

AMYHOWARDSOCIAL.COM

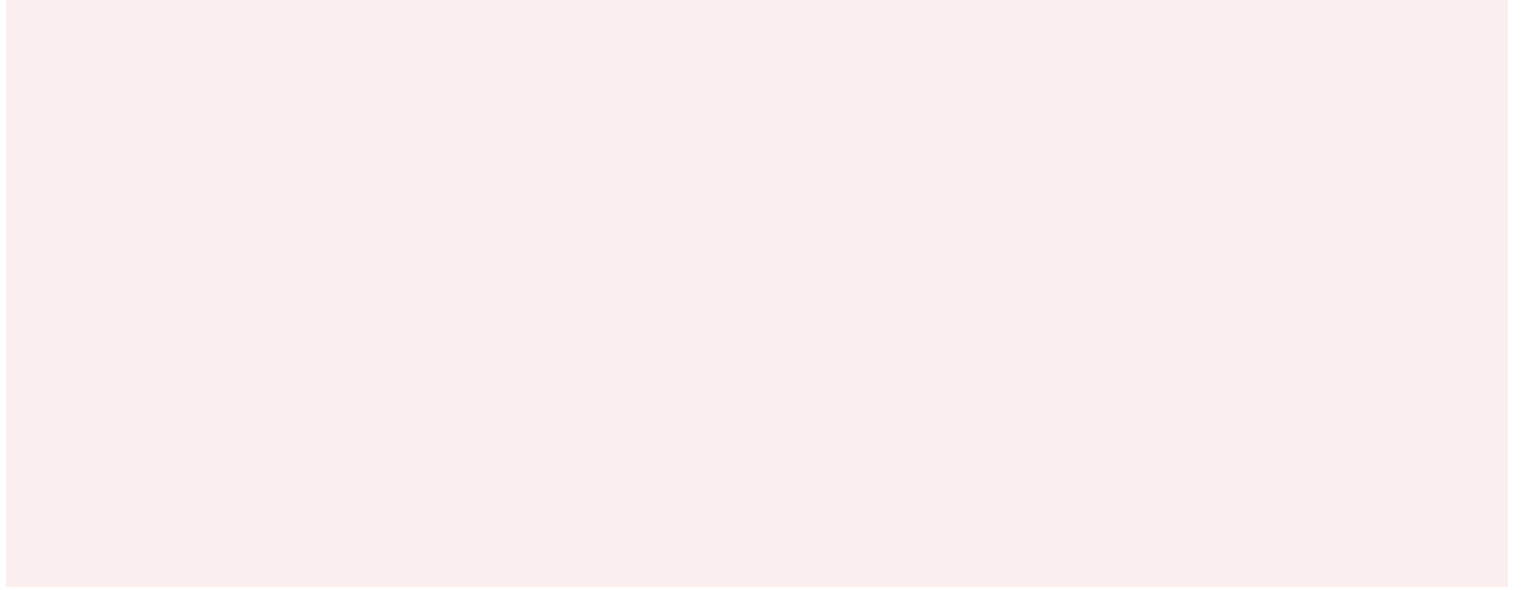
INSTAGRAM STYLE GUIDE

HOW TO CREATE A
COHESIVE INSTAGRAM FEED
OVER AND OVER AGAIN!

Free Worksheet!

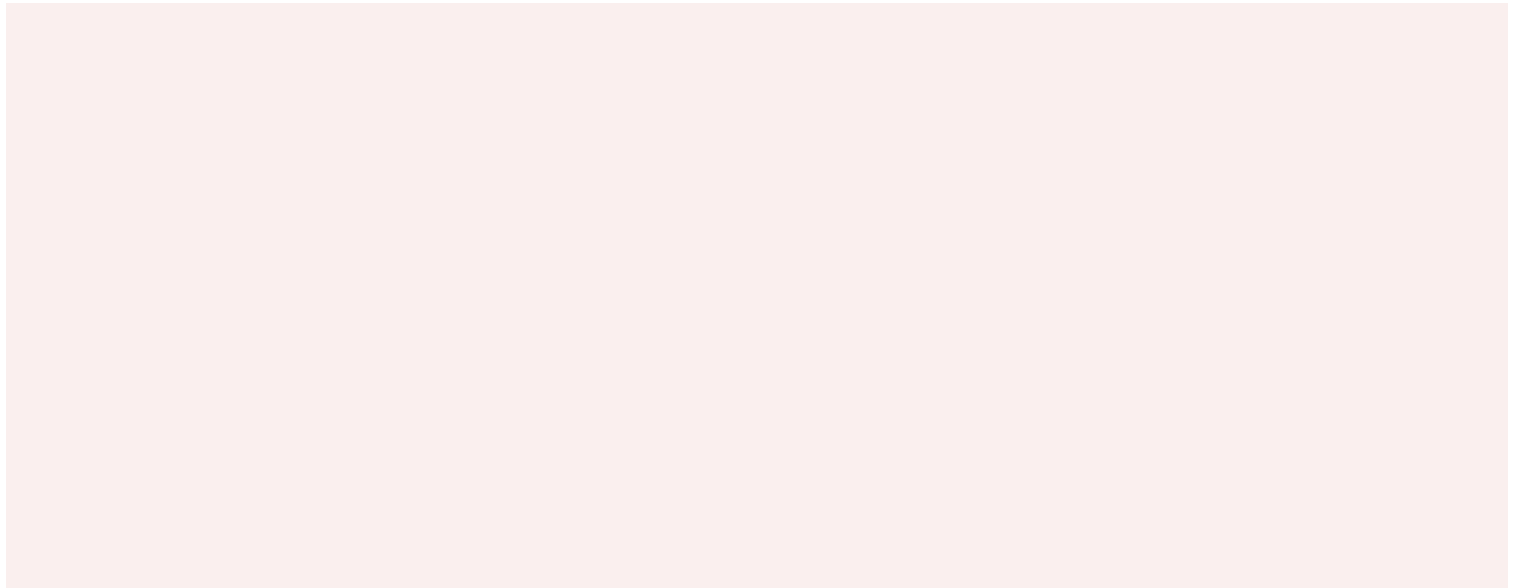
Content

Flatlays, quotes, selfies, nature, behind-the-scenes, etc.



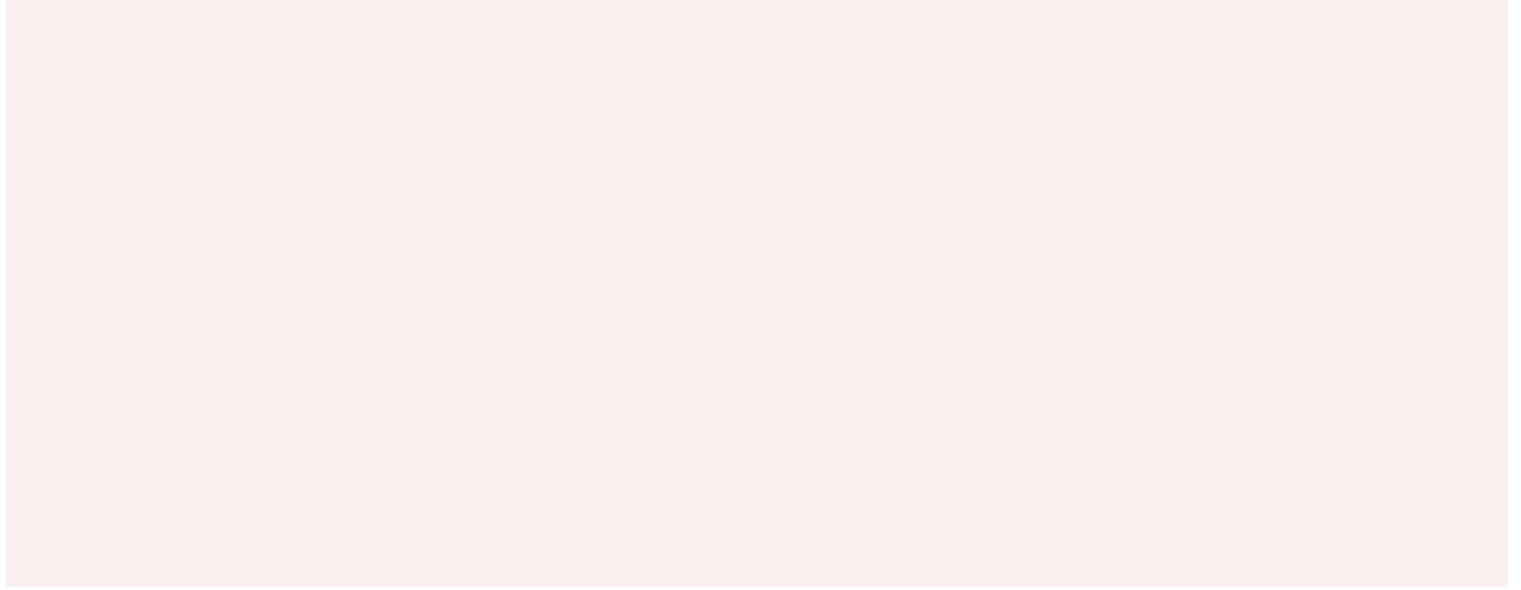
Vibe

Sweet, loud, fun, minimalistic, etc.



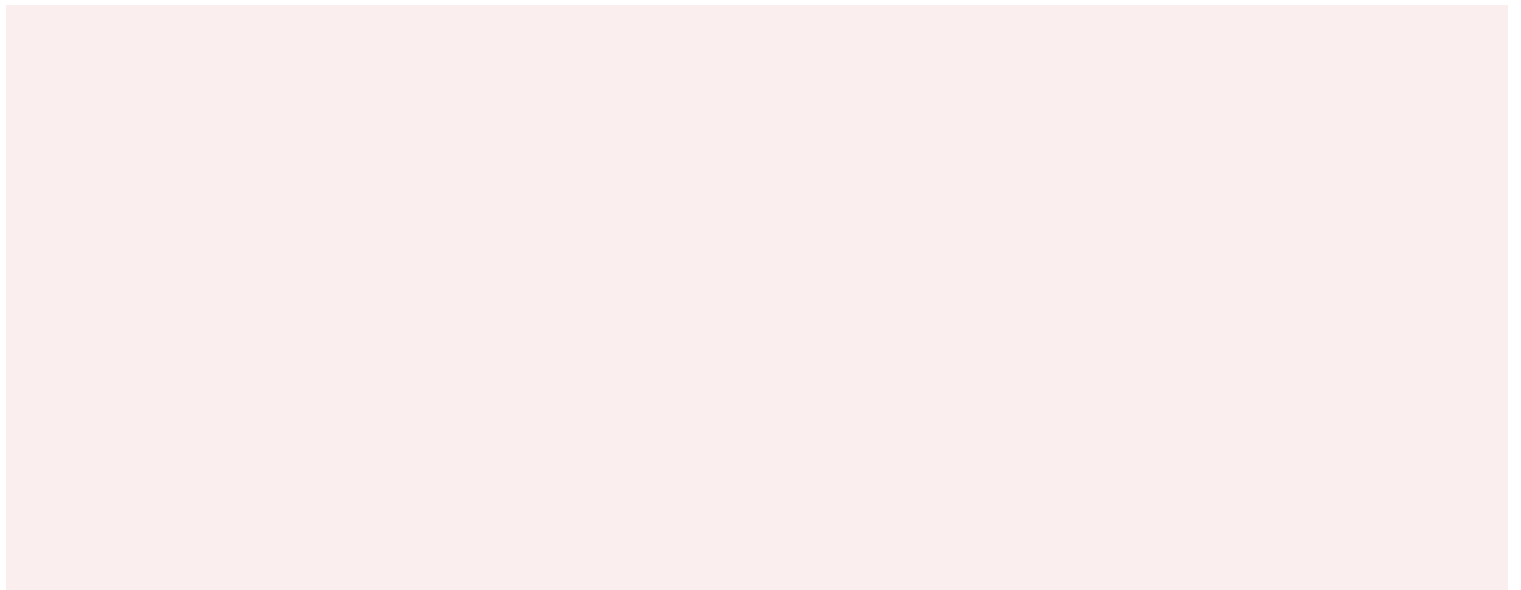
Color Palette

Stick to 2-3 colors or group alike colors in spurts.



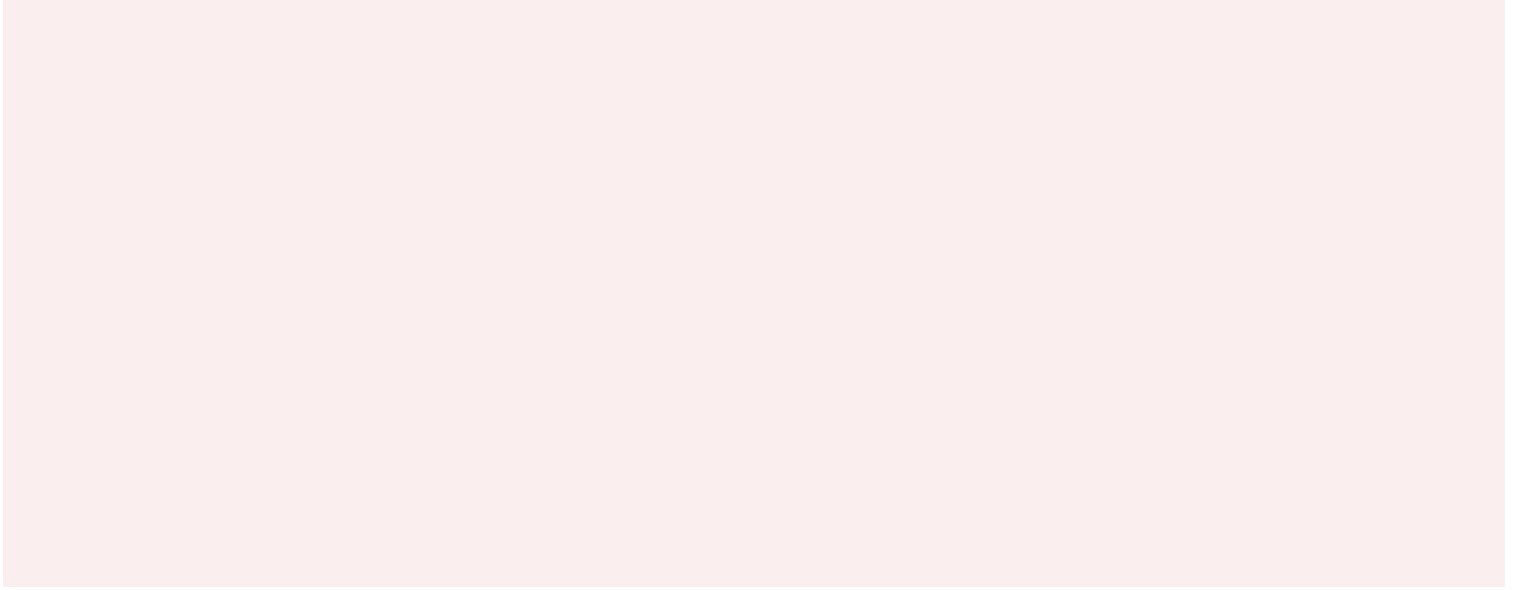
Tell Your Story

Publish posts that are true to your brand, the time of day/season, & continue telling your story.



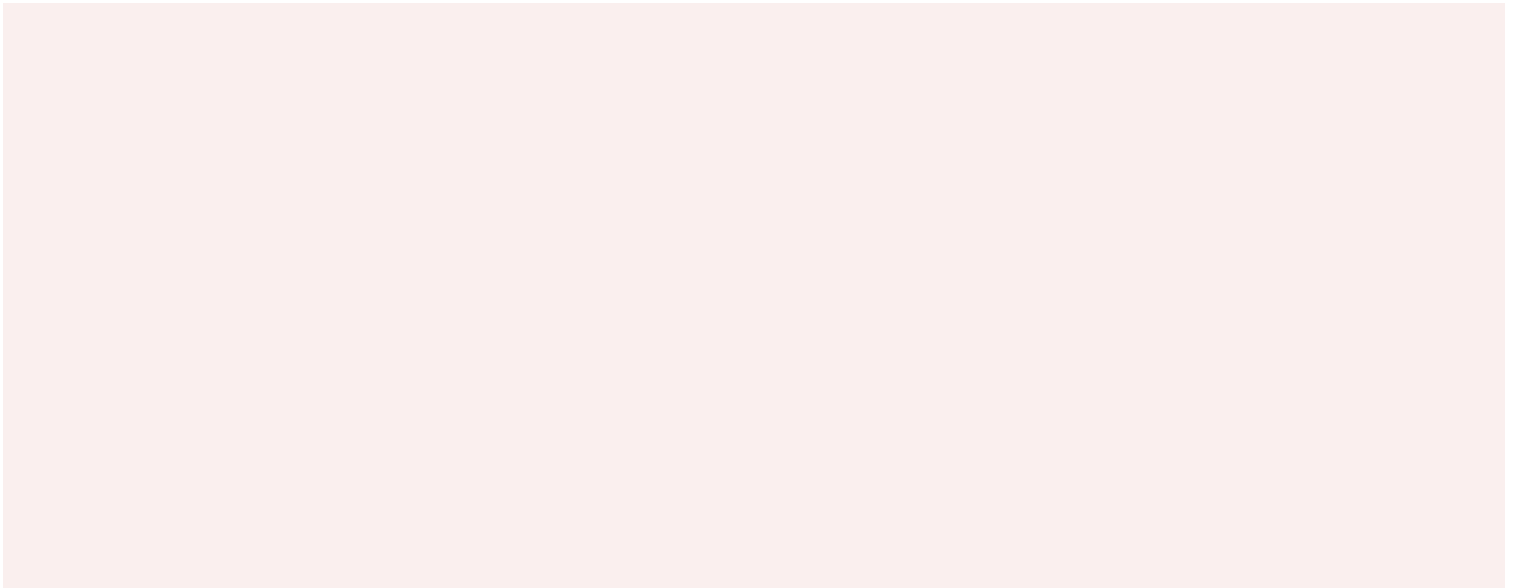
Fonts

Choose a certain font style (font, size, color) and try to stick with it.



Filters

Pick a filter and try to stick with it.



REMEMBER...

A PRETTY
INSTAGRAM IMAGE
WILL MAKE YOU
HIT LIKE -
A PRETTY FEED
WILL MAKE YOU
HIT FOLLOW.

READ MORE HERE:
AMYHOWARDSOCIAL.COM/CREATE-COHESIVE-INSTAGRAM-FEED/