

- You managed to demonstrate both a lifestyle element and performance in your prior design which was great! Our copy / context has just changed a little
- The example on the right **is not** finished creative. It is just **inspiration** for your revision, highlighting the updated content and context
- Context: we are making the distinction that our global portfolio outperformed the ASX (which is a local Australian portfolio)
- **In your revision:**
  - Update copy as per example
  - Use Muli Semi-Bold font <https://fonts.google.com/specimen/Muli>
  - Re-size to square format for Facebook / Instagram
  - Use tree logo instead of complete logo
  - Incorporate a balance of lifestyle / performance if possible
- **Please avoid:**
  - Crowding – prior design was a little ‘busy’. We want a simple, clean aesthetic consistent with the branding on our website (<https://cashelhg.com/>). No overlapping copy on image (the copy was layered on top of the 20.5% graphic)
  - Do not bold select words – prior design bolded ‘Global Investment Portfolio’ and ‘20.5% Returns’

