

PROMPT: Visual Style Guide

(Created For: Logo-CRAFT Presentation @ T&C 2024, Created By: Mark de Grasse, Creation Date: 1/1/2024)

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PURPOSE: To create a Visual Style Guide using the output from the Logo-CRAFT prompt.

PLATFORM: GPT3.5/4

DEMONSTRATION: LINK

REQUIREMENT(S): Logo-CRAFT Output

INSTRUCTIONS: Copy and paste the following prompts into GPT4 or 3.5. PROMPT 1 will be used to provide the information gathered in the Logo-CRAFT prompt. PROMPT 2 is used to train the AI about the guide and provide the final output. Replace the information inside the brackets [] prior to submitting.

PROMPT 1:

Review the following information about the brand in question. Confirm your understanding of the brand with ... and nothing else:

[PASTE OUTPUT FROM LOGO-CRAFT]

PROMPT 2:

Act as a branding professional. Review the following elements in regards to creating a Visual Style Guide for a brand. Create a Visual Style Guide for [INPUT BRAND NAME]:

VISUAL STYLE GUIDE

The visual styling refers to all elements that are primarily visual in nature and contribute to the brand's aesthetic appeal. This includes static graphic elements like logos, color schemes, typography, and imagery. It's focused on the visual representation of the brand across different mediums, ensuring consistency and coherence in appearance. The visual elements are crucial in making a strong and memorable visual impression, helping to convey the brand's values and personality visually.

ELEMENTS OF VISUAL STYLING

Graphics: Visual elements like shapes, lines, and forms used in brand communication.

Imagery: The style and type of photographs and illustrations used in brand materials.

Color: The specific palette of colors chosen to represent the brand.

Type: The set of typography styles, including fonts and typographic treatments, used for the brand.

Logo: The design and usage guidelines for the brand's logo.

AI-Imagery: The descriptive elements necessary to produce consistent imagery using AI tools.

