

Lesson 4:

Style & Visual Identity

How to Build a Brand That Stands
Out on Instagram

In this lesson, you'll learn:



How to pick the **right colors, fonts, and visual style**



How to create a **design that feels consistent**



How to make your brand pop in a sea of lookalike profiles

What is **visual packaging** of a personal brand?

It's more than just design, it's your visual vibe, your voice, and the values you express through every piece of content and interaction.

Design today

=

visual

+

meaning.

Why does it matter?

✓ Helps people recognize you

✓ Sets you apart

✓ Builds trust
and loyalty

✓ Creates emotional
connection

Your style is your signature.

Instagram in 2025: What's New?



Realness over perfection

Content that means
something beats overly
polished posts



Emotional pull

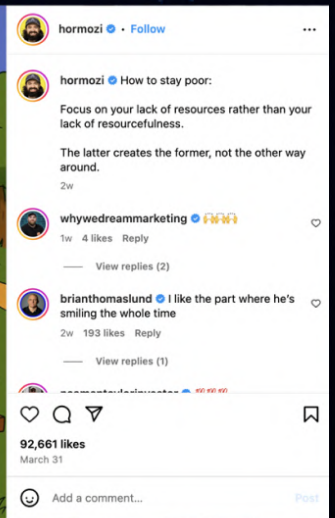
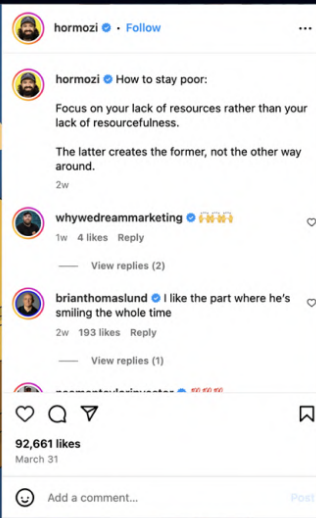
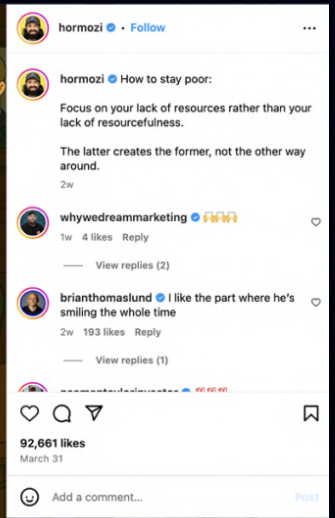
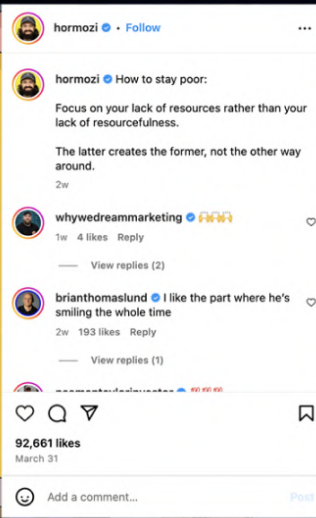
Posts that make people
feel something get saved,
shared, and talked about

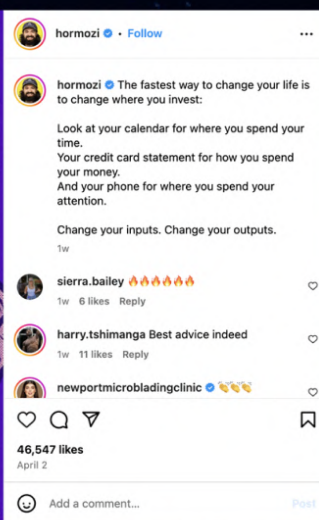
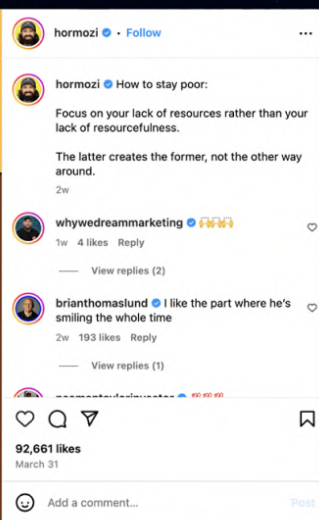
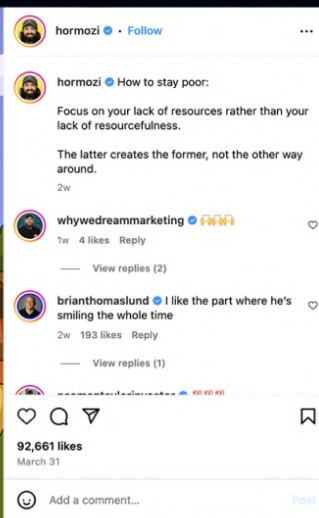
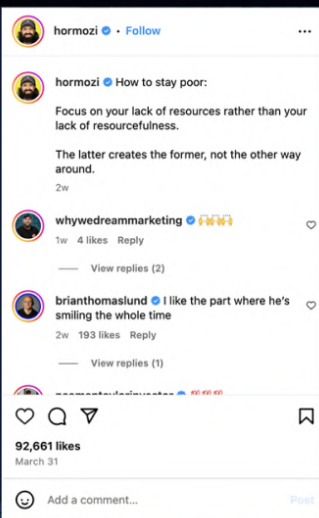
What's trending now?

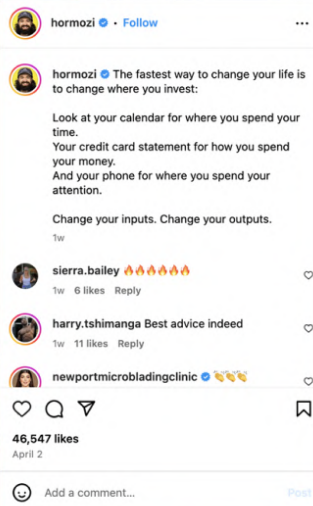
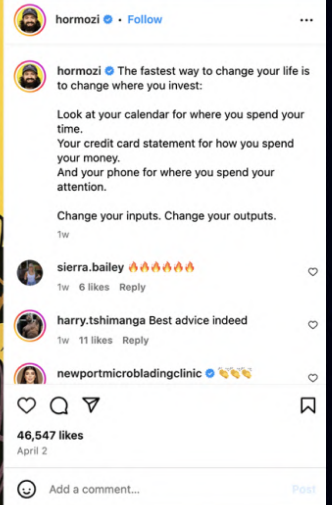
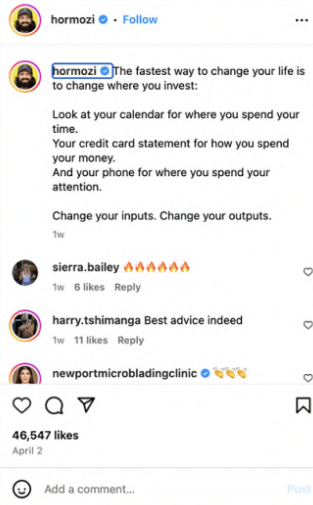
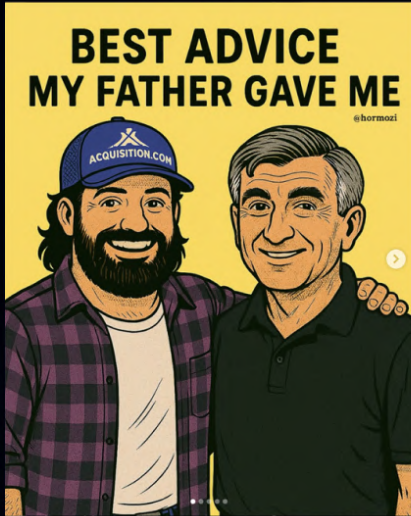
AI in content creation

- ✓ AI-generated photos and artwork
- ✓ Carousels made easy with ChatGPT and image tools

Creativity meets speed







ChatGPT = Your Content Creation Superpower

It's not just about writing prompts anymore:

- ✨ Design carousel visuals
- ✨ Write branded image captions
- ✨ Craft content that sounds like you



Handwritten- Look Carousels + Italic Fonts = Instant Attraction

People are tired of stiff, robotic-looking visuals.

Use casual fonts, handwriting, and a natural voice to make your posts feel human and real.



thatgirl sophy
New York, New York

...



thatgirl sophy How to use your love language as a self-love tool 🧡 Sharing my tips & fave ways to take care of myself

Truly curious: what is your love language?
10w



constance_pnu Your posts are always the best ♡ I'm definitely act of service !!

10w 4 likes Reply

View replies (1)



itsmaelucks23 I always admire your blog ♡ can i ask what font did u used and if it's an application what is it? 🙏

10w 2 likes Reply



caitlinmahina ♡ Yess I preach loving yourself in your love lanuaae to mv clients 🧡 it's so



7,359 likes
January 28



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Add a comment...

Post

Anti-Trends to Avoid in 2025

- ⊗ Overly curated “perfect” grids
- ⊗ Endless matching tiles
- ⊗ Too many templates
- ⊗ Chasing trends without a message

Pro Tip:

Keep your feed fresh:



Mix in photos, videos, carousels, and quotes



Use stories to add depth



Talk with your audience

Don't let your profile get boring or too samey.

Core Visual Identity Principles:

✓ Keep it simple

✓ Stay consistent

✓ Show your unique edge

✓ Be flexible

Good design sticks in people's minds, it doesn't
have to be complicated.

How to Build a Visual Identity That Lasts:

Start small and stay intentional.

You don't need a full makeover, trust is built over time.

Step 1:

Core Elements

Pick your:



Logo



Color palette



Fonts



Photo and editing style

Keep it clean, bold, and in line with your brand's tone.

Step 2:

Consistency

Don't switch styles too often.

Your audience needs time to recognize and connect with your look.

Step 3:

Visual Symbols & Metaphors

Find visual symbols or icons your audience can associate with you.



Example: A feather, a spark, a coffee mug, small details can stick in people's minds.

Step 4:

Test & Adjust

Play around with style ideas.

Track what works:



Engagement levels



Emotional reactions



Story replies and saves

Go with what really connects.

Visuals = First Impressions

Your brand's look comes from:

✓ Logo

✓ Colors

✓ Fonts

✓ Images and graphics

It's your digital handshake, make it count.

What Makes a Brand Memorable?



Your story



Emotional moments



Signature visuals



Being honest and clear

Connection matters more than perfection.

Common Visual Mistakes:

- ⊗ No consistent look
- ⊗ Too much going on
- ⊗ Generic templates
- ⊗ Following trends with no meaning

Keep it real and focused.

How to Know It's Time for a Style Refresh:



Low engagement



No real growth



Brand message feels off

Pay attention to both the numbers and your gut.

Tools to Check Your Brand Look:

- ✓ See how competitors are doing
- ✓ Audience feedback (polls, comments, DM responses)
- ✓ Engagement metrics

Clear, unique visuals are trackable.

Lesson Recap:



You learned **how to build a visual identity that sticks**



Picked up tips for choosing colors, fonts, and images that fit your brand



Got a look at modern **trends that build connection**



And figured out how to make your **Instagram feed do the heavy lifting**

Next up: Creating Expert Content That Builds Trust

See you in Lesson 5! 🚀