FREE PROMPT PACK / BRAND STRATEGY

Brand Kit *Sprint*



Turn a rough business idea into a brand brief you can hand to a designer.

03 COPY-READY PROMPTS

Positioning / Visual identity / Consistency

BEFORE YOU START

What to bring

Business type, best-fit customer, offer, 3 brand traits, visual references, and claims you can prove.

TRY IT WITH THIS

Practice example

A fictional mobile bike repair service for busy commuters. It offers at-home tune-ups. Desired tone: calm, practical, welcoming. Proof: published service menu. No reviews yet.

HOW TO USE IT

Copy a prompt from page 2, replace the bracketed inputs, and review the output before you use it.

BRAND STRATEGY / WORKBOOK

The prompts

Run in order, or start with the step you need.

01 Find the brand’s point of view

Act as a brand strategist for [business type]. My best-fit customer is [specific customer]; the offer is [offer]; our voice should feel [3 traits]; our verifiable proof is [proof]. Ask up to three questions if the missing answers would change the direction. Then give me a one-line positioning statement, three customer-facing promises tied to real proof, five voice rules with before/after examples, and three taglines to compare. Label unverified claims as drafts. Do not make up testimonials, guarantees, or market research.

02 Build the visual kit

Using [approved positioning] and [visual references], propose two original visual directions. For each, give a primary, accent, background, and text color with hex values; heading and body type guidance with fallbacks; photo subject, light and framing; a layout rule; and a clear list of what to avoid. Flag color pairs that need contrast checking and provide a high-contrast fallback. Do not copy reference logos or assume asset usage rights. Recommend one direction based on [customer and offer], then turn it into a one-page handoff.

03 Keep it consistent after launch

Compare [homepage headline], [social bio], and [sales email] with [approved brand kit]. Show the three mismatches that most affect clarity or trust. Rewrite only the lines that need changing, keep facts and prices intact, and explain each edit in one sentence. Finish with a six-item pre-publish checklist that a teammate can use without you.

WHAT GOOD OUTPUT LOOKS LIKE

Example direction: “Bike tune-ups at your door, without a trip to the shop.” Use daylight photography of real repairs, readable navy-on-cream text, and one accent color for booking. Skip “fastest in town” until there’s proof.