

# DESIGN

MONTHLY NEWSLETTER



## DESIGN RESOURCES

YOU NEED

### WHAT FONT

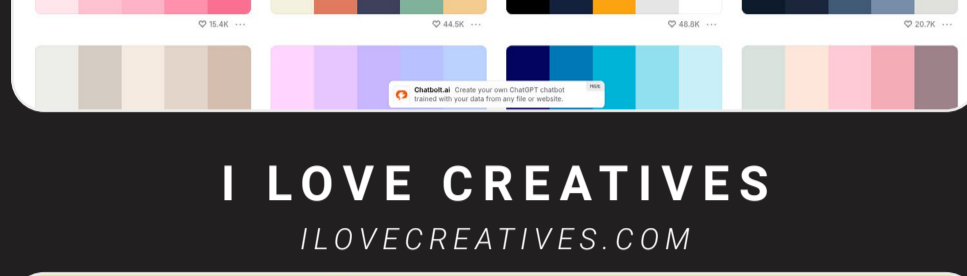
CHROMEWEBSTORE.GOOGLE.COM/DETAIL/WHATFONT



Chrome extension to identify fonts on websites

### COLORS

COOLORS.CO



Generate & explore trending color palettes

### I LOVE CREATIVES

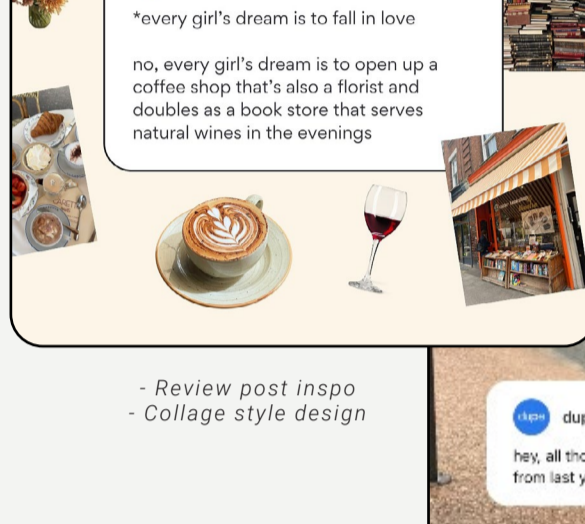
ILOVECREATIVES.COM



Design inspo that isn't pinterst

## DESIGNS WE ARE LOVING

INSPO ACCOUNT: DUPE



**Dupe** @dupephotos  
 "every girl's dream is to fall in love no, every girl's dream is to open up a coffee shop that's also a florist and doubles as a book store that serves natural wines in the evenings"

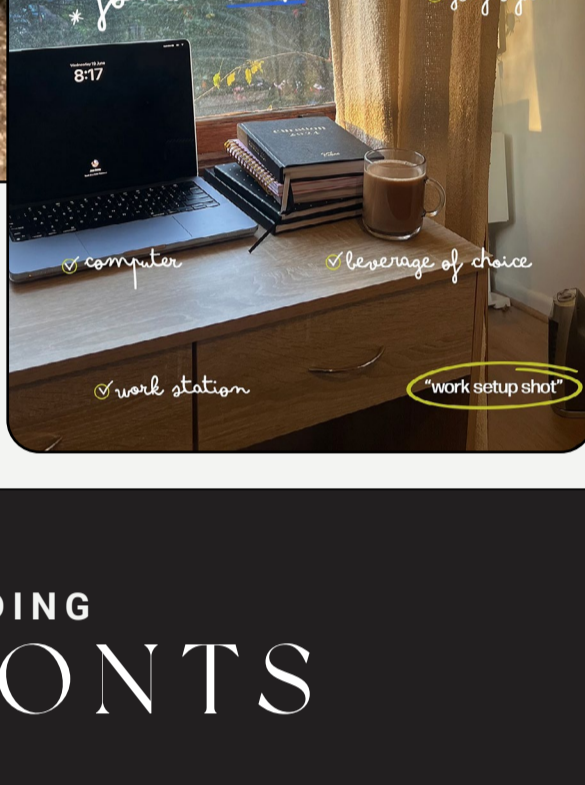
- Review post inspo  
 - Collage style design



**WATCH ME!**  
 - Reel inspo  
 - Minimal video assets

hey, all those fall photos that are rotting in your camera roll from last year would look great on dupe rn 🍂📸🐷🐷🐷

- Full bleed design  
 - Features, amenities, lifestyle



content ideas for the week  
 going light  
 leverage of choice  
 work station  
 work setup shot

## NEW & TRENDING ADOBE FONTS

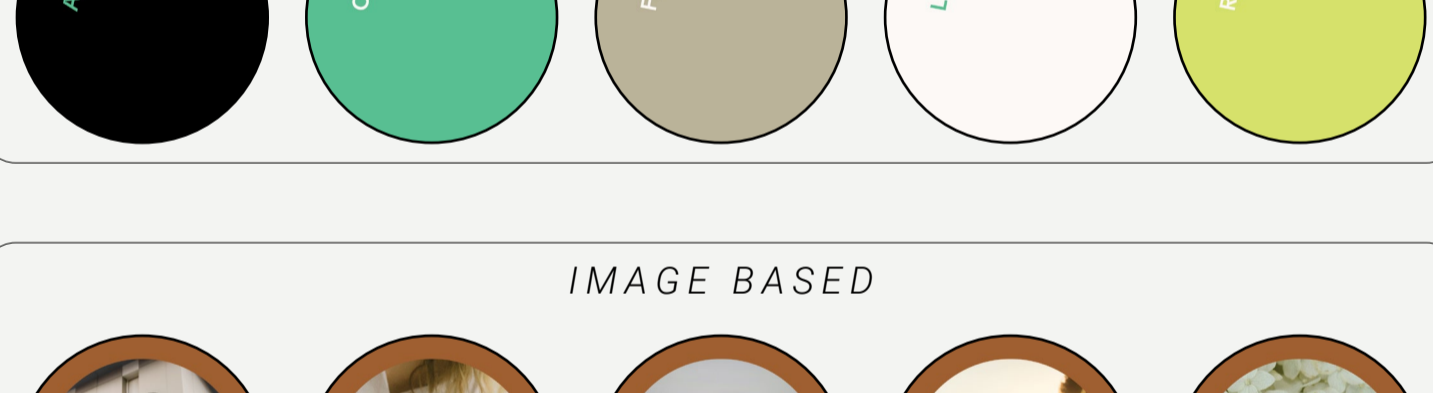
Pliego

Astronef Super

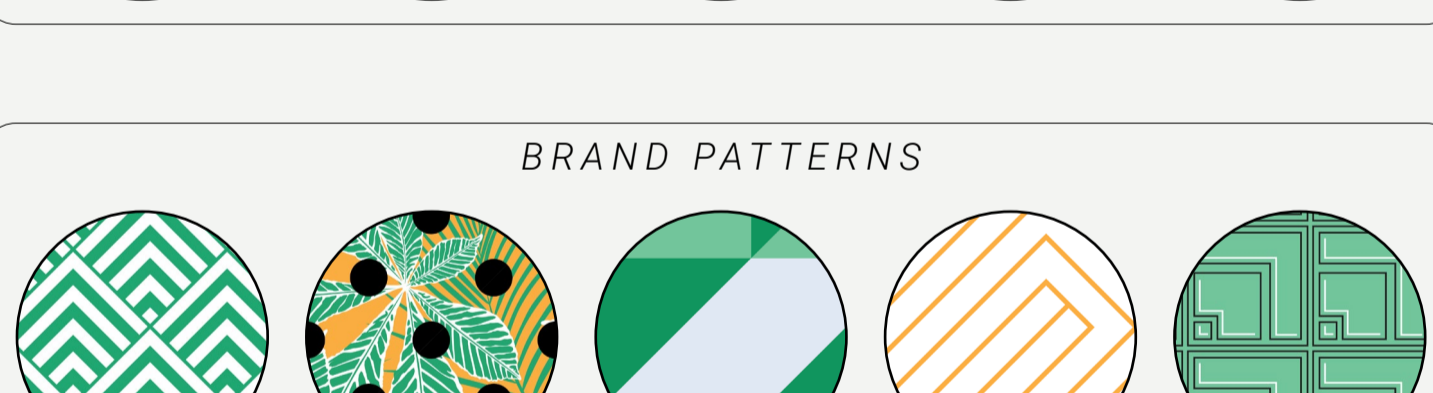
FISTERRA

## HIGHLIGHT COVERS

### TEXT BASED



### IMAGE BASED

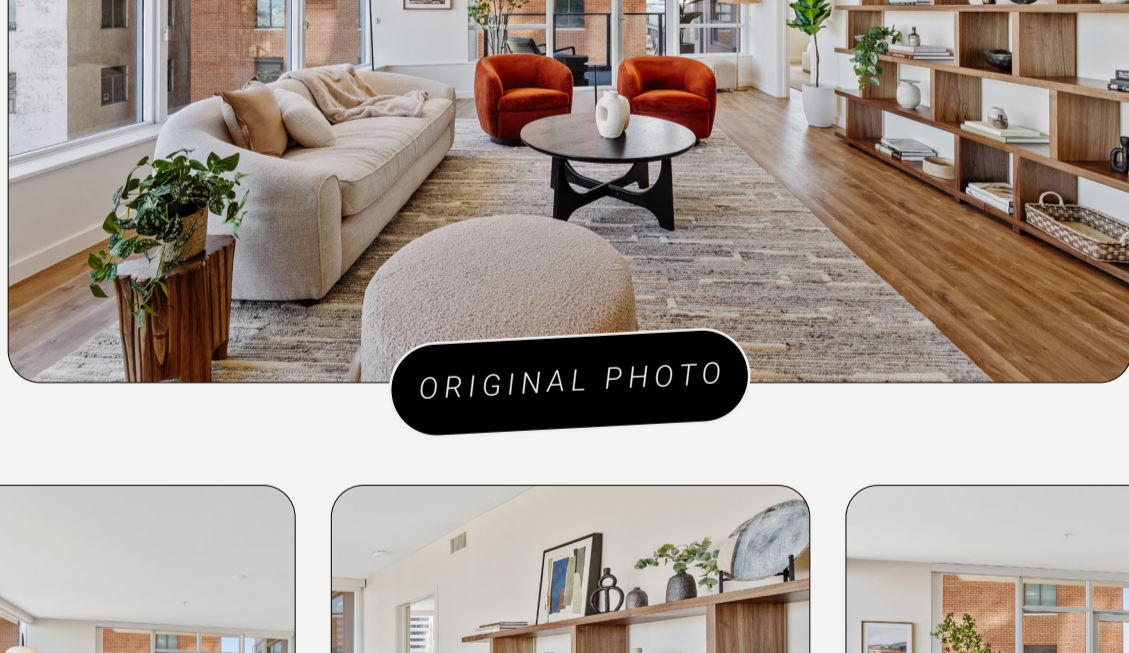


### BRAND PATTERNS

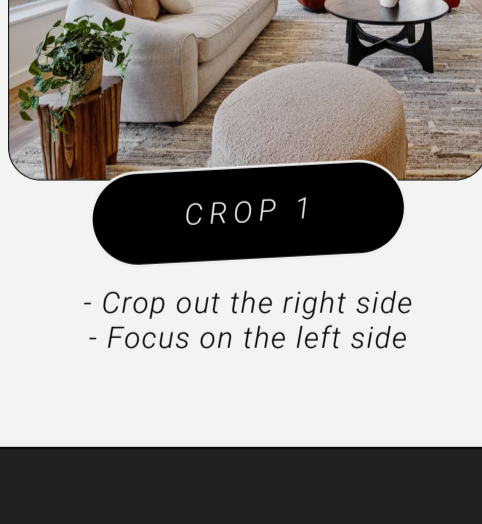


## PHOTO CROPPING

Describe your vision of a cropped image

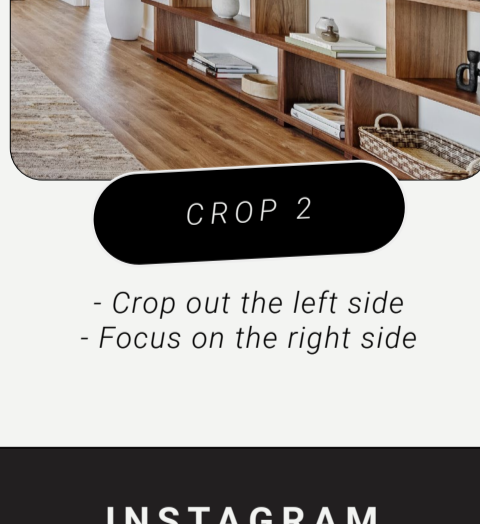


ORIGINAL PHOTO



CROP 1

- Crop out the right side  
 - Focus on the left side



CROP 2

- Crop out the left side  
 - Focus on the right side

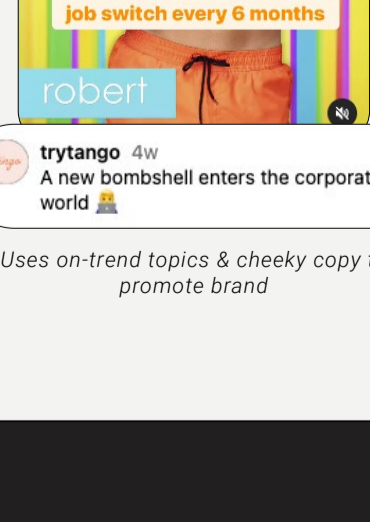


CROP 3

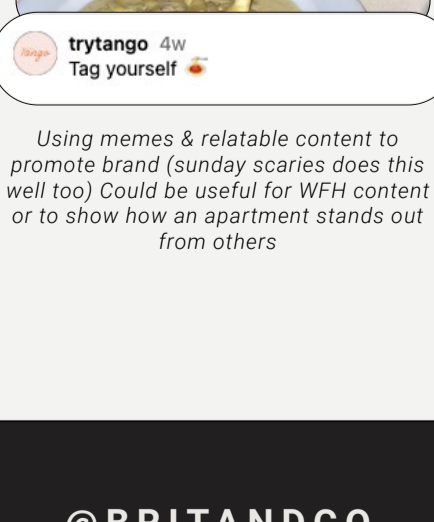
- Focus on the center  
 - Crop out the ceiling  
 - "Zoom in" on the center

## INSTAGRAM COPY HIGHLIGHTS

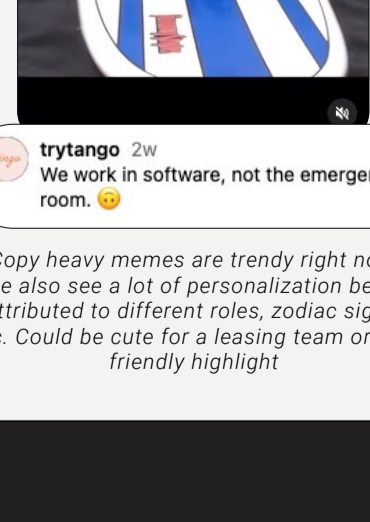
### @TRYTANGO



trytango 4w  
 A new bombshell enters the corporate world 🤖  
 Uses on-trend topics & cheeky copy to promote brand

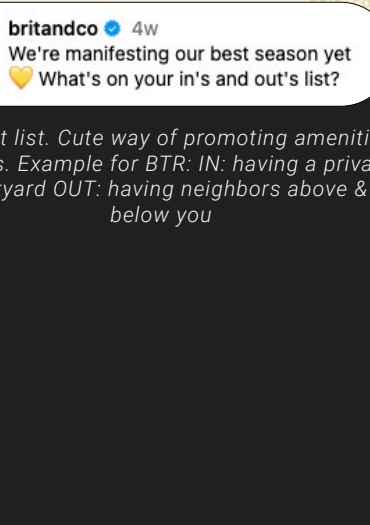


trytango 4w  
 Tag yourself 🍷  
 Using memes & relatable content to promote brand (Sunday scaries does this well too) Could be useful for WFH content or to show how an apartment stands out from others

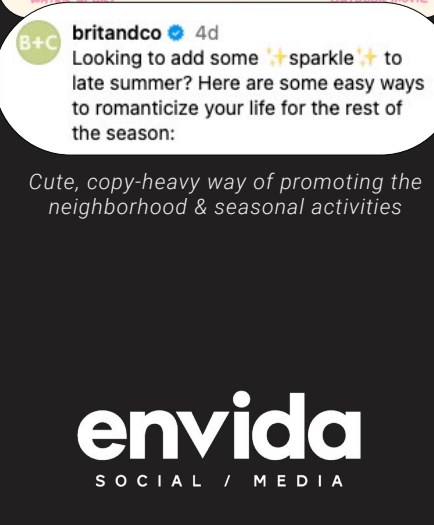


trytango 2w  
 We work in software, not the emergency room. 🤖  
 Copy heavy memes are trendy right now, we also see a lot of personalization being attributed to different roles, zodiac signs, etc. Could be cute for a leasing team or pet-friendly highlight

### @BRITANDCO



britandco 4w  
 We're manifesting our best season yet 🍷  
 What's on your in's and out's list?  
 In & out list. Cute way of promoting amenities & perks. Example for BTR: IN: having a private backyard OUT: having neighbors above & below you



britandco 4d  
 Looking to add some ✨sparkle ✨ to late summer? Here are some easy ways to romanticize your life for the rest of the season:  
 Cute, copy-heavy way of promoting the neighborhood & seasonal activities



britandco 🌟  
 This is sign to slow down and enjoy life's little moments 🌟 Tell us what makes your real luxuries are!  
 Cute, copy-heavy way to promote amenities or the luxuries of relaxing at home