



# Shyn Social Style Guide

White  
Sensitive  
Massage

Inspiration



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2,639 posts 2.8m followers 135 following

**lululemon**  
Living #thesweatlife.  
Spotify + Apple Music: lululemon  
explorelululemon.com



What's ...



What ...

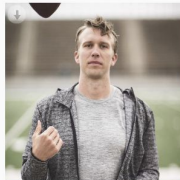
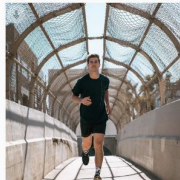
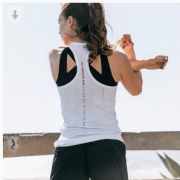
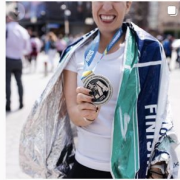
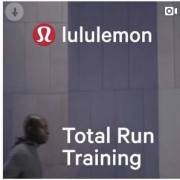
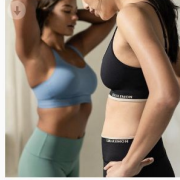
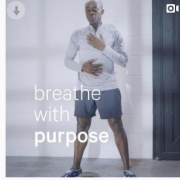
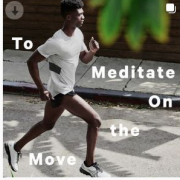


Worko...



Fuel

POSTS TAGGED



soulcycle [Follow](#)

2,256 posts 368k followers 569 following

**SoulCycle**  
Take your journey 🧡 Move your body 🧡 Join the movement 🧡  
likeshop.me/soulcycle



AMA



Sound...



This Ju...

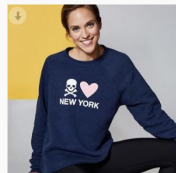
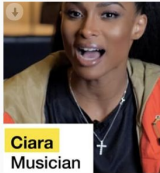


Soul by...



Happin...

POSTS TAGGED



mamakateplus3 [Follow](#)

337 posts 6,791 followers 243 following

**kate** •  
wife — mama to addalynn, avery & ayden  
owner of: @herlittlewildflowers\_  
lets collab ↓  
✉: kate@lyne.barnes@gmail.com 🧡  
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mail



my shop

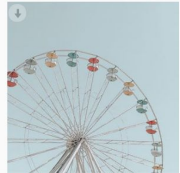
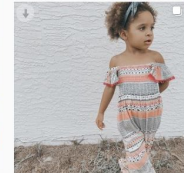
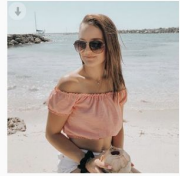
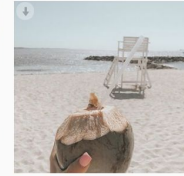
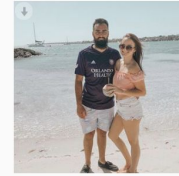
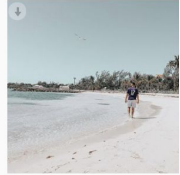
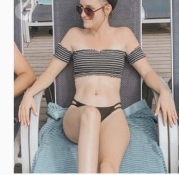


kids



rep co...

POSTS TAGGED



# Meet your travel uniform



360° spinner wheels



Ejectable battery



Free shipping, free returns



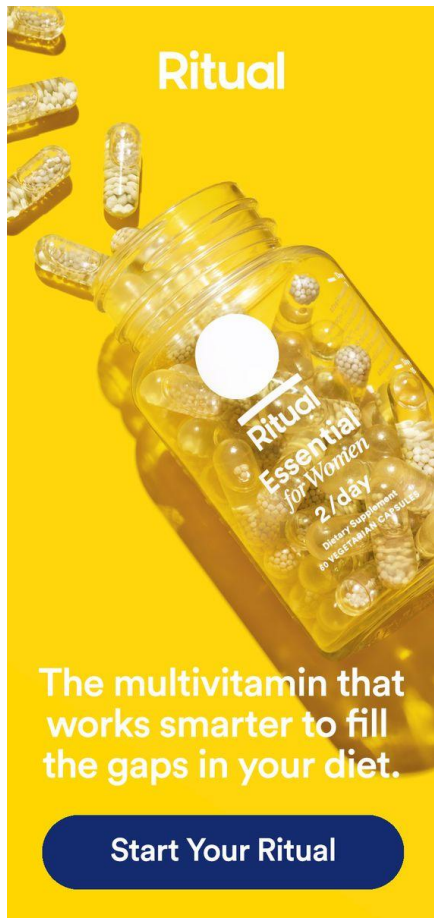
Unbreakable shell



AWAY







Ritual

Ritual  
Essential  
for Women  
2/day  
Dietary Supplement  
to help fill all gaps

The multivitamin that works smarter to fill the gaps in your diet.

Start Your Ritual



A grid of eight blue icons representing various bathroom and grooming items: a sink, a hair dryer, a toilet, a showerhead, a hand soap dispenser, a toothbrush, a magnifying glass over a pill, and a razor.



A hand uses a white Glossier lip marker to apply a pinkish-red shade to a person's arm.



A woman in a white top and red pants stands on a red and white target background, holding a red ball.



Two orange safety razors are shown against a blue background.



billie

“Seriously: My legs were silky smooth for a full two days after using it.”

NYLON

SHOP NOW - \$9

Templates: Blog

# Blog Template

[Download here.](#)

The logo for 'shYn Blog' features the text 'shYn' in a lowercase, sans-serif font, followed by 'Blog' in a bold, uppercase, sans-serif font. A stylized orange graphic element, resembling a curved bracket or a partial smile, is positioned behind the text.

shYn **Blog**

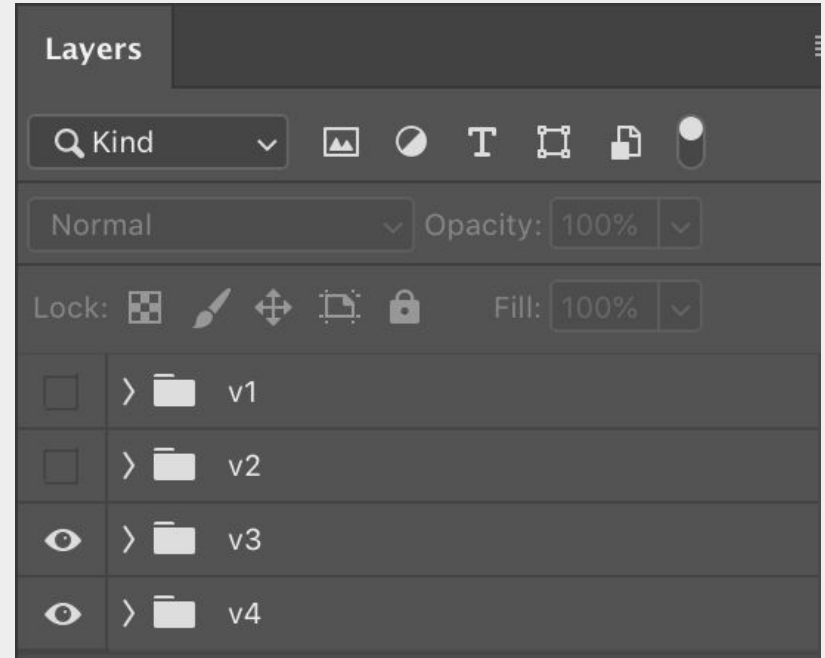
## **3 Habits that Could Prevent a Perfect Smile**

You might not notice these habits,  
but your teeth do.

A series of small, white, curved lines resembling a smile or a decorative flourish, arranged in a pattern that tapers towards the bottom right corner of the page.

# Notes: Colors

There are 4 color options to pick from, I would suggest switching between the 4 to keep it fresh.





# Notes: Placement

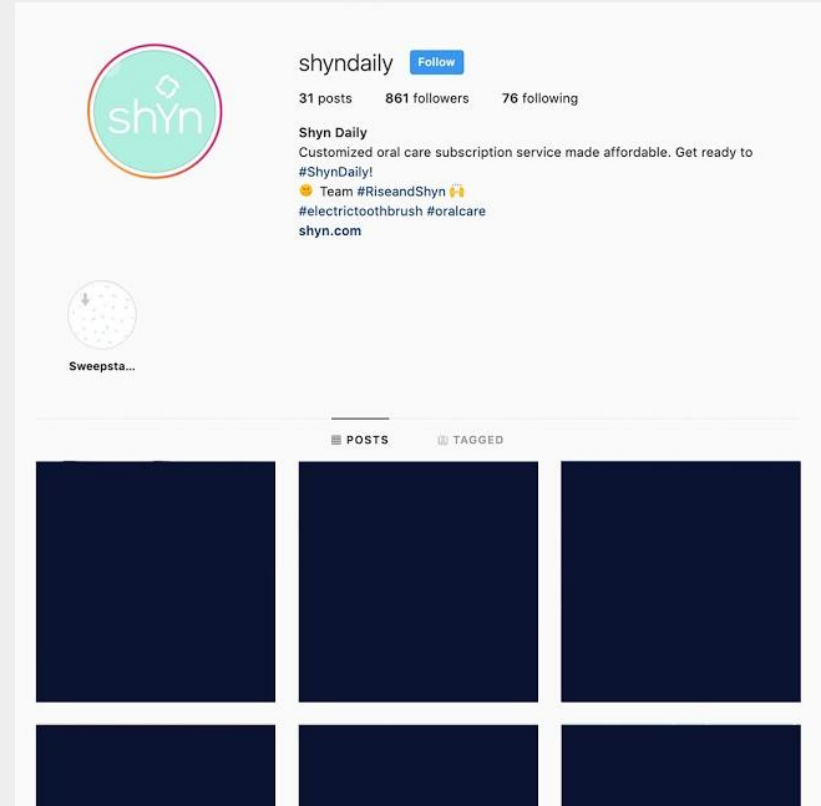
Try to center it to the guidelines,  
Turn on the guides by hitting  
(Command + ;) )



Template: 30 Day Grid

# 30 Day Grid

[Download here.](#)



Templates: Text

# Text Template

[Download here.](#)

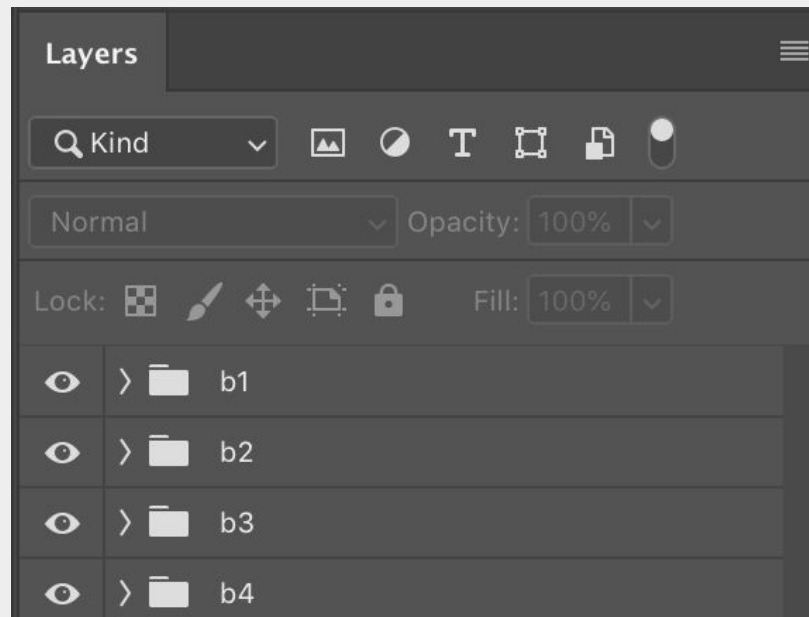
“

**Do you love your smile?  
Or does it make you  
self-conscious? Tell us  
why either way!**

  
shYn

# Notes: Colors

Like the blog template, there are 4 color options to pick from.





# Notes: Text Box

Type can be a little tricky sometimes, try moving things around so the text box makes a nice shape and none of the sentences are awkwardly cut off.

Before

“

Do you love your smile? Or does it make you self-conscious? Tell us why either way!

shYn

After

“

Do you love your smile? Or does it make you self-conscious? Tell us why either way!

shYn

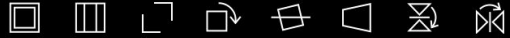
Templates: Photo

# Photo Template

For UGC, or stock photos, follow this guide to help bring a consistent look and feel to the grid.



< BACK

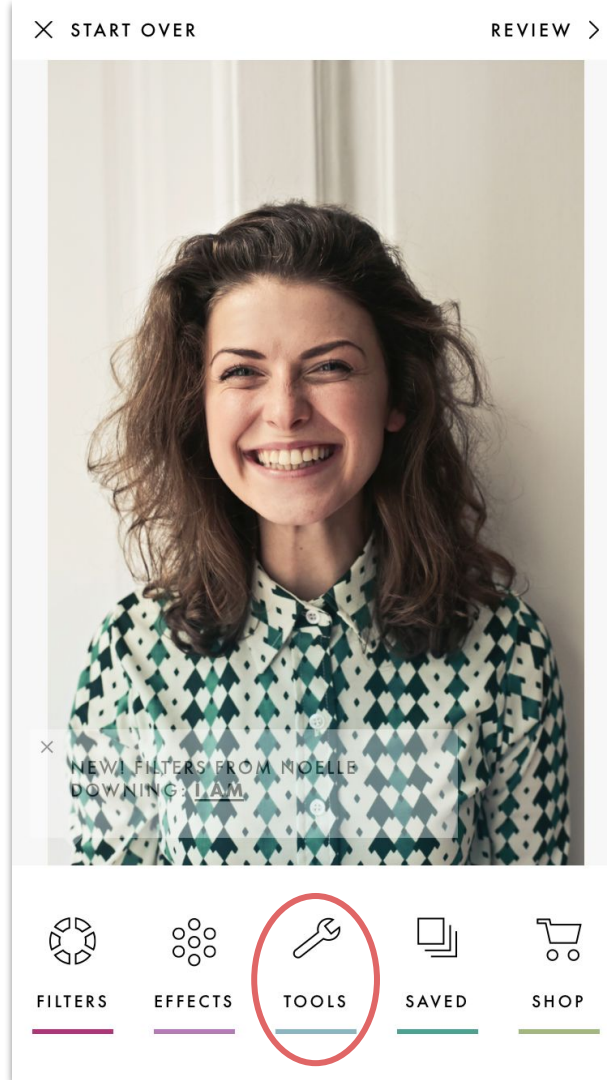


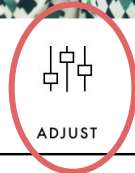
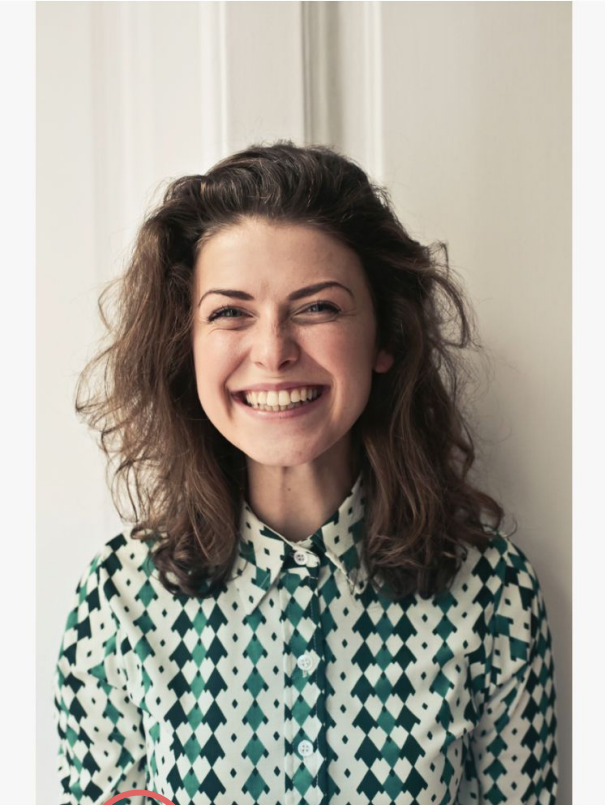
CONTINUE

# Editing Photos

Download [ColorStory](#) from the app store and upload image.

# Select “Tools”





ADJUST



CROP & FRAME



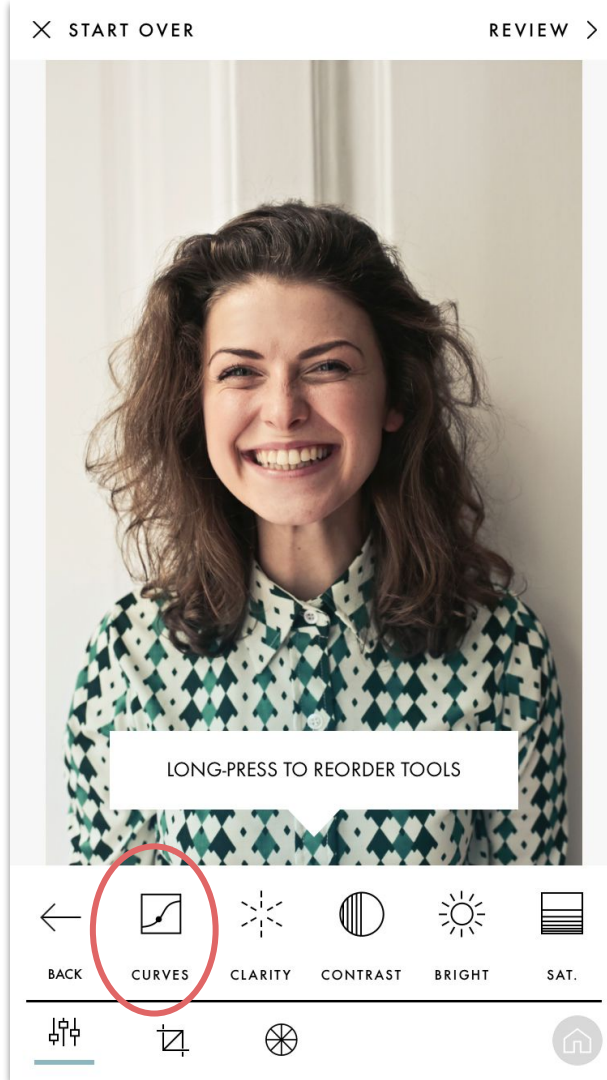
COLOR+



# Select "Adjust"



# Select “Curves”



# Curves

Dark Photo:

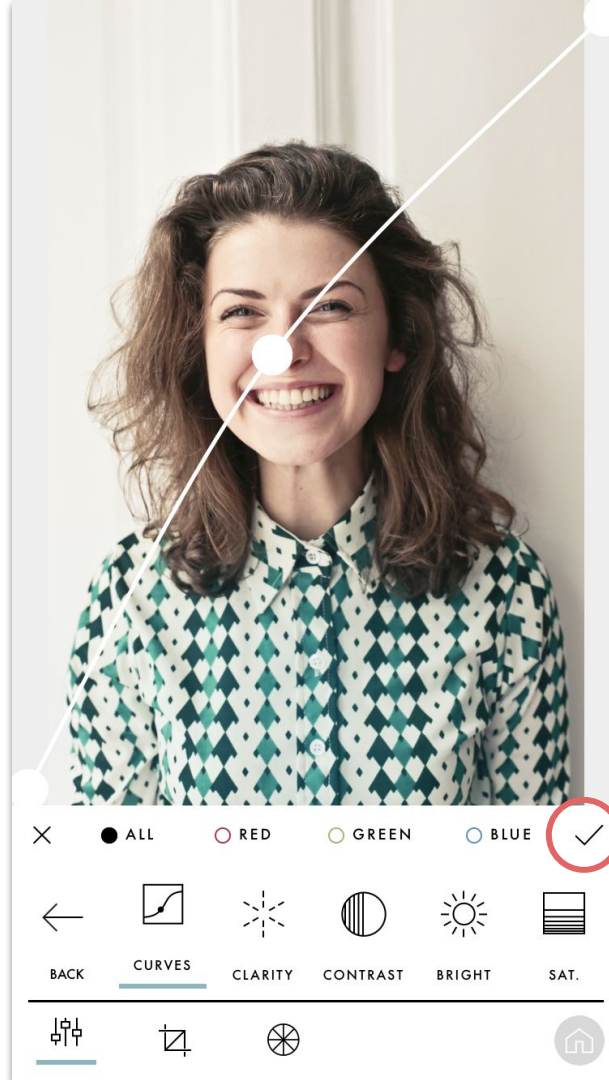
Move closer towards left corner

Light Photo:

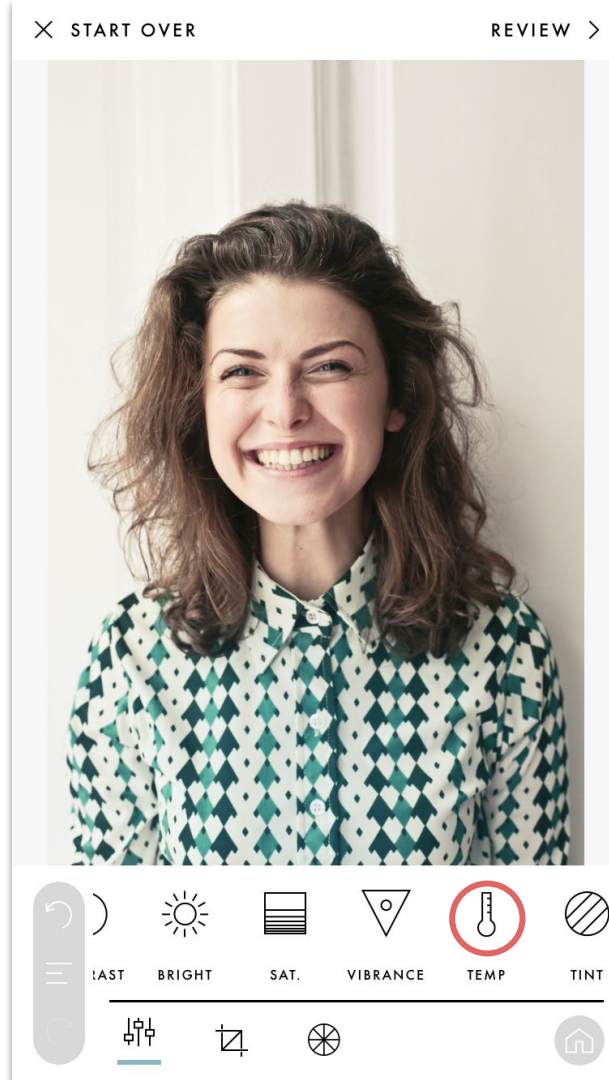
Move dot towards bottom right



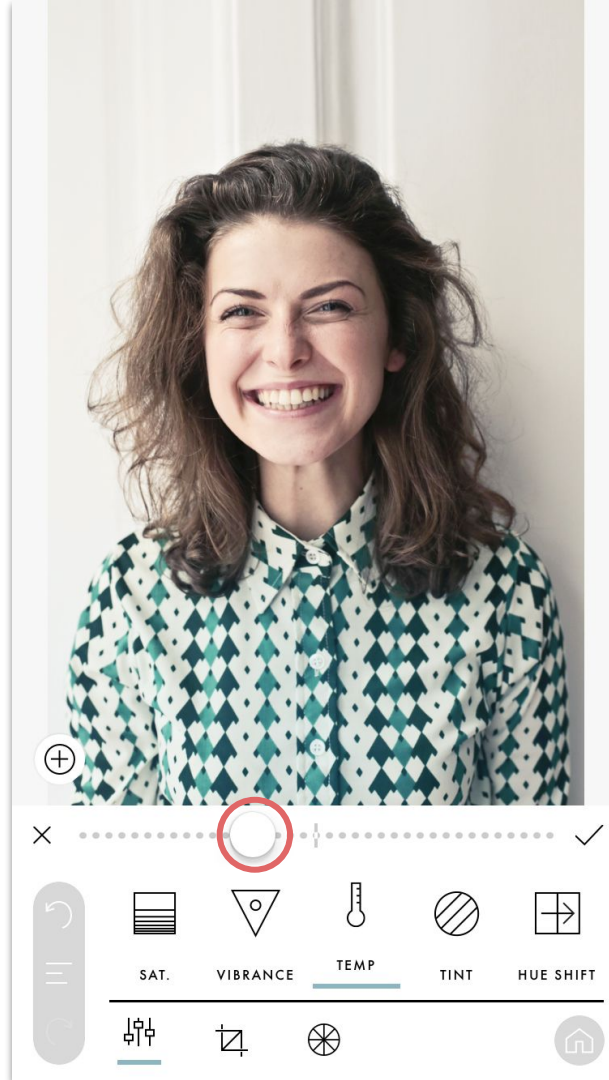
Once you're done, make sure to select the check mark.



# Select “Temp”



Shyn leans a little towards the cooler side, the winter light feels fresh and clean.







Before

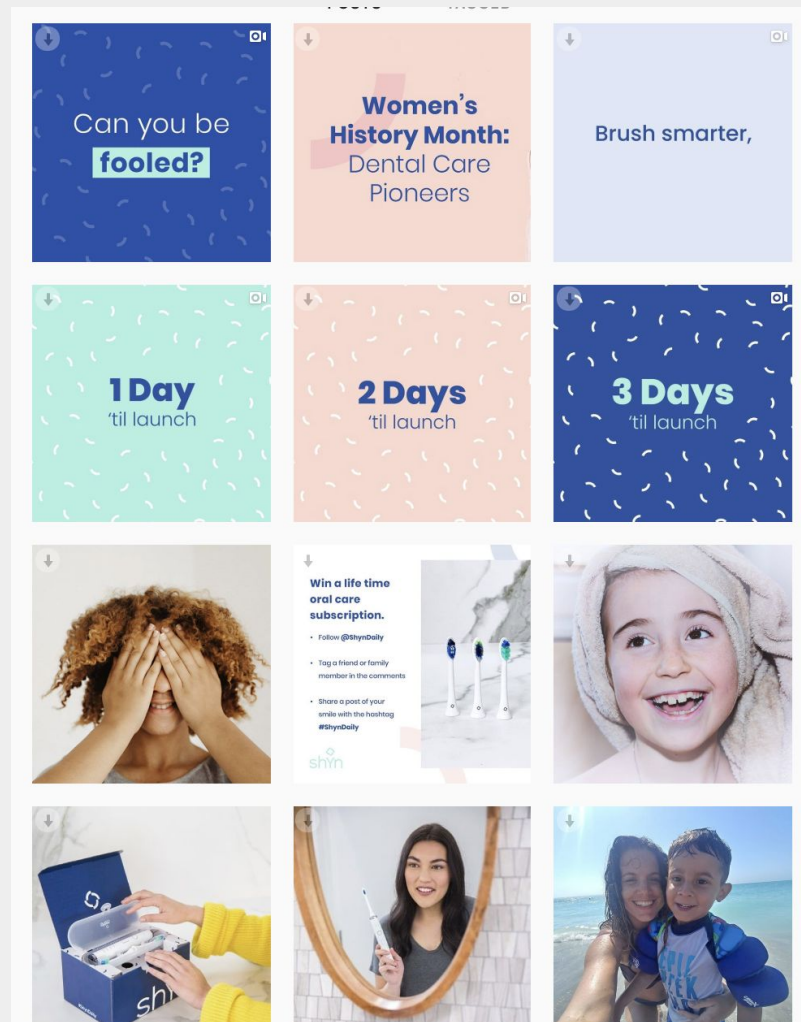


After



Color

# Current look



# Color Palette

## Primary Colors



Cobalt Blue  
#264fa9

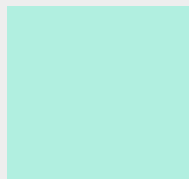


Pure White  
#ffffff

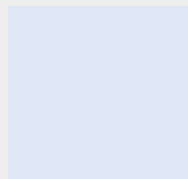
## Secondary Colors



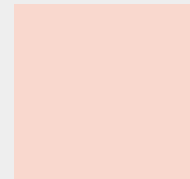
Dark Navy  
#051033



Mint  
#b1efe0



Light Blue  
#e0e7f7



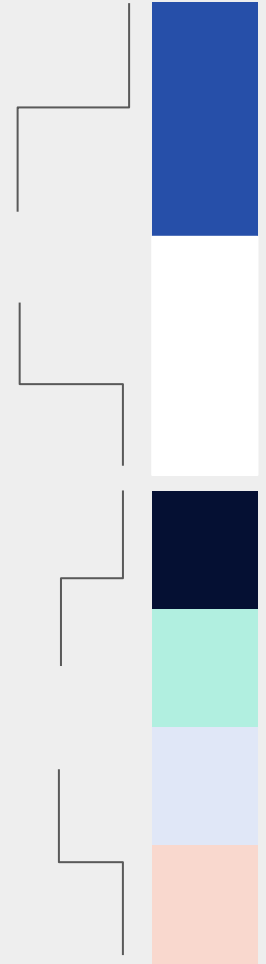
Blush  
#f9d8ce

# Color Breakdown

Following a color breakdown helps bring a consistent look to the social grid.

50% Primary  
Colors

50% Secondary  
Colors

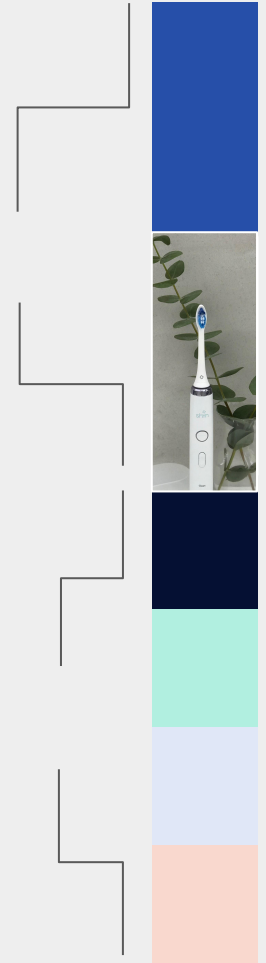


# Photos = Pure White

White can be a little boring to use as a primary color on social, so instead we might want to treat photos as neutral white. Our photography style is light already so the white will not feel forgotten.

50% Primary  
Colors

50% Secondary  
Colors



# Types of Posts



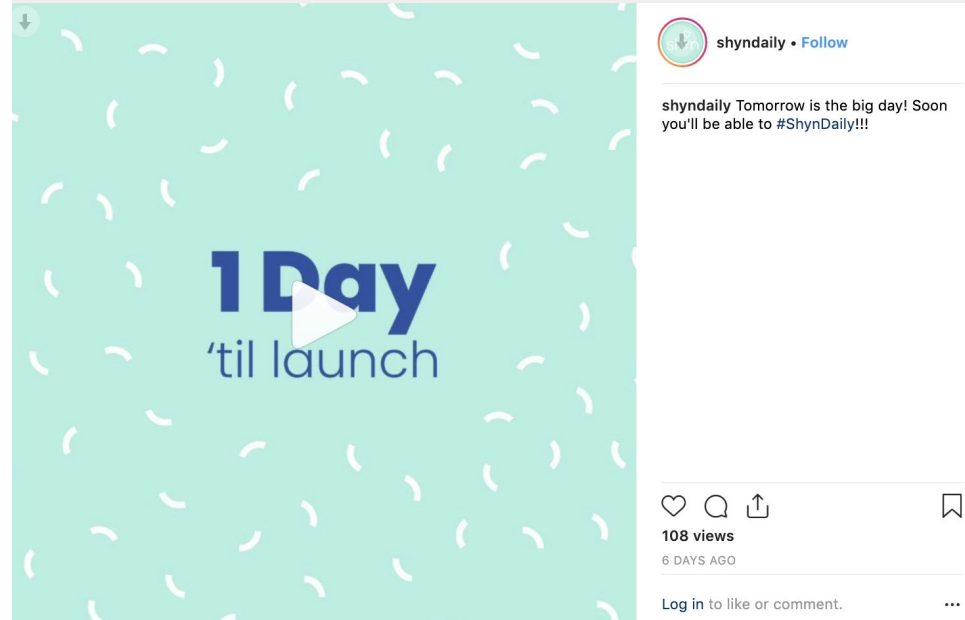
# Photography

Engagement posts, Product shots, UGC, ect. Mostly still images but having videos would be great.



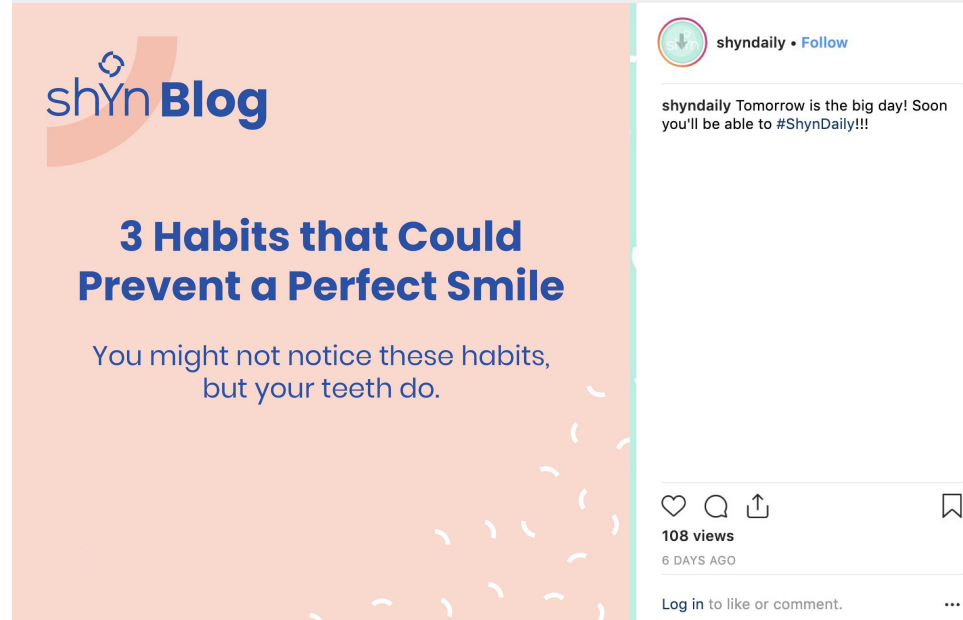
# Special

Giveaways, special announcements, events, etc. Animations help these posts feel more eye-catching.



# Blog

Text on still image, title and maybe subtitle. Blogs might do well on insta stories, taking 1 highlight from the blog and then the 2nd slide can be a swipe up or “link in bio”



# Holiday

Fun animations and illustrations.  
See Illustration deck for more  
details.



Thank you!