

BUILD YOUR BRAND WITH AI.

From brand voice to visual identity — the complete system, built in one conversation with Claude.

THE PREMISE

Your brand is a system, not a logo.

Most creators skip branding because it feels expensive and complicated. It doesn't have to be either.

Whether you're building a personal brand or launching something new, your brand is the difference between looking like a hobby and looking like a business. It's how people decide to follow you, trust you, and buy from you — in seconds.

A brand system is five things: a color palette, a typography pairing, a voice, a logo direction, and templates. AI unlocks all of it. Claude can build all five in a single conversation. What used to cost \$5,000 and take three weeks now takes an afternoon.

This guide works for personal brands, side projects, product launches — anything that needs to look like it was designed on purpose. Here's the exact prompt that built Creator Side Hustle's brand.

THE ONE PROMPT

Start here.

Copy this prompt into Claude. Fill in the brackets. Watch it build your entire brand system.

THE BRAND BUILDER PROMPT

"I'm building a brand called [NAME]. It's for [what it does] and my target audience is [who]. I want people to feel [1-3 emotions] when they encounter the brand. My aesthetic references are [2-3 brands, magazines, or designers whose look you love]. My tone is [adjectives — e.g. witty, warm, authoritative]. Help me build a visual brand system including: a color palette, typography pairing, logo direction, and templates for [Instagram / ebooks / website — pick your use case]."

Claude will come back with multiple directions. Pick the one that feels right. Then ask it to go deeper on each element.

The key is specificity. The more specific your inputs — especially the aesthetic references and the emotions — the more dialed-in the output. 'Clean and modern' gets you generic. 'Cereal Magazine meets Glossier with the warmth of a handwritten note' gets you a brand.

WHAT CLAUDE BUILDS

The five pieces.

Color Palette

Claude generates 4-6 hex colors with usage rules — which is your primary, which is your accent, how much of each to use. Ask for a 90/8/2 rule: 90% of your brand is two colors, 8% is a third, 2% is the rare accent.

Typography

A 2-3 font system. Display font for headlines, body font for paragraphs, label font for small text. Claude recommends Google Fonts pairings that work together.

Voice & Tone

Your brand's voice DNA in three words. How you write headlines. What you never say. Claude builds a mini voice guide you can reference every time you write.

Logo Direction

Not a finished logo, but a clear direction — wordmark vs. monogram, font choices, layout options. Enough to brief a designer or build it yourself in Canva.

Templates

Claude can generate HTML/CSS templates for PDFs, one-sheets, ebook covers, and social graphics that match your brand system exactly.

GO DEEPER

Refine it.

The first pass is a starting point. The magic is in the follow-ups. Here are the prompts that take your brand from draft to done:

TRY THIS

"I like direction 2 but make the palette warmer. Less corporate, more editorial."

TRY THIS

"Write me a brand voice guide. Include: voice in three words, a headline pattern, three example headlines, and a list of words I never use."

TRY THIS

"Now build me a brand guide PDF with all of this — cover page, color swatches, typography samples, voice guide, and a cheat sheet."

TRY THIS

"Create an Instagram carousel template that uses this brand system. 1080x1080, 5 slides."

THE PLAYBOOK

OWN YOUR LOOK.

Your brand is the first thing people judge and the last thing they forget. Build it once with AI. Use it everywhere.

Send this to a creator still using default Canva templates.

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