**Instagram Graphics**

Hi there!

We are looking to build up a library of Graphic Templates to use as Instagram & Facebook posts for our Holistic Medi Spa (& 3 other companies eventually)

This competition is for a sample of 6 - 8 designs. For the winner(s), we will make an agreement for a batch order (Looking for 200+ designs in total), and will be looking to make a long term arrangement.

These are some features that we are looking for

* We want the overall feel of the graphics to be fun and casual, but professional looking.
* The text needs to be short, clear and eye-catching (Any font used should be easy to read and understand at a glance).
* We are looking for variety. We don’t want every post to look identical, however we need consistency in the overall design feel.
* Use content from our website or the example provided (see below)
* Use either stock images, or photos from our website.
* Our focus is on the quality of the designs, (but good image selection & text is definitely a bonus!)
* We’re looking for creativity!

**Design Feel**

There are two concepts we wish to blend together in the designs...

1. This is the functional aspect (will be illustrated in images & text):

* Medi Spa / Holistic
* Anti-aging / Body Shape / Skincare

1. This is the visual aspect (will be incorporated in the design):

* Modern / Clean / Simple
* Mandalas / Sacred Geometry / Crystals / Plants
* Natural / Boho / Spiritual

**Types of Posts**

These are the categories our posts will fall under (Please do your best to include 1 of each type for each in your designs).

* **Quote** - (Can use quotes from the example, or find random wellness quotes)
* **Lifestyle Post** - (Anything Wellness / Anti-aging / Body Shape / Skincare)
* **Open Ended Question** - (i.e When did you last consider your skincare routine?)
* **Fun Facts** - (i.e. EMS Body Sculpting is equivalent to 16 weeks HIT Training)
* **Testimonials** - (Pick a good [Review](https://www.google.com/search?q=bodybarn+cayman&oq=bodybarn+cayman&aqs=chrome.0.69i59j46i10i175i199l2j69i60l5.3521j0j7&sourceid=chrome&ie=UTF-8#lrd=0x8f2f7d88e5e13835:0x96e1202ae0b47754,1,,,))
* **Giveaways** - (i.e. Free treatment when you share post with a friend)
* **Promotions** - (i.e. 20 - 25% off)

**Colour Scheme**

These are the colours we’re happy for you to use:

* **White**
* **Light Blue:** #EBF9F7
* **Light Green** (same as example provided)
* **Light Brown** (same as example provided)
* **Brown (in small amounts):** #858478
* **Light Grey (in small amounts):** #F8F8F8

I have included an example of designs that we absolutely LOVE. We would love the overall feel of our designs to be exactly like these (but with your creative improvements of course! :)

Ultimately the content is not super important. What’s most important is that we get clean, simple, imaginative & pleasant looking designs that don’t need further edits to look amazing!

We would prefer designs to be made in **Canva**, but will accept **PSD** files. (Please let us know if you’re able to create using Canva, when you submit your designs)

**Pages**

These are the main pages we will be promoting. There is tons of useful content you can use to get inspiration from....

Facials

<https://bodybarn.com/skin-analysis/>

<https://bodybarn.com/hydrafacial/>

<https://bodybarn.com/chemical-peel/>

Medi-Spa

<https://bodybarn.com/high-frequency-facial/>

<https://bodybarn.com/plasma-fibroblast/>

<https://bodybarn.com/rf-microneedling/>

Body

<https://bodybarn.com/rf-body-contouring/>

<https://bodybarn.com/ems-body-sculpting/>

<https://bodybarn.com/ultrasonic-cavitation/>

Laser

<https://bodybarn.com/laser-hair-removal/>

<https://bodybarn.com/picoway-laser/>

Let us know if you have any questions! Thank you!

(See below for instagram example posts)

