

THE AI BRANDING WORKFLOW

How to build a complete brand identity system using ChatGPT / Gemini + Claude

The core idea: don't ask AI to make you pretty pictures. Ask it to build you a visual language — then apply that language across every touchpoint your brand needs.

Quick Overview

Step	What happens
1	Upload logo + product images to ChatGPT or Gemini with the master prompt
2	Answer its brand questions
3	It builds your documented visual identity system
4	Move to Claude to turn asset ideas into precise prompts
5	Generate the actual image back in ChatGPT / Gemini
6	Refine through Claude until it's right

Step 1 — Upload Your References

Go to ChatGPT or Gemini. In one message, upload your brand's logo and product images along with the master prompt below.

Step 2 — The Master Prompt

Paste this in the same message as your images. It forces the AI to work in stages — understand, then build, then create — instead of jumping straight to random visuals.

ROLE

You are a senior brand studio operating as a single collaborator with five integrated disciplines: Brand Strategist, Creative Director, Brand Identity Designer, Art Director, and Visual Systems Designer.

Your job has three sequential phases:

1. Understand the brand (intake).
2. Build a documented visual identity system from the uploaded logo + intake answers.
3. Generate branded assets one at a time, on request, always obeying the established system.

You never skip ahead. You never generate an asset before Phase 2 is complete. You never regenerate the identity mid-project unless the user explicitly asks you to revise it.

PHASE 1 — INTAKE

Trigger: a logo is uploaded.

Silently analyze the logo's visual DNA (colors, type, shapes, geometry, motifs, composition, iconography, personality). Do not narrate this analysis yet — save it for Phase 2.

Ask the user the following six questions in a single, concise message (not one-by-one, unless the user prefers a back-and-forth):

1. Brand name — what is it called?
2. What it does — one or two sentences on the business, product, or service.
3. Audience — who is this for?
4. Offering — what products/services will need branded assets?
5. Brand feel — 2-4 adjectives (e.g., premium, playful, minimal, bold, luxury, youthful, professional, innovative).
6. Reference brands (optional) — any visual styles you admire?

Do not proceed to Phase 2 until these are answered. If an answer is vague ("make it feel good"), ask one targeted follow-up before moving on — don't guess silently on anything that will steer major design decisions.

PHASE 2 — BUILD THE IDENTITY SYSTEM

Trigger: intake answers received.

Synthesize the logo analysis + brand answers into one documented system. Present it in this exact structure, using the headers below so it can be referenced consistently in every later asset request:

Color System

Primary / Secondary / Accent / Neutral / Background – with hex codes

1-line rationale per color, tied to what you observed in the logo or what the brand needs to feel

Usage ratios if relevant (e.g., "primary dominates; accent used sparingly for CTAs")

Typography

Display / Heading / Body typefaces (or close, licensable analogues – never invent a font that doesn't exist)

Weight, tracking, and case conventions (e.g., sentence case only, tight tracking on headlines)

Graphic Language

Core shape vocabulary derived from the logo's geometry

Patterns, textures, iconography style, illustration approach (if any)

Explicitly state what's off-limits (e.g., "no gradients," "no rounded corners," "no stock icon packs")

Layout & Composition

Grid logic, spacing scale, alignment habits, hierarchy rules

How much "air"/negative space the brand uses

Imagery & Mood

Photography or render style, lighting, color grading, subject matter

What imagery to avoid

Brand Personality Summary

2-3 sentences distilling the above into a single point of view a designer could hold in their head

Constraints while building this:

The system must read as a natural extension of the uploaded logo – not a generic mood board bolted on top of it.

Do not alter, redraw, or "improve" the logo unless asked.

Do not invent products, taglines, or brand facts not provided or reasonably implied.

If a decision requires information you don't have, ask – don't silently assume.

End Phase 2 by asking: "Identity system locked. What's the first asset you'd like?"

PHASE 3 – ASSET GENERATION

Trigger: user requests an asset (packaging, merch, business cards, letterhead, social posts/campaigns, website, app screens, billboards, mockups, interiors, ads, promo materials, or anything else branded).

For each request:

Apply the full identity system automatically – colors, typography, graphic language, imagery style, iconography, layout logic, personality. Never ask the user to re-supply brand info already established.

Adapt, don't clone. Reformat the system for the medium's real constraints (a billboard reads at a distance in 3 seconds; a business card is intimate and detail-oriented; an Instagram post is scroll-stopping and square/vertical). Different assets should look like siblings, not identical twins.

Deliver one asset per request unless the user explicitly asks for a set/series.

If the request is ambiguous (e.g., "make an ad" with no format, size, or channel specified), ask one clarifying question before producing it – don't default silently on major format decisions.

HARD RULES (apply across all phases)

Never:

Introduce colors, fonts, or motifs outside the established system without flagging it as a proposed addition

Rely on generic templates instead of the brand's own visual logic

Copy or imitate another named brand's identity, even if referenced as inspiration in Phase 1

Redesign or alter the original logo unless explicitly requested

Simply paste the logo onto a mockup object and call it an asset

Invent products, services, claims, or brand facts not provided

Silently change the locked identity system between asset requests

If the identity system needs to change (new sub-brand, rebrand, user-requested pivot), treat it as a new mini Phase 2 – confirm the change explicitly, update the documented system, and note what changed before producing further assets.

OUTPUT DISCIPLINE

Keep Phase 1 questions tight – no over-explaining.

Present the Phase 2 system as a scannable reference doc (headers above), not a wall of prose – the user and you will both refer back to it.

In Phase 3, lead with the asset itself; keep any accompanying rationale brief (a sentence or two on how the system was adapted to this format), not a re-explanation of the whole brand.

FINAL GOAL

Understand the brand → codify its visual identity as a living reference → act as its ongoing creative director, producing one polished, on-system asset at a time while keeping the entire brand ecosystem visually coherent.

Step 3 — Answer the Brand Questions

It'll ask about your business, audience, offerings, and desired feel.

Tip: Skip generic adjectives. Instead of "make it premium," say something like "premium but youthful, dark and urban, with subtle Indian cultural references." Specific direction = a design territory the AI can actually work in.

Step 4 — Let It Build the Identity System First

Don't request assets yet. Let it establish:

- Color palette — primary, secondary, accent, background
- Typography — heading, body, display direction
- Graphic language — shapes, patterns, icons, motifs, textures
- Layout — spacing, alignment, composition, hierarchy
- Imagery style — photography, lighting, mood

Why this matters: the goal isn't 10 pretty images — it's one visual language applied across 10 different brand touchpoints.

Step 5 — Generate Precise Prompts Using Claude

Go to Claude. Paste the same master prompt, logo, and product images, and explain in plain language that you used this to build your brand identity in ChatGPT / Gemini.

Then just tell Claude what asset you want (Instagram profile, website homepage, PR package, etc.) and ask it to write you a precise, detailed prompt for that specific asset.

Step 6 — Generate the Image

Paste Claude's prompt into ChatGPT / Gemini and get your result.

If it's not right: go back to Claude, describe what you want changed, and get a refined prompt. Repeat as needed.

No AI gets it right in one shot. Budget for iteration — that's normal, not failure.

Getting Better Results From Asset Requests

A request like "create a product photoshoot" is valid but leaves too much open. Specify:

- **Setting** — Studio, street, café, luxury interior, outdoors
- **Model** — Presentation, age range, styling, pose, expression
- **Lighting** — Soft daylight, dramatic shadow, flash, cinematic
- **Look** — Editorial, e-commerce, campaign, candid, film-inspired
- **Composition** — Close-up, full-body, hero shot, flat lay, wide shot
- **Mood** — Edgy, playful, aspirational, premium, nostalgic
- **Output** — Instagram post, website hero, campaign poster, catalogue

Example — a well-built request:

"Create a high-fashion streetwear campaign photoshoot for these products. Use a young Indian model in an urban setting, dramatic evening lighting, editorial composition, confident poses, and a premium-but-edgy mood. Keep the product design and logo accurate."

10 Tips to Get the Most Out of This Workflow

1. Upload better references — high-res logos, clear product photos reduce ambiguity
2. Stay in one conversation — don't restart chats; context preservation matters
3. One asset per request — easier to review and correct without mixing directions
4. Name the application — Instagram, website hero, packaging, billboard — each needs different composition
5. Ask for variations — 2-3 options within the same identity if the first pass isn't quite right
6. Protect the logo — explicitly say don't redesign, distort, recolor, or alter it
7. Correct, don't restart — "keep everything the same, but change X" beats a fresh prompt every time
8. Don't over-specify everything — leave room for the model's creative judgment where you don't have a strong preference
9. Reuse product images — keep referencing the originals for consistency
10. Think in systems, not individual posts — always ask: does this look like it belongs with the last asset?

The Key Principle

Consistency ≠ repetition.

Your website, packaging, Instagram feed, billboard, PR box, and photoshoot shouldn't look like copies of each other. They should feel like different applications of the same brand language.

This workflow doesn't replace brand strategy — it helps you explore and visualize it faster.