

# **Logo Creator - PRD**

Product Requirements Document

Version 1.0 - February 2026

## **Product Requirements Document (PRD)**

### **Logo Creator Application**

Version: 1.1

#### **1. Overview**

##### **1.1 Problem Statement**

Small businesses and entrepreneurs need professional logos but often lack:

##### **1.2 Solution**

An AI-powered web application that generates professional logos from simple text input. Users enter their business name and receive AI-generated logo options they can download instantly.

##### **1.3 Target Users**

- Small business owners

#### **2. Goals & Success Metrics**

##### **2.1 Project Goals**

1. Speed: Generate logo in under 30 seconds

##### **2.2 Success Metrics**

#### **3. MVP Features**

##### **3.1 Core Features (Must Have)**

##### **3.2 Nice-to-Have Features (Post-MVP)**

### **3.3 Out of Scope (This Version)**

- User authentication/accounts

## **4. User Flow**

## **5. Technical Requirements**

### **5.1 Frontend**

### **5.2 Backend**

### **5.3 Infrastructure**

### **5.4 API Endpoints**

Request Format:

Response Format:

## **6. Design Requirements**

### **6.1 Visual Design**

- Style: Clean, modern, professional

### **6.2 Responsive Design**

- Desktop (1280px+): Full layout

### **6.3 Accessibility**

- WCAG 2.1 AA compliance

## **7. Acceptance Criteria**

### **7.1 Text Input**

- [ ] User can enter business name (1-100 characters)

### **7.2 Logo Generation**

- [ ] API call is made with business name

### **7.3 Preview**

- [ ] Generated logo displays prominently

## **7.4 Download**

[ ] Clicking download saves PNG file

## **8. Open Questions for Stakeholders**

1. ~~AI Service: Which AI image generation service should we use?~~ RESOLVED: GPT Image Generator 1.5 (confirmed by stakeholder 2026-02-01)
2. ~~Hosting Platform: Any preferences for deployment?~~ RESOLVED: Railway (deploy via Railway Public API, confirmed by stakeholder 2026-02-01)
3. Design Direction: What aesthetic should we target?
4. Color Palette: Any brand colors or preferences for the app UI?
5. Additional MVP Features: Are there any critical features missing from the MVP scope?

## **9. Timeline (Estimated)**

Note: Cycles are defined by the team's sync schedule

## **10. Team Assignments**

## **11. Revision History**

Status: Awaiting approval from @babak and @arash

Please review and respond with: