

New work! This lovely web launch for Suzanne Lee, a transformatial coach and meditation expert, is a great example of a luxurious website. Lots of opulent imagery, pretty parallax photos and beautiful branding.

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Contrast is a design principles that is so crucial to creating beautiful branding and web design. But contrast touches all parts of design, not just color. Put simply, contrast occurs when two elements of the design are different - like REALLY different.

So why the hell should you care? (I get it, you've got a business to run... so let's cut to the chase!)

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CUSTOMIZE
THE NEWSLETTER
FORM FIELDS + BUTTON
IN SQUARESPACE



I QUIT
INSTAGRAM

*and here's
what happened*



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Automated Responses



Summer in #Berlin

heyricharnold and 8 others

3:45 PM



Free shipping if you purchase mo ...

nkinling154 and 56 others

1:35 PM



Buy 1 get 1 free!

ian and 5 others

11:42 AM



Sometimes I think about where I...

3 unread comments

10:58 AM



golinger Summer in #Berlin

June 14



heyricharnold @golinger Busy watching your Abstract episode.. always wondered who did the toothpaste/toothbrush illustration.. love it 👍

1w 5 likes Reply

— Show all 3 replies



justinanguilar Making my final project about you, thanks for being such an inspiration! Love seeing your new art creations on here :)

1w Reply



nkinling154 Amazing 🙌

1w Reply



john2459 so great.

1w Reply



schwa23 Wonderful, great association of colours!

1w 6 likes Reply



Published by golinger

Posted June 14

65 likes

golinger Summer in #Berlin

Insights

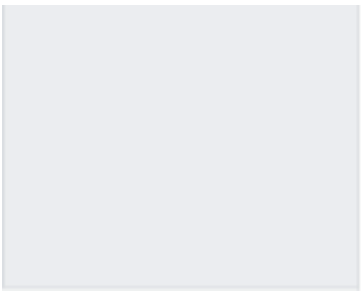
Reach

175

Profile Visit

42

[Promote](#)



Add a comment...

Post

7:08



Messages ▾



Nicolas Vilabos

You: Hi Nicolas, it's been a ... · Tue



Natalie Page


Awesome, thanks! · Tue

 VIP



Marco Muji

Yes it comes with a cotton... · Tue

 New Customer



Emily Gregson

You: Take a look and let ... · Mon



Sarah Pei

You: Sorry they're a limit... · Mon



Amy Barber

You: Thank you! · Sun

 VIP



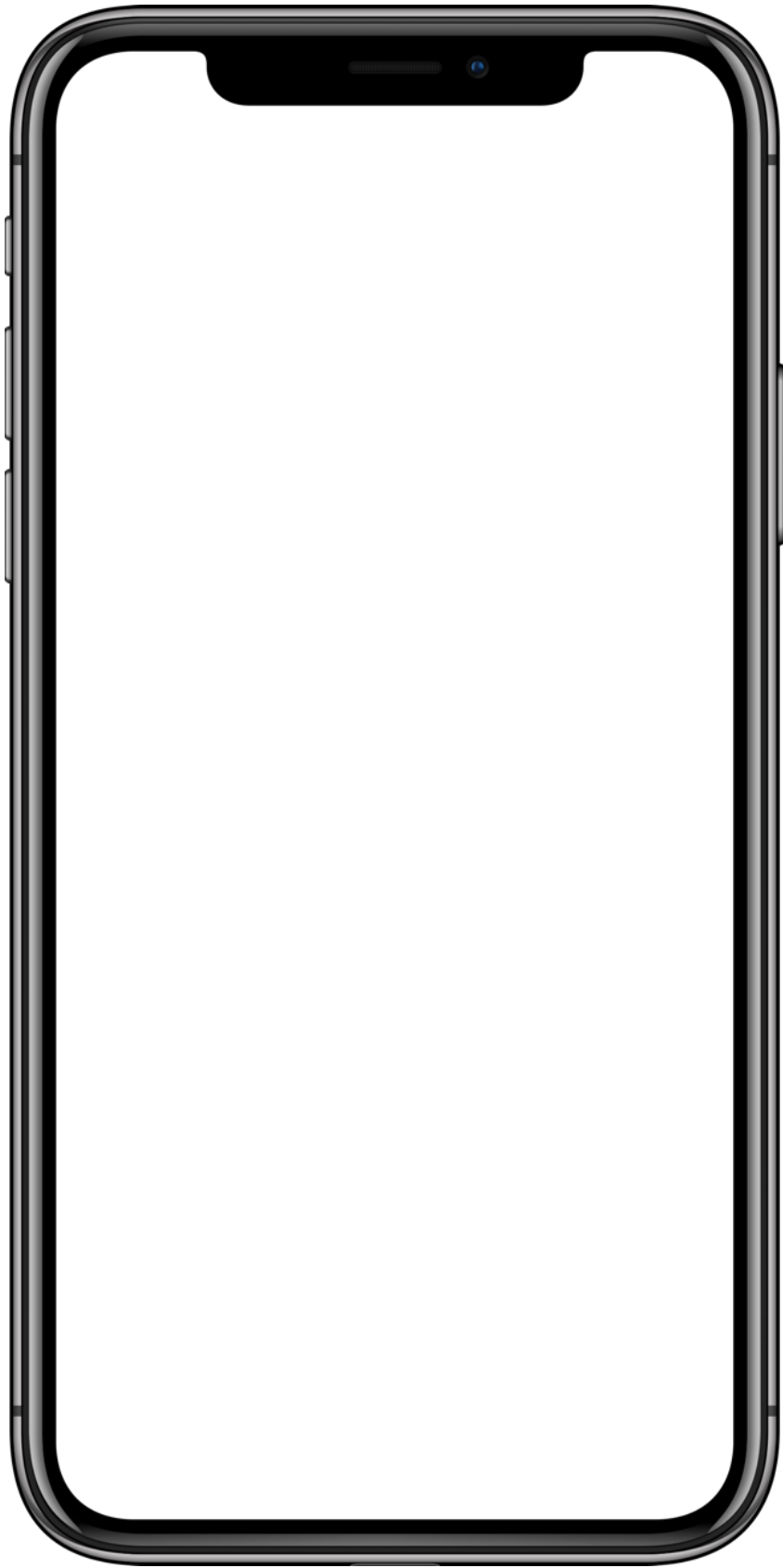
Lila Dudley

You: Thank you! · Sun



Bruno Frisk





7:08



Messages ▾



Nicolas Vilabos

You: Hi Nicolas, it's been a ... · Tue



Natalie Page

Awesome, thanks! · Tue

VIP



Marco Muji

Yes it comes with a cotton... · Tue

New Customer



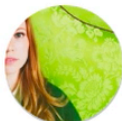
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You: Take a look and let ... · Mon



Sarah Pei

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Lila Dudley

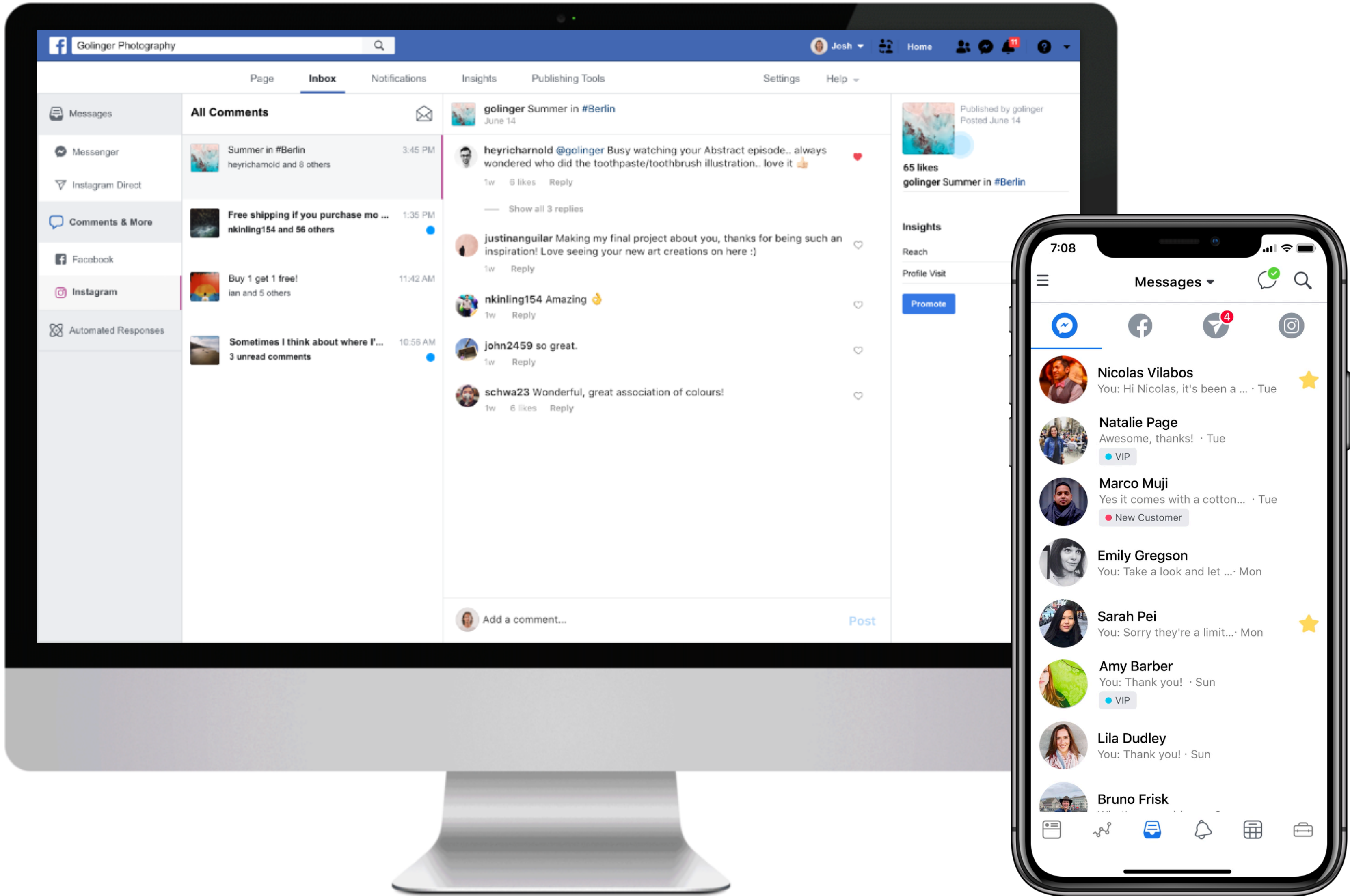
You: Thank you! · Sun



Bruno Frisk



Background



Instagram Comment

Why is unified comment important?



Value to businesses

- Locate the newest comments quickly



Value to people

- Get a faster response
- Increasing the likelihood of receiving a response



Value to Facebook

- Engagement on the platform