



## 2025 SOCIAL MEDIA INS & OUTS

### INS

- Repostable content
- People-centric photos
- Carousel posts

### OUTS

- Square images
- Hashtags
- Stock photos

## DESIGN spotlight



ANTON PACIFIC



MARLOWE WELLINGTON



CAMBER

CHECK IT OUT

## PANTONE COLOR OF THE YEAR

2025



**PANTONE®**  
17-1230 TCX  
Mocha Mousse



## OUR 2025 DESIGN TREND PREDICTIONS

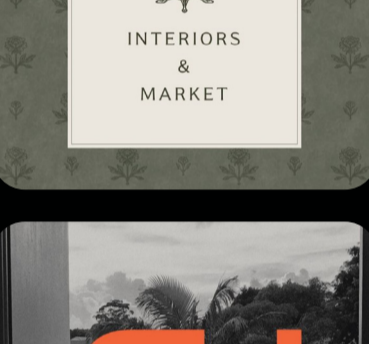
### MOODY COLOR PALETTES / TEXTURES

Picture a cozy cabin  
on a rainy day



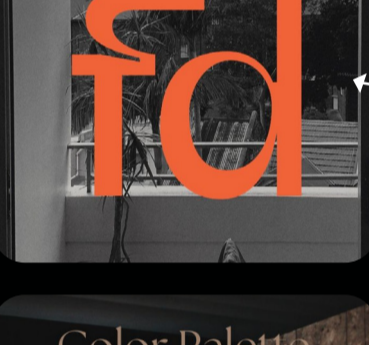
### OLD MONEY AESTHETIC

Polished & classic  
aesthetic



### COTTAGE CORE AESTHETIC

Less boho, more  
cozy cottage



### BOLD MINIMALISM

Minimal with a twist



### NEW NEUTRALS

Bye sad beige, hello  
dimensional brown

## SOCIAL UPDATES

### 4:5 GRIDS

- Similar layout to Tiktok
- The image will fill more of the screen to grab attention, utilize this!
- Preview & arrange cover

### EDITS

- New video editing app by Meta
- Capcut rival with a potential TikTok ban
- Coming in February

### 3-MIN REELS

- Short form video content is still king but there is a new length option

### HIGHLIGHTS

- Dedicated tab for story highlights coming soon

## Setting the Stage

PORTFOLIOS AND CASE  
STUDIES TO KICKSTART 2025

### BREWSER BEER

is focusing on their  
community of craft explorers  
and beer pioneers.

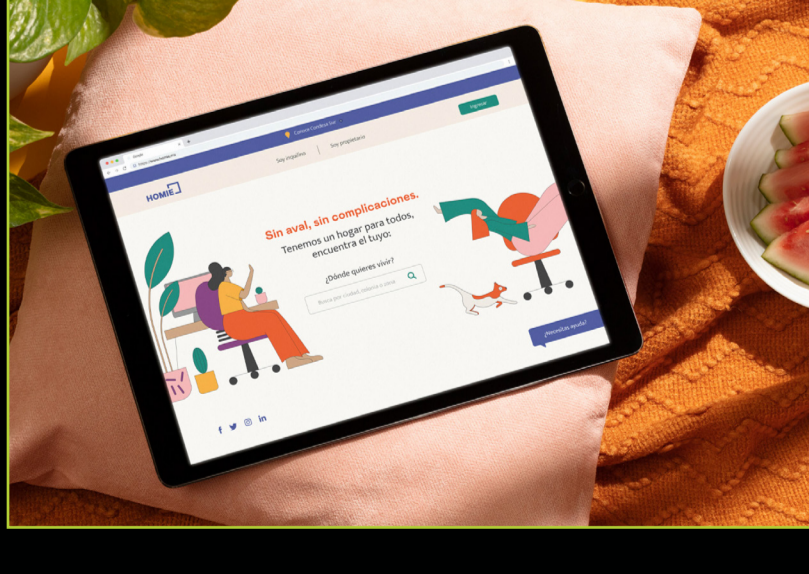
SEE MORE



### HOMIE

is connecting millennials  
with their ideal homes with a  
whimsical online platform.

SEE MORE



### BOTTLING THINGS UP

are pouring their frustrations  
into some funky hot sauces  
with quirky packaging.

SEE MORE



thank you