

Make AI look and sound like your business.

Reusable prompts, fictional examples, and a one-page set of brand rules to make your own.

Your one-page brand rules

Audience: Who is this for, and what matters to them?

Promise: What do you help them do?

Voice: Three traits, with examples of what each changes.

Visual rules: Approved logos, colors and roles, fonts, spacing, image direction.

Facts: What is verified? What may not be claimed?

Action: What should they do, and where do they go next?

Before publishing: For them? Like us? True? Usable? Approved?

1 · Thin prompt: VoltGuard

Write a short social media post promoting thermal imaging electrical inspections for VoltGuard Electric. Include a headline, body, and call to action. Do not invent prices, credentials, response times, reviews, statistics, savings, or guarantees.

2 · Brand-aware prompt: VoltGuard

You are helping with the FICTIONAL training brand VoltGuard Electric.

AUDIENCE: Facility managers, manufacturing owners, and restaurant operators.

SERVICE: Thermal imaging electrical inspection. Invite a facility assessment; do not promise that a scan prevents every outage or proves equipment is safe.

BRAND PROMISE: Power On. Worry Off.

VOICE: Direct, confident, calm under pressure. Expert without swagger.

VISUAL SYSTEM: League Spartan Bold headlines; Inter body; black and charcoal carry the layout; Volt Yellow is the accent; warning red only for real warnings. Use the approved logo unchanged.

PREFER: Concrete equipment and operational situations, short sentences, a clear next step.

AVOID: "elevate", "unlock", "game-changing", fearmongering, generic lifestyle language, excessive exclamation marks.

KNOWN FACTS: VoltGuard is a fictional training business. The Gamma concept includes unverified response times, savings, safety records, credentials, and testimonials. Treat every one as unapproved.

TASK: Write one social post with a headline (8 words max), body (45 words max), and CTA (8 words max). Then identify three choices that came from these brand rules and flag any missing facts needed before publication.

3 · Map your brand voice

Help me map a brand voice. Ask ONE question at a time. Start with who we serve and what they need to feel or do.

Then ask for 3 examples I like, 3 I dislike, and my reasons. Identify patterns in my feedback; do not invent customer facts. Turn the results into: audience, promise, 3 voice traits with behavioral definitions, words we use/avoid, sentence habits, a before/after example, and factual boundaries. Give me two contrasting samples to react to. Treat my corrections as evidence, not as permission to flatter me.

4 · Compare VoltGuard and StarForge

Compare two distinct brand systems without blending them.

BRAND A – FICTIONAL VOLTGUARD ELECTRIC: facility managers and operators; Power On. Worry Off.; direct, confident, calm; League Spartan + Inter; black, charcoal, yellow.

BRAND B – STARFORGE DYNAMICS: software, automation, platform implementation, and guidance; Vector Wood-cut Neo Industrial imagery; Inter + Roboto Mono; black with neon cyan, purple, and magenta.

TASK: Propose one social post concept for each brand on a relevant topic. Keep the topic, voice, visual direction, and CTA native to that brand. Do not invent claims. Explain why swapping only the logo would fail.

5 • Work inside Canva

Use Canva to create an editable social graphic for my selected brand. First show which Brand Kit and assets you can actually access; if you cannot access them, ask me to choose or upload them. Use the approved logo asset unchanged, the kit's exact colors and fonts, and real editable text layers. Do not regenerate the logo or bake the headline into a generated image. Use the approved copy I provide. Show a preview and list any substitutions. Do not publish, schedule, or buy an ad.

6 • Research with evidence

Research current questions, search phrases, and competing messages for [service] in [location] for [audience]. Use public sources. Separate observed facts (with source URL and date) from ideas to test. Do not invent search volume, ad spend, conversion rates, or competitor results. Suggest 3 message ideas that fit these brand rules: [paste rules]. For each idea, say exactly what evidence is still needed: estimated local searches from Keyword Planner, real queries/clicks from Search Console, or campaign results from an ad manager.

7 • Pre-publication review

Review this draft against the attached brand rules. Check: audience and offer, voice, approved visual rules, claims that need evidence, privacy, misleading product imagery, and a clear CTA that matches the destination. Separate must-fix issues from preferences. Do not publish or invent support for a claim. Return a short checklist and a revised draft using verified facts only.

Research & references

[Seth Godin · 2006](#)

[Kantar · AI advertising analysis / Media Reactions 2024](#)

[Intuit · 2025 Small Business Advertising Trends](#)

[IAB · The AI Gap Widens · 2026](#)

[Canva · ChatGPT / MCP integration](#)

[Canva · Claude connector](#)

VoltGuard · supplied fictional Gamma concept (external live-project link removed)

[Follow-along demo · Google Doc](#)

[Google Ads Help · Keyword Planner](#)

[Google Search Console Help · Performance report](#)

The three statistics in the presentation are from separate studies, not a trend series. Intuit surveyed 1,006 business owners/marketing leaders in March 2025; social effectiveness is self-reported. Kantar's 41% figure is from Media Reactions 2024. IAB's 45% positive figure is from 505 US Gen Z and Millennial consumers, not all adults. AI assistance does not remove the need for accurate claims, privacy safeguards, or human review.

Prepared September 2026. VoltGuard Electric is a fictional training business. No example authorizes publishing or spending. The StarForge Canva Brand Kit was verified in the account; direct connector generation remains untested. Participant edition