



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM DESIGN A STUNNING BRAND
WITH AI

The Color Prompt Sheet

Three color prompt sets — palette table, mockups, hex
recolor — plus the hex-accuracy rule that keeps AI honest.

Part of the free Design a Stunning Brand with AI course · by Evolv
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The Color Prompt Sheet

Every colour prompt in Module 4 on one page, plus the one rule that saves you later.

The hex-accuracy rule: trust the text hex codes the AI *writes*, never the colours it *paints*. AI images judge feel; your Coolors hexes are the source of truth; Realtime Colors shows the truth in context. Never eyedrop a "final" colour out of a generated image.

Your inputs: open your strategy doc and keep two things in front of you — your **5 brand words** (Q13) and the **feeling you want customers to walk away with** (Q14).

1. Ten palettes as text (not a picture)

Open a fresh chat and paste this, swapping in your brand summary:

You are an expert brand color strategist. Here is my brand: [paste the one-paragraph brand summary from your strategy doc – who you serve, the problem, the feeling you want]. Give me 10 distinct color-palette options for this brand. For each: a short name, the mood it creates, and 4–5 colors with roles (Primary, Accent, Neutral-dark for text, Neutral-light for background) and exact HEX codes. Lay it out as a table so I can compare them at a glance. Explain in one line why each fits my brand.

See them, for vibe only (never grab colours out of it):

Now generate a single image that shows options 2, 5, and 8 as labeled color swatch rows so I can see them side by side.

2. See it before you marry it (mockups)

After you've harmonised in Coolors and have your exact hexes, test the feel:

Create a realistic website hero-section mockup for my brand using ONLY these colors: Primary [#hex], Accent [#hex], Text [#hex], Background [#hex]. Show a headline, a subheading, one call-to-action button, a simple icon or two, and a placeholder photo area – so I can see how the palette feels with text, icons, and photography together. Clean, modern, flat. Use the accent color for the button.

Spin it onto other surfaces, one at a time:

- "...now show the same palette as a **business-card / brand-display** mockup."
- "...as a **social-media post** template."
- "...with a **photograph** in the hero so I can see the palette against real imagery."

See your logo in the wild (attach your logo):

Show my logo and these colors on a storefront sign, a t-shirt, and a phone app icon so I can see how they'd look in the real world.

3. Recolour your logo by hex

Upload your final logo, then:

Here is my logo. Recolor it using exactly these colors: [element] → [#hex], [background/other element] → [#hex]. Keep the shapes, text, and composition identical – only change the colors. Transparent background.

Say "keep shapes and text identical, change only the colours," regenerate a couple of times, and do it in the *same* chat where you made the logo.

4. Two mentor prompts before you lock

If you're torn between two palettes (hide your favourite):

Here are two color palettes for my brand (hex codes below). My brand strategy says it should feel [e.g. calm, trustworthy, premium] to [target customer]. Do NOT ask which I prefer and do NOT call both good – pick the ONE that better delivers that feeling and defend it in plain English. Then name the single weakest color in the winning palette and what you'd swap it for. Palette A: [hexes] Palette B: [hexes].

The practical sanity check:

For this palette [hexes], check the things a business owner forgets: Which text colors are actually readable on which background colors (flag any low-contrast pairs)? Which color should be the main/brand color vs. an accent used sparingly? Will any of these look cheap or clash when printed or on a phone screen? Be specific and blunt – I'd rather fix it now.

Give every colour a job (the 60-30-10 rule)

Role	What it does	Rule of thumb
Primary	Your main brand colour — what people picture	~30% of the surface
Accent	Buttons and the one thing you want clicked	~10% — scarce on purpose
Neutral-dark	Body text (charcoal reads warmer than black)	Carries most of your words
Neutral-light	The background everything lives on	~60% — the quiet room

Record the exact Colors hexes with a one-line reason each ("deep navy because the strategy says trustworthy and steady"), and save as `brand-colors.txt`.

Evolv Strategies — Design a Stunning Brand with AI



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THE NEXT STEP

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