

A COMPLETE AI BRAND ASSET PACK

# GUTTER BOWL

10 CHATGPT PROMPTS

---

Every shot styled. Every frame branded. A complete visual identity  
system built for ChatGPT image generation.

LOOP.WORKER — AI BRAND PHOTOGRAPHY SYSTEM

## IDENTITY

# BRAND DNA

Retro bowling alley — 1970s Americana, neon, friends and strikes

## COLOR PALETTE



### Strike Red

#C41E3A

Primary — logo, signage, varsity jackets



### Gold

#FFD700

Secondary — trophies, accents, neon



### Cream

#FFFDD0

Lane surfaces, scoring sheets, base



### Neon Pink

#FF1493

Neon glow, accent lighting

## PHOTOGRAPHY MOOD

- **Retro** — 1970s Americana, saturated color
- **Energetic** — friends, strikes, celebration
- **Gritty** — worn surfaces, flickering neon
- **Fun** — bowling is the excuse, hanging out is the point

## PHOTOGRAPHY STYLE

- Kodak Ektachrome, saturated retro
- On-camera flash mixed with ambient neon
- Film grain, harsh shadows
- 1970s Americana palette

## CAST / PEOPLE

## LOGO PLACEMENT

- Young, attractive, mixed groups of friends
- Actually bowling and having fun
- Varsity jackets, team shirts, vintage fits

- Team shirts

- Varsity jackets

- Caps

- Shoe heels

- Pint glasses

- Neon signs

- Napkins

- Scoring screens

NEVER place logos on bowling balls or pins

## SETUP

# CHATGPT STYLE LOCK

Paste this at the start of every ChatGPT session to lock the visual style across all 10 prompts.

● ● ● style-lock.txt

I'm creating images for a retro bowling alley called "Gutter."

Visual Style:

- Shot on Kodak Ektachrome with saturated retro color science
- On-camera flash mixed with ambient neon glow
- Film grain visible, 1970s Americana color palette
- Strike red (#C41E3A) and gold (#FFD700) throughout

Brand Rules:

- "Gutter" branding appears on: team shirts, varsity jackets, caps, shoe heels, pint glasses, neon signs, napkins
- NEVER place logos on bowling balls or pins
- Lived-in bowling alley with worn surfaces
- Imperfections: scuffed shoes, sticky tables, worn carpet, ring stains, flickering neon

Cast: Young, attractive, mixed groups of friends. Actually bowling and having fun.

Keep this style consistent across all images I request.

Copy the text above and paste it as your first message in a new ChatGPT conversation. Then send prompts from the sections below one at a time.



# PROMPTS

10 prompts

1

## THE LANE

Low angle from the gutter itself, on-camera flash + overhead neon, Kodak Ektachrome saturated color. She's mid-release, follow-through frozen, bowling shoes planted on worn maple approach marks – locked in, not smiling, eyes down the lane. Red and gold Gutter bowling shoes, a "Gutter" varsity jacket tied around her waist over a cropped white tank top, gold Cuban link chain bouncing mid-throw. Behind her: four friends on the molded plastic seats – one leaning forward watching her form, one mid-sip from a Miller High Life pitcher, one on their phone, one reaching into a nachos boat without looking. The ball already gone, rolling toward the pins lit harsh by overhead fluorescent and neon. Chrome ball return humming, a crack in the fiberglass housing patched with electrical tape. The lane – fifty years of polyurethane worn into grooves where every approach foot lands. Harsh on-camera flash blowing out her tank top, neon pink and gold filling the shadows behind. Ektachrome pushing reds hot, film grain like sandpaper. She looks like she could be on a magazine cover and doesn't know it.

Direct flash, Kodak Ektachrome, saturated retro. Someone sitting on the carpeted bench, one foot up, lacing red and gold Gutter bowling shoes like they're lacing up for a title fight. The carpet retro geometric – red, gold, brown – worn flat where everyone walks, a seam peeling up at the edge. The shoe leather creased from hundreds of games, "Gutter" logo embossed on the heel tab, the gold leaf half-flaked. Their own shoes kicked under the bench: a pair of beat-up Nike Dunk Lows in red and white, tongues curled from wear, still knotted from being slipped off. A crushed paper scoresheet beside them, pencil marks and cross-outs. The wood-paneled wall behind covered in framed league photos from the '80s – feathered hair, matching polyester shirts, someone holding a trophy, the glass yellow from cigarette smoke. A gold Casio G-Shock catching the flash on his wrist. She's sitting in the same chair those people sat in forty years ago. Harsh flash, specular highlights on the leather, Ektachrome grain.

Wide flash shot, slight dutch tilt, Kodak Ektachrome saturated color. Four friends at lane 7 – nobody's screaming or posing. She's sitting on the chrome ball return with her legs crossed, bowling shoes up, looking directly into camera with the confidence of someone who just threw three strikes in a row. Gold Cuban link, red Gutter team shirt, vintage Levi's. He's standing behind the console, bowling ball resting against his hip, fingers still in, waiting his turn – Gutter varsity jacket unzipped over nothing, gold chain. Two others in the seats: one lying back eyes closed in a Gutter cap, one holding up a Polaroid they just took, shaking it. The scoring screen above showing a close game, her name in the lead. Nachos getting cold on the console table beside two pitchers of Miller High Life, one dead. They look like a band between takes. On-camera flash blowing out the foreground, neon pink and red filling the shadows, chromatic aberration at the edges, Ektachrome grain.

Shot across the bar, on-camera flash bouncing off chrome beer taps and mirrored shelves, Kodak Ektachrome. She's sitting at the bar alone, chin in her hand, a gold-rimmed "Gutter" pint glass half-empty, looking directly into camera like the photographer is someone she knows. Red Gutter varsity jacket draped over the back of a red vinyl barstool, the satin lining showing. White tank top, vintage Levi's, gold hoops, a thin chain. The bartender behind her mid-pour from a Miller High Life tap, out of focus. The "GUTTER" neon sign buzzing on the wood-paneled wall, the 'T' flickering, the whole word doubled in the dusty mirror between bottles of well whiskey and a bottle of Campari nobody orders. The bar top worn laminate – fake wood grain, ring stains from decades of pints, someone's initials scratched in with a key. A jar of peanuts, shells on the carpet. Through the archway behind: the lanes glowing, silhouettes bowling. Flash mixing with neon, saturated retro color, harsh shadows on the paneling, Ektachrome grain.



Wide establishing shot from the entrance, on-camera flash filling the foreground, neon lighting the depth, Kodak Ektachrome. Saturday night at Gutter – all sixteen lanes lit, the whole room alive. Shot wide enough that the people are small and the space is everything: the geometric carpet worn to the backing down the center aisle, the acoustic tile ceiling with three tiles missing, the trophy case by the door with fingerprints on the smudged glass, gold trophies catching neon inside. A couple walking in from the entrance – she's pulling him by his Gutter varsity jacket collar, laughing, her Nike Dunks fresh, his vintage. Behind them through the glass door: the parking lot, a cherry red 1970 Chevelle SS under the sodium lights, still warm. The "Gutter" neon sign above the desk casting red on the check-in counter. A bored teenager behind the desk, shoe rack behind them – red and gold in every size. The frame deep – sixteen lanes of perspective lines converging to a vanishing point of neon. Flash harsh in the foreground fading into warm neon depth, Ektachrome pushing every color to saturation, film grain.

Overhead angle, direct flash, Kodak Ektachrome saturated retro color. The table mid-session – nachos demolished, cheese congealing into abstract art, a jalapeño on the edge about to fall. A "Gutter" branded fries boat, logo in red, grease soaking through the bottom. Chili cheese fries in another boat, a plastic fork standing up in the cheese. Two pitchers of Miller High Life – one full, one dead and foamy. Four "Gutter" pint glasses at different levels, one with a lipstick print on the rim. The table bowling alley laminate – fake wood grain, cigarette burns from before the ban, someone's initials scratched deep, a constellation of ring stains. A crushed scoresheet with cross-outs and an argument in pencil. A bowling ball sitting on the vinyl seat, finger holes up, the surface nicked from the return. A red Gutter varsity jacket thrown over the back, gold satin lining showing. A Polaroid SX-70 camera on the table, two prints face-down still developing. Nobody in the frame – just the evidence. Harsh flash, neon glow from above, Ektachrome grain.

Shot from below the scoring screen, on-camera flash, Kodak Ektachrome. Two friends at the console – she's pointing at the screen, one eyebrow raised, calling out a mismark. He's shaking his head, bowling ball on his hip, fingers still in the holes, not having it. The argument isn't angry – it's the kind where both people are trying not to laugh. The screen casting red and gold light on their faces, names and scores visible. She's in a Gutter team shirt and vintage Levi's, gold chain, red Nikes color-coordinated with the brand. He's in the varsity jacket, Gutter cap backwards. Behind them, the next lane: someone mid-approach caught in a motion blur. The console table cluttered: phones, a demolished hot dog wrapper, a "Gutter" napkin as a coaster under a sweating pint, a pair of Ray-Ban Wayfarers folded. They look like they should be photographed. Flash mixing with screen glow, harsh shadows, Ektachrome grain.

Direct flash, shallow depth of field, Kodak Ektachrome. She's holding a gold league trophy at her side, one hand, not above her head – like she's done this before and doesn't need the crowd. Looking into camera, no smile, just knowing. Red Gutter varsity jacket, the satin catching the flash like liquid, gold script "Gutter" across the back visible in the trophy case reflection behind her. Her team at the front desk – one leaning on the counter counting cash for the bill, one shooting a Polaroid, one already in their own shoes: Jordan 1 Breds, red and black, color-coordinated without trying. The trophy has "Gutter League" engraved slightly crooked on the base, a tiny bowler figurine on top. The trophy case behind them: dusty, one shelf tilted, trophies from '78 to last month crammed together. A Polaroid SX-70 on the counter, the last photo still developing, the chemistry still swirling. Harsh flash, neon glow, Ektachrome grain. She doesn't need to celebrate – the jacket, the trophy, the shoes all do the talking.

Night shot, on-camera flash in the foreground, neon from above, Kodak Ektachrome. Gutter from the parking lot at 11pm – low-slung, glowing, the only thing alive on the block. The massive neon sign on the flat roof: "GUTTER" in red with a gold bowling pin, the 'R' flickering every few seconds, the whole word reflecting in the wet asphalt below. The entrance spilling warm light onto cracked sidewalk. A girl walking in alone, hands in her Gutter varsity jacket pockets, gold chain catching the neon, looking straight ahead – she knows exactly where she's going. Through the glass doors: the lanes lit up, someone's silhouette mid-approach. The parking lot: a cherry red 1969 Camaro SS in the first spot, chrome bumper catching the neon, a bumper sticker on the back glass. A vintage Coke machine glowing red by the entrance, the coin slot jammed. The building chipping at the corners, stucco patched twice, but not dead – lived-in for fifty years and not going anywhere. Flash catching wet asphalt, chromatic flares from the sign, Ektachrome pushing the reds nuclear, film grain.

10

## THE JACKET

Shot from behind, on-camera flash at night, Kodak Ektachrome. Someone walking across the parking lot after closing — 1am, the last one out. A red Gutter varsity jacket, the gold script "GUTTER" across the back catching every photon of the flash, the chenille letters raised, the satin rippling with each step. Bowling ball bag over one shoulder, gold league trophy under the other arm. Still in the Gutter bowling shoes — doesn't care, walking on asphalt. Vintage Levi's, gold chain visible at the collar. The neon sign still on behind them casting a long red shadow ahead on wet blacktop, the puddles reflecting red and gold. The building going dark except the sign and one back office light where someone's counting the register. The cherry Camaro the only car left in the lot, driver door open, interior light on, waiting. A crushed PBR can by the curb. The best night of the week, every week. Harsh flash, neon spill, Ektachrome grain. They look like a movie poster walking away from everything.

### USAGE

## TIPS FOR CHATGPT

---

- 1 **Start with the style lock** — paste it as your first message in every new ChatGPT session

**2** **Mix flash and neon** — "on-camera flash with ambient neon glow" is the signature look

**3** **Keep it retro** — if it looks too modern, say "more 1970s, more saturated, worn surfaces"

**4** **Name the brand** — always mention "Gutter" on shirts, jackets, signs to keep branding consistent

**5** **Embrace the grit** — scuffed shoes, sticky tables, ring stains, flickering neon makes it real

*Gutter Bowl. 10 shots. Neon. Strikes. Every frame branded.*

LOOP.WORKER — AI BRAND PHOTOGRAPHY SYSTEM