

Instagram Business Branding Guide



NINE THIRTEEN STUDIO

TABLE OF CONTENTS

Introduction	02
Tip One- Create a Color Palette & Theme	03
Tip Two- Photos with Similar Style & Colors	05
Tip Three- Edit Photos with Filters	06
Tip Four- Plan Posts in Advance	07
Tip Five- Stay Consistent	07





How to Get a Designer-Worthy Instagram?

We've all been on an Instagram account and said "I wish my account looked like that." While we do not advocate for comparing yourself to others, there is nothing wrong with looking to step up your Insta game.

We have put together this guide to walk you through how people create that visually stunning Instagram page that you wished yours looked like. So get ready to create a feed everyone wants to mimic. We'll give you our insider advice as graphic designers of how your Instagram can start looking cohesive in a few posts by following five tips. We have provided an example throughout to show the tips in use.

TIP ONE - CREATE A COLOR PALETTE & THEME

The most important choice you need to make for your page to look cohesive is to choose a color palette and stick to those colors. If your business already has a color palette, then use those colors. If your brand does not already have a color palette, then you should brainstorm a few words that you want people to feel when they see your Instagram feed.

BRAINSTORMED WORDS: *calm, peace, happy*

With your brainstormed words in mind, go on Pinterest and select photos that you think visually represent those words. Once you find multiple photos, gather them together and pick out the images that stand out to you the most. Then look to see if any of the colors in the photos overlap- chances are they will. See example below for reference.

* Remember color elicits emotion and is a great way to share your brand's values and personality. To dive more into colors and their meanings, you may want to look into color psychology.



COLOR SIMILARITIES FOUND: *blue, cream and peach*

EXTRA PRO TIP:

You should also look through your closet to see what color clothing you have the most of and consider using it in your color palette. This may seem silly at first thought but the clothing color you wear will change the look of the photographs in your Insta feed .



The most important consideration when choosing a color palette for your brand is to stay true to what it stands for and represents. You can look to other Instagram accounts for inspiration but you want to choose a unique palette that represents YOUR BRAND.

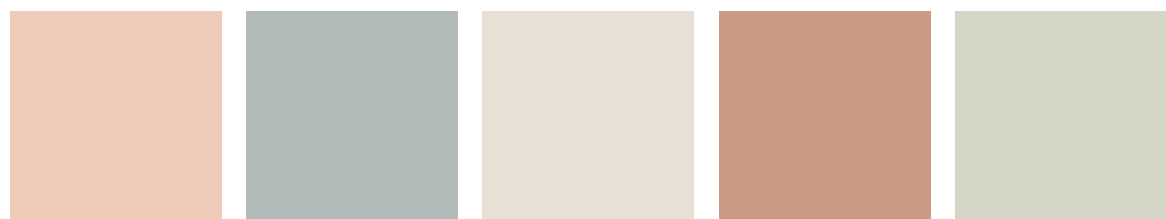
You should take your inspiration photos and wardrobe in account and begin to build your color palette. The palette should have a mix of light and dark colors that have contrast if paired together.

COLOR THEME'S TO CONSIDER:

- + Light & Airy
- + Dark & Moody
- + Black and White
- + Bright Colors
- + Muted tones
- + Vintage

COLOR PALETTE CREATED FROM PHOTOS

theme: airy & tropical



TIP TWO - PHOTOS WITH SIMILAR STYLE & COLORS

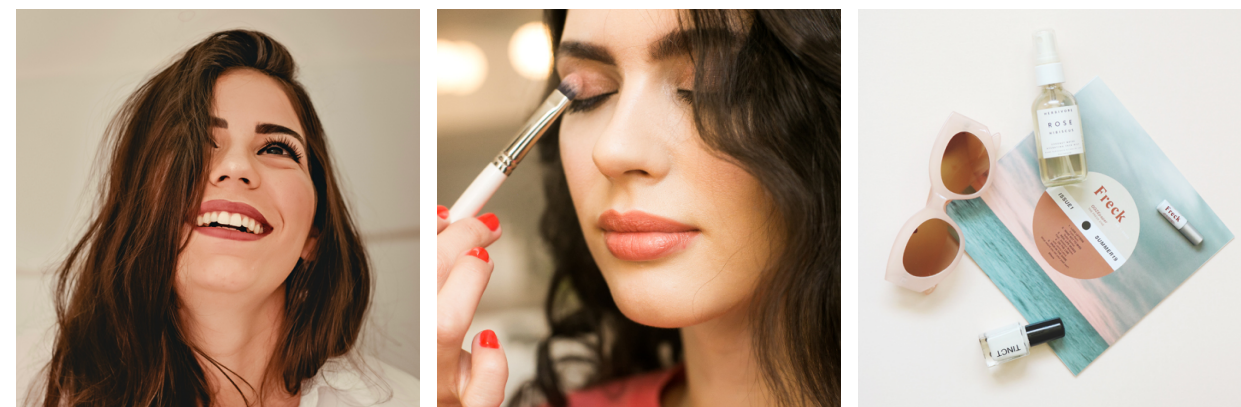
Try to have similar lighting and camera settings when taking photos as this will allow you to easily achieve a cohesive look. Taking photos in the same manner will save you time on editing the images and will give you definite results of matching photos.

Another main factor to take into account when taking your photos is color. Use the same two to three colors from your established palette in all your photos. In our example, we chose photos that include cream and peach.

While styling and taking photos, remember to always think square. You want to make sure you will be able to crop your images in the way you envisioned. You can also build your photo style by the way you present the subject in the photo and the position of it. You should consider varying the composition of photos for visual interest but many elements should remain the same for photos to look similar.

CHECKLIST OF PHOTO ELEMENTS TO CONSIDER:

- + Background
- + Lighting
- + Rule of thirds
- + Pattern
- + Contrast
- + Color
- + Viewpoint
- + Framing



Want quality images but don't have the ability or time to turn your vision into reality?

OUR FAVORITE PLACES TO FIND FREE STOCK IMAGES:

- + Pexels
- + Unsplash
- + Pixabay
- + FreePik

TIP THREE - EDIT PHOTOS WITH FILTERS

Editing photos is an easy way to make a feed cohesive but remember every photo is unique. Editing photos with a filter is not as simple as pressing a button and a great photo appearing. Each photo needs to be edited after the filter preset is applied until it looks cohesive with the rest of your feed. So think of filters as a starting point and not as an ending point to get your photos to match.

Filter choices should be made strategically. The filters you use should go with your color palette. For example, don't use a vibrant filter if you are seeking a bright and airy feel. You don't need to only use a single filter to achieve a consistent look. You can have a set of filters that give a similar feel (the packs you see for sale on Etsy or other retailers) to the photos. We recommend having a pack of filters so there will be more options to achieve your desired look and less editing needed on your images.

Editing tool suggestions: Adobe Lightroom & VSCO

see the difference filters can make?!



EXTRA PRO TIPS: (Do these sparingly)

+ If you love a photo but it won't fit your color palette, try making it black and white.

+ If there are several photos you really want to share of an occasion but they don't go with your palette, cluster these photos in groups of three so the photos will appear purposefully separated from the rest of your feed's look.

TIP FOUR - PLAN POSTS IN ADVANCE

To have that dream Instagram feed, it is best to plan your content in advance. The best accounts you see do not just happen by chance, in fact, it is the very opposite. Planning tools are a great way to see how your feed will look before you click post to your account. You should categorize your content first into groups such as flatlays, quotes, etc. and then evenly distribute these so content is varied. This will also help with content not looking too heavy next to each other. If you have a busy photo, add simplistic post next to it so your feed doesn't start to look cluttered. Planning your posts in a visual planner will help you find the perfect balance of the content on your feed.

Planning tool suggestion: Later

look how planning helps!



TIP FIVE - STAY CONSISTENT

You can't have a cohesive Instagram feed without staying consistent. We're not just talking about being cohesive in colors and theme anymore. You need to develop a brand voice and let it shine in your posts. Some of you are probably saying "what in the world is brand voice?" Well it's how you speak to your audience. For example, your brand voice may be quirky, inspiring or professional. The brand voice you chose should reflect who you are as a brand and reflect how you would talk to people in real life. Social media is an outlet to show other who you really are, not a platform where you should become someone else.

The important part is to show up and post regularly. It's best to post one to two times a day if you are looking to build your following. If you have a busy schedule, you may find it helpful to use planning tools such as Later or Hootsuite to schedule your posts in advance.



THANK YOU!

We hope you find these tips helpful and look forward to seeing how you implement them into your Instagram feeds.