

A STRUCTURED FRAMEWORK FOR BUILDING LAUNCH-READY BRAND IDENTITY

THE MOMENT A BRAND START MAKING SENSE

THE COMPLETE 10-PART BRAND SYSTEM

STRATEGY · IDENTITY · VISUAL LANGUAGE · APPLICATION · SYSTEM RULES



STRATEGY FIRST

COPY-PASTE PROMPTS

WORKED EXAMPLE INCLUDED

FAST. STRUCTURED. REPEATABLE.

BEFORE YOU START

WHY MOST BRANDS NEVER LAUNCH

It's not a lack of talent. It's not budget. It's five specific problems that kill every brand-building session before you produce anything usable.

THE FIVE KILLERS

- × **No structure** You don't know what order to do things in, so you start everything and finish nothing.
- × **Decision fatigue** 47 font options, 16 million color combinations, infinite layout references to scroll through.
- × **Placeholder templates** Every guide says "insert your brand color here" but never explains how to actually choose one.
- × **The blank prompt** You open an AI tool and have no idea what to type, so you type nothing and close the tab.
- × **Inconsistency trap** You make something good in isolation, but it never holds together as a system.

HOW THIS SYSTEM WORKS

GOLD PROMPT BOXES

Copy directly into Claude or ChatGPT. Replace [GOLD TEXT] only. Do not rewrite the surrounding structure — that structure is what makes the output useful.

MAD FUNNEL EXAMPLES

Every module shows the exact output from one real brand. If yours isn't this specific, redo the step. Use these as your quality benchmark, not inspiration.

CHAIN LOGIC

Each module's output feeds directly into the next. Skipping any module breaks the chain. The chain guide on the next page shows exactly what flows where.

ONE TEXT FILE

Open a text file now. Paste every module output into it as you finish. By Module 10, that file is your complete brand system input. Do not skip the text file.

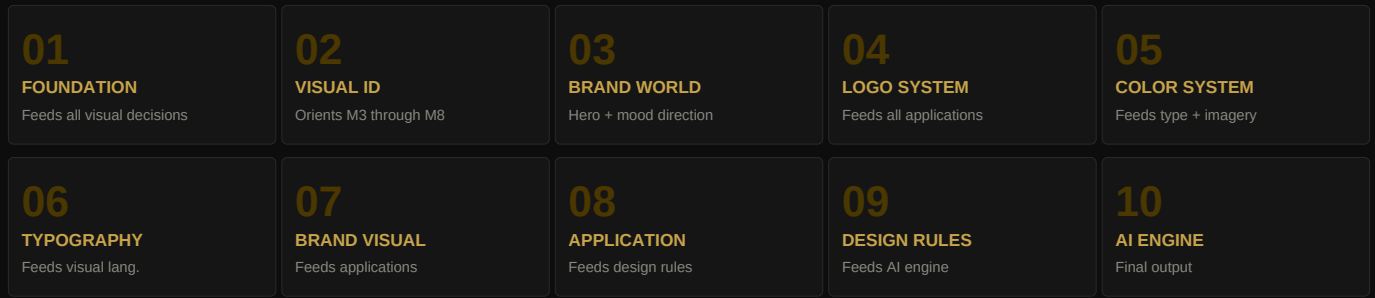
ONE RULE BEFORE YOU START

Open a text file. Paste each module output into it as you finish. By M10, that file is your complete brand system input.

SYSTEM ARCHITECTURE

THE MODULE CHAIN

One system. Sequential — do not run Module 5 before Module 1 is locked.



WHAT FLOWS WHERE

M1 → M5	Personality traits determine color emotion. Direct+Bold = high contrast. Elegant+Minimal = muted. Premium = dark dominant.
M1 → M6	Tone determines typeface category. Technical = geometric sans. Elegant = editorial serif. Bold = condensed display.
M2 → M4	Visual direction (Dark Precision / Technical Edge / Warm Editorial) locks the logo brief style and surface language.
M5+M6 → M7	Primary color hex + font personality feed directly into the brand visual generator as mood anchors and color inputs.
M5+M6 → M8	Accent hex becomes CTA button color. Headline font becomes hero H1. Both paste directly into website copy prompts.
M1-M9 → M10	Every output from every module becomes the input for the master prompt. One run generates your complete brand document.

FAST-WIN MODULES

M1 and M3 produce a visible, usable output in under 10 minutes. Complete these first to build momentum.

01

MODULE 1

BRAND FOUNDATION

Define the strategic logic of your brand in four locked outputs that govern every visual decision from M2 onward.

Input: Your business description (2 sentences max)

Output: Core idea · Personality traits · Emotional outcome · Differentiation

FOUR OUTPUTS — ONE PASS. NO REVISIONS.

CORE IDEA

One sentence. The strategic logic of what you do and for whom. Not your tagline.

"We help [audience] achieve [result] without [frustration]."

No: transform, unlock, revolutionize, empower, seamlessly

EMOTIONAL OUTCOME

One word. The precise feeling after interacting with your brand.

In control · Clear · Capable · Focused · Ahead · Seen · Empowered

Not what you want them to feel. What they would actually say if asked.

PERSONALITY TRAITS

Pick 3–5. These directly control font weight, color contrast, and imagery mood.

Direct · Confident · Minimal · Bold · Technical · Elegant · Premium · Warm · Sharp

Order matters. Most dominant trait listed first. This order is the hierarchy.

DIFFERENTIATION

One sentence. Name the competitor category explicitly.

"Unlike most [competitor category], this brand [specific operational difference]."

"We're different because we care" is not differentiation. It is a placeholder.

BANNED FROM ALL OUTPUTS IN THIS DOCUMENT

transform unlock revolutionize game-changer disruptive holistic authentic innovative solutions best-in-class move the needle leverage synergy empower seamlessly cutting-edge world-class robust scalable solution

MAD FUNNEL DESIGN — QUALITY BENCHMARK

CORE IDEA	We help early-stage founders build complete brand identities in under a day without paying agency fees or waiting 6 weeks for a brief-and-revision cycle.
PERSONALITY	Direct · Bold · Minimal · Confident — Direct is the dominant trait
OUTCOME	In control
DIFFERENTIATION	Unlike most brand agencies that charge \$8,000 and take 6 weeks, MAD Funnel Design delivers a production-ready identity on day one — without a single discovery call.

PROMPT 1A — BRAND FOUNDATION GENERATOR

CLAUDE / CHATGPT

Act as a brand strategist with 15 years building identity systems for funded startups and solo operators.

My business: [BUSINESS NAME]

What I do: [1-2 sentences — the specific thing you do and how]

Who I serve: [ultra-specific: e.g., "UX designers at Series A startups earning \$90k-\$130k who want to go independent"]

Their number one frustration: [be brutal — what do they actually complain about]

Tone: [pick 2-3: Direct / Confident / Minimal / Bold / Technical / Elegant / Premium / Warm / Sharp]

Generate exactly:

1. CORE IDEA — one sentence: "We help [audience] achieve [result] without [frustration]."
2. PERSONALITY TRAITS — 3-5 words in dominance order, most dominant first
3. EMOTIONAL OUTCOME — one word only
4. DIFFERENTIATION — one sentence starting "Unlike most [competitor category]..."

Hard rules:

- No generic terms: no "transform," "unlock," "revolutionize," "holistic," "authentic"
- No hedging: no "may," "might," "could potentially"
- One answer per section. No alternatives.

Choose one visual direction that governs every design decision from M4 through M8. No alternatives. No mood board galleries.

Input: M1 personality + emotional outcome

Output: Visual direction · Surface language · Light language · Space ratio · One-line brief

VISUAL DIRECTION — PICK ONE. LOCK IT.

Choose by your M1 personality, not by personal taste. Each direction is a complete visual world.

DARK PRECISION

MATCH: DIRECT · BOLD · PREMIUM · MINIMAL

Near-black backgrounds. Single light source, hard shadow. Matte surfaces — concrete, carbon, unsealed metal. Negative space as a design element, not an absence. No warmth, no softness, no decoration.

Use with Palette A. No gradients. No glow. No white backgrounds.

TECHNICAL EDGE

MATCH: TECHNICAL · CONFIDENT · SHARP

Deep navy or code-dark backgrounds. Grid lines and structural geometry as texture. Monospace type in supporting roles. Electric blue accents at functional points only. Nothing rounded. Nothing decorative.

Use with Palette B. Reference: terminal UIs, engineering schematics.

WARM EDITORIAL

MATCH: ELEGANT · WARM · REFINED

Cream and warm-white fields. Serif type at large scale. Natural textures — linen, uncoated paper, soft grain. Photography with available light, never flash. Restraint is the design choice.

Use with Palette C. Reference: Kinfolk magazine, luxury hospitality.

MOOD REFERENCE SYSTEM — FOUR QUESTIONS. FOUR IMAGES.

Each image answers one specific question. Four references. Four different questions. No overlap.

SURFACE REFERENCE

WHAT DOES YOUR BRAND TOUCH?

Find one image showing the exact material your brand lives on. Not a color — a physical surface. Rough concrete or linen or brushed aluminum. This becomes your texture language in M7.

Ask: what would your product sit on in a photo shoot?

LIGHT REFERENCE

HOW IS YOUR BRAND LIT?

Find one image showing your exact light quality. Hard single source or soft diffused. This single light decision controls the emotional temperature of every visual you generate.

Ask: does the shadow have a hard edge or a soft fade?

SPACE REFERENCE

HOW MUCH DOES YOUR BRAND BREATHE?

Find one image showing your negative space ratio. More space = higher perceived value, without exception. This is the single biggest driver of perceived price point.

Ask: what percentage of the frame is empty?

TYPE-IN-CONTEXT

WHERE DOES TEXT LIVE IN YOUR WORLD?

Find one image where text and image coexist. This solves your M8 layout before you design it. Where text is placed, what size relative to image, whether it sits on color or texture.

Ask: is the text a label or a headline?

Act as a visual identity director with 12 years building brand aesthetics for product companies. You specify constraints a designer or AI can execute without clarifying questions.

Brand inputs:

Personality: [paste M1 traits in dominance order]
 Emotional outcome: [paste M1 single word]
 Industry: [specific category]
 Audience: [paste M1 audience description]

Generate exactly:

- VISUAL DIRECTION** — Dark Precision / Technical Edge / Warm Editorial. State which and one sentence on why it matches the dominant M1 trait. No alternatives.
- SURFACE LANGUAGE** — two physical materials. "[material], [finish], [one tactile property]"
- LIGHT LANGUAGE** — one sentence: source type, color temperature, shadow hardness.
- SPACE RATIO** — one number: percentage of every frame that is empty. Give the rule.
- WHAT NEVER APPEARS** — six specific visual elements. Name objects, lighting styles, color conditions.
- ONE-LINE BRIEF** — "[Surface] + [light] + [one object] + [space rule]."

Hard rules:

- No adjectives without a physical fact attached
- No brand references ("think Apple," "like Nike") — describe the thing itself
- No mood words: no "sophisticated," "clean," "premium," "modern"

MAD FUNNEL DESIGN — QUALITY BENCHMARK

VISUAL DIRECTION	Dark Precision. Dominant trait is Direct — no softness, no warmth, no decoration.
SURFACE LANGUAGE	Rough-pour concrete, dry, charcoal-toned, fine aggregate visible, zero sheen. Matte aluminum, brushed horizontal grain, no polish, no reflection.
LIGHT LANGUAGE	Single tungsten practical, 2700K, hard shadow cast left, no fill, ambient from surface bounce only.
SPACE RATIO	45% minimum empty. Subject right 40% of frame. Left third always clear for type overlay.
WHAT NEVER APPEARS	No glass. No neon. No overhead lighting. No warm amber. No human hands. No product on white.
ONE-LINE BRIEF	Rough concrete desk + tungsten lamp off-frame right + one closed laptop + left third empty.

DO

- Pick one direction and commit. The system breaks if you hedge.
- Treat surface and light as permanent rules, not suggestions.
- Reference real physical spaces and materials — not other brands.
- Run every M7 image through the one-line brief as a pass/fail test.

DON'T

- Build a mood board of 40 images. Pick four — one per question.
- "Dark" is not a direction. "#090909 matte concrete" is a direction.
- Change the direction between modules. Lock it here. Do not revisit.
- Skip this because you already know what you want. Write it down.

Write the four-line hero section and choose one tagline. These are the first words a visitor reads. They must produce a decision, not admiration.

Input: M1 personality + emotional outcome

Output: Tagline · H1 · Subhead · CTA button · Trust line

TAGLINE STRUCTURES — PICK ONE AFTER RUNNING THE PROMPT

STRUCTURE A — OUTCOME

State what the customer has after. Max 7 words.

"[Result] without [old cost]."

e.g., "Clarity without the agency."

STRUCTURE B — IDENTITY

Speak to who they already believe they are. Max 5 words.

"Built for [self-identity noun]."

e.g., "Built for founders who ship."

STRUCTURE C — CONTRAST

Tension between the old world and new. Max 6 words.

"Less [X]. More [Y]."

e.g., "Less agency. More brand."

STRUCTURE D — CONVICTION

A single declarative belief the brand holds publicly. Max 5 words.

"[Core belief, present tense]."

e.g., "Clarity is the strategy."

HERO SECTION SPECS — EVERY FIELD REQUIRED

H1 4-7 words. Bold claim. No gerund verbs ("-ing"). No description of the business. No exclamation marks.

SUBHEAD 15-22 words. Addresses their biggest skepticism. Must contain one specific number or time frame.

CTA BUTTON 2-4 words. Action verb first. Not "Learn More." Not "Get Started." Not "Explore."

TRUST LINE Under the CTA. Max 10 words. Specific proof — not "trusted by thousands."

MAD FUNNEL DESIGN — QUALITY BENCHMARK

TAGLINE (CHOSEN) Less agency. More brand.

H1 Your Brand. Done in 30 Minutes.

SUBHEAD For founders who need a credible identity — without the 6-week agency timeline or the \$8,000 invoice.

CTA / TRUST Build My Brand
Used by 1,200+ founders to launch with confidence.

Act as a conversion copywriter who writes hero sections for funded product companies. You write to produce decisions, not admiration.

Core Idea: [paste M1 output exactly]

Personality: [paste M1 traits in order]

Emotional Outcome: [paste M1 single word]

Audience self-description: [how they describe themselves in conversation]

Their biggest skepticism: [what have they tried before that didn't work]

Generate:

TAGLINES — 4 options, one per structure (A/B/C/D). Max word counts enforced.

HERO SECTION:

H1: 4-7 words. Bold claim. No gerund verbs. No description of the business.

SUBHEAD: 15-22 words. Addresses skepticism. Must contain one number or time frame.

CTA BUTTON: 2-4 words. Action verb first. Not "Learn More." Not "Get Started."

TRUST LINE: Max 10 words. Specific proof — not "trusted by thousands."

Hard rules:

- No tagline includes the brand name
- No exclamation marks anywhere in the output
- No passive voice ("is designed to," "was built for")
- Every line must work as standalone text with zero context

Banned from hero copy:

transform your take it to the next level seamlessly cutting-edge elevate your brand passionate about

Generate a brief precise enough to produce a 90% result in one pass. Choose your logo type first. Run the prompt second.

Input: M1 personality + M2 visual direction + M5 color palette (complete M5 first)

Output: Logo brief · Three-test approval checklist · Usage rules

NOTE: M5 is an input here. Complete M5 first, then return to fill the color fields in Prompt 4A.

LOGO TYPE — CHOOSE BEFORE YOU BRIEF

WORDMARK

BEST FOR: NAMES UNDER 12 CHARACTERS

Brand name in custom type. Builds name recognition fastest. Right choice for service businesses, consultants, and personal brands where the name is the product.

Use when: name is short and legible at small sizes

SYMBOL + WORDMARK

BEST FOR: MULTI-PLATFORM PRESENCE

Icon plus name. Most flexible system. Required if you need a favicon, app icon, or standalone social avatar. The symbol must work without the name at 32px — if it doesn't, it's decoration.

Use when: operating across digital and print simultaneously

MONOGRAM

BEST FOR: LUXURY / LONG BRAND NAMES

Styled initials. Works for luxury, personal brands, names over three words. High recognition ceiling but slow to build without sustained marketing spend behind it.

Use when: name has strong initials or is too long to wordmark

THREE TESTS BEFORE APPROVAL — ALL THREE MUST PASS

1. FAVICON TEST

Shrink to 32px. Every element still reads. If it fails here, it fails everywhere.

2. REVERSAL TEST

Place on M5 primary (dark) and M5 neutral (light). Logo must hold on both.

3. ISOLATION TEST

Remove the brand name. Does the mark communicate the core concept alone? If no — regenerate.

LOGO USAGE RULES — NON-NEGOTIABLE

CLEAR SPACE

Height of the capital first letter on all four sides. Nothing enters this zone — no text, no image edge, no element.

MIN DIGITAL

120px wide for full logo. Below 120px: symbol only. Below 32px: monogram only.

MIN PRINT

20mm wide. Business card: symbol + wordmark. Embossed or embroidered: monogram only.

NEVER

Stretch. Rotate. Add shadow or glow. Change colors outside the M5 palette.

Prompt 4A — Logo Brief Generator — on the next page. Complete M5 first so you have your hex codes ready.

Act as a brand identity designer. Generate a logo brief precise enough that a designer or AI produces the right result in one pass.

Brand inputs:

Brand name: [BRAND NAME]
Industry: [specific – not "marketing" but "B2B brand consulting for SaaS startups"]
Core emotion: [your M1 emotional outcome word]
Personality: [paste M1 traits in dominance order]
Visual direction: [paste M2 direction: Dark Precision / Technical Edge / Warm Editorial]
The one concept the logo communicates without words: [e.g., "precision," "control," "authority"]

Technical specs:

Logo type: [Wordmark / Symbol + Wordmark / Monogram]
Style direction: [Geometric / Typographic / Abstract]
Primary color: [M5 accent hex] | Background: [M5 primary hex]
Max 2 colors. Flat only. No gradients, shadows, bevels, glows.
Typography feel: [one sentence – describe physical quality of letterforms, not mood]
e.g., "Tall, condensed, tight tracking, sharp terminals, no rounded corners"

Functional requirements:

- Legible at 16x16px (favicon test – if it fails here, it fails everywhere)
- Works reversed: white version on M5 primary background
- Symbol (if used): geometric abstraction of the concept, not a literal illustration
- Outputs: SVG master + PNG on dark + PNG on white + favicon 32px

Do NOT use: speech bubbles, lightbulbs, arrows, handshakes, globes, check marks, people silhouettes, swooshes, puzzle pieces, gears, rising suns, chat icons, location pins.

WHICH TOOL FOR LOGO GENERATION

Recraft V3

BEST FOR: VECTOR LOGOS + SVG EXPORT

Current best AI tool for logo work. Generates clean SVG output. Understands flat design constraints. Use "vector illustration" or "logo" style mode. Iterate in one session — it holds style consistency.

recraft.ai – select Logo style. Download as SVG, not PNG.

Claude / ChatGPT

BEST FOR: BRIEF REFINEMENT

Use the prompt above to generate a written brief first. Then paste into Recraft or pass to a designer. Do not use ChatGPT Image Gen for logos — it outputs raster, not vector.

Generate brief here. Then move to Recraft.

Human Designer

BEST FOR: FINAL POLISH

AI gets you 80% there in one pass. A designer gets to 100%. Use AI output as direction reference, not final file. 99designs or Fiverr Pro. Budget: \$150–\$400 for a wordmark.

Hand brief + M2 visual direction to the designer.

Assign four hex codes to four functional roles. Color chosen by feeling produces drift — color chosen by function produces a system.

Input: M1 personality + emotional outcome

Output: 4 hex codes · Usage rules · Accessibility ratios

FOUR ROLES — FOUR COLORS. EACH HAS ONE JOB.

PRIMARY 60%

BACKGROUNDS + DOMINANT SURFACES

Almost always dark or light — never your accent. This is the canvas everything sits on. Changing this later breaks every other color decision downstream.

Never use the accent color as primary.

SECONDARY 30%

CARDS + PANELS + NAV

Slightly lifted from primary. Creates depth without introducing a new color. The difference between primary and secondary should be visible but not dramatic.

Max 15% lightness delta from primary.

ACCENT 10%

CTAs + LINKS + KEY LABELS

One color. High contrast against primary. Use once per section — never more. The accent is the most important element on any page that uses it. Use twice and it loses its function.

If you use it twice per section, redesign the layout.

NEUTRAL

BODY TEXT + BORDERS

Never pure #000000 or #FFFFFF. Add 2–5% temperature to prevent sterility. Warm neutral for editorial palettes. Cool neutral for technical ones.

Must pass WCAG 2.1 AA (4.5:1 contrast ratio on primary).

PRE-BUILT PALETTES BY PERSONALITY

Palette A — Direct · Bold · Premium · Minimal

#090909

Primary

#181818

Secondary

Accent

#F4F2ED

Neutral

Palette B — Technical · Confident · Sharp

#0D1117

Primary

#161B22

Secondary

#3B82F6

Accent

#E6EDF3

Neutral

Palette C — Elegant · Warm · Refined

#FAF8F5

Primary

#F0EDE8

Secondary

#1A1A1A

Accent

#7A6F63

Neutral

Act as a color systems architect. You design UI and brand color structures — not aesthetics, but systems that hold across digital and print.

Personality traits: [paste M1 traits in order]

Emotional outcome: [paste M1 single word]

Audience: [paste M1 audience description]

Palette tone: [Dark dominant / Light dominant / Neutral]

Industry: [specific category]

Generate 4 colors. No options, no alternatives — one answer per slot:

PRIMARY — hex, name, usage, contrast ratio vs white, psychological reasoning tied to my specific traits

SECONDARY — same structure

ACCENT — same structure, plus: why this color was chosen over a brighter version

NEUTRAL — same structure, plus: exact temperature (warm vs cool) and why it matches my emotional outcome

Quality rules:

- Every reasoning must reference my specific traits — not generic color theory
- Accent must not be the same hue family as primary
- All body-text uses must pass WCAG 2.1 AA (contrast ratio 4.5:1 minimum)
- No adjectives like "vibrant," "bold," "modern" — describe what the color does visually

Choose two fonts and assign exact specifications to every type level. Type hierarchy is what separates a brand from a formatted document.

Input: M1 personality + M5 palette tone

Output: Font pair · H1/H2/H3/Body/UI specs with exact px, weight, tracking

PRE-BUILT PAIRS BY PERSONALITY

Cormorant Garamond + DM Sans

PREMIUM / MINIMAL / DIRECT

Editorial authority. High perceived value. Agencies, consultants, coaches, luxury products.

H1/H2: Cormorant Garamond. Body/UI: DM Sans.

Bebas Neue + IBM Plex Sans

BOLD / TECHNICAL / CONFIDENT

Commanding and structured. SaaS, agencies, media, sports, performance brands.

H1/H2: Bebas Neue. Body/UI: IBM Plex Sans.

Playfair Display + Lato

ELEGANT / WARM / REFINED

Classic and trustworthy. Wellness, fashion, food, hospitality, editorial brands.

H1/H2: Playfair Display. Body/UI: Lato.

COMPLETE TYPE HIERARCHY — EXACT VALUES REQUIRED

LEVEL	NAME	FONT	WT	SIZE	LH	LS	MAX WIDTH	RULE
H1	Hero Headline	Display	400	64-96px	0.92	0.01em	< 8 words per line	
H2	Section Title	Display	400	40-52px	1.0	0.02em	Never orphan last word	
H3	SUB LABEL	Body	700	10-13px	1.2	0.1em	Uppercase always	
BODY	Paragraph	Body	400	14-16px	1.75	0	Max 75 chars per line	
UI	Button/Label	Body	600	12-14px	1.4	0.05em	44px min touch target	

Act as a type director who builds font systems for product companies. You choose functional type that works at every size, weight, and platform – not fonts that look pretty in a mockup.

Personality: [paste M1 traits]

Palette tone: [Dark / Light – from M5]

Industry: [your specific category]

Primary platform: [Website / Mobile App / Print / All]

Font budget: [Google Fonts only / Adobe Fonts / Paid OK]

Generate:

1. PRIMARY TYPEFACE – font name, exact weights (numbers: 400/600/700), elements it appears on (H1/H2 only)
2. SECONDARY TYPEFACE – font name, exact weights, every element it appears on
3. HIERARCHY TABLE – Level / Font / Size (px) / Weight (number) / Line-height / Letter-spacing / Max line length (chars) / Rule
Rows: H1 / H2 / H3 / Body / UI Label / Caption
4. THE ONE NON-NEGOTIABLE RULE – the constraint that, if broken, immediately makes the brand look inconsistent

Your output must include:

- Exact px values, not ranges
- Font-weight as numbers, not names (400 not "regular")
- Max characters per line for body text
- Contrast ratio of body text against M5 palette background
- Mobile font-size reduction rule (what changes below 768px viewport)
- Orphan policy (minimum words on last line of a paragraph)

Generate every brand visual using a surgical prompt architecture. Fill every field. Every field changes the output.

Input: M1 personality + M5 hex codes + M6 fonts

Output: Hero image · Social visual · Texture · Motion frame

WHICH TOOL TO USE — CAPABILITY MATRIX

ChatGPT Image Gen (4o)

BEST FOR: CONCEPT FIDELITY + TEXT IN IMAGE

Follows multi-clause prompts precisely. Layered constraints — subject + lighting + surface + negative space — executed more literally than any other model. Use for mockups requiring readable text or type-on-image composites.

Paste prompt directly. Add: "Do not add decorative elements not in the brief."

Midjourney v7

BEST FOR: SURFACE RENDERING + MATERIAL FIDELITY

Unmatched at physical materials — concrete grain, brushed metal, linen, glass refraction. Use when brand visual depends on tactile surface quality over conceptual precision.

Append: --style raw --q 2 --ar 4:5. Commercial: --cw 0

Flux Pro / Ultra

BEST FOR: PHOTOREALISM + COMMERCIAL LICENSING

Black Forest Labs model via Fal.ai or Replicate. Current benchmark for photographic realism. No watermarks. Commercial rights clear. Use for product photography-style hero images.

fal.ai; model = fal-ai/flux-pro/v1.1-ultra. safety_tolerance: 5

PROMPT ANATOMY — UNIVERSAL STRUCTURE. EVERY FIELD REQUIRED.

Order matters — front-load subject and light before mood and color. Vague inputs produce vague outputs.

SUBJECT

One object or scene. Name: material, state, one supporting element.
"Matte black closed laptop on dark concrete desk. Single desk lamp, off-frame right, tungsten. No other objects."

LIGHT SOURCE

Source type + color temperature + whether fill exists or not.
"Single practical tungsten source, 2700K, hard shadow cast left, no fill, ambient from surface bounce only"

SURFACE & MATERIAL

Exact material. Its finish. One physical property.
"Background: rough-pour concrete, dry, charcoal-toned, subtle aggregate visible, no sheen"

COMPOSITION

Subject placement + negative space + framing + aspect ratio.
"Subject right-weighted, 45% of frame. Left third: empty. Mid-shot. 4:5 ratio."

Higgsfield

BEST FOR: MOTION BRAND ASSETS + CINEMATIC STILLS

Cinematic motion — not static images. Slow product push, environmental reveal, light sweep. Outputs video; frame-extract the sharpest still for static use. Highest perceived production value.

Camera Motion: Static or Slow Push In. Duration: 3s for still extraction.

Seedance 2.0

BEST FOR: AMBIENT BRAND VIDEO LOOPS

ByteDance video synthesis. Loopable ambient content — texture animations, surface reveals, environmental mood loops. Website hero backgrounds, social reel openers.

Prompt: environment only, no people, no text. Set seed for consistency.

Ideogram 3

BEST FOR: TEXT-CRITICAL BRAND VISUALS

Only model that reliably renders legible custom typography inside an image. Event graphics, social quote cards, product packaging mockups. Not for photography-style outputs.

Wrap text in "quotes" in prompt. Add: style: design or style: render 3D

NEGATIVE PROMPT BLOCK — REQUIRED FOR ALL MODELS

The negative prompt is not optional. It is the difference between a precise output and a statistically-averaged one. Models produce what's most probable from training data — negative prompts suppress the defaults you didn't ask for but will get anyway.

DIRECT · BOLD · PREMIUM (PALETTE A)

neon glow, lens flare, chromatic aberration
oversaturated, HDR tonemapping
multiple light sources, backlit rim lighting
shiny floor reflections, mirror surfaces
cluttered scene, multiple objects
stock photo, commercial catalog look
soft pastel tones, warm filter, vignette
people, hands, faces, human presence
text, watermark, logo, UI elements
overexposed highlights, blown whites

ELEGANT · WARM · REFINED (PALETTE C)

harsh shadows, high contrast, noir look
cold color grading, blue-toned, desaturated
industrial materials, concrete, metal
dark background dominant
graphic design elements, overlays
artificial studio flash, hard light
photoshop composite look, cutout subject
oversaturated skin tones, blown highlights
digital noise, grain simulation
text, watermark, logo, UI elements

UNIVERSAL NEGATIVE PROMPTS — PASTE INTO EVERY GENERATION

cartoon, illustration, 3D render, CGI
watermark, signature, frame, border
low quality, blurry, out of focus (unless specified)

wrong aspect ratio, cropped subject
AI artifact, distorted geometry

OUTPUT TYPE SPECS

HERO IMAGE (WEB)

- Ratio: 16:9 or 4:5
- Subject right-weighted or centered
- Left third: clear negative space for headline overlay
- Strong single focal point
- Test: cover the subject — does the image still hold?

SOCIAL VISUAL (FEED)

- Ratio: 1:1 or 4:5 (avoid 16:9 — crops badly)
- Subject fills 65–75% of frame
- Top 20% clear for text overlay if needed
- High contrast edges — survives thumbnail compression
- No reliance on fine detail below 600px

TEXTURE BACKGROUND

- Ratio: 1:1, flag as seamless tile
- No subject — surface only
- Tonal variance: max 15% lightness delta
- Prompt: "macro surface, seamless repeat, no directional gradient"
- Test: tile 4x — if seam shows, regenerate

MOTION FRAME (HIGGSFIELD)

- 16:9 for hero, 9:16 for reels
- Camera: Static or Slow Push In only
- Subject static — only light or environment moves
- Duration: 3–4s for still extraction
- Extract frame 1.5–2.5s in — peak motion

AMBIENT LOOP (SEEDANCE)

- 1:1 or 16:9
- No subject — surface, material, environment only
- Motion must read on mute
- Last frame must dissolve cleanly to first
- Use as section background at 15–20% opacity

TYPE-CRITICAL VISUAL (IDEOGRAM)

- Any ratio — match final output placement
- Text in prompt: wrap in "double quotes" exactly
- Max 6 words in image — more degrades legibility
- Font style: name it (serif / sans-serif / condensed)
- Check: every letter correct before using

Apply every M1–M7 decision to the exact platforms where customers encounter the brand. This is where the brand stops being a document.

Input: All previous module outputs

Output: Website spec · Social system · Email signature · Business card · Copy prompt

PLATFORM SPECS — COPY THESE RULES DIRECTLY TO EACH PLATFORM

WEBSITE HERO

- H1 from M3 — display font (M6), max 2 lines, no sentence case
- Background = M5 primary. No image behind type.
- CTA = M5 accent, M6 UI font, 44px minimum height
- Hero image right-aligned per M7 composition rule
- Nav: max 4 links, M6 UI font, M5 neutral color

SOCIAL GRID SYSTEM

- 3-post color pattern: dark / dark / accent-featured
- All text M6 body font, left-aligned — never centered
- Logo same corner every post — pick one, never move it
- One content format per week. No mid-grid style switches.
- All imagery from M7 visual language only

EMAIL SIGNATURE

- Name: M6 headline font, M5 neutral color, 14px
- Title + company: M6 body, 70% opacity, 12px
- Logo: wordmark only, max 160px wide, linked to site
- One link total — website or calendar, not both
- No social icons — reduces click dilution

BUSINESS CARD

- Front: logo centered on M5 primary — nothing else
- Back: name + title + one contact detail only
- Stock: 400gsm matte uncoated minimum
- Size: 85×55mm / 3.5×2in standard
- Never use accent color as full card background

Act as a conversion copywriter who writes landing pages for bootstrapped and early-stage businesses. You write to produce decisions, not admiration.

Core Idea: [paste M1] Personality: [paste M1 traits]
Hero copy: [paste M3 H1 + subhead – already done, do not rewrite]
Audience: [paste M1 audience] Frustration: [paste M1]
Skepticism: [what have they tried before that failed]

Write these sections:

1. PROBLEM – H2 + 3 pain statements. Each starts "You [verb]..." One sentence. No hedging.
2. SOLUTION – H2 (max 8 words, claim-first) + 3 benefits.
Format: "[what they get] – [how, specifically]."
3. HOW IT WORKS – 3 steps. 2-word step name + 1 sentence. Present tense.
4. OBJECTIONS – 3 real objections. State in their exact words, answer with one specific counter-fact.
5. CLOSING CTA – H2 (urgency, no fake scarcity) + button text (verb first, 2-4 words)
+ risk reducer (specific guarantee, max 10 words)

Hard rules:

– Total: under 400 words. Grade 8 reading level. No paragraph over 3 lines.

Banned:

transform your business next level passionate about team of experts results-driven proven framework turn-key solution

Lock every spacing, grid, button, and icon constraint so anything built six months from now still looks like the same brand.

Input: M5 colors + M6 fonts

Output: Grid spec · Spacing scale · Button system · Icon rules · Developer-ready CSS spec

LOCKED CONSTRAINTS — COPY DIRECTLY TO YOUR DEVELOPER

GRID SYSTEM

- Base unit: 8px. Every spacing value is a multiple of 8. No exceptions.
- Desktop: 12 columns, 24px gutters, max 1200px centered
- Tablet: 8 columns, 20px gutters, max 768px
- Mobile: 4 columns, 16px gutters, full bleed minus 16px sides
- Section vertical padding: 80px desktop / 48px mobile

SPACING SCALE

- 4px — micro: icon gaps, badge padding
- 8px — tight: list items, form labels
- 16px — base: card padding, small gaps
- 24px — comfortable: between related elements
- 32px — relaxed: between components
- 48 / 64 / 80px — section rhythm

BUTTON SYSTEM

- Primary: M5 accent bg · M5 primary text · 0px radius · 12px 24px pad · M6 UI 600
- Secondary: Transparent bg · M5 accent border 1px · M5 accent text
- Ghost: No border · M5 neutral text · hover = underline only
- Min touch target: 44px height all variants
- One primary CTA per visual section — never two

ICON RULES

- One library only: Phosphor, Lucide, or Heroicons. Never mix.
- Stroke weight: 1.5px regular / 2px emphasized — pick one, hold forever
- Sizes: 16px / 20px / 24px only
- Color: M5 neutral or M5 accent — never gradient
- Icons support text labels — never replace them

Act as a design systems engineer. Generate a complete, developer-ready spec I can hand to any designer or developer – they build with zero clarifying questions.

Colors: Primary [hex] / Secondary [hex] / Accent [hex] / Neutral [hex]

Fonts: [headline font] for headings / [body font] for everything else

Personality: [M1 traits]

Platform: [Website / App / Both / Print]

Border feel: [Sharp (0px) / Slightly rounded (4px) / Rounded (8px) / Pill (9999px)]

Generate these sections exactly:

CSS VARIABLES BLOCK – actual CSS custom property declarations for all 4 colors, both fonts, border-radius, and all 6 spacing values

GRID SPEC – 3-column table: desktop / tablet / mobile with column count, gutter, max-width, section padding

SHADOW SYSTEM – 3 shadow levels (subtle/medium/strong) as CSS box-shadow values with one-line usage rule each

BUTTON SPEC TABLE – Variant / Background / Border / Text / Padding / Font-size / Weight / Radius / Min-height

ICON RULES – library name, stroke-width value, size options in px, color token

THREE RULES THAT CANNOT BREAK – the three constraints that, if violated, immediately make the brand look inconsistent

Every value must be a concrete number. No ranges. No approximations. This is a specification, not a guide.

Feed your complete M1–M9 text file into one master prompt. One run. Complete brand system output. This is the deliverable, not a summary.

Input: Your complete M1–M9 text file **Output:** Brand summary · Voice guide · Hero copy · Email formulas · Content system

BEFORE YOU RUN — ALL SIX MUST BE COMPLETE

- M1 COMPLETE** Core idea, personality traits, emotional outcome, and differentiation locked. No bracketed placeholders.
- M2 COMPLETE** Visual direction chosen. Surface, light, space language written as physical facts, not adjectives.
- M3 COMPLETE** Tagline chosen. H1, subhead, CTA, and trust line all written.
- M5 COMPLETE** All four hex codes confirmed. Each assigned to primary, secondary, accent, neutral.
- M6 COMPLETE** Both fonts named with exact weights. Hierarchy table populated with numbers, not ranges.
- TEXT FILE READY** All module outputs pasted into one running text file in order. This file is your master prompt input.

WHAT THE ENGINE BUILDS IN ONE RUN

BRAND SUMMARY

3 SENTENCES · IMMEDIATELY USABLE

What and for whom + one specific operational fact. The mechanism separating you from the named competitor category. The single outcome the customer walks away with. No adjectives without a number or fact.

Paste into About page, investor deck, LinkedIn bio, and pitch intro.

VOICE GUIDE

8 RULES · WRONG + RIGHT EXAMPLES

Not principles — rules. Each: one constraint + WRONG example (5–8 words) + RIGHT example (5–8 words). Covers sentence length, adjective use, we/you ratio, hedging, numbers, punctuation, bad news, CTAs.

Give to every writer, AI prompt, and contractor who touches copy.

CONTENT SYSTEM

4 POST FORMATS · REPEATABLE WEEKLY

Four formats mapped to audience psychology: proof post, contrast post, mechanism post, direct CTA post. Each has a fill-in structure. Same four formats every week — consistency builds faster than variety.

Rotate weekly. Never post outside these four formats.

WEBSITE HERO

WRITTEN OUTPUT · READY TO SHIP

H1 (max 7 words, no gerund verbs). Subhead (15–22 words, one number). CTA (2–4 words, verb first). Trust line (max 10 words, specific proof). Copy it. Paste it. It ships.

Do not rewrite. Use as-is.

EMAIL FORMULAS

5 TEMPLATES · WITH PSYCHOLOGICAL TRIGGERS

Five structures mapped to: curiosity gap, specificity, loss aversion, social proof, pattern interrupt. Each includes one filled example using your brand. Copy-paste and adjust the variable.

Use the formula, change the variable. Same structure every time.

BRAND DON'TS

6 DIRECTIVES · FOR EVERY NEW HIRE

Six constraints for a new team member. Each references a specific M1 personality trait and names the strategic reason — not just the rule. Read once. Remembered as a constraint.

Paste into every contractor brief and onboarding doc.

Act as a senior brand strategist and conversion copywriter who has built brand systems for 200+ product companies. Specificity without filler. Usable outputs – not theory.

Brand system inputs:

Brand Name: [NAME] | Core Idea: [paste M1] | Personality: [paste M1 traits]
 Emotional Outcome: [paste M1 word] | Differentiation: [paste M1]
 Visual Direction: [paste M2 direction + one-line brief]
 Primary: [M5] | Secondary: [M5] | Accent: [M5] | Neutral: [M5]
 Headline Font: [M6] | Body Font: [M6] | Tagline: [M3 chosen]
 Industry: [specific] | Audience: [paste M1 audience]

Build the following:

1. BRAND SUMMARY – 3 sentences. (1) What and for whom, one operational fact. (2) The mechanism separating from named competitor. (3) The single outcome. No adjectives without a fact.
2. TAGLINE VARIATIONS – 3 options, max 7 words, different structures. Under each: one sentence on what belief it activates.
3. VOICE GUIDE – 8 rules. Each: constraint + WRONG (5-8 words) + RIGHT (5-8 words). Cover: sentence length, adjective use, we/you, hedging, numbers, punctuation, bad news, CTAs.
4. WEBSITE HERO – write it. H1 (max 7 words). Subhead (15-22 words, one number). CTA (2-4 words, verb first). Trust line (max 10 words, specific proof).
5. EMAIL SUBJECT LINE FORMULAS – 5 formulas. Each: structure + psychological trigger + one filled example using this brand.
6. CONTENT SYSTEM – 4 weekly formats with fill-in structure and completed example: proof / contrast / mechanism / direct CTA.
7. BRAND DON'TS – 6 directives. Each: specific M1 trait + strategic reason.

Hard rules for all output:

- Every example uses this brand name and audience – no placeholders in the output
- No generic language: no "transform," "unlock," "seamlessly," "cutting-edge," "robust"
- No hedging: no "may," "might," "could potentially"
- No meta-commentary – do not explain what you are about to write, just write it
- Grade 8 reading level. Every section immediately usable: copy it, paste it, it ships.

AFTER THE ENGINE RUNS — FOUR RULES THAT KEEP IT CONSISTENT

- 1 Run the master prompt once per brand. Do not iterate in the same session. If the first run misses, fix the input, not the output.
- 2 Save the complete output as a single document before editing anything. The unedited version is your reference.
- 3 One voice throughout. If hero copy uses 12-word sentences, email subject lines use 12-word sentences. Mixing registers reads as two different brands.
- 4 If any output could have been written for your nearest competitor, the M1 inputs were not specific enough. Sharpen differentiation before rerunning.

MAD FUNNEL DESIGN — BUILT THROUGH THIS SYSTEM

M1 — BRAND FOUNDATION

MAD FUNNEL DESIGN — QUALITY BENCHMARK

CORE IDEA	We help early-stage founders build complete brand identities in under a day without paying agency fees or waiting 6 weeks for a brief-and-revision cycle.
PERSONALITY	Direct · Bold · Minimal · Confident — Direct is the dominant trait
OUTCOME	In control
DIFFERENTIATION	Unlike most brand agencies that charge \$8,000 and take 6 weeks, MAD Funnel Design delivers a production-ready identity on day one — without a single discovery call.

M2 — VISUAL IDENTITY SYSTEM

MAD FUNNEL DESIGN — QUALITY BENCHMARK

VISUAL DIRECTION	Dark Precision. Dominant trait is Direct — no softness, no warmth, no decoration.
SURFACE LANGUAGE	Rough-pour concrete, dry, charcoal-toned, fine aggregate visible, zero sheen. Matte aluminum, brushed horizontal grain, no polish, no reflection.
LIGHT LANGUAGE	Single tungsten, 2700K, hard shadow cast left, no fill, surface bounce only.
SPACE RATIO	45% minimum empty. Subject occupies right 40% of frame. Left third always clear for type.
ONE-LINE BRIEF	Rough concrete desk + tungsten lamp off-frame right + one closed laptop + left third empty.

M3 — BRAND WORLD

MAD FUNNEL DESIGN — QUALITY BENCHMARK

TAGLINE	Less agency. More brand.
H1	Your Brand. Done in 30 Minutes.
SUBHEAD	For founders who need a credible identity — without the 6-week agency timeline or the \$8,000 invoice.
CTA / TRUST	Build My Brand Used by 1,200+ founders to launch with confidence.

M10 — VOICE RULES (4 OF 8)

MAD FUNNEL DESIGN — QUALITY BENCHMARK

RULE 1 — LENGTH	Sentences under 16 words. Wrong: "Our platform was specifically designed to help founders navigate brand complexity." Right: "This system removes every decision you'd normally get stuck on."
RULE 2 — PROOF	No adjective without a fact. Wrong: "A powerful, professional system." Right: "A system built from 200 real client projects."
RULE 3 — CTAS	CTA uses the customer's goal. Wrong: "Download Now." Right: "Build My Brand."
RULE 4 — NUMBERS	Numbers over estimates. Wrong: "Saves you tons of time." Right: "Saves 40+ hours vs. working with an agency."

FINAL PRINCIPLE

EXECUTION OVER EVERYTHING

A finished brand at 80% quality ships. A perfect brand in a Google Doc doesn't. Run the system. Lock the decisions. Build the thing.

10 MODULES

REAL PROMPTS

MAD FUNNEL DESIGN TESTED

30 MINUTES