How to Create a RECOGNIZABLE Visual Identity on Instagram

Ben Blakesley
@benunh

@henryhwu
THIS WILL GET YOU MORE LIKES

this presentation will not
RANDOM ACTS OF KINDNESS?  YES!!

RANDOM ACTS OF MARKETING?  NO!!
THE KEY TO ORGANIC SOCIAL MEDIA SUCCESS

Add value.

Be consistent.
Want consistently great images?

YOU NEED GUIDELINES.
GUIDELINES

CAPTURE

SUBJECT MATTER

EDITING
ELEMENTS OF VISUAL IDENTITY
TONALITY
DARK/LIGHT
PERSPECTIVE
COMPOSITION
FOCUS
HIDDEN GEMS
HUMANITY
ORGANIZATION
CLUTTER/CLEAR
CANDID/POSED
Happy National Coffee Day!

@dunkindonuts

@reebok

Hey Ronda, how about a 13-second finish? #More Than
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
CONTRAST

Low  High

CLEAN/DIRTY

Clean  Dirty

HUMANITY

Low  High
RECAP

• Visual identity matters
• Create your guidelines
• Make beautiful images!
PLEASE
DO NOT
TWITTER

THANK YOU
@benunh