THE BRAND WORLD SYSTEM

How to Build Complete AI Brands in a Weekend

THE PHILOSOPHY

You're not making images. You're building worlds.

A world has:

- Consistent rules
- Visual logic
- Emotional truth
- Infinite scalability

THE 6-STEP SYSTEM

Step 1: Define the Feeling

Before anything visual, answer:

- What emotion should this brand evoke?
- How should someone feel when they experience it?
- What's the energy?

Exercise: Write 3-5 emotional words. Example: "Warm, nostalgic, intimate, authentic, crafted"

Step 2: Gather References

Find 15-20 images that capture the feeling.

- Not what you want to make
- What captures the feeling
- Mix of sources (photography, art, film)

Sources:

- Pinterest
- Are.na
- Film stills
- Magazine archives
- Competitor brands

Step 3: Extract the Visual Rules

From your references, identify:

- Lighting style
- Color palette
- Texture vocabulary
- Composition patterns
- Mood/atmosphere

Exercise: Write specific descriptors. Example: "Soft window light, warm color grade, visible grain, muted earth tones, shallow depth of field"

Step 4: Write the Master Prompt

Combine feeling + visual rules into one template.

Structure:

```
[Emotional quality]. [Photography style], [lighting]. [SPECIFIC SCENE]. [Color
palette]. [Texture elements]. [Technical specs].
```

Example:

```
Intimate artisanal warmth. 35mm film aesthetic, soft window light from left. [SPECIFIC
SCENE]. Muted earth tones — cream, sage, warm brown. Visible grain, natural textures,
imperfect surfaces. Shot on 50mm lens, shallow depth of field, 4:5 ratio.
```

Step 5: Map the Asset Needs

What images does a complete brand need?

Core Assets:

- Hero/signature image
- Product shots (5-10)
- Lifestyle/context (5-10)
- Detail close-ups (5-10)
- Environmental (3-5)
- Social content templates (5-10)

Step 6: Batch Generate

Same master prompt, different scenes.

- Generate 10 per category
- Pick best 2-3
- Refine as needed

THE BRAND BLUEPRINT

Fill this out before generating:

Brand Identity

Name: Industry: One-line description:

Emotional Core

Primary feeling: Secondary feelings: Energy level: (calm / moderate / energetic)

Visual Rules

Photography style: Lighting: Color palette: Textures: Technical specs:

Asset Checklist

- ☐ Hero image
- ☐ Product shots (_____ images)
- ☐ Lifestyle shots (_____ images)
- ☐ Detail shots (_____ images)
- ☐ Environmental (_____ images)
- ☐ Social templates (_____ images)

BRAND ARCHETYPES

The Artisan

Feeling: Handcrafted, authentic, warm **Visual:** 35mm film, natural light, textures **Industries:** Food, beverage, wellness, home goods

The Minimalist

Feeling: Clean, calm, sophisticated **Visual:** Soft diffused light, negative space, muted tones **Industries:** Tech, skincare, modern brands

The Bold

Feeling: Energetic, confident, impactful **Visual:** High contrast, direct flash, saturated **Industries:** Fashion, streetwear, entertainment

The Luxe

Feeling: Elevated, precious, refined **Visual:** Dramatic lighting, rich materials, editorial **Industries:** Jewelry, hospitality, premium products

The Raw

Feeling: Authentic, unpolished, real **Visual:** Documentary style, imperfect, grainy **Industries:** Outdoor, wellness, activist brands

EXAMPLE: BUILDING A COFFEE BRAND

Step 1: Feeling

"Warm, nostalgic, ritualistic, artisanal, morning calm"

Step 2: References

- Japanese coffee shop interiors
- Film photography from the 70s
- Ceramic artist studios
- Documentary coffee farming

Step 3: Visual Rules

- 35mm warm film grain
- Soft morning window light

- Muted earth tones (cream, coffee brown, sage)
- Worn surfaces, ceramic textures
- Hands and process emphasis

Step 4: Master Prompt

```
The quiet ritual of morning coffee. 35mm film aesthetic with visible grain, warm
golden light from nearby window. [SPECIFIC SCENE]. Muted earth tones — cream, coffee
brown, sage green. Worn wooden surfaces, ceramic textures, steam rising. Shot on 50mm
lens, shallow depth of field, 4:5 ratio.
```

Step 5: Asset Map

- Hero: Barista hands pouring
- Product: Bags, beans, brewing equipment (8)
- Lifestyle: People enjoying coffee (5)
- Detail: Steam, textures, process (8)
- Environmental: Café interior (3)
- Social: Quote backgrounds, product features (6)
- **Total: 31 images**

Step 6: Generate

2-3 hour session → Complete brand

WORLD-BUILDING RULES

Rule 1: Everything Connects

Every image should feel like it exists in the same universe.

Rule 2: Light is Law

Pick your lighting style and never deviate.

Rule 3: Color is Character

Your palette tells the emotional story.

Rule 4: Texture is Truth

Imperfections make it feel real.

Rule 5: Less is More

Restraint creates recognition.

SCALING YOUR WORLD

Once established:

- New products use same visual rules
- Seasonal campaigns maintain consistency
- Social content follows the system

- Any new asset fits seamlessly

This is the power of building worlds, not just images.

WEEKEND TIMELINE

Saturday Morning: Foundation

- Define feeling (30 min)
- Gather references (1 hour)
- Extract visual rules (30 min)
- Write master prompt (30 min)

Saturday Afternoon: Generation

- Map asset needs (30 min)
- Generate hero + products (2 hours)
- Curate best options (30 min)

Sunday Morning: Expansion

- Generate lifestyle shots (1.5 hours)
- Generate details (1 hour)
- Environmental shots (1 hour)

Sunday Afternoon: Polish

- Final curation (1 hour)
- Organization + export (1 hour)
- Documentation (30 min)

Total: ~12 hours = Complete Brand

This system is from LOOPWORKER. For more resources, follow @loopworker.