



# BRAND IDENTITY AI PROMPT GUIDE

25 PROVEN PROMPTS FOR SAAS & TECH MARKETERS

# About This Guide

The 37X Brand Identity AI Prompt Guide is built for SaaS, B2B companies, founders, and marketers who need to define or refine their brand identity – without hiring an expensive agency or waiting months for deliverables.

This guide helps you:

- Clarify your brand's positioning
- Build your messaging framework
- Define your visual identity
- Apply your brand consistently across channels
- Optimize brand alignment as you grow

These AI-powered prompts will help any marketing team generate high-quality brand strategy outputs inside GenAI platforms like ChatGPT, Claude, Perplexity, or Gemini – without needing prior branding expertise.

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## How to Use This Guide

Each prompt follows the TAG framework:

**T (Task):**

*The brand development task you want the AI to complete.*

**A (Action):**

*The expert role or lens you want AI to adopt.*

**G (Guidance):**

*The full copy-paste prompt with [Insert Here] fields for your business inputs.*

Simply copy the prompt, fill in your company info, and let AI generate expert-level brand work in minutes.

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# 01. Build My Brand Purpose & Mission Statement

## What this does:

Use this to generate a clear, simple mission statement that defines your brand's purpose.

## Prompt:

“ You are a brand strategist for SaaS and B2B companies.

Write a clear brand purpose and mission statement for:

- Company Name: [Insert Here]
- Industry: [Insert Here]
- ICP: [Insert Here]
- Core Product or Service: [Insert Here]
- Ultimate Business Goal: [Insert Here]

Keep it short, meaningful, and easy for employees and customers to remember.”

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# 02. Write My Brand Vision Statement

## What this does:

Use this to generate your long-term vision statement.

## Prompt:

“ You are a SaaS branding consultant.

Write a brand vision statement that describes:

- Where the company wants to go long-term
- The change it wants to create in its market

Inputs:

- Company Name: [Insert Here]
- Industry: [Insert Here]

Vision or Aspirational Goal: [Insert Here]”

## 03. Define My Brand Core Values

### What this does:

Use this to generate a simple set of brand values that guide culture, decision-making, and messaging.

### Prompt:

"You are a brand values coach.

Create 5-7 core values that reflect:

- Company Name: [Insert Here]
- Company Culture: [Insert Here]
- Customer Philosophy: [Insert Here]
- Leadership Style: [Insert Here]

Keep each value short with a 1-2 sentence explanation."

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## 04. Build My Brand Positioning Statement

### What this does:

Use this to define your brand's positioning using a proven framework.

### Prompt:

" You are a SaaS positioning expert.

Write a brand positioning statement using this structure:

- For [Insert Target Audience]
- Who [Insert Their Core Pain Point]
- Our product [Insert Product Name]
- Provides [Insert Primary Benefit]
- Unlike [Insert Competitor]
- We [Insert Key Differentiator]"

# 05. Write My Brand Elevator Pitch

## What this does:

Use this to quickly describe your brand in 30 seconds or less.

## Prompt:

“ You are a SaaS sales messaging expert.

Write 3 variations of a 30-second elevator pitch:

- Simple version
- Business outcome version
- Technical version

Inputs:

- Product Name: [Insert Here]
- ICP: [Insert Here]
- Main Pain Point: [Insert Here]
- Key Differentiator: [Insert Here]”

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## CATEGORY 2 – MESSAGING & VOICE DEVELOPMENT

# 06. Write My Brand Value Propositions

## What this does:

Use this to build simple, clear value props for your product.

## Prompt:

“You are a SaaS value proposition copywriter.

Write 3 value propositions using:

- Product Name: [Insert Here]
- ICP: [Insert Here]
- Top Pain Point: [Insert Here]
- Desired Business Outcome: [Insert Here]
- 

Each value prop should clearly state problem, solution, and result.”

# 07. Build My Brand Messaging Framework

## What this does:

Use this to create your master messaging pillars.

## Prompt:

“You are a SaaS brand messaging strategist.

Build a messaging framework including:

- Core Brand Promise
- 3 Key Messaging Pillars
- ICP Pain Points Addressed
- Core Proof Points

Inputs:

- Product Name: [Insert Here]
- Target Audience: [Insert Here]
- Key Differentiator: [Insert Here]”

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# 08. Create My Brand Tone of Voice Guide

## What this does:

Use this to define your brand’s writing style.

## Prompt:

“You are a SaaS brand voice specialist.

Create a brand tone guide that includes:

- Voice Style (Professional, Conversational, Bold, etc.): [Insert Here]
- Language Dos and Don'ts
- Brand Personality Descriptors
- Tone for Website, Sales, and Ads”



# 09. Write My Brand Taglines & Slogans

## What this does:

Use this to create punchy taglines for your brand.

## Prompt:

“You are a SaaS tagline copywriter.

Write 10 tagline options based on:

- Product Name: [Insert Here]
- ICP: [Insert Here]
- Value Proposition: [Insert Here]
- 

Make options short, memorable, and outcome-focused.”

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# 10. Build My Customer Persona Messaging Matrix

## What this does:

Use this to map key messages for different buyer personas.

## Prompt:

“You are a SaaS persona messaging expert.

Build a messaging matrix for:

- Persona 1: [Insert Here]
- Persona 2: [Insert Here]
- Persona 3: [Insert Here]

For each persona, list:

- Pain Points
- Key Messages
- Proof Points
- CTAs”



## 11. Generate My Brand Personality Descriptors

### What this does:

Use this to create simple words that define your brand's personality.

### Prompt:

“You are a SaaS brand personality coach.

Based on:

- ICP: [Insert Here]
- Product Type: [Insert Here]
- Company Culture: [Insert Here]

Generate 5-7 personality words to guide visuals and messaging.”

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## 12. Suggest My Brand Color Palette

### What this does:

Use this to suggest your primary brand color scheme.

### Prompt:

“You are a SaaS brand designer.

Recommend a color palette based on:

- Brand Personality Words: [Insert Here]
- Industry: [Insert Here]
- Target Audience: [Insert Here]

List 3-5 colors with hex codes.”

## 13. Recommend My Font & Typography Style

### What this does:

Use this to choose fonts that fit your brand style.

### Prompt:

“You are a SaaS visual branding expert.

Recommend fonts for:

- Headlines
- Body Text
- Button or CTA Copy

Inputs:

- Brand Tone: [Insert Here]
- Industry: [Insert Here]
- Desired Style (Modern, Elegant, Tech, etc.): [Insert Here]”

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## 14. Describe My Visual Style & Brand Imagery

### What this does:

Use this to describe your photography, illustration, and design tone.

### Prompt:

“ You are a SaaS creative director.

Describe my brand visual style including:

- Photography Style: [Insert Here]
- Iconography Style: [Insert Here]
- Illustration Style: [Insert Here]
- Graphic Treatments: [Insert Here]”

# 15. Build My Brand Style Guide Outline

## What this does:

Use this to build a simple style guide you can share with designers or agencies.

## Prompt:

“You are a SaaS brand identity consultant.

Build a brand style guide outline that includes:

- Logo Usage Rules
- Colors
- Fonts
- Visual Style
- Brand Voice Summary
- Approved Messaging Examples

Inputs:

- Product Name: [Insert Here]
- Company Name: [Insert Here]”

## CATEGORY 4 – BRAND APPLICATION ACROSS CHANNELS

# 16. Write My Homepage Headline & Subheadline

## What this does:

“Use this to write copy for your homepage hero section.

## Prompt:

“You are a SaaS homepage copywriter.

Write:

- Main Headline
- Subheadline
- CTA Copy

Inputs:

- Product Name: [Insert Here]
- ICP: [Insert Here]
- Primary Value Prop: [Insert Here]”



# 17. Write My About Us Page Copy

## What this does:

Use this to write your About page.

## Prompt:

"You are a SaaS brand storyteller.

Write About Us copy including:

- Company Mission: [Insert Here]
- Founding Story: [Insert Here]
- Vision: [Insert Here]
- Values: [Insert Here]

Keep tone conversational and founder-led.

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# 18. Write My LinkedIn Company Page Bio

## What this does:

"Use this to generate your LinkedIn company bio.

## Prompt:

You are a SaaS LinkedIn branding expert.

Write a LinkedIn bio using:

- Company Description: [Insert Here]
- ICP: [Insert Here]
- Value Proposition: [Insert Here]
- Location: [Insert Here]
- Website URL: [Insert Here]

# 19. Write My Email Newsletter Intro Copy

## What this does:

Use this to generate an intro for your newsletter.

## Prompt:

“You are a SaaS email copywriter.

Write an email newsletter intro for:

- Newsletter Name: [Insert Here]
- Audience: [Insert Here]
- Tone: [Insert Here]

Topics: [Insert Here]

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# 20. Generate Paid Ad Creative Hooks Aligned to Brand

## What this does:

Use this to brainstorm ad angles that stay on-brand.

## Prompt:

“ You are a SaaS ad creative strategist.

Generate 10 paid ad creative hooks that align to:

- Brand Voice: [Insert Here]
- ICP Pain Points: [Insert Here]
- Primary Offer: [Insert Here]”

## 21. Audit My Current Website for Brand Consistency

### What this does:

Use this to generate a pipeline forecast for future quarters.

### Prompt:

“You are a SaaS brand consistency auditor.  
Review website copy from: [Insert URL]

Identify:

- Tone inconsistencies
- Visual alignment issues
- Messaging gaps
- Opportunities to improve clarity”

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## 22. Audit My Sales Deck for Brand Alignment

### What this does:

Use this to audit your sales deck against your brand.

### Prompt:

“You are a SaaS brand alignment expert.

Review my sales deck: [Insert File or Key Slides]

Check for:

- Tone alignment
- Visual consistency
- Value prop clarity
- Message hierarchy”



## 23. Rewrite My Brand Messaging for Simplicity

### What this does:

“Use this to simplify overly complex messaging.

### Prompt:

You are a SaaS brand simplification specialist.

Rewrite the following messaging to make it:

- More clear
- Less jargon-heavy
- Buyer-focused
- Easier to explain
- Original Messaging: [Insert Here]”

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## 24. Refresh My Brand Voice for SaaS B2B Buyers

### What this does:

Use this to determine which marketing activities are driving actual closed-won revenue.

### Prompt:

#### “What this does:

Use this to evolve your voice for modern SaaS audiences.

#### Prompt:

You are a SaaS voice positioning advisor.

Based on:

- ICP: [Insert Here]
- Industry: [Insert Here]
- Competitive Landscape: [Insert Here]

Recommend adjustments to make my brand voice more SaaS-relevant.”

# 25. Recommend Brand Consistency Improvements

## What this does:

Use this to build an ongoing brand consistency plan.

## Prompt:

“You are a SaaS brand management expert.  
Based on my current state: [Insert Summary or Audit Notes]

Recommend:

- 3 short-term fixes
- 3 long-term brand improvements
- 1 potential risk if consistency isn't improved”