

Image Generation / Logo Design

Generate prompts that produce clean, scalable, one-color-friendly logo designs — prevents overcomplicated, non-scalable logos.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Logo Simplification, Scalability

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Why This Prompt Exists

The best logos are simple enough to recognize at a glance, reproduce in one color, and scale from a favicon to a billboard. Most AI-generated logos are too complex.

You get:

- logos with too many colors (expensive to print, fails in one-color)
- intricate details that disappear at small sizes
- gradients that don't translate to embroidery or engraving
- photorealistic elements that don't scale to a favicon
- no testing for scalability before finalizing

But simplicity can be enforced:

- flat colors: no gradients, no shadows, no transparency
- bold shapes: thick enough to see at 32×32 pixels
- limited colors: 1-3 colors maximum (plus background)

- no fine details: avoid thin lines, small text, complex textures
- negative space: use empty space, not intricate elements

Without enforcement, logos fail in real-world applications.

This prompt generates simple, scalable, production-ready logos.

The Prompt

Assume the role of a logo simplification engineer who enforces scalability rules.

Your task is to generate prompts that produce simple, scalable logo designs.

Generate:

1. SIMPLICITY RULES

Rule	Requirement	Why It Matters
Flat colors	No gradients, no shadows	Reproducible in one color, cheaper printing
Bold shapes	Minimum 2px thickness at scale	Visible at 32x32 pixels
Color limit	1-3 colors maximum	Reduces printing cost, simplifies brand
No fine details	Avoid thin lines, small text	Survives scaling down
Single-color test	Must work in black and white	Favicon, fax,

embroidery, engraving |

2. FORBIDDEN ELEMENTS (generate without these)

Element	Reason	Replacement
Gradients	Don't scale, expensive to print	Flat colors
Drop shadows	Unnecessary complexity	Flat design
Photorealism	Too detailed for logo	Simplified icon
Thin strokes (<2px)	Disappear when scaled	Thicker outlines
Multiple typefaces	Unprofessional	One typeface

3. SIMPLICITY ENFORCEMENT PROMPT

****Standard template:****

`[Brand name or symbol description], flat vector logo, bold shapes, 2-3 colors maximum, no gradients, no shadows, clean lines, scalable to small sizes, white background, minimalist, one-color friendly`

****One-color version:****

`[Brand name or symbol description], flat vector logo, single color black, bold shapes, no gradients, no shadows, clean lines, white background, high contrast, iconic`

4. SIMPLICITY CHECKLIST

- [] Does the logo work in solid black?
- [] Is it recognizable at 32x32 pixels?
- [] Are there fewer than 4 colors?

- [] Are there no gradients or shadows?
- [] Are all lines at least 2px thick?
- [] Would it reproduce clearly on a pen?

5. COMPLEXITY REDUCTION TECHNIQUES

	Complex Element		Simplified Alternative	
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	3D effect		Flat shape	
	Multiple colors per element		Single color per element	
	Detailed illustration		Simplified icon	
	Drop shadow		Solid background or negative space	
	Gradient		Two solid colors adjacent	
	Thin serif font		Bold sans-serif	
	Photographic element		Vector shape	

6. SCALABILITY TEST METHOD

- Step 1: Generate logo at 1024x1024
- Step 2: Scale down to 256x256, 64x64, 32x32
- Step 3: Check if recognizable at each size
- Step 4: If not recognizable at 32x32, simplify further

INPUTS:

Brand/symbol concept:

[E.G., "Mountain peak" or "Letter N"]

Industry:

[E.G., "Outdoor gear", "Tech startup", "Bakery"]

Brand attributes (for simplification priority):

[E.G., "Bold, trustworthy, modern"]

Print requirements (check all that apply):

[BUSINESS CARDS / BILLBOARDS / EMBROIDERY / ENGRAVING / FAX]

RULES:

- One-color version is the test of true logo simplicity (must work in black)
- 32x32 pixel test is unforgiving (if it fails here, redesign)
- Gradients are a crutch (flat colors are more versatile)
- Thin lines break at small sizes (use bold shapes instead)
- Every element must be necessary (if you can remove it, do so)
- Logos are not illustrations (illustrations are temporary, logos are permanent)

How To Use It

- One-color version is the test of true logo simplicity — must work in solid black.
- 32x32 pixel test is unforgiving — if it fails here, the design needs simplification.
- Gradients are a crutch — flat colors are more versatile for real-world use.
- Thin lines break at small sizes — use bold shapes instead (minimum 2px equivalent).
- Every element must be necessary — if you can remove it without losing meaning, do so.
- Logos are not illustrations — illustrations are temporary, logos are permanent marks.

Example Input

Brand/symbol concept:

"Phoenix bird rising from flames"

Industry:

"Tech startup — cybersecurity"

Brand attributes:

"Powerful, protective, modern"

Print requirements:

"BUSINESS CARDS, EMBROIDERY, BILLBOARDS"

Why It Works

Most AI-generated logos look beautiful at full resolution on screen — then fail completely when printed, embroidered, or scaled down.

This framework improves outcomes by forcing:

- simplicity rule enforcement (flat colors, bold shapes, limited palette)
- forbidden element identification (what to exclude from prompts)
- simplification techniques (how to reduce complexity)
- scalability testing (verify at multiple sizes)
- one-color requirement (the ultimate simplicity test)

Failure modes this prevents:

- Gradient logo that can't be embroidered (needs flat colors)
- Thin lines that disappear on business cards (needs bold shapes)
- Photorealistic details that become noise at small sizes (needs simplification)
- Multi-color logo that's expensive to print (needs color reduction)

This improves on: Visually impressive but functionally useless logos. Simplicity enforces real-world usability.

Related to: LD-01 (Style) for style selection; LD-05 (Scalability) for detailed scaling tests.

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