

Build a brand brain in Claude

One Claude project that knows your logo, your colours, your voice and your customer, so everything it writes sounds like your business.

WHAT IT IS

A Claude **project** is a workspace with its own files and instructions. Every chat you start inside it can read those files. You fill it once with your brand, and you stop explaining your business at the start of every chat.

WHAT IT REPLACES

- Pasting “here’s my business, here’s my tone” into every new chat
- Posts and emails that sound generic and need rewriting
- A brand-guide document from a designer, for a first version

BEFORE YOU START

- **A Claude account.** Go to **claude.ai** and log in. **To check you have projects:** look at the left sidebar for **Projects**. If it is not there, or Claude says you have reached a limit, you need a paid plan (Pro). Click your name at the bottom left → **Settings** to see your plan.
- **3 to 5 things you have already written or said.** A newsletter, a few captions, a video script, a blog post, a long email to a customer. Save them as files, or copy them into a document.
- **Your logo, fonts and colours** if you have them. If you don’t, Step 2 makes them.

01 Create a project called Brand Brain

In **claude.ai**, click **Projects** in the left sidebar → **New project** (or **Create project**). Name it **Brand Brain** and click create.

Then open **Instructions** on the project page (it may say **Set project instructions**) and paste this:

```
You are the in-house marketer for my business. Before you write anything, read every file in this project: the brand kit, the brand rules and the company DNA. Follow them exactly. Write in my voice, for my customer. If something is missing, ask me instead of guessing.
```

The files the instructions mention don’t exist yet. You add them in the next three steps.

02 Add your brand kit

Already have a logo, fonts and colours? On the project page, click **+** next to **Project knowledge** (sometimes called **Files**) → **Upload**, and add them. Add a short text file with your colour codes and font names too: Claude reads text better than a logo image.

Starting from zero? Open a new chat inside the project and paste this. Replace the parts in [brackets].

```
You're a senior brand designer. Build a complete brand kit for [business name], which sells [what you sell] to [who it's for].  
Give me:  
1. 3 logo directions, described in words  
2. A 4-colour palette with hex codes and what each colour is for  
3. A heading font and a body font from Google Fonts  
4. Rules for buttons, cards and spacing  
5. 5 do's and 5 don'ts  
Before you start, ask me 5 questions about my brand.
```

Answer its 5 questions, pick the version you like, then save it to the project (see “How to save a document” on the next page). Call it **Brand kit**.

03 Teach it your voice

Upload your 3 to 5 examples to **Project knowledge**. Then open a new chat in the project and paste this:

```
Read the examples of my writing in this project. Write my brand rules:  
- My tone in 3 words  
- Words and phrases I use often  
- Words and phrases I never use  
- How long my sentences are and how I start and end a post  
- 3 short before-and-after examples: a generic sentence, then the same sentence in my voice  
Keep it to one page. Call it Brand rules.
```

Read it. If a rule is wrong ("I never say that"), tell Claude and it will fix it. Then save it to the project as **Brand rules**.

04 Write your company DNA

New chat in the project, paste this, and answer the questions in your own words. Short answers are fine.

```
Interview me to write my company DNA document. Ask one question at a time, and wait for my answer before the next one. Cover: who my ideal customer is, the problem they have, what I sell and what it costs, why I started, my values, results I've got for customers, and the reasons people say no. When we're done, write it up as one page called Company DNA.
```

Save it to the project as **Company DNA**. Your project now has three files: Brand kit, Brand rules and Company DNA.

05 Start creating

Open a new chat inside the project and ask for what you need. You don't have to explain your business again. Try one of these:

```
Write an Instagram caption announcing [your offer], with a clear call to action.  
  
Write this week's newsletter about [topic]. Keep it under 300 words.  
  
Write 3 Facebook ad versions for [offer], aimed at my ideal customer.
```

If something comes out off-brand, say what is wrong. When it is a rule you want kept, add it to your Brand rules file so every future chat follows it.

HOW TO SAVE A DOCUMENT TO THE PROJECT

When Claude writes a document in a chat, copy its text. Go back to the project page, click **+** next to **Project knowledge** → **Add text content**, paste it, give it the name, and save. If you don't see that option, paste the text into a document on your computer and upload the file instead.

GOOD TO KNOW

- **Chats outside the project don't know any of this.** Always start new chats from inside Brand Brain.
- **Keep it current.** New offer or new prices? Update Company DNA. Old files with old prices will confuse it.
- **Claude describes logos; it doesn't hand you a finished logo file.** Use the logo directions as a brief for a designer or a design tool.
- **Don't upload private customer details** like names, emails or phone numbers. It doesn't need them.

WHAT THIS GUIDE DOES NOT COVER

Turning your brand brain into AI employees that each run a part of your business: marketing, sales and finance. That build takes more than a free guide.

Join the community. The link is on my profile. We build it step by step, together.