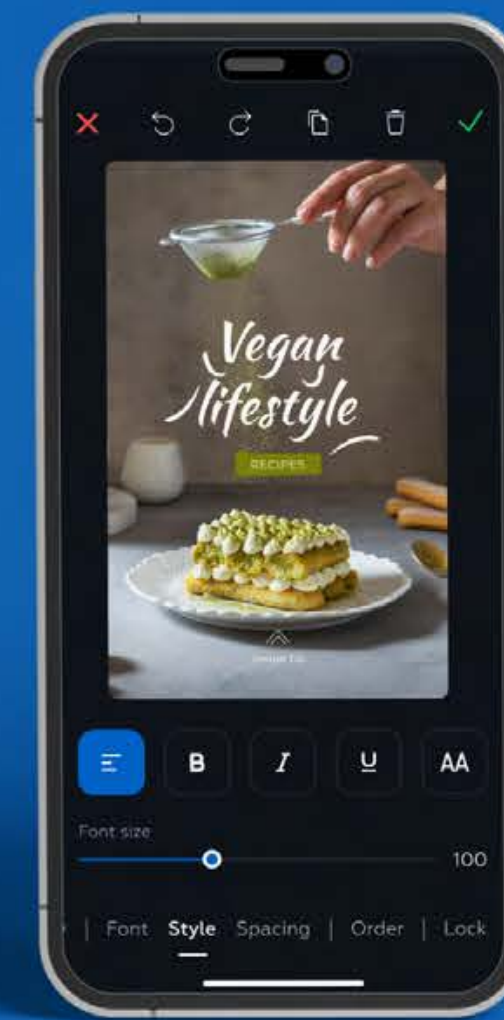
VistaCreate has cross-platform functionality. This means you can start designing on mobile and finish with your projects using the web version or vice versa.

Although some functionality is not yet available on mobile (**Brand Kits, Sticker Maker, Version History, and Team Accounts**), the content library is 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**





VistaCreate offers various export options for ready-made projects: **share, download, print, post, and schedule.**

You can share a link to your design online, download it, send your project for print, or schedule it for social media.

Print option is available for business cards, posters, flyers, brochures, and more. You can order print right from VistaCreate — doorstep delivery is included.



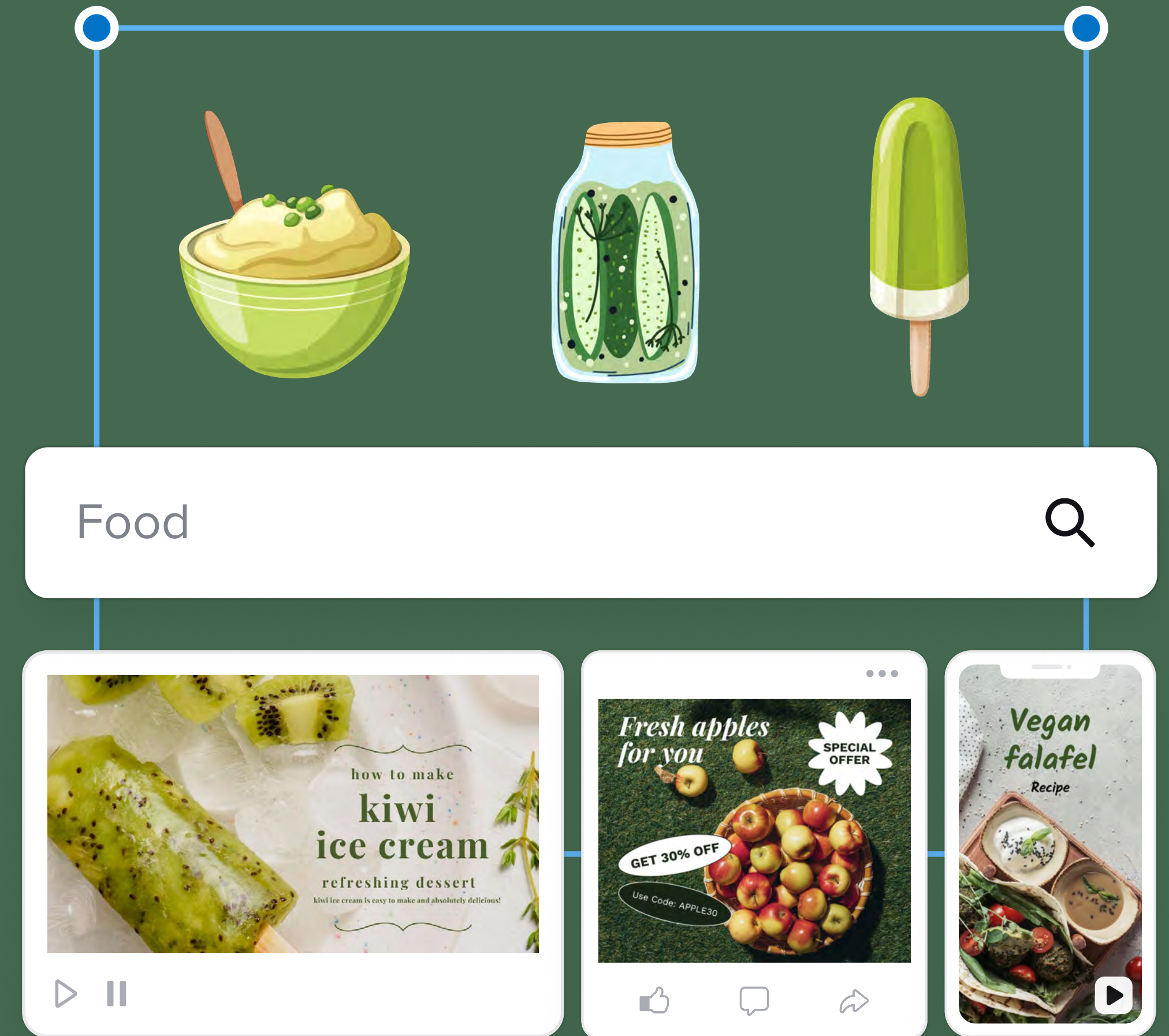
About the editor

- **Animate any design** with thousands of objects
- Create one or **multiple Brand Kits** (depending on your 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 just 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 in just a tap
- **Resize to multiple formats** with one click
- **Post or schedule** your content to Instagram, Facebook, and Pinterest

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.

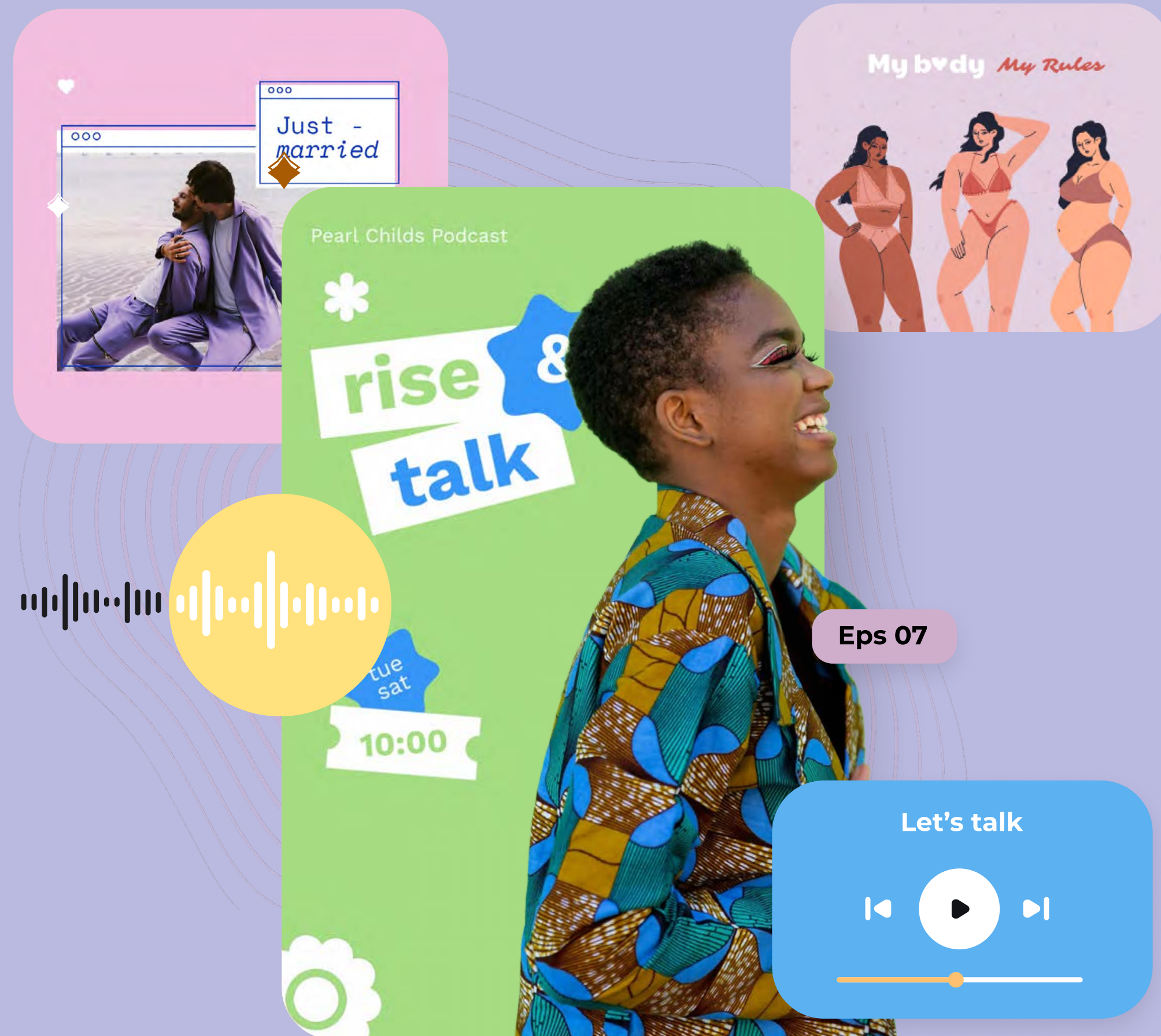
- **200,000+** professionally designed templates
- **15,000+** animated templates
- **85,000+** static and animated design objects
- **15,000+** animated objects
- **680+** fonts in 25 languages
- **70M+** creative assets for your projects
- **10,000+** music tracks
- **80** design formats



Collections

We stay updated on design and marketing trends, adding relevant templates every month.

Currently, our library features **70 collections** covering various topics, ranging from mental health and girl power to vaccination and ecology, with numerous collections to come.



Creative assets

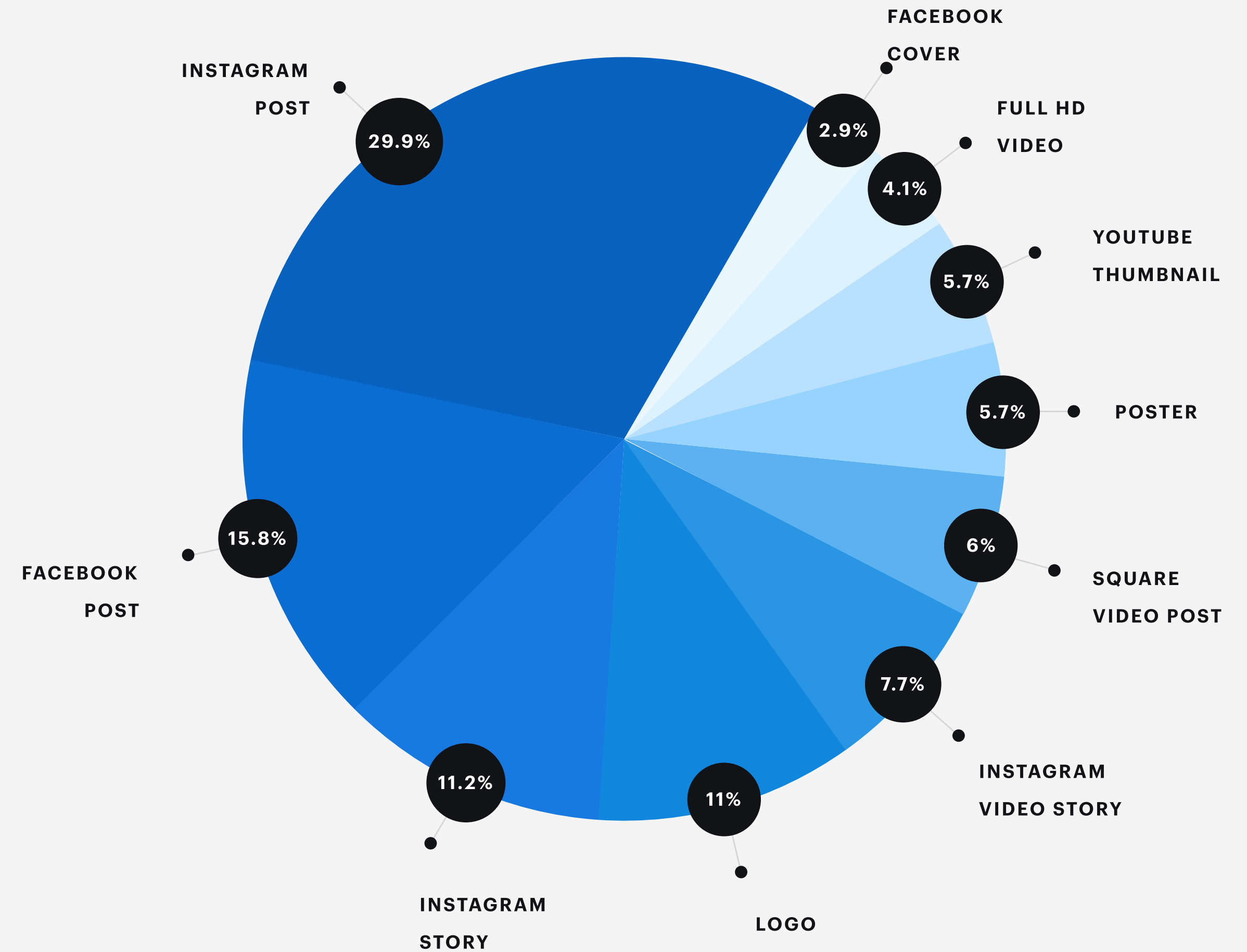
We're the only graphic design platform offering PRO users the option of unlimited-access to a stock library of 70M+ royalty-free files (photos, HD videos, and vectors) at no additional cost.

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.



Plans and pricing: Pro vs Starter

Explore VistaCreate plans and design features. Find all necessary tools in our free Starter plan. Or, discover even more features in Pro with a 14-day free trial.

	Starter plan \$0 USD/mo	 Pro plan \$10 USD/mo <small>14-day free trial, cancel anytime.</small>
Professionally designed templates	50K	150K+
Photos, videos, and vectors	1M	70M+
Brand Kit with colors, logos, and fonts	1	∞
Storage for files and projects	10 GB	∞
Thousands of backgrounds, animations, and music tracks	✓	✓
85K+ design objects	✓	✓
760+ free fonts and text styles	✓	✓
Scheduling and posting to social media	✓	✓
Create using web or mobile app	✓	✓
Background removal feature		✓
High-definition download		✓
Resize feature for multiple formats		✓
Sticker Maker feature		✓
Team account with 10 members		✓
Version history of your projects		✓



Non-profits

Whether you're working with climate change, human rights, or culture, get your message across more efficiently with premium VistaCreate templates and advanced tools — all free.



Education

Online schools, SMM courses, and other educational programs that help people obtain knowledge can apply for our program and get free access to premium VistaCreate templates and features.

**Non-profits
& Education:
Free access
to Pro**

VistaCreate API

VistaCreate Editor API is a white-label solution available in 17 languages.



White-label / Non-white-label options

Customize the VistaCreate editor with your brand name or use it without changes. Implement the editor with minimal code.



Custom media library integration

Enable design creation without leaving your website by adding thousands of templates, and a third party library of photos, videos, and objects.

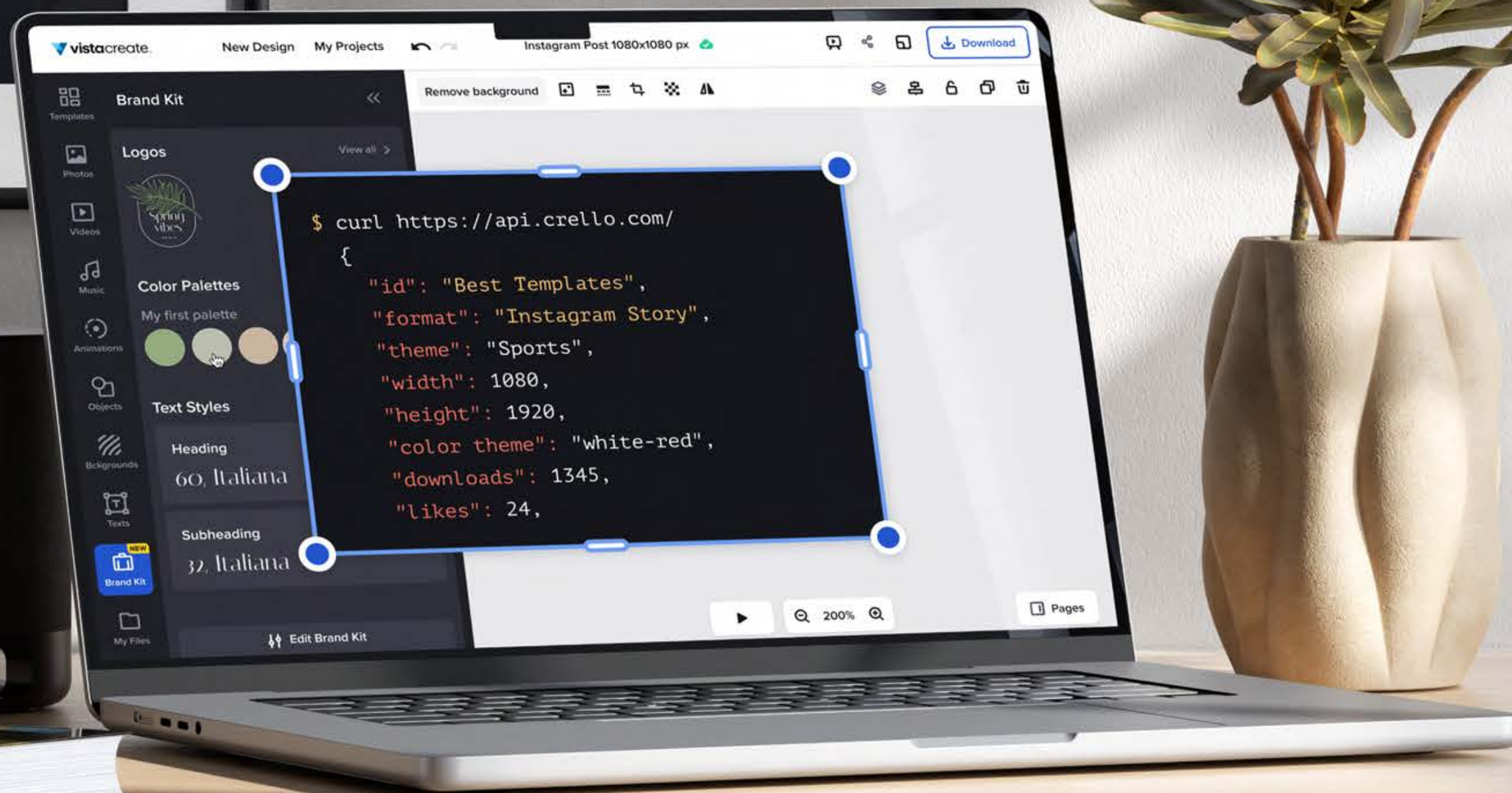


Automatic rendering process

Customize templates with text, images, and more, keeping the editing process hidden from customers.

How to get VistaCreate API

- 1 Reach out and talk over details with us.
- 2 Tailor the editor's interface to match the unique style and functionality of your platform.
- 3 Implement with minimal code, providing powerful design tools for an enjoyable creative experience.



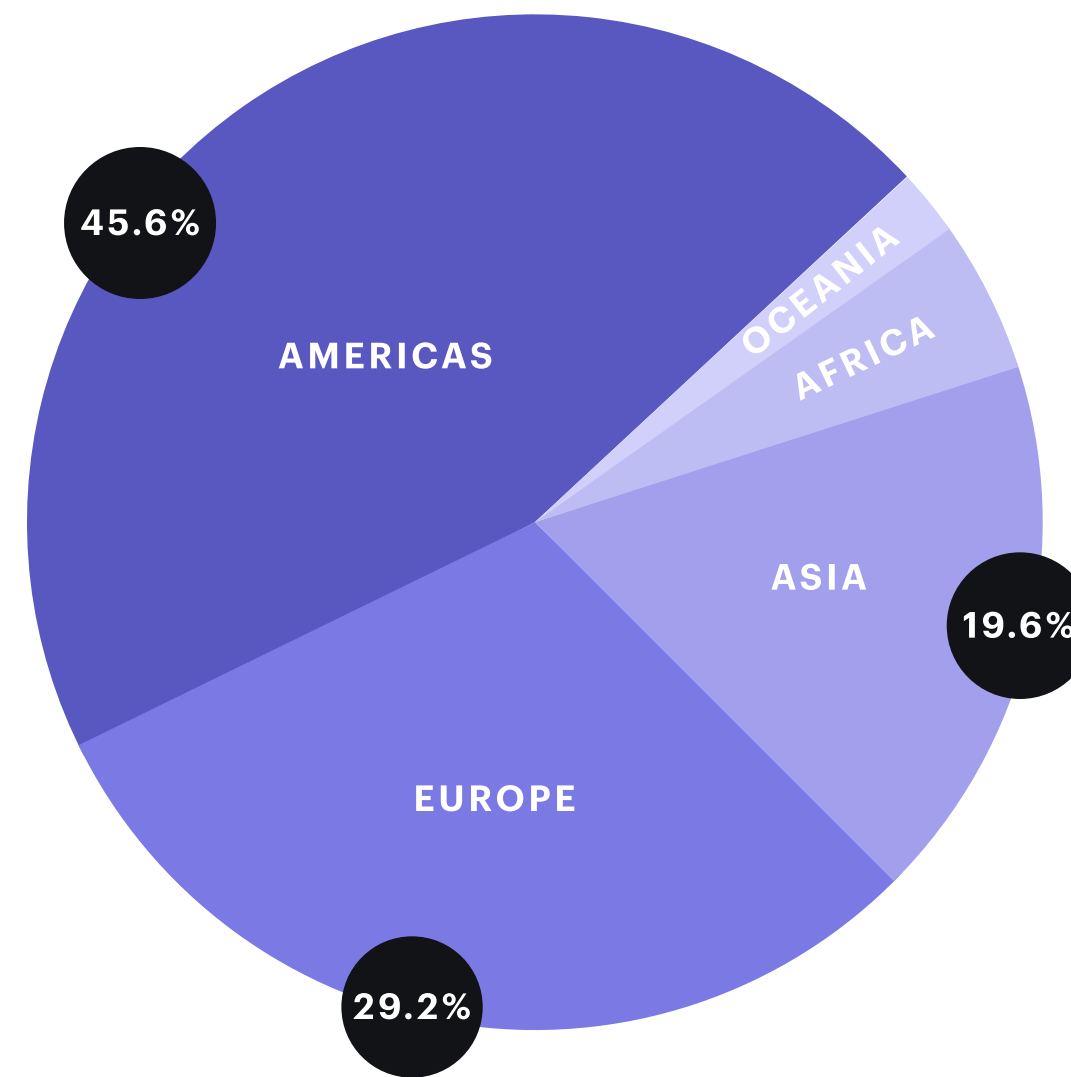
Who's our audience?
Business owners,
marketers, and
content creators.



Audience overview

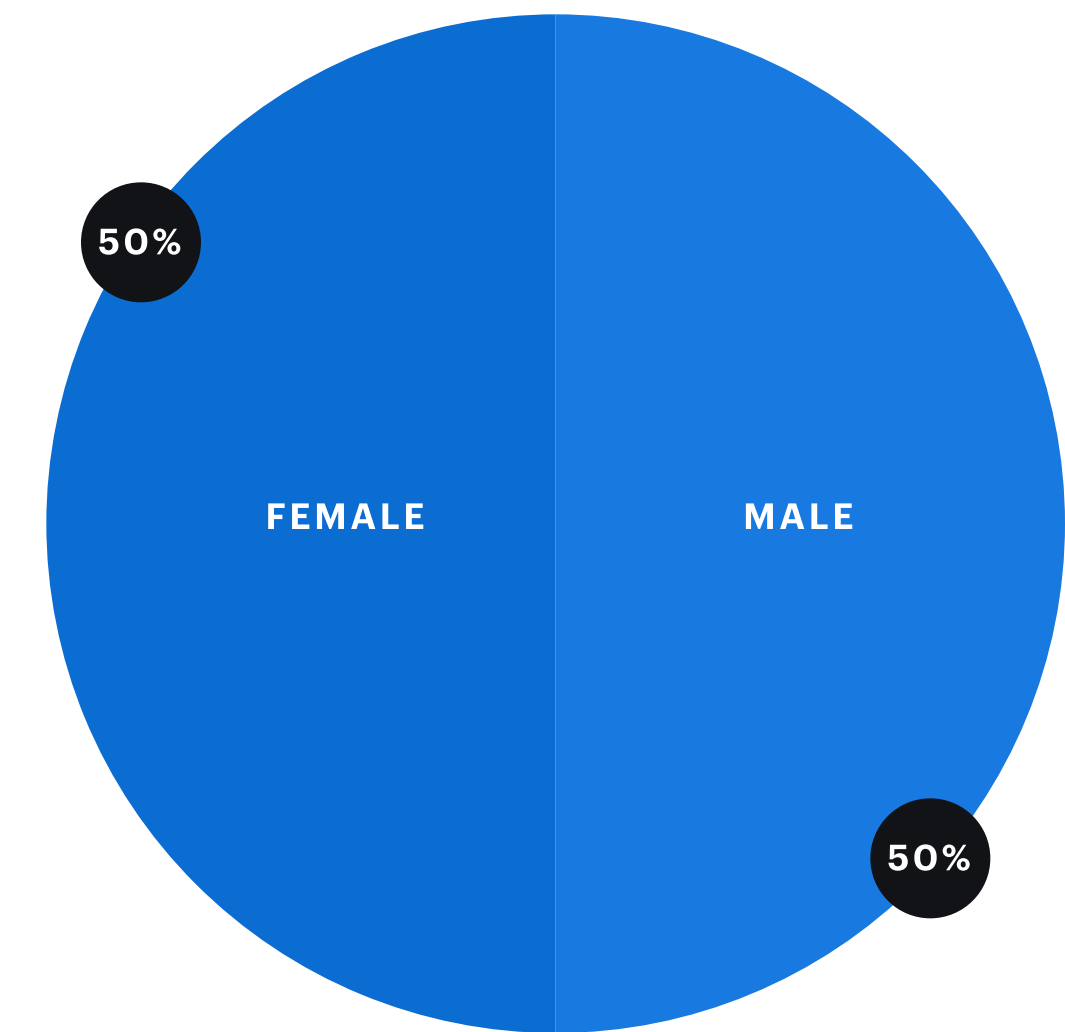
VistaCreate has over 18M users all over the world with the majority residing in Americas and Europe.

Countries



Our **top 10 countries** with the most users are United States, Brazil, India, Mexico, Ukraine, Italy, United Kingdom, Colombia, France and Turkey.

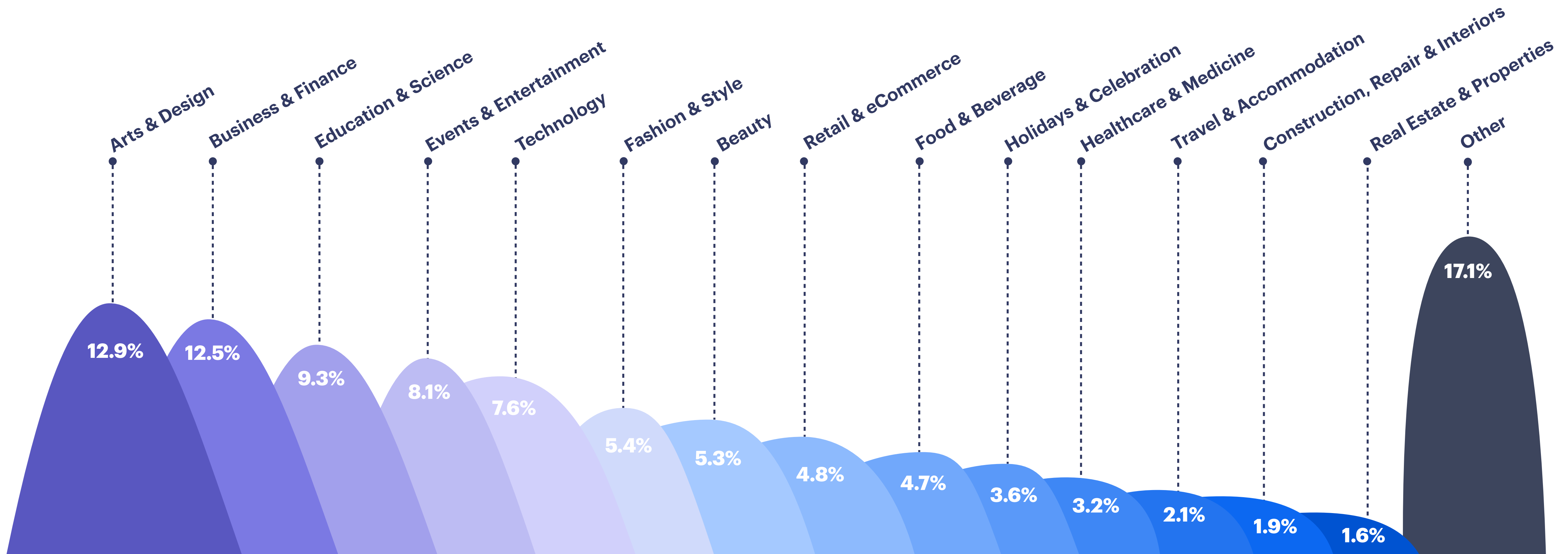
About users



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:



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



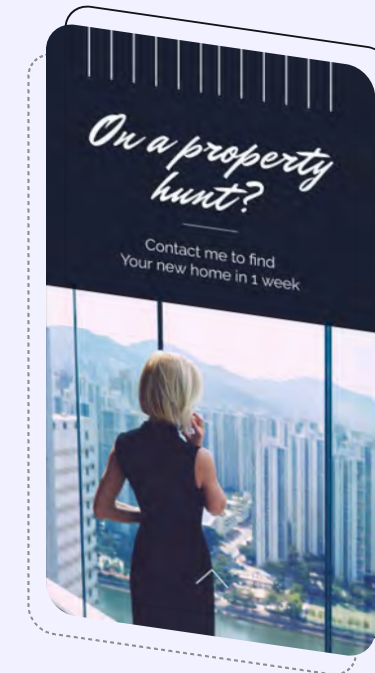
Special projects



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.

[See more →](#)



Solutions for

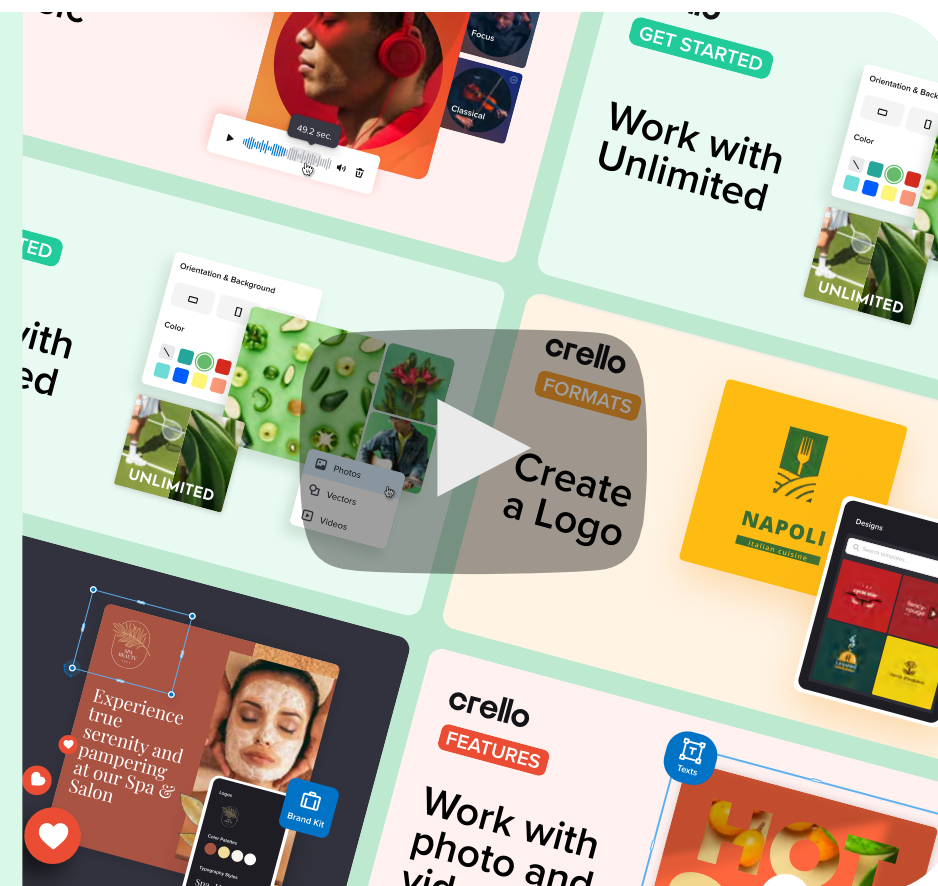
No matter what you do, VistaCreate helps you do it design-wise. Find industry-specific, professional designs to promote your business. Free user-friendly design tools and a built-in media library with creative assets make it easy to design visual content for digital marketing.

[See more →](#)

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!

[See more →](#)



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.

[See more →](#)



Guides and surveys



Small business guide

With so many businesses competing for customer attention, how do you get them to choose yours? This small business guide will help you highlight your brand's uniqueness and elevate what makes you stand out.

[See more →](#)

Entrepreneurs survey

Dive into VistaCreate's survey focusing on the Great Resignation — a global economic trend where workers leave their jobs to pursue independent ventures. Explore insights from the US, UK, and beyond on this transformative shift.

[See more →](#)



E-book on visual content

Understand how to create compelling visuals that engage audiences — a common challenge for marketers. This e-book will provide insightful examples and help create impactful content for your brand.

[See more →](#)

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

Affiliates

Join the VistaCreate affiliate program to promote creativity and remarkable designs while enjoying generous perks from our team.



Loved by 18M+ 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**](#)



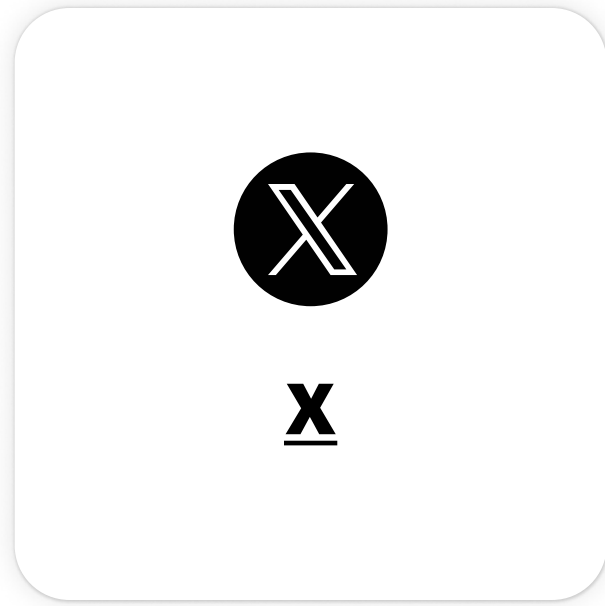
Charlotte Polley 🇬🇧
Family toy shop



“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.”

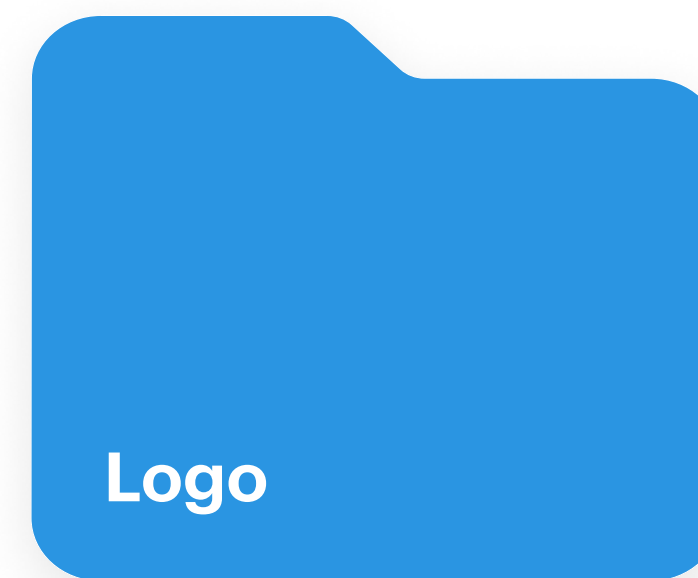
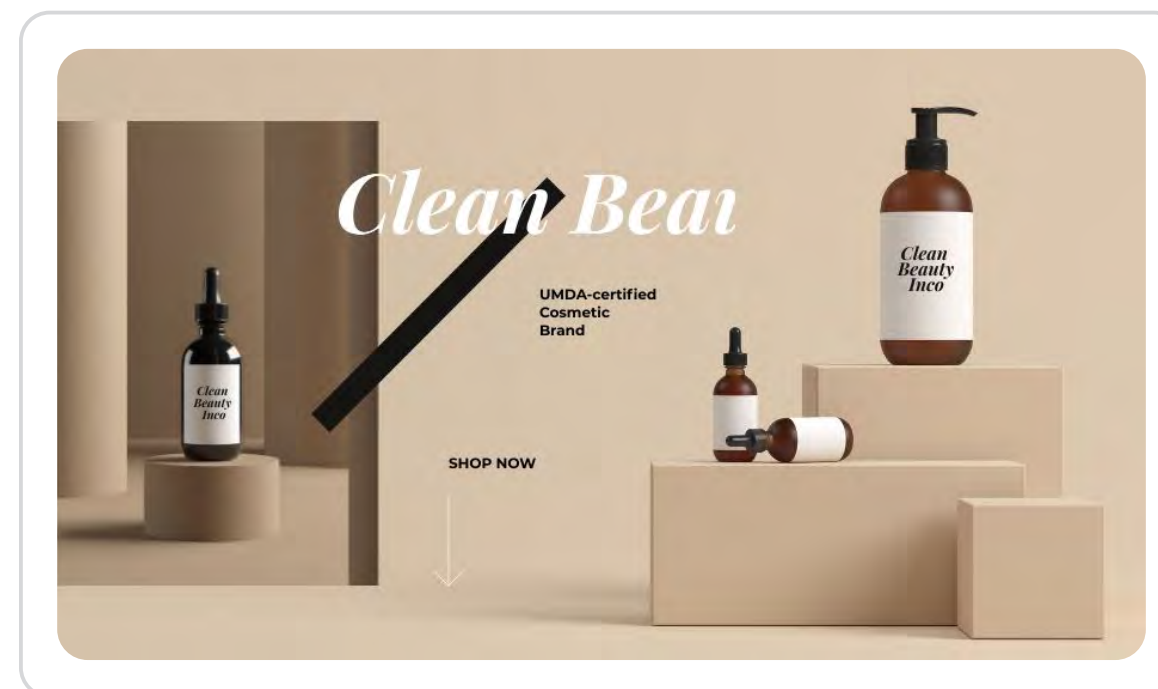
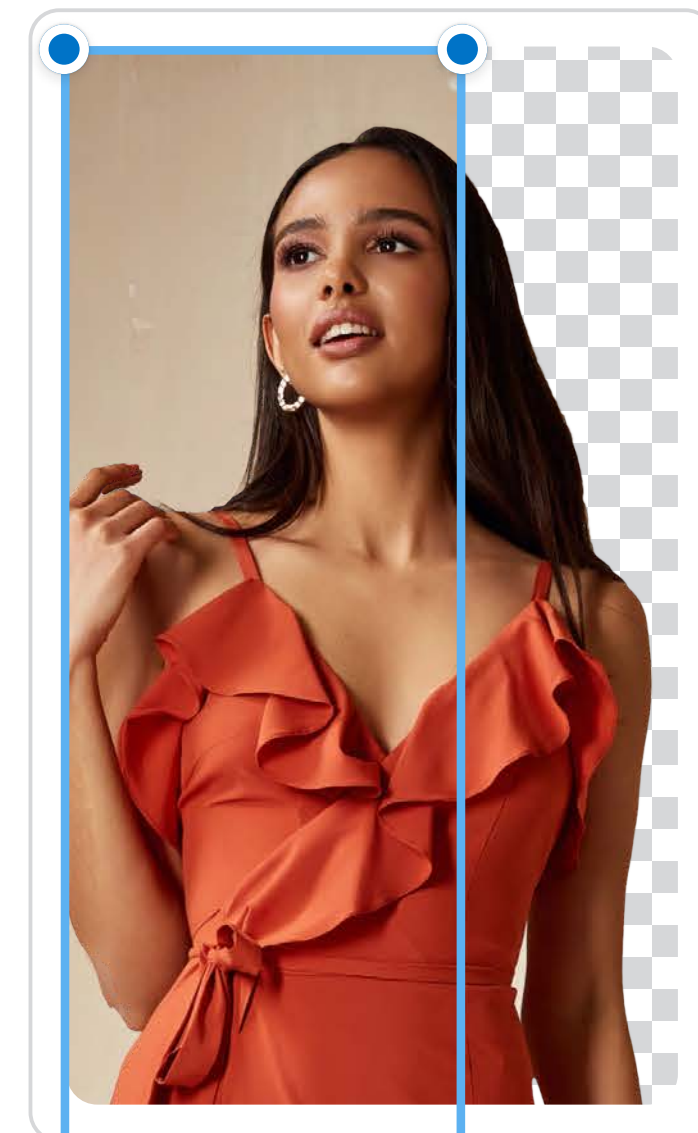
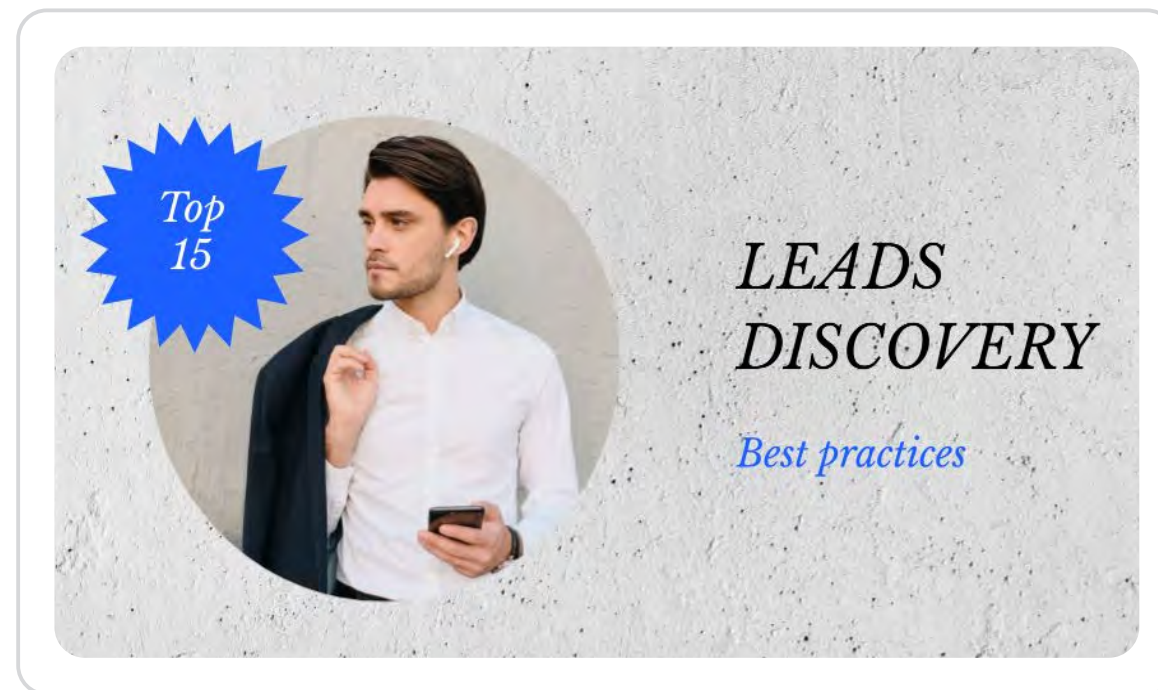
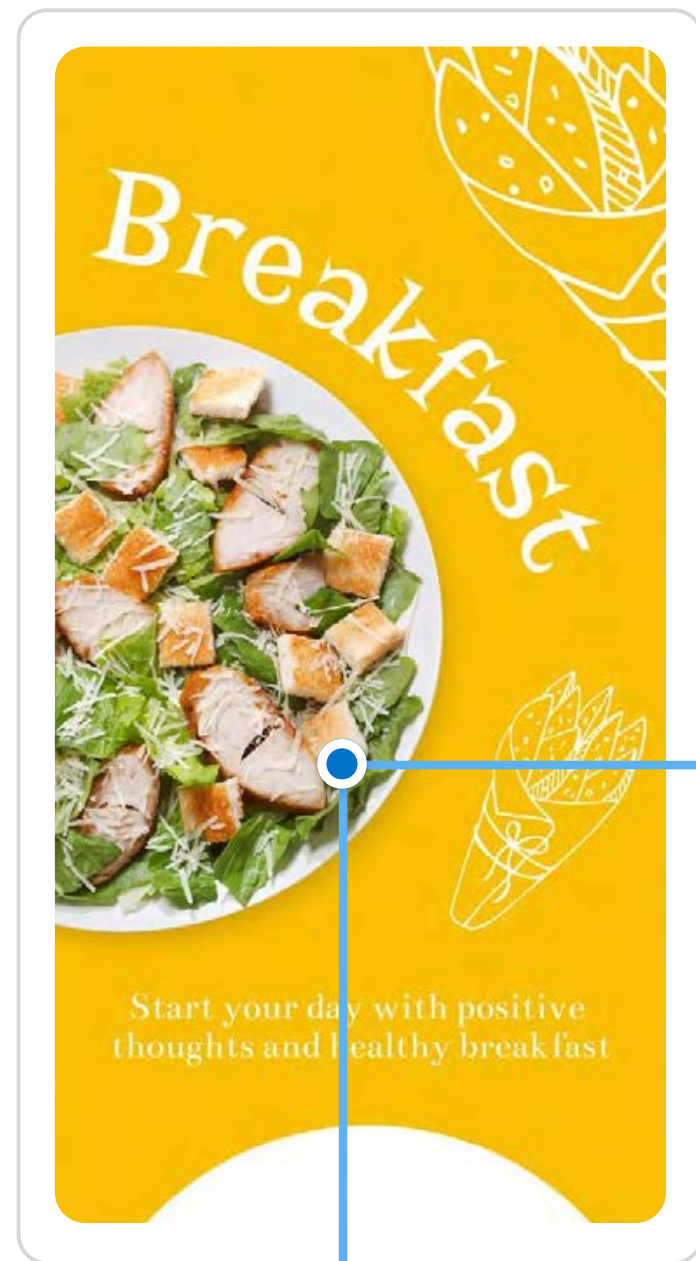
[**Read full story**](#)

Where to learn more about us



VistaCreate in press





Download our **press kit**

