

Image Generation / Logo Design

Identify logo patterns and conventions within specific industries — benchmarks against category norms.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Benchmarking, Differentiation Strategy

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Why This Prompt Exists

Every industry has visual conventions — customers expect certain colors, styles, and symbols. Break them thoughtfully, not accidentally.

You get:

- a law firm logo that looks like a toy store (wrong category cues)
- a tech logo that looks like a bank (stuffy, not innovative)
- a children's brand that looks corporate (unapproachable)
- blending in with competitors (no differentiation)
- standing out for the wrong reasons (confusing customers)

But industry patterns are identifiable:

- color conventions: what colors dominate your industry
- style conventions: wordmark vs. emblem vs. abstract
- symbol conventions: common imagery (shields, trees, gears)

- typography conventions: serif vs. sans-serif
- differentiation opportunities: where to break the pattern

Without analysis, you follow conventions blindly or break them randomly.

This prompt analyzes industry logo conventions.

The Prompt

Assume the role of a brand strategist who analyzes logo conventions by industry.

Your task is to identify patterns and recommend differentiation strategies.

Generate:

1. INDUSTRY CONVENTION ANALYSIS

Category	Common Colors	Common Style	Common Symbols
Technology	Blue, purple, black	Abstract, wordmark	Circuit, node, cloud
Law/Finance	Navy, burgundy, dark green	Lettermark, emblem	Shield, column, scales
Food/Beverage	Red, yellow, orange, green	Pictorial, mascot	Fork, leaf, cup, apple
Healthcare	Blue, teal, white	Wordmark, abstract	Cross, heart,

leaf, person | Clean sans-serif |
 | Real Estate | Blue, green, gold | Emblem, pictorial | House, key,
 tree, roof | Serif or slab |
 | Beauty | Black, white, pink, gold | Wordmark, lettermark | Face,
 flower, brush | Elegant serif or script |

2. DIFFERENTIATION OPPORTUNITIES

Industry	Convention	Opportunity to Stand Out
Tech	Blue and purple	Use warm colors (orange, yellow)
Law	Conservative serif	Use modern sans-serif
Food	Red and yellow	Use cool colors (blue, green)
Healthcare	Calm blues	Add unexpected warmth
Real Estate	House symbols	Use abstract or typographic
Beauty	Pink and gold	Use unexpected color (teal, coral)

3. CONVENTION ADHERENCE VS. BREAKING

Strategy	When to Use	Risk Level	Example
Follow conventions	Conservative industries (law, finance)	Low	Law firm using navy and serif
Modernize conventions	Traditional industries needing refresh	Medium	Law firm with navy + modern sans-serif
Break conventions	Industries needing disruption	High	Law firm with bright orange
Create new category	Brand new market	Very High	No existing conventions

4. INDUSTRY-SPECIFIC GENERATION PROMPTS

Following conventions (safe):

`[Logo description] in [industry] style, using [conventional colors], [conventional typography], professional, logo design`

Modernizing conventions (differentiated):

`[Logo description], [industry] logo, using [conventional base] with [modern accent], clean, contemporary twist`

Breaking conventions (bold):

`[Logo description], [industry] logo, deliberately unconventional, using [unexpected colors], [unexpected style], distinctive, memorable`

5. COMPETITOR POSITIONING MAP

- X-axis: Traditional → Modern
- Y-axis: Conservative → Bold
- Plot your competitors
- Identify white space: [where no competitor sits]

6. RECOMMENDED POSITIONING

- Strategy: [Follow / Modernize / Break / Create]
- Rationale: [why this fits your brand]
- Palette: [recommended colors]
- Style: [recommended style]
- Differentiation: [what will make you stand out]

INPUTS:

Industry:

[E.G., "Fintech", "Law firm", "Organic food"]

Brand personality:

[E.G., "Disruptive, innovative, trustworthy"]

Competitor observation (if known):

[E.G., "All competitors use blue and serif fonts"]

Differentiation goal:

[E.G., "Stand out while maintaining credibility"]

RULES:

- Following conventions is safe but forgettable (good for conservative industries)
- Modernizing conventions is often the sweet spot (feels familiar but fresh)
- Breaking conventions is memorable but risky (good for disruptors)
- Study competitors before designing (know what you're differentiating from)
- The best logos fit the category while standing out from competitors
- Differentiation for its own sake is confusing (every break needs a reason)
- Test unconventional logos with target customers (surprising isn't always good)

How To Use It

- Following conventions is safe but forgettable — good for conservative industries (law, finance).

- Modernizing conventions is often the sweet spot — feels familiar but fresh (updated serif, modern color).
- Breaking conventions is memorable but risky — good for disruptors, challenger brands.
- Study competitors before designing — know what you’re differentiating from.
- The best logos fit the category while standing out from competitors — fit + distinction.
- Differentiation for its own sake is confusing — every break needs a strategic reason.
- Test unconventional logos with target customers — surprising isn’t always good.

Example Input

Industry:

“Fintech startup — personal finance app”

Brand personality:

“Approachable, innovative, trustworthy”

Competitor observation:

“Most competitors use dark blue, serious serif fonts, and shield symbols”

Differentiation goal:

“Stand out as friendly and modern while still feeling trustworthy”

Why It Works

Most logos look like they belong to the wrong industry — or look exactly like every competitor. Neither is strategic.

This framework improves outcomes by forcing:

- industry convention identification (what does the category expect?)
- differentiation opportunity mapping (where can you stand out?)
- strategy selection (follow, modernize, break, or create)

- competitor positioning (who is where on the map?)
- white space identification (where no competitor sits)

Failure modes this prevents:

- Law firm that looks like a toy store (no category cues)
- Tech startup that looks like a bank (stuffy, not innovative)
- Me-too logo that blends in with competitors (no differentiation)
- Differentiation that confuses customers (breaks wrong conventions)

This improves on: Logo design in a vacuum. Industry analysis ensures fit and differentiation.

Related to: LD-01 (Style) for style selection; LD-04 (Color) for color strategy; LD-03 (Negative Space) for clever differentiation.

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