Creative Direction: newbutton (new)

What goes on every carousel slide, and how each Reel should look. Anything in [square brackets] must be filled in with your real answer before you post.

1. Look and feel (use everywhere)

- **Colors:** black background, white text, matching your logo. Optional: cream (soft off-white) for body text. Keep it to one look so the page feels consistent.
- **Type:** thin, wide-spaced capitals for headlines, the way your logo reads. A clean light sans body font. In Canva, search for light geometric sans fonts.
- **Carousel size:** 1080 x 1350 px (portrait). **Reel size:** 1080 x 1920 px (full screen vertical).
- **One idea per slide.** Aim for 25 words or fewer on a slide. Big text you can read on a phone.
- **Slide 1** is the hook: a clear title that makes people swipe. **Last slide** is always one clear action (apply, follow, ask).
- Put your small logo in a corner of each slide and a slide count like 2/6 so people know how far they are.
- In Reels, keep text away from the very top and bottom of the screen, since Instagram buttons and captions cover those areas.
- These are my design suggestions, not Instagram rules.

2. How many slides?

As far as I know, Instagram allows up to 20 slides in a carousel, but you don't need nearly that many. My suggestion: 5 to 7 slides for most posts, because people finish short carousels. Your About carousel should be **6 slides**. The count for each carousel is below.

3. The 12 carousels, slide by slide

1. About Newbutton Models (6 slides)	
Slide 1	NEWBUTTON MODELS (logo). Subtitle: Who we are. Small cue: Swipe.
Slide 2	A new agency, and we're honest about it. Newbutton Models is a modeling agency based in Abuja, Nigeria.
Slide 3	Where we are now: 8 models under development or represented. We're building portfolios and preparing placements with agencies ahead of fashion weeks, including Paris in January.
Slide 4	How we work: every model is verified before we represent them. It protects you from fake profiles and identity misuse.
Slide 5	Who we're looking for: new faces. [Add your real requirements and minimum age.]
Slide 6	Ready to apply? newbuttonmodels.com. [Add how to apply: link in bio, DM, or form.] Follow @[handle] for tips and updates.
Caption	We're Newbutton Models, a new agency in Abuja. We're building our roster, preparing portfolios, and working toward placements ahead of fashion weeks. Every model we represent is verified, because trust matters. If you want to be part of the journey, apply at newbuttonmodels.com.

2. How to take digitals at home (7 slides)

Slide 1	How to take digitals at home. Agencies ask for these. No photographer needed.
Slide 2	What are digitals? Simple, natural, unedited photos that show how you really look.
Slide 3	Set up: plain wall, soft daylight from a window, phone at chest height, held steady or on a tripod.
Slide 4	The shots: headshot, profile, full length front, full length side, full length back.
Slide 5	What to wear: plain, fitted clothing. No logos, no busy patterns.
Slide 6	Keep it real: no filters, no heavy makeup, hair neat, no editing.
Slide 7	Send yours. How to apply: [your method].

3. What agencies want in a submission (6 slides)

Slide 1	What agencies want in a submission.
Slide 2	Clear, recent photos: digitals with no filters.
Slide 3	Your measurements: height, chest or bust, waist, hips, shoe size.
Slide 4	Your contact details and your location.
Slide 5	Identity verification. [Explain your real step in one line.]
Slide 6	Ready? Apply at newbuttonmodels.com.

4. Why we verify every model (6 slides)

Slide 1	Why we verify every model.
Slide 2	The problem: fake profiles and people using someone else's photos exist in this industry.
Slide 3	Our rule: every model is verified before we represent them.
Slide 4	How: a live video check where you show your ID next to your face.
Slide 5	How we protect you: stored securely, access limited to the people who need it, deleted when representation ends, and never shared with a client without your permission. [Only post this if it's exactly how you work.]
Slide 6	Questions about how it works? Message us.

5. Scam red flags (7 slides)

Slide 1	Modeling scam red flags. Know these before you sign with anyone.
Slide 2	Pressure to pay large fees up front before any work.
Slide 3	No written contract, or terms they won't put in writing.
Slide 4	They won't say who they are: no real address, no registration, no team.
Slide 5	Pressure to decide fast.
Slide 6	Asking for photos you aren't comfortable sending.
Slide 7	Asking for ID but won't explain how it's stored. Ask us anything, we'll answer. (This is general guidance, not legal advice.)

6. What to expect after you apply (6 slides)

Slide 1	What happens after you apply.
Slide 2	Step 1: you send photos and details.
Slide 3	Step 2: we review. [Your real timeline.]
Slide 4	Step 3: a call with our team.
Slide 5	Step 4: identity verification and next steps. [Match your real order.]
Slide 6	Ready? Apply at newbuttonmodels.com.

7. FAQ for new models (7 slides)

Slide 1	New to modeling? Your questions, answered.
Slide 2	Do I need experience? [Your real answer.]
Slide 3	What are the requirements? [Your real answer.]
Slide 4	How long until I hear back? [Only a time you can keep.]
Slide 5	How is my ID handled? [Your real answer, matching slide 5 of carousel 4.]
Slide 6	Is it free to apply? [Your real answer.]
Slide 7	More questions? Send them and we'll answer.

8. Digitals do's and don'ts (7 slides)

Slide 1	Digitals: do's and don'ts.
Slide 2	Do: use soft natural light.
Slide 3	Do: stand against a plain background.
Slide 4	Don't: use filters or editing.
Slide 5	Don't: wear heavy makeup.
Slide 6	Don't: shoot in a cluttered space or with other people in frame.
Slide 7	Take yours today and apply.

9. Comp card explained (6 slides)

Slide 1	What is a comp card?
Slide 2	A one page summary of a model that clients can look at quickly.
Slide 3	What's on it: a few photos, name, measurements, agency contact.
Slide 4	Why it matters: it's often the first thing a client sees.
Slide 5	Where to start: good digitals first.
Slide 6	Want to build one with us? Apply.

10. Casting day checklist (6 slides)

Slide 1	Casting day checklist.
Slide 2	Arrive early.
Slide 3	Know your measurements.
Slide 4	Have your photos ready.
Slide 5	Dress plain and neat. Be polite and be yourself.
Slide 6	Save this for your next casting.

11. Road to January update 1 (5 slides)

Slide 1	Road to January: update 1.
Slide 2	What's done: [real updates only].
Slide 3	What's next: [real plans only].
Slide 4	How you can be part of it.
Slide 5	Apply at newbuttonmodels.com.

12. Month recap (6 slides)

Slide 1	December at Newbutton Models.
Slide 2	The month in numbers: [real numbers only].
Slide 3	What we learned.
Slide 4	What's next in January.
Slide 5	Thank you to everyone who applied and followed.
Slide 6	Apply or follow @[handle].

4. The 7 Reel series: how each one looks

All Reels: 1080 x 1920, about 15 to 30 seconds, white text on black, big readable text, your logo at the end. Faceless: use text on screen, screen recordings, and hands or objects. Voiceover is optional. You can edit in CapCut, Canva or Instagram's own editor.

Digitals 101 (Mon)	
Look	Black cards with white text, one shot per card. Optional: film your setup (wall, window, phone height) with no one in frame.
Hook (first 2 sec)	Agencies ask for these 5 photos.
Structure	Hook, then each shot for 3 seconds: headshot, profile, front, side, back. End card: Save this, apply at newbuttonmodels.com.
Audio	Text only, or your voiceover. Check which music is allowed on a business account.
Caption	The 5 photos every agency asks for. Save this before you take yours.

Scam Watch (Tue)	
Look	Black cards. Red flag number and one short line per card.
Hook	5 red flags of a fake modeling agency.
Structure	One flag every 3 seconds, then: Ask us anything. We'll answer.
Audio	Text only or voiceover.
Caption	Know these before you sign with anyone. Share this with a friend who wants to model.

Your Questions Answered (Wed)	
Look	The question as big text, then the answer in 2 or 3 short lines.
Hook	The question itself, for example: Do I need experience to model?
Structure	Question (2 sec), answer in short lines (10 to 15 sec), end card: Send us your question.
Audio	Voiceover works well here. Text only is fine too.
Caption	You asked, we answered. Send us your question and we may feature it.

Road to January (Thu)	
Look	Screen recording of your planning checklist with items being ticked, or short update cards.
Hook	Road to January: week [number].
Structure	Three short updates, all real, then: Follow along.
Audio	Text only or voiceover.
Caption	Building in public. Here's what happened this week.

Industry Basics (Fri)	
Look	Definition card: the term in big text, a plain explanation, one example.
Hook	What is a comp card?
Structure	Term (2 sec), explanation (8 sec), why it matters (5 sec), end card.
Audio	Text only or voiceover.
Caption	Industry basics for new models. Save it, you'll need it.

Open Call (Sat)	
Look	Logo, the words OPEN CALL, then the requirements as short lines. Keep it clean and bold.
Hook	Open call: Newbutton Models.
Structure	Who we're looking for (include minimum age), how to apply, link. 10 to 15 seconds is enough.
Audio	Text only.
Caption	We're looking for new faces. Apply at newbuttonmodels.com.

Behind the Agency (Sun)	
Look	Screen recording or time-lapse of planning, your desk, your hands. Hide private details and any faces or names.
Hook	What I'm building this week.
Structure	Three quick clips of the work, one line of text over each, end with the weekly goal.
Audio	Text only or voiceover.
Caption	A look behind the agency this week.

5. Before you post: quick checklist

- Is every fact true (numbers, requirements, placements, timelines)?
- Did you fill in every [bracket]?
- Do you have permission for any person, photo or name that appears?
- Does the open call state a minimum age?
- Is the handle and newbuttonmodels.com correct?
- Can you read it on a phone at arm's length?
- Is anything private visible in a screen recording (messages, names, IDs, addresses)?