

Visual AI Creation

Professional Logos, Marketing Materials & Consistent Brand Characters

A hands-on guide to creating professional-grade logos, marketing assets, and consistent brand characters using Midjourney and Leonardo.ai.

A Study Guide for AI Learners

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1. Getting Started with Midjourney and Leonardo.ai

Midjourney and Leonardo.ai are two of the most popular AI image generation platforms for professional visual work. Both turn text descriptions into high-quality images, but each has its own strengths.

Tool	Strengths	Best For
Midjourney	Highly artistic, painterly and cinematic quality, strong style, branding visuals, illustrations, moodboards	Concept art, branding visuals, illustrations, moodboards
Leonardo.ai	Fine-tuned models, built-in character consistency tools, product mockups, consistent characters, game assets	Product mockups, consistent characters, game assets

Common approach: use Midjourney for exploring bold creative directions, then refine and finalize brand-ready assets in Leonardo.ai where consistency tools are stronger.

2. Creating Professional Logos

A great AI-generated logo prompt is specific about industry, personality, style, and technical requirements (background, colors, simplicity).

Logo Prompt Formula

Brand name/industry + **Style** (minimalist, geometric, mascot, emblem) + **Color palette** + **Background** (plain/transparent) + **Mood/personality**

"Minimalist geometric logo for a tech startup called 'Nexora', abstract interlocking shapes forming an N, deep blue and silver color palette, plain white background, modern and trustworthy feel, flat vector style"

Best Practices

- Always request a plain or transparent background so the logo can be used anywhere later.
- Ask for a flat/vector style — it scales cleanly and looks more professional than photorealistic renders.
- Generate multiple variations and pick the cleanest, simplest option (great logos are usually simple).
- Avoid tiny text in AI-generated logos — AI models often render text poorly; add text manually afterward.

3. Designing Marketing Materials

Beyond logos, AI image tools can generate social media graphics, ad banners, product mockups, and promotional visuals — as long as you specify format and branding consistently.

Key Considerations

- Specify the exact format/aspect ratio needed (square post, story, banner, poster).
- Reuse the same color palette and style keywords across all assets for visual consistency.
- Describe the mood and target audience to guide tone (playful, luxurious, minimal, bold).
- Leave space in the composition for text overlays if you'll add captions/headlines later.

"Instagram square post for a skincare brand, soft pastel pink background, a glass skincare bottle centered with soft studio lighting, minimal aesthetic, empty space at top for headline text"

4. Building Consistent Brand Characters

A recurring mascot or brand character can make marketing more memorable — but keeping that character looking the same across multiple images is one of the hardest challenges in AI image generation.

Techniques for Consistency

- Write an extremely detailed, fixed character description (species/appearance, colors, clothing, expression, proportions) and reuse it word-for-word in every prompt.
- Use Leonardo.ai's character reference or image-to-image features to lock in a design across generations.
- Generate the character first in a simple, neutral pose/background, then vary only the action or setting in later prompts.
- Keep a 'reference sheet' image saved so you (or your team) can visually check new generations against it.

"A friendly orange fox mascot with round glasses and a green backpack, cartoon flat-illustration style, big expressive eyes, standing pose, plain white background" – reuse this exact description for every new scene featuring the mascot.

5. Practice Exercises

- 1. Write a logo prompt for a fictional brand using the Brand + Style + Color + Background formula.
- 2. Design 3 social media graphic prompts that share the same color palette and style keywords.
- 3. Write a fixed character description you could reuse across 3 different brand mascot scenes.
- 4. Try the same logo prompt in Midjourney and Leonardo.ai and compare the results.
- 5. Create a simple 'brand style guide' listing your chosen colors, style keywords, and character description.

6. Quick-Reference Cheat Sheet

Asset Type	Key Prompt Elements
Logo	brand/industry, style (minimalist/geometric/mascot), colors, plain background
Marketing Graphic	platform format, consistent colors/style, mood, space for text overlay
Brand Character	fixed detailed description, reused across prompts, reference image
Tool Choice	Midjourney = artistic exploration; Leonardo.ai = consistency & fine control

Consistency is the secret to strong branding — the more detailed and repeatable your prompts, the more professional and recognizable your visual assets will look.