
THE BRAIN SYSTEM — EXAMPLE

Example Visual Brain

See what a completed Visual Brain looks like.

This is a completed Visual Brain for a fictional brand called Brain Box. It was built using the Foundation Builder and Visual Brain Builder from this series.

Use this as a reference while building your own. Your Visual Brain will look different because your brand is different — but the structure and level of detail should be similar.

THIS IS AN EXAMPLE

This is not a template to copy. Your Visual Brain needs to reflect YOUR brand — your colours, your fonts, your audience, your voice. Use this to understand the depth and specificity you should aim for. The more detailed your Visual Brain, the better Claude's output will be.

Identity

Brain Box is a direct, no-nonsense brand built around productivity, goal setting, brain hacks, systems, and ADHD. The brand energy is calm but sharp — structured warmth with edge. It cares enough to tell you the truth, not just comfort you.

Brand words: Direct. Structured. Honest. Warm. Sharp.

The brand is NOT aggressive, preachy, corporate, or soft. It is not hustle culture. It is not motivational fluff. It is practical truth for people who want to be more but need systems, not slogans.

Audience

People who feel scattered, overwhelmed, and stuck in a cycle of consuming too much and executing too little. Many have ADHD or executive function struggles. They are ambitious but their brain works against them. They have tried every productivity hack and app and nothing stuck.

They do not want to be told to "just wake up at 5am" — they want systems that work with their brain, not against it.

How they talk about it:

- "I know what I need to do, I just can't make myself do it."
- "I start strong then lose focus after two days."
- "I feel like I'm always busy but never productive."

Visually, they are drawn to clean, structured, high-contrast design — not cluttered motivational poster energy.

Voice Rules

Always:

- Use short, direct sentences. Say the uncomfortable thing.
- Write at a plain English level. No jargon, no complexity.
- Be honest about how hard it is. Then give them the system anyway.

Never:

- Use hustle culture language. No "grind," "crush it," "rise and grind."
- Use fluffy motivational language. No "you've got this," "believe in yourself."
- Sound like a corporate productivity coach. Sound like a person.

Reference voice:

"You don't need more motivation. You need a system."

"Your brain isn't broken. It just doesn't work the way productivity gurus assume it does."

"Stop planning. Start with one thing. Right now."

CTA style: Direct and simple. "Save this." "Try this today." "Follow for systems that actually work."

Colour System

Palette:

- Near Black #0A0A0A — Primary dark background. Used on hook slides and tension slides.
- Burnt Orange #D4632A — Headlines, emphasis, CTA buttons. The signature accent.
- Warm Cream #F0E8DC — Light background for alternate slides. Body text on dark backgrounds.
- Charcoal Brown #2C2420 — Secondary dark. Used for depth and layering behind images.
- Muted Stone #8A8A8A — Secondary text, captions, subtle labels.
- Off-White #FAFAFA — Clean background for high-contrast text slides.

Usage rules:

- Dark and light backgrounds alternate every slide in carousels.
 - Burnt Orange is used sparingly — headlines and CTAs only. Never as a background.
 - Image overlays use Near Black at 40–60% opacity to maintain text readability.
 - No pure white (#FFFFFF) anywhere. Use Warm Cream or Off-White instead.
-

Typography

Hierarchy:

- Headlines: Oswald 700, ALL CAPS, large. Maximum 8 words.
- Accents/Pull quotes: Caveat 700, sentence case. Used for emphasis, handwritten feel.
- Body text: Inter 400, sentence case. Clean and readable.
- CTA text: Oswald 700, ALL CAPS. Shorter than headlines.

Text rules:

- Maximum 15 words per slide. Hook slides maximum 8 words.
 - Every slide must use at least 2 different fonts for visual contrast.
 - Minimum text size on carousels: 32px for body, 48px for headlines.
 - Text must always have high contrast against its background. Test readability.
-

Imagery Direction

Aesthetic:

Cinematic, dark, high-contrast. Think film stills, not stock photos. Isolated figures, hard shadows, dramatic lighting. Images should feel like a scene from a movie — quiet intensity, not posed perfection. Warm colour grading with desaturated tones.

By slide position:

- Hook slides: Dramatic, moody. Single figure or object. High visual tension.
- Body slides: Calmer, more space. Can use abstract textures or cropped details.
- Tension slides: Return to drama. Movement, contrast, energy.

- CTA slides: No images. Colour-only with brand palette.

Text placement on images:

- Text sits in the upper third. Never overlay the focal point of the image.
- Use dark gradient overlay from top (60% opacity) fading to transparent.
- If the image is too busy for text, use a solid colour slide instead.

Off-brand:

- No bright neon colours, cartoon illustrations, corporate stock, or heavily filtered selfies.
-

Layout & Composition

Dimensions:

- Carousels: 1080 x 1350px (portrait)
- Single posts: 1080 x 1350px (portrait)
- Stories: 1080 x 1920px

Text positioning:

- Default: upper third, left-aligned.
- Hook slides: centred, large.
- CTA slides: centred vertically and horizontally.

Margins and safe zones:

- Minimum 60px padding on all sides. 80px preferred.
- No text in the bottom 120px (Instagram UI overlap zone).

Density:

- Maximum 3 visual elements per slide (headline + body + accent OR headline + image + accent).
 - Generous negative space. If it feels cramped, remove something.
-

Visual Rhythm

Background pattern:

- Slide 1 (Hook): Dark background
- Slide 2: Light background (cream or off-white)
- Slide 3: Dark background
- Slide 4: Light background
- Slide 5: Dark background with image
- Slide 6 (Tension): Dark background, high contrast
- Slide 7 (CTA): Burnt Orange accent on dark background

Image pattern:

- Images appear on slides 1, 3, and 5. Other slides are text-only with colour backgrounds.

Energy arc:

- Start bold (hook). Drop to calm (context). Build through value slides. Peak at tension. Resolve at CTA.
-

Content Architecture

Carousel: 7 slides

- Slide 1 — Hook: Maximum 8 words. Bold claim or question. Oswald ALL CAPS.
- Slide 2 — Context: Establish the problem or situation. 10–15 words.
- Slides 3–5 — Value: The substance. One idea per slide. 10–15 words each.
- Slide 6 — Tension: Challenge or reframe. Shift the energy. 8–12 words.
- Slide 7 — CTA: Direct action. "Save this." "Follow for systems that work." Designed, not empty.

Every carousel should feel like a story: hook → problem → value → tension → CTA. Not a listicle. Not a tips dump. A narrative.

Brand Marks

- Handle: @brainbox
 - Position: Bottom right, every slide. Muted Stone colour at 60% opacity.
 - Sign-off: "Systems over slogans."
 - CTA slides always include the handle at full opacity in Burnt Orange.
-

This is what a finished Visual Brain looks like. Yours will be different — different colours, different fonts, different audience, different voice. But this level of specificity is what makes the system work. The more detail you give Claude, the less you have to correct.