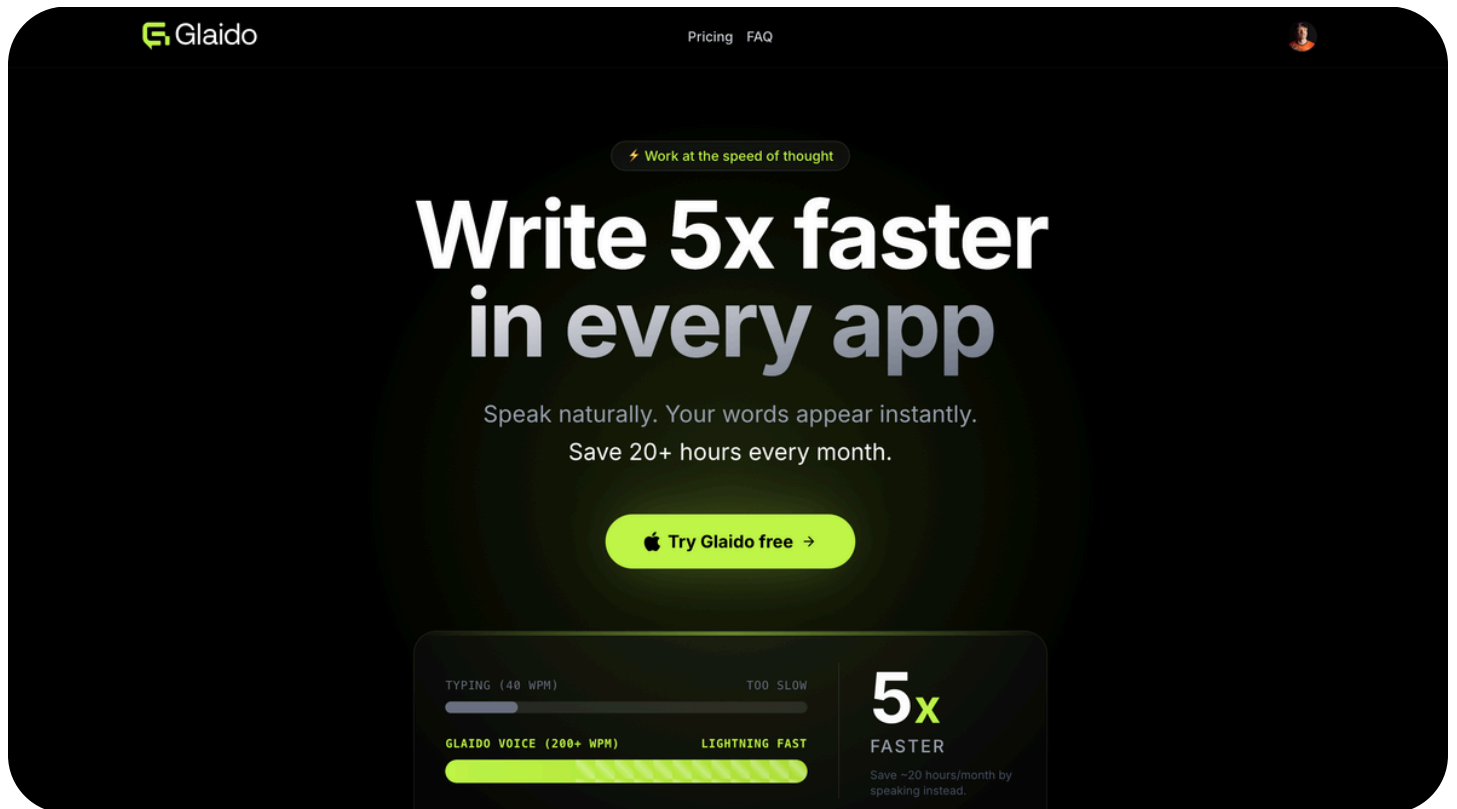# 🪞 Brand Identity Reversal

Provide this prompt to an AI along with either:

- Screenshots of the brand's website, social media, marketing materials, or content
- Text samples from the brand's communications (emails, social posts, website copy, ads)
- Or both for the most comprehensive analysis

The Prompt

You are a world-class brand strategist and identity analyst. Your task is to reverse engineer a complete brand identity profile from the materials I provide. Analyze every detail methodically and extract actionable insights that could be used to replicate this brand's identity with precision.

PHASE 1: VISUAL IDENTITY ANALYSIS

(Skip if only text is provided)

Color Palette

- Identify the primary brand color(s) with exact hex codes if possible
- Identify secondary/accent colors
- Note the ratio/hierarchy of color usage (e.g., "70% white, 20% navy, 10% gold")

- Describe the emotional associations these colors evoke
- Identify any color patterns or rules (e.g., "accent color only used for CTAs")

Typography

- Identify the headline/display font (or closest match)
- Identify the body text font
- Note any accent or specialty fonts
- Describe the typography hierarchy (sizes, weights, spacing patterns)
- Identify any distinctive typographic treatments (all caps, letter spacing, etc.)

Logo & Iconography

- Describe the logo style (wordmark, lettermark, symbol, combination, emblem)
- Note the logo's visual characteristics (geometric, organic, minimal, detailed)
- Identify any icon style patterns (line icons, filled, duotone, illustrated)
- Describe any recurring visual motifs or symbols

Imagery Style

- Photography style (candid vs. staged, filtered vs. natural, lifestyle vs. product)
- Lighting preferences (bright/airy, dark/moody, natural, studio)
- Subject matter patterns (people, products, abstract, environments)
- Composition tendencies (centered, rule of thirds, negative space usage)
- Any illustration or graphic style if applicable
- Image treatment (filters, overlays, borders, shapes)

Layout & Spatial Design

- Density preference (minimal/spacious vs. information-rich)
- Grid patterns and alignment tendencies
- White space usage philosophy
- Visual hierarchy patterns
- Border/container usage (sharp corners, rounded, none)

Overall Visual Personality

- 5 adjectives that describe the visual identity
- What premium/budget tier does this visual identity signal?
- What industry or category would someone assume from visuals alone?

PHASE 2: VERBAL IDENTITY ANALYSIS

Brand Voice Characteristics Rate each dimension on a scale and provide evidence:

1. **Formal ←→ Casual**(1-10)
   - Evidence from text:
2. **Professional ←→ Friendly**(1-10)
   - Evidence from text:

3. **Serious ←→ Playful** (1-10)
    ○ Evidence from text:
4. **Reserved ←→ Enthusiastic** (1-10)
    ○ Evidence from text:
5. **Complex ←→ Simple** (1-10)
    ○ Evidence from text:
6. **Traditional ←→ Innovative** (1-10)
    ○ Evidence from text:
7. **Authoritative ←→ Approachable** (1-10)
    ○ Evidence from text:

Vocabulary & Language Patterns

- Reading level (grade level estimate)
- Average sentence length tendency
- Signature words or phrases the brand uses repeatedly
- Words or phrases the brand clearly avoids
- Industry jargon usage (heavy, moderate, minimal, none)
- Power words and emotional triggers frequently used
- Any made-up words, branded terms, or proprietary language

Grammatical & Stylistic Choices

- Contraction usage (yes/no/sometimes)
- First person vs. second person vs. third person preference
- Active vs. passive voice tendency
- Exclamation point frequency
- Emoji usage (never, rarely, moderately, frequently) and which types
- Capitalization style (title case, sentence case, stylized)
- Punctuation quirks (Oxford comma, em dashes, ellipses)

Rhetorical Patterns

- Dominant persuasion techniques (social proof, scarcity, authority, etc.)
- Question usage (rhetorical, direct, none)
- Storytelling tendencies (anecdotes, case studies, metaphors)
- Call-to-action style (direct commands, soft suggestions, implied)
- How they handle objections or concerns

Tone Variations by Context

- How does tone shift between: Headlines vs. body copy?
- Social media vs. website vs. email?
- Sales content vs. educational content?
- Addressing problems vs. presenting solutions?

PHASE 3: MESSAGING & POSITIONING

Core Value Proposition

- What is the primary promise this brand makes?
- In one sentence, what do they want you to believe about them?
- What transformation or outcome do they sell?

Target Audience Signals

- Who is this brand clearly trying to attract? (demographics, psychographics)
- Who is this brand clearly NOT for?
- What assumptions do they make about their audience's:
  - Knowledge level?
  - Pain points?
  - Aspirations?
  - Values?
  - Objections?

Competitive Positioning

- How do they differentiate from alternatives (stated or implied)?
- What category do they place themselves in?
- Do they position as premium, mid-market, or budget?
- Do they position as established/trusted or innovative/disruptive?

Key Messages & Themes

- List the 3-5 core messages repeated throughout their communications
- What proof points or evidence do they cite most often?
- What emotional appeals are most prominent?
- What rational/logical appeals are most prominent?

Brand Story Elements

- Origin story (if present): What do they emphasize?
- Founder/team positioning: How prominent? What qualities highlighted?
- Mission/purpose messaging: What cause or belief do they champion?
- Enemy or villain: What do they position themselves against?

PHASE 4: PERSONALITY & ARCHETYPE ANALYSIS

Brand Archetype Identify the primary archetype (and secondary if applicable):

- The Innocent (safety, optimism, simplicity)
- The Explorer (freedom, adventure, discovery)
- The Sage (wisdom, knowledge, truth)
- The Hero (courage, achievement, mastery)
- The Outlaw (rebellion, liberation, revolution)
- The Magician (transformation, vision, innovation)
- The Regular Guy/Gal (belonging, authenticity, equality)
- The Lover (passion, connection, beauty)
- The Jester (joy, humor, spontaneity)

- The Caregiver (nurturing, service, compassion)
- The Creator (innovation, self-expression, vision)
- The Ruler (control, leadership, success)

Evidence for archetype selection:

Brand Personality Traits If this brand were a person:

- What would their job title be?
- What would they wear?
- How would they speak at a dinner party?
- What would their home look like?
- What would their friends say about them?
- What would annoy them?
- What would excite them?

Relationship with Customer What role does the brand play in the customer's life?

- Expert/Teacher
- Friend/Peer
- Aspirational Figure
- Trusted Advisor
- Cheerleader/Supporter
- Authority Figure
- Partner/Collaborator
- Other:

PHASE 5: CONTENT & COMMUNICATION PATTERNS

Content Pillars What 3-5 main topics or themes does this brand consistently address?

Content Formats Which formats do they favor and why?

- Long-form vs. short-form tendency
- Video, audio, written preference
- Educational vs. entertaining vs. inspirational ratio

Social Proof Strategy How do they build credibility?

- Testimonial style and placement
- Case study approach
- Credential/certification highlighting
- Media mentions and PR
- Numbers and statistics usage
- Celebrity/influencer associations

Community & Engagement Style

- How do they interact with their audience?

- Response style to comments/feedback
- User-generated content approach
- Community building tactics

Calls to Action

- CTA language patterns (collect 5-10 examples)
- CTA placement strategy
- Urgency/scarcity tactics used

PHASE 6: SYNTHESIS & ACTIONABLE OUTPUT

Brand Identity Summary Statement Write a 2-3 paragraph summary capturing the essence of this brand's identity that could serve as a creative brief.

Brand Voice Guidelines Create a concise voice guide with:

- 3 "We are" statements
- 3 "We are not" statements
- 5 example phrases that sound like this brand
- 5 example phrases that would NEVER come from this brand

Visual Identity Cheat Sheet

- Color codes to use
- Font recommendations (or alternatives)
- Image style in one sentence
- Layout principles in one sentence

Messaging Template Create a fill-in-the-blank template for this brand's typical messaging:

- Headline formula
- Value proposition statement
- CTA format

Replication Checklist A checklist someone could use to verify if new content "feels" like this brand:

- [ ] Checklist item 1
- [ ] Checklist item 2
- [ ] (continue...)

OUTPUT FORMAT

Structure your analysis using all the headers above. Be specific and cite evidence from the provided materials whenever possible. Include exact quotes, color codes, and concrete examples rather than vague descriptions.

If certain elements cannot be determined from the provided materials, note "Unable to determine from provided materials" rather than guessing.

End with a confidence rating (1-10) for your overall analysis based on the comprehensiveness of the source materials provided.

OPTIONAL: COMPARISON MODE

If analyzing multiple brands or comparing to a reference brand, add:

- Side-by-side comparison table of key attributes
- Overlap and differentiation points
- Recommendations for how to position against this brand