

CREATE A BRAND STARTER KIT FOR A REAL OR HYPOTHETICAL BUSINESS

60 MIN

Objective. Use roles, modes, and reusable prompts to produce a coherent starter brand kit — voice, taglines, social copy, palette, and a hero image.

CONCEPTS TO KEEP IN MIND

- **Roles keep tone consistent.** “You are a senior brand strategist with 10 years at a values-driven agency” anchors output far better than no role at all.
- **One brief, many prompts.** Write the brand brief once, paste it as Context into every follow-up prompt. Otherwise the model drifts.
- **Reusable prompt templates beat one-shot prompts.** Anything you’ll do more than twice deserves a template.
- **Image generation is iterative.** First image is rarely the keeper. Refine the prompt based on what’s wrong, don’t regenerate hoping for luck.

SCENARIO

You’re standing up a brand — yours, a side project, or a hypothetical one. By the end of this hour you’ll have the bones a designer or contractor could build from.

SOURCE MATERIAL

Pick **one** brand. Real or hypothetical, both work:

- An actual side project or business idea you’ve been sitting on
- A rebrand for something you already run
- A hypothetical: pick any niche, give it a name (e.g., “a slow-coffee subscription for remote workers”)

PROMPTS TO TRY

Step 1 — The brand brief (write this once, reuse for everything else):

[Context] You are a senior brand strategist. Help me articulate the bones of a new brand.

[Specific Details] Brand name: [name]. What it does: [one sentence]. Who it's for: [audience]. What I want it to feel like: [3 adjectives].

[Intent] Produce a tight brand brief I can paste into every follow-up prompt.

[Desired Format]

- Mission (1 sentence)
- Audience (2–3 sentences, including their values, not just demographics)
- Tone: 5 adjectives + 5 anti-adjectives ("we are X, we are not Y")
- Three brand pillars (1 line each)

[Constraints] No marketing-speak. No "synergy," "empowering," "transforming." If you can't explain it to a 12-year-old, rewrite it.

Step 2 — Taglines:

[Brief: paste the brief from Step 1]

Generate three tagline options. Each must be:

- Under 7 words
- Specific to this brand (would not work for a competitor)
- Free of cliché ("redefining," "next generation," "where X meets Y")

Return them as a numbered list with one sentence of reasoning per tagline.

Step 3 — Brand voice guide:

[Brief]

Write a one-page brand voice guide. Include:

- Three voice principles ("We are X. Here's what that sounds like in practice.")
- A "rewrite" example: a generic sentence, then the same sentence in our voice
- Five do/don't pairs

Step 4 — Sample social post:

[Brief] [Voice guide from Step 3]

Write a single LinkedIn post (under 150 words) announcing [a real or hypothetical milestone – e.g., launch, product update, anniversary]. It must read in the brand voice and pass the "would I cringe to share this?" test.

Step 5 — Hero image (GPT Image / Midjourney / Nano Banana):

A hero image for [brand name]. The brand: [paste mission + 3 adjectives]. Visual style: [pick: classical illustration / editorial photography / minimal line art / textured collage]. No text in the image. Aspect ratio: 16:9. Mood: [tone adjective from brief].

Step 6 — Color palette:

[Brief]

Suggest a 5-color palette for this brand: 1 primary, 1 secondary, 1 accent, 1 neutral light, 1 neutral dark. For each, provide:

- Hex code
- One-sentence rationale (what feeling it carries, why it fits this brand)
- A "do not use this color for" warning

DELIVERABLE

A one-pager (Doc, Figma, Canva, or just a clean text file) with:

1. Brand mission · audience · 3 pillars
2. Three tagline options
3. Voice principles + one rewrite example
4. One sample social post
5. The hero image
6. Five-color palette with hex codes

SIGNS OF SUCCESS

- The voice guide makes you write differently. If you couldn't tell two paragraphs apart with and without it, the guide is too generic.
- At least one tagline you'd be proud to put on a website.
- The image fits the brief on the first generation. (If it doesn't, your image prompt was missing the mood adjective from the brief — fix that, regenerate.)
- The palette has a non-obvious choice — i.e., not “navy blue + grey + a single accent.” Generic palettes are AI default; brand palettes have a reason.
- You'd reuse this entire pipeline for the *next* brand. That's the point.

Deliverable. A shareable one-pager containing brand mission/audience/values, three tagline options, a brand voice guide, one sample social post, a hero image, and a suggested color palette.