

Instagram Post Template Pack

Six proven 1:1 post layouts. Recreate each frame in Canva or Figma at 1080×1080 px, drop in your brand colors, and post.

1. THE BOLD STATEMENT

One short, contrarian sentence in giant type. Logo bottom-right. Nothing else.

2. THE LISTICLE COVER

Number + promise (“5 hooks that stop the scroll”). Arrow cue to swipe.

3. THE BEFORE / AFTER

Split frame vertically. Left: the struggle. Right: the result. Caption tells the story.

4. THE QUOTE CARD

Customer or founder quote in serif type, name + handle below, soft tinted background.

5. THE DATA POINT

One oversized stat (e.g. “3.2× reach”) with a one-line takeaway underneath.

6. THE CHECKLIST

4–5 checkbox lines. Ask followers to save the post as their to-do list.

Sizing cheat sheet

Feed post 1080×1080 • Portrait 1080×1350 • Headline "e 64 pt • Body "e 32 pt • Keep text inside the middle 80% so crops never cut it off.

