Image Generation / Logo Design

Simulate how a logo will look at different sizes — prevents designs that fail at small scale.
Difficulty: Intermediate
Model: GPT-4 / Claude / Gemini
Use Case: Logo Testing, Quality Assurance
Updated: May 2026
Why This Prompt Exists
A logo that looks beautiful at 1024×1024 pixels can become an illegible blob at 32×32 pixels. Most designers never test at small sizes until it’s too late.

You get:

- favicon that looks like a colored dot (unrecognizable)
- business card logo that loses detail (thin lines disappear)
- app icon that users can’t identify (brand failure)
- social media avatar that’s just a blur (missed recognition)
- no testing before finalizing the design

But scalability can be tested:

- favicon size: 16×16, 32×32, 64×64 pixels
- app icon size: 180×180 pixels
- business card size: ~1 inch (300px at 300dpi)
- billboard size: 30+ feet (detail becomes visible again)

- mobile notification: 24×24 pixels (extremely small)

Without testing, scalable design is guesswork.

This prompt tests logo scalability at multiple sizes.

The Prompt

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Assume the role of a logo quality assurance engineer who tests
scalability.

Your task is to evaluate how a logo performs at different sizes.

Generate:

1. LOGO DESCRIPTION
   - Style: [wordmark / lettermark / pictorial / abstract / emblem]
   - Complexity: [simple / moderate / complex]
   - Thin lines present? [yes/no]
   - Small text present? [yes/no]

2. SCALABILITY TEST MATRIX

| Size (pixels) | Real-World Use | Pass/Fail | Issues |
|---------------|----------------|-----------|--------|
| 1024x1024 | Source file | Pass | None |
| 256x256 | Website header | ? | |
| 64x64 | Mobile icon | ? | |
| 32x32 | Favicon | ? | |
| 16x16 | Browser tab | ? | |
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3. CRITICAL SCALABILITY THRESHOLDS

Threshold	What Fails	Fix
64x64	Small text becomes unreadable	Remove text below 64px
48x48	Thin strokes (<2px) disappear	Thicken strokes to minimum 2px
32x32	Multiple colors blend together	Use single color or high-contrast
24x24	Fine detail becomes noise	Simplify shape, use bold geometry
16x16	Emblems become illegible	Use lettermark or icon only

4. SCALABILITY SIMULATION (text description)

At 1024x1024 (original):
[Clear description of what's visible]

At 256x256 (website header):
[What remains visible, what starts to degrade]

At 64x64 (mobile icon):
[What is still recognizable, what is lost]

At 32x32 (favicon):
[What is still visible, what becomes noise]

5. SCALABILITY FIX RECOMMENDATIONS

Issue	Severity	Recommended Fix
Thin lines disappearing	Critical	Increase stroke width to 2px minimum
Small text unreadable	Critical	Remove text for small versions
Colors blending	Medium	Increase contrast or simplify palette
Detail becoming noise	Medium	Create simplified version for small sizes

6. RESPONSIVE LOGO SYSTEM

Size Range	Logo Version	Elements Included
>200px	Full logo	Icon + wordmark + tagline
64-200px	Standard	Icon + wordmark
32-63px	Compact	Icon only (simplified)
<32px	Micro	Single-color icon (boldest shape)

7. SCALABILITY TEST PROTOCOL
   - Step 1: Design logo at high resolution
   - Step 2: Scale down to 256px, 64px, 32px, 16px
   - Step 3: Check each size for legibility
   - Step 4: Create simplified versions for small sizes
   - Step 5: Test on actual devices (phone, tablet, desktop)

INPUTS:

Logo design description:
[PASTE OR DESCRIBE THE LOGO]

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Usage locations (check all that apply):
[FAVICON / APP ICON / WEBSITE / BUSINESS CARD / BILLBOARD / SOCIAL
MEDIA]

Smallest size needed:
[E.G., "16x16 (browser tab)"]

Largest size needed:
[E.G., "30 feet (billboard)"]

RULES:
- The smallest usage size determines the simplest logo version needed
- Text becomes unreadable below 64px (plan for textless versions)
- Thin lines (<2px) disappear below 100px (thicken for small
applications)
- Multiple colors blend together below 64px (use single-color version)
- Emblems fail below 128px (use separate icon for small sizes)
- Test at actual size on screen (not zoomed in)
- A responsive logo system has 3-4 versions (full, standard, compact,
micro)
```

How To Use It

- The smallest usage size determines the simplest logo version needed — design backward from the smallest application.
- Text becomes unreadable below 64px — plan for textless versions of your logo.
- Thin lines (<2px) disappear below 100px — thicken strokes for small applications.
- Multiple colors blend together below 64px — use a single-color version for small sizes.
- Emblems fail below 128px — use a separate, simpler icon for small applications.
- Test at actual size on screen — zooming in gives false confidence.

- A responsive logo system should have 3-4 versions (full, standard, compact, micro).

Example Input

Logo design description:
"Emblem-style logo with a detailed shield containing a lion and small text reading 'EST. 2024'"

Usage locations:
"FAVICON, APP ICON, WEBSITE, BUSINESS CARD"

Smallest size needed:
"16x16 (browser tab)"

Largest size needed:
"256x256 (website header)"

Why It Works
Most logos are designed on large screens at high resolution — then fail when shrunk to real-world sizes. The designer never tests at 32x32.

This framework improves outcomes by forcing:

- scalability test matrix (testing across critical sizes)
- threshold identification (what breaks at each size)
- failure simulation (visualizing degradation)
- fix recommendations (how to address issues)
- responsive logo system (different versions for different sizes)

Failure modes this prevents:

- Favicon that looks like a dot (too complex for 16x16)
- Business card logo with illegible text (text too small)

- Thin strokes that disappear at small sizes (line weight too light)
- Colors that blend into each other (insufficient contrast)

This improves on: Single-size logo design. Scalability testing ensures the logo works everywhere it appears.

Related to: LD-02 (Simplicity) for simplification strategies; LD-04 (Color) for contrast requirements.

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