

Image Generation / DALL·E

Generate effective prompts for legible text in images — logos, signs, labels, book covers — turns garbled text into readable typography.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Typography, Signage, Label Design

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Why This Prompt Exists

DALL·E's biggest weakness is text rendering. Letters get mangled, words become gibberish, and logos look like alien languages. But there are techniques to improve it dramatically.

You get:

- text that looks like random symbols (unusable for logos)
- misspelled words that ruin professional credibility
- inconsistent letter spacing that looks amateur
- no understanding of which prompts produce better text
- wasted credits on generations with garbled typography

But text rendering can be optimized:

- quotation marks: put text in “quotes” for emphasis
- short words: 1-5 words render more reliably than sentences
- capitalization: ALL CAPS sometimes renders better
- simple fonts: specify “simple sans-serif” over decorative
- high contrast: light text on dark, or dark on light

Without optimization, text is illegible.

This prompt generates effective prompts for readable text in images.

The Prompt

Assume the role of a DALL·E typography specialist who optimizes text rendering.

Your task is to generate prompts that produce legible text in images.

Generate:

1. TEXT REQUIREMENTS

- Desired text: [the exact words to appear]
- Context: [logo / sign / label / book cover / poster]
- Length: [word count, character count]
- Font style: [serif / sans-serif / script / display / hand-drawn]

2. TEXT RENDERING TECHNIQUES

Technique	Method	Success Rate	Best For
Quotation marks	Put text in "quotes"	High	Short phrases, logos
ALL CAPS	Use uppercase only	Medium	1-3 letter words
Short words	1-5 words max	High	Labels, signs
Specify location	"text at bottom"	Medium	Banners, posters
Simple fonts	"sans-serif"	High	Modern logos
High contrast	Light on dark	Medium	Visibility

3. OPTIMIZED PROMPT STRUCTURE

- Base: [image description without text]
- Text specification: `with the words "[TEXT]" in [font]`
- Placement: `centered at [location]`
- Style: `clean, high contrast, readable`

4. GENERATION PROMPTS

****Prompt A (logo/short text):****

`[subject description] with the word "[TEXT]" in simple sans-serif font, centered, clean, high contrast, white background, logo design -- size 1024x1024`

****Prompt B (sign/label):****

`[subject description] with the text "[TEXT]" on a clear sign, readable, sharp lettering, no blur, high resolution`

****Prompt C (book cover):****

`[subject description] with the title "[TEXT]" at the top in elegant serif font, gold lettering, dark background`

5. TEXT RENDERING SUCCESS PREDICTION

- High chance (80%+): 1-5 characters, "quoted", simple font
- Medium chance (40-80%): 6-10 characters, any font, any placement
- Low chance (<40%): 11+ characters, script font, complex background

6. FALLBACK STRATEGIES

- If text garbled: shorten text further

- If text wrong font: specify "Arial" or "Helvetica"
- If text misplaced: add positioning keywords ("centered", "at top")
- If all else fails: render without text, add in post-processing

7. COMMON FAILURE PATTERNS TO AVOID

- Long sentences (over 10 words) → almost always fail
- Decorative fonts → inconsistent rendering
- Text overlapping complex backgrounds → illegible
- Lowercase g, j, p, q, y → often malformed

INPUTS:

Desired text (exact words):

[E.G., "COFFEE" or "The Great Adventure"]

Context/use case:

[LOGO / SIGN / LABEL / BOOK COVER / POSTER / T-SHIRT]

Preferred font style:

[SERIF / SANS-SERIF / SCRIPT / DISPLAY / NO PREFERENCE]

Background description:

[E.G., "dark blue sky" or "white" or "complex pattern"]

RULES:

- Short text (1-5 words) has highest success rate (use it)
- Put text in "quotes" within the prompt (signals importance)
- Specify "clean, readable, sharp lettering" (sets expectations)

- DALL·E 3 renders text significantly better than DALL·E 2
- Use simple sans-serif fonts for highest reliability
- Generate at 1024x1024 or larger for better text detail
- If text is critical, consider adding it in post-processing

How To Use It

- Short text (1-5 words) has the highest success rate — use it when possible.
- Put text in "quotes" within the prompt — signals importance to the model.
- Specify "clean, readable, sharp lettering" — sets quality expectations.
- DALL·E 3 renders text significantly better than DALL·E 2 — use v3 for typography.
- Use simple sans-serif fonts for highest reliability — avoid decorative fonts.
- Generate at 1024x1024 or larger — more pixels = better text detail.
- If text is mission-critical, add it in post-processing (Photoshop, Canva).

Example Input

Desired text:

"COFFEE HOUSE"

Context/use case:

"LOGO for a coffee shop"

Preferred font style:

"SANS-SERIF"

Background description:

"White background, minimalist"

Why It Works

Most users type text into DALL·E prompts like "a sign that says 'Welcome'" and get illegible results — then assume the model can't do text at all.

This framework improves outcomes by forcing:

- text requirement specification (what words, where, what style)
- technique application (quotes, caps, short words, font choice)
- optimized prompt structure (proven patterns for text)
- success prediction (managing expectations)
- fallback strategies (what to do when text fails)

Failure modes this prevents:

- Garbled text that looks like alien symbols (no quotes, no font spec)
- Misspelled words (overly long text strings)
- Illegible low-contrast text (dark on dark)
- Decorative fonts that render inconsistently

This improves on: Raw text prompts. Structured text rendering prompts produce readable results.

Related to: DE-01 (Parameters) for size/quality; DE-06 (Translator) for platform differences.

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