AI TOOLS SERIES · BRANDING

No. 104

Your Brand, Designed

A logo, a palette and visuals that hold together, with AI to create and refine.

10 prompts to shape your brand, design a logo, pick colors and fonts, roll it out across your visuals and stay consistent, with no designer.

Free for the SYSTINFO community

GOOD TO KNOW

AI suggests, your eye decides.

In 2026, tools like Canva, Looka or Ideogram turn a few words into a logo and visuals in minutes, and image AIs finally write clean text. Handy, but a brand is more than a nice logo. Three markers before you start.

- **AI suggests, your eye decides**
  It creates fast, but a good logo stays simple, legible even when small, and recognizable. You choose and refine.
- **Check your rights and originality**
  Usage rights and high resolution vary by tool. Keep the source file and copy no existing brand.
- **Consistency over flash**
  Same colors and same fonts everywhere: that is what makes a brand recognizable, more than a complex logo.

The right reflex: a simple logo, rolled out everywhere the same way, sticks in minds.

THE METHOD

Ten prompts, five steps.

No need to be a designer. These 10 prompts take you from idea to finished visual: clarify your brand, design a logo, pick colors and fonts, roll out your materials and stay consistent. Change the brackets to fit your case.

Every prompt follows the same recipe: Role, Context, Task, Format. Copy the structure, change the brackets.

01 **Clarify the brand**
· 2 prompts

02 **Design the logo**
· 2 prompts

03 **Colors and fonts**
· 2 prompts

04 **Roll it out**
· 2 prompts

05 **Protect and unify**
· 2 prompts

PROMPT 01 · CLARIFY

Your Brand Brief

PROMPT TO COPY

Role: you are a brand strategy consultant.
Context: I am launching [a small activity] for [an audience].
Task: help me pin down the spirit of my brand before any visuals.
Format: 3 adjectives that describe me, what to avoid, and a one-line promise.

What you get

Clear foundations. You know what your brand should say before you draw a thing.

PROMPT 02 · CLARIFY

The Chosen Direction

PROMPT TO COPY

Role: you are an art director who offers options.
Context: here is my brief: [spirit, audience, promise].
Task: give me 3 distinct visual directions to pick from.
Format: for each one, a mood in 3 words, a style, and who it will appeal to.

What you get

Three paths instead of a blur. You pick a clear direction before you produce.

PROMPT 03 · DESIGN

The Logo, Imagined

PROMPT TO COPY

Role: you are a logo designer.
Context: my brand is [spirit] for [audience], direction [chosen path].
Task: write a precise logo description to feed an image generator.
Format: the symbol, the style, 2 colors, and the note "clear, legible text".

What you get

A logo in seconds. You get a first image to refine, not to carve in stone.

PROMPT 04 · DESIGN

The Logo, Refined

PROMPT TO COPY

Role: you are a sharp design critic.
Context: here is my logo [description or screenshot].
Task: tell me what works, what is off, and how to simplify it.
Format: 3 strengths, 3 fixes, and the test "is it still legible when tiny".

What you get

A logo that holds up. Simple, crisp and recognizable, even on a small screen.

PROMPT 05 · COLORS

The Matched Palette

PROMPT TO COPY

Role: you are a brand color specialist.
Context: my logo and my spirit are [description].
Task: propose a coherent color palette for me.
Format: 4 colors with their codes, their role, and what each one evokes.

What you get

Colors that speak. The same palette everywhere makes your brand recognizable.

The Paired Fonts

PROMPT TO COPY

Role: you are an expert in accessible typography.
Context: my brand is [spirit] and my colors are [palette].
Task: propose a pair of free fonts, one for titles, one for body text.
Format: the 2 names, where to find them, and why they work together.

What you get

Text that breathes. Two well-chosen fonts are enough to look polished.

The Visuals, Applied

PROMPT TO COPY

Role: you are a layout designer for social media.
Context: here are my logo, my colors [palette] and my fonts [pair].
Task: describe 3 reusable templates: a post, a banner and an ad.
Format: for each, the size, where the logo goes, and the sample text.

What you get

Templates ready to reuse. You post fast without starting from a blank page.

The Business Card

PROMPT TO COPY

Role: you are a business card designer.
Context: my identity is [logo, colors, fonts] and I do [activity].
Task: propose the content and layout of a simple, clear card.
Format: the front, the back, what to include, and what not to overload.

What you get

A card people keep. The essentials, well arranged, beat an overloaded card.

The Originality Check

PROMPT TO COPY

Role: you are a cautious advisor on trademarks.
Context: my logo and my name are [description].
Task: help me check they are not too close to an existing brand.
Format: the searches to run, the copying red flags, and the rights reflex.

What you get

A calm start. You avoid accidental copying and keep the rights to your files.

PROMPT 10 · PROTECT

The Mini Style Guide

PROMPT TO COPY

Role: you are a guardian of brand consistency.
Context: here is my whole world: [logo, colors, fonts, templates].
Task: sum it up in a one-page mini style guide, easy to follow.
Format: logo usage rules, the color codes, the fonts, and 3 things never to do.

What you get

A brand that stays itself. One page of rules and everyone holds the line.

THANK YOU · YOUR TURN

One sentence, a big thank you.

These cards are yours, free, with no ads. Our only reward is your appreciation.

Give us 30 seconds

Take a moment to thank us on one of our networks. A public word, even a short one, encourages us to keep guiding you, tip after tip.

Scan to join us and say thanks

WhatsApp **Mattermost** **LinkedIn** **Facebook**

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