UNDERSTORY PLANTS / SOCIAL TEMPLATES

Six posts. One look.

Swap the photo. Swap the numbered words. Export. Nothing else moves.

> The one rule: if the words do not fit, cut words. Never shrink the font, never change a color.

COLORS (FROM THE SIGN AND BAG)

Fern green
#2F5D46

Terracotta
#C46A45

Cream
#F4EFE3

Text: Ink #1F2A24 Story background: Sage #A9BCA4

FONTS

Plant names and headlines

Serif: Playfair Display in Canva (Georgia shown here)

Small labels and details

Sans: Montserrat in Canva. Labels in capitals, spaced out.



TEMPLATE 1

New arrival

Feed post, 1080 x 1080. Use when a delivery lands.

1. Photo: one plant, filling the frame (top 740 px)
2. Plant name (max 18 characters)
3. Why you'd want it (max 8 words)
4. Pot size and price (two short lines)

> Keep: cream band, terracotta NEW IN tag, wordmark top right. Name too long? Use the common name, put the Latin one in the caption.



TEMPLATE 2

Sale

Feed post, 1080 x 1080. Post 3 days before, repost to stories on the day.

1. The offer (a number + "off", or "2 for $30")
2. What's included (max 4 words)
3. Photo in the circle: one plant from the sale
4. When and where (capitals, one line)

> Keep: full green background. This is the only template that uses it, so a sale always stops the scroll. Fine print goes in the caption.

1 CARE TIP NO. 14

2 Water less in winter

3 **1** Push a finger in 2 inches. Damp? Wait.

2 Most plants want half as much as summer.

3 Empty the saucer after 15 minutes.

4



UNDERSTORY / SAVE THIS FOR LATER

TEMPLATE 3

Care tip

Feed post, 1080 x 1080. Answer one question you heard at the counter this week.

1. Tip number (count up; people like a series)
2. The tip as a headline (max 6 words)
3. Three steps (max 10 words each)
4. Photo in the arch: the plant or the problem

> Keep: always three steps. Only have two? Make the third "Still stuck? Bring a leaf in, we'll look."



TEMPLATE 4

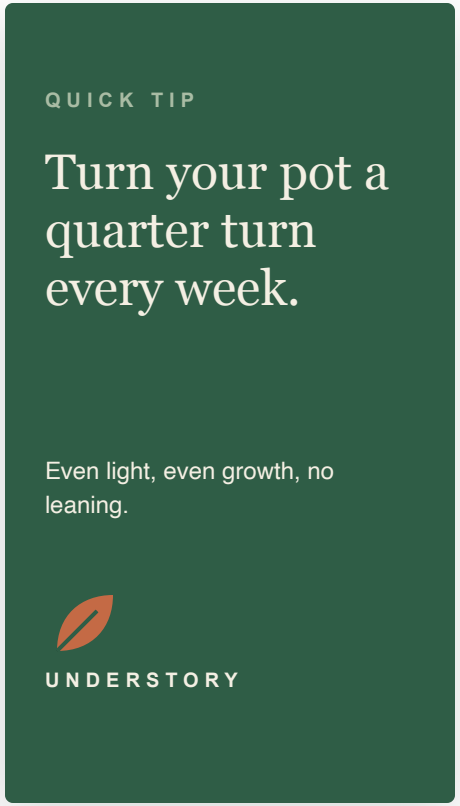
Restock

Feed post, 1080 x 1080. Post the night the plants arrive, not after they're shelved.

1. Photo: the whole batch on the counter
2. How many (only if it's true; delete the tag if not)
3. Plant name (max 18 characters)
4. One line of reason (max 7 words)

> Keep: the green band covers the bottom 350 px of the photo, so frame the plants in the top two-thirds when you shoot.





TEMPLATE 5

Tip card

Story, 1080 x 1920. No photo needed: the fastest post you have.

1. The tip (max 10 words, a question works well)
2. The fix (max 12 words)

> Two versions: sage and green. Alternate them so a row of stories doesn't blur together. Nothing in the top 250 px or bottom 250 px: Instagram covers it.

Too tired to shoot a photo? Post one of these. A tip card beats a skipped day.



TEMPLATE 6

Event

Feed post, 1080 x 1080. Post 2 weeks out, again 3 days out.

1. Photo: the last event, or the worktable set up
2. Day, date, month (3 letters, number, 3 letters)
3. Event name, time, seats (name max 16 characters)
4. Price and what it includes (max 18 words)
5. How to book (change only if it's not the bio link)

> Second post, 3 days out: change the bottom bar to "4 SEATS LEFT" (with the real number) and post nothing else new.

USAGE GUIDE

The midnight routine: 10 minutes

1. Pick the template by the job (table at right).
2. Duplicate it. Never type on the master copy.
3. Drag your photo onto the photo frame. Double-tap to slide it until the plant fills the frame.
4. Replace the numbered words only. Stay inside the word limits.
5. Download as PNG. Name it date-template, e.g. 1121-sale.
6. Caption: copy the starter for that template, fill the blanks, post.

New plants came in	1 New arrival
Something's on sale	2 Sale
Same question 3x today	3 Care tip
A sold-out plant is back	4 Restock
No photo, no energy	5 Tip card (story)
Workshop or pop-up	6 Event

Never: new colors, new fonts, moving boxes, adding stickers. If it feels plain, that's the point. The plants are the color.

A week, and the photos that make it work

THREE POSTS A WEEK

Monday: Care tip

Wednesday: New arrival or Restock

Friday: Sale or Event (or a second New arrival)

Any night: Tip card in stories

PHOTO RULES

Shoot in daylight, by the front window, before close. Not under the counter lights at midnight.

Plain background: the cream wall by the register.

Plant fills two-thirds of the frame. Step closer, don't zoom.

Shoot square (phone camera, 1:1) so cropping is never a decision.

Batch it: 10 photos on a slow afternoon covers two weeks of posts.