


HOW TO PUSH YOUR

Brand Boundaries

ON INSTAGRAM



We are all looking for opportunities to share our gifts with the World and Instagram is an ideal platform for creatives, makers, and doers to do just that.

With it's heavy focus on visuals, Instagram allows us to communicate in ways that go deeper than words. It gets to the soul of our business and asks "who are you being?"

This worksheet will help you clarify who you are being on Instagram and how you can push the boundaries of how you are representing your brand. By the end, you will be able to take the stress out of wondering what to post next because you will have a fresh take on your signature style.

Belief

When it comes to your brand, this means starting with your belief. This is the basis for why you do what you do.

For example: We believe that when people have a positive transformative experience with the ocean, they are inspired to care for her.

What is your belief?



Values

What 3 to 5 attributes embody your brand beliefs?

Joy	Excellence	Simplicity	Tradition
Connection	Positivity	Innovation	Trends
Quality	Quality	Gratitude	Community
Inspire	Service	Honesty	Friendship
Courage	Humor	Communication	Wisdom
Authenticity	Family	Inclusiveness	Vitality

Visual Vocabulary

What 3 attributes can you use to communicate your values in your images?

Color	Theme
Tone	subject
Texture	Story
Saturation	Topic
Spacing	Mood

Be sure to be hitting on these attributes often.

Remember, this exercise is meant to serve as a roadmap for you to follow not hard pressed rules.

If you need help or want to take your brand message further, email us to schedule a free Discovery Session.

hello@olapicreative.com

Make
something
meaningful!

