

# SMASH STACK: BRAND BREAKDOWN

## How I Built a Complete Burger Brand with AI

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### THE BRAND: SMASH STACK

*A bold, no-nonsense smash burger concept*

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### BRAND ATTRIBUTES

#### Personality

- Unapologetically indulgent
- Bold, loud, confident
- Quality-focused but not pretentious
- Modern American diner energy

#### Visual Language

- Bold typography, impactful
- Red, black, cream color palette
- Raw, messy, appetizing
- Foil textures, paper, casual packaging
- Flash photography, harsh shadows

#### Photography Style

- Direct flash, harsh shadows
  - Slightly chaotic, messy
  - Close-up details (cheese pull, meat texture)
  - Real, not overly styled
  - Paper/foil packaging visible
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### MASTER PROMPT TEMPLATE

Bold American burger joint energy. Direct flash photography with harsh shadows, slightly overexposed highlights. [SPECIFIC SCENE]. Red, black, cream color palette. Foil wrappers, kraft paper, visible grease. Unapologetically messy, appetite-inducing. Shot on 35mm, 4:5 ratio.

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### COMPLETE ASSET LIBRARY

#### 1. Hero Burger Shot

Appetite-inducing smash burger glory. Direct flash photography, harsh shadows, slightly overexposed. Double smash patty with melted American cheese dripping, soft potato bun, caramelized onions visible. Sitting on foil wrapper with grease stains,

kraft paper underneath. Shot from eye level, 50mm lens, 4:5 ratio. Make it look like you need to eat this immediately.

## 2. Packaging - Box

Bold burger joint packaging. Direct flash, harsh shadows. Red and black printed burger box, bold sans-serif logo, sitting on greasy kraft paper. Slightly crumpled napkins nearby, fry basket edge visible. Casual, intentionally imperfect styling. 35mm aesthetic, 1:1 ratio.

## 3. Packaging - Wrapper

Smash burger wrapped to go. Direct flash photography. Foil wrapper with red and black brand sticker, burger weight visible inside, grease marks on foil. Kraft paper bag partially visible, casual diner surface. Authentic fast-food energy. 35mm, 4:5 ratio.

## 4. Detail - Cheese Pull

The perfect cheese pull moment. Direct flash, harsh shadows. Hands pulling apart a double smash burger, American cheese stretching dramatically between halves. Meat juices visible, sesame bun texture. Extreme close-up, 100mm macro, 4:5 ratio. Pure appetite appeal.

## 5. Detail - Meat Texture

Smash burger patty detail. Direct flash, slight overexposure on highlights. Extreme close-up of caramelized crust on thin smash patty, melted cheese edge, seasoning visible. Grill marks and browning. Macro shot, 1:1 ratio.

## 6. Sides - Fries

Crispy golden fries in paper-lined basket. Direct flash, harsh shadows. Generous seasoning visible, served in red paper-lined wire basket. Ketchup cup with brand logo nearby. Casual diner styling, 35mm aesthetic, 4:5 ratio.

## 7. Sides - Milkshake

Thick diner-style milkshake. Direct flash photography. Glass filled to brim, whipped cream, cherry on top, condensation on glass. Red striped straw, served on diner counter with subtle brand elements. Indulgent and retro. 35mm, 4:5 ratio.

## 8. Menu Board

Bold burger joint menu board. Slightly angled shot. Black board with red and cream text, bold sans-serif typography, handwritten-style pricing. Simple menu: burgers, fries, shakes. Casual diner environment visible. 35mm lens, 16:9 ratio.

### 9. Interior - Counter

Smash burger counter scene. Direct flash, environmental shot. Red stools at stainless steel counter, order window in background, neon sign edge visible. Retro American diner with modern edge. Empty, ready for customers. Wide shot, 28mm lens, 16:9 ratio.

### 10. Brand Mark - Logo Application

Burger joint logo on surface. Bold red and black logo stamped on kraft paper bag. Simple, impactful sans-serif wordmark. Crumpled paper texture, casual styling. Clean product shot style, 85mm lens, 1:1 ratio.

### 11. Action - Ordering

Moment of anticipation. Direct flash photography. Hand reaching for wrapped burger at counter, red tray with fries visible, branded cup in background. Energy of about-to-eat excitement. Documentary style, 35mm lens, 4:5 ratio.

### 12. Social Content - Grid Layout

Burger brand social content. Grid of 9 images showing: hero burger, fries, shake, packaging, detail shots, interior. All in consistent direct flash style, red/black/cream palette. Template for Instagram grid, 1:1 ratio each.

## COLOR PALETTE

Color	Hex	Usage
Bold Red	#C41E3A	Primary brand, accents
Black	#1A1A1A	Text, contrast
Cream	#F5F0E1	Backgrounds, paper
Kraft	#C19A6B	Packaging, natural
Grease Gold	#D4A017	Food highlights

## TYPOGRAPHY

### Primary: Bold Impact

- Heavy, condensed sans-serif
- All caps for headings
- Maximum visual impact
- References: Impact, Druk, Bebas Neue

### Secondary: Clean Modern

- Legible, simple

- Menu text, descriptions
- References: Neue Haas, Graphik

### Accent: Hand-Drawn

- For specials, casual elements
  - Imperfect, human touch
  - References: Chalk, marker style
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## TONE OF VOICE

### Writing Style

- Bold, direct, no fluff
- Confident but not arrogant
- Playful, a little rebellious
- Food-first, no pretense

### Sample Copy

**Tagline:** "Just. Damn. Good."

**Menu Description:** "The Double Stack: Two 4oz smash patties. American cheese. Caramelized onions. House sauce. Potato bun. That's it. That's everything."

**Social Caption:** "This is the only photo you need today. You're welcome."

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## CONTENT PILLARS

1. **The Food (50%)** - Hero shots, close-ups, appetite appeal
  2. **The Vibe (25%)** - Interior, packaging, brand personality
  3. **The Moment (15%)** - People eating, enjoying, unwrapping
  4. **The Story (10%)** - Behind the scenes, how it's made
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## HOW I BUILT THIS

### Step 1: Define the Feeling

"What does this brand feel like?" → Bold, unapologetic, indulgent, real

### Step 2: Visual References

Gathered 20 images from:

- Shake Shack
- Five Guys
- Old-school diners
- Food photography I love

### Step 3: Color Palette

Extracted colors from references:

- Red from classic burger joints
- Black for contrast/modern edge

- Cream/kraft for authentic feel

#### **Step 4: Master Prompt**

Wrote one template that captures:

- Lighting style (direct flash)
- Color palette (red, black, cream)
- Texture elements (foil, kraft, grease)
- Energy (bold, unapologetic)

#### **Step 5: Asset List**

Planned what images the brand needs:

- Hero product shots
- Packaging applications
- Detail close-ups
- Interior/environment
- Social content templates

#### **Step 6: Batch Generation**

Same master prompt, different scenes:

- Generated 10 per scene
- Picked best 2-3
- Refined with follow-up prompts

#### **Step 7: Documentation**

- Saved all winning prompts
- Created brand style guide
- Built asset library

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## **YOUR TURN**

1. Pick a food/beverage concept
2. Define the personality (3-5 words)
3. Collect visual references
4. Extract your color palette
5. Write your master prompt
6. Generate your asset list
7. Batch create everything

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*This brand breakdown is from LOOPWORKER. For more resources, follow @loopworker.*