mintylime
THE CREATIVE STUDIO

THE FOUNDER'S EYE: AI PROMPT FRAMEWORK

A Guide to Scaling Taste through Generative Systems

The Philosophy: AI is your **High-Speed Apprentice**. It provides the *Quantity* (exploration); your **Founder's Eye** provides the *Quality* (selection).

1. The "Brand DNA" Prompt Structure

Stop giving AI one-sentence instructions. Use this "High-Context" formula to ensure the output aligns with your taste.

The Formula:

> **[Persona]** + **[Task]** + **[Values/Aesthetic]** + **[Constraints]** + **[Format]**

Example Prompt:

> "Act as a **Creative Director**. Generate **3 visual concepts** for a sustainable fintech brand. The aesthetic must be **'Japandi Minimalism'**—focus on wood textures, muted earth tones, and vast negative space. **Avoid** corporate blues, generic globe icons, or cluttered layouts. Describe the **emotional 'vibe'** of each concept."

2. Establishing Your "Negative Space."

Defining what your brand **is not** is more important than defining what it is. Use "Negative Prompts" to protect your brand's clarity.

- **Visual No-Go's:** "No glossy gradients, no stock photo 'handshakes', no neon highlights."
- **Voice No-Go's:** "Avoid 'disruptive', 'synergy', or 'passionate'. Never use exclamation marks."

3. The "Human-in-the-Loop" Workflow

Use this 4-step system to maintain brand leadership while using AI.

Phase	Action	AI's Role	Your Role (The Eye)
1. Diverge	Ideation	Generate 50 wild ideas	Setting the initial intent
2. Filter	Curation	Organizing options	**Selecting the 'Top 3'**
3. Refine	Iteration	Adjusting based on feedback	Directing the nuance/soul
4. Systematize	Scaling	Creating the final SOP	Approving the standard

4. The "Founder's Audit" Checklist

Before you approve any AI-generated brand asset, run it through this "Eye" test:

1. **Timelessness:** Will this look dated in 12 months?
2. **Friction:** Does this design/copy make the user's journey harder or easier?
3. **Truth:** Does this actually represent who we are, or is it just "pretty"?
4. **The "So What?" Factor:** Does this evoke an emotion or is it just noise?

5. Recommended Founder Toolstack

- **For Visual Strategy:** Midjourney (v6+) for high-fidelity "Mood Boards."
- **For Tone of Voice:** Gemini (Advanced) – Feed it 5 of your best emails to extract your "Voice DNA."
- **For Brand Logic:** Custom GPTs or Gems – Upload your brand deck and use it as a "Brand Guardian" bot.

"AI doesn't have taste; it has data. Taste is the human ability to know when the machine has arrived at the truth." — *Kogi Macharia*