

A person is captured in mid-air while performing a skateboard trick inside a tunnel. The tunnel's walls are painted in a vibrant yellow and white pattern, creating a strong visual identity. The lighting is dramatic, highlighting the skateboarder against the tunnel's interior. The overall aesthetic is modern and energetic, typical of a brand's visual identity.

# How to Create a **RECOGNIZABLE** Visual Identity on Instagram

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THIS WILL GET YOU MORE LIKES



this presentation will not



# GoPro™



**RANDOM ACTS OF KINDNESS?**

**YES!!**

**RANDOM ACTS OF MARKETING?**

**NO!!**

# **THE KEY TO ORGANIC SOCIAL MEDIA SUCCESS**

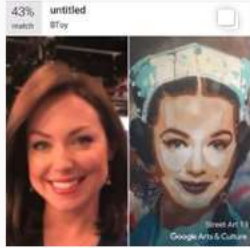
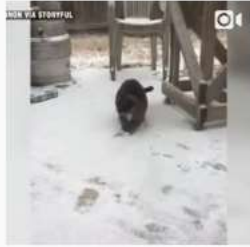
Add **value.**

Be **consistent.**





OR



Want consistently  
great images?

**YOU NEED  
GUIDELINES.**



# GUIDELINES

CAPTURE

SUBJECT MATTER

EDITING



# ELEMENTS OF VISUAL IDENTITY



# TONALITY



@seand67

@arianagrande

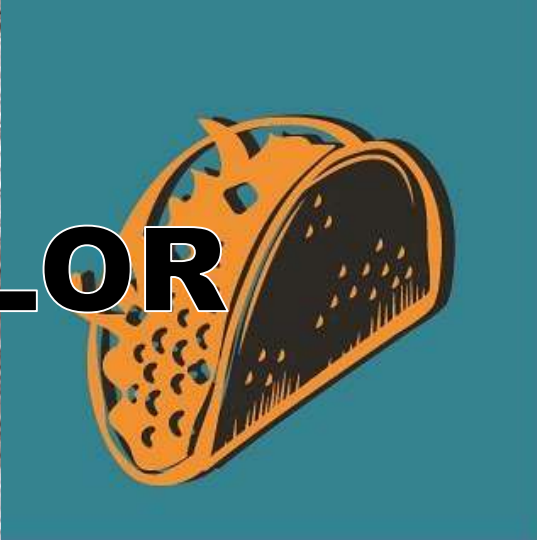
# DARK/LIGHT



# COLOR



@dunkindonuts



@tacobell

# SATURATION



@reebok



@greghillson

# PERSPECTIVE



@henryhwu

@reebokclassics

# CONTRAST



# COMPOSITION



@dunkindonuts



@muttonhead

# FOCUS



# HIDDEN GEMS



# HUMANITY



@bankofamerica



@roguefitness

# ORGANIZATION



# CLUTTER/CLEAR



# DIRTY/CLEAN



# ASPIRATIONAL/ RELATABLE



# CANDID/POSED



@citizensbank



@reebokclassics



# AMATEUR/PRO

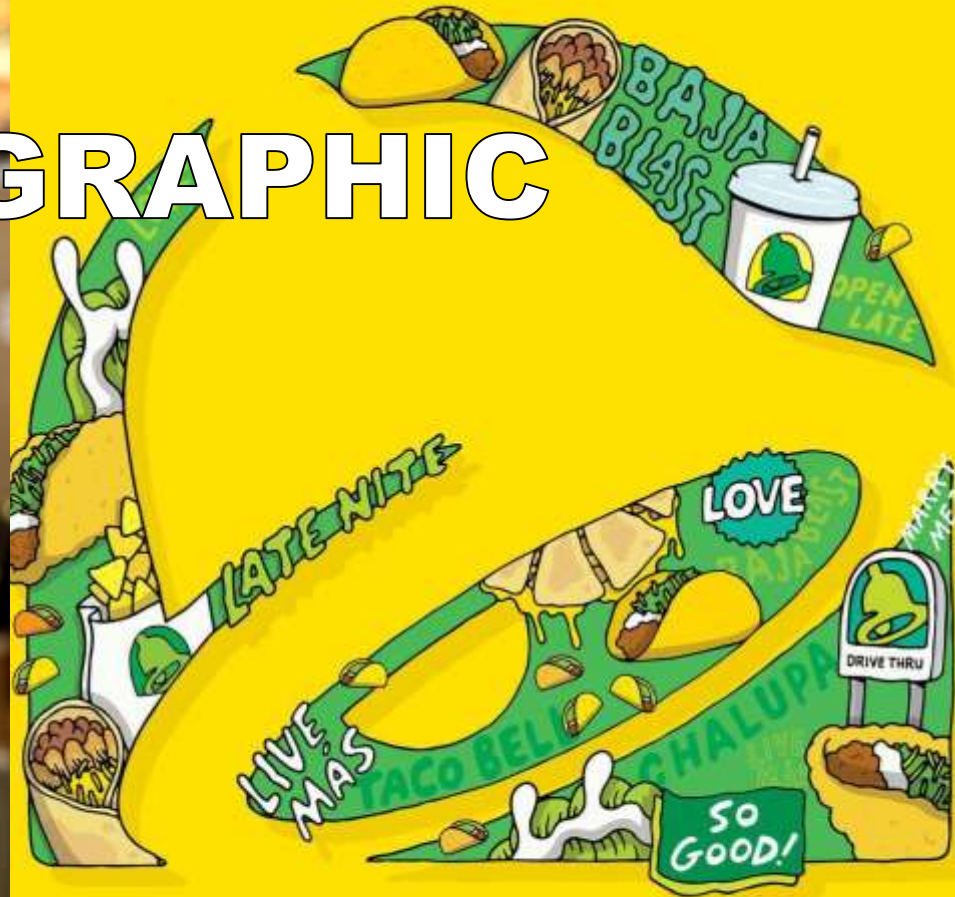




**TEXT**

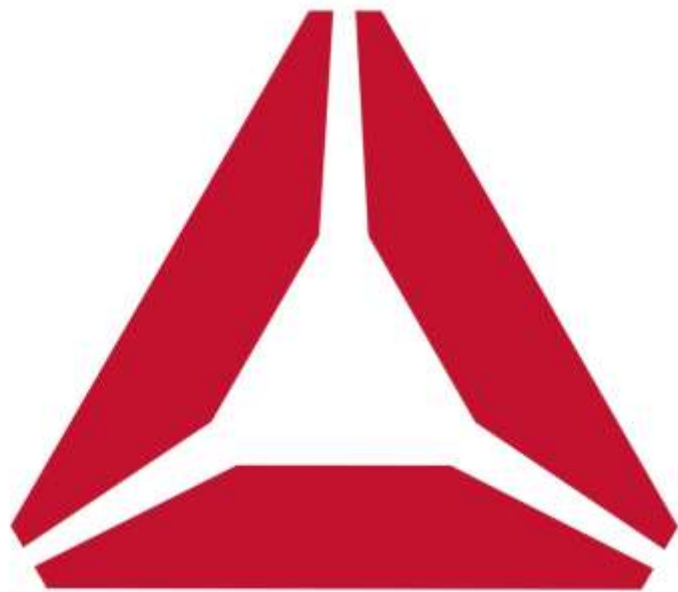


# PHOTO/GRAPHIC



# 18 ELEMENTS

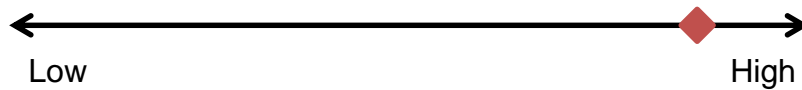
1. Tonality
2. Light/Dark
3. Color
4. Saturation
5. Perspective
6. Contrast
7. Composition
8. Focus
9. Hidden gems
10. Humanity/Lack thereof
11. Organization/Chaos
12. Clutter/Clear-simple
13. Clean/Dirty
14. Aspirational/Relatable
15. Candid/Posed
16. Amateur/Pro
17. Text
18. Photos/Graphics



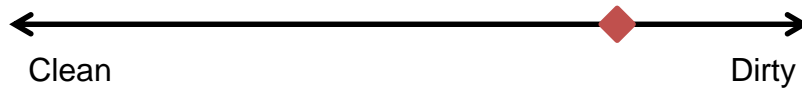
**Reebok**



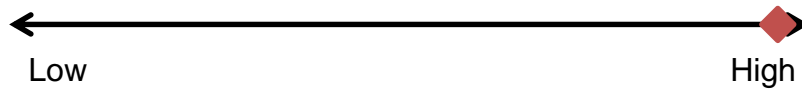
## CONTRAST



## CLEAN/DIRTY



## HUMANITY

















@nobullproject

**1**



@reebok

**2**



@roguefitness

**3**

# RECAP

- Visual identity matters
- Create your guidelines
- Make beautiful images!

PLEASE

DO NOT  
TWITTER



**THANK YOU**

@benunh