The Local Business Brand Makeover Kit

Three phone photos and one prompt: a ranked brand audit plus a full brand kit, guidelines, signage, banners and a working landing page, for any small business. About 30 minutes of compute.

Good AI branding is one structured prompt, not a vague ask. "Make me a nicer logo" gets you slop. This prompt gets a real result because it forces a process: look, judge, rank, then rebuild. You supply the photos and the judgement. The AI supplies the audit and the assets. It works on a cafe, a salon, a gym, a trades van, any business with a sign.

> **The golden rule:** give it a *role*, a *process*, and a *rule*. Then attach the photos.

STEP 1 · BEFORE YOU START

Photograph every touchpoint

- **Three photos minimum:** the main sign, the street sign or A-frame, one menu or price list. Phone quality is fine. More angles make a sharper audit.
- Use a model with **vision** (it has to see the photos).
- If there is no billboard or website yet, say so. The model should design one from scratch, not audit something that is not there.
- **Permission first.** If it is not your business, do not publish the makeover without the owner's yes. Run it as a gift or a pitch, never a public teardown.

STEP 2 · THE FOUR-PHASE MAKEOVER PROMPT

Paste this whole thing, with your photos attached

THE MASTER PROMPT · FILL THE BRACKETS

You are acting as a senior brand strategist and creative director. You will be given reference photos of an existing [business type] called [business name], including its signage, storefront, menu or price list, and any advertising. Work through this in four phases, in order. Do not skip ahead to Phase 4 before completing Phases 1 to 3.

Phase 1, Brand Deconstruction. Examine the photos and extract the existing brand DNA, the elements that make it recognisable. For each, describe specifically what you see, not generic categories: logo mark, colour palette (approximate hex), typography, tone of voice, photography style, materials and textures, and any recurring motif. Flag which elements are strong and worth keeping, and which are a weak execution of a good underlying idea.

Phase 2, Opportunity Audit. Score the material against each of these, as pass, partial, or fail, with a one-line reason grounded in what is actually visible: legibility at distance, visual hierarchy, contrast and accessibility, consistency across touchpoints, messaging clarity, differentiation, production quality, and whether the execution matches the price point.

Phase 3, Critical Ranking. Produce a ranked table of every issue found. Columns: Issue, Severity (Critical / High / Medium / Low), Why It Matters, Fix Effort (Low / Medium / High). Order by severity. Severity is commercial impact, not visual polish. An illegible primary sign is Critical. A slightly-off shade between two assets is Low.

Phase 4, Brand Kit Build. Using the DNA worth keeping from Phase 1 and fixing the Critical and High items from Phase 3, produce a complete, consistent brand kit. Every deliverable must share the same logo treatment, palette, type system, and tone. Refresh the brand, do not replace it. For each deliverable, note which Phase 3 issues it resolves. Produce all four: (1) brand guidelines with logo usage, palette in hex and CMYK, a type system, voice and tone with example lines, and photography direction; (2) a billboard or roadside sign with explicit reasoning for what reads first, second, and third at a glance; (3) a banner set, one horizontal digital and one vertical social format, re-composed for each shape, not just shrunk; (4) a landing page as a single complete HTML file with embedded CSS, ready to open in a browser, with hero, offer, menu or service highlight, location and hours, and a call to action, using the real palette and type and real copy in the corrected voice, no placeholder text.

Respond in clearly labelled sections matching the four phases. Use the Phase 3 table as literal ranked findings, not prose. In Phase 4, tie each deliverable back to specific Phase 1 and Phase 3 references.

Why it works: the role sets the standard it aims for. The phases stop it jumping straight to a random logo. "Refresh, do not replace" protects the good DNA. And ranking by commercial impact, not taste, means you fix what actually costs money first.

The single most valuable output is the Phase 3 table. Even if you never build the kit, it tells any owner exactly what their sign is costing them, in order.

STEP 3 · PASS TWO: THE REFERENCE-IMAGE TRICK

One reference image beats a thousand words

The first pass will be competent and a bit safe. That is normal. It fixed the problems without a point of view, because taste is an input and you have not given it any yet. Find one logo or brand image online whose mood matches what you cannot put into words, attach it, and send this:

THE PASS-TWO FOLLOW-UP · ATTACH YOUR REFERENCE IMAGE

Here is a reference image for the direction I want. Match the feel of this reference: its level of minimalism, its confidence, its era. Do not copy the mark itself. Keep the client's existing colour DNA from Phase 1, re-tuned to suit this direction. Rebuild the Phase 4 deliverables in this new direction as a second option beside the first.

In the real run this took 14 minutes and turned a tasteful-but-generic first pass into exactly the brand direction I could not describe in words.

> **Shortcut:** want the audit only? Paste just Phases 1 to 3. It is the fastest way to show an owner why a rebrand pays for itself. Only want the website? Trim Phase 4 to the landing page.

LEVEL UP THE LOOK · TWO DESIGN SKILLS I RUN

Install these as Claude Code skills so the output does not come out AI-generic. Run the makeover prompt with one active.

- **UI/UX Pro Max**: 161 colour palettes, 57 font pairings, layout and UX rules.
  `github.com/nextlevelbuilder/ui-ux-pro-max-skill`
- **Impeccable** (by Paul Bakaus): a design language plus anti-slop commands for your AI harness.
  `github.com/pbakaus/impeccable`

> **The method, in one line:** photos in. Deconstruct, audit, rank, rebuild. A finished brand kit out. You bring the shop and the judgement. The AI brings the studio.

The real run: pass one took 16 minutes, pass two took 14, on a $30-a-month subscription. Two complete brand directions, a ranked audit, and a working landing page. The judgement, the owner's permission, and the print follow-through stayed human.

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From the post: "A Mobile Phone, Three Photos, One Prompt, 30 Minutes: a Full Brand Kit for a Seaside Cafe."
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