

Paige.

The PlayBook

MEMBERSHIP

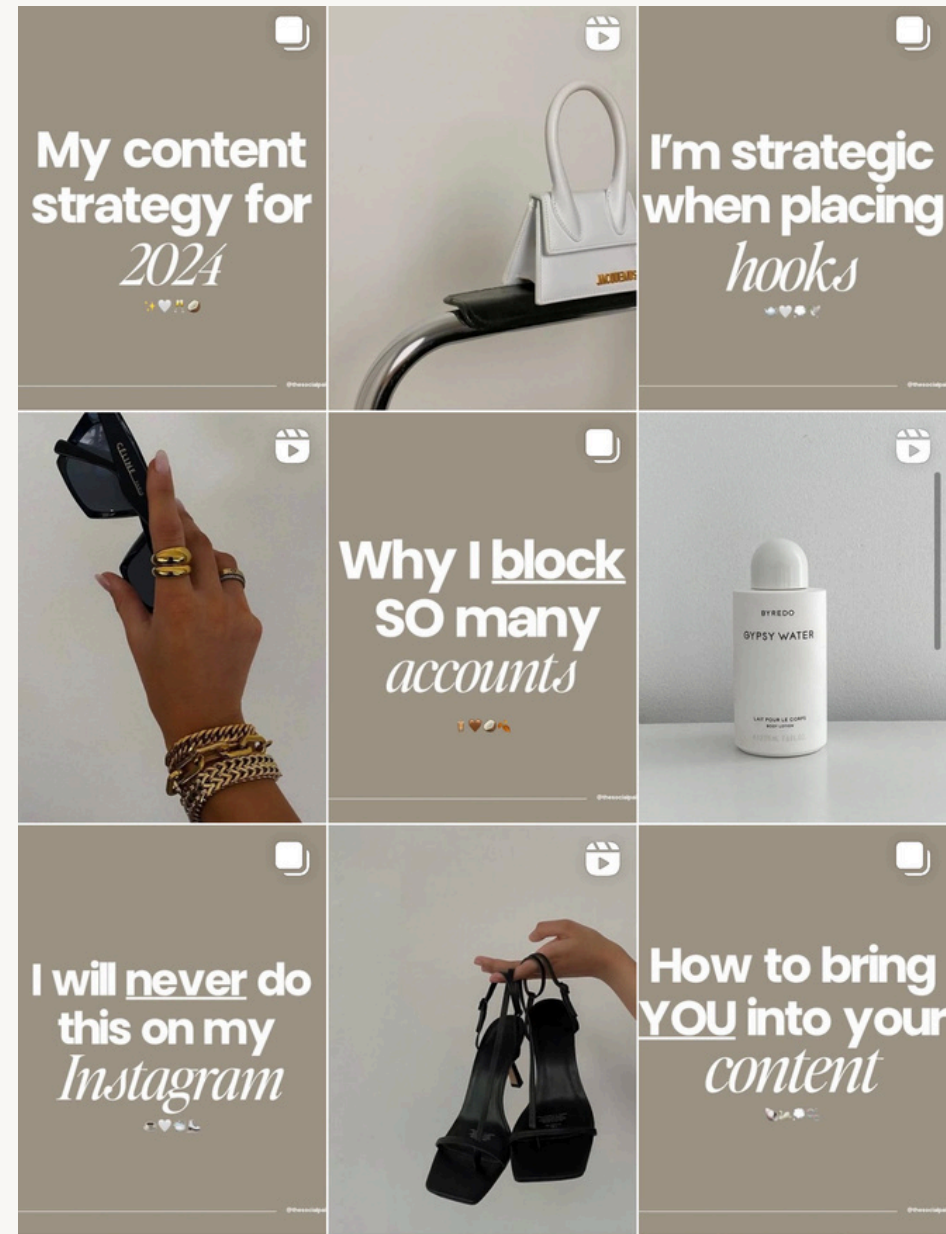
SOCIAL MEDIA | CANVA TUTORIAL

Building An Aesthetic Feed

The rules I follow when building a feed plan...

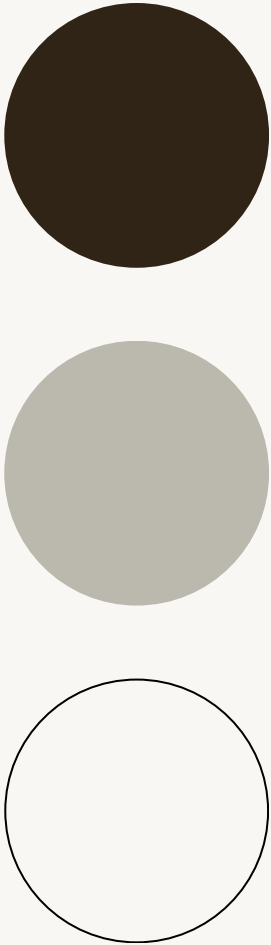
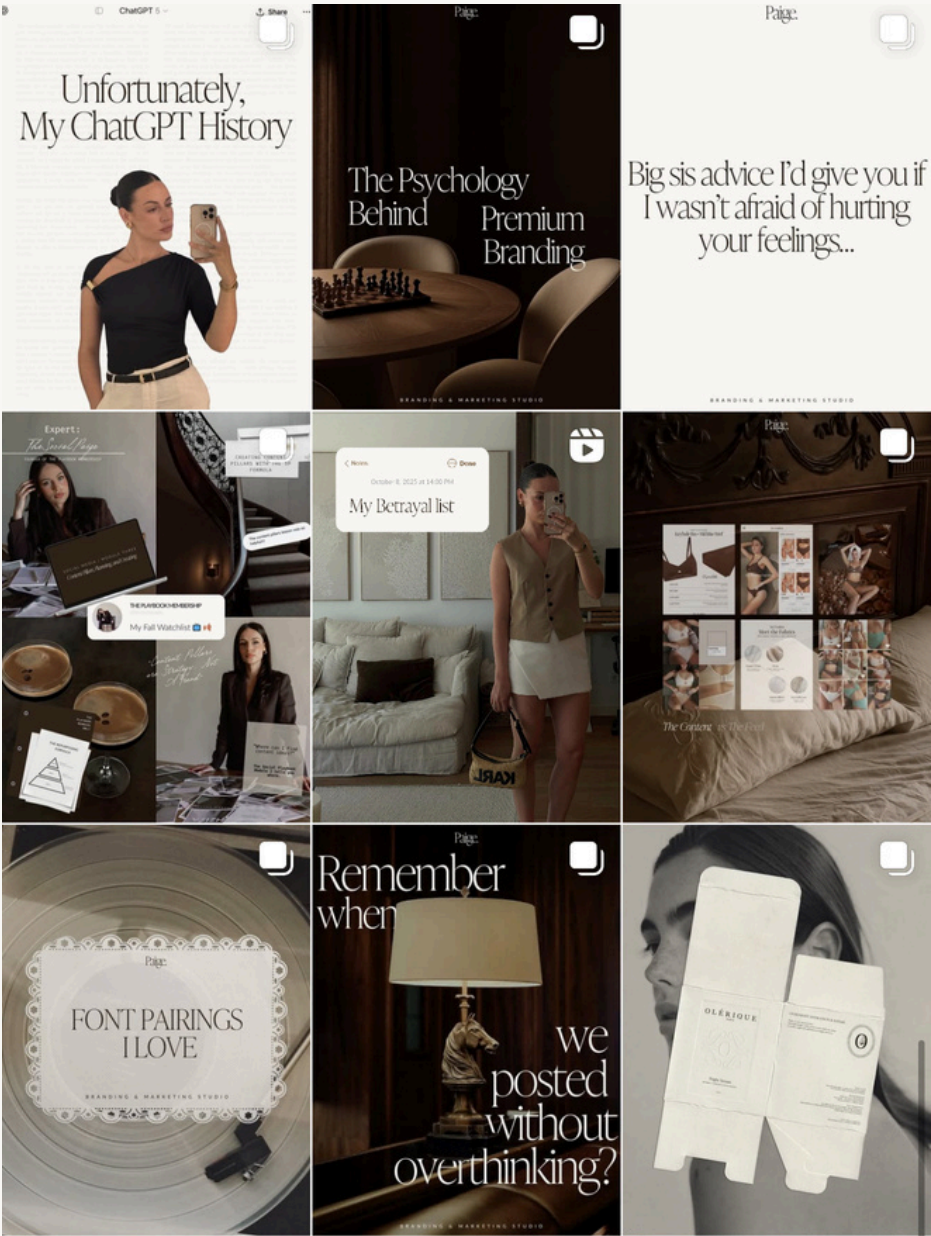
- 3 (maybe 4) Colours - a light colour, a dark colour and a colour for in between.
- 2 Fonts- Your title font and your body font. (These can also be italic and different body weights.
- No colour block backgrounds next to each other.
- Have set tones/filters for your images so it's cohesive.
- Use 2 colours for your colour block backgrounds so you can alternate for variation.
- When using text on the front cover, it has to be big enough to be seen from the explore page.

Back when I first started...
introducing the tile pattern



We're ditching this.

Now what builds a brand...
Cohesiveness - not patterns



But there's still a formula I follow to get this...

Repeating this every 9 images.

Image of you/human	Aesthetic image & text	colour block background
Portfolio	Image of you/human	Mood board / portolfio
Aesthetic image OR colour block background	Aesthetic image & text	Portfolio

If you don't have this specifically having just 8 different template designs will help to bring variety.

Feed plan for skincare brand

Image of you/human	Aesthetic image & text	colour block background
Portfolio	Image of you/human	Mood board / portolfio
Aesthetic image OR colour block background	Aesthetic image & text	Portfolio

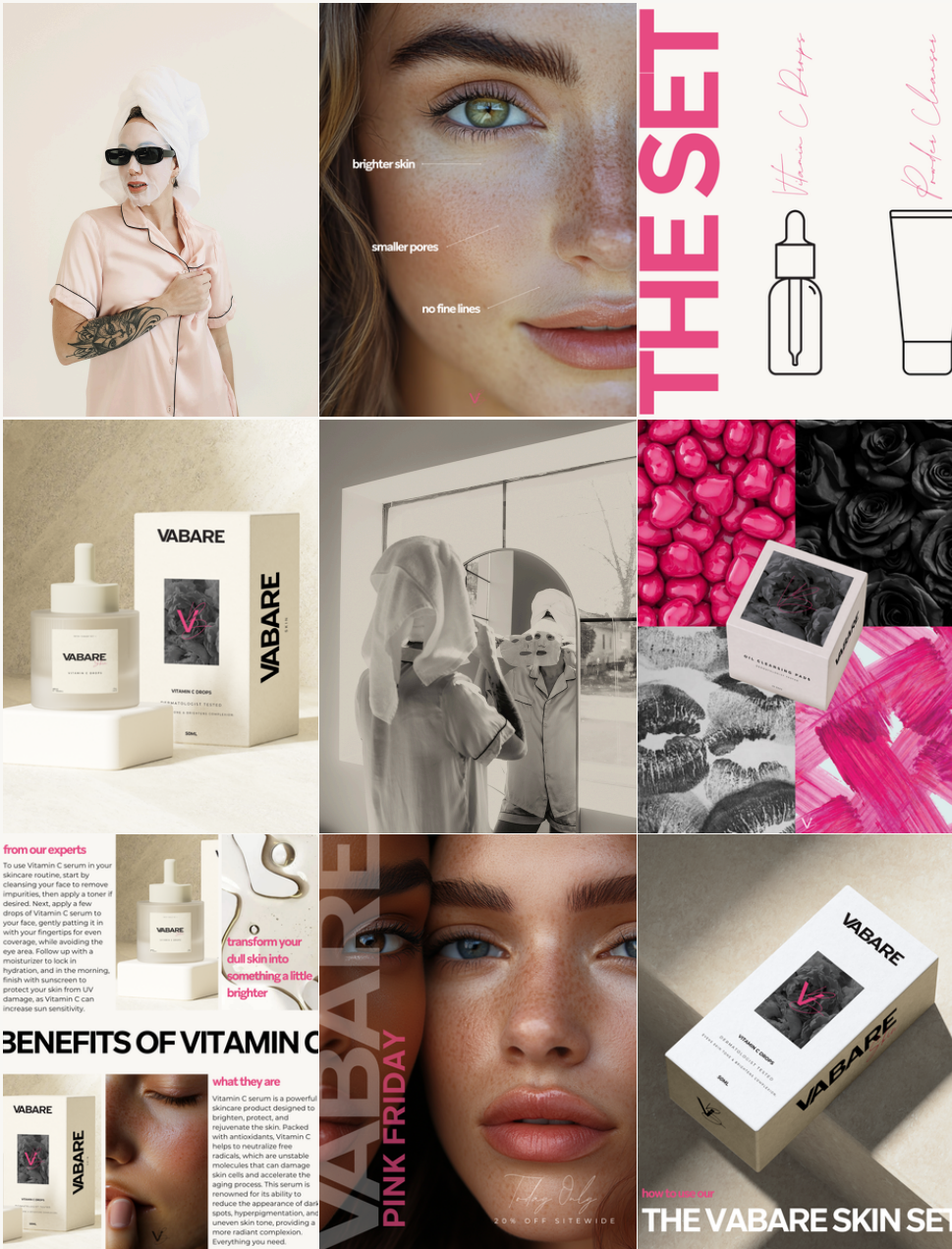
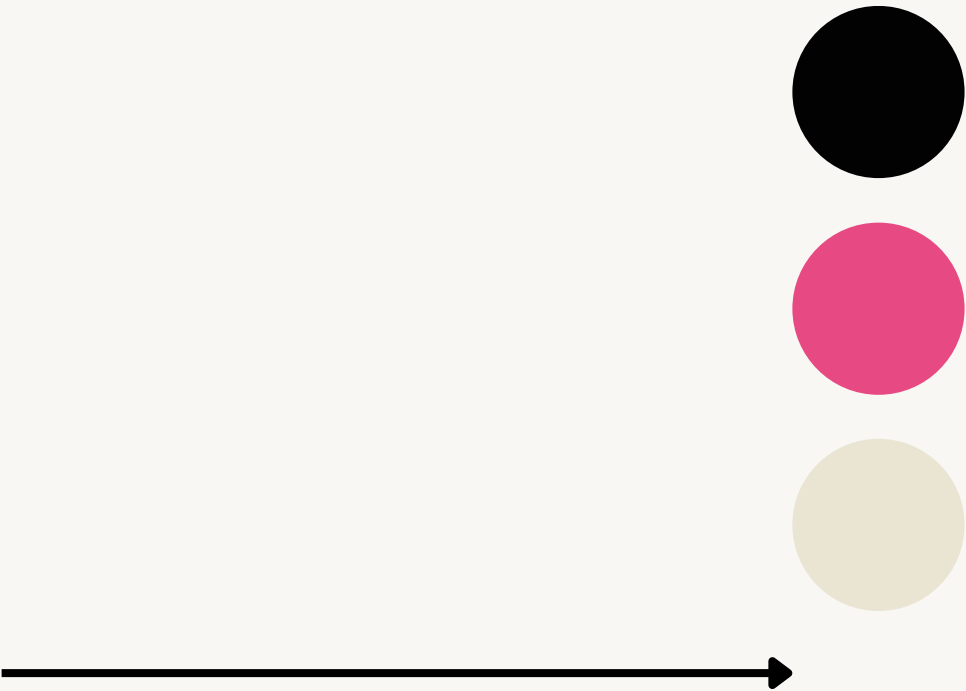
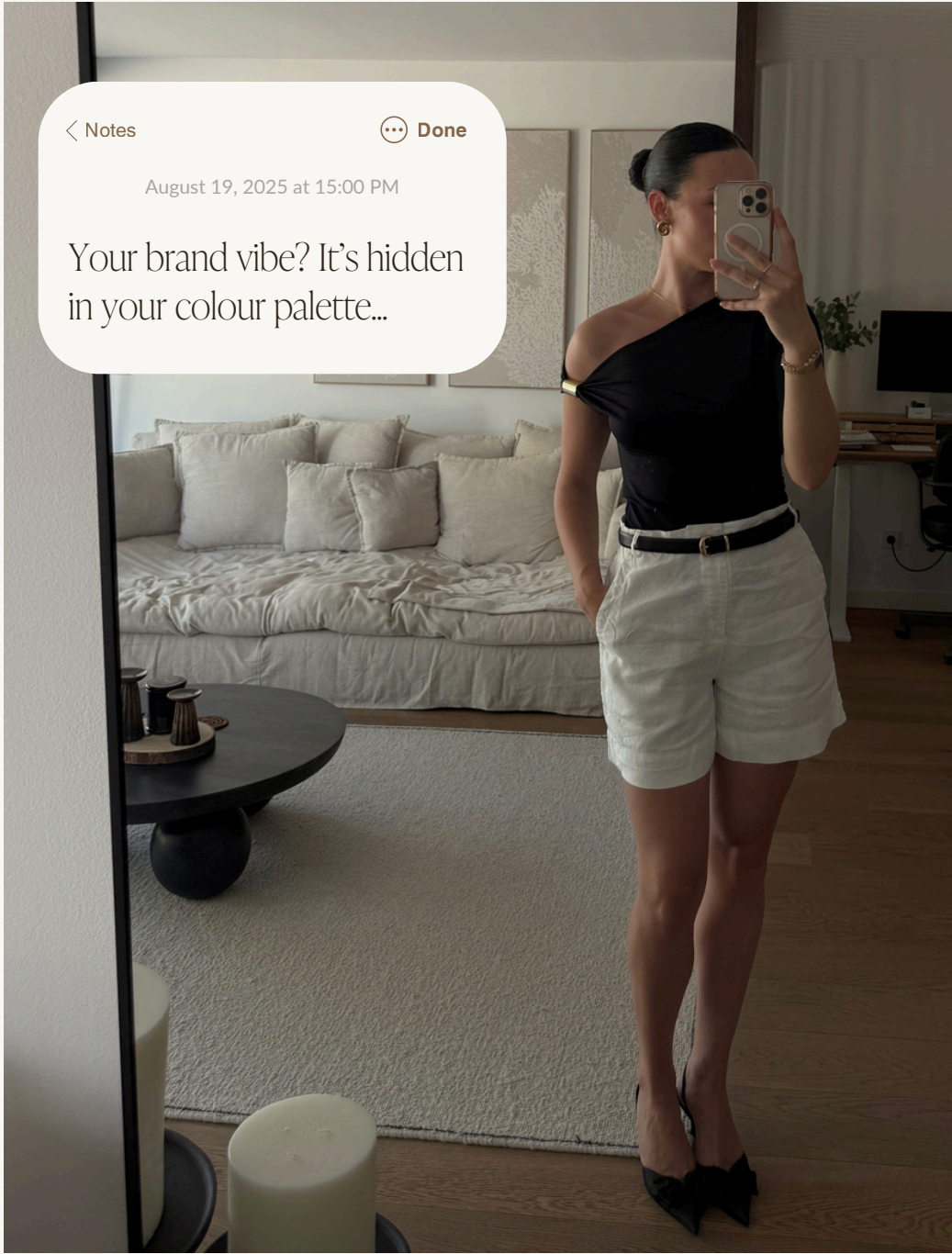
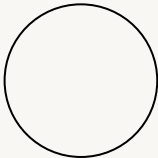
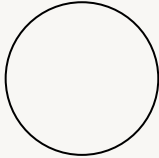


Image Editing



Image Editing



Colour Edit Tool

Before



After



Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. Find 3 to 4 colours you will stick to.
2. Find 2 to 3 fonts you will stick to.
3. Go to Pinterest and look for a feed aesthetic.
4. Go to Pinterest and find 8 Instagram templates.
5. Go to the template vault, find the Instagram feed template and plan your repetitive 9 image layout.





THE TEMPLATE VAULT

My recommended downloads for this module

Feed Planning Template

This template allows you to organise your colours fonts and grid plan

Paige.

Turn the Paige

AND FOLLOW THE PLAYBOOK