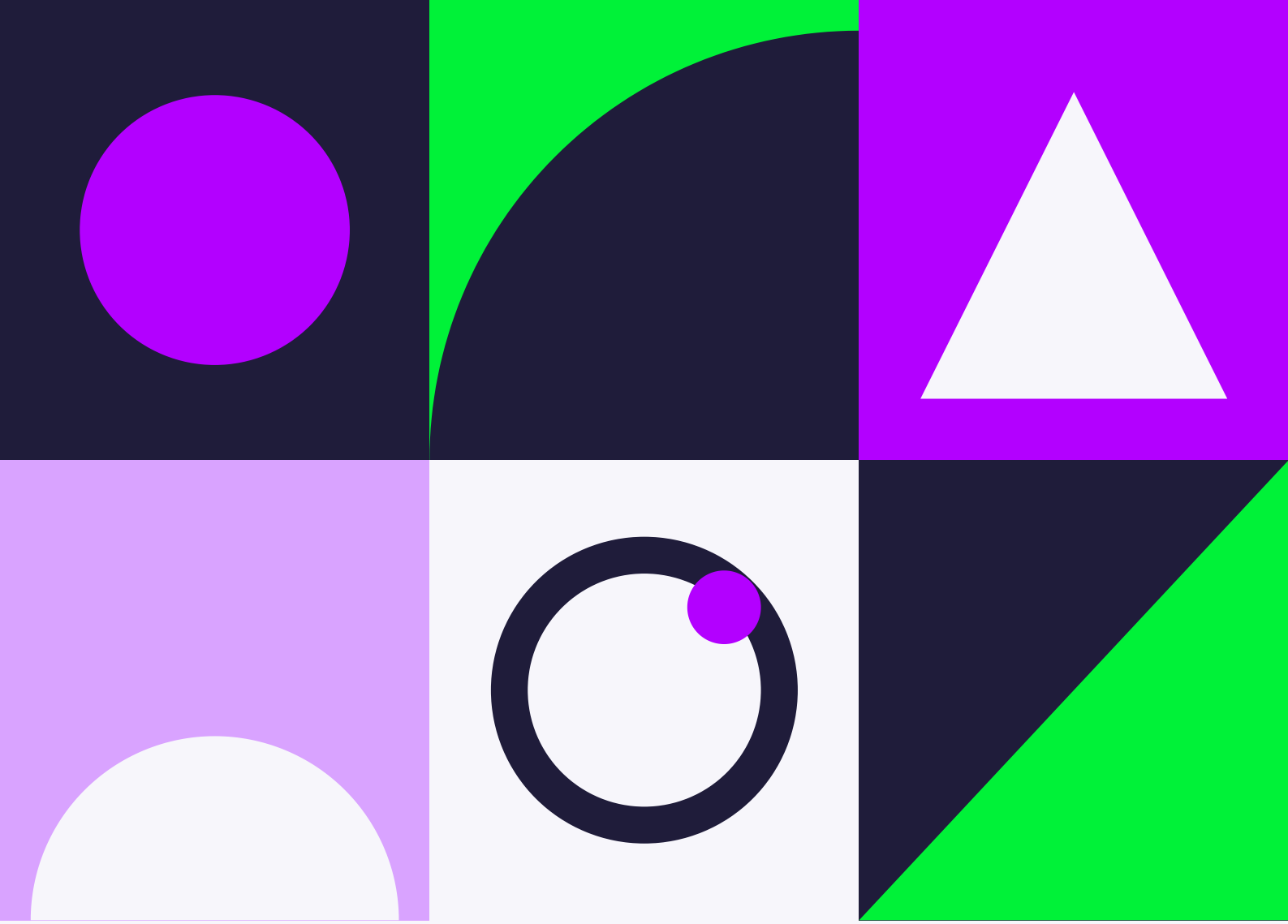


A PRACTICAL GUIDE FOR BUSINESS OWNERS

Logo *with AI*

LOGO FIXIT

CONTENTS

What's inside this guide

01 **Introduction** 3
What AI can and can't do for your logo

02 **Before You Prompt** 6
8 steps before you design + logo brief worksheet

03 **Anatomy of a Great Logo Prompt** 15
The prompt formula, keywords, weak vs. strong examples

04 **Prompt Library** 19
20 ready-made prompts by style and industry

05 **Legal and Practical Essentials** 26
Copyright, trademarks, originality

\+ **Bonus: Prompt Cheat Sheet** 29
Everything you need while prompting, on one page

HOW TO READ THIS GUIDE

Don't skip straight to the prompts. You'll get the best results if you first fill in the worksheet at the end of Chapter 2: your prompts will be built from it, and you'll need far fewer rounds to reach a concept you love.

CHAPTER 01

01

Introduction

AI can give you dozens of logo ideas in minutes. This chapter sets clear expectations about what it does brilliantly, where it falls short, and how this guide takes you from a blank page to a finished logo.

What AI is good at

Where it falls short

How to use this guide



INTRODUCTION

What is AI good for in logo design?

A well-written text instruction (a prompt) can give you dozens of original logo directions in minutes. It's the fastest way to turn the picture in your head into something you can actually see.

Where AI shines

- **Fast exploration.** You can try dozens of style directions in a single afternoon.
- **Cheap experiments.** A new version costs one more generation.
- **It helps you discover what you want.** Many people only know what they like once they see it.
- **The idea stays yours.** Your business, your taste and your story shape the concept.

Where it falls short

- **It doesn't know your business.** It only knows what you tell it in the prompt.
- **It often gets lettering wrong,** especially accented and special characters (é, ñ, ö, ø).
- **Inconsistent colors.** One green can turn into several shades within the same logo.
- **Inconsistent typography.** Letter shapes, weights and spacing can change within a single word.
- **Illogical details.** Lines that lead nowhere, shapes that almost connect, uneven symmetry.
- **It produces pixel images** that blur and break up when enlarged.
- **It doesn't guarantee originality.**

> *AI can only give you a concept as good as the brief you give it. Most of the work is thinking, not clicking a button.*

FROM AI CONCEPT TO FINISHED LOGO

AI is the best way to find your logo *concept*: the idea, the symbol, the mood and the colors. Turning that concept into a professional logo is where LogoFIXIT comes in.

- **Designer-minded redesign** that breathes life into your logo concept. Errors and illogical details are fixed, and your idea is rebuilt by hand, following the rules of good design.
- **Vector construction** so your logo can be enlarged or reduced infinitely, from a tiny browser icon to a billboard, and stays perfectly sharp.
- **Every file you'll need:** SVG, PDF, PNG and JPG, in full color, one color, black and white, together with a color guide.

GETTING STARTED

How to use this guide

The chapters build on each other, so it's best to work through them in order. The whole process takes one or two relaxed afternoons.

1. Work through the 8 steps and fill in the worksheet (Chapter 2)
2. Build your prompt with the formula (Chapter 3)
3. Pick prompts from the library and generate (Chapter 4)
4. Choose your favorite concept (Chapter 5)
5. Send it to LogoFIXIT for a hand-made redesign

What you'll need

- **An AI image generator.** Any modern one will do, and most offer a free trial.
- **The printed worksheet** from the end of Chapter 2, and a pen.
- **Two or three people** whose honest opinion you trust, to help you choose between concepts.
- **Patience.** The first images are rarely right. A strong concept usually appears somewhere around version 20 or 30.

ONE EXAMPLE THROUGHOUT THE BOOK

To make every step tangible, we follow one fictional business through the whole process: **Elderflower Café**, a small, family-run café and artisan bakery known for homemade pastries and a cozy, "feels like home" atmosphere. The purple boxes show how the owner would think at each step.

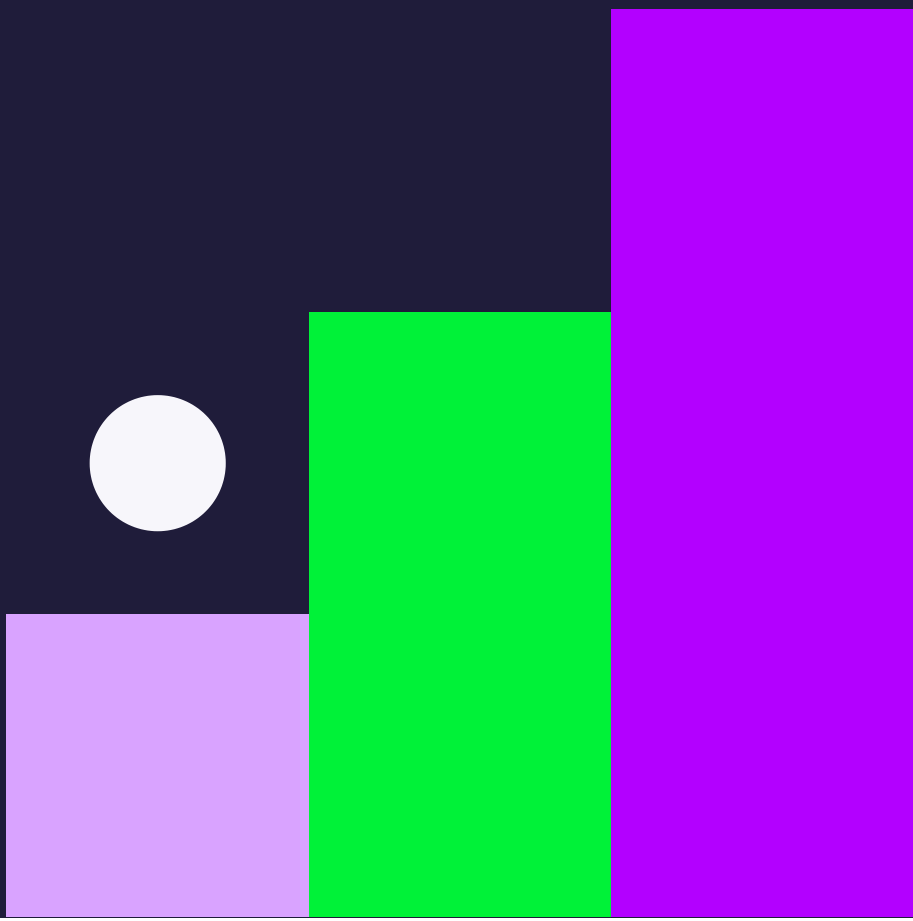
CHAPTER 02

02

Before You Prompt

This is the most important chapter in the book: eight areas worth thinking through before you type a single prompt. Every one of your prompts will be built from the answers you give here.

Business and difference | Audience | Personality | Competitors | Logo type | Colors | Lettering | Moodboard | Worksheet



1

STEP 1

What does your business do, and what makes it different?

A logo doesn't need to say everything about your business. It does need to convey one thing: the **feeling** you want people to have. To get there, you first need to be clear about what matters most.

QUESTIONS TO ANSWER

- In one sentence: what do you do, and for whom?
- What is your main product or service?
- How are you different from similar businesses? (quality, price, atmosphere, speed, personal touch, local roots...)
- How should a happy customer feel after dealing with you?

EXAMPLE: ELDERFLOWER CAFÉ

"A café and artisan bakery where locals drop in every morning for great coffee and fresh pastries. What makes us different: we bake everything on site from local ingredients, and we know everyone by name." Key words: **homely, handmade, local, warm**.

2

STEP 2

Who is your audience?

Your logo doesn't need to appeal to you first. It needs to appeal to the people you want to sell to. A streetwear brand for teenagers and a physical therapy practice for seniors need completely different visual languages.

QUESTIONS TO ANSWER

- Roughly how old are they? What stage of life are they in?
- What matters most to them: price, quality, experience, reliability?
- Where will they first see your logo? (Instagram, Google Maps, a shop sign, packaging)
- Which brands do they already love?

WHAT GOES INTO YOUR PROMPT?

Your audience usually becomes one or two words in the prompt, such as **friendly**, **for young families**, **premium**, **trustworthy**. Mostly, your audience guides your **style decisions**: color, shape, lettering.

3

STEP 3

Your brand personality

Imagine your business is a person. How do they speak? How do they dress? This "personality" is the compass for your logo's style. Mark where your brand sits on each scale:

Serious	○ ○ ○ ○ ○	Playful
Traditional	○ ○ ○ ○ ○	Modern
Elegant	○ ○ ○ ○ ○	Casual
Quiet	○ ○ ○ ○ ○	Bold
Affordable	○ ○ ○ ○ ○	Premium
Feminine	○ ○ ○ ○ ○	Masculine
Handcrafted	○ ○ ○ ○ ○	High-tech

Then choose **3–5 adjectives** that describe your brand best. These words will go into your prompt almost word for word.

EXAMPLE: ELDERFLOWER CAFÉ

Leaning traditional, casual, quiet and affordable, and clearly handcrafted. The chosen adjectives: **warm**, **homely**, **natural**, **friendly**.

4

STEP 4

Look at your competitors

Collect 5–10 logos from your industry, ideally from businesses that target the same customers as you. Put them side by side and notice:

- **What do they have in common?** Colors, shapes, symbols. If every bakery uses a wheat stalk and brown, that tells you both what customers expect and where you can stand out.
- **Which ones do you like, and why?** Be specific: "the thin lines", "all the white space", "the warm orange".

- **Which ones don't you like, and why?** This is just as valuable.

IMPORTANT

Competitor logos are for **orientation**, not imitation. Never ask the AI for "something like company X's logo", and never upload an existing company logo as a reference. That can easily become a legal problem (more on this in Chapter 5).

5

STEP 5

Choose your logo type

Logos come in different structures. Decide which type suits you before you prompt, because it will be the first words of your prompt. The labels below are the terms to use in your prompt.



Wordmark

WORDMARK

Just the business name in distinctive lettering. Works best with short, memorable names.



Monogram

LETTERMARK / MONOGRAM

The initials of the name. Good for long names or elegant, premium brands.



Icon

ICON / SYMBOL

An image without text. Works on its own only once the brand is well known.



Combination mark

COMBINATION MARK

An icon and the name together. The most flexible option and the best choice for beginners.



Emblem

EMBLEM / BADGE

Text inside a shape, like a seal. Retro, handcrafted, traditional feel.



Mascot

MASCOT

A character that represents the brand. Playful, family-friendly, great for kids' businesses.



Abstract mark

ABSTRACT MARK

A unique geometric form with no literal meaning. Common for tech and consulting.



Letter in a shape

LETTER IN SHAPE

An initial inside a simple shape (circle, square). Works brilliantly as a profile picture.

DESIGN THE WHOLE LOGO IN AI

Put your business name into the prompt **in quotation marks, exactly as it should appear**, and describe where it goes ("next to the icon", "curved along the top of the badge"). Describe the lettering style too. If a letter comes out slightly wrong, don't worry: at this stage the overall concept matters most, and the lettering is perfected in the redesign.

6

STEP 6

Colors and what they mean

Colors create feelings before anyone reads your name. The table below shows general directions, not strict rules: a bold color choice can be memorable precisely because it breaks with industry habits.

COLOR	WHAT IT SUGGESTS	COMMON INDUSTRIES
Blue	trust, reliability, calm	finance, IT, healthcare, consulting
Green	nature, health, growth	organic, gardening, wellness, sustainability
Red	energy, passion, appetite	food service, sports, discount retail
Orange	friendly, creative, energetic	kids, creative services, food
Yellow	optimism, cheerfulness, attention	toys, cleaning, delivery
Purple	creativity, luxury, spirituality	beauty, coaching, premium products
Pink	care, kindness, playfulness	beauty, patisserie, baby products
Brown, beige	earthy, handcrafted, warm	cafés, bakeries, furniture, crafts
Black	elegance, strength, premium	fashion, luxury, photography, law firms

- **2–3 colors at most.** One main color, one accent, and perhaps a neutral (white, black, gray, beige).
- **Keep the concept simple enough to work in one color.** Your finished logo will also need single-color, black and white versions.
- **Think about contrast.** Light yellow on white, for example, almost disappears.
- **Color meanings vary by culture,** so consider where your customers are.

EXAMPLE: ELDERFLOWER CAFÉ

Most competitors use brown and black-and-white. Elderflower Café pairs a warm cream with **deep green** (natural, elder leaves) and a touch of **elderberry purple** as an accent, so it stands out while still fitting the industry.

7

STEP 7

Lettering style

Your logo's lettering says as much about you as the symbol. Describe the style you want in your prompt. The main styles:

STYLE	EFFECT	IN YOUR PROMPT
Serif	traditional, trustworthy, elegant, "we've been here a while"	`serif`
Sans-serif	modern, clean, direct, readable even at small sizes	`sans-serif`
Geometric	fresh, techy, friendly, round shapes	`geometric sans`
Script	personal, creative, feminine. Hard to read at small sizes!	`script` , `handwritten`
Slab serif	strong, sturdy, industrial, retro	`slab serif`

LETTERING TIPS

- Ask for **one lettering style**. Mixing several styles in one logo rarely works.
- Keep the text short: the business name, and a tagline only if it's essential.
- If your name contains **accented or special characters** (é, ü, ñ, ø), check them in every generated image. AI often drops or distorts them.

8

STEP 8

Gather inspiration: your moodboard

A moodboard is a collection of images that together show the "feeling" you're after. Don't collect only logos: textures, color palettes, photos, interiors and packaging all belong here.

- **Where to look:** Pinterest, Behance, Dribbble, or simply the photos on your phone.

- **How many:** 10–20 images is plenty. Then curate them and look for the common thread.
- **How to use it:** many AI tools accept reference images. You can use a mood image (a texture or color palette) as a style reference, but never an existing logo.

EXAMPLE: ELDERFLOWER CAFÉ

On the moodboard: flour-dusted hands, a raw wooden counter, green elder leaves, cream ceramic mugs, a handwritten chalkboard. The common thread: **natural materials, soft shapes, a handmade feel**.

WORKSHEET

Logo Brief

PRINT ME

Fill in these two pages before you start prompting. Every prompt you write will be built from this brief. Print it out, or copy your answers into a note.

Business name (exact spelling, upper and lower case)

Tagline (only if it must appear in the logo)

What do you do, in one sentence?

How are you different from your competitors?

Who are your customers?

Age, stage of life, what they value

Your brand's 3–5 adjectives

These go straight into your prompt

Competitors, and what you want to avoid looking like

WORKSHEET

Logo Brief, continued

2 / 2

Logo type

- [ ] Wordmark
- [ ] Monogram
- [ ] Icon
- [ ] Combination
- [ ] Emblem
- [ ] Mascot
- [ ] Abstract
- [ ] Letter in shape

Colors you want

With HEX codes if you know them

Colors to avoid

Lettering style

- [ ] Serif
- [ ] Sans-serif
- [ ] Geometric
- [ ] Script
- [ ] Slab serif
- [ ] Not sure yet

Symbol ideas

Objects, animals, shapes connected to your business

What it must NOT include

Clichés, colors, shapes you want to avoid

The common thread of your moodboard, in 1–2 sentences

Notes for your redesign

Anything you'd like your designer to know

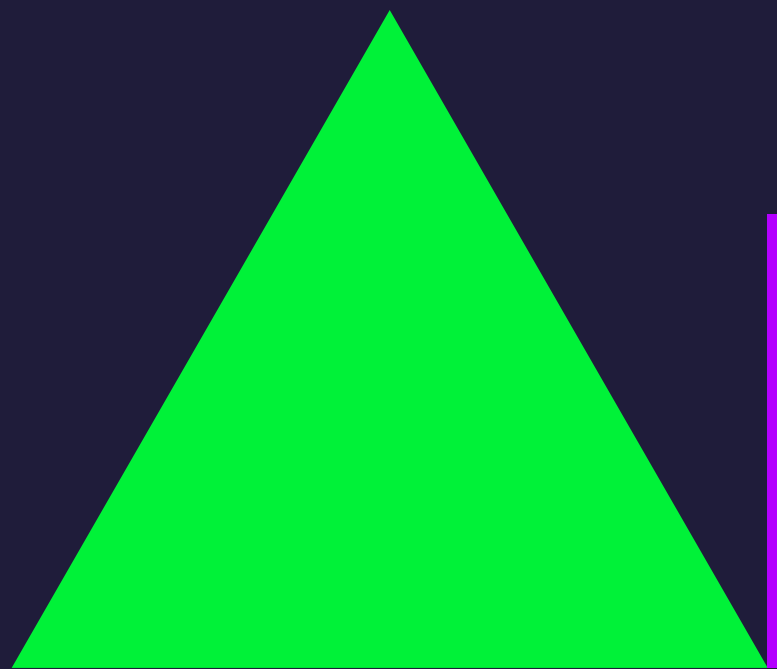
CHAPTER 03

03

Anatomy of a Great Logo Prompt

A good prompt isn't a magic spell; it's a well-filled recipe. In this chapter you'll get the formula, the most important style keywords, and side-by-side examples of what makes a prompt weak or strong.

- The prompt formula
- Style vocabulary
- What to avoid
- Weak vs. strong examples



THE FORMULA

Eight building blocks

Every good logo prompt is made of the same building blocks. You don't always need all of them, but the more you fill in, the less the AI has to guess.

1 Logo type + 2 Business + name + 3 Symbol + 4 Style + 5 Mood + 6 Colors +
7 Technical + 8 Exclusions

BLOCK	WHAT TO WRITE	EXAMPLE
1. Logo type	The type you chose in Step 5 of Chapter 2	**combination mark** , **emblem**
2. Business + name	What the business does, and its name in quotation marks	**for an artisan bakery called "Elderflower Café"**
3. Symbol	What should be in the image? Ideally one element, two at most	**a coffee cup and a leaf**
4. Style	Visual and lettering style; see the vocabulary on the next page	**minimalist line art, rounded serif lettering**
5. Mood	Your brand's 3–5 adjectives from Step 3	**warm, homely, friendly**
6. Colors	Color names or HEX codes, 3 at most	**deep green #2F5D46 and cream**
7. Technical	What makes it a logo rather than an illustration	**flat vector, white background**
8. Exclusions	Things that tend to sneak in but you don't want	**no shadows, no mockup**

Two wording rules

- **Put your business name in quotation marks,** spelled exactly as it should appear, for example **"Elderflower Café"** . That tells the AI which words are lettering and which are instructions.
- **Be concrete, not evaluative.** Words like "beautiful", "unique" or "professional" give the AI nothing to work with. "Thin monoline strokes, lots of white space" does.

VOCABULARY

The most useful style keywords

KEYWORD	WHAT IT MEANS	WHEN TO USE IT
flat vector	flat, clean shapes without shadows or depth	almost always
minimalist	few elements, lots of empty space	modern, clean brands
line art, **monoline**	line drawing with even stroke weight	elegant, light, handcrafted
geometric	built from circles, squares, triangles	tech, architecture, modern
negative space	the empty background forms a shape of its own	clever, memorable marks
emblem, **badge**	seal-like logo enclosed in a frame	retro, craft, food service
hand-drawn	looks drawn by hand, slightly imperfect	personal, organic brands
vintage, **retro**	old-fashioned feel, limited colors	bakeries, barbers, breweries
mascot	a character	kids, pets, playful brands
wordmark, **lettering**	logo made of custom letters	when the name is the logo
bold, **thick lines**	heavy, strong strokes	when it must work small
scalable, **simple shapes**	simple, works at any size	almost always
white background	plain white background	always

What to avoid in a logo prompt

These words produce beautiful images but poor logos: too detailed, impossible to print in one color, and lost at small sizes.

photorealistic **3D render** **highly detailed** **8K** **cinematic** **realistic lighting** **mockup** **watercolor** (unless it's a deliberate style choice)

Instead, add them to your exclusions: **no gradients, no shadows, no 3D, no photorealism, no mockup**.

WEAK VS. STRONG

What makes a prompt strong?

The same business, three times. Watch how a vague request becomes an instruction that gets the AI to deliver exactly what you want.

✕ WEAK

"A logo for a café."

The AI has to guess everything: name, style, color, shape. The result is usually a generic coffee cup that could belong to anyone.

✓ STRONG

Minimalist flat vector combination mark logo for an artisan coffee shop and bakery called "Elderflower Café", a coffee cup with steam shaped like an elderflower blossom, the name in a warm rounded serif next to the cup, simple monoline style, warm and homely feeling, deep green and cream colors, white background, no shadows

It has the type, the business and its name, a distinctive symbol, lettering, style, mood, colors and exclusions.

✕ WEAK

"A beautiful, modern, unique logo for Elderflower Café with lots of detail."

"Beautiful, modern, unique" gives no direction, and "lots of detail" actively hurts. Without quotation marks, the AI doesn't know exactly which words to letter.

✓ STRONG

Vintage circular badge logo for a family-run café, the text "Elderflower Café" curved along the top of the badge, an elderflower branch in the center, hand-drawn engraving style, limited palette of deep green and cream, flat vector, white background

The name is in quotation marks and its position is described, so the AI knows exactly where the lettering goes.

✕ WEAK

"A logo like Starbucks', but purple instead of green."

Imitating an existing brand: legally risky, and it will never become your own identity.

✓ STRONG

Circular emblem logo for a cozy café, a simple elderflower illustration inside a thin double ring, the name "Elderflower Café" in a simple serif around the ring, friendly and calm, deep green with a soft lilac accent, flat vector, white background

We describe what we like about the form (a round emblem) but fill it with our own content.

THE GOLDEN RULE

One logo, one idea. If your prompt includes three symbols (a cup, a wheat stalk and a heart), the AI will cram in all three. Pick the most important one, or ask for two elements that merge into a single shape (for example, steam that forms a leaf).

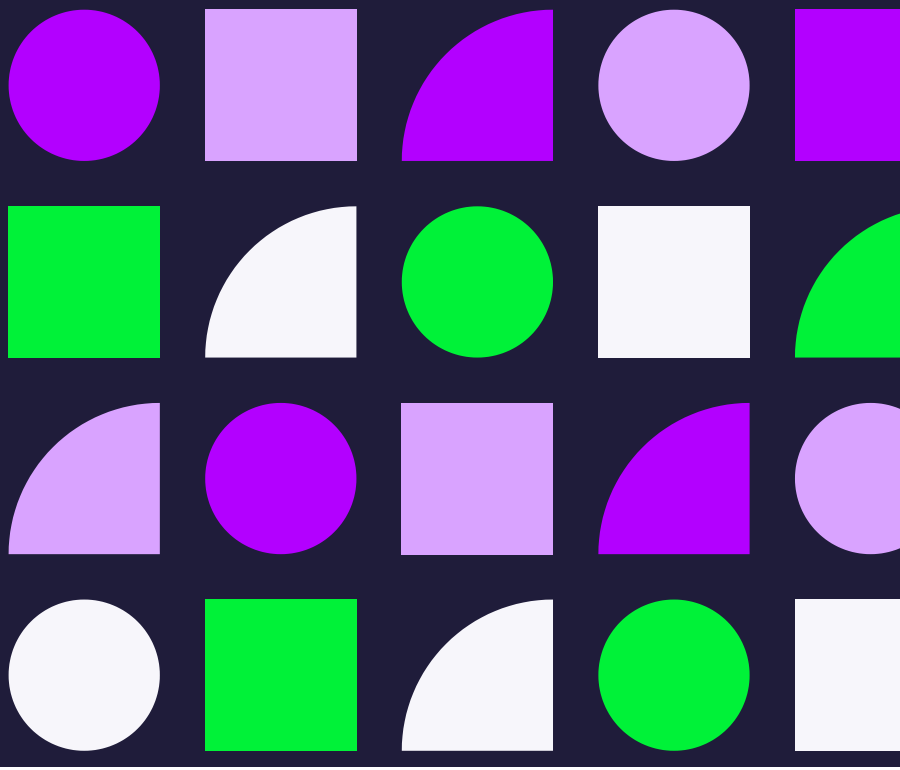
CHAPTER 04

04

Prompt Library

Twenty ready-made prompts you only need to complete with your own details. The first eight are organized by style, the next twelve by industry. Mix them freely: take an industry prompt and swap in a different style!

8 styles | 12 industries | Customizable | Copy and paste



HOW TO USE

Working with the prompts

- Replace the **[UPPERCASE BRACKETED]** parts with your own details. Your business name goes inside the quotation marks, spelled exactly as you want it.
- Where the brackets contain options separated by a slash (for example **[hammer / trowel]**), pick the one that fits you, or write your own.
- Run every prompt **at least 3–4 times**. The same prompt gives different variations each time.
- When a direction works, don't start over: refine it with the phrases on the cheat sheet (simpler, bolder, other colors), changing one thing at a time.
- Don't chase pixel perfection. A stray letter or an uneven line is fine: you're looking for the **concept**.

BY STYLE

8 core styles

Minimalist

STYLE

One simple symbol next to the name, with lots of white space. Works in almost any industry.

PROMPT

Minimalist flat vector combination mark logo for a **[INDUSTRY]** called "**[BUSINESS NAME]**", a single simple symbol of **[SYMBOL]** to the left of the name, clean geometric lines, the name in a clean **[sans-serif / serif]** typeface, **[COLOR]** on a white background, lots of negative space, no gradients, no shadows

Vintage emblem

STYLE

A seal-like mark with a retro feel. Ideal for bakeries, barbers and craft products.

PROMPT

Vintage circular badge emblem logo for a **[INDUSTRY]**, the text "**[BUSINESS NAME]**" curved along the top of the badge, **[SYMBOL]** in the center, retro style, limited palette of **[COLOR]** and cream, fine line engraving details kept simple, flat vector, white background

Playful mascot

STYLE

A friendly character that can become the face of the brand. For kids, pets and family services.

PROMPT

Playful friendly mascot logo for a **[INDUSTRY]** called "**[BUSINESS NAME]**", a cute rounded **[ANIMAL OR OBJECT]** character with a happy expression, the name in bold rounded letters below the character, bold outlines, bright **[COLOR 1]** and **[COLOR 2]**, simple flat vector style, white background

Premium monogram

STYLE

Elegant interlocking initials above the full name. Fashion, jewelry, beauty, premium services.

PROMPT

Luxury minimalist monogram logo with the letters "[INITIALS]", elegant thin high-contrast serif letterforms elegantly interlocking, the full name "[BUSINESS NAME]" in small widely spaced capitals below, flat [COLOR, e.g. gold #C9A54C] on a deep [BACKGROUND COLOR] background, refined and timeless, flat vector, no gradients, no 3D

Modern tech

STYLE

An abstract geometric mark that suggests one idea: connection, speed, growth.

PROMPT

Modern logo for a [INDUSTRY] company called "[BUSINESS NAME]", a bold abstract geometric symbol suggesting [IDEA, e.g. connection / speed / growth] next to the name in a clean geometric sans-serif, simple and memorable, solid [COLOR] with no gradients, flat vector, white background

Handcrafted, organic

STYLE

Soft, hand-drawn lines. Organic products, crafts, health, gardening.

PROMPT

Hand-drawn organic logo for a [INDUSTRY] called "[BUSINESS NAME]", [SYMBOL] drawn with a single continuous ink line above the name in a soft handwritten script, natural slightly imperfect strokes, earthy [COLOR] palette, artisanal and warm feeling, white background

Negative space

STYLE

Two meanings in one shape. A clever, memorable mark that rewards a second look.

PROMPT

Clever negative space logo for "[BUSINESS NAME]", combining [SYMBOL 1] and [SYMBOL 2] into one single simple shape, the name in a clean sans-serif below the symbol, only two colors: [COLOR] and white, minimalist and iconic, flat vector, no extra details

Wordmark

STYLE

When the name itself is the logo. Keep the name short and spell it exactly as you want it.

PROMPT

Clean modern wordmark logo that reads "**[BUSINESS NAME]**", custom **[STYLE, e.g. rounded sans-serif]** lettering, **[COLOR]** on white, balanced letter spacing, a small **[SYMBOL]** subtly integrated into one letter, flat vector, no slogan

BY INDUSTRY

12 ready-made prompts

Café, bakery

FOOD & DRINK

A warm, homely feel with a personal twist in the symbol.

PROMPT

Warm minimalist combination mark logo for an artisan coffee shop and bakery called "**[BUSINESS NAME]**", a coffee cup with steam forming **[ELEMENT, e.g. a leaf / a wheat ear]**, the name in a warm rounded serif next to the cup, simple line art, cozy and handmade feeling, **[COLOR, e.g. deep brown]** and cream palette, flat vector, white background

Restaurant, bistro

FOOD & DRINK

A traditional, rustic emblem that looks great on aprons and menus.

PROMPT

Rustic emblem logo for a family-run restaurant, the text "**[BUSINESS NAME]**" curved around a cast-iron pot with two crossed wooden spoons, vintage badge style, tomato red and cream, bold simple shapes without small details, flat vector, white background

Beauty salon, cosmetics

BEAUTY

Fine, feminine lines with lots of white space.

PROMPT

Elegant feminine logo for a **[beauty salon / cosmetics brand]** called "**[BUSINESS NAME]**", minimalist continuous line drawing of a woman's face in profile with flowing hair, the name in a thin elegant serif below, thin monoline style, soft blush pink and charcoal, lots of white space, flat vector

Hair salon, barber

BEAUTY

Characterful, with a masculine or unisex feel.

PROMPT

Bold vintage barbershop logo for "[BUSINESS NAME]", crossed [scissors and comb / razor and comb] inside a simple shield shape, the name in strong slab serif capitals across the shield, thick lines, [COLOR] and off-white, classic and masculine, flat vector, white background

Construction, renovation

SERVICES

Stability and reliability through strong geometric forms.

PROMPT

Strong bold logo for a construction and renovation company called "[BUSINESS NAME]", an abstract house roof combined with a [hammer / trowel / level] shape, the name in heavy sans-serif capitals below, solid geometric forms, navy blue and safety orange, trustworthy and sturdy, flat vector, white background

Coaching, consulting

SERVICES

A calm, inspiring mark that suggests growth.

PROMPT

Calm modern logo for a [life coach / business consultant] called "[BUSINESS NAME]", an abstract symbol of growth such as [a sprouting seed / an upward winding path], the name in a soft rounded sans-serif beside it, sage green and warm sand colors, inspiring and approachable, flat vector, white background

Accountant, lawyer

SERVICES

Conservative, trustworthy and clean.

PROMPT

Professional logo for an [accounting firm / law office] called "[BUSINESS NAME]", an abstract monogram of the letter "[INITIAL]" built from [rising bars / clean columns], the name in a classic serif next to it, conservative and trustworthy, navy blue and silver grey, flat vector, white background, no slogan

IT, software

TECHNOLOGY

A clean, modern mark with a digital feel.

PROMPT

Professional logo for an IT services company called "[BUSINESS NAME]", a [shield / hexagon] shape formed by connected nodes and lines, the name in a precise geometric sans-serif beside it, dark blue and electric cyan, solid colors, flat vector, white background, no 3D

Online shop, fashion

RETAIL

Elegant, editorial and timeless.

PROMPT

Chic minimalist logo for an online fashion boutique called "[BUSINESS NAME]", monogram "[INITIALS]" above the full name, both in a refined high-contrast serif, black on off-white, timeless and editorial, generous spacing, flat vector, no decorations

Yoga, wellness

HEALTH

Harmony and balance through soft, symmetrical shapes.

PROMPT

Serene logo for a [yoga studio / wellness center] called "[BUSINESS NAME]", a minimal lotus flower formed by a few simple curved strokes above the name in a light airy sans-serif, balanced symmetry, muted terracotta on cream, peaceful and grounded, flat vector

Vet, pet services

HEALTH

Care and friendliness.

PROMPT

Friendly logo for a [veterinary clinic / pet shop] called "[BUSINESS NAME]", a heart shape combined with a paw print next to the name in a rounded friendly sans-serif, soft rounded lines, teal and warm coral, caring and trustworthy, flat vector, white background

Gardening, landscaping

SERVICES

Fresh, natural and simple.

PROMPT

Fresh logo for a gardening and landscaping service called "[BUSINESS NAME]", a leaf and a garden [trowel / spade] merged into one simple icon, the name in a sturdy friendly sans-serif below, leaf green and earthy brown, flat vector, white background

MIX AND MATCH!

A café can have a premium monogram; an accountant can have a playful mascot. If an industry prompt feels too predictable, swap its style section for one from another prompt. The most memorable logos are often born where they break a little from industry clichés.

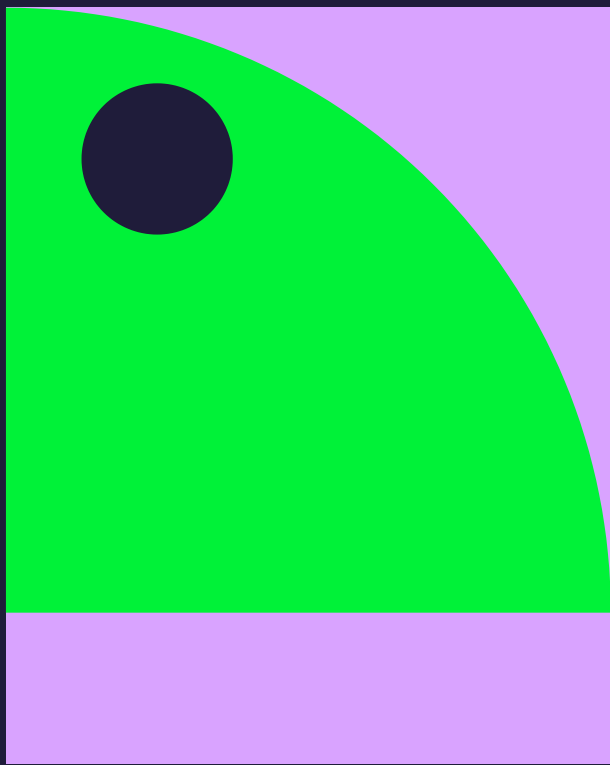
CHAPTER 05

05

Legal and Practical Essentials

Your logo is one of your business's most important identifiers. Here's what protection an AI-made logo can get, how to avoid infringing on someone else's rights, and how to make your logo fully yours.

Copyright | Ownership | Trademarks | Originality | Terms of use



COPYRIGHT

Who owns an AI-made logo?

Around the world, copyright protects **human creativity**: most copyright laws only protect original works made by a human author. As a result, an image **generated purely by AI**, where a human only supplied a prompt, generally does not enjoy copyright protection under current practice.

Courts have confirmed this. In Germany, a Munich district court ruled in February 2026 that logos created with generative AI are not protected by copyright when there is no evidence of sufficient human creative input. In the United States, the Supreme Court declined in March 2026 to review such a case, leaving the principle in place: no human author, no copyright.

WHAT THIS MEANS FOR YOU

- If your logo is purely AI-generated, you may not be able to rely on copyright against someone who copies it.
- Protection depends on **human creative work** in the final design.
- Keep your prompts and the concepts you generated, with dates. They document how your idea developed.

MAKE IT FULLY YOURS

When **LogoFIXIT** redesigns your logo, the final version is redrawn by hand by a designer, and you receive full ownership of the finished logo. **It becomes completely yours.**

TRADEMARK

Your logo as a trademark

Trademark protection is a separate question. A trademark protects the fact that your logo identifies your business in customers' eyes. A logo can be registered as a trademark if it is distinctive and doesn't conflict with someone else's earlier rights. In practice, a trademark is often the most effective protection for a logo.

- **Register with your national office,** for example the USPTO in the United States or the UKIPO in the United Kingdom.
- **For the whole European Union,** you can apply for an EU trademark at the EUIPO.
- **For several countries at once,** the WIPO Madrid System lets you file one international application.

ORIGINALITY

Does it look too much like someone else's?

AI learned from existing images, so a generated logo can end up strikingly similar to an existing company's logo. Check your favorite concept before you develop it further:

1. **Reverse image search.** Upload your concept to Google Lens or another image search engine and see what comes up.
2. **Trademark search.** The free **TMview** database covers EU and many national trademarks, the **WIPO Global Brand Database** covers international ones, and the USPTO has its own search tool. Don't search only for your name; look for similar images in your industry too.
3. **Look around your industry,** especially at local competitors.

NEVER DO THIS

- Don't put brand names in your prompt ("like the Nike swoosh", "an Apple-style apple").
- Don't upload an existing company logo as a reference.
- Don't use a concept that gives you a feeling of "I've seen this somewhere before".

TERMS OF USE

What does the AI tool allow?

Every AI tool has its own terms of use, and they can differ between plans. Before you build your brand on a concept, check:

- Does your plan allow **commercial use** of the images you generate?
- Does the tool claim any rights over your images, or could it show them to other users?

Save the terms (or a screenshot of them) together with the date you generated your concept.

Important: this chapter is general information as of late 2026, not legal advice. Law and practice in this area are changing quickly. If you want to register your logo as a trademark, get help from an intellectual property professional (a trademark attorney).

BONUS

Prompt Cheat Sheet

Print it and keep it next to your computer. Everything you need while prompting, on one page.

THE FORMULA

Logo type + Business + "name" + Symbol + Style + Mood + Colors + Technical + Exclusions

LOGO TYPES

- **wordmark**: the name as the logo
- **monogram / lettermark**: initials
- **icon / symbol**: image only
- **combination mark**: icon + name
- **emblem / badge**: seal
- **mascot**: character
- **abstract mark**: abstract shape

STYLE WORDS

- **flat vector**: flat, clean
- **minimalist**: few elements
- **line art / monoline**: line drawing
- **geometric**: basic shapes
- **negative space**: hidden shape
- **hand-drawn**: drawn by hand
- **vintage / retro**: old-fashioned

ALWAYS ADD

- your name in quotes: "Elderflower Café"
- where the name goes and its lettering style
- flat vector, white background
- simple shapes
- no gradients, no shadows
- no 3D, no mockup

NEVER INCLUDE

- photorealistic, 3D render
- highly detailed, 8K
- cinematic, realistic lighting
- existing brand names
- three or more symbols
- a long tagline

REFINING PHRASES

- Keep the same concept, but make it simpler: remove [ELEMENT].
- Same logo with thicker, bolder lines.
- Create 4 variations with different color palettes.
- Keep the icon exactly the same, change only the colors to [COLORS].
- Same logo, but write the name in a [LETTERING STYLE].

THE FIVE GOLDEN RULES

- **Think first, then prompt**: the worksheet is your best investment.
- **One logo, one idea**: two elements at most, merged into one shape.
- **Name in quotes**, with its position and lettering style described.
- **Change one thing at a time** when refining.
- **Look for the concept, not perfection**: the redesign takes care of the details.

Your concept is ready. Let's make it a real logo.

You've done the hardest part: you know what your brand stands for, and you have an AI concept you love. Send it to LogoFIXIT, and your idea gets a designer's eye: errors and illogical details fixed, everything rebuilt by hand following the rules of good design.

- **A logo with life in it.** Your concept, redesigned with a designer's mindset.
- **Built in vector.** Scale it up or down infinitely, it stays razor-sharp.
- **Ready for everything.** SVG, PDF, PNG and JPG in full color, one color, black and white, with a color guide.
- **Fully yours.** You own the finished logo completely.

www.logofixit.com