

brisk.

BUILD YOUR

Brand System

The prompt that builds your brand identity for AI in 10 minutes.

WHY THIS MATTERS

Without a Brand System, AI Is Guessing

Different colours every post. Different fonts. Different tone. Zero recognition. Zero compounding.

With a brand system, every piece of content looks and sounds like it came from the same person — because it did. You give the AI your rules once, and it follows them every time.

THE PROMPT

Paste This Into a New Claude Chat

Answer the questions one at a time. In 10 minutes, you'll have a brand reference document you can use with any AI tool.

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Help me build a basic brand system for my social media content. Ask me these questions one at a time, then create a brand document I can reference every time I use AI to make content.
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1. ABOUT YOU
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- What's your name or brand name?
- What do you do in one sentence?
- Who is your audience?
- Pick 3 words that describe how your brand should feel (e.g. bold, warm, minimal, playful, premium, raw, clean, loud)

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2. COLOURS
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- Do you already have brand colours? If yes, give me the hex codes.

- If not, based on my 3 words, suggest a palette: one dark colour (backgrounds), one light colour (text/breathing space), and one accent colour (headlines, CTAs, highlights). Show me the palette and let me approve or adjust.

3. TYPOGRAPHY

- Suggest two Google Fonts that match my brand feel. One bold display font for headlines. One clean font for body text. Show me examples of each and let me pick.

4. VOICE

- Based on my 3 words and audience, write 5 short example sentences in my brand voice so I can say yes or adjust the tone.

After I've confirmed everything, create a clean one-page brand reference document with:

- My colours (with hex codes)
- My fonts (with sizes for headlines, subtext, body)
- 3 "do this" and 3 "don't do this" rules for my voice
- A reminder to always include my handle on every piece of content

Keep it simple. No jargon. I should be able to hand this document to any AI tool and get consistent results.

WHAT TO DO WITH IT

Three Steps After You Run the Prompt

1. Save the document Claude creates

That's your single source of truth. One file that defines your brand for every AI tool you'll ever use.

2. Create a Claude Project and upload it

Create a new Claude Project and drag the brand document into the project files. Every chat you open inside that project now follows your brand rules automatically — no re-explaining required.

3. Use it with any AI tool

The document works everywhere. Hand it to ChatGPT, Gemini, whatever you're using. Same brand, every time, regardless of the tool.

This is the starting point. A full brand system goes deeper — visual direction, slide architecture, compositing rules, voice layers.

WORK WITH US

Want the Full System Built for You?

We build complete brand systems — colours, typography, voice rules, slide templates, and AI-ready reference docs — so every piece of content is on-brand from day one.

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