A fictional wellness studio. Speculative sample, not actual client work.

Motion Studio

MOVEMENT AND WELLNESS

Motion Studio

THE OPEN RING

An open ring with a dot in the gap: room to move, room to breathe, room for you.

Sage
#96B8B2 · calm ground

Mist
#DCE9E5 · soft panels

Sand
#EADCC6 · warm contrast

Moss
#3F6B62 · accents and labels

Coral
#E07A5F · calls to action only

Ink
#16262B · text

TYPE

Make *space* for you.

Inter ExtraBold for headlines, tight and confident. Instrument Serif Italic for one soft word.

Everyday words in Inter Regular, kept short so a tip reads in five seconds.

VOICE: WELCOMING, CALM, NEVER PREACHY

We say

Come as you are. Start small. Your pace.

We don't say

~~No pain, no gain~~ ~~Transform your body~~

THREE CONTENT PILLARS

Welcome Introductions: the space, the teachers, what a first visit feels like.

Tips Practical, tiny, doable in a minute. Education without a lecture.

Together Community: studio buddies, member questions, shared small wins.

Motion Studio

Make *space* for you.

A welcoming place to move, breathe and start small.

Come as you are

TINY TIP

Motion Studio

Three slow breaths *before* your phone.

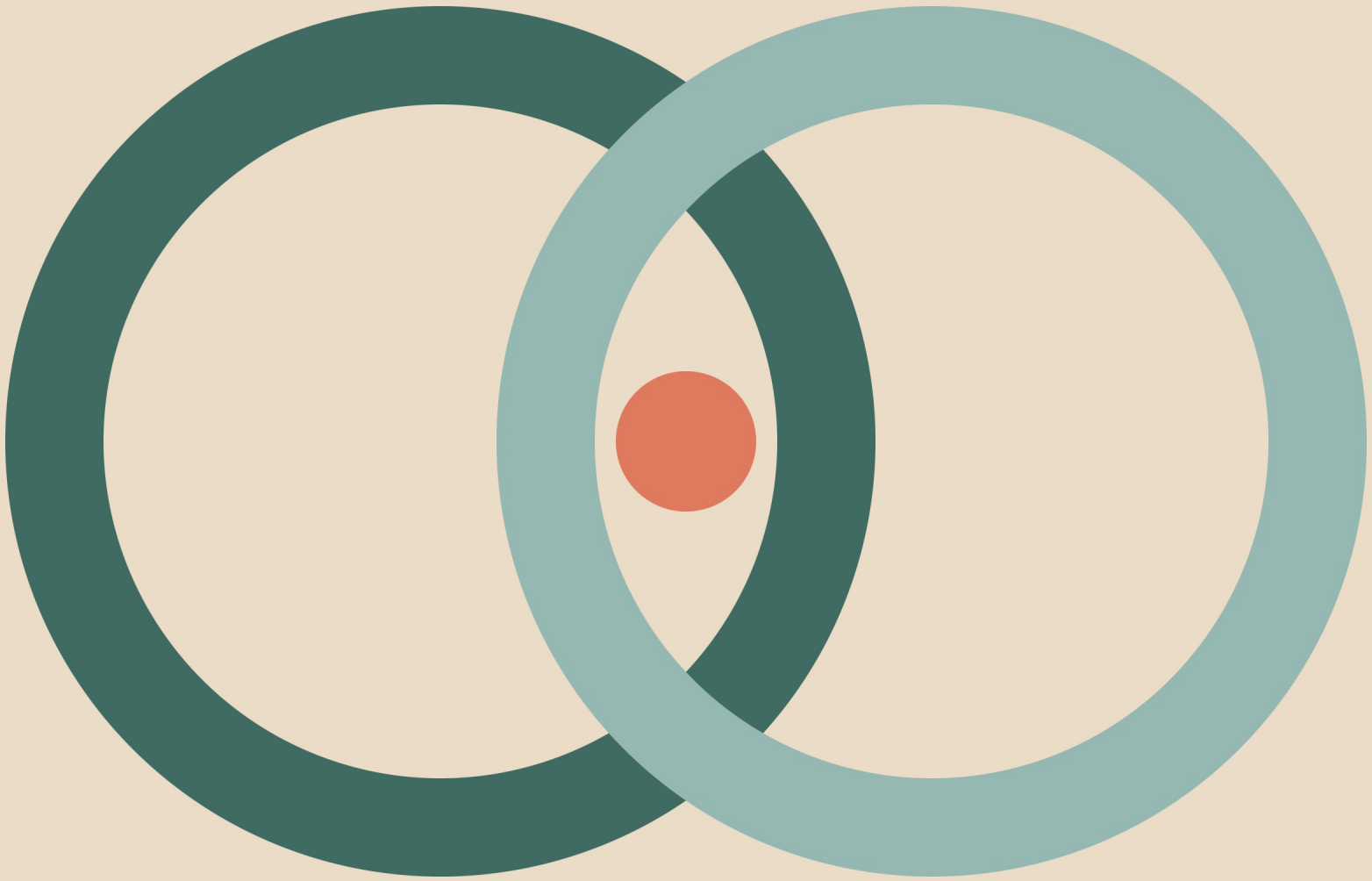
1. Sit up. Relax your shoulders.
2. Breathe in slowly through your nose.
3. Let it out. Repeat twice.

One minute. Start small.

Save for tomorrow

TOGETHER

Motion Studio



Who gets you *to class?*

Tag your studio buddy. Everything is easier with someone saving you a spot.

Tag them below

LEARN

Motion Studio

Stretching *or* mobility?

A plain-language guide to the difference, in five quick slides.

Swipe →

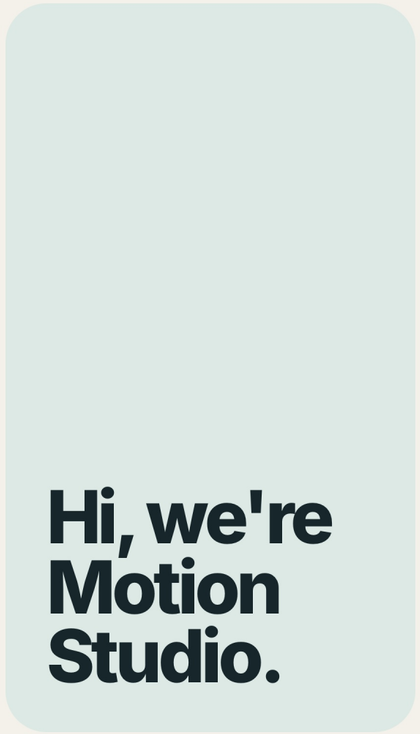
REEL 1 · 20 SECONDS · WELCOME

Welcome to Motion Studio

Caption: A quiet place to move. Come as you are. Link in bio for your first visit.
Sound: soft instrumental or original audio, no heavy beat.



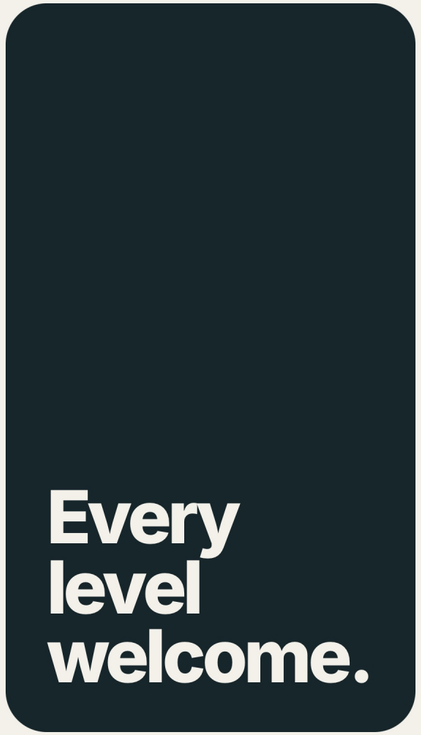
0 TO 3 SEC · HOOK
Slow push-in as the studio door opens onto morning light. Title lands on the first beat.



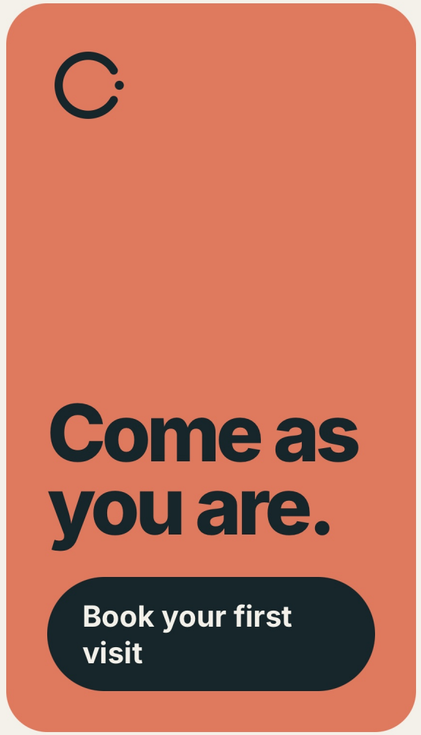
3 TO 7 SEC · MEET THE TEACHER
A teacher steps into frame, smiles and waves. Natural light, handheld, unhurried.



7 TO 12 SEC · THE SPACE
Quick cuts: mats unrolled, windows, props shelf, water station. Three seconds each.



12 TO 17 SEC · EVERYONE
Members at different paces in one room, shot from behind so no faces are needed.

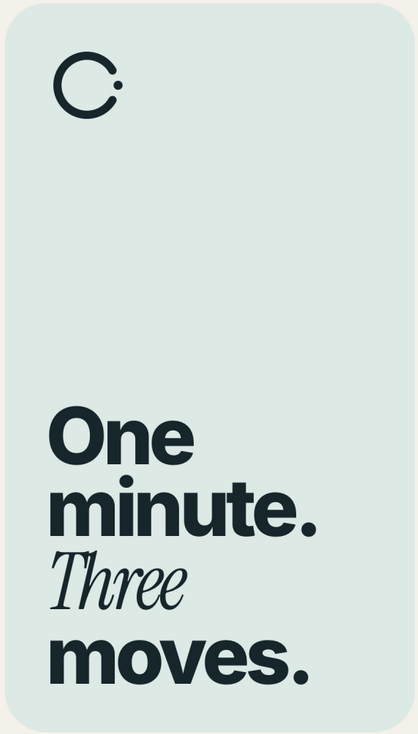


17 TO 20 SEC · END CARD
Logo, one warm line and a single booking prompt. Hold for three seconds.

REEL 2 · 30 SECONDS · TIPS

The one-minute desk reset

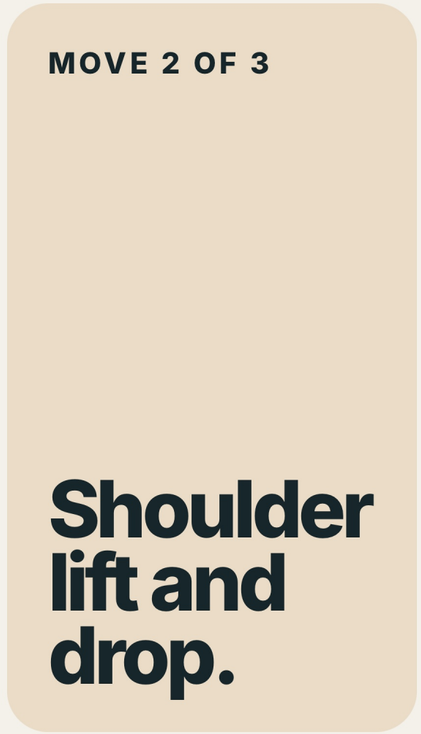
Caption: Three gentle moves for your next break. Save it, then try it today.
Sound: calm instrumental with a soft tick on each move.



0 TO 3 SEC · HOOK
A teacher at a desk, laptop closing. Text states the promise: short, doable, no equipment.



3 TO 10 SEC · MOVE ONE
Side-on shot. Teacher demonstrates slowly. Breath cue on screen: in, out, in, out.



10 TO 18 SEC · MOVE TWO
Front-on shot. Show the move twice, once at full size and once with a smaller version.



18 TO 26 SEC · MOVE THREE
Overhead angle on the chair. Text reminds: go only as far as feels comfortable.



26 TO 30 SEC · END CARD
Logo and a save prompt. Saves are the signal that tips are useful.

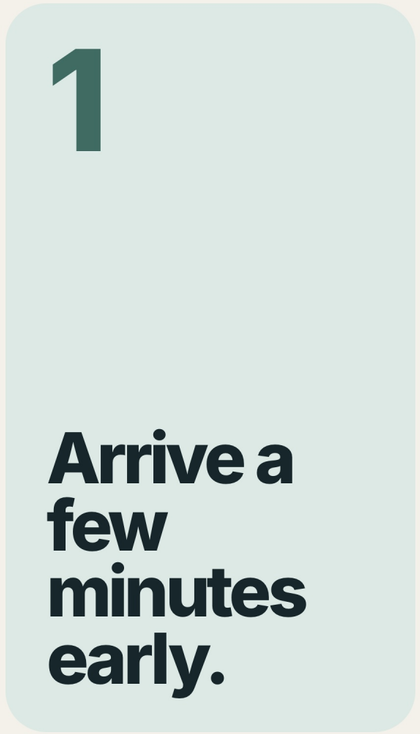
REEL 3 · 25 SECONDS · WELCOME AND TIPS

Your first class, explained

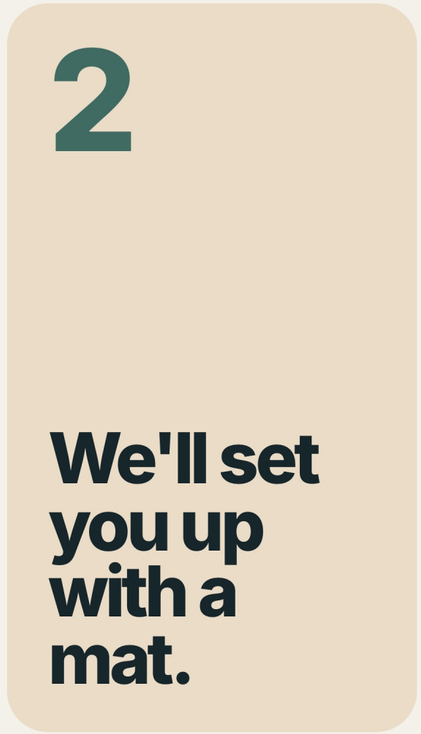
Caption: Nervous about your first class? Here is exactly what to expect. [CONFIRM STUDIO DETAILS]
Sound: friendly instrumental, teacher voice-over optional.



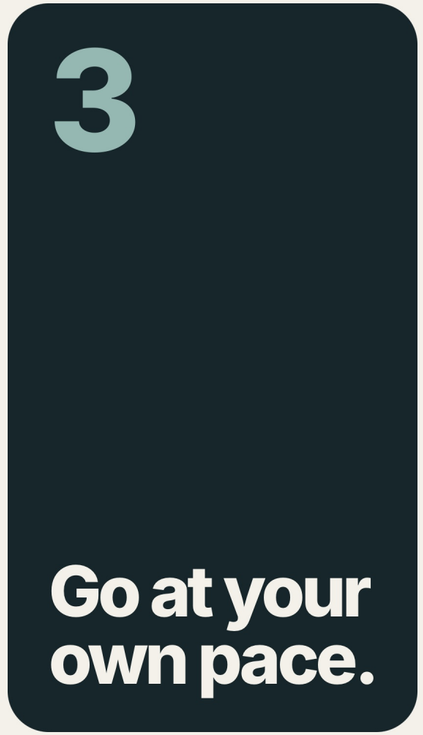
0 TO 3 SEC · HOOK
Open on a hand reaching for the studio door, then the title. Speak to the nervous first-timer.



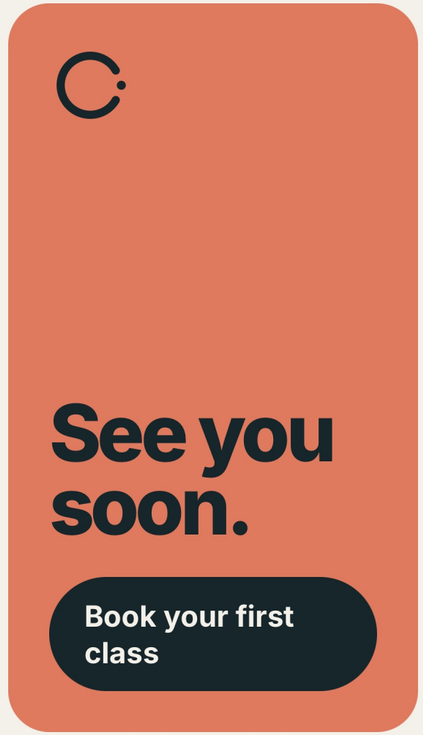
3 TO 8 SEC · STEP ONE
Front desk greeting. Someone says hello by name and shows where to put your things.



8 TO 14 SEC · STEP TWO
Teacher hands over a mat and props. Close-up of hands, no faces. Confirm what the studio provides.



14 TO 21 SEC · STEP THREE
Wide shot of the class from behind. Teacher offers an easier option and a harder one.



21 TO 25 SEC · END CARD
Logo, a warm sign-off and one booking prompt.

MOTION STUDIO · SAMPLE CAMPAIGN CALENDAR

The first two weeks.

Pillars rotate so the feed never feels like one long ad: welcome, tip, together, repeat.

DAY	FORMAT	PILLAR	CONCEPT	SAMPLE CAPTION
Wk 1 Mon	**Feed post**	Welcome	Launch statement: "Make space for you." (Post 1)	Make space for you. A welcoming place to move, breathe and start small.
Wk 1 Tue	**Reel, 20 sec**	Welcome	Welcome to Motion Studio: a quiet walk through the space (Reel 1)	A quiet place to move. Come as you are. Link in bio for your first visit.
Wk 1 Wed	**Feed post**	Tips	Tiny tip: three slow breaths before your phone (Post 2)	One minute. Three slow breaths. Try it before you open your phone tomorrow.
Wk 1 Thu	**Story with question box**	Together	"Ask us anything about your first class": answers shared through the week	Nervous about starting? Ask us anything. No question is too small.
Wk 1 Fri	**Feed post**	Together	"Who gets you to class?" studio buddy tag post (Post 3)	Who gets you to class? Tag your studio buddy below.
Wk 2 Mon	**Reel, 30 sec**	Tips	The one-minute desk reset: three gentle moves (Reel 2)	Three gentle moves for your next break. Save it, then try it today.
Wk 2 Tue	**Carousel, 5 slides**	Tips	"Stretching or mobility?" plain-language guide (Post 4)	Stretching or mobility? A five-slide guide to the difference. Swipe through.
Wk 2 Wed	**Story series**	Welcome	Meet [TEACHER NAME]: three quick questions, one slide each	Meet [TEACHER NAME]. Favourite warm-up? Best advice for beginners?
Wk 2 Thu	**Reel, 25 sec**	Welcome	Your first class, explained in three steps (Reel 3)	Nervous about your first class? Here is exactly what to expect.
Wk 2 Fri	**Feed post**	Together	Member question: "What is your small win this week?" (shared with permission)	Small wins count. What is yours this week? Tell us below.

Studio details, class types and teacher names are placeholders until confirmed. Member features only with permission.

A speculative sample, not actual client work or a performance claim.