

Brand Guide Builder Worksheet

with **AXI** for DigitalAI Business Club

**Build a brand guide your team,
designer, freelancer, and AI tools can
actually follow .**

Use this workbook to turn scattered brand ideas into a clear system for positioning, voice, visuals, content, and AI-ready instructions.

Inside this worksheet

- Clarify your brand foundation
- Define voice, tone, and messaging
- Design practical visual rules
- Operationalise for team + AI tools

Brand Guide Builder Prompt Library



Access to Brand Guide Prompt Library
here:

<https://digitalaibusinessclub.com/ai-brand-guide-prompt-library/>



How to Use This Worksheet

A simple 4-stage flow to build a usable brand guide

Complete the pages in order. Save your answers into one master brand guide, then turn the final version into a one-page cheat sheet and an AI instruction block.

1. Clarify

Define what your brand stands for, who it serves, and what you want to be known for.

2. Define

Shape your voice, tone, messaging, and signature language so your business sounds intentional.

3. Design

Turn visual preference into practical rules for colours, typography, imagery, and layout.

4. Operationalise

Make the guide easy to use across your team, freelancers, and AI tools.



AXI Prompt

Paste the prompt boxes into ChatGPT, Gemini, Claude, or your preferred AI tool. Replace the bracketed placeholders with your own business details before you generate answers.

Suggested workflow

- Gather your current materials: website, deck, brochure, social posts, testimonials, and customer questions.
- Complete each worksheet page and save your answers.
- Consolidate everything into one master brand guide.
- Create a one-page summary and one AI-ready instruction block.



Step 1 • Brand Foundation

Start with the business truth behind your brand

Brand name

Website / main platform

What does your business help people do?

Who is your primary audience?

What problem do you solve best?

What result or transformation do you help create?

What do you want to be known for?

Category you want to own

One-line positioning statement

One-line brand promise



AXI Prompt

Review my business and help me create a clear positioning statement, a one-line promise, and a short brand description based on the audience, problem, and outcome I provide.

Step 2 • Audience & Customer Language

Capture how your best-fit customers think, feel, and speak

Who are your best-fit customers?

What are they trying to achieve?

What frustrates them now?

What are they confused or overwhelmed by?

What objections or doubts do they commonly have? What makes them trust a provider like you?

Audience insight	Notes
Main pain points	<hr/>
Desired outcomes	<hr/>
Emotional concerns	<hr/>
Buying triggers	<hr/>
Trust signals needed	<hr/>
Words / phrases they use	<hr/>



AXI Prompt

Extract the pain points, desired outcomes, emotional concerns, trust concerns, and repeated phrases from my customer messages, testimonials, FAQs, or call notes.

Step 3 • Differentiation & Brand Pillars

Define what makes your business distinct and what should always feel true

What makes your approach different?

What proof supports your brand promise?

What should your brand never sound like?

What should always feel true about your brand?

Brand pillars

Pillar 1

Pillar 2

Pillar 3

Pillar 4

Pillar 5



AXI Prompt

Review my positioning and suggest 3 to 5 brand pillars that should anchor my messaging, visuals, and tone.

Step 4 • Brand Personality, Voice & Tone

Shape how your brand should feel and sound across contexts

Choose 5 words that describe how your brand should feel

- Calm
- Practical
- Warm
- Premium
- Direct
- Strategic
- Credible
- Bold
- Human
- Future-ready

Our voice should sound like


Our voice should not sound like

Preferred words / phrases

Words / phrases to avoid

Tone by situation

Situation	How we should sound
Website	<hr/>
Social media	<hr/>
Sales page	<hr/>
Proposal / brochure	<hr/>
Workshop / training	<hr/>
Onboarding / support	<hr/>
WhatsApp / community	<hr/>



AXI Prompt
 Create a brand voice guide for my business with voice traits, preferred language, phrases to avoid, and tone by situation.

Step 5 • Messaging Hierarchy

Turn positioning into reusable language for content and sales materials

Master message

Supporting message pillars

Supporting message pillar 1

Supporting message pillar 2

Supporting message pillar 3

Supporting message pillar 4

Proof points to support the message

Customer outcomes linked to the message



AXI Prompt

Turn my positioning into one master message, supporting message pillars, proof points, and signature phrases my brand can reuse.

Signature phrases

1.

2.

3.

4.

Step 6 • Visual Direction

Turn visual preference in to practical rules for consistent design

How should the brand look overall? (e.g. premium, modern, editorial, human-centered)

Primary colour / brand anchor

Secondary colours / accents

Heading font style

Body font style

What type of imagery fits the brand?

What imagery should be avoided?

How should your pages, slides, and visuals feel?



AXI Prompt

Create a visual direction guide for my brand covering colour roles, typography roles, imagery style, layout feel, and visual dos and don'ts.

Step 7 • Content & CTA Rules

Make it easier to stay consistent across posts, pages, slides, and campaigns

Every piece of content should aim to...

Content themes to focus on

1.

2.

3.

4.

5.

How should your calls to action sound?

Preferred CTA lines

1.

2.

3.

4.



AXI Prompt

Based on my brand guide, create content rules, content themes, and CTA examples that fit my audience and positioning.

Step 8 • AI-Ready Brand Instruction Block

Turn your answers into one clean instruction block for AI tools

Brand positioning

Audience

Voice

Writing rules

Preferred phrases

Avoid phrases

Visual direction

Default goal for AI outputs

Final AI instruction block

You are creating content for [Brand Name].

Brand positioning: [Write here]

Audience: [Write here]

Voice: [Write here]

Writing rules: [Write here]

Preferred phrases: [Write here]

Avoid: [Write here]

Visual direction: [Write here]

Default goal: [Write here]

Final Review Checklist

Check whether your brand guide is clear, usable, and ready for execution

Before you publish your brand guide

- My brand positioning is clear
- My audience is clearly defined
- My one-line promise is usable
- My brand pillars are specific
- My voice is clear and consistent
- My tone changes appropriately by context
- My visual direction supports my positioning
- My content themes are aligned
- My CTA style is consistent
- My AI-ready instruction block is complete

If a new team member joined tomorrow, could they create something in our brand without guessing?



AXI Prompt

Ask Alto to review your completed worksheet and tell you where the brand is still vague, inconsistent, or too generic.

Member Action Plan

Choose the next few actions that will turn your worksheet into visible brand consistency

This week I will

- Gather my current brand materials
- Complete the worksheet
- Create a master brand guide
- Create a 1-page cheat sheet
- Create an AI brand instruction block
- Update my website / slides / templates

Brand Guide Builder Prompt Library



Access to Brand Guide Prompt Library here:

<https://digitalaibusinessclub.com/ai-brand-guide-prompt-library/>



First 3 assets I will update

Deadline

Notes

**Build with clarity. Communicate with consistency.
Grow with confidence.**

AXI • DigitalAI Business Club