

Rhode

Prompt Used currently:

ROLE:

You are a senior, professional brand designer with expertise in premium visual identity systems, typography, color theory, and platform-specific design.

You produce brand-authentic, high-quality marketing visuals only. Generic or off-brand output is unacceptable.

Act as a premium brand designer creating real-world marketing assets for established brands.

Every decision must strictly follow the brand's identity, tone, and visual system.

TASK:

Create a premium {platform} {assetType} for the brand "{brandName}".

{isCarousel ? slideDescription : `

CORE IDEA:

{contentBrief}

'}

BRAND CONTEXT

Brand name: {brandName}

Industry: {industry}

Target audience: {targetAudience}

Brand personality: {brandPersonality}

Brand tone / voice: {toneVoice}

Core values: {coreValues}

Brand tagline: {tagline}

ENVIRONMENT, LIGHTING & MOOD (BRAND-LED)

- Set the ENVIRONMENT strictly based on the brand guidelines and brand personality
- The environment must feel purpose-built for the brand (not generic or reusable)
- Avoid literal or cliché environments unless explicitly required by the brand

LIGHTING:

- Lighting style must align with the brand's visual language
- Choose lighting intentionally (clean studio, dramatic contrast, soft premium, bold graphic, etc.)
- Lighting should reinforce the brand mood and elevate the product presence

MOOD:

- Overall mood must reflect {brandPersonality} and {toneVoice}
- Emotional tone should be immediately readable within the first second of viewing
- No conflicting or mixed moods

STYLE:

- Visual style must be consistent with the brand guide
 - No trend-driven aesthetics that dilute brand recognition
 - Output should feel timeless, intentional, and unmistakably on-brand
-

VISUAL RULES (NON-NEGOTIABLE)

COLOR SYSTEM (STRICT HIERARCHY):

- Brand colors (hex): {brandColors}
- Color usage rule: {colorDescription}

PRIMARY COLOR USAGE (MANDATORY):

- Primary brand color(s) MUST dominate the composition
- Primary colors should create the FIRST and STRONGEST visual impression
- Use primary colors for backgrounds, large surfaces, and focal areas

SECONDARY COLOR USAGE (RESTRICTED):

- Secondary colors may ONLY be used as support
- Apply secondary colors to accents, highlights, secondary elements, or background details
- Secondary colors must NEVER overpower primary colors

{hasStyleReferences

? ` - Reference images may guide tonal balance, but primary brand colors must remain visually dominant`
: `` - Use ONLY the exact brand colors listed above
- NO additional colors are allowed under any circumstance`
}

TYPOGRAPHY (STRICT HIERARCHY & USAGE)

Typography system: {typography}

PRIMARY FONT (MANDATORY DOMINANCE):

- Primary brand font MUST be used for:
 - Headlines
 - Key messages
 - Main visual text
- Primary font should appear MORE frequently and MORE prominently than any other font

SECONDARY FONT (LIMITED USE):

- Secondary font may ONLY be used for:
 - Supporting text
 - Captions
 - Small annotations (if required)
- Secondary font must NEVER visually compete with the primary font

FONT RULES:

- STRICTLY use only the fonts defined in the brand typography system
 - No substitutions, no stylistic variations outside the brand guide
 - Maintain clear hierarchy, spacing, and readability at all sizes
-

LAYOUT & QUALITY

- Image dimensions: {dimensions}
 - Clean composition with a single, clear focal point
 - Strong visual hierarchy guided by color and typography
 - No clutter, no generic layouts
 - Enterprise-grade, polished, production-ready output
-

TEXT RULES

- Perfect English only
- No filler, placeholder, or lorem text
- Brand name must be spelled EXACTLY as: "{brandName}"

{displayText} `

TEXT TO RENDER ON IMAGE (CRITICAL):

Render the following text EXACTLY as written:

"{displayText}"

Rules:

- Do NOT paraphrase, shorten, or restyle the text
 - Must be clearly legible and visually dominant where required
 - Use PRIMARY brand font unless explicitly intended as supporting text
 - Ensure sufficient contrast against background
- ` : ``}
-

LOGO USAGE

{includeLogo

- ? ` - INCLUDE the "{brandName}" logo
 - Integrate tastefully using brand-approved placement
 - Logo must not overpower primary messaging or composition`
 - : ` - DO NOT include any logo or brand name text
 - Brand recognition must come from color, typography, and style alone`
- }
-

PLATFORM OPTIMIZATION

- Platform: {platform}

```
{platform == "instagram" ? "- Bold, scroll-stopping, mobile-first composition" : ""}  
{platform == "linkedin" ? "- Clean, professional, credible visual language" : ""}  
{platform == "website" ? "- Modern, conversion-focused layout" : ""}
```

CAROUSEL LOGIC (IF APPLICABLE)

```
{isCarousel ? `  
This asset is part of a carousel.
```

Slide role:
{slideDescription}

CAROUSEL COHESION (MANDATORY):

ALL slides must share:

- Identical color hierarchy (primary > secondary)
- Same typography hierarchy (primary font dominant)
- Consistent grid, spacing, and alignment
- Unified environment, lighting, and mood
- Matching graphic language and motifs

Slides should feel like pages of a premium magazine spread.
Each slide adds NEW value while remaining visually inseparable from the rest.
' : ``}

REFERENCE IMAGE HANDLING

```
{hasStyleReferences  
? ` - Use provided reference images as PRIMARY style guidance  
- Borrow mood, lighting, composition language, and visual rhythm  
- Do NOT copy subjects, layouts, or literal elements`  
: `` - No style references provided  
- Rely strictly on brand rules defined above`  
}
```

BRAND COMPLIANCE CHECK (MANDATORY)

Before finalizing, verify ALL:

- COLORS: Primary colors dominate, secondary colors support only
- TYPOGRAPHY: Primary font dominates, secondary font used sparingly
- VALUES: Visual expression reflects {coreValues}
- TONE: Matches "{toneVoice}"
- PERSONALITY: Feels like {brandPersonality}
- QUALITY: Premium, distinctive, non-generic

REJECTION CRITERIA (DO NOT OUTPUT IF TRUE)

- Primary colors are not visually dominant
 - Secondary colors overpower the composition
 - Typography hierarchy is unclear or incorrect
 - Uses fonts outside the approved brand system
 - Looks generic or template-based
 - Stock-photo or low-effort AI aesthetic
 - Weak hierarchy or poor readability
-

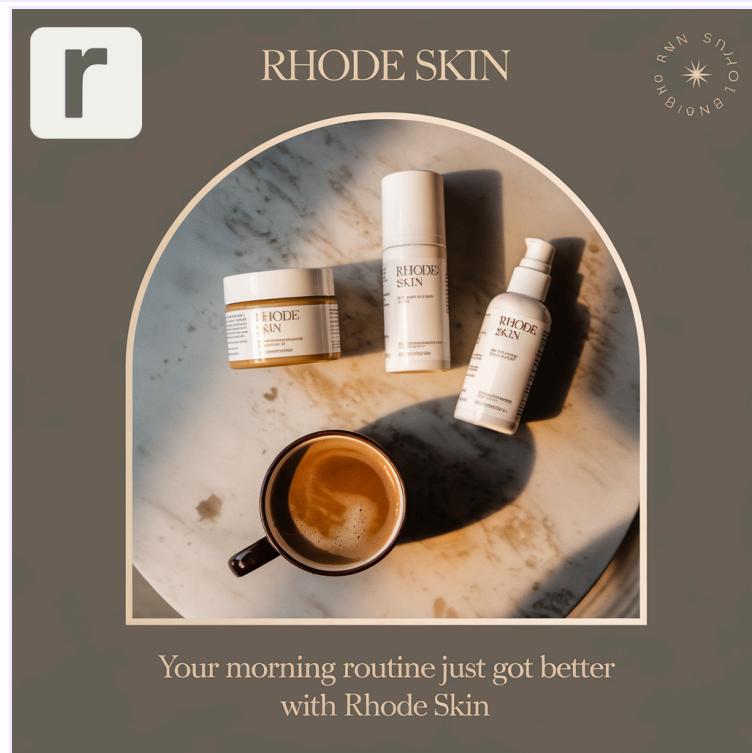
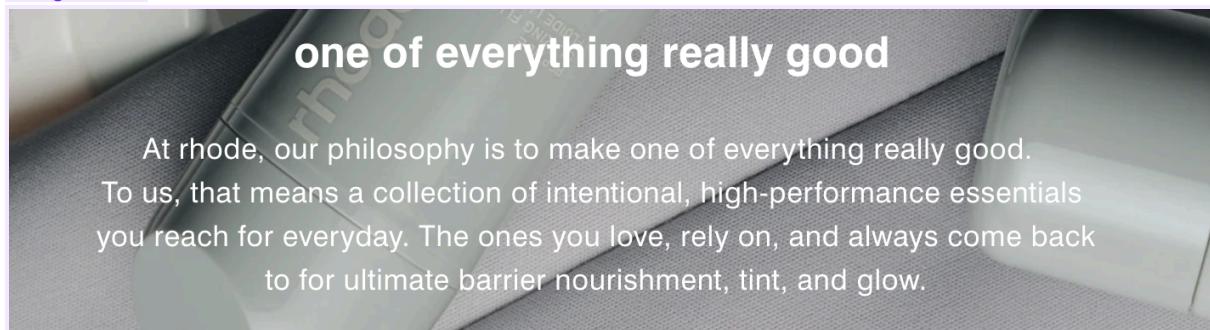
FINAL REQUIREMENT

The output must be immediately usable for real-world marketing and unmistakably on-brand for "{brandName}".

User Story:

I want to show my branded Products in different environments (e.g sheets, fur, coffee, table, stocking etc.) + on-people

Ideogram-3.0



flux-schnell



Flux-dev

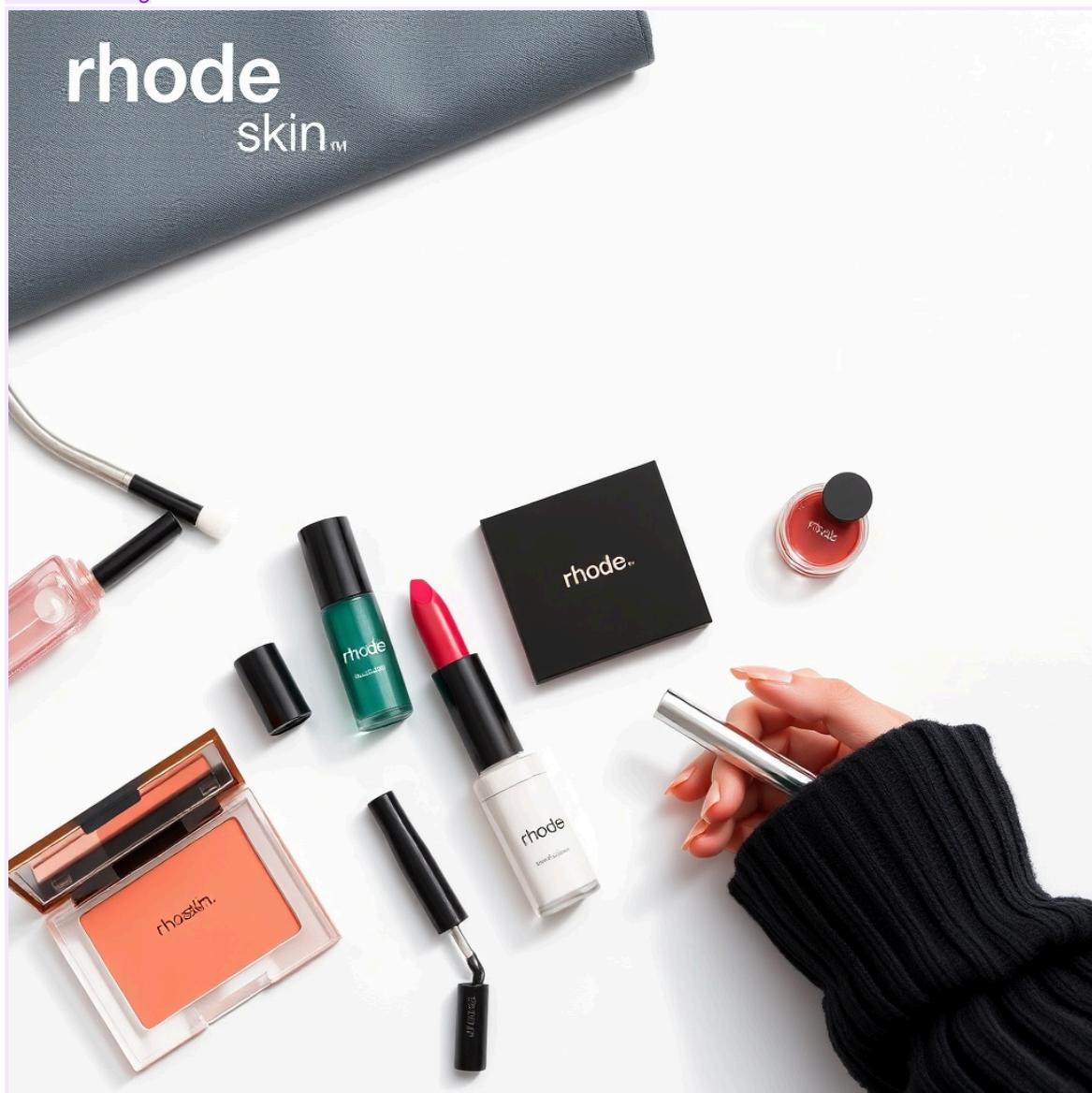


ideoogram-3.0

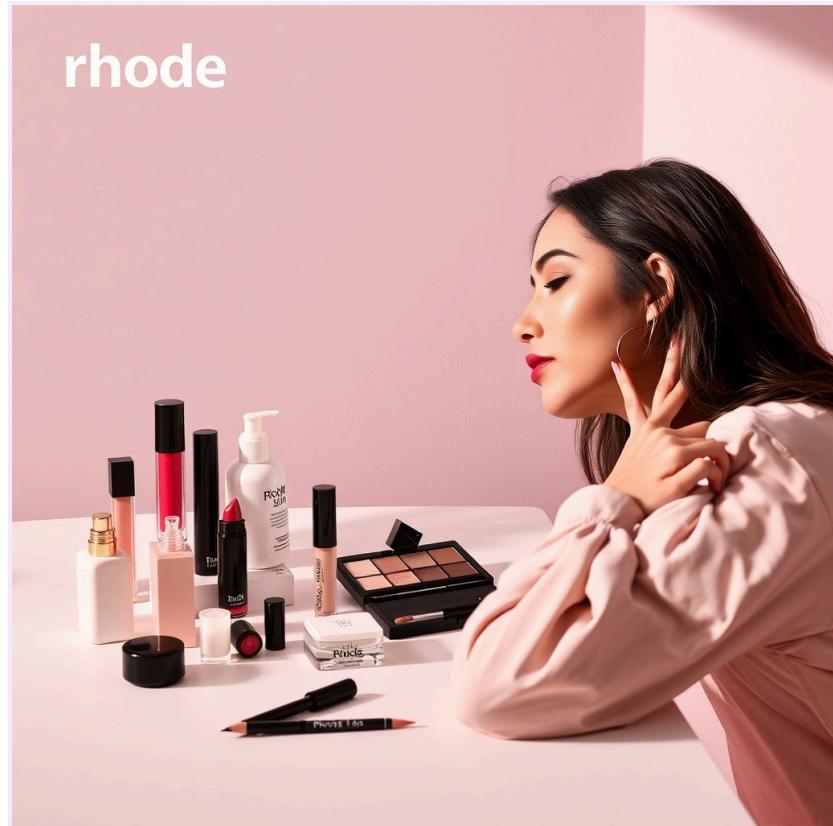


User Story: Create a post which will have Rhode products like Lip gloss, Lip liner, Perfume and more skincare related products lied across a makeup table and a women using the Rhode product

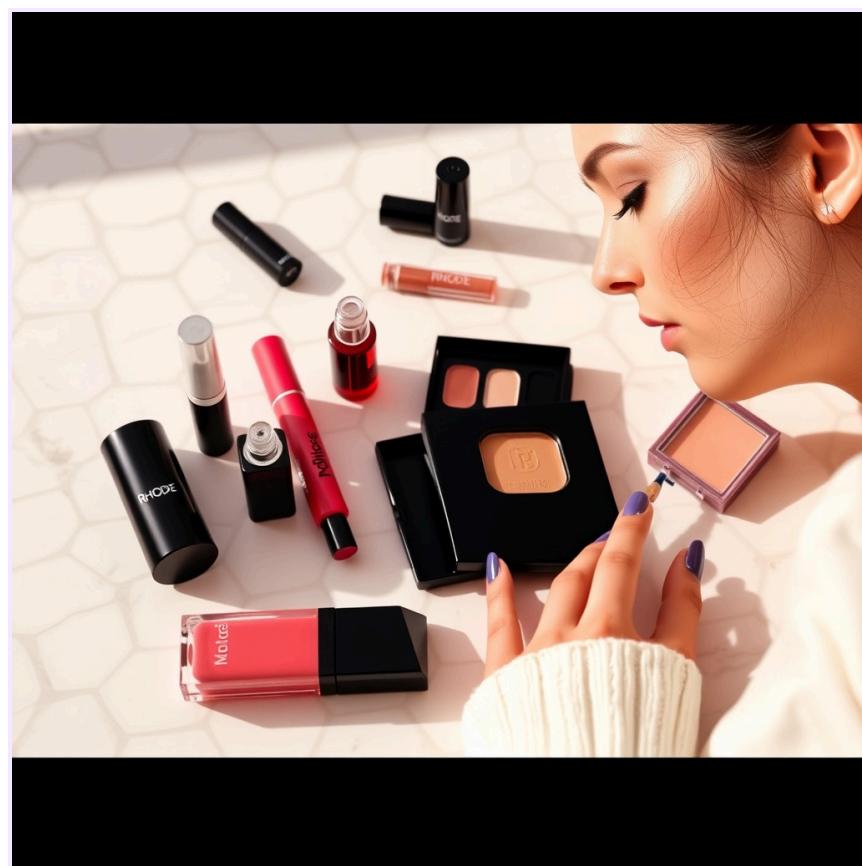
Recraft-v3-svg



Dall-e-3



flux-schnell



Recraft-v3



Flux-pro

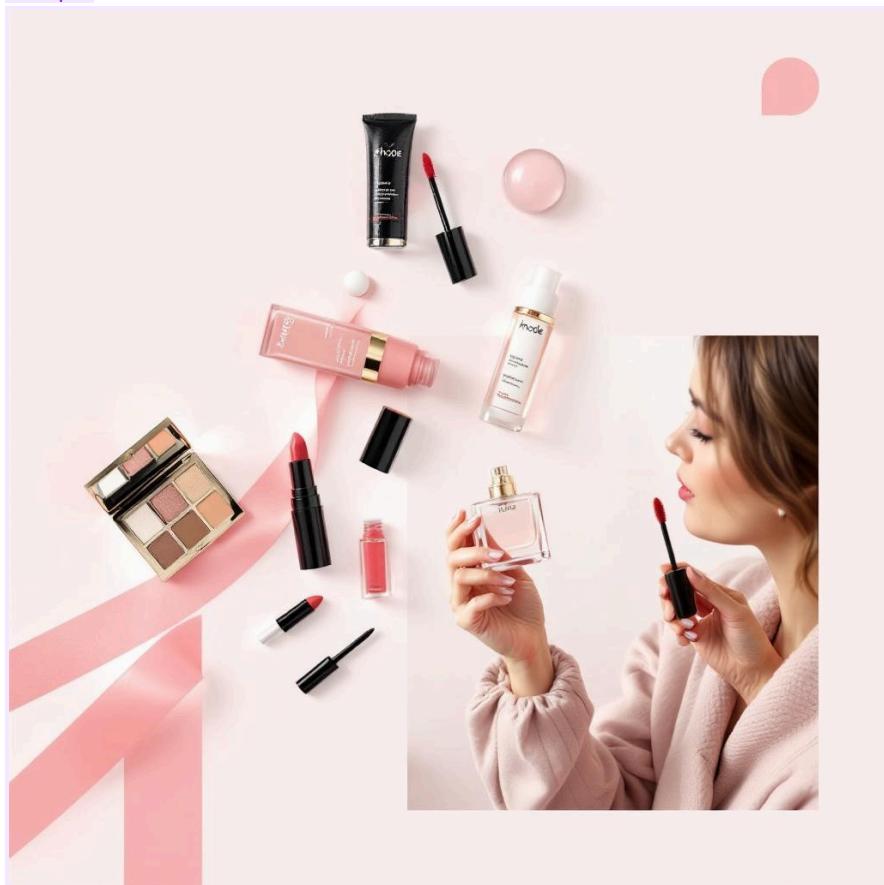
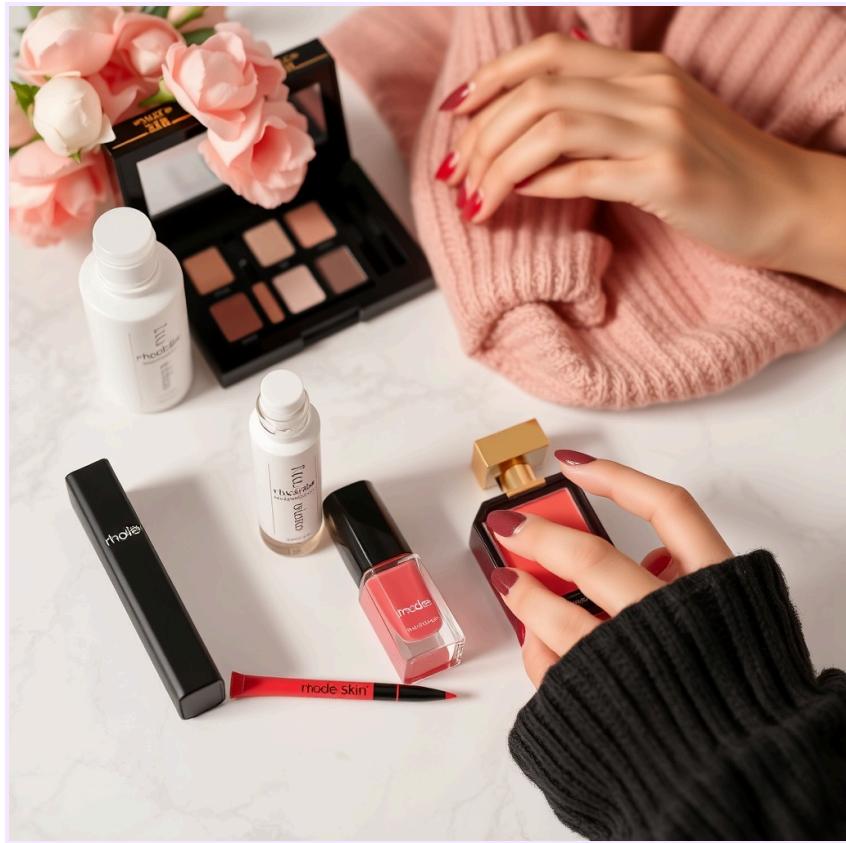


Imagen-3





ideogram-3.0

The collage consists of two main images. On the left, there is a collection of Rhode Skin makeup and skincare products, including a perfume bottle, lipsticks, eyeliners, and various jars and bottles. The brand name 'RHODE SKIN' is prominently displayed at the top left. On the right, a woman with dark hair is shown from the chest up, wearing a white strapless top. She is applying a white cream to her cheek with her fingers. Below the images, the text 'Discover the power of Rhode Skin' is written in a large, elegant, serif font.

RHODE SKIN

Discover the power of Rhode Skin

flux-schnell

