

The cohesive feed *worksheet*

Fill this in once and keep it next to you when you post. Every choice you make here becomes a rule, and rules are what make a feed look designed.

01 Your mood in three words

How should someone feel when they land on your profile? For example: calm, warm, grounded. Or bold, playful, fresh.

WORD ONE

WORD TWO

WORD THREE

02 Your palette

Colour each circle in, then write its colour code (in Canva, the six characters starting with #).



MAIN NEUTRAL

#_____



SUPPORT

#_____



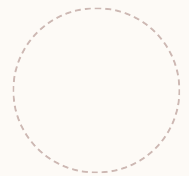
SUPPORT

#_____



EXTRA

#_____



ACCENT

#_____

03 Your two fonts

HEADLINE FONT

EVERYTHING-ELSE FONT

Optional accent: one script or handwritten font, used for a single word at a time.

ACCENT FONT (OPTIONAL)

04 Your editing look

Write down the exact settings or preset you'll use on every photo and clip.

PRESET OR FILTER

WARMTH

BRIGHTNESS / SATURATION

THE SQUINT TEST

Open your profile, hold your phone at arm's length and squint. Anything that jumps out is breaking one of the rules on this page.

05 Your post types

Name four or five posts you'll rotate between. Repeating them is what makes your feed recognisable.

TYPE 1 <i>Quote or one-liner</i>	TYPE 2 <i>Teaching carousel</i>	TYPE 3 <i>B-roll, no text</i>	TYPE 4 <i>Personal or behind the scenes</i>	TYPE 5 <i>Announcement</i>
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06 Plan your next nine posts

Write a post type in each square in posting order (top left is the newest). Mix busy and quiet posts across every row of three.

THIS SEASON'S PALETTE SHIFT

B-ROLL CLIPS TO USE

NOTES

07 Before every post

- ☐ It fits my three mood words
- ☐ It only uses my palette colours
- ☐ It only uses my two fonts
- ☐ Photos and clips have my editing look
- ☐ It's one of my post types
- ☐ Text sits in my usual places, away from the edges
- ☐ No logos or brand labels in shot
- ☐ I've previewed it next to my last six posts

MAKE IT EASIER

INSEASON Studio has editable Canva templates and faceless B-roll grouped into collections that already match, with a new drop every month. Read the full guide at inseason.studio/blog.