

AI BRANDING RULES

Rules and guidelines that help you create the best AI branding using any AI tools (such as LLMs and AI design agents).

Logo Creation Rules

Rule 1: Use conceptual prompts

Use conceptual prompts if you want the logo to reflect values, not objects.

EXAMPLE PROMPT:

"Design a logo that conveys trust, expertise, and authority for a real estate company."

Rule 2: Explicitly ban gradients

Explicitly tell the AI not to use gradients. Gradients often break, look inconsistent, or fail in real-world usage.

EXAMPLE ADD-ON:

"Do not use gradients. Use flat colors only."

Rule 3: Monochrome check

Always ask for a logo that works in black and white. If it fails in monochrome, it will fail everywhere else.

Rule 4: Constrain "Modern"

Never ask for a "modern logo" without constraints. Instead specify structure.

EXAMPLE:

"Create a simple geometric logo using clean shapes and balanced proportions."

Rule 5: Variations, not ideas

Ask AI to generate multiple variations of the same idea, not different ideas.

GOOD:

"Create 5 variations of the same logo concept."

BAD:

"Create 5 different logo ideas."

Color Rules

Rule 6: Start Limit

Limit the brand to one primary color and one neutral at first. Never start with full palettes.

Rule 7: Hex Codes

Explicitly ask for hex color codes.

EXAMPLE:

"Provide the exact hex codes for all colors used."

Rule 8: Avoid Neon

Tell AI to avoid neon or overly saturated colors unless required.

EXAMPLE:

"Avoid neon or overly bright colors. Use calm, professional tones."

Rule 9: Check Contrast

Ask AI to test color contrast.

EXAMPLE:

"Ensure color contrast is readable on light and dark backgrounds."

Rule 10: Justify Colors

Never accept color choices without a reason.

ASK AI:

"Explain why each color fits the brand."

Typography Rules

Rule 11: Two Fonts Max

Never allow AI to pick more than two fonts. One primary. One secondary.

Rule 12: Standard Fonts

Ask AI to prefer system or widely available fonts for licensing and consistency.

EXAMPLE:

"Use widely available fonts suitable for web and print."

Rule 13: No Decorative Fonts

Explicitly ban decorative or script fonts unless justified.

EXAMPLE:

"Avoid script, handwritten, or decorative fonts."

Rule 14: Specify Weights

Ask AI to specify font weights and use cases.

EXAMPLE:

"Explain which font weight is used for headings and body text."

Visual Style Rules

Rule 15: Specify Visuals

Tell AI what type of imagery to use.

EXAMPLE:

"Use realistic, candid imagery instead of staged or stock-style visuals."

Rule 16: Explicit Exclusions

Explicitly say what to avoid.

EXAMPLE:

"Avoid overly polished stock photos and artificial poses."

Rule 17: Consistent Treatment

Ask AI to maintain one visual treatment style.

EXAMPLE:

"All images should follow the same lighting and mood."

Rule 18: Geometric System

If using illustrations, force a system.

EXAMPLE:

"Use simple geometric illustrations with consistent stroke width."

Brand Voice Rules

Rule 19: No Copy Without Tone

Never ask AI to "write brand copy" without tone rules.

Rule 20: Define with Opposites

Define tone using opposites.

EXAMPLE:

"Tone should be professional but not corporate. Friendly but not casual."

Rule 21: No Fluff

Ask AI to avoid marketing language by default.

EXAMPLE:

"Avoid buzzwords, hype, and promotional language."

Rule 22: Sentence Structure

Force sentence length.

EXAMPLE:

"Use short, clear sentences. Avoid long paragraphs."

Consistency Rules

Rule 23: Stick to Decisions

Once a logo, color, or font is selected, reuse it everywhere. Do not redesign for each asset.

Rule 24: Feed Back Context

Always feed previous brand outputs back into AI.

EXAMPLE:

"Use the existing logo, color palette, and typography provided earlier."

Rule 25: No New Styles

Reject any AI output that introduces new styles without permission.

Brand Validation Rules

Rule 26: The 3-Year Test

Ask this question before accepting anything: *"Would this still make sense 3 years from now?"*

Rule 27: Simplify Trends

If the design looks trendy, ask AI to simplify it.

Rule 28: One Sentence Test

If you cannot explain the brand in one sentence, redesign.

Final Conclusion

These are the minimal rules you can follow to create your brand using any LLM or AI agent. Whether you are a small business looking to start out, or someone who has already started and is looking to create a brand at an affordable cost using AI tools, these rules can help you.

Remember, these are just general rules:

1. You can go beyond these guidelines and apply personalization to make your brand truly unique and original based on your needs.
2. You can use these guidelines for any business type, including:

- a. Restaurants or bakeries
- b. Digital or social media businesses
- c. Any other business you are building or starting