InteriorofAI

Instagram Brand Guidelines • Production Pack V2

Brand promise: Design your space. Reimagined by AI.



1. Positioning

InteriorofAI combines approachable AI-powered visualisation with expressive interior inspiration for a global design-curious audience. Keep print and consultation offers visible alongside AI room concepts. Lead with a design outcome, explain plainly and give one clear next step.

2. Logo system

Use the horizontal architectural doorway lockup as the primary identity. Use the square icon for Instagram and app contexts; use the wordmark alone for narrow placements. Choose the gold-and-ivory version on Onyx and the dark version on Warm Ivory. Preserve proportions and clear space equal to at least the doorway stroke width. Never stretch, rotate, add shadows, or place a dark mark on a dark background.

3. Color palette

Color	HEX	Use
Onyx	#121212	Primary background
Champagne Gold	#C6A15B	Primary brand accent
AI Teal	#00D1C0	Restricted digital accent
Warm Ivory	#F4EFE8	Warm neutral
Soft White	#F8F6F0	Logo / text contrast

4. Typography and voice

Use Manrope for interface, navigation and body copy; DM Serif Display for short editorial headlines. Voice: imaginative, refined and approachable. Useful phrases include “See your room a new way” and “Start with a space. Leave with a vision.” Avoid exaggerated claims and generic technology jargon.

5. Imagery and content

Use believable rooms, natural light, considered materials, human scale and varied global design styles. Avoid sterile sci-fi rooms, fake glitches and over-saturated effects. Recommended content mix: AI transformations, interior inspiration, tutorials, AI product demonstrations, and print / furniture / consultation offers.

6. Instagram profile

Handle: @interiorofai
Display name: InteriorofAI | AI Interior Design
Category: retain Interior Design & Decor if it accurately reflects the account; otherwise choose the closest available professional category.
Website: interiorofai.com

Recommended bio
■ AI interior design
■ Reimagine your room in seconds
■■ Shop prints • Book a consultation
■ Explore design styles
■ interiorofai.com

7. Highlight covers

Use the six supplied centered covers: Before / After, Tutorials, AI Designs, Design Styles, How It Works, and Shop & Book. The icon artwork is centered in the 512-unit canvas and exported at 1080 × 1080 pixels. Preview each cover inside Instagram before publishing.

8. Pinned posts

01 — The Promise: “Transform any room with AI.”
02 — The Proof: A clear before/after showing the design outcome.
03 — The Invitation: Interior inspiration with a clear path to explore prints or consultations.
Maintain the sequence: promise → process → possibility.

9. Asset usage and export

Use PNG files for quick Instagram uploads and SVG files for web / design workflows. The profile icon export is 1080 × 1080. Highlight covers are 1080 × 1080. Feed post templates are 1080 × 1350 (4:5). The Reel cover template is 1080 × 1920 (9:16); keep important text within the central safe area because Instagram crops previews differently across surfaces.

10. Final publishing checks

Check legibility at phone size, verify logo/background contrast, keep one focal message per post, ensure the CTA points to a working page, and confirm current account metrics before reusing any old profile screenshot. These templates are starting layouts: replace generic copy with accurate product details and use licensed or owned interior imagery.