

Your Guide to Using Fonts on Instagram

TechRounder PDF Edition

Live article: <https://www.techrounder.com/social-media/your-guide-to-using-fonts-on-instagram/>

By Vipin PG | Published October 12, 2022 | Updated October 12, 2022 | Format: Article | 3 min read

In brief

Custom fonts help your Instagram profile stand out by adding creativity and uniqueness to your bio, captions, and Stories. To use them, visit a font generator website, type your text, choose a style, and copy the result directly into your Instagram bio or posts.

Put yourself in the shoes of an Instagram user browsing the platform and trying to find interesting profiles to follow and make their Instagram feed more interesting.

After spending some time checking different Instagram accounts, it becomes clear that some pages are quite conservative with their Instagram content strategy, while others take the opposite approach.

Between boring and interesting Instagram profiles, the latter is a more attractive option for an Instagram user to follow.

One of the possible reasons why some Instagram pages are attractive is the use of custom fonts for Instagram.

3 Reasons to Use Custom Fonts on Instagram

Following are a few reasons for using custom Fonts on Instagram.

1. Latest Trends

Trends that emerge on Instagram dictate what brands do if they want to remain relevant. But what happens if a brand fails to adapt to a certain trend or sticks with it for too long?

Sooner or later, your Instagram followers get the hang of what is happening and start to lose interest. So naturally, this leads to them seeking new Instagram pages to follow.

Treat custom fonts as a trend that lets you keep your Instagram content keep up with the current times and make the most out of them.

2. Creativity

Instagram content is about visuals, and fonts add an extra element to showcase your creativity when publishing new content.

Be it motivational quotes, stories, infographics, fun facts, or other types of Instagram content; various custom fonts give you plenty of options to be creative with the content.

3. Uniqueness

If other Instagram pages publish content using the default Instagram font, it might struggle to attract attention from Instagram users who have already seen something similar.

On the hand, a unique font can give you an edge over the competition because you are presenting a different approach that helps your Instagram page stand out from other pages.

How to Use Custom Fonts on Instagram

To add custom fonts to your Instagram bio or content, you must use font generators. Enter a text after you select the font and let the generator do the rest of the work. You can check some of the potential font examples to use on Instagram below:

???? ? ? ? ???? ??????l? ?? ? ??????????l ?????g??? c?????? ?????g ? c????? ???

This is a text example for a potential Instagram caption using a custom font

This is a text example for a potential Instagram caption using a custom font

This is a text example for a potential Instagram caption using a custom font

This is a text example for a potential Instagram
caption using a custom font

This is a text example for a potential Instagram caption using a custom font

Changing Bio Font

Adding extra flair to an Instagram bio can make a page stand out more. For example, if you want to use a custom font for the bio text, go to your Instagram profile, tap Edit Profile, and paste the text you created with a text generator and a custom font. Save the changes, and your profile's bio will now look different.

Changing Stories Font

Unlike the bio, Instagram Stories have some different fonts themselves. When creating a story, click on the Aa button, and you will get access to some available fonts.

The built-in number of fonts in Instagram stories is hardly enough. Considering that these fonts are available for everyone, you are better off using a third-party text generator with custom fonts, particularly if you want your Stories text to stand out from what Instagram users usually see on the platform.

3 Rules to Follow When Using Custom Fonts on Instagram

1. Accessibility

As a rule of thumb, you must be careful about which fonts you use. Even though custom fonts are based on Unicode characters based on a universal code, there might be some instances when characters do not appear on specific devices or operating systems.

Be careful, and if you are uncertain whether a font is compatible with devices, people use to browse Instagram, test the font beforehand or avoid them in the first place.

2. Consistency

Finding a font that is consistent with your brand can be tricky. However, given the plethora of available custom fonts, you might want to try as many variations as possible. After all, testing new fonts can be fun.

However, it is about retaining consistency. After determining one or two fonts that go well with your brand, stick to those.

3. Restraint

There is no need to add different custom fonts to all your Instagram posts. Overusing fonts will make your content repetitive, which is one of the problems you want to solve first, right?

References

1. glyphy.io - font-generator / instagram-fonts - <https://glyphy.io/font-generator/instagram-fonts>