



EVOLVV STRATEGIES

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WITH AI

Logo Prompt Sheet

Every verbatim logo prompt — the 9-concept opener, the variation loop, the critique, the final high-res render.

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Logo Prompt Sheet

Every verbatim prompt for Modules 2 and 3, in the order you'll use them — plus the sticker-rule checklist that makes your logo convert into a clean file later.

The sticker rule (learn this before you prompt anything)

If it looks like a sticker — flat, bold, few colors, crisp edges — it'll vectorize in one click. If it looks like a photograph or a painting, it won't.

- **Ask for:** flat, simple, modern, vector-style, solid colors, high contrast, clean line art, plain background.
- **Keep it to 2–4 colors.** Fewer colors trace cleaner.
- **Avoid:** gradients, shadows, glows, 3D, photoreal texture, and lots of small text.
- **Text inside a logo still garbles.** Go for an icon/symbol mark and add your name in a real font later (Module 5). If the name must live inside the logo, use Ideogram — it's built to spell words correctly.

1. The 60-concept opener

Start a **fresh chat**. First paste your brand context (the quick-reference from your strategy doc, or your three adjectives from Q13). Then this:

I run [BUSINESS] – a [ONE-LINE DESCRIPTION] for [TARGET AUDIENCE].
The feeling I want the brand to give is [3 ADJECTIVES, e.g. warm, trustworthy, modern].

Create ONE image that is a clean grid of 9 SEPARATE, DISTINCT logo concepts for this business. Rules for every concept:

- flat, simple, modern vector-style logo marks – NOT photos, NOT 3D, NOT mockups
 - solid plain white background, generous space around each mark
 - each concept a genuinely different idea (different symbol, layout, or style)
 - if you include the business name, spell it EXACTLY: "[BUSINESS NAME]"
- Number them 1–9.

Run it a few more times to reach 40–60 directions:

Give me another 9, all completely different from the last set.

Then screenshot the ONE mark closest to right, cropped tight.

2. The variation loop (closing in on "the one")

Attach your cropped concept, then:

Here is the logo direction I like. Keep this same core idea and overall style, but create ONE image showing 6 refined VARIATIONS of it – vary the proportions, spacing, weight, and small details, not the underlying concept. Flat vector style, plain white background. Keep any text spelled "[BUSINESS NAME]".

Pick the best, crop, feed back, repeat. Three to six loops is normal.

3. The one-change rule (when you're close)

Same logo, one change only: make the mark a bit simpler and the icon slightly bolder so it stays legible at very small sizes. Don't change the colors or the layout.

Change **one thing per prompt**, and name what to keep — that's what stops the model "improving" things you were happy with.

4. The skeptical-designer critique

Attach your near-final mark:

A designer sent me this logo for my [type of business] that serves [target customer]. I did NOT make it and I have no ego about it – I need the truth. Score it out of 10 on each of these, and for every point you take off, say exactly why and what you'd change:

- 1) Legibility (does it read instantly?)
- 2) Simplicity (does it work as one small shape?)
- 3) Memorability/distinctiveness
- 4) Fit for my business and audience
- 5) Versatility (does it survive tiny sizes and one color?).

Then give one overall verdict: keep, tweak, or start over – and defend it.

Stress-test it:

Now stress-test this same logo the way a professional would. Answer honestly, one line each:

- Does it still work shrunk to a 32px browser favicon?
- Does it still work in pure black-and-white (no color to lean on)?
- Would it look at home next to my competitors, or dated/generic?
- Is it accidentally similar to any well-known logo I should worry about?
- Would you be proud to put this on a business card and a hat? If not, why not?

Turn the critique into a fix:

Based on the single most important weakness you just identified, write me the exact image-generation prompt I should paste back into the logo tool to fix it – keeping everything that already works. Explain in one sentence what your change is meant to improve so I can judge the result myself.

5. The final-render prompt (Module 3)

In the same chat where you landed on your logo:

This is my final logo. Produce it as a single, high-resolution image: the logo mark centered on a plain solid white background, maximum detail and crisp clean edges, flat vector-style with no drop shadows or gradients, generous margin. Square 1:1.

Then grab the other versions you'll need:

- **Transparent:** "Now give me the same logo on a fully transparent background (no white behind it), same size and detail."
- **Black + white:** "Now give me a solid pure-black version and a solid pure-white version of this same mark, each on a transparent background."
- **If it comes back off:** add "neutral color balance, generous margin, do not crop the mark."

6. Optional lockups

Using this exact logo, give me a stacked version with the icon centered above the business name, and a horizontal version with the icon to the left of the name – transparent background, same colors and font.

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