

Image Generation / Logo Design

Map brand attributes (trust, energy, luxury, nature) to logo color palettes — color-to-brand-meaning translation.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Color Selection, Brand Identity

Updated: May 2026

Why This Prompt Exists

Color isn't decoration. It communicates trust, energy, luxury, or danger before a single word is read. Most people choose colors they "like" — not colors that communicate their brand message.

You get:

- blue for a food brand (blue suppresses appetite — wrong choice)
- red for a meditation app (red increases heart rate — opposite of calm)
- too many colors (no clear brand association)
- colors that clash with industry expectations
- no color hierarchy (all colors equal weight)

But colors have universal associations:

- blue: trust, stability, calm, corporate
- red: energy, urgency, passion, danger

- green: nature, growth, health, money
- yellow: optimism, warmth, attention
- purple: luxury, creativity, wisdom
- orange: friendly, confident, playful
- black: sophistication, power, elegance
- white: purity, simplicity, cleanliness

Without mapping, color choice is random.

This prompt maps brand attributes to strategic color palettes.

The Prompt

Assume the role of a brand color strategist who maps psychology to palettes.

Your task is to recommend logo color palettes based on brand attributes.

Generate:

1. BRAND ATTRIBUTES

- Primary attribute: [e.g., Trust, Energy, Luxury, Nature]
- Secondary attribute: [e.g., Modern, Friendly, Sophisticated]
- Industry: [e.g., Finance, Food, Healthcare, Technology]

2. COLOR MEANING REFERENCE

Color	Primary Meaning	Secondary Meanings	Best For	Avoid For
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Blue	Trust, stability	Calm, corporate, secure	Finance, tech, healthcare	Food (appetite suppressant)
Red	Energy, urgency	Passion, danger, excitement	Sales, clearance, entertainment	Meditation, healthcare
Green	Nature, growth	Health, wealth, sustainable	Eco, finance, wellness	Luxury (can look cheap)
Yellow	Optimism, warmth	Attention, happiness	Children, food, warnings	Luxury (not sophisticated)
Purple	Luxury, creativity	Wisdom, royalty	Beauty, premium, spiritual	Budget brands
Orange	Friendly, confident	Playful, energetic	Food, fitness, youth	Corporate, finance
Black	Sophistication, power	Elegance, mystery	Luxury, fashion, premium	Children, healthcare
White	Purity, simplicity	Clean, minimalist	Healthcare, tech	Luxury alone (needs accent)

3. COLOR PALETTE RECOMMENDATIONS

Brand Attribute	Primary Color	Secondary Color	Accent Color	Industry Example
Trust + Modern	Navy	Light blue	White	Banking app
Energy + Friendly	Orange	Yellow	White	Fitness brand
Luxury + Elegant	Black	Gold	White	Jewelry
Nature + Healthy	Forest green	Earth brown	Cream	Organic food

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| Calm + Trust | Teal | White | Light gray | Healthcare |
| Creative + Bold | Purple | Magenta | White | Design studio |

4. COLOR HIERARCHY RULES

- Primary color: 60% of logo (dominant)
- Secondary color: 30% of logo (supporting)
- Accent color: 10% of logo (small details)
- One-color version: Primary color only

5. GENERATION PROMPTS WITH COLOR

****Single color:****

`[Logo description], [color] only, flat vector, clean, scalable logo design`

****Two colors:****

`[Logo description], [primary color] and [secondary color], flat colors, no gradients, scalable logo design`

****Three colors:****

`[Logo description], [primary color] as dominant, [secondary color] as secondary, [accent color] as small accent, flat colors, no gradients`

6. COLOR ACCESSIBILITY REQUIREMENTS

- Contrast ratio between colors: minimum 4.5:1 for readability
- Color-blind safe: avoid red-green combinations
- Test in grayscale: should still be distinguishable

7. INDUSTRY COLOR CONVENTIONS

Industry	Expected Palette	Differentiator Opportunity
Finance	Blue, dark blue	Add gold or teal
Healthcare	Blue, white, teal	Add warmth (orange accent)
Food	Red, yellow, orange	Add earth tones (green, brown)
Tech	Blue, purple, black	Add bright accent (neon, orange)
Beauty	Black, white, pink, gold	Add unexpected color
Legal	Navy, burgundy, white	Add modern accent

INPUTS:

Brand attributes (3-5 words):

[E.G., "Trustworthy, innovative, approachable"]

Industry:

[E.G., "Fintech startup"]

Target audience:

[E.G., "Millennials, tech-savvy"]

Competitor color observation (optional):

[E.G., "Most competitors use dark blue – opportunity to stand out"]

RULES:

- Blue is the world's favorite color (trustworthy, but overused)
- Red increases heart rate (use for urgency, avoid for calm brands)
- Green signals nature and money (great for eco and finance)

- Yellow is the most visible (use for accents, not large areas)
- Purple signals luxury (but can feel old-fashioned)
- Orange is friendly and confident (great for B2C)
- Black is sophisticated (but can feel cold alone)
- Test colors in black and white – if indistinguishable, adjust contrast

How To Use It

- Blue is the world's favorite color — trustworthy, stable, but overused in some categories.
- Red increases heart rate — use for urgency, excitement; avoid for calm, meditative brands.
- Green signals nature and money — excellent for eco-friendly brands and financial services.
- Yellow is the most visible — use for accents, not large areas (fatiguing in large doses).
- Purple signals luxury — effective for premium brands, but can feel old-fashioned.
- Orange is friendly and confident — great for B2C, food, fitness, children's brands.
- Black is sophisticated — powerful for luxury, but can feel cold and unapproachable alone.
- Test colors in black and white — if indistinguishable, contrast is insufficient.

Example Input

Brand attributes:

“Eco-friendly, trustworthy, natural”

Industry:

“Sustainable packaging”

Target audience:

“Environmentally conscious consumers, B2B buyers”

Competitor color observation:

“Most competitors use green and brown — opportunity to add a distinctive accent”

Why It Works

Most people choose logo colors based on personal preference — “I like blue” — not strategic communication. Color psychology is ignored.

This framework improves outcomes by forcing:

- brand attribute identification (what does the brand stand for?)
- color meaning mapping (which colors communicate those attributes?)
- palette recommendation (primary, secondary, accent with proportions)
- accessibility requirements (contrast, color-blind safe, grayscale test)
- industry convention awareness (when to follow, when to break)

Failure modes this prevents:

- Blue for food brands (blue suppresses appetite — wrong for restaurants)
- Red for meditation apps (red increases heart rate — opposite of calm)
- Too many colors (no clear brand association, looks amateur)
- Poor contrast (logo illegible in certain contexts)

This improves on: “What color looks nice?” Strategic color choice communicates before words are read.

Related to: LD-01 (Style) for style selection; LD-06 (Industry) for category expectations.

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