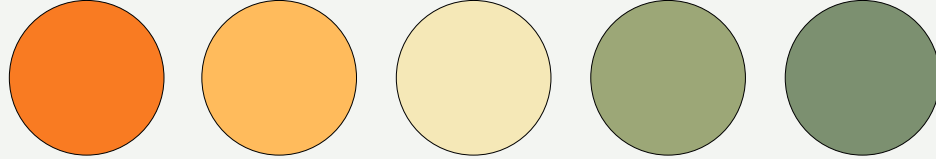# DIVING IN WITH DESIGN

DESIGN MONTHLY NEWSLETTER

OCTOBER COLOR PALETTE

ACCOUNTS WE FOLLOW

ACCOUNTS WE FOLLOW

STUDIO STANDARD

Why we like this account: High-contrast design, careful use of color, and generous use of negative space help highlight the most important elements. Bonus points for using elegant mockups to highlight their designs.

CLIENTS TO HIGHLIGHT

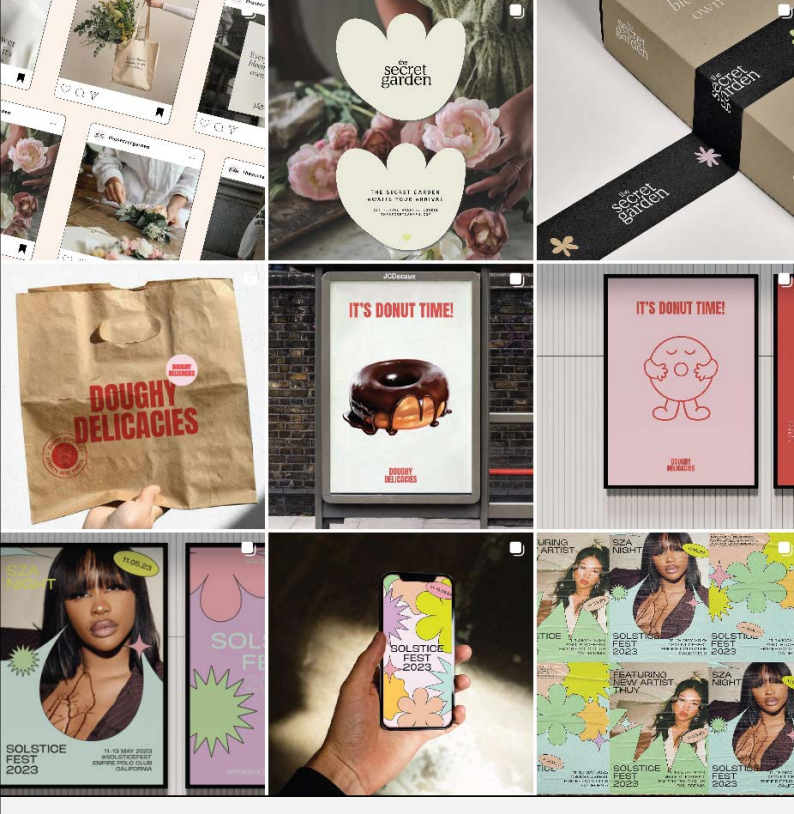CUMULUS
LEGACY SQUARE
THE LODGE AT OVERLAND

ACCOUNTS WE FOLLOW

THE MONDAY AGENCY

Why we like this account: Limited color palettes and clear typography team up with strong shape language to bring depth to every design. Bonus points for layering mockups with textures for an fun, elevated look.

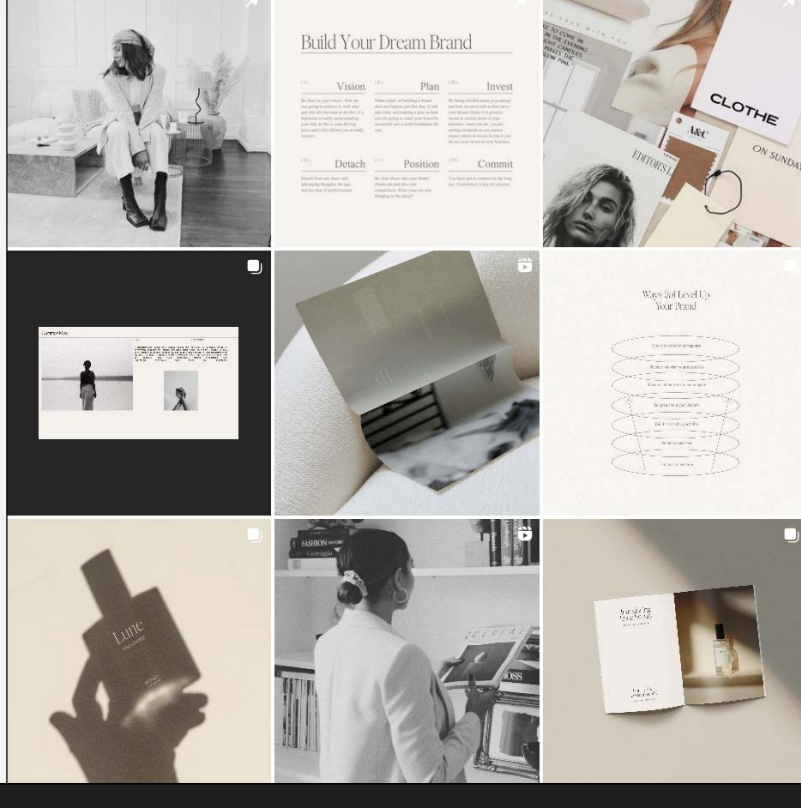#### CLIENTS TO HIGHLIGHT

PARC HAVEN
OTIS
RIGBY

ACCOUNTS WE FOLLOW

STUDIO KYND

Why we like this account: Minimalist designs, strong typography posts, and editorial photography combine to create a simplistic yet luxe look. Bonus points for mixing mockups, motion, and typography posts throughout.

CLIENTS TO HIGHLIGHT

NOBLE OLD HAMPDEN
NOVEL WHITE FENCE FARM
BROADSTONE STERLING RANCH
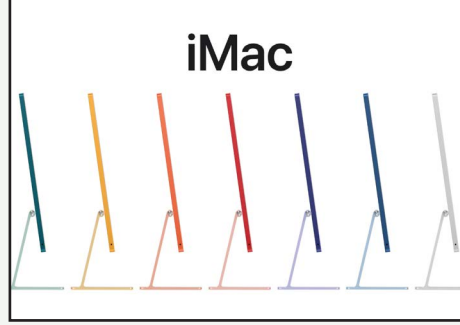

TREND RADAR:

SCROLLYTELLING

Also known as immersive scrolling, scrollytelling combines texts, images, audio, video, and animation triggered by your scrolling position to grab your

EXPERIENCE SCROLLYTELLING

AN INTRODUCTION TO SCROLLYTELLING

IMAC 24"

WHEN MARKETING GOES HAYWIRE

FEATURED FONT COMBO

NEW YORK

Museo Sans

ADOBE TIPS & TRICKS

ADOBE FIREFLY

With simple text prompts in over 100 languages, you can generate images, add or remove objects, transform text, and so much more.

Text to Image

Generate images from a detailed text description.

Create with Firefly

Generative Fill

Use a brush to remove objects or paint in new ones.

Create with Firefly

Text Effects

Apply styles or textures to words and phrases.

Create with Firefly

Generative Recolor

Generate color variations of your vector artwork.

Create with Firefly

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