



The PlayBook

MEMBERSHIP

SOCIAL MEDIA | MODULE NINE

How to create an Aesthetic on socials

CHOOSING COLOURS, FONTS & THEMES

MOOD BOARD BUILDING

SIMPLE LAYOUTS THAT LOOK ELEVATED

STAYING CONSISTENT

Defining your personal look

IT'S ALL ABOUT BEING DIFFERENT

Aesthetic:

Your aesthetic is not a trend. It's a pattern in what you naturally like.

- Someone might love: warm tones, cafes, books, cosy lifestyle aesthetic
- Someone else: clean lines, neutral outfits, minimal aesthetic

HOW TO FIND YOUR STYLE - QUICK TASK!



- Open pinterest
- Pin 20 pins that attract your attention right away - don't overthink it.
- Look for patterns such as bold, minimalistic, bright, busy, muted colours.

- Now write down:

My visual style is...

Colour: ____

Mood/Vibe: ____

Layout/Design: ____

- *Colour → bright / muted / dark / neutral / pastel*
- *Mood/Vibe → clean / cosy / bold / soft / edgy / calm / cinematic*
- *Layout/Design → minimal / busy / structured / collage / spacious / layered*

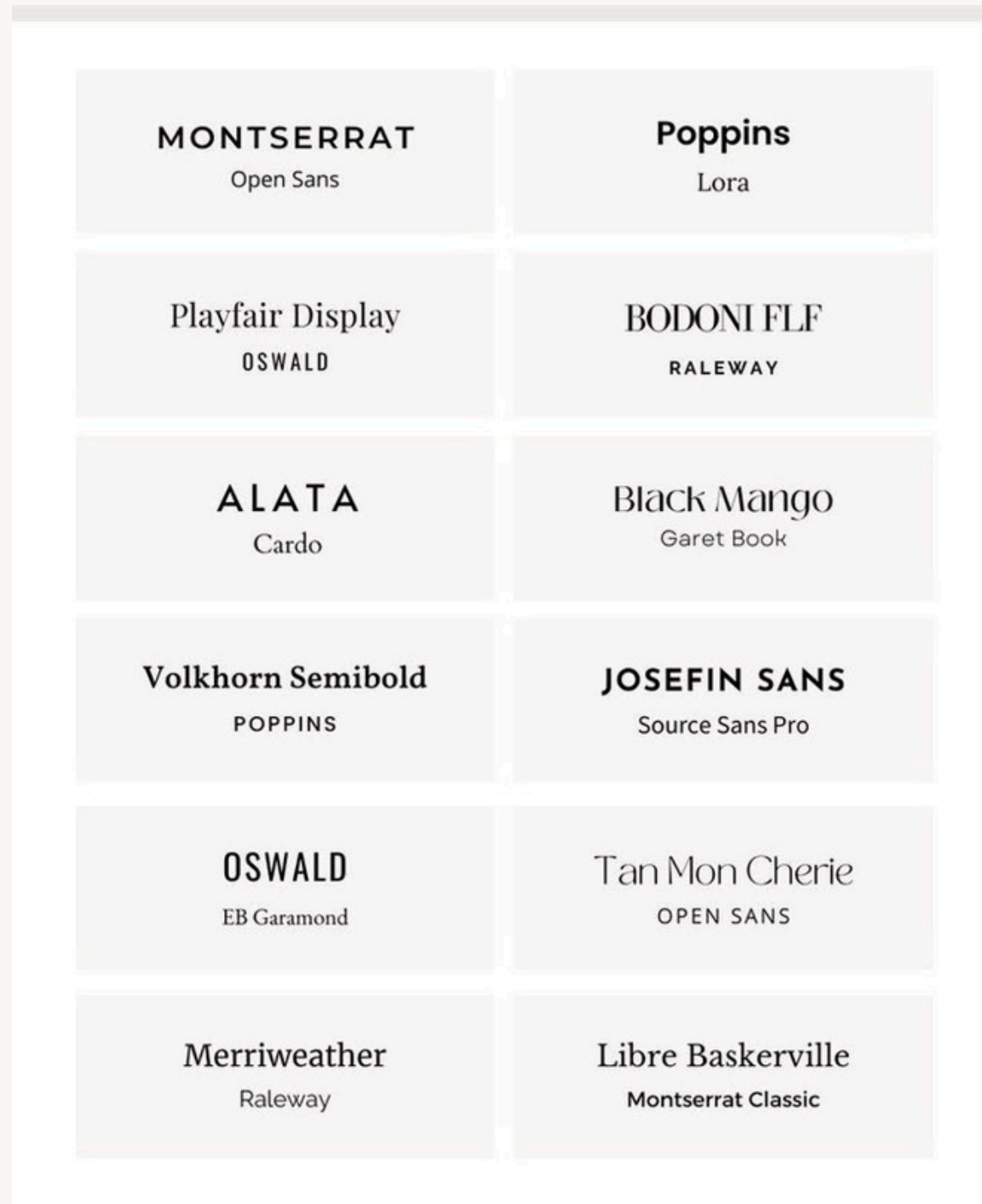
FONTS

3 FONTS (header, body, accent)

Header: Serif or Sans serif

Body: Sans serif

Accent: Script



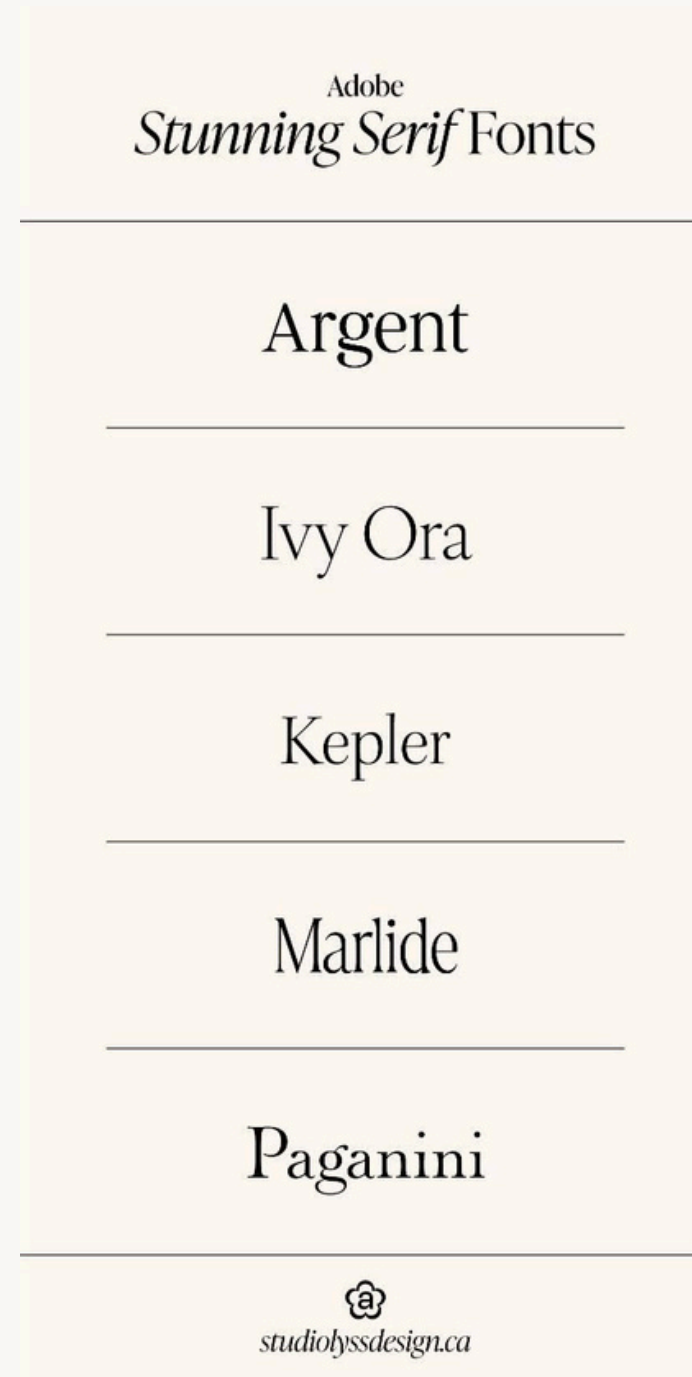
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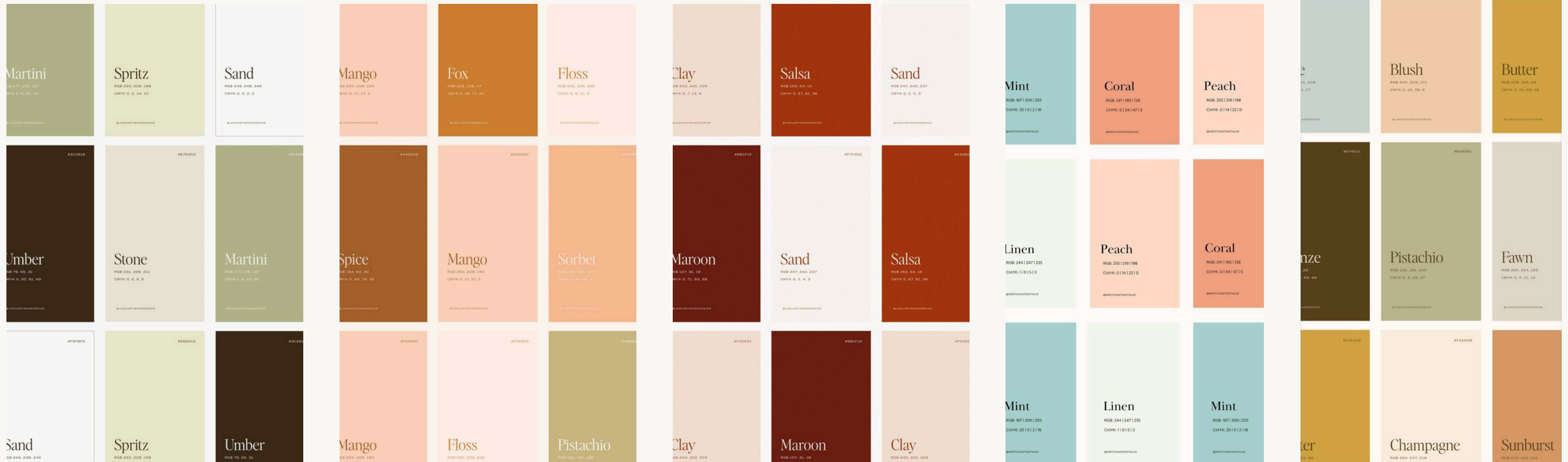
COLOURS

3 COLOURS

Light colour: backgrounds

Dark colour: Text

Pop of colour or neutral colour: Accents / details



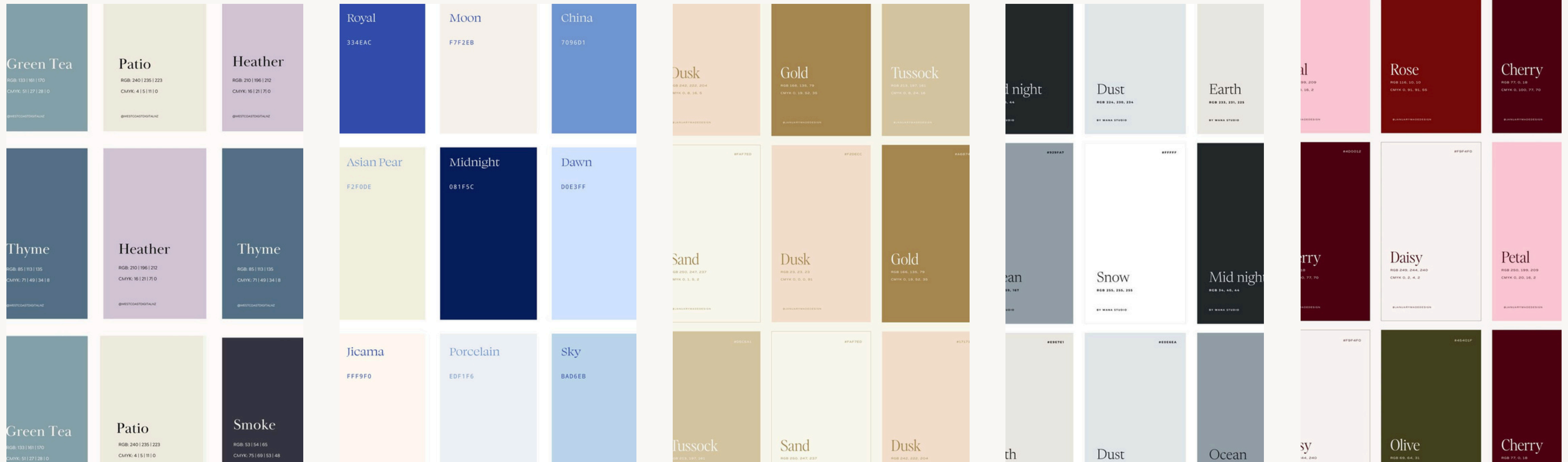
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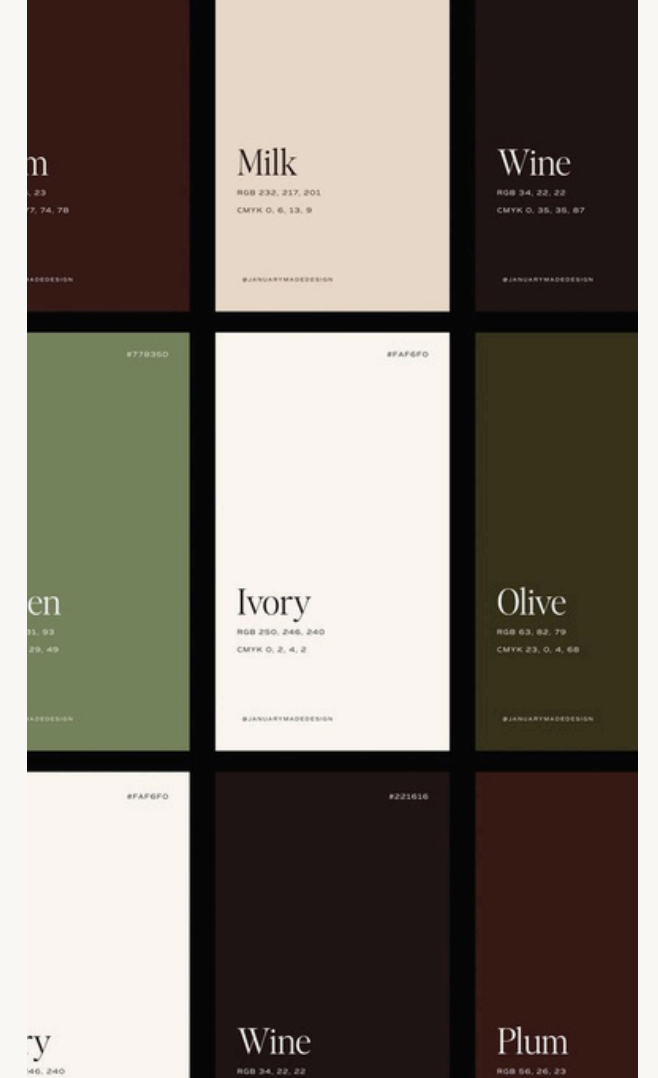
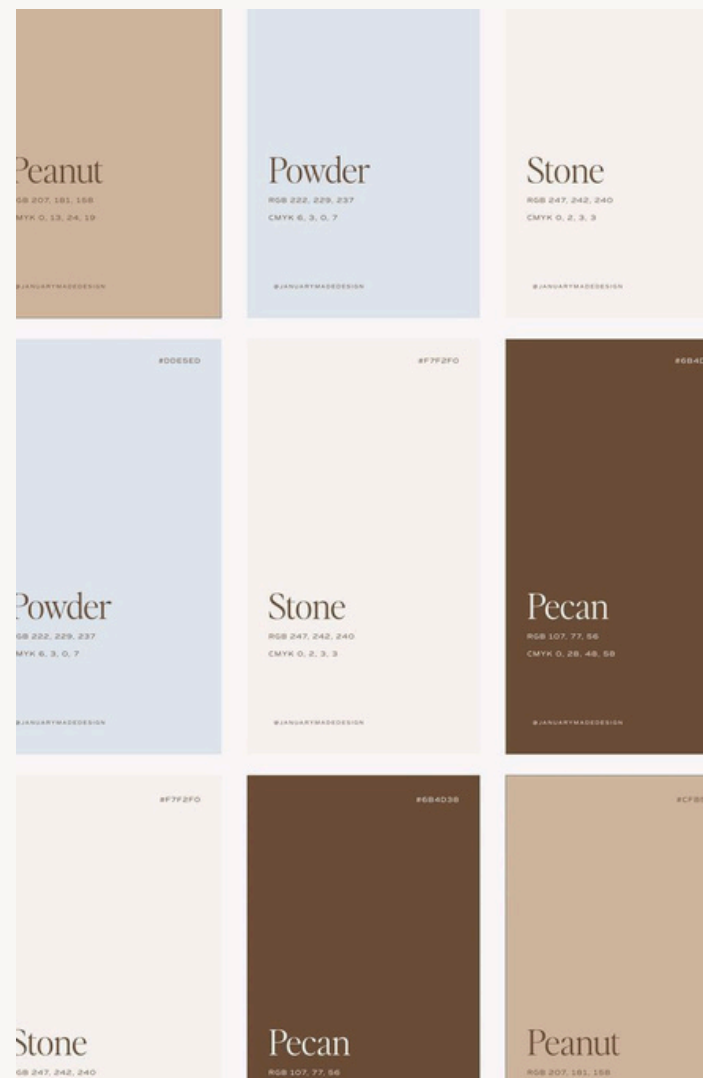
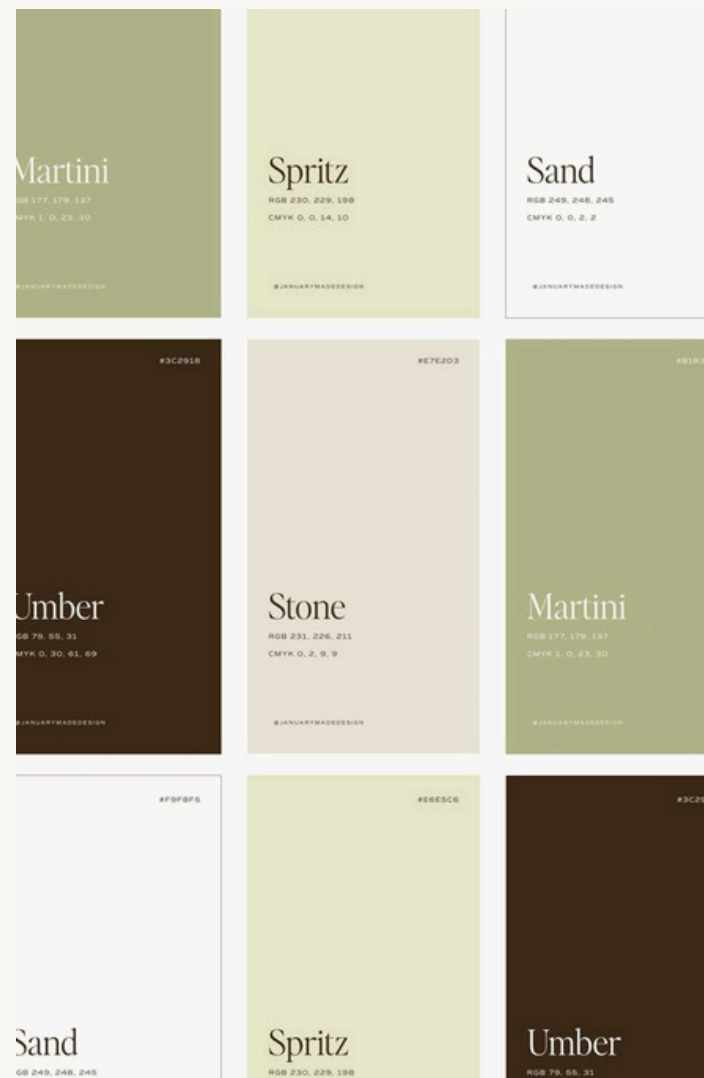
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THEMES

1 THEME (YOU CAN COMBINE THEMES BUT DON'T OVERCOMPLICATE)



Editorial/Minimalist, Old Money/Heritage, Modern Luxury, Playful/Whimsical, Tech/Futuristic, Eco/Natural, Youthful/Streetwear, Corporate/Professional, Feminine/Soft Luxe, Masculine/Bold, Artisanal/Handmade, Retro/Nostalgic, High Fashion/Avant-garde, Wellness/Calm, Dynamic/Energetic.



HOW TO FIND YOUR PERSONAL AESTHETIC

[Colour] + [Theme] + [Style]



Dark Brown Minimalistic

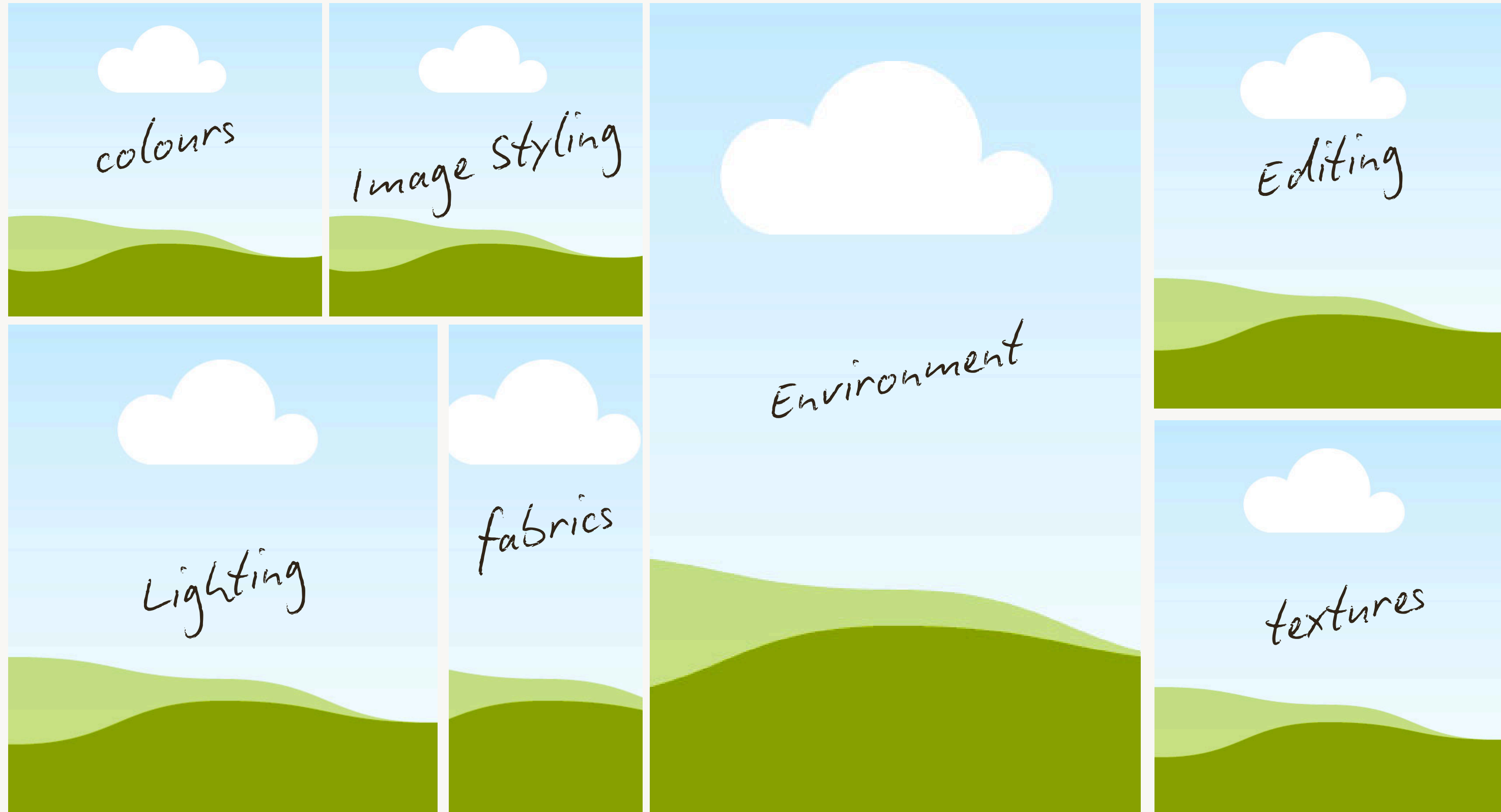


- Q Dark brown old money aesthetic
- Q Dark brown fabrics
- Q Neutral minimalistic aesthetic
- Q Brown textures
- Q Brown vintage instagram
- Q Old money feed layout
- Q Vintage minimalism

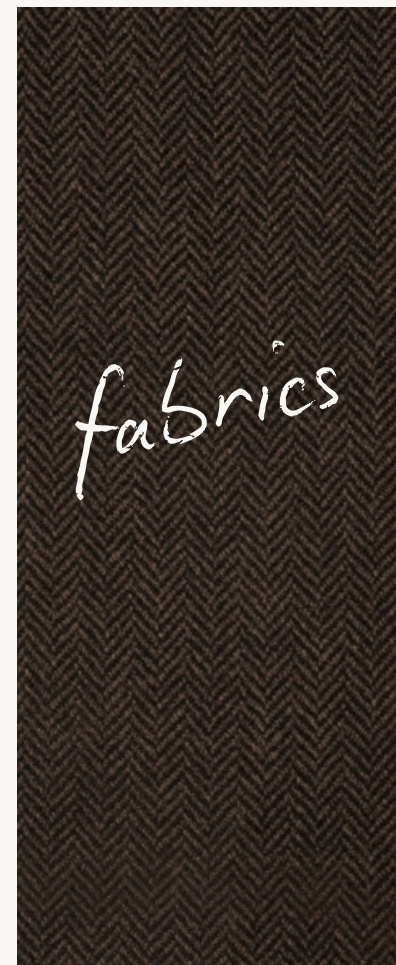
Mood Board Building

DOING IT THE RIGHT WAY

MOODBOARD



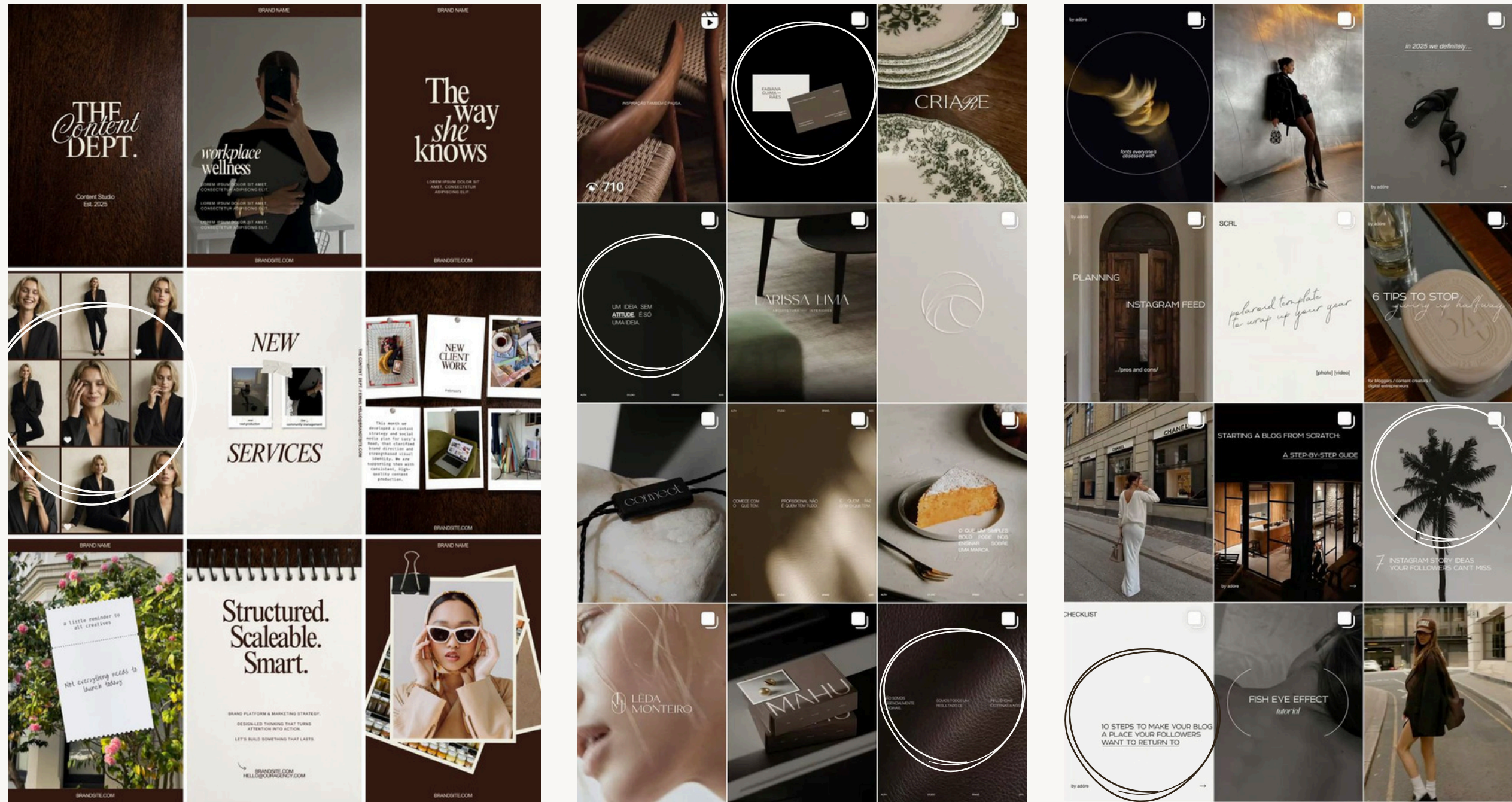
MOODBOARD



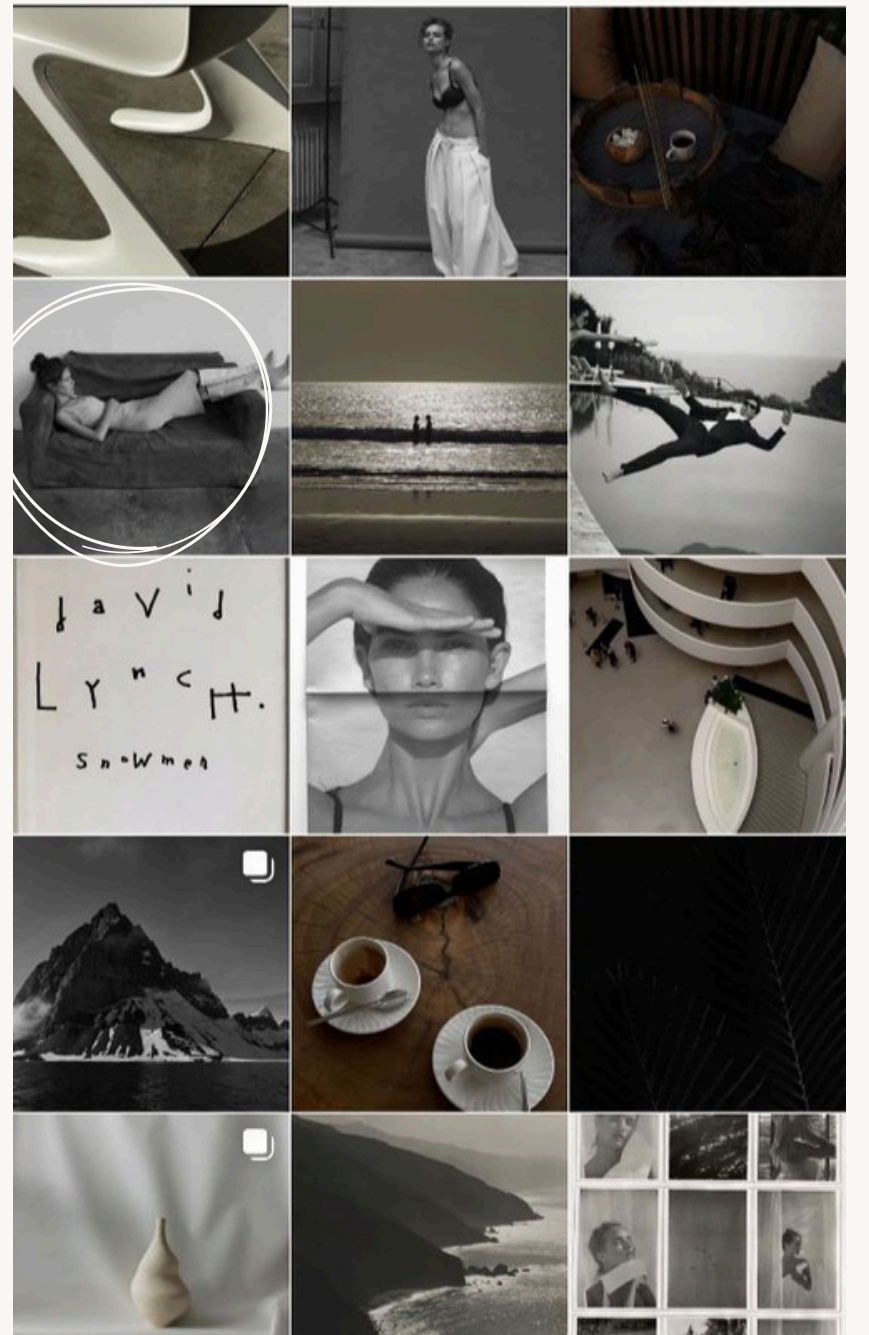
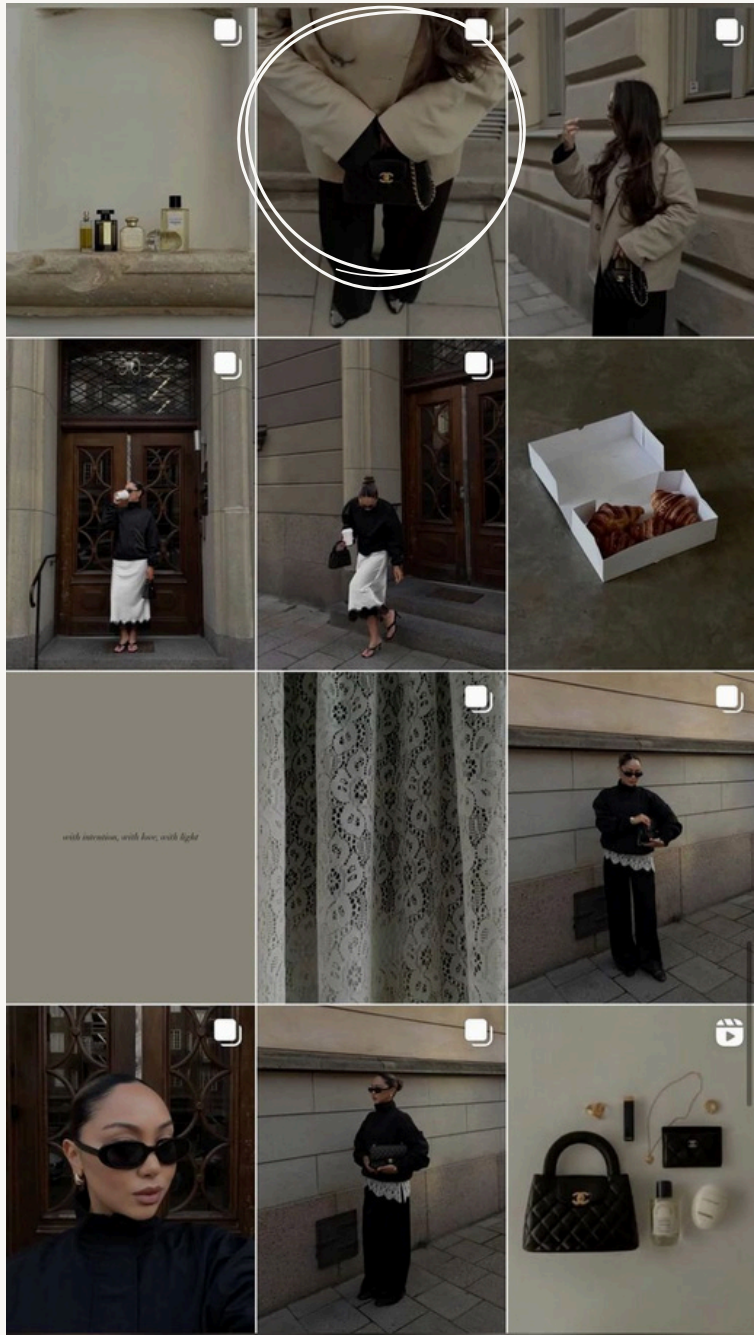
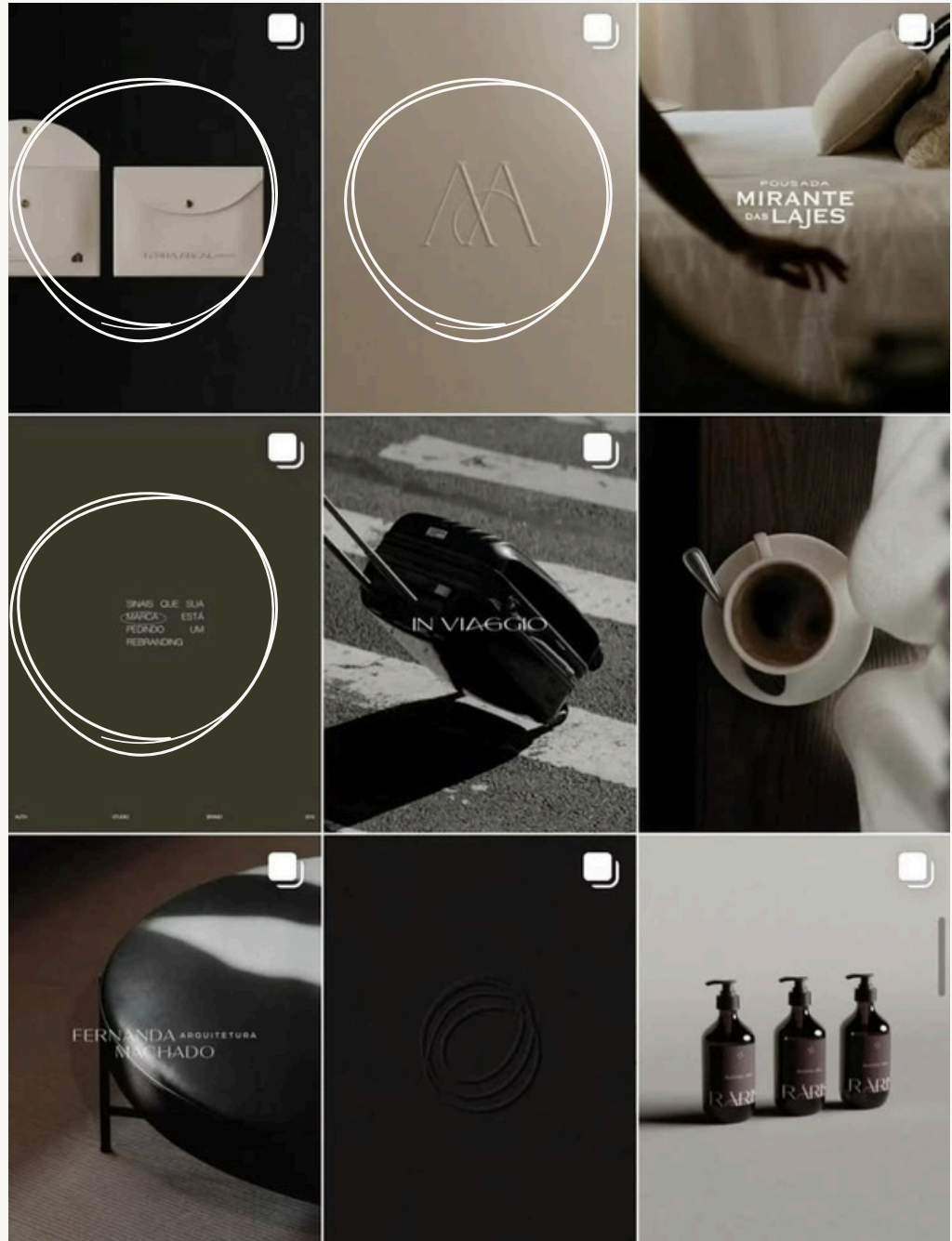
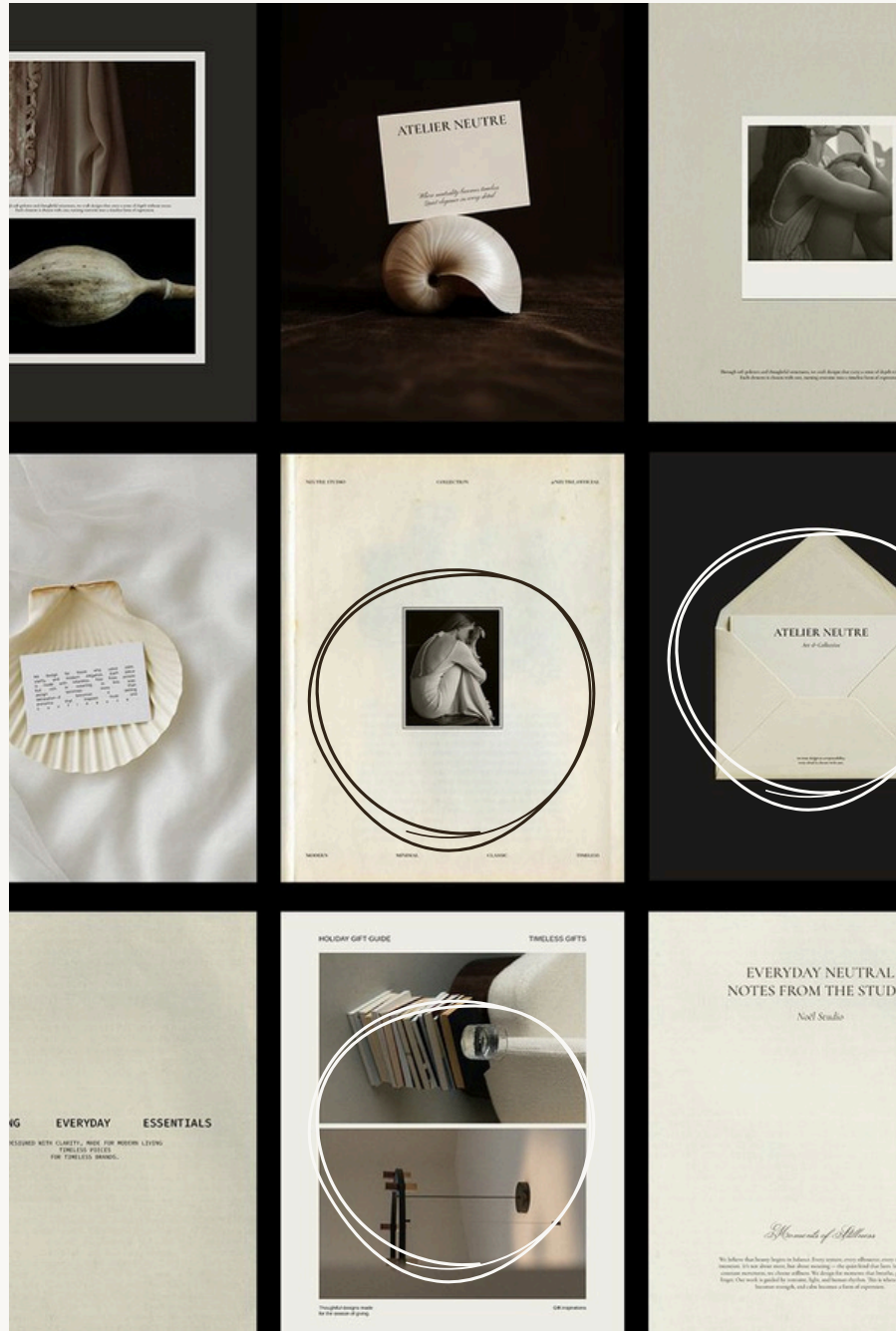
Simple Layouts that look Elevated

INSTAGRAM FEED EXAMPLES

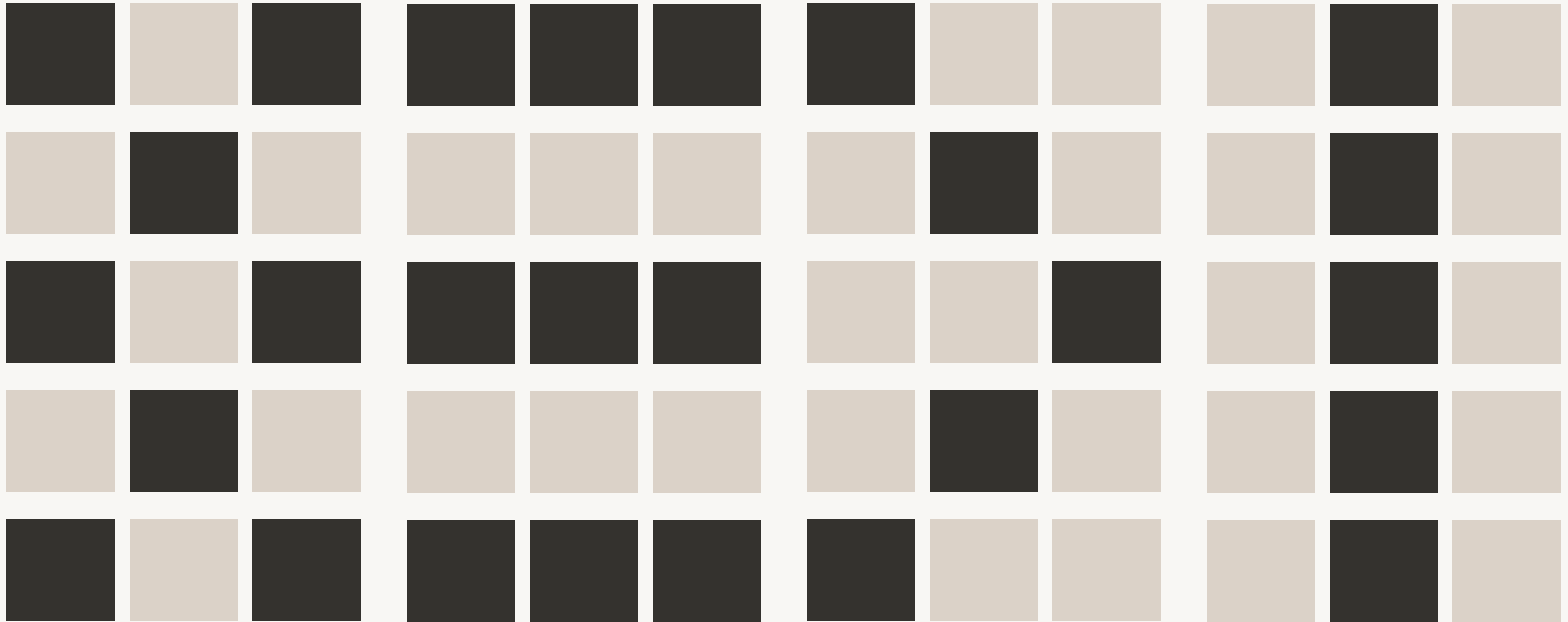
Brown Instagram Feeds



Old Money Instagram Feeds



Pattern layouts



Staying Consistent

SO YOU BECOME REMEMBERED

CREATE A 9 GRID CHECKLIST AND REPEAT

MOCKUP

IMAGES ON
DARK
BACKGROUND

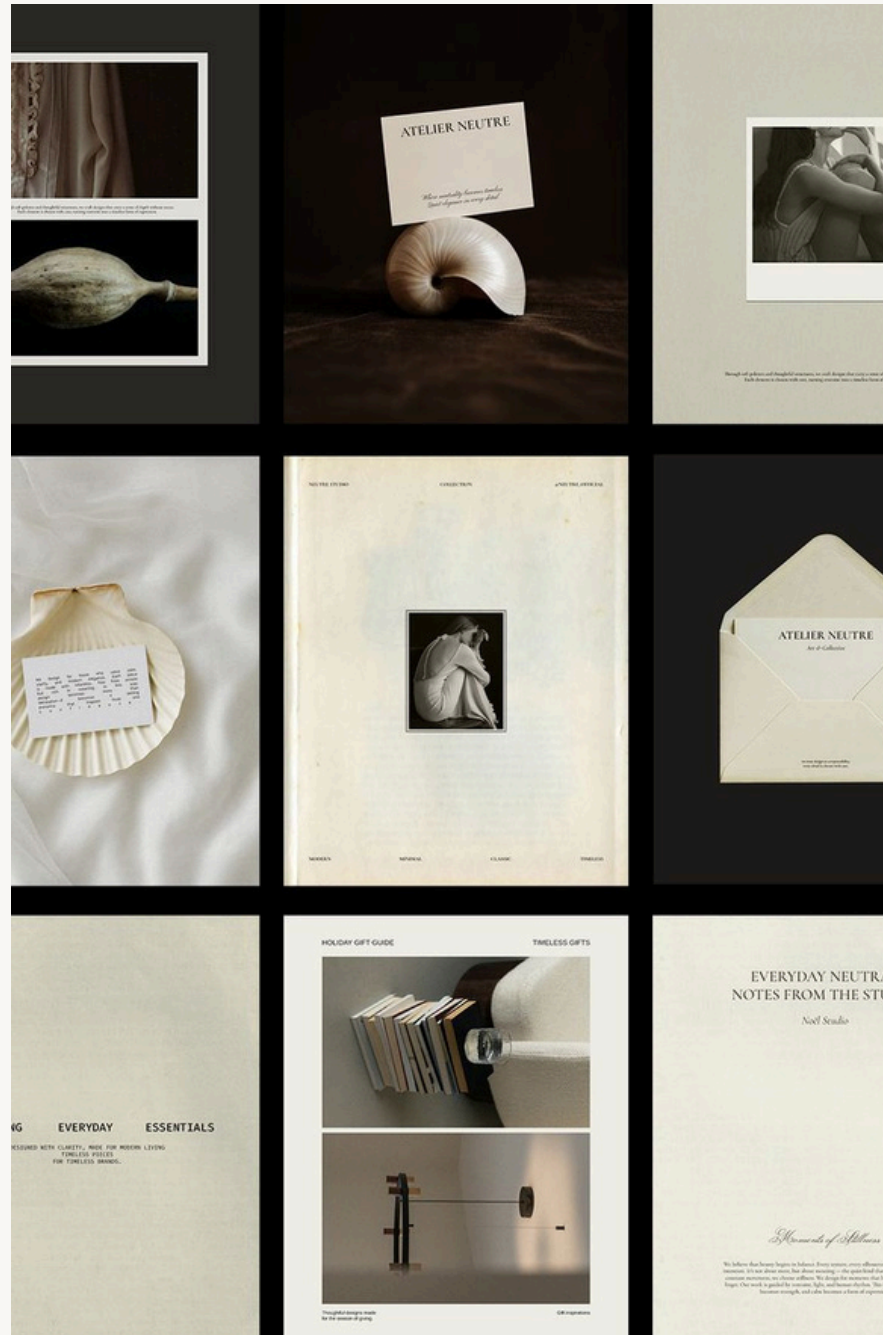


IMAGE ON
NEUTRAL
BACKGROUND

MOCKUP

MOCKUP

TEXT ON
NEUTRAL
COLOURED
BACKGROUND

TEXT & WHITE BACKGROUND

IMAGES ON
LIGHT
BACKGROUND

NOW LINK THESE TO YOUR CONTENT PILLARS

MOCKUP
PORTFOLIO

IMAGES ON DARK
BACKGROUND
OFFERS

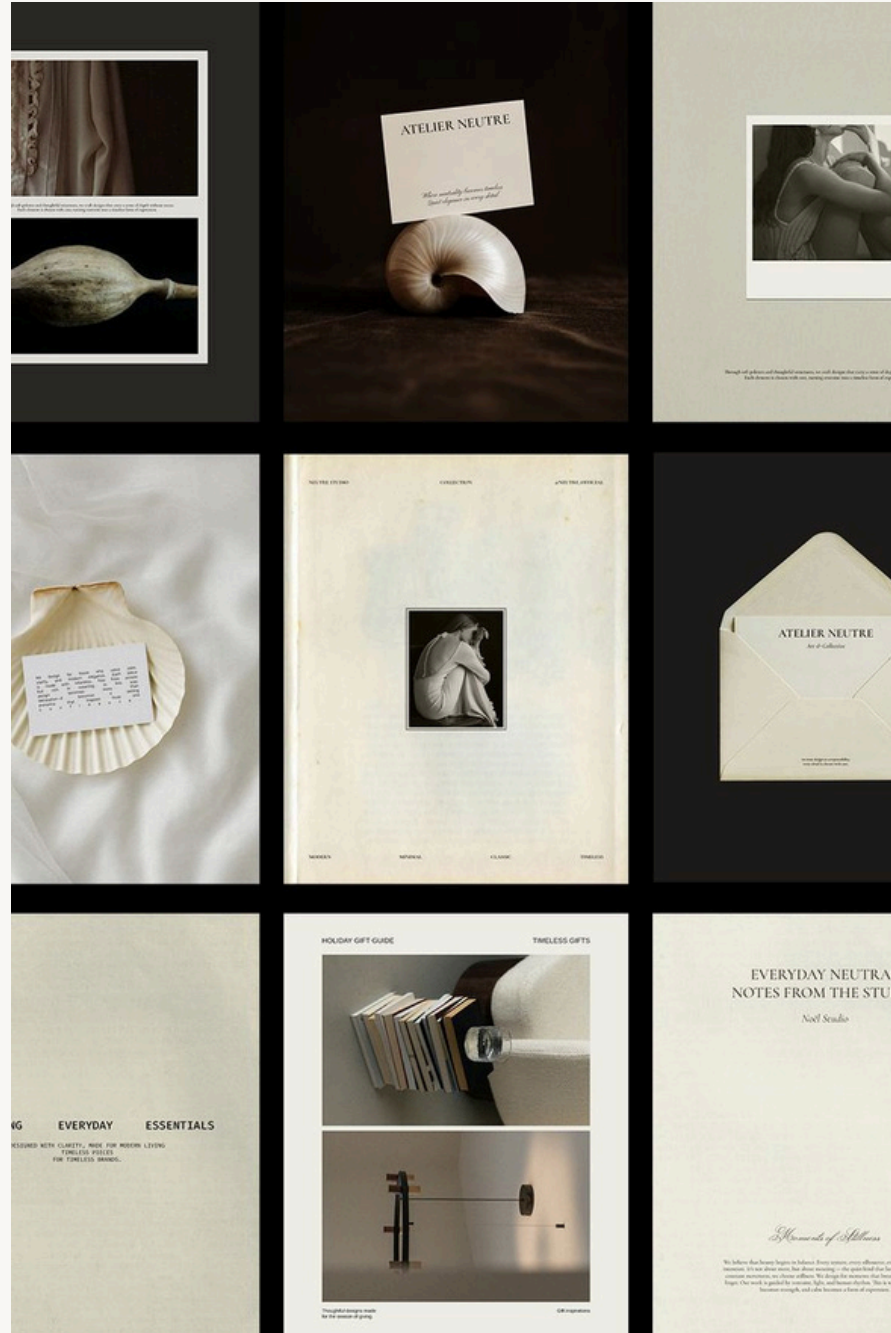


IMAGE ON NEUTRAL
BACKGROUND
PERSONAL BRANDED

MOCKUP
PORTFOLIO

MOCKUP
PORTFOLIO

TEXT ON
NEUTRAL
COLOURED
BACKGROUND
EDUCATION

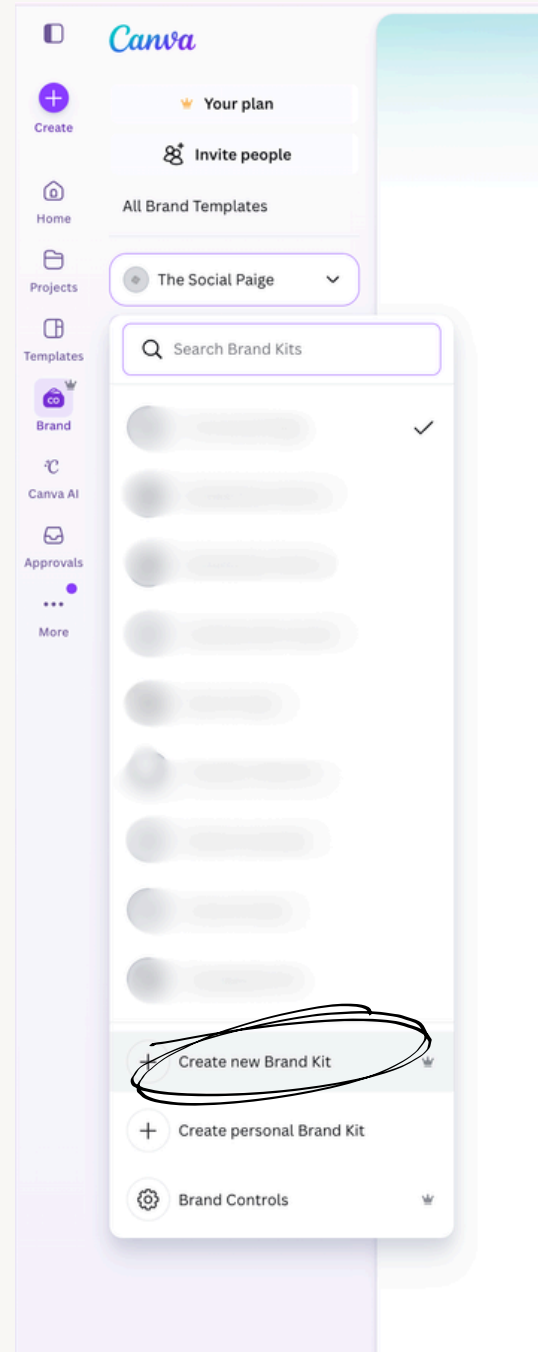
TEXT & WHITE BACKGROUND
EDUCATION

IMAGES ON LIGHT
BACKGROUND
PERSONAL BRANDED

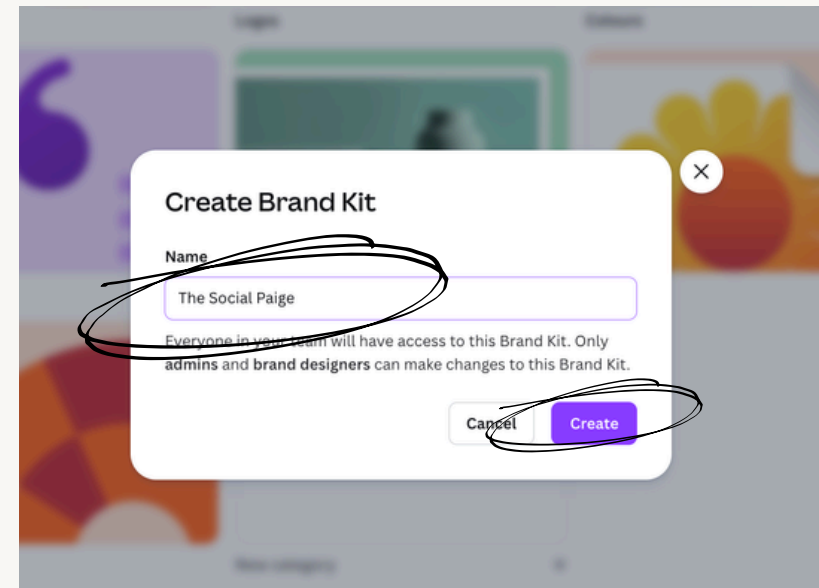
BRAND KITS CANVA

STEP 04.

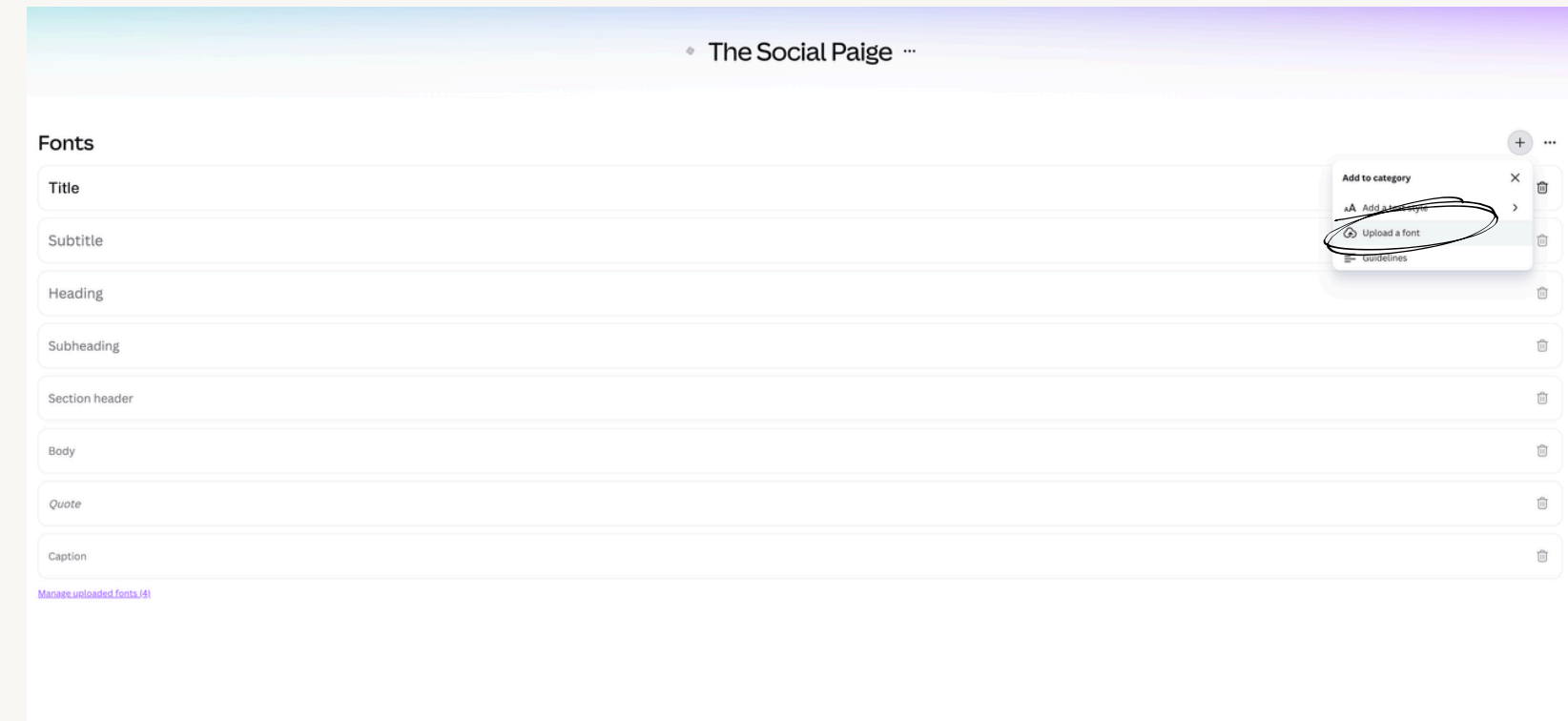
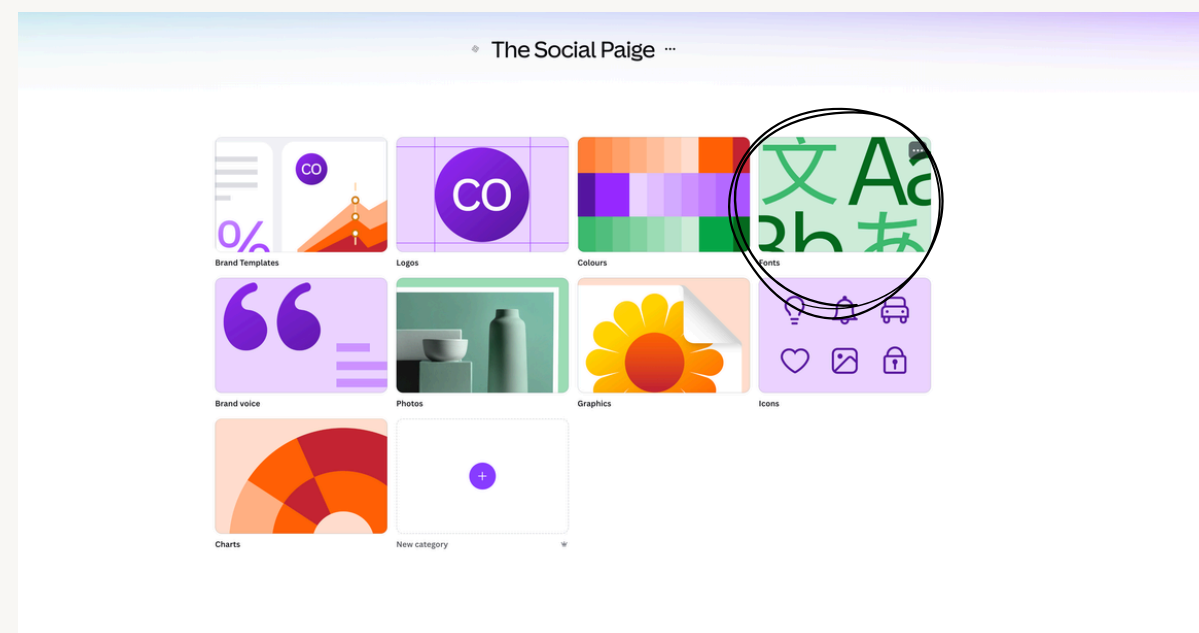
STEP 01.



STEP 02.



STEP 03.



YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

1. Choose your 3 fonts

- Remember this must align with your branding so carrying out your brand strategy & identity first is important.

2. Choose 3 colours

- Pinterest has a tone of pre made palettes ready for you that you can play around with in Canva

3. Make your mood board

- This helps with knowing the feel and vibe of what you want to give visually when someone comes across your profile

4. Begin finding feed inspiration & planning

- Start pairing your content pillars to specific designs and then lay them out in a 3x3 grid, then repeat!





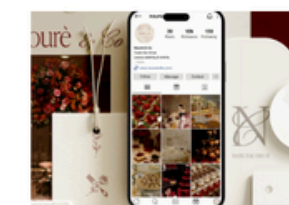
THE TEMPLATE VAULT

My recommended downloads for this module

Mood Board template

To help you plan the vibe

Watch Aesthetic Feed Design under Tutorials



CANVA: AESTHETIC FEED DESIGN

A mini lesson on how I build an aesthetic feed in Canva, through cohesive design and not pattern. Plus learn how to edit images to align with your brand.



Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: USING AI IN MARKETING