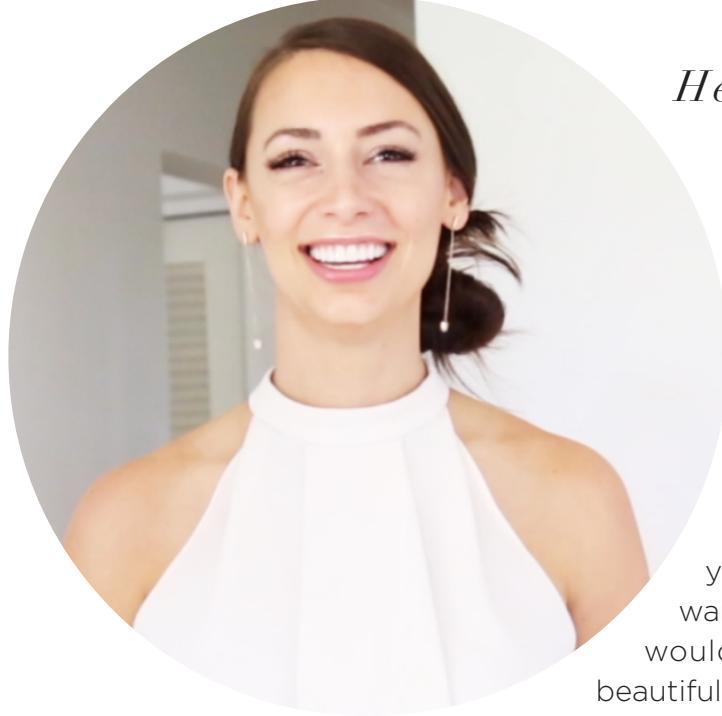


INSTAGRAM

AYOUTS

FOR YOUR BRAND

SARAH DESHAW



Hey there!

I'm Sarah DeShaw. I LOVE to share all the things that have made my business and life better, like minimalism, mindset, marketing, how to DIY gorgeous photos for your brand and *more!*

My hope in sharing all this great stuff with you is that you'll walk away with something that will help you live in alignment with the life you want most (and that your business would be as profitable, impactful & beautiful as you're imagining it could be)!

I'm excited to share my 6 favorite Instagram layouts with you! Creating amazing Instagram layouts that stay true to your brand not only help your aesthetic, but they give your brand a polished, professional look that potential followers love. Adding a layout to my feed helped me have a clear vision of what I should post next; I hope they'll help you too!

Enjoy!

A handwritten signature in black ink that reads "Sarah".

INSTAGRAM | [@SARAHDESHAW](https://www.instagram.com/@sarahdeshaw)
YOUTUBE | [YOUTUBE.COM/SARAHDESHAW](https://www.youtube.com/sarahdeshaw)
WEB | [WWW.SARAHDESHAW.COM](https://www.sarahdeshaw.com)

What is an Instagram Layout?

An Instagram layout is a methodical way your photos are displayed to create a stylized look to your Instagram grid. Combined with a clear brand aesthetic, an Instagram layout can help give your brand a sense of credibility + professionalism.

But first...

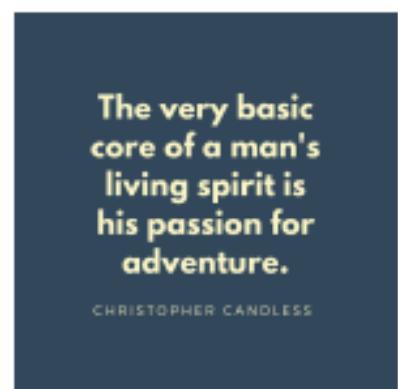
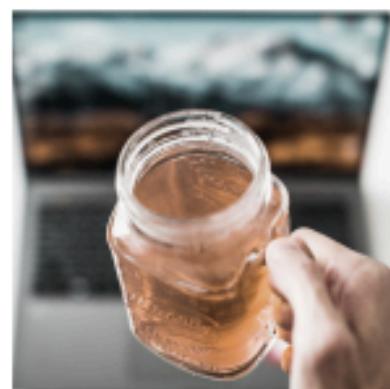
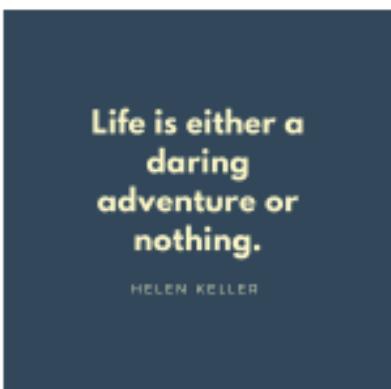
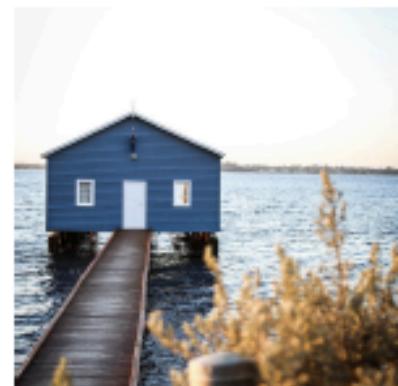
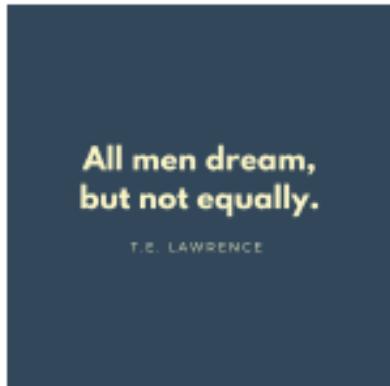
The ONE must-have aesthetic that every single brand should have regardless on if they have a layout or not is a strong, consistent color theme. In the examples I'll share with you in the following pages, you'll notice each layout has a clear color theme.

If you want my tips and ideas on how to pick the right color theme for your brand, check out my blog post and YouTube video on choosing a color theme [here](#).

If you want to take your brand further, you'll want to go the extra mile and find a layout that works for your brand. As we go through these examples, try to imagine them with your brand's colors and your brand's style of graphics or photography. This will help you choose which layout is going to work best for you.

Okay. Let's get to it!

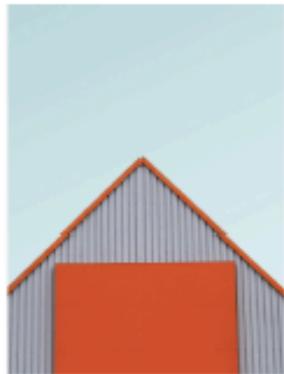
CHECKERBOARD LAYOUT



To create this look, you'll need to choose two distinct post styles that align with your brand's aesthetic. Once you have your two distinct styles, every other post should be in each of the styles. In the example above, the pattern goes: photo, quote, photo, quote, photo (and so on).

One important thing to note is that you don't have to include quotes to use this Instagram layout. You could just choose to use two distinct photography styles, or even two distinct graphic styles. Apps like [Unum](#) and [Planoly](#), can help you arrange your posts in a checkerboard fashion before you post them.

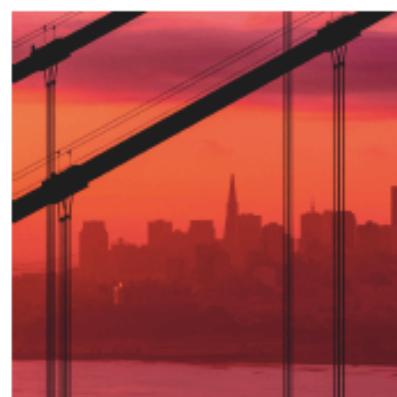
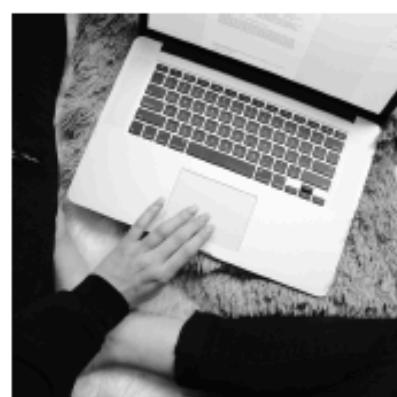
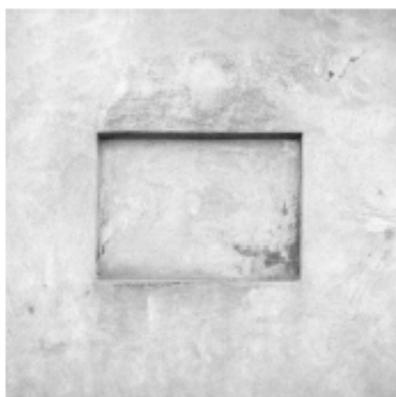
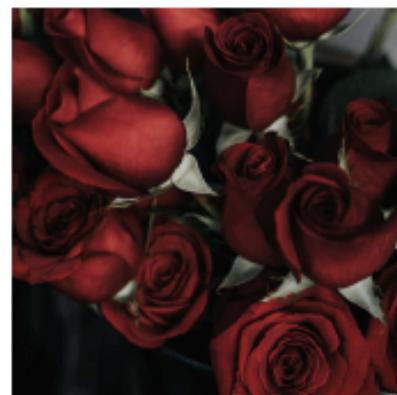
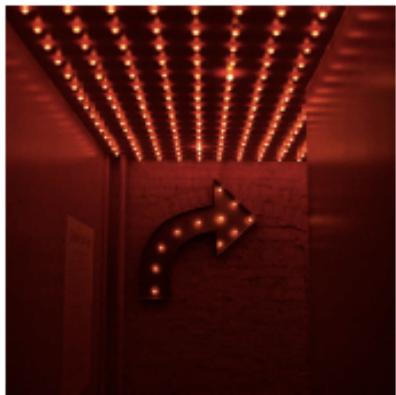
COLLAGE LAYOUT



To create this look, you'll need two distinct border styles: one that crops your photos horizontally with a white background, and one that crops your photos vertically with a white background.

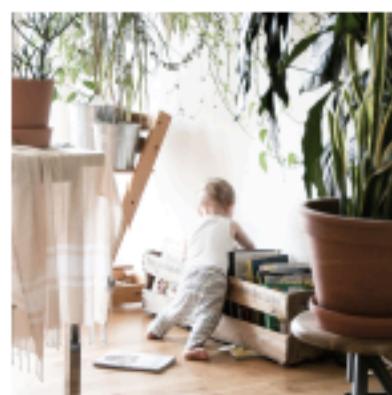
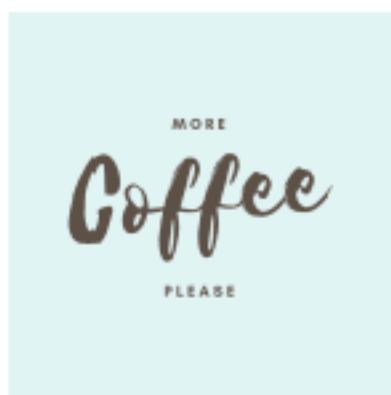
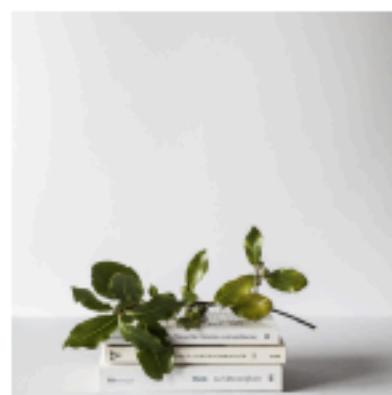
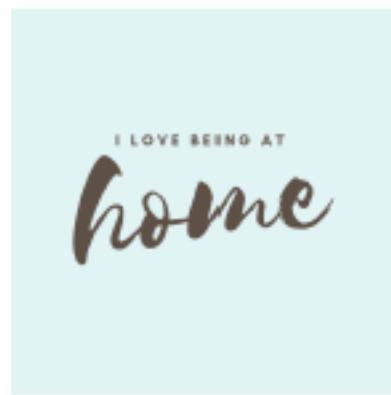
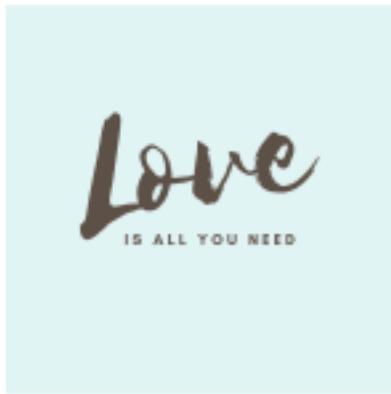
If you choose to use this layout, it's really important to keep the 2 border styles each consistently the same size. Because of this, I like using [Canva's](#) free online design software to set up templates with each crop style. Once you set up and use your templates, download the finished photos from Canva and use apps like [Unum](#) and [Planoly](#) to arrange your photos in a pattern of horizontal, vertical, horizontal, vertical (and so on) prior to posting.

HORIZONTAL LINES LAYOUT



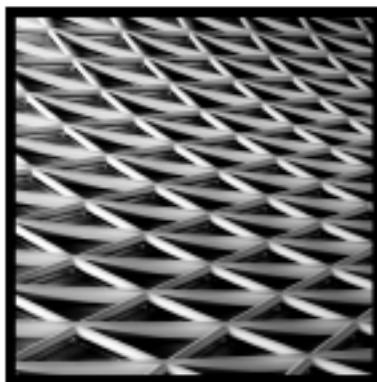
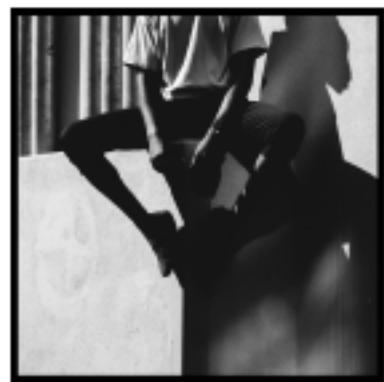
To create this layout, you'll need at least 2 distinct post styles (though, you could do more if you wish), and you'll need to use a feed planning app like [Unum](#) or [Planoly](#) to drop your photos in and rearrange them to create a style with horizontal lines. This is a fairly quick and easy layout to do.

VERTICAL LINES LAYOUT



To create this look, you'll need 2 or more distinct post styles, and a feed planning app like [Unum](#) or [Planoly](#). Drop your photos into whichever app you choose, and drag and drop to create a style with vertical lines.

B O R D E R L A Y O U T



To create this look, you'll need to select a border style and color that aligns with your brand's aesthetic. Then, you'll need to find an app like [Instasize](#), [PicFrame](#) or [Lighto](#) that will help you add your desired border before posting. It's really important that you use a consistent border color and size to make this theme look as clean cut and professional as possible.

SHAPE LAYOUT



To create this super memorable look, pick a shape that aligns with your brand's aesthetic. The feed in the example is basketball themed, so it's only fitting that the shape picked here is a circle (like a basketball).

Once you've picked a shape that aligns with your brand, use an app like [Lighto](#) or [Picsart](#) to help you cut your photo into your desired shape before posting. I typically recommend keeping a white background for this Instagram theme to keep it from becoming too busy and cluttered. But, if you have an on-brand reason to do otherwise, go for it!

Take Action!

With these six layout options combined with your brand's color theme and all your content, you can create endless, on-brand layouts. So, what's next?! Download the apps that correspond with the looks you like most and experiment with it!

If you liked this resource, be sure to subscribe to my newsletter to get access to my library of FREE resources for entrepreneurs (and first access to any new free content I create!) at this link: <http://www.sarahdeshaw.com/free-resources>

And, I'd love if you'd find me on Instagram + check out my YouTube videos. If you want to connect via email, head to my website and fill out the contact form.

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