

LBL - Branding & Social Media Guidelines for GenAI Content Creation

1. Core Brand Identity

- **Name:** Lionheart Business Limited (use full name or abbreviation "LBL")
- **Tagline:** Your Partner in Innovation & Growth
- **Tone of Voice:**
 - Professional but approachable
 - Visionary yet grounded
 - British English always
 - Clear, jargon-free, with a modern and confident attitude

2. Visual Style & Imagery Guidance

- **Do Not Use:** Logos, stock imagery with watermarks, generic AI icons
- **Preferred Style:**
 - Futuristic, clean, and minimal
 - Blue-gradient backgrounds (inspired by LBL's website aesthetics)
 - Abstract elements such as digital waves, flowing lines, subtle grid overlays, particle effects, and data-inspired forms
 - Soft glows and depth created through layered shapes or 3D-inspired spheres
 - Motion-inspired still images (e.g., swirling data lines, glowing threads)
 - Graphs and waveforms integrated into the background (representing data and intelligence)
 - **Add people:** Include subtle, modern imagery of people in professional settings – diverse individuals in workspaces, collaborating, using

technology, or presenting data

- Humans should appear purposeful, thoughtful, and future-ready
- Composition should reflect a blend of human intelligence and technology – avoid clichéd robotic themes
- Imagery should convey clarity, precision, innovation, and structure

3. Colour Palette (Based on website visuals)

- **Primary:** Grey
- **Secondary:** Gradient blues
- **Accents:** Clean white and subtle greys
- Avoid bright, saturated colours or overuse of gradients

4. Typography (For AI Text-to-Image Prompts)

- Bold, sans-serif, modern fonts (e.g., similar to Poppins or Inter)
- Clear contrast (white on blue or dark on light)
- Headlines should be large, confident and evenly spaced
- Subtext or CTAs should be smaller, supporting and aligned left

5. Language & Copy Style

- Use UK English (e.g., "optimise", "organisation", "modernisation")
- Avoid American spellings (e.g., "optimize", "organization")
- Preferred expressions:
 - "Let's drive growth through innovation."
 - "Helping businesses unlock their full potential."
 - "Your AI adoption partner."
- Avoid buzzwords unless used with purpose and context

6. Post Types & Content Structure

- **Educational posts:** Highlight tips for AI adoption, data-driven strategies
- **Inspirational posts:** Client success, quotes from experts, tech futures
- **Promotional posts:** Upcoming consultations, PoC offers, services
- **Carousel format (if applicable):**

Slide 1: Strong headline + background visual

Slide 2+: Key takeaways or benefits

Final Slide: CTA (e.g., "Get started with LBL today")

7. Example Phrases for Use in Visuals

- "Data-Driven Strategies for Smarter Growth"
- "AI Solutions, Real Business Impact"
- "SMEs Deserve Simpler Innovation"
- "Your Strategic Growth Advisor"
- "Innovation starts with clarity"

8. Hashtag Guidelines

Use up to 5 relevant hashtags. Examples:

- #AIForBusiness
- #StrategicGrowth
- #DigitalModernisation
- #UKSMEs
- #LionheartBusiness

9. Image Prompt Examples (for GenAI Models)

- "Futuristic abstract blue gradient background with digital wave texture, minimal and professional"
- "Modern AI technology abstract visual with subtle network pattern, soft glows, data lines and no logo"
- "UK business professionals collaborating with digital overlay, clean design"
- "Flowing electric blue lines forming a graph-inspired shape over dark tech background"
- "3D glowing sphere with data particles orbiting on a deep blue gradient canvas"
- "Futuristic wave mesh background with floating dots and layered flowing textures"

- "Precision grid overlays with light particle animations in a smart AI business context"
- **With humans:** "Diverse UK professionals working in a tech-driven environment with futuristic digital overlays and clean lighting; no logos"
- **Hybrid prompt:** "Digital blue gradient background with flowing wave lines and two professionals collaborating over data charts in a modern workspace"

10. Common Mistakes to Avoid

- Logos embedded in image
- American spelling or US idioms
- Low-resolution or busy visuals
- Outdated tech imagery (e.g., robot mascots, circuit board close-ups)
- Overcrowding with text
- Cold or impersonal images without human presence

These guidelines ensure that all AI-generated visuals and social media content are aligned with the professional, visionary identity of Lionheart Business Limited, while remaining modern, clean and distinctly British.