



# Designing Instagram Visual Content Templates to Strengthen Brand Identity

Jonathan Pehulisa Marbun<sup>1\*</sup>, Siti Aisyah<sup>2</sup>, Elwinda Triana Harefa<sup>3</sup>, Khairunnisa Nasution<sup>4</sup>, Mitha Sehati Lubis<sup>5</sup>, Sarah Kyela Natofa Situmorang<sup>6</sup>

<sup>1, 3, 4, 5, 6</sup> Desain Grafis, Politeknik Negeri Media Kreatif, Indonesia

<sup>2</sup> Teknik Grafika, Politeknik Negeri Media Kreatif, Indonesia

## ARTICLE INFO

### Article history:

Received February 26, 2026

Revised April 24, 2021

Accepted May 30, 2021

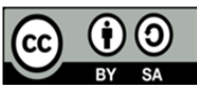
Available online July 03, 2026

### Kata Kunci:

Desain konten visual, Instagram, Brand identity, Digital marketing, Strategi komunikasi visual

### Keywords:

Visual content design, Instagram, Brand identity, Digital marketing, Visual communication strategy



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2026 by Author.  
Published by Politeknik Negeri Media Kreatif

## ABSTRAK

Perkembangan teknologi informasi dan komunikasi telah mendorong transformasi signifikan dalam strategi pemasaran, di mana media sosial, khususnya Instagram, menjadi salah satu platform utama dalam membangun identitas merek (brand identity). Penelitian ini bertujuan untuk mengkaji perancangan desain template konten visual Instagram yang berperan dalam memperkuat citra dan karakter merek di ruang digital. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode literature review untuk memperoleh pemahaman komprehensif mengenai strategi desain konten visual. Hasil kajian menunjukkan bahwa perancangan konten visual yang efektif memerlukan konsistensi dalam penggunaan elemen-elemen desain seperti warna, tipografi, tata letak, serta tone komunikasi. Selain itu, enam langkah utama dalam penyusunan konten dilakukan mulai dari pemilihan tema, strategi konversi, hingga pengukuran hasil. Kesimpulannya, penerapan desain template konten visual yang konsisten dan strategis mampu memperkuat identitas merek, meningkatkan kepercayaan konsumen, serta memperluas jangkauan pemasaran di era digital.

## ABSTRACT

The development of information and communication technology has driven a significant transformation in marketing strategies, with social media, particularly Instagram emerging as one of the main platforms for building brand identity. This study aims to examine the design of Instagram visual content templates that play a role in strengthening brand image and character in the digital space. Using a qualitative descriptive approach and a literature review method, this research seeks to provide a comprehensive understanding of visual content design strategies. The findings indicate that effective visual content design requires consistency in the use of design elements such as color, typography, layout, and communication tone. Furthermore, six key steps are essential in content development, starting from theme selection, content conversion strategies, to performance evaluation. In conclusion, the application of consistent and strategic visual content template design can strengthen brand identity, enhance consumer trust, and expand marketing reach in the digital era.

## 1. INTRODUCTION

The development of information technology encourages humans to continue innovating in conducting business activities. In the past, marketing methods were still traditional, but now various new forms of media have emerged, such as television, the internet, and social media. The presence of these new media indicates a shift towards a digital, networked, and computer-based system as a result of advances in information and communication technology (Prasetyo & Wulandari, 2023).

The rapid growth of Instagram as a digital marketing platform has encouraged businesses to use visual content as a strategy to strengthen brand identity. Previous studies have discussed social media branding, visual communication, and digital marketing strategies separately. However,

\*Corresponding author

E-mail addresses: [joepehulisa@email.com](mailto:joepehulisa@email.com)

previous studies have not specifically explored how consistent Instagram visual content template design integrates visual communication elements to build a sustainable and recognizable brand identity. This indicates a research gap in understanding the relationship between template consistency, audience perception, and digital engagement. Therefore, the research problem in this study is how visual content templates can effectively strengthen brand identity on Instagram. The research question focuses on how visual elements such as color, typography, layout, and communication tone influence audience recognition and trust. The novelty of this study lies in integrating visual communication consistency with Instagram template design as a strategic branding approach in digital marketing.

Branding plays a very important role in product marketing activities because it serves as a representation of the quality and trust offered. Through branding, companies can build a positive image so that the products being marketed are easily recognized and remembered by the target market. This strategy not only helps strengthen the product's identity in the minds of consumers, but also fosters a sense of familiarity and trust in the brand (Nurpadila & Sulaeman, 2023).

The development of social media has placed companies in an increasingly challenging position in maintaining and strengthening their brand identity (Assa'ady et al., 2024). Branding strategies must be adapted to trends developing on social media as one of the main platforms for digital marketing. Increasingly fierce competition in the digital space is pushing companies to maintain branding consistency while attracting consumer attention, and companies need to maintain consistency and authenticity in their brand image so as not to lose direction in the flow of viral content that is short-lived (Fauziah et al., 2024).

Visual content design does not only focus on conveying information through Instagram feeds, but can also utilize Instastories features so that users can access content more easily and interactively (Ashari & Patria, 2021). Attractive visual design plays an important role in helping audiences recognize, remember, and promote a brand more effectively. However, building a strong brand identity cannot be achieved instantly. The process requires a long time, high commitment, as well as consistency and a comprehensive approach in every element of design and visual communication.

Although previous studies have discussed Instagram as a digital marketing platform and branding medium, limited research specifically examines how consistent visual content template design strengthens brand identity through integrated visual communication elements. Existing studies tend to focus separately on social media promotion or branding strategies without critically analyzing the role of template consistency in audience perception and engagement. Therefore, this study addresses the gap by investigating how visual elements such as color, typography, layout, and communication tone contribute to a coherent brand identity on Instagram. This research also formulates the question of how strategic visual template design can enhance brand recognition, audience trust, and digital engagement effectively

This study aims to examine the design of visual content templates that are able to consistently represent brand values, characteristics, and image on the Instagram social media platform. Through a focused and strategic design approach, this study aims to examine how the combination of visuals and narratives through content templates can strengthen brand identity and increase audience appeal, engagement, and trust in the brand.

## 2. METHOD

This study employed a qualitative descriptive approach using a Systematic Literature Review (SLR) method to obtain a comprehensive understanding of Instagram visual content template design in strengthening brand identity. The use of the SLR approach was intended to ensure a more systematic, transparent, and rigorous review process compared to a conventional literature review. The study focused on identifying, analyzing, and synthesizing findings from previous studies related to visual communication strategies, Instagram marketing, branding consistency, and digital engagement.

The literature search process was conducted using several academic databases, including Google Scholar, and Garuda. These databases were selected because they provide relevant and credible scholarly publications related to digital marketing, social media branding, and visual communication. The search process used several keywords and combinations of keywords, such as "Instagram visual content," "brand identity," "visual communication strategy," "social media branding," "Instagram marketing," and "content template design." Boolean operators such as AND and OR were also applied to refine the search results and improve the relevance of the collected studies.

The inclusion criteria in this study consisted of: (1) articles discussing Instagram, branding, visual communication, or digital marketing; (2) articles published in peer-reviewed journals; (3)

articles published between 2022 and 2025 to ensure the relevance of recent digital marketing developments; and (4) articles written in English or Indonesian. Meanwhile, the exclusion criteria included duplicated articles, non-scientific publications, conference abstracts without full papers, and studies that did not specifically discuss visual branding or Instagram content strategies.

The initial search process identified approximately 35 articles from various databases. After the screening stage based on titles, abstracts, and relevance to the research topic, 27 articles were selected for further review. Subsequently, a full-text evaluation was conducted to assess methodological relevance and conceptual contribution, resulting in 22 articles being included in the final analysis. The article selection process followed procedure consisting of identification, screening, eligibility assessment, and inclusion stages to ensure transparency and reliability in the review process.

Data analysis in this study used thematic synthesis techniques. The selected articles were analyzed systematically by identifying recurring themes, concepts, and patterns related to Instagram visual content strategies and brand identity development. The analysis process consisted of several stages. First, all selected studies were carefully reviewed to identify important findings and conceptual similarities. Second, the studies were categorized into several thematic groups, including visual consistency, typography and color usage, audience engagement, content strategy, and digital branding effectiveness. Third, the findings from different studies were compared and synthesized to identify dominant trends, similarities, differences, and research gaps.

The thematic synthesis approach enabled the researcher to critically evaluate how visual content templates contribute to audience perception, brand recognition, and engagement on Instagram. In addition, this approach provided a deeper analytical understanding of how consistency in visual communication elements influences brand identity in digital environments. The findings obtained from the analysis were then interpreted comprehensively and used as the basis for drawing conclusions regarding effective Instagram visual content template strategies for strengthening brand identity.

By applying a systematic literature review procedure and thematic synthesis analysis, this study provides a more rigorous methodological framework and contributes to the development of digital branding and visual communication studies, particularly in the context of Instagram-based marketing strategies.

### **3. RESULT AND DISCUSSION**

#### **Result**

##### **Content Design Strategy**

Advances in digital marketing are crucial for determining brand identity strategies on social media, requiring visual designs to strengthen brand identity (Hastowo & Sinduwiatmo, 2025). When designing content to build an identity, there are six main steps that are interrelated and play an important role in achieving effective communication goals. These six steps include theme selection, content conversion strategy, editorial calendar planning, creation of shareable content, collection of feedback from posts, and measurement of the success rate of marketing strategies (Nurpadila & Sulaeman, 2023). At the theme selection stage, internal analysis is needed to find strengths or differentiators, as well as external analysis to understand market needs. Content can then be categorized into four types: content to avoid, competitive content, opportunity content, and focus content.

The main objective of this strategy is to attract new customers while retaining existing customers so that they remain loyal to the products or services offered. The biggest challenge in creating content is ensuring that it can be shared by the audience, as this will expand its reach and strengthen relationships with consumers (Husna, Mala, & Sutantri, 2024). The use of objective persuasive language and highlighting the advantages of the product over competitors are effective strategies for attracting the audience's attention.

Therefore, all content must be presented in a digital format that is easy to share across various social media platforms. The success of a piece of content is then measured by the extent to which it contributes to increased sales, brand awareness, and consumer engagement that drives sustainable business growth (Dewi, Dewi, & Putraka, 2022).



**Figure 1.** Content Design

On the Instagram account @mitaragift\_, the content design strategy focuses on creating visual material that is attractive, consistent, and easily recognizable by the audience. Each post uses bright colors, neat graphic elements, and a uniform layout to create a strong visual identity. The use of illustrative models, such as figures showing expressions, aims to help build emotional closeness with potential customers. The content is also composed with direct, persuasive, and benefit-oriented messages, such as interactive questions, product offers, and invitations to place orders.

In addition, the content on the account is designed to be easily shared on social media, deliberately created with a visual format that is proportional, informative, and relevant to the audience's needs. Each post highlights the product's advantages, such as gift personalization, theme flexibility, and aesthetic final appearance, so that it can be more attractive than competitors. The presentation of content in the form of high-quality product photos, simple posters, and short messages makes the audience more interested in interacting, whether in the form of likes, comments, or shares to others.

### **Brand Identity through the Instagram Platform**

Social media, especially Instagram, plays a very important role in digital marketing strategies for businesses to introduce, market, and build brand identity. This role is becoming increasingly significant with the rise in internet usage and the rapid growth of various social media platforms. Through digital media, the relationship between businesses and customers is no longer one-way, but has evolved into an interactive space where consumers can communicate directly with brands. Instagram, as one of the most popular visual-based platforms, provides great opportunities for businesses to build emotional closeness with their audience through various features such as stories, reels, and feeds that are attractive and interactive (Hawa, Harto, & Pramuditha, 2023).

The term "Instagram" comes from a combination of two words, namely "instant" or 'insta' and "gram." The word "insta" refers to the concept of speed and ease, like a Polaroid camera, which is known for its ability to produce photos instantly. This is in line with Instagram's function, which allows users to take, edit, and share photos directly. Meanwhile, the word "gram" is derived from the word "telegram," which was used in the past to send messages or information quickly to others. The name "Instagram" describes a platform that combines the speed of sharing information and visuals instantly through digital media (Irsandi & Sulthon, 2024).

By implementing a consistent visual communication strategy in content design and actively interacting with followers, a brand can build a strong and recognizable identity. Effective branding not only serves as a promotional tool, but also shapes culture and creates user engagement in a broader digital ecosystem. By utilizing Instagram as a marketing social media platform, information can be conveyed in an interesting and interactive way to the public. This aims to ensure that the content presented not only attracts attention, but also provides knowledge and added value to the audience who sees or reads it.

## **Discussion**

### **Instagram Content Visual Design**

The design of Instagram visual content templates to strengthen brand identity stems from the need for brand image consistency in an increasingly competitive digital space (Hikmatullah, Soegiarto, Sari, Rosalina, & Imsa, 2025). Instagram, as a visual-based social media platform, is an effective medium for communicating brand values through a combination of graphic design, product photography, typography, and harmonious color schemes (Ashari & Patria, 2021). The design of visual content templates is based on the brand positioning that is to be displayed, namely an

exclusive, elegant image with authentic value. The main concept is formulated as a visual message that describes the brand's character and serves to foster the perception that the product has its own meaning and identity (Fajrina & Pramesti, 2023).

The process of developing content for digital promotion begins with the formulation of a well-thought-out strategy to ensure that the message conveyed is in line with marketing objectives (Yunita, Widad, Diah, & Farla, 2021). The next step is to search for various content references as a reference in determining the visual style, tone of communication, and creative ideas that are relevant to the target audience. After that, a brief or editorial plan is compiled, containing guidelines on the concept, publication schedule, and direction of content communication. The final stage of this process is content creation, which includes visual design, writing promotional messages, and adjusting the format for the various digital platforms that will be used.

The branding process involves communication activities, such as designing and building a brand through elements such as logos, color combinations, symbols, typography, and slogans (Zai, 2025). In order for educational content design on Instagram to use consistent colors, elements, fonts, and visuals, a visual design guideline is needed (Putri & Ardiansah, 2024). Color elements in template design play an important role in strengthening brand identity. The selection of color palettes is based on the psychological meaning and cultural associations that are to be conveyed (Ashari & Patria, 2021).

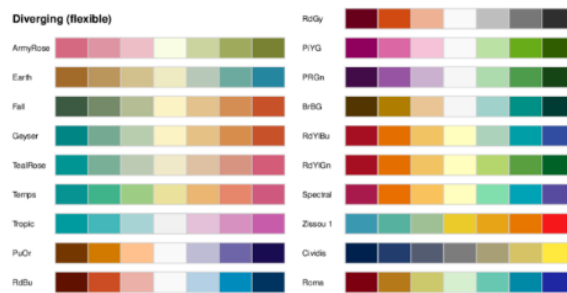
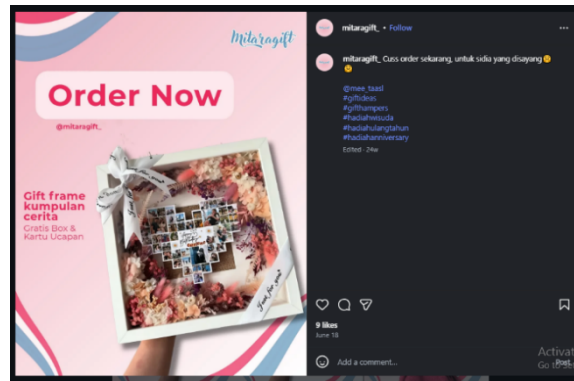


Figure 2. Color

Typography is used not only for text, but also as an aesthetic element that reinforces brand personality. Fonts such as Montserrat and Garamond are chosen for their high legibility and professional feel, while decorative fonts such as Rebeque or Clathyn Keith are used selectively to add character and visual dynamics. The combination of fonts creates a clear information hierarchy and draws the audience's attention to the main message.

After creating visual content that is in line with the brand's values and image, in the feed section, the design can be arranged thematically in rows with complementary visual compositions. The first row can display the campaign message or tagline, followed by the next row containing documentation of the production process, product catalog, inspirational quotes, and consumer lifestyle portraits. Creative content that deviates from the essence of the brand can cause confusion or even worsen the brand's image. Therefore, every piece of content created must go through a careful screening process and be tested for brand consistency. By adopting the right creative content strategy, brands can create an engaging and meaningful experience for social media users (Fani et al., 2024).

Through its application on the @mitaragift\_ account, it can be seen that the visual template used is designed to strengthen brand identity through consistency in graphic style, color, and aesthetic product presentation. In the example below, the use of a pastel color palette such as pink, blue, and cream reflects a soft, personal, and emotional brand image, in line with the positioning of meaningful and exclusive gift products. The typography used is highly legible, with a combination of modern sans-serif fonts for the main text and decorative fonts for supporting elements, providing a balance between professionalism and personal character. The neat layout, proportional visual space, and use of curved graphic elements reinforce an elegant impression while remaining audience-friendly.



**Figure 3.** Content Template

The design is created not only to attract visual attention, but also to convey a clear promotional message through the “Order Now” call to action, highlighting product features such as the storybook gift frame, and adding value elements such as a free box and greeting card. The selection of prominent product visuals is also displayed in a realistic angle with good lighting so that the quality and aesthetics of the product are the main points. In addition, the presence of brand identity such as the @mitaragift logo at the top shows that each content has consistent visual design guidelines.

The findings indicate that Instagram visual content design is not merely an aesthetic activity, but also a strategic communication process that shapes audience perception toward a brand. Consistency in visual elements such as color palettes, typography, layout, and graphic style creates a recognizable visual identity that differentiates the brand from competitors in the digital marketplace. The use of pastel colors and elegant layouts on the @mitaragift\_ account reflects emotional branding strategies that emphasize warmth, personalization, and exclusivity, allowing audiences to develop stronger emotional connections with the brand.

Furthermore, the integration of persuasive messages, attractive product visualization, and clear call-to-action elements demonstrates that visual content functions not only to capture attention but also to influence consumer trust and purchasing intention. This finding confirms that well-structured visual communication can increase audience engagement and strengthen brand recall. In the context of digital marketing, audiences tend to respond more positively to brands that present consistent and meaningful visual experiences. Therefore, strategic visual template design can be considered an important factor in building sustainable brand identity and maintaining brand competitiveness in increasingly dynamic social media environments

#### 4. CONCLUSION

Based on the results of the discussion, the design of Instagram visual content templates plays an important role in strengthening brand identity in the digital age. An effective content design strategy depends not only on attractive visuals, but also on consistency of communication, clarity of message, and relevance to market needs. This design process involves various stages, from theme analysis and content strategy development to evaluating success through feedback and performance measurement. As a visual-based platform, Instagram provides brands with a great opportunity to interact directly with their audience and build stronger emotional connections. Through a design approach that aligns with the brand's character, companies can instill a positive image, increase brand awareness, and expand their market reach in a sustainable manner.

Consistency is required in the application of visual elements such as color, typography, layout, and tone. All uploaded content should follow established design guidelines to avoid brand image inconsistencies in the eyes of the audience. In addition, businesses are advised to continue innovating in utilizing Instagram features, such as stories, reels, and live sessions, to create more dynamic interactions that are relevant to user trends. Regular evaluation of content performance is also important so that visual communication strategies can be adjusted to changes in consumer behavior and developments in the digital market. In this way, brands can maintain their relevance while strengthening their position in the digital space.

The results of this study also indicate that visual consistency on Instagram contributes not only to aesthetic appeal but also to the formation of long-term consumer perception and emotional attachment toward a brand. A well-structured visual template helps audiences recognize brand characteristics more easily and creates a stronger sense of trust in digital interactions. In increasingly competitive social media environments, brands that consistently communicate their identity through visual elements are more likely to maintain audience engagement and loyalty. Therefore, strategic visual content design should be viewed as an essential component of digital branding that supports sustainable business growth, strengthens market positioning, and enhances brand competitiveness in the evolving digital era.

## 5. REFERENCES

- Ashari, N. A., & Patria, A. S. (2021). Perancangan Konten Visual Instagram Tenun Ikat “Paradila” Lamongan. *Desain Komunikasi Visual Manajemen Desain Dan Periklanan (Demandia)*, 6(2), 237. <https://doi.org/10.25124/demandia.v6i2.3082>
- Dewi, G. A. N. S. K. P., Dewi, A. K., & Putraka, A. N. A. (2022). Strategi Dan Penerapan Desain Konten Marketing Di Instagram Sebagai Brand Awareness Jealous Beauty Solution. *VISWA DESIGN: Journal of Design*, 2(1), 15–24. <https://doi.org/10.59997/vide.v2i1.1584>
- Fajrina, N., & Pramesti, R. D. (2023). Peran Elemen Visual Sebagai Strategi Komunikasi Pemasaran Pada Kemasan Produk. *Jurnal Ilmu Komputer Dan Desain Komunikasi Visual*, 8(2), 322–332.
- Fani, M. A. A. H. M., Daulay, A. N., & Harianto, B. (2024). Strategi Konten Kreatif Dalam Membentuk Citra Merek Di Media Sosial. *Ganaya: Jurnal Ilmu Sosial Dan Humaniora*, 7(3), 307–318. <https://doi.org/10.37329/ganaya.v7i3.3467>
- Fauziah, R. G. M., Santoso, H., Saleh, A., Maharani, K. Z., Manisya, N., & Saleh, A. (2024). Strategi Pembuatan Konten Video Instagram @Amorphotoworks Dalam Mempertahankan. *CITIZEN: Jurnal Ilmiah Multidisiplin Indonesia*, 4(4), 255–265. <https://doi.org/10.53866/jjimi.v4i4.629>
- Hastowo, K. W., & Sinduwiatmo, K. (2025). Brand Identity and Visual Communication in Instagram Content @Course\_Net: Identitas Merek dan Komunikasi Visual dalam Konten Instagram @Course\_Net. *House of Wisdom: Journal on Library and Information Sciences*, 2(4), 1–17.
- Hawa, N. A., Harto, B., & Pramuditha, P. (2023). Efektifitas komunikasi pemasaran bisnis umkm melalui fitur reels instagram. *KOMVERSAL: JURNAL KOMUNIKASI UNIVERSAL*, 5(1), 40–51. <https://doi.org/10.38204/komversal.v5i1.1204>
- Hikmatullah, H., Soegiarto, A., Sari, W. P., Rosalina, I. F., & Imsa, M. A. (2025). Strategi Copywriting dalam Membentuk Brand Identity pada Konten Instagram @izincoind. *Jurnal Komputer, Informasi Dan Teknologi*, 5(1), 1–10. <https://doi.org/10.53697/jkomitek.v5i1.2544>
- Husna, N. K., Mala, I. K., & Sutantri. (2024). STRATEGI PEMASARAN KONTEN DALAM MENINGKATKAN INTERAKSI KONSUMEN DI MEDIA SOSIAL. *Jurnal Ekonomika Manajemen, Akuntansi Dan Perbankan Syari'ah*, 12(2), 21–31.
- Irsandi, M. F., & Sulthon, M. Z. (2024). Dampak Penggunaan Instagram Terhadap Bisnis dan Sebaran Informasi. *SINTAMA: Jurnal Sistem Informasi, Akuntansi Dan Manajemen*, 4(2), 271–282.
- Nurpadila, A., & Sulaeman, E. (2023). Strategi Komunikasi Pemasaran Untuk Membangun Brand Image Melalui Sosial Media Instagram. *INNOVATIVE: Journal Of Social Science Research*, 3(3), 6297–6305. <https://doi.org/10.31537/jembe.v1i1.1272>
- Prasetyo, A. N., & Wulandari, A. (2023). Perancangan Social Media Marketing Umkm Silaq Da-Lam Membentuk Brand Identity. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 6(1), 18–28. <https://doi.org/10.62144/jikq.v6i1.213>
- Putri, I. K., & Ardiansah, I. (2024). Visual guideline media sosial Instagram untuk penerapan elemen identitas yang konsisten. *Jurnal Desain*, 11(3), 630. <https://doi.org/10.30998/jd.v11i3.20244>
- Sakina, F., & Aslami, N. (2022). Pemanfaatan Instagram Sebagai Social Media Marketing Terhadap Brand Equity. *Journal of Social Research*, 1(3), 178–184. <https://doi.org/10.55324/josr.v1i3.36>
- Yunita, D., Widad, A., Diah, Y. M., & Farla, W. (2021). Pembuatan Content Marketing sebagai Strategi Menumbuhkan Brand Awareness bagi Pelaku Usaha di Era Pandemi Covid-19. *Sricommerce: Journal of Sriwijaya Community Services*, 2(2), 89–96.
- Zai, K. T. (2025). Perancangan Visual Branding Desa Wisata Bawomataluo. *JURNAL VISUAL IDEAS*, 5(1), 1–12.