

FREE DOWNLOAD

The Character Consistency Brief

The exact template that keeps an AI character looking like itself,
generation after generation — the same one used to build Cinna Bunny.

WHAT'S INSIDE

Why consistency is what separates a followed character from a scrolled-past one

The full brief — core identity, physical reference, wardrobe, camera & world rules

A worked example — every field filled in exactly as Cinna Bunny uses it

What's next if you want the complete system

Why this matters

The single biggest thing that separates a character people follow from one they scroll past is consistency. If the face, proportions, wardrobe, and lighting drift from clip to clip, viewers subconsciously clock it as “off” even if they can't say why — and follows stall out. Lock these details down once, reference them every time you generate, and your character starts to feel like a real, continuous personality instead of a new AI image each time.

This is the exact framework used to keep Cinna Bunny's look consistent across dozens of generations and multiple AI tools. Fill it in once for your own character, then paste the relevant fields into every image or video prompt you write.



The brief in action — a locked reference sheet is what keeps every generation reading as the same character.

Fill in your brief

Work through each field below. Be as specific as you can — vague answers (“cute,” “pink”) are exactly what causes drift. Specific answers (“soft dusty-rose fur, darker rose on ear tips, round low-set eyes”) are what locks a look in place.

Core identity

Name	<i>e.g. Cinna Bunny</i>
Species / form	<i>e.g. anthropomorphic rabbit, stylized 3D</i>
Age / vibe	<i>e.g. young adult, playful but glamorous</i>

Physical reference

Face shape & features	<i>eye shape/size/colour, nose, cheeks, expression defaults</i>
----------------------------------	---

Fur / skin / texture	<i>base colour, secondary colour, texture finish</i>
Proportions	<i>head-to-body ratio, limb length, silhouette</i>
Signature details	<i>one or two unmistakable features, e.g. gold ear cuff</i>

Style & wardrobe

Default outfit	<i>the “home base” look used when no scene overrides it</i>
Wardrobe range	<i>outfits allowed within the brand, e.g. glam/nightlife, never sporty</i>
Colour palette	<i>2–3 recurring colours across outfits and scenes</i>

Camera & world rules

Lighting	<i>e.g. warm gold rim light, soft key, low ambient</i>
Lens / framing	<i>e.g. medium shot, slight low angle, shallow depth of field</i>
Colour grade	<i>e.g. warm highlights, deep shadow, slight film grain</i>

Personality (for captions & voice)

Tone	<i>e.g. sassy, confident, a little dramatic</i>
Never do	<i>traits/poses/expressions that would break the character</i>

Worked example — Cinna Bunny

To show how this looks filled in:

- **Core identity:** Cinna Bunny — anthropomorphic rabbit, stylized 3D, playful-glam young adult.
- **Physical reference:** round low-set eyes, soft blush cheeks, dusty-rose fur with a lighter chest patch, tall rounded ears, gold ear cuff on the left ear (signature detail).
- **Wardrobe:** glam/nightlife default — sequins, gold trim, tailored jackets; never sporty or casual streetwear.
- **Camera & world:** warm gold rim lighting, medium shot with slight low angle, warm highlight / deep shadow colour grade.
- **Personality:** confident, a little dramatic, sassy captions, never meek or apologetic in tone.

That's it — six short fields, reused in every single prompt, is what makes the character read as “the same bunny” across 50+ videos.

Want the full system?

This brief is one piece of a larger kit — the full prompt library (organised by content type: intros, POV/transformation, story-arc scenes, lifestyle b-roll, seasonal), the production workflow from image to posted video, a tools & stack reference, a 30-day content calendar, and the hook and growth formulas used to actually get these clips seen. If you'd rather have your brand's own AI character built for you entirely, [that's a service KBV Publishing offers directly](#).



A preview of what's inside the full kit — the prompt library across all five content types.

READY FOR THE FULL SYSTEM? The AI Character Creator Kit

This brief is one piece of it. The full kit adds the complete prompt library across five content types, the production workflow, tools & stack reference, a 30-day content calendar, growth strategy, and the exact system used to build Cinna Bunny — for a one-time \$27.

Get the AI Character Creator Kit — \$27 →

Want it done for you — or want the community?

If you'd rather have your own AI character built for you end-to-end, book a free strategy call and we'll map out the right done-for-you package live. Or join creators running this exact system inside the free AI Unchained community — swap prompts, get feedback, see what's working right now.

Book a free DFY strategy call →

Join the free community →