

BRANDING WITH AI.

A practical build day for strategy, creation & activation.

AI BRANDING MASTERCLASS →

INTRODUCTION

What You Expect From This Workshop

LEARNING GOALS

Use AI to create better brand marketing content / use AI to create workflows to keep brand in check / can we use AI to measure brand assets in showroom or online?

improve our branding, especially in the b2b sector.

Use AI more effectively.

How to sharpen positioning, how to use AI more effectively.

Repositioning the company based on latest market trends and demands. Learn to incorporate AI into the business.

How to use AI to better current work.

Better understand on how I can use AI to generate a stronger brand idea for the company.

DELIVERABLES

Brand dashboard / checklist

I would prefer market ready assets which can captivate our target market.

Market ready concept

Corporate deck

Campaign asset

To complete a deck

A brand guide

Meeting Your Expectations

01

BRAND STRATEGY & BRAND GUIDE

Two essential documents that guides stakeholders on the essentials of your brand in terms of strategy, visual and verbal cues.

02

VISUAL LIBRARY

"A picture is worth a thousand words". Visuals convey the brand with impact, reusable everywhere.

03

APPLICATION

We work together, side by side, on the deliverable that matters most to your business.

Hi, I'm Arnold, Your Facilitator.

Founding partner of Firefish.
25+ years in brand strategy, design and web.
Taught at SUSS, SP & NUS, currently mentoring at SMU.
Works across leadership, marketing and creative teams.
Certified consultant under Enterprise Singapore.



My colleague and co-facilitator, Jesslin.



Knoll Management Chair by Richard Sapper
(circa 2000s)

How is Your AI Journey So Far?

Take turn to share with your classmate:

What AI tools are you using?

Where do you use them? Work? Home?

How often do you use them?

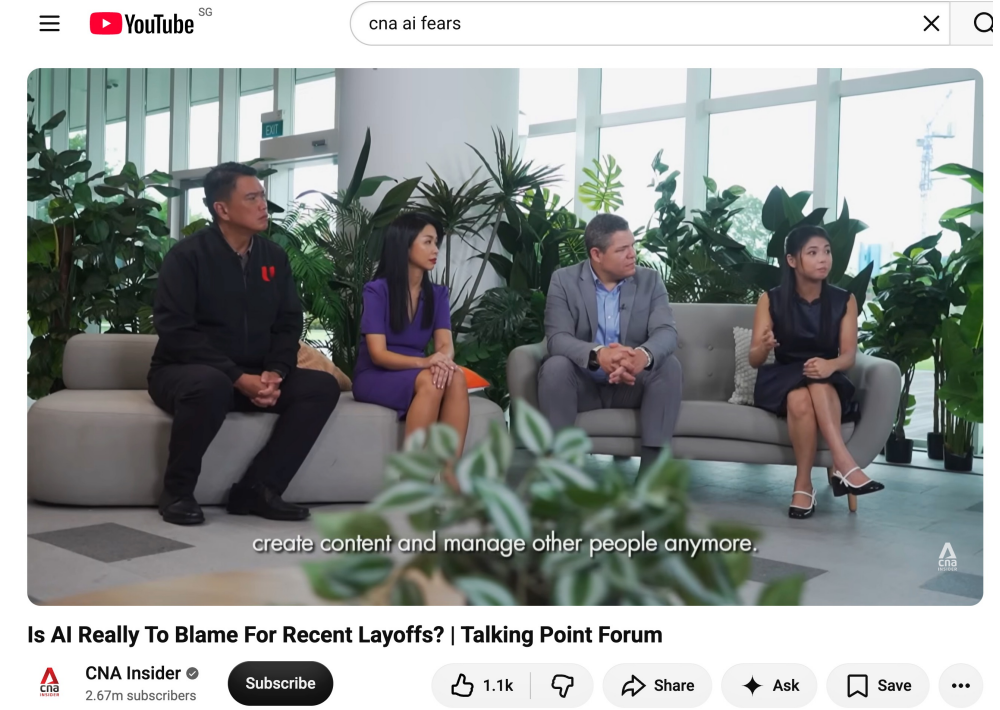
What are the successes?

What are the challenges?

What are your fears with AI?

No.1 tip on using AI?

Discuss with the person next to you.



<https://www.youtube.com/watch?v=WuKznK-hs4w>

My Own Personal AI Journey

What AI tools are you using?

(In order of preference but may change: ChatGPT, Claude, Gemini, Midjourney)

Where do you use them? Work? Home?

Almost everything. At work for brainstorming, proposals, websites etc. Also at home, for holidays planning, kids health etc.

How often do you use them?

Every single day.

What are the successes?

Results are getting better by the week. Less time to get work done eg. proposals and landing pages.

What are the challenges?

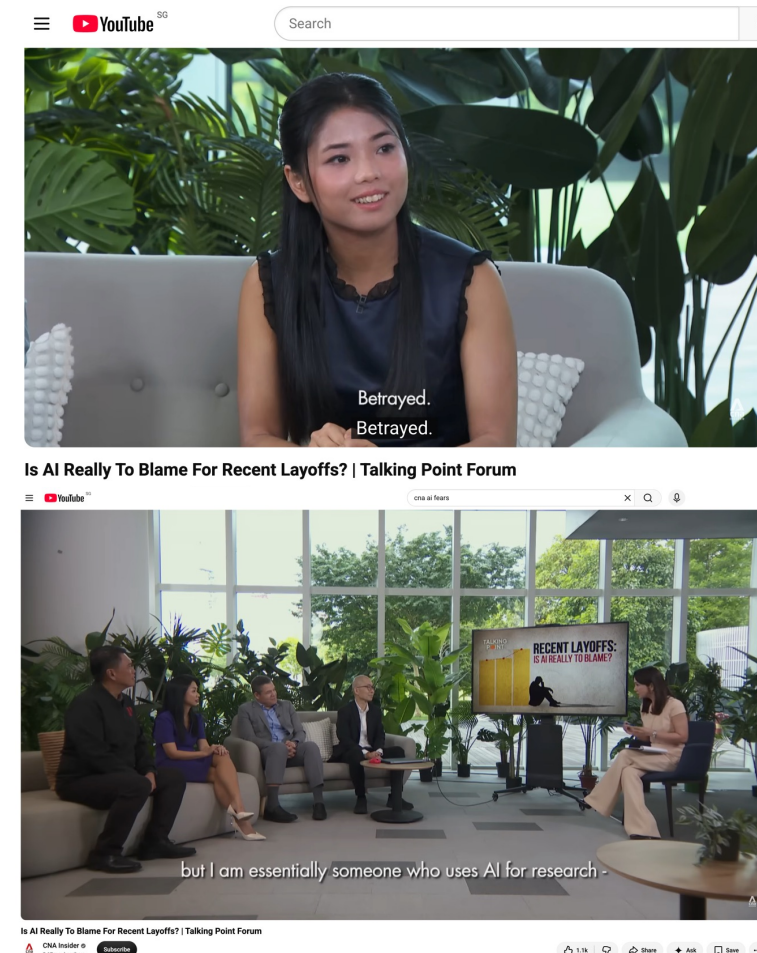
When the internet is not working well. Or sometimes the first prompt is not working.

What are your fears with AI?

Replacing our core business of branding. Go from digital back to physicality of things, eg. products, people, events. Killing the sacred cow and teaching people how to do it.

No.1 tip on using AI?

Just try. Try everything. AI doesn't know you, let him get to know you and your business and ideas. He has no emotions but highly intelligent. Onboard him like a new personal assistant.



<https://www.youtube.com/watch?v=WuKznK-hs4w>

BRAND STRATEGY & BRAND GUIDE



IKEA Brand Strategy

DESIGNED FOR THE MANY

STRATEGY CORE

AUDIENCE

The many people—ordinary households seeking to improve everyday life at home

POSITIONING

Well-designed and functional home furnishings made accessible through low prices

BRAND PROMISE

Better everyday living through thoughtful, functional and affordable home furnishing

PERSONALITY

Practical, optimistic, human and playfully resourceful

VOICE

Simple, friendly, inclusive and non-pretentious

MESSAGING + BEHAVIOUR

MESSAGE 1

Good design should be available to many people

MESSAGE 2

Products must work well in real everyday life

MESSAGE 3

Affordability should not require abandoning form, quality or sustainability

VISUAL DIRECTION

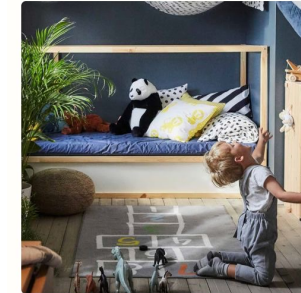
Recognisable blue and yellow, straightforward product presentation and relatable home situations

GUARDRAILS

Never prioritise appearance over function; never become elitist; never detach design from affordability or everyday usefulness

 [Stories](#) [Jobs](#) [Newsroom](#) [Our business](#)

[Go shopping](#)  [IKEA.sg](#)



How we work

One brand, many companies, and many, many people – that's us in a nutshell. Spread all over the world, we have a passion for home furnishing and an inspiring shared vision: to create a better everyday life for the many people. This, together with our straightforward business idea, shared values, and a culture based on the spirit of togetherness, guides us in everything we do.



SLOGAN EXPRESSION

"The Wonderful Everyday"

PROOF SYSTEM • DEMOCRATIC DESIGN

**Form • Function • Quality
Sustainability • Low price**



IKEA Brand Guide

THE WONDERFUL EVERYDAY

PRIMARY LOGO



Full-colour lockup — the default mark for every application. Never redraw, recolour or re-typeset it.

CLEAR SPACE + MINIMUM SIZE

Keep clear space on all sides equal to half the logo height. Minimum width: 20 mm in print, 60 px on screen.

SECONDARY LOGO



Oval and wordmark only — for IKEA Blue backgrounds and busy photography.

SUBMARK



FAVICON



LOGO ON BACKGROUND COLOURS



On IKEA Yellow — primary



On white — primary



On IKEA Blue — secondary

MISUSE — NEVER



No recolouring



No distortion



No rotation

recolour · distort · rotate · add effects

COLOUR PALETTE



IKEA BLUE

HEX: #0058a3
RGB: 0 88 163
CMYK: 100 46 0 36
PMS: 300 C



IKEA YELLOW

HEX: #ffda1a
RGB: 255 218 26
CMYK: 0 14 90 0
PMS: 116 C



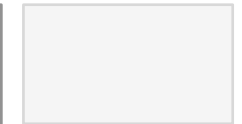
INK BLACK

HEX: #111111
RGB: 17 17 17
CMYK: 0 0 0 93
PMS: Black 6 C



MID GREY

HEX: #929292
RGB: 146 146 146
CMYK: 0 0 0 43
PMS: Cool Gray 7



LIGHT GREY

HEX: #f5f5f5
RGB: 245 245 245
CMYK: 0 0 0 4
PMS: 663 C

Blue and yellow carry the identity — greys are supporting neutrals only, never brand colours.

TYPOGRAPHY

Use for H1, headlines, titles and price

Noto IKEA Latin

Light
Regular
Bold

Light Italic
Regular Italic
Bold Italic

Use for H2, H3, sub-heads and body copy

Noto Sans

Light
Regular
Bold

Light Italic
Regular Italic
Bold Italic

Legacy faces are retired: Verdana (pre-2019) and Futura (pre-2010). Use Noto Sans CJK for Chinese, Japanese and Korean markets.

DESIGN ELEMENTS



Oval device · circle clusters · yellow rules



To create a better everyday life
for the many people.

— IKEA Vision, Ingvar Kamrad

STRATEGY CORE

01 AUDIENCE

Cultural institutions, civic and transport authorities, developers and city-makers commissioning landmark projects — and the international talent the practice recruits

02 POSITIONING

A global architecture and design studio working at all scales, all sectors, all budgets — now under a collective identity rather than a founder's name

03 BRAND PROMISE

Forever Advancing Architecture: research-led design that anticipates challenges and builds what comes next

04 PERSONALITY

Research-led not nostalgic; collective not authored; technical not decorative; expansive not niche; forward-facing not archival

05 VOICE

First-person plural, declarative, unadorned — “We imagine, we research, we innovate”

MESSAGING + BEHAVIOUR

01 MESSAGE

A collective, not a signature: 500 people from 55 nations, 5 offices, wholly employee-owned

02 MESSAGE

Research is the method, not the marketing — Low Carbon Strategy Handbook, AI-assisted climate modelling

03 MESSAGE

Proven at every scale, from a chair to a masterplan — 300+ accolades over 40 years

04 VISUAL DIRECTION

Absolute monochrome, full-bleed photography, negative tracking, uppercase micro-labels and numbered indices

05 GUARDRAILS

Never use the former practice name or Foundation marks; never lead with a single author; never let form outrun performance

THE BRAND TRANSITION

From a founder's name to a collective one. ZHA Architects Limited began trading as ZHA in 2026; the Zaha Hadid Foundation licence ended in 2025 and those marks are no longer used.

PROOF IN NUMBERS

500

People, 55 nations

5

Global offices

36

Under construction

22

In design development

300+

Accolades

100%

Employee-owned

EIGHT DISCIPLINES

Architecture
Interiors
Masterplans
Virtual Spaces
Workplace
Products
Exhibitions
Installations

SLOGAN EXPRESSION

Forever
Advancing
Architecture

PRIMARY MARK



Black mark on white or light ground. The default. Never redraw, outline or re-set the letterforms.

CLEAR SPACE + MINIMUM SIZE

Clear space on all sides equals the height of the H. Minimum width: 25 mm in print, 72 px on screen. Below that, no mark.

REVERSED MARK



White mark on black or over full-bleed photography. No other colourway exists.

APP ICON



FAVICON



MARK ON BACKGROUNDS



On black — primary



On white — primary



On Signal Grey — permitted

recolour · distort · rotate · outline

MISUSE — NEVER



No colour

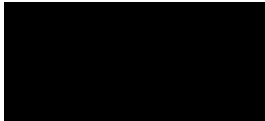


No distortion



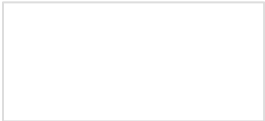
No rotation

COLOUR SYSTEM



ZHA BLACK

HEX: #000000
RGB: 0 0 0
CMYK: 0 0 0 100



ZHA WHITE

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0



SIGNAL GREY

HEX: #D0D0D0
RGB: 208 208 208
CMYK: 0 0 0 18



GRAPHITE

HEX: #2A2A2A
RGB: 42 42 42
CMYK: 0 0 0 84

The system is monochrome by design. No accent colour is specified — colour enters only through photography. CMYK derived from hex; no Pantone is published.

TYPOGRAPHY

One family, all roles

Neue Haas Unica W1G

Regular
Medium
Bold

Display –0.6 to –1.2px
Body –0.35px
Labels –0.28px, UPPER

Substitute

Arial

The practice's own declared fallback. Use where Unica is not licensed.

Tracking is always negative. Labels and navigation are uppercase; headlines are sentence case.

DESIGN ELEMENTS

01 / 16

Numbered index



Full-bleed crop

EXPERTISE

Hairline + label

We imagine, we research,
we innovate.

— zha.com

NAME + TRADE MARKS — “ZHA®” and “ZHA Architects™” are trade marks of ZHA Architects Limited. The former practice name and Zaha Hadid Foundation marks must not be used.

STRATEGY CORE

01 AUDIENCE

Startup founders, pre-launch teams, SME owners and corporate teams in Singapore who need a go-to-market brand, not a theory course

02 POSITIONING

Practical AI branding masterclasses that take a business from strategy through creation to market activation in one focused day

03 BRAND PROMISE

Build and deploy your brand in a single day — three connected deliverables, ready to go to market

04 PERSONALITY

Practical not theoretical; fast not rushed; certified not self-appointed; direct not salesy; hands-on not lectured

05 VOICE

Compressed imperatives in uppercase — “Build it fast. Launch with purpose.”

MESSAGING + BEHAVIOUR

01 MESSAGE

One day, three connected assets: a 1-page brand guide, an editable PowerPoint and a 1-page website

02 MESSAGE

Led by TÜV SÜD-certified brand consultants, with certification recognised by Enterprise Singapore

03 MESSAGE

25+ years of brand practice, supercharged with generative AI — the judgement stays human

04 VISUAL DIRECTION

Near-black backgrounds with intermittent full blues, Electric Blue accent, oversized uppercase Urbanist, numbered indices, double-chevron motion motif

05 GUARDRAILS

Never promise a finished brand — assets are built to refine; never sell AI as a substitute for judgement; never exceed 15 participants

THE OFFER

BUILD AND DEPLOY YOUR BRAND IN
A SINGLE DAY.

THREE ASSETS. BUILT TO WORK TOGETHER.

01

1-page brand guide

02

Editable PowerPoint

03

1-page website

PROOF

25+

Years of practice

3

Connected stages

1

Focused day

15

Participants max

3

Assets delivered

6

Course stages

CERTIFIED
DELIVERY

TÜV SÜD-certified consultants;
recognised by Enterprise Singapore

PARTICIPANT

“Our sales increased by
247%.”

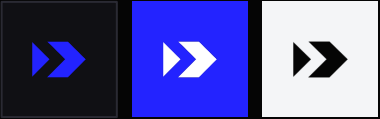
Thanikodi Iswaran · DairyFolks

PRIMARY LOGO



Electric Blue lockup on Ink or Paper. The default mark. Never re-space or re-weight the letterforms.

SYMBOL



Double chevron — app icon, favicon, bullet

LOGO ON BACKGROUNDS



On Ink — primary



On Electric Blue



On Paper — light mode

MISUSE — NEVER



No other colour



No distortion



No rotation

recolour · distort · rotate

REVERSED LOGO

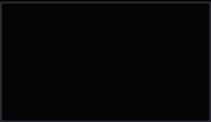


Solid white on Electric Blue or over imagery. The only permitted single-colour version.

CLEAR SPACE + MINIMUM SIZE

Clear space on all sides equals the cap-height of BRAND. Minimum width 28 mm in print, 80 px on screen. Below that use the symbol alone.

COLOUR SYSTEM



INK

HEX #050505
RGB 5 5 5
CMYK 0 0 0 98



ELECTRIC BLUE

HEX #2323FF
RGB 35 35 255
CMYK 86 86 0 0



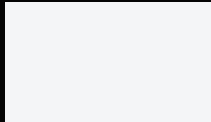
DEEP BLUE

HEX #1111A8
RGB 17 17 168
CMYK 90 90 0 34



BLUE LIGHT

HEX #8C8CFF
RGB 140 140 255
CMYK 45 45 0 0



PAPER

HEX #F4F5F7
RGB 244 245 247
CMYK 11 0 3

Electric Blue on Ink measures 2.7:1 — reserve it for display type, rules and graphic elements, never body copy. For small text on dark use Blue Light (7.1:1). CMYK derived from hex; no Pantone is published.

TYPOGRAPHY

One family, all roles

Urbanist

Light 300

Regular 400

Bold 700

ExtraBold 800 — display

Black 900 — hero only

Uppercase, tight tracking

Fallback: Arial. Variable weights 400–900 are all in use — set the axis, not a substitute face.

Signature move: weight decays left to right through "accelerator.ai" — acceleration written into the letterforms. Never rebuild it.

DESIGN ELEMENTS



Play > Accelerate symbol



Numbered index



Accelerate button

BUILD IT FAST.
LAUNCH WITH PURPOSE.

Slogan

Resources Folder

1. Access all workshop materials from this link:
<https://brandaccelerator.ai/sfic/resources.php>
2. Download **SFIC-Workshop-Resources.zip** and open the entire zip folder.
3. Refer to the workshop powerpoint file for easy cut-and-paste.
BrandAccelerator_SFIC_AI_Branding_Masterclass_Expanded_v3.pptx
4. More important to know the **why** than the how.



Differences of ChatGPT Applications

01

MOBILE APPLICATION

Almost human-like conversations **on-the-go**:
bouncing off ideas > strategy
> decisions > deliverables.

02

DESKTOP APPLICATION

Local folders with versioning,
date stamps, full access to
sub-folders; multi-agentic
from differing models

03

WEB APPLICATION

While desktop is working,
continue the previous
conversation, eg. Work on
image generation.

Download and try all versions now.

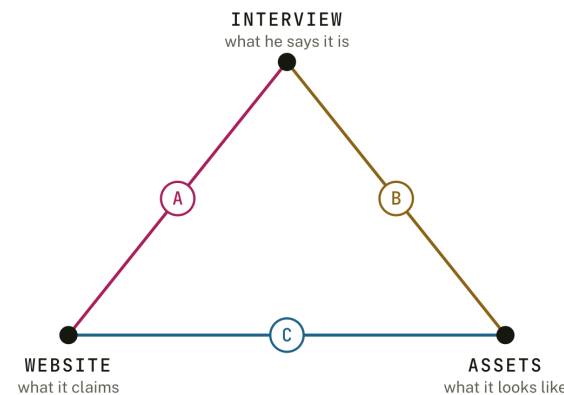
Prepare All Your Assets

1. Create a main folder: **[brandname]-ai-branding** eg. falcon-ai-branding
2. Create another sub-folder: **[brandname]-brand-assets** eg. falcon-brand-assets.
3. Place all your brand assets in the sub-folder.
4. Add folder into ChatGPT Desktop version.
5. Ask ChatGPT to rename and organize them.
Take a look at my files in my **[brandname]-brand-assets** folder. Help me rename them and organize them.

Triangulate Your Data Sources

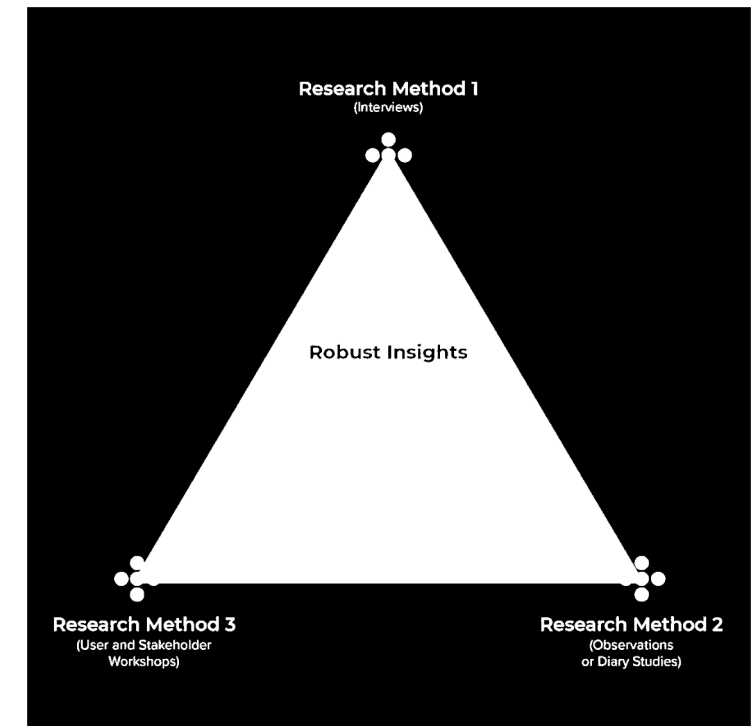
3 DATA POINTS:

1. In-depth Interview by ChatGPT
Verbal download from key stakeholder.
2. Your Existing Website and Social Media (if any)
3. Existing Brand Assets



brandgrammar™

THE LANGUAGE OF BRANDS



Brandgrammar is Firefish's proven branding framework based on academic research in NUS.

In-Depth Interview by ChatGPT

1. Open ChatGPT desktop or mobile app.
2. Open **BrandAccelerator-In-depth-Interview-Guide.txt** from resources folder.
3. Upload **BrandAccelerator-In-depth-Interview-Guide.txt**.
4. Ask ChatGPT to conduct an interview with you using the interview guide.
5. Use the **voice** function on either desktop and mobile app.
6. Spend 30 minutes conversing.
7. Download the interview record document.

Generate Your Brand Strategy & Manual

1. Create folder called **[brandname]-in-depth-interview**.
2. Put your generated document into this folder.
3. Move Sample Brand Strategies and Guides folder into the **[brandname]-ai-branding** main folder.
4. Cut and paste this prompt (remember to replace mywebsite):

Analyse these 3 data points found in their respective folders: [brandname]-brand-assets, [brandname]- in-depth interview and website: <https://www.mywebsite.com/>
Create a one-slide brand strategy and a one-slide brand guide for my brand.
Refer to the attached examples in this folder: Sample Brand Strategies and Guides.
Do not stop to ask me any questions or for errors. Resolve them on your own.

OPTIONAL

Use AI as a Brand Guardian

1. Act as the Brand Guardian for [BRAND]. Review the attached [ASSET] against the approved brand guide and strategy.
2. Score each area from 1–5: primary-audience fit; positioning and promise; message clarity; evidence; personality and voice; visual consistency; distinctiveness; product or project truth; and required format.
3. Identify the strongest element to preserve, the three highest-priority problems and the exact correction for each.
4. Flag unsupported claims, invented details, rights risks and anything that looks or sounds generic.
5. Do not rewrite everything unless the core direction is wrong.
6. End with one verdict—APPROVE, REVISE or REJECT—and explain the decision in one sentence.

Replace the bracketed fields before you run the prompt.

VISUAL LIBRARY

Brand Accelerator Visual Library



Reference: brandaccelerator visual library



Build a Visual Library

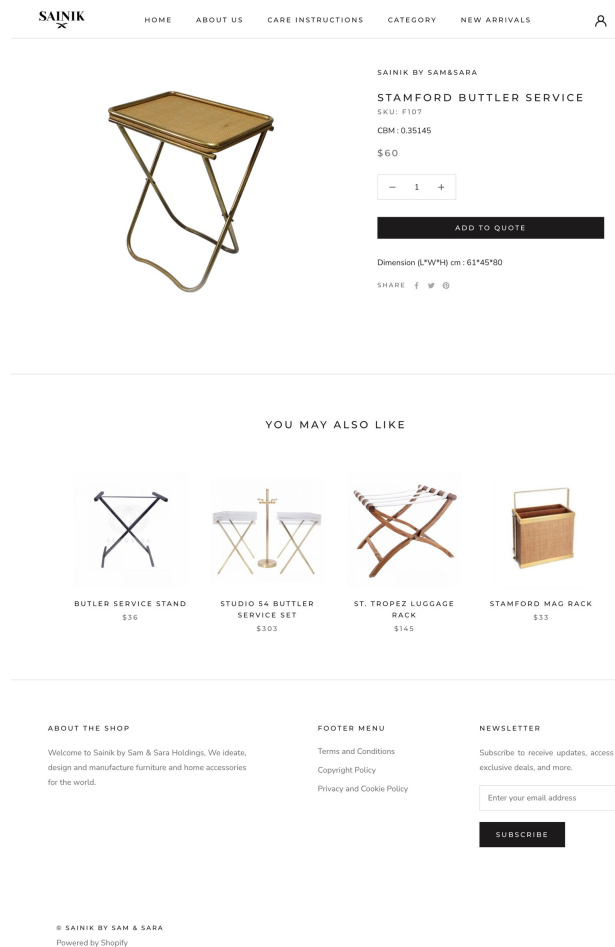
1. Ask ChatGPT and another model to create 3 options of **hero images** for your brand:
Based on my brand, create 3 separate hero images with 3 differing concepts. 4:3 ratio. High-resolution. No words. Ready for big advertising campaigns.
2. Regenerate them if required.
I don't quite like them. Can you be more creative? Can you give me 5 more concepts? Totally different.
3. Choose two images that you like. Upload them.
Based on these images' look and feel, create a series of 6 image assets.
4. Generate more. With differing details.
Another 6 more. Closeups and different angles.
5. Generate even more... ad finem or you are pleased.
Another 6 more. Be more creative this time round.
6. Get references from other sources: unsplash, shutterstock, pinterest etc.
Based on attached images, create 4 more.
7. Remix them with another model eg. SeeDream.
Based on attached images, create 4 more. Different angles and concepts. Keep look and feel.
8. Rename them for SEO purposes.
Rename the images inside this folder: [FOLDER] for SEO purposes.



Use Case: Shopify Product Images

What are the essential images for a product on Shopify?
I only have one angle shot of the product.
Give me all the possible image prompts.

Ask ChatGPT how to prompt.



Create at least 9 images out of the attached image based on the following:

1. Clean product photography

Every principal product needs:

- Front or straight-on view
- Three-quarter hero view
- Side view where relevant
- Rear view where construction matters
- Detail views
- Consistent background and shadow
- All important colour and material variants

These images establish product truth. They should be created before campaign imagery.

Extra High



Show the product:





Comparison of Image Generation Models

CHATGPT



GEMINI NANO BANANA



SEEDANCE 5.0



Reference: shopify PDP use case

Next Steps

1. Determine which is the best in terms of look and feel. 100% true? (eg. clips on fashion model)
2. Mix and match if required.
3. Rename files for SEO and internal use (SKU).
4. Compress to 72dpi, webp format.
5. Set to 1:1 ratio (if not yet).
6. Agentically upload into Shopify store. Give the keys to your shop. Backup if required.
7. Create into a skill and test-run the agentic workflow. Test with small batches first.

Essential product assets for a B2C furniture brand

01 / CLEAN PRODUCT PHOTOGRAPHY

Front / straight-on view
Three-quarter hero view
Side view; rear view where construction matters
Details + consistent background/shadow
All key colour + material variants
→ Establish product truth before campaign imagery.

02 / LIFESTYLE IMAGERY

Appropriate room + believable scale
Intended customer, in actual use
Relevant, restrained props
More than one living situation, where useful
→ "Can I imagine this in my life?"

03 / DETAIL + MATERIAL IMAGERY

Fabric weave · wood grain · stitching
Joinery · hardware · surface finish
Edge treatment · mechanisms / moving parts
→ Visual proof beats "premium craftsmanship."

04 / SIZE + SCALE ASSETS

Overall dimensions + product footprint
Seat height/depth + human scale
Clearance + doorway/access considerations
→ Essential for ecommerce; returns are expensive.

05 / PRODUCT-IN-USE EVIDENCE

Sitting / reclining
Opening / closing · adjusting · extending
Folding · storing objects
Cleaning / maintaining · moving / assembling
→ Make function and ease of use tangible.

06 / VARIANTS + COMBINATIONS

Colour swatches + material options
Product families + modular configurations
Matching products + styling combinations
→ Accurate and consistently photographed.

07 / COMMERCE TEMPLATES

Ecommerce product-page gallery
Square marketplace + 4:5 social ad
Wide website hero + promotional banner
Product-information layout
→ One hierarchy; adapted crops.

08 / PROOF ASSETS

Reviews + customer-home photography
Warranty + material/safety certifications
Designer credentials + durability testing
Care/maintenance demonstrations
Delivery + assembly information
→ Reduce practical + emotional risk online.

+ / OPTIONAL—ADD AFTER THE ESSENTIALS →

Illustration · patterns · large icon system
Seasonal · influencer · extensive UGC
Stop-motion · product animation · brand films
360° viewers · 3D · AR · virtual showrooms
Custom sound · branded merchandise
→ AR/3D/360° follow accurate product information.



Essential visual assets for a fit-out company

01 / COMPLETE PROJECT-PHOTOGRAPHY SETS

One wide establishing view
Two or three medium views
Materials + workmanship details
The space being used by people
Vertical social crop + wide web/deck crop

02 / EVIDENCE OF EXECUTION

Site coordination + installation
Joinery, fabrication + material inspection
Quality-control details
People solving problems on site
Before-and-after comparisons

03 / CONSISTENT CASE-STUDY STRUCTURE

Hero image; client + sector
Business or project challenge
Scope + difficult constraint
Delivered solution + verifiable result
Three to six supporting images

04 / PEOPLE AND EXPERTISE

Leadership portraits
Project managers + craftspeople
Team collaboration
Factory or workshop photography
Client interaction, with permission

05 / PROOF ASSETS

Client logos, with permission
Certifications, accreditations + awards
Geographic reach + factory capacity
Safety/quality records + project numbers
Testimonials

+ / OPTIONAL—ADD AFTER THE ESSENTIALS →

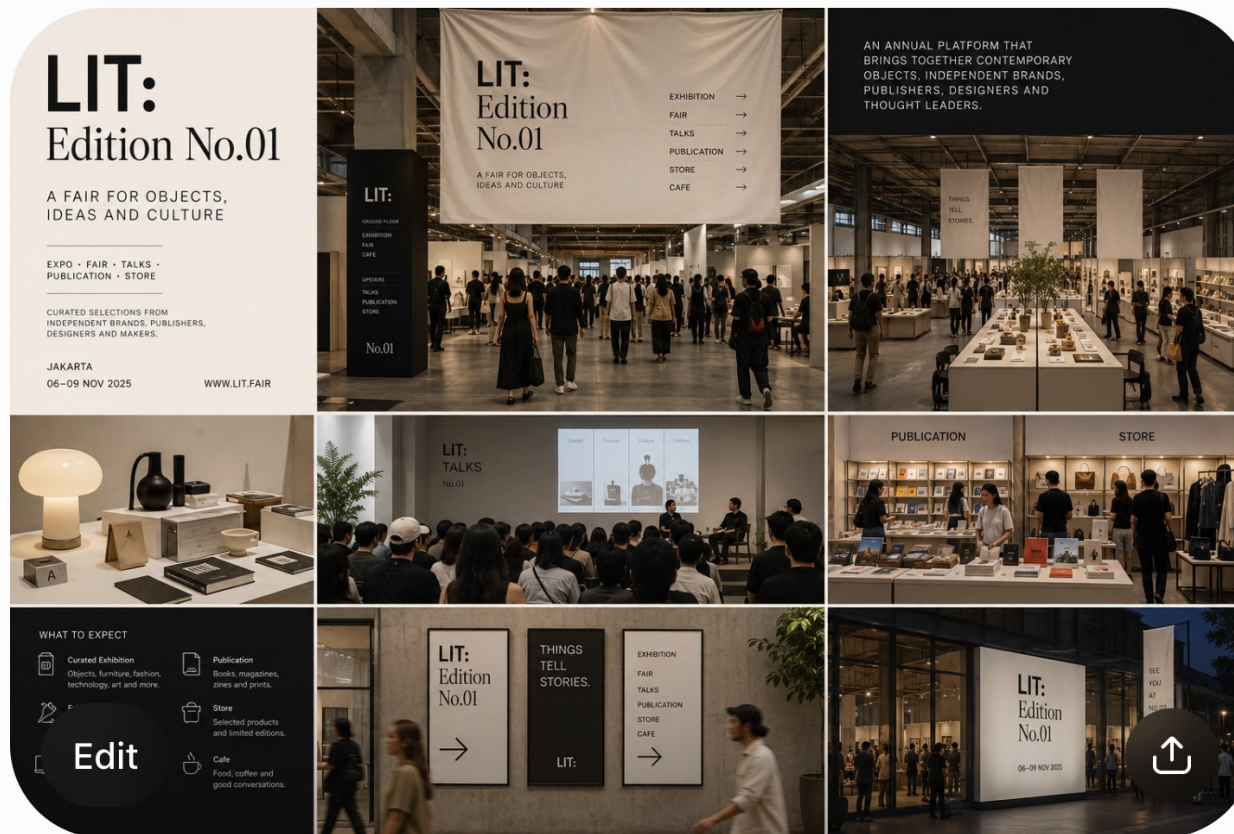
Identity: secondary lockups, icons, patterns, textures
Design: illustration, infographics, social templates
Motion: animated logo, motion system, video case studies
Immersive: drone, 360° tours, maps, AR/VR
Extensions: merchandise + custom sound/music

visualise the fair. 🗨️ Visualize

Use Case: Exhibition Concept

visualise the fair.

Single prompt after a long conversation about the idea on voice.



Refine Details

1. "LIT:" should be in Black 900 Inter Tight font.
2. Date should be "30 Oct – 1 Nov 2026" over friday, saturday and sunday. B2B2C. Friday morning till late afternoon is for trade, next 2 days is for public.
3. Add subtitle: "Library of Independent Typologies" somewhere.



Possible to make refinements to text within ChatGPT.



Provide Real Context

Get real photos of the space. Need not go down. Grab from Google Maps.



1. "LIT:" should be in ExtraBold 800 Inter Tight font.
2. "Edition No.01" should be "Edition N°.01". Use Instrument Serif.
2. The actual space actually looks like the attached photo. Visualise in that space.



Minimum Viable Product

Waterfall vs agile.
80% good to go.
Test-bed internally.
Refine along the way.

Reference: <https://liteditions.com/>

LIT: Edition No.01

Library of Independent Typologies

A FAIR FOR OBJECTS,
IDEAS AND CULTURE

EXHIBITION · FAIR · TALKS ·
MUSIC · PUBLICATION · STORE ·
CAFE

30 Oct – 1 Nov 2026
Friday, Saturday, Sunday

B2B2C
Friday morning to late
afternoon for trade.
Saturday and Sunday
for public.

VENUE
JAKARTA

LITeditions.com

PROGRAMME

-  **Exhibition**
Curated installations of
objects, furniture, fashion,
technology and art.
-  **Fair**
Meet the makers and
discover new brands.
-  **Talks & Panels**
Conversations, panels
and workshops.
-  **Music**
Curated live sessions
and DJ sets.
-  **Publication**
Books, magazines,
zines and prints.
-  **Store**
Selected products
and limited editions.
-  **Cafe**
Food, coffee and
good conversations.

LITeditions.com



Next Steps

1. Talk to ChatGPT about the project. Provide details. Ask it to ask you questions. Keep it in 1 conversation. After exhaustion, revisit again next few days.
2. Provide site photos, reference photos, layout plans etc.
3. Try different models to get differing opinions.
4. Extract images. Create a document specifications for powerpoint deck.
5. Agentically create into powerpoint deck.
6. Edit together with AI agent.

Prompt Images with the 6C Framework

CONTEXT — Intended use, audience and format: Shopify PDP (Product Detail Page), 1:1 square.

CONTENT — Subject, action, environment and non-negotiable product truths.

COMPOSITION — Framing, camera angle, placement, crop and negative space.

CAMERA — 35mm environment; 50mm natural; 85mm hero; 100mm macro.

COLOUR + LIGHT — Direction, softness, mood, palette and colour grade eg. Kodakchrome.

CONSTRAINTS — What stays unchanged; what to avoid; exact text; no watermark.

Or Just Ask for the Prompts

Tue, Feb 10 at 3:20 PM

CHASEN LOGISTICS

The Leader in Turnkey Specialist Relocation Logistics

Chasen Logistics is a leading specialist relocation provider. We are a wholly-owned subsidiary of Chasen Holdings, a listed company on the SGX Mainboard since 2013.

For three decades, we have been the trusted partner for global semiconductor manufacturers, EV battery plants, and high-tech facilities — safely relocating their most critical machinery across borders and continents.

Our integrated approach combines specialist relocation, third-party logistics, and technical engineering under one roof, delivering seamless end-to-end solutions.

Need a prompt in midjourney to convey the contents in the slide.



Here's a strong **MidJourney hero-style prompt** that visually communicates Chasen's positioning — turnkey specialist relocation, high-tech industries, trust, scale, and precision:

MidJourney Prompt (Hero Section / Corporate Premium Look)

A cinematic wide-angle scene of specialist logistics engineers relocating massive high-tech industrial machinery inside a semiconductor fabrication plant, wearing safety helmets and uniforms, using heavy lifting cranes and precision rigging systems, glowing cleanroom lights reflecting on metallic equipment, global shipping containers visible in background suggesting cross-border logistics, atmosphere of precision, trust and professionalism, modern industrial aesthetic, deep navy and steel blue colour palette, ultra-realistic, sharp focus, dramatic lighting, corporate premium photography style, 16:9 aspect ratio

If you'd like, I can:

- ✓ Create 3–4 different visual directions (industrial, human-focused, futuristic, global scale)
- ✓ Optimise specifically for website hero banner layout
- ✓ Match Chasen's brand tone — premium, reliable, engineering-led

Just say: **"Give me 3 visual concepts"** and I'll craft them.



Give me 3 visual concepts

Nice — for Chasen's positioning (turnkey, specialist, high-tech, trusted, end-to-end), here are **3 distinct hero visual concepts**, each with a ready-to-use MidJourney prompt and a clear strategic intent behind it.

🔧 CONCEPT 1 — Precision in Action (Specialist Relocation Mastery)

Message it conveys:

Chasen isn't normal logistics — they handle critical, ultra-high-value machinery with engineering precision.

MidJourney Prompt

Ultra-realistic cinematic wide shot of specialist relocation engineers carefully lifting massive semiconductor manufacturing equipment using precision cranes and rigging systems inside a modern high-tech factory, workers in safety helmets coordinating with tablets, metallic machinery glowing under clean industrial lighting, atmosphere of trust, expertise and control, premium corporate photography style, deep navy and steel blue tones, sharp focus, dramatic light, negative space on right for headline text, 16:9

Midjourney

Explore

Create

Edit

Organize

AESTHETICS

Personalize

Moodboards

Style Creator

COMMUNITY

Tasks

Help

Updates

Light Mode

firefish

What will you imagine?



P

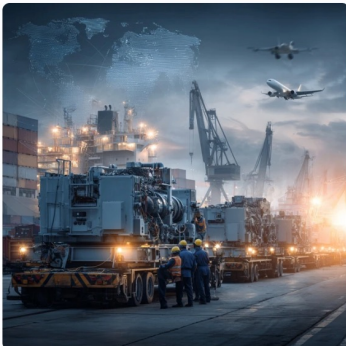
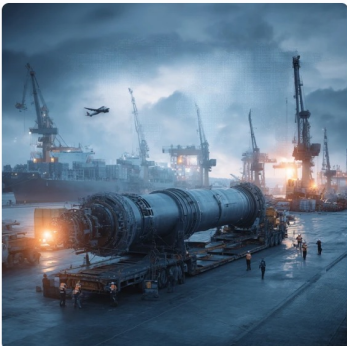
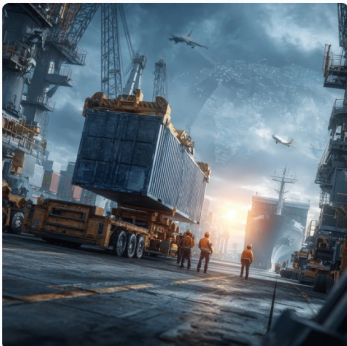


Search Prompts



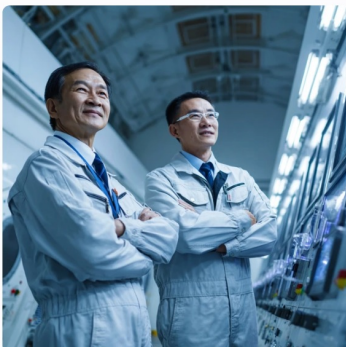
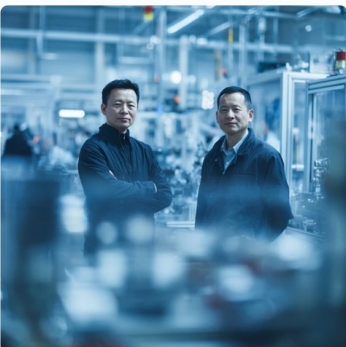
Ultra-realistic cinematic wide shot of specialist relocation engineers carefully lifting massive semiconductor manufacturing equipment using precision cranes and rigging systems inside a modern high-tech factory, workers in safety helmets coordinating with tablets, metallic machinery glowing under clean industrial lighting, atmosphere of trust, expertise and control, premium corporate photography style, deep navy and steel blue tones, sharp focus, dramatic light, a world map...

v 7



Cinematic composite scene showing heavy industrial machinery being transported from factory to global shipping foreground engineers securing large equipment, midground cargo containers and cranes at port, background aircraft taking off and container ship at sea, subtle digital world map overlay connecting locations, professional industrial mood, premium corporate look, navy blue colour palette, soft glow highlights, realistic photography

v 7



High-end corporate photography of Asian senior engineers and technicians inside a futuristic clean high-tech facility reviewing relocation plans on digital screens, massive precision machinery behind them, confident professional expressions, soft cinematic lighting, modern industrial architecture, atmosphere of reliability and leadership, navy and cool metallic colour tones, ultra-realistic, shallow depth of field,

v 7

Style Creator

Rerun Use Trash More

High-end corporate photography of senior engineers and technicians inside a futuristic clean high-tech facility

Current Best Image Gen Models

ChatGPT — Image gen capabilities within existing workflow; very consistent and efficient.

Midjourney — Beautiful ad imagery, if you can imagine it, it can create it; albeit complex interface.

SeeDream — Chinese model, supposedly cheaper, difficult to onboard.

Google Nano Banana Pro — The old guard, good for replacements, free with Google Workspace.

ElevenLabs Flow — Visual interface for multi image prompts; tokens heavy. AI wrapper?

Current Best Video Gen Models: Kling vs SeeDance



APPLICATION

Choose Your Own Application

Valuable: solves a genuine existing business, sales, marketing or customer problem.

Specific: has one primary audience and one objective.

Deployable: a working version that you can actually use in a real-world environment.

Editable: in a format that you know how to do micro edits aka human-in-the-loop.

EXAMPLES

Corporate Sales Deck

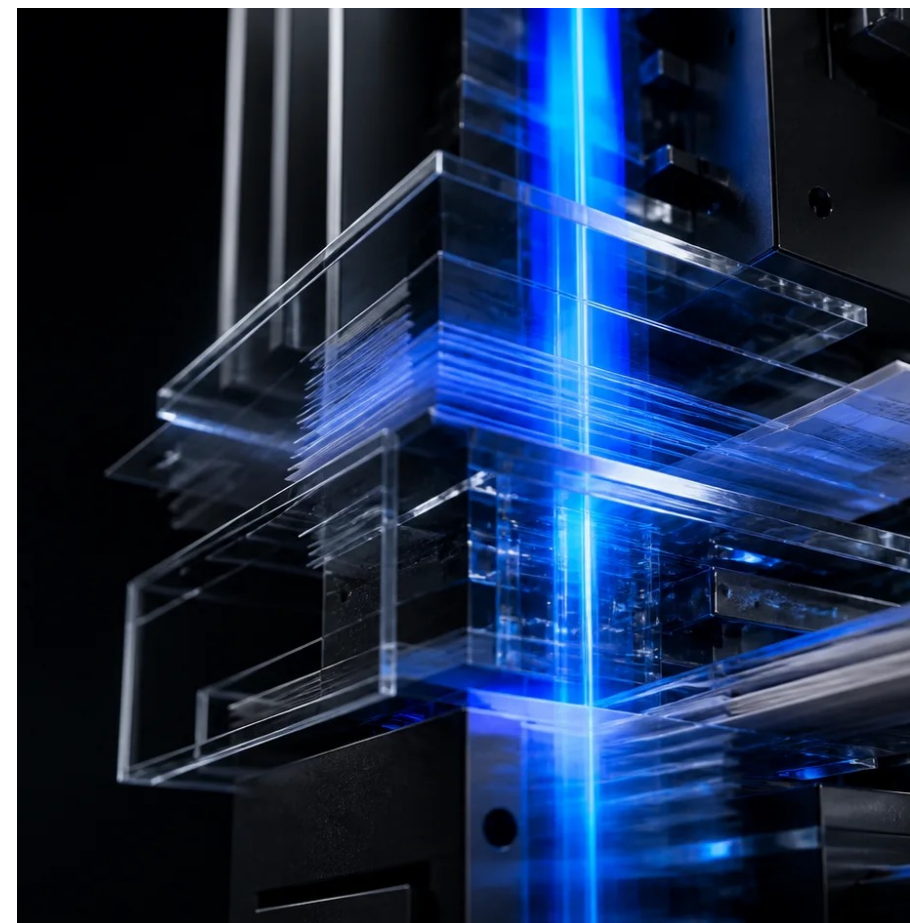
Website Landing Page

Concept Pitch Deck

Ad Campaign

Product Concept Deck

Marketing Campaign Assets



5W1H Framework

WHO — The one primary audience, eg. customised to that single client.

WHAT — The exact deliverable and format, eg. Powerpoint pptx file, 16:9 aspect ratio

WHY — The business outcome, eg. to propose our pitch to the potential client

WHERE — The place where it is being deployed, eg. Facebook and Instagram ads platform

WHEN — Urgent? Flexible outcomes? Need approval?

HOW — The method to get it done, eg. 2 AI models, fully AI or hybrid, steps involved

Not Sure? Again, Ask AI.

1. Help me define the highest-value workshop deliverable.
2. Ask up to five questions, one at a time, about the current business need, primary audience, intended channel, desired action, available evidence, source assets, approval constraints and time available.
3. Then write this sentence: "By the end of the workshop, I will create a working version of [DELIVERABLE] for [AUDIENCE], intended to achieve [OUTCOME]."
4. Follow it with: scope included; scope excluded; required inputs; message and proof requirements; visual requirements; risks; and a clear definition of done.

Use Case: B2B Corporate Deck

1. Gather all the resources into a single folder. Duplicate assets, if necessary.
2. Use agentic mode, give full rights. Ask AI "Do not stop for errors, just proceed."
3. Try at least another model to get a second opinion.
4. Eyeball the deck for major pitfalls. Reprompt.
5. Edit manually.
6. Ask it to rework. If necessary, create templates for it to work alongside.

Try Prompting On Your Own

NOTE: This is a sample prompt. Do NOT copy and paste.

1. Analyse <https://brandaccelerator.ai/>
2. Create a corporate deck.
3. The target audience is for corporates who need training in using AI for branding.
4. The final output is a powerpoint file. The look and feel should be similar to BrandAccelerator_SFIC_AI_Branding_Masterclass_Expanded_v3.pptx.
5. Extract assets from the website as well as visual library folder.
6. Create copy that is professional and be targeted at HR directors.
7. I will release this deck to corporates if they request, so there need to be clear contact info as well as CTA.
8. Do not stop for errors or questions, just proceed.

Reference: BrandAccelerator_Corporate_Masterclass.pdf

brand

AI BRANDING FOR TEAMS.

AI Branding Masterclass

brand

What's in This Document

01

02

03

brand

Your Team Already Uses AI. The Brand Isn't Ready.

01

02

03

brand

The Brief You've Probably Been Handed

01

02

03

brand

THE PROGRAMME

brand

Build And Deploy Your Brand In A Single Day

01

02

03

brand

How The Day Runs

01

02

03

brand

accelerator.ai

AI BRANDING FOR TEAMS.

A corporate masterclass that turns AI into a shared, brand-safe way of working.

AI BRANDING MASTERCLASS →

A PROGRAMME BY

firefish

Click to add notes

Use Case: Pullup Banner

1. I am going for a roadshow to sell my courses to the public.
2. I need a pullup banner.
3. Give me 3 versions to choose from.
4. I am going to send for print at botaksigns.com. The specs are attached.
5. Give me in powerpoint format so that I can edit easily.

Reference: BotakSigns-Pullup-Banner-Specifications.pdf





Case Study: LionStraits Website

ROUND 1

Ambitious multi-agent execution, hoping to game the GEO and AEO game.

Okay, I need to create a website for LionStraits. The main domain will be lionstraits.com 2 major steps: 1. Create content first. 2. Build the site. Do not stop for any errors. Solve everything on your own. Spin off agents or sub-agents with various skills wherever necessary.

1) Content.

The content guide (LionStraits Content Guide.txt) is the reference document.

But I need you to spin off agents to do a multi-step workflow.

First there should be a researcher to research on the articles, conducting web research on both existing articles on the website, at least 5 articles.

Triangulate this research with forums, such as Reddit or localised forums. Then, there should be a writer that writes the first draft of the article. Then, there is a Copywriter to refine the work, ensuring it is on brand and follow the content guide. Lastly, there should be an reviewer that doublecheck on the various information that was written.

The final output is well-researched 106 articles of 2000 - 3000 words each.

If there are appropriate field images, look into field-images folder. If not, generate appropriate image to accompany the content for each article.

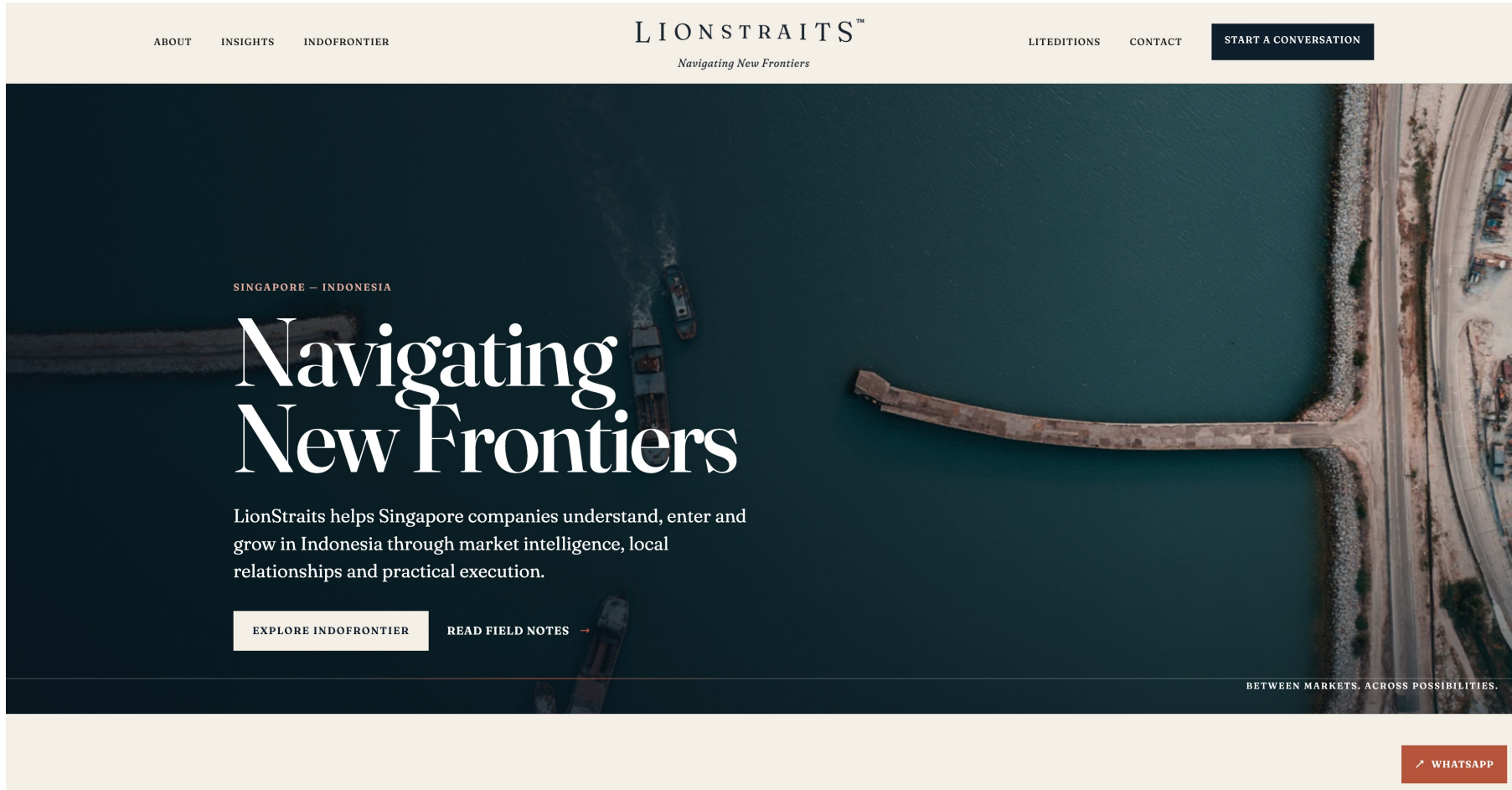
2) Website.

Build the website, using LionStraits Website Specifications.txt.

The final output is the entire website with the articles ready to be uploaded onto a LAMP server.

Reference: LionStraits Website site-v1



The hero section of the LionStraits website features a dark, aerial photograph of a large bridge spanning a body of water, with a road and some industrial structures visible on the right side. The text is overlaid on the left side of the image.

ABOUT INSIGHTS INDOFRONTIER

LIONSTRAITS™
Navigating New Frontiers

LITEDITIONS CONTACT [START A CONVERSATION](#)

SINGAPORE — INDONESIA

Navigating New Frontiers

LionStraits helps Singapore companies understand, enter and grow in Indonesia through market intelligence, local relationships and practical execution.

[EXPLORE INDOFRONTIER](#) [READ FIELD NOTES](#) →

BETWEEN MARKETS. ACROSS POSSIBILITIES.

[WHATSAPP](#)

Case Study: LionStraits Website

ROUND 2

Went back to the drawing board on mobile version of ChatGPT.

Yeah, this is totally aligned. So can you uh create a one-page uh document yeah for for this just pure content alone. Because the word and uh the the look and feel uh we can take it from the other uh document. The content strategy alone for this uh one page uh kind of uh uh website

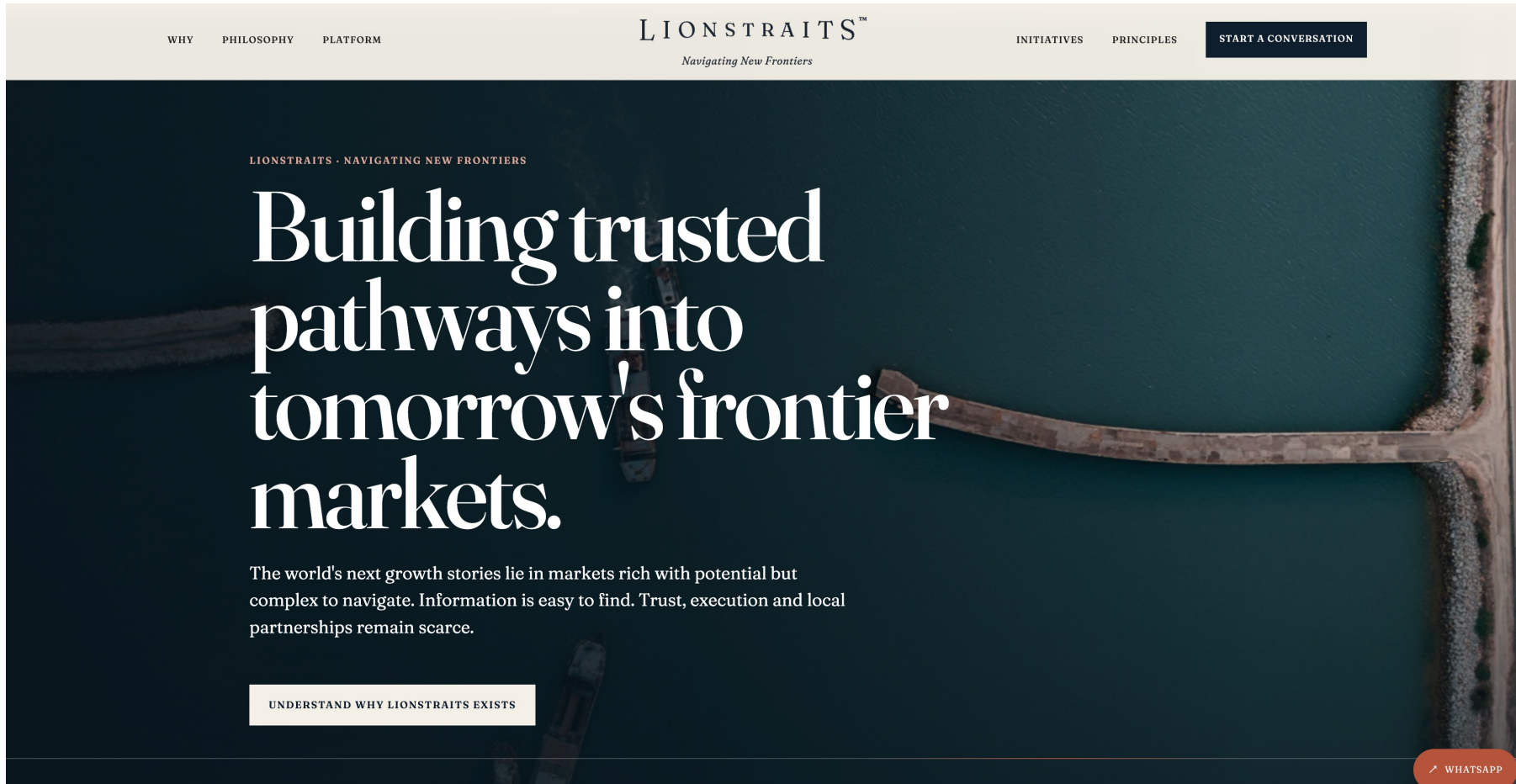
One moment. Here's a clean content draft you can paste into a one pager. Lionstraits. Navigating new frontiers. Building trusted pathways into tomorrow's frontier markets. The world's next growth stories lie in markets that are rich with potential but complex to navigate. Information is easy to find but trust, execution, and local partnerships remain scarce. Lionstraits is a long-term initiative to develop the knowledge and partnerships and capabilities that enable confident entry into these markets. Then we go into "why." International expansion is not limited by distance, it's limited by trust. Businesses often face fragmented ecosystems, informal networks, and regulatory nuance. Lionstraits exists to help build a better, more trusted approach. Then we move into your philosophy. The lion, courage to explore where others hesitate. The straits, the wisdom to navigate complexity with discipline. The crossing, trust that connects people and markets over the long term. Then your vision. To become a trusted market entry platform connecting

Then cut and paste into codex, ChatGPT desktop version.

v3. Do a much simpler version based on this:
One moment. Here's a clean content draft you can paste into a one pager. Lionstraits. Navigating new frontiers. Building trusted pathways into tomorrow's frontier markets.....

Reference: LionStraits Website site-v3



The image shows a screenshot of the Lionstraits website. The header is a light beige color with navigation links: 'WHY', 'PHILOSOPHY', 'PLATFORM', 'LIONSTRAITS™' (with the tagline 'Navigating New Frontiers'), 'INITIATIVES', 'PRINCIPLES', and a dark blue button labeled 'START A CONVERSATION'. The main content area has a dark background with an aerial view of a body of water and a bridge. The headline 'Building trusted pathways into tomorrow's frontier markets.' is written in large white serif font. Below it, a paragraph reads: 'The world's next growth stories lie in markets rich with potential but complex to navigate. Information is easy to find. Trust, execution and local partnerships remain scarce.' At the bottom left, there is a light beige button labeled 'UNDERSTAND WHY LIONSTRAITS EXISTS'. At the bottom right, there is an orange button with a white arrow and the text 'WHATSAPP'.

Case Study: LionStraits Website

ROUND 3

Chose a website I love from
<https://www.awwwards.com/>

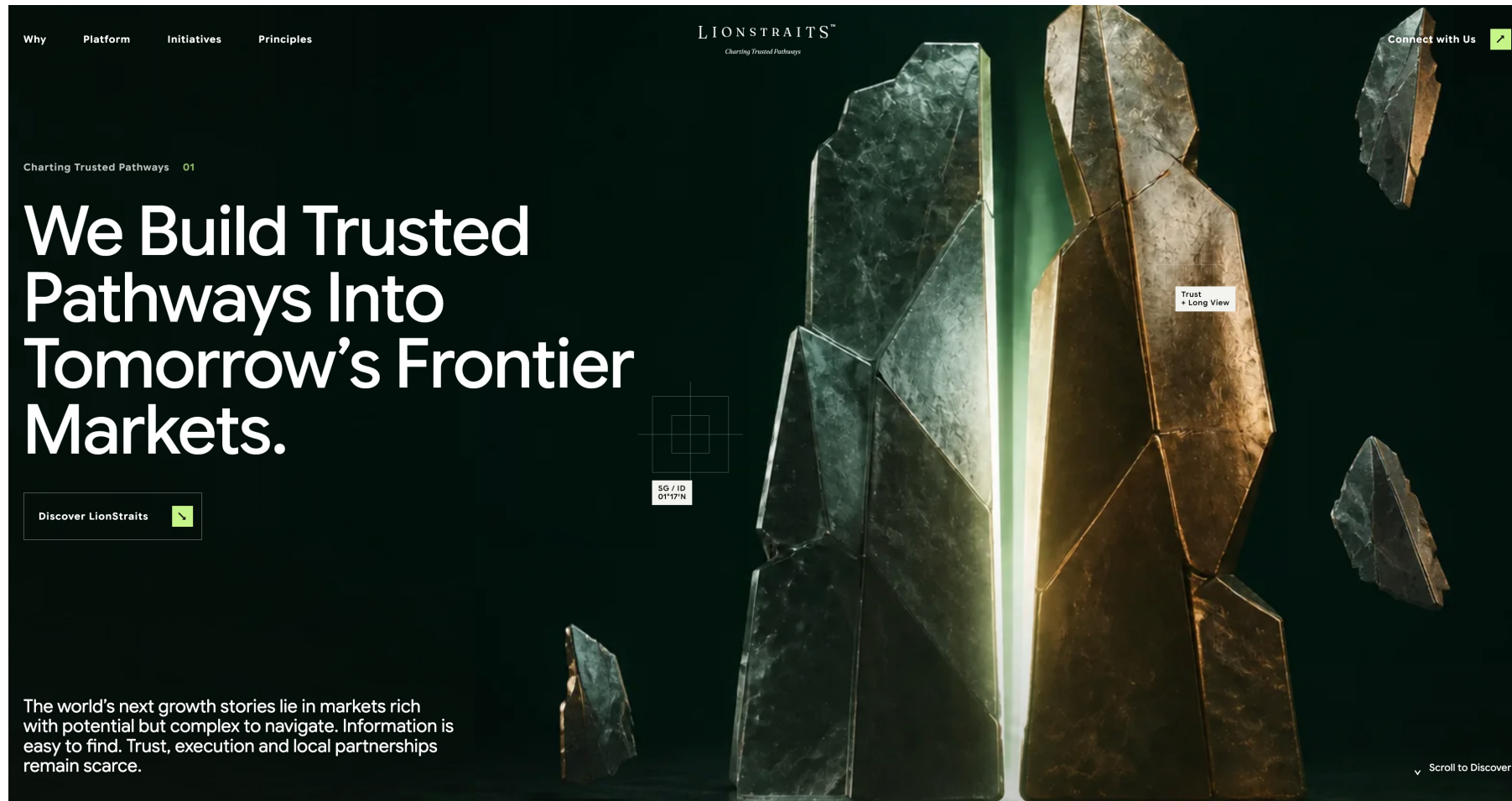
v4.
i want the website to look like this: <https://www.alethia.earth/>
Create css animations and generate images to look like the
sample.
Follow it closely. But use another key image.

Takeaways

No complicated prompts.
Concrete example to copy.
Use lots of css animations.

Reference: LionStraits Website site-v4



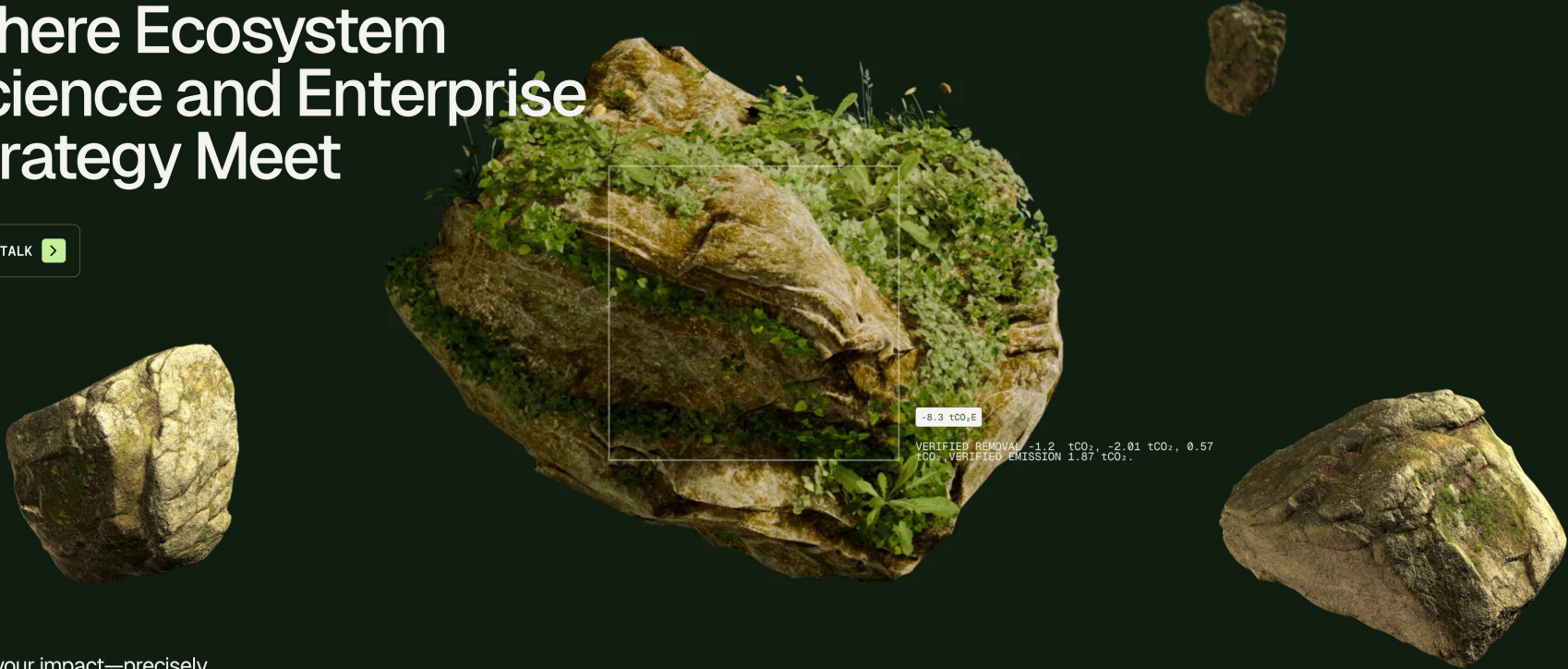


Reference: LionStraits.com

SOLUTIONS ▾ OUR TECH ▾ COMPANY RESOURCES ▾LET'S TALK 

Where Ecosystem Science and Enterprise Strategy Meet

LET'S TALK 



-8.3 tCO₂e

VERIFIED REMOVAL -1.2 tCO₂, -2.01 tCO₂, 0.57 tCO₂. VERIFIED EMISSION 1.87 tCO₂.

Know your impact—precisely.
End-to-end environmental intelligence powered by science, blockchain,
and transparent data you can trust.

 Scroll to discover



REFLECTIONS



What Did You Learnt?

Take turn to share with your classmate:

How should we treat AI: as a know-it-all or know-nothing-at-all? Why?

What kind of mindset should we adopt?

Is my organization AI-ready? Why yes? Why no?

How does human-in-the-loop look like?

What are your best prompts?

Any other tips?



What We Learnt at Firefish.

How should we treat AI: as a know-it-all or know-nothing-at-all? Why?

As a super-brilliant new employee who doesn't know what he doesn't know.

What kind of mindset should we adopt?

AI-first. Can AI do this? Can we try it out now?

What if it fails? So what? Fail fast, learn fast.

Change is the only constant. Nothing is confirmed.

Is my organization AI-ready? Why yes? Why no?

AI requires a top-down approach.

Management must be first to implement.

Eg. Weekly sharing of AI learnings.

Image generation using AI models.

How does human-in-the-loop look like?

Push back: no, this is wrong.

Fact-check, read the copy.

Micro-refinements.

What are your best prompts?

Give me 3 good options.

Check direction totally. Be creative.

Any other tips?

Be super specific on what you want.

Provide ample context: 5W1H

Or better still, provide actual example.

Pit one AI against another with the same prompt.

Start a new chat.

80% is good enough: Minimum Viable Product.

Don't know what to ask? Ask AI.

Use best model available.

Watch YouTube videos for the latest developments & tutorials.





Complete the Post-Workshop Survey

OPTIONAL

BRAND CREATION

How to Name a Brand?

1. Include the product category into your startup name.
2. Combine it with a word that means something in the real world.
3. Come up with a long list of possible names.
4. Check whether your name is already a registered trademark.
5. Check whether the .com domain is available.
6. Test the name with your family and friends.

Reference: <https://firefish.com/7-steps-to-find-that-perfect-brand-name-for-your-startup/>

Case Study: LionStraits Brandnaming

1. Explored Lion compounds for Singapore roots with global overtones.
2. Shifted into Malay Annals, then rejected overly Malay cues.
3. Went even to stoicism (at a what's the meaning of life stage), famous roads, constellations, trading synonyms, british governors and overlords (with colonial overhang).
4. Domains availability for .com become a good filter!
5. Thought hit goldmine. collyer and clifford! Double C. Alliteration. George Collyer is the Chief Engineer of the Straits Settlements and Hugh Clifford, Governor of Straits Settlements. Can't decide which guy to go first though. Bought both in the end: cliffordcollyer.com and collyerclifford.com.
6. Fell in love with the name (no.1 mistake!). Looks beautiful like some old mercantile firm. Especially with the ampersand.
7. Ran down the rabbit hole like Alice. But woke up after a few days. What did I just register? My partner can't even remember the name.
8. Read the shortlist again. Went back to lion.
9. Partner says lionstraits is quite obvious.
10. Nearly thought cannot register the company on ACRA BizFile. Straitslion Pte Ltd was around. They approved the name check. But they didn't buy .com domain. Bought both and pointed to lionstraits.com

Clifford & Collyer

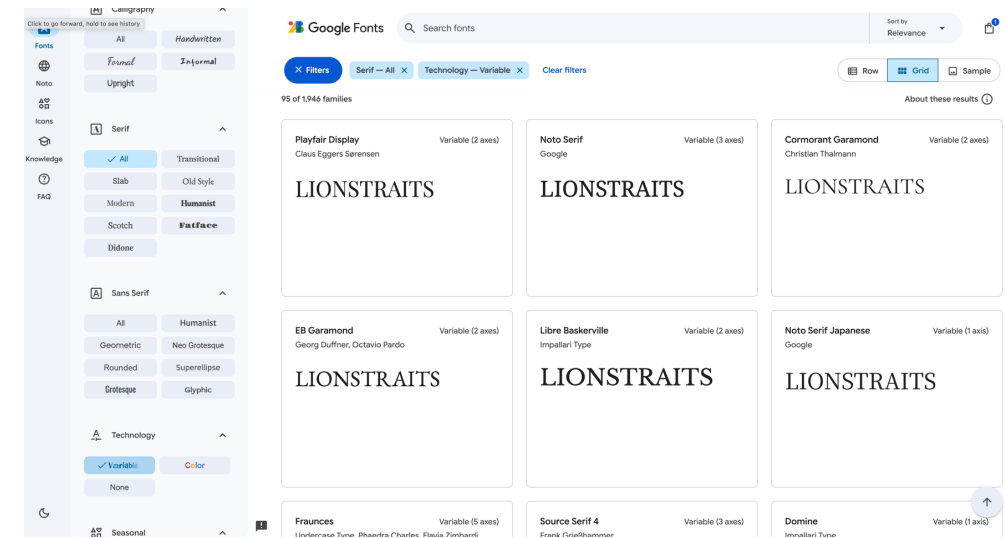
L I O N S T R A I T S™

Charting Trusted Pathways

How to Create a Type-based Logo?

1. Choose a typeface from Google Fonts: serif or sans serif. Preferably with variable weights.
2. Option to choose another typeface as contrast or body copy.
3. Sample the font by typing the brand name.
4. Play with ALL CAPS, MixedCase, lowercase.
5. Explore kerning, two words.
6. Pair it with a slogan and/or a symbol.

Reference: <https://fonts.google.com>



Case Study: LionStraits Logo

1. Serif because more stately.
2. Download the fonts to play with kerning.
3. Stumble upon Fraunces, a variable font: adjustable weight.
4. Kern widely to give the sense of an open straits with 2 banks on the sides.
5. Micro adjust every single letter so that weight is consistent.
6. Centralise on the vertical axis to create a sense of growth from the inside.
7. Pair it with a slogan to give it a counterbalance.
8. Explore various symbols. Avoided lion because too obvious, not subtlety.
9. Let Claude and serendipity take over.

References: [LionStraits-Logo-Explorations.pdf](#)
<https://lionstraits.com>

L I O N S T R A I T S

Navigating New Frontiers

L I O N S T R A I T S

Navigating New Frontiers

L I O N S T R A I T S

Navigating New Frontiers

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Navigating New Frontiers

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L I O N S T R A I T S

Navigating New Frontiers

BUSINESS CLINIC



Complimentary Business Clinic for Participants

1 hour Zoom Session

**BUILD WHAT MATTERS.
LAUNCH WITH PURPOSE.**

brandaccelerator.ai →