

My Brand Identity for Instagram Worksheet

Having a brand identity crisis?

Do you have an idea in your head about what you want your brand to look like, but have no clue how to communicate that on Instagram?

Fill out this worksheet to help you visualize your brand identity for Instagram.

My Brand Name: _____

Instagram: @ _____

Official Hashtag: # _____

Visual Profile

When I think of my brand, these 3 adjectives come to mind: For example: Trendy, bright, happy, moody, fun, etc. These 3 words will create a consistent theme for your posts.

- 1.
- 2.
- 3.

The 2 colors I most associate with my brand are: You can be general and name the color family like 'green' or be really specific and use the hex code #009933.

- 1.
- 2.

What symbols or emojis represent my brand? Draw or write: Use these symbols/emojis in your captions and photos.

Brand Profile

Top 3 Instagram accounts that I like:

1. @
2. @
3. @

I like these accounts because: Posting great content will come easy once you know what you like and what your style is.

How will I help my followers? For example: 'I want to educate them about yoga and how to live an active lifestyle'

What makes my brand unique? How will your content highlight what makes you shine and stand out from the rest?

What would my brand sound like if it had a voice? For example: Personable + friendly or professional + corporate. This will decide the overall tone and personality of your captions.

Follower Profile

Who is my ideal follower? Once you identify your ideal follower, you'll have more success in attracting them.

Age Range:

Location:

Gender:

Occupation:

Hobbies:

What other Instagram accounts does my ideal follower interact with? Use these accounts as visual inspiration to see what type of content you should be posting.

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