BRAND GUIDELINES + READY-TO-USE PROMPT

One design standard.
For your AI.

BLUE OCEAN
dream lab

Upload this PDF together with your brief.
Create flyers and slides with a consistent
Blue Ocean Dream Lab AI identity.

DARK OR LIGHT. THE SAME IDENTITY.

Midnight Blue. Warm Ivory. Golden horizon arcs.
Bold typography. The unchanged original logo.
One fixed brand line on every piece.

For partners: workflow and example brief on page 2.
For the AI: complete master prompt on pages 6-8.
Visual reference: dark and light versions on page 3.

PARTNER GUIDE

How to use this guide.

1 / Upload

Upload this PDF together with the original logo. Add photos, existing flyers or slides where relevant. Use the original SVG or transparent PNG logo file as a separate asset.

2 / Add your brief

What do you need? Who is it for? Which content must appear? Specify the language, names, roles, date, time with time zone and actual registration link. Choose a dark or light background, or let the AI select the appropriate version.

3 / Request the design

Write: “Read the attached CI guide in full and follow the master prompt on pages 6-8 when creating my material. Use the examples as style references only.”

4 / Check before use

Check names, times, weekdays, links and all copy. Verify the original logo and fixed brand line. For slides, also check legibility in presentation mode.

Example brief
“Create a light promotional flyer for [event] in the Dream Horizon identity. Audience: [audience]. Required content: [copy, names, date and contact details]. Use the attached original photograph without alteration. Choose a format suitable for the intended use. Deliver the finished material.”

VISUAL REFERENCES

Two versions. One family.

DARK / BUSINESS & EVENTS



LIGHT / PRODUCT & HEALTH



Dark: Midnight Blue background, light typography and gold accents. Confident, focused and distinctive.

Light: Ivory background, navy typography and gold accents. Open, calm and refined.

These original German campaign examples demonstrate the style. Their names, photos, claims and dates must not automatically be copied into new briefs.

PARTNER GUIDE

Colours, logo and fixed brand line.

Midnight	Ivory	Logo Gold	Charcoal	White
#192541	#F8F4EC	#C4B18E	#242829	#FFFFFF

Contrast: light text on navy; navy or charcoal on ivory/white. Gold is an accent. Avoid long gold passages on light backgrounds. Use HEX values for digital design; choose the print profile for the actual output process.

The original stays original.



Do not redraw, recolour, distort, crop or add AI to the logo. Scale the complete asset proportionally. Prefer a calm navy background. Never ask an image generator to recreate the logo; embed the original file.

Zinzino powered by Blue Ocean Dream Lab AI

independent partners

Place at the top or bottom of every piece, with the wording unchanged. The smaller line must remain legible on the target device. On slides, include it at least on the opening and closing pages.

PARTNER GUIDE

What good execution looks like.

Typography and hierarchy

Use Open Sans Regular and Bold; Arial is the fallback. Create strong headlines, a clear reading order, short paragraphs and generous spacing. Use no more than three hierarchy levels per design. The headline can be bold, but facts and calls to action must remain comfortably readable.

Horizon motif and imagery

Use a golden horizon arc or calm ellipse as the signature element, with fine lines and subtle depth. Use real people and natural imagery when they support the content. Do not reinvent or beautify original portraits, or replace people with AI lookalikes.

Flyers and slides

Let the brief determine the format and composition. Flyers: one main message, the facts and a next step. Slides: one core idea per page, a consistent grid, and the same type and colour roles throughout the deck. Do not simply repeat a flyer on every slide.

What does not belong

No stadiums, fireworks, chrome lettering, excessive gold frames or arbitrary AI icons. No neon colours, robot heads or fabricated testimonials. Do not present the material as an official Zinzino AI system.

Content and original assets

The copy, names and roles supplied in the brief are authoritative. Do not add facts, figures, health claims or income promises. Resolve inconsistencies, such as a date with the wrong weekday, before final output, or mark the result as a draft.

INSTRUCTIONS FOR THE AI · 1/3

Master prompt.

BRIEF AND APPLICATION

Create the specific material requested using the Blue Ocean Dream Lab AI corporate identity, “Dream Horizon”. Read this entire PDF, including the visual references. Use the example flyers as style references only; do not copy names, dates, photos or claims that do not belong to the new brief. The brief determines the content, audience, language and output. If it conflicts with a fixed brand rule, briefly identify and resolve the conflict.

1 / IDENTITY AND ORIGINAL LOGO

The project name in text is Blue Ocean Dream Lab AI. The existing logo reads BLUE OCEAN / dream lab, without AI in the logo. Use only the attached original SVG or original PNG. Do not redraw, recolour, distort, crop, apply effects to or add anything to the logo. Scale only the complete asset proportionally. Leave clear space around it; prefer the upper left on a calm navy surface. Never recreate the logo with an image generator: insert the original file separately. If the file is missing, request it and continue with the rest of the draft. Do not deliver a final version with an invented logo.

2 / COLOURS AND VERSIONS

Colours: Midnight Blue #192541, Warm Ivory #F8F4EC, Original Logo Gold #C4B18E, White #FFFFFF and Charcoal #242829. Dark: predominantly navy, light typography and restrained gold. Light: predominantly ivory/white, navy/charcoal typography and restrained gold. A narrow navy header with the original gold logo is also allowed in the light version. Follow the requested version, or choose one appropriate to the content. Never use long gold passages on light backgrounds or small white type on gold. Use sRGB for digital output; do not invent print colour values without an appropriate profile.

INSTRUCTIONS FOR THE AI · 2/3

Master prompt / continued.

3 / DESIGN AND TYPOGRAPHY

Use Open Sans Regular/Bold; if technically unavailable, use Arial and state the substitution. Work like an experienced editorial design studio: clear hierarchy, precise alignment, deliberate size contrasts and sufficient space. Establish one strong main message rather than competing oversized headlines. Connect the materials through a restrained golden horizon arc, ellipse or fine lines. Avoid 3D letters, chrome type, fireworks, stadium scenes, neon colours and generic AI symbols. Do not create new brands or logo variants.

4 / PHOTOS AND IMAGE GENERATION

Use supplied portraits and product photos as original assets. Do not change faces, age, bodies, clothing or identity. If background generation is needed, generate only the appropriate imagery, then add original portraits, the original logo and exact typography separately. If a cutout photo is missing or a tool cannot preserve the original faithfully, state this and request the appropriate file. Do not invent product packaging, testimonials or scientific visuals.

5 / CONTENT AND LEGIBILITY

Preserve the requested content, names, roles, figures and statements. Do not add facts or promises. Shorten or rearrange copy only if permitted and its meaning is preserved. Use the language specified in the brief; for German, use Swiss spelling unless instructed otherwise. Check the weekday, date, time and time zone. Do not guess Zoom access details, links, prices or QR destinations. Ask targeted questions about missing mandatory details; label intermediate versions as drafts. Shorten or distribute content rather than making it too small to read.

INSTRUCTIONS FOR THE AI · 3/3

Master prompt / continued.

6 / FIXED BRAND LINE

Place this exact text at the top or bottom of every piece: Zinzino powered by Blue Ocean Dream Lab AI. Immediately below, smaller but clearly legible: independent partners. The main line may wrap sensibly onto two lines, but its wording and order must stay unchanged. Use light text or adequately contrasting gold on dark backgrounds, and navy on light backgrounds. Do not merge it into the original logo. For slide decks, include it at least on the opening and closing slides; use a calm, consistent attribution area on content slides.

7 / FORMATS, SLIDES AND DELIVERY

Choose a format suitable for the brief and intended use unless one is specified. For stories, allow for the target platform’s interface. Across slide decks, maintain the same grid, colour roles and type styles; use one core idea per slide. Deliver the actual finished material, not just a description. Where possible, provide an editable source file plus an appropriate export. Image generators alone cannot guarantee exact type or logos; combine them with careful layout and original assets. Do not claim file properties that have not been achieved.

8 / FINAL CHECK

Before delivery, check: original logo unchanged? Complete and correct fixed brand line? The line independent partners present and legible? Correct version and colours? Names, roles, dates, links and copy accurate? Original photos preserved? All requested content included? No overflow or clipped elements? Legible at the actual viewing size? Where Zinzino is referenced, clearly identify independent partner status and do not imply official authorisation. Use appropriate approved product assets and claims only; this design does not replace any required approvals.

Technical limitation: a PDF communicates rules and references. Exact logos and real people require the original files to be separately usable. Not every AI tool can read files embedded inside a PDF.