

How is **AI** Changing the Way We Create Visual Content?

What the Experts Say

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Featuring:



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**CAROLINA
POSMA**

How is **AI** ✨ Changing the Way We Create Visual Content?

What the Experts Say

Carolina Posma

Founder of **Postiv AI**, AI Agent,
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www.postiv.ai

[Read full article here](#)



When AI Hurt **My Brand**



LinkedIn is my main channel for brand identity.



When **ChatGPT** image launched, I used it for post visuals.



I was lazy with prompting → ended up with **generic, off-brand visuals**.



Lesson:
You must be very, very, very precise with prompts or use tools that let you embed your **brand kit**.

“

Super generic visuals and not on brand at all.



Carolina Posma

Founder of **Postiv AI**,
AI Agent, and Automation Expert



The Most **Overlooked** Factor: Prompting + Context



Prompts can be **pages long**.



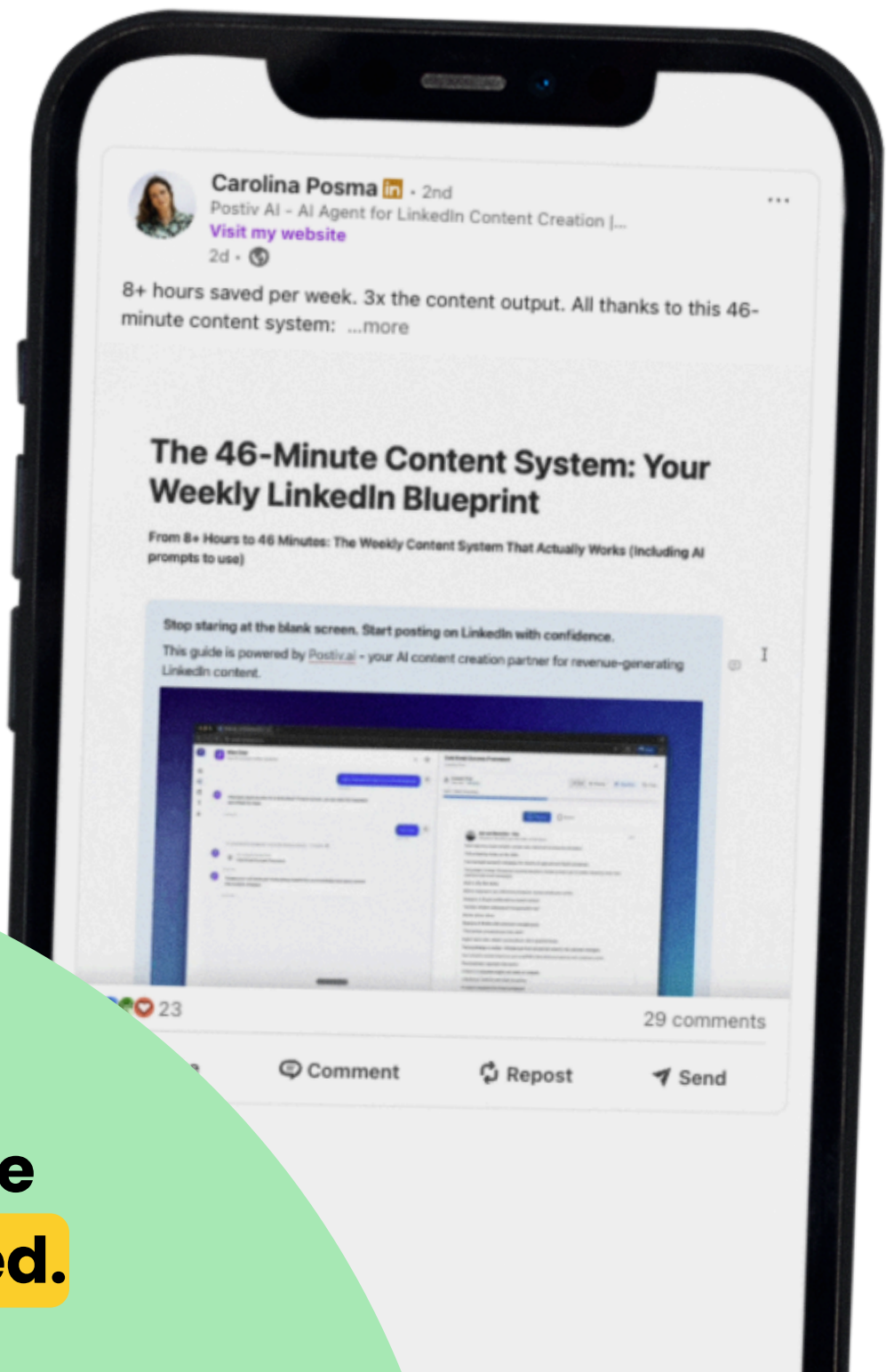
Context (like reference images) matters just as much.



Underestimating either leads to **brand drift**.

“

The prompt should never be **underestimated**.



Carolina Posma

Founder of **Postiv AI**,
AI Agent, and Automation Expert



My On-Brand System



Vibe Chat
Your AI content creation assistant

Write a 5-day LinkedIn content plan

01:31 PM

I'll search your knowledge base on LinkedIn, then create a 5-day content plan.

01:31 PM

Q: Search all knowledge for "common mistakes companies make with team posting"

Most companies use LinkedIn wrong
when it comes to team posting

The coordination system that works
3 components that turn individual posting into team amplification

- 1 SHARED KNOWLEDGE BASE**
Upload your content once, everyone creates from the same source
- 2 PROFILE SWITCHING**
AI adapts content to each person's voice and authority
- 3 APPROVAL WORKFLOWS**
Control who reviews what before it goes live

COMPONENT 1

Shared Knowledge Base: One source of truth

- Upload case studies, frameworks & company content once
- Every team member creates from same material
- Consistent messaging without confusion
- No more scrambling for content ideas

Result: Strategic alignment at scale

Create a carousel for my LinkedIn profile, to highlight the common mistakes companies make with team posting and introduce my solution using Postiv AI.

Send

Finished product



Carolina Posma
Founder of **Postiv AI**,
AI Agent, and Automation Expert



Risks Ahead: Laziness = Mediocrity



Marketers risk outsourcing all their thinking to AI.



By definition, AI delivers the **average outcome**.



Always decide first: what to create, **how it should look**, and why.

Generic AI vs Postiv AI

Two completely different approaches

Generic AI	Postiv AI
- Same prompts as everyone - Generic vanilla content - No personal voice - Gets lost in the noise	- Uses YOUR expertise - Content sounds like YOU - Built from your knowledge - Impossible to replicate

Carolina Posma
Follow me for AI & LinkedIn Growth Strategy



Carolina Posma

Founder of **Postiv AI**,
AI Agent, and Automation Expert



Think of AI as an intern:

#1

Needs **clear instructions**

#2

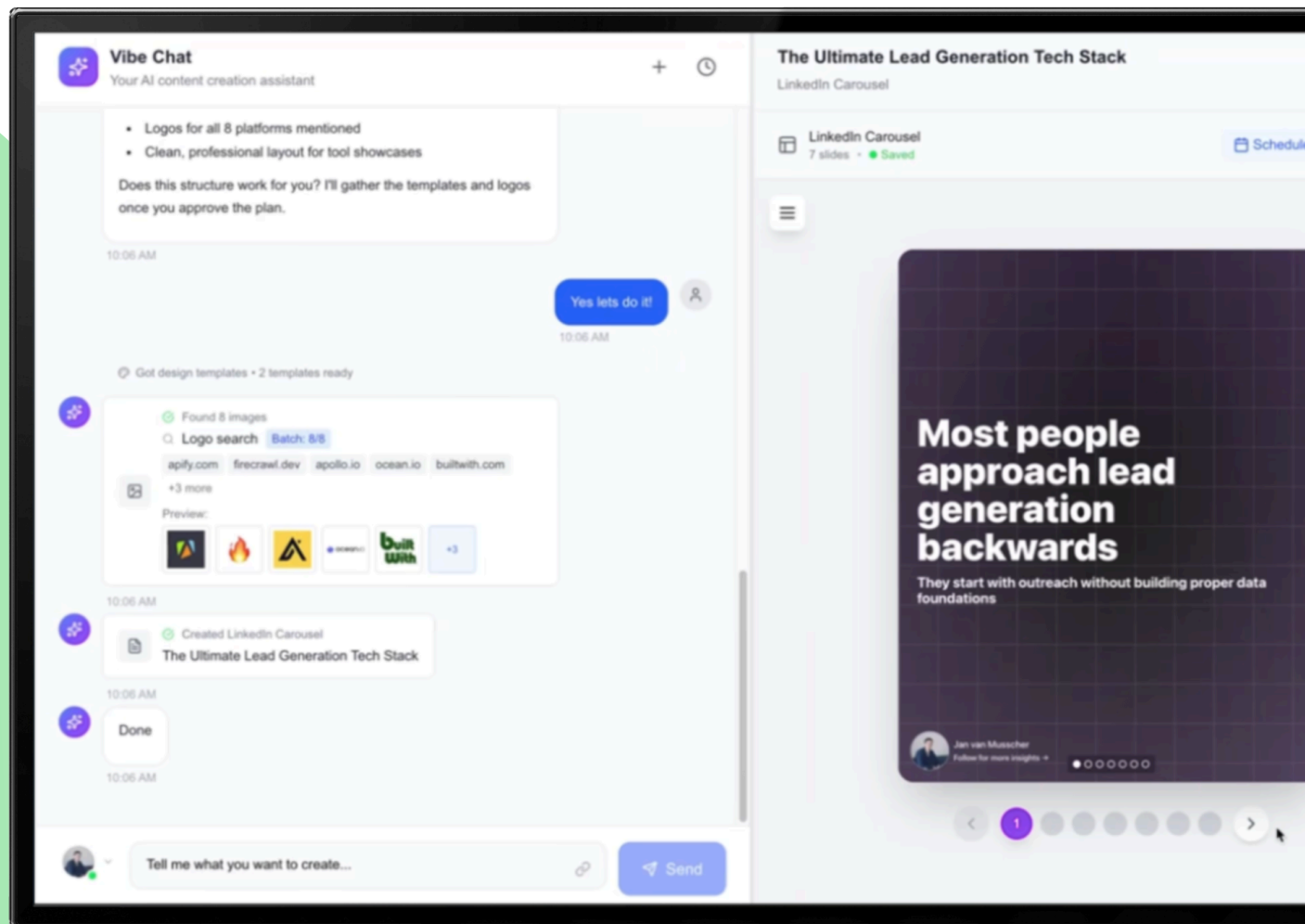
Not familiar with your brand yet

#3

Vague guidance → poor results

“

You also wouldn't outsource your complete branding to an intern, right?

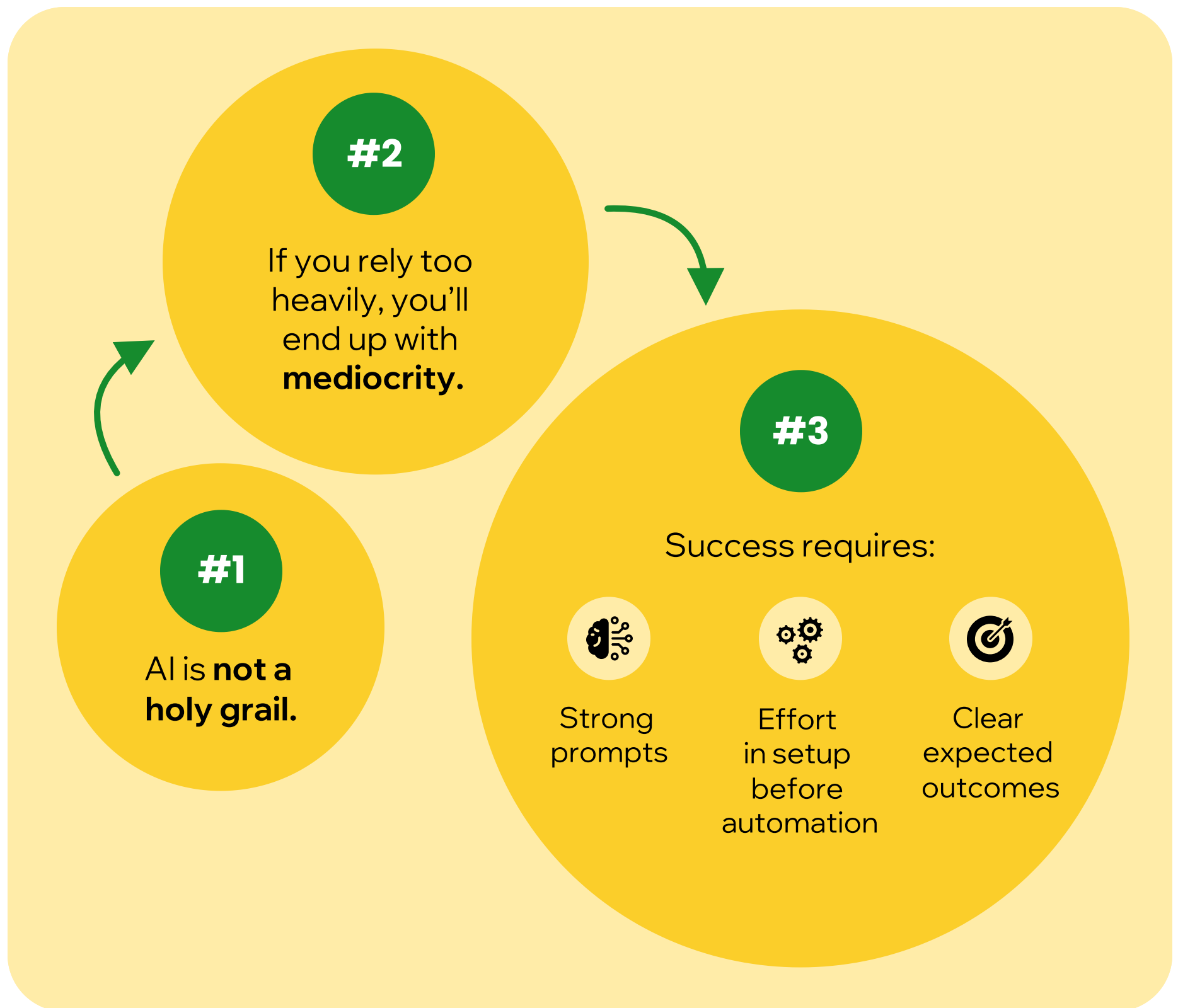


Carolina Posma

Founder of **Postiv AI**,
AI Agent, and Automation Expert



The **Hard Truth** for Marketers



Carolina Posma

Founder of **Postiv AI**,
AI Agent, and Automation Expert



“

**AI doesn't solve
everything.**

Carolina Posma
Founder of **Postiv AI**,
AI Agent, and Automation Expert

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www.postiv.ai





How is **AI** ✨ Changing the Way We Create Visual Content?

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Ham Maghazeh

Transformational
Social Strategy Expert



[@hammaghazeh](#)

[Read full article here](#)

When AI **Weakened** Brand Identity



You don't need a personal example — just spend 5 minutes online.



Brands are misusing AI everywhere.



Outputs look cold, templated, and disconnected from their story.



The issue isn't AI failing — it's alignment failing.

I WENT TO BUY CAT FOOD.
I LEARNED A MARKETING LESSON.

Saw a marketing technique. Applied to business.



**Generic,
bland, and
disconnected.**

I went in to buy
CAT FOOD

I walked out with a new lesson in
marketing.



Ham Maghazeh

Transformational
Social Strategy Expert



“

It's not rare, it's visible. You can feel when something lacks a soul. You can tell when the brand forgot to show up. AI didn't fail them. Alignment did.

You think your content pillars look solid.
But they're empty.



Ham Maghazeh

Transformational
Social Strategy Expert



Overlooked Factor Behind Brand Drift

“

Great tools
don't create
great work.
People do.



Everyone obsesses over prompt quality — but that's not the root problem.



Brand drift starts when teams confuse **AI with strategy**.



AI is just a tool, like Photoshop was 20 years ago. Tools don't create great work — people do.



Without clarity, consistency, and intent, AI only magnifies the mess.



Ham Maghazeh

Transformational
Social Strategy Expert



Keeping AI Content On-Brand



It's no different from old-school brand training — align, think, execute.



Most time now goes into **training AI agents**, not just setting prompts.



Training = helping them understand success, close the loop between insight and outcome, and integrate across a stack.



AI becomes a partner, not a shortcut.



“

**You brief it,
scaffold it,
and evolve it —
continuously.**



Ham Maghazeh

Transformational
Social Strategy Expert



My approach:

#1

Treat AI like a creative partner

#2

Build systems, not shortcuts

#3

Use AI to transform complexity into clarity

How to stay relevant in the AI-curated feed economy...

Let performance shape production

If a post gets saves, shares, make 3 more like it. Fast.



How to stay relevant in the AI-curated feed economy...

Structure content like a knowledge base

Be the brand that answers questions, not just starts trends.



How to stay relevant in the AI-curated feed economy...

Build patterns, not just posts

Consistency trains the feed. Noise confuses it.



Ham Maghazeh

Transformational
Social Strategy Expert



Risks & Opportunities Ahead



Risk:

The “volume trap.”
AI makes it too easy
to over-produce.

Content ecosystems are
collapsing into quantity >
meaning.

Consumer attention
won't keep up. Brands
that don't rethink **why**
they publish will fade.



Opportunity:

With strong systems,
AI becomes a
consistency engine.

Personalize at scale
without losing identity.

Brand governance now
requires **AI literacy.**



Ham Maghazeh

Transformational
Social Strategy Expert



“

We're nearing
a tipping point
where **attention**
collapses
under the weight
of oversupply.



Ham Maghazeh

Transformational
Social Strategy Expert



The **Hard Truth** for Marketers

#1

If AI content feels soulless, it's not the AI's fault. It's yours.

#2

AI will improve, but weak creative thinking will still show.

#3

Just like Photoshop didn't make everyone a designer, AI won't save a brand without clarity.

“

No prompt can fix a brand that never had **clear thinking to begin with.**



Ham Maghazeh

Transformational
Social Strategy Expert



Final Thought:

Evolving Brand Guidelines



Most brand guidelines are static and outdated — not built for machines.



Introduced **BRIX**:
Brand Rules for Intelligent Execution.



BRIX = modular, AI-ready system for modern workflows.



Brands must evolve from visual rules → cognitive systems.



Behavioral identity



Real-time adaptability



Intent-driven visuals



Xecutional consistency



Ham Maghazeh

Transformational
Social Strategy Expert



“

**Systems that
scale meaning,
not just design.**

Ham Maghazeh
Transformational
Social Strategy Expert

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Founder of **J Wong Creations**,
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and Content Creator



@janey-wong

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When AI Weakens Brand Identity

“

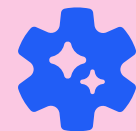
I only use
AI for small
parts of design,
normally
to enhance
an existing image...
now I use it
as a **tool rather than
a replacement.**



Cookie-cutter AI
copy that feels
“obviously AI”
weakened the
brand voice.



The issue
showed up more
in captions and
copy than in
visuals.



Lesson learned:
AI should
support,
not replace.



Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator



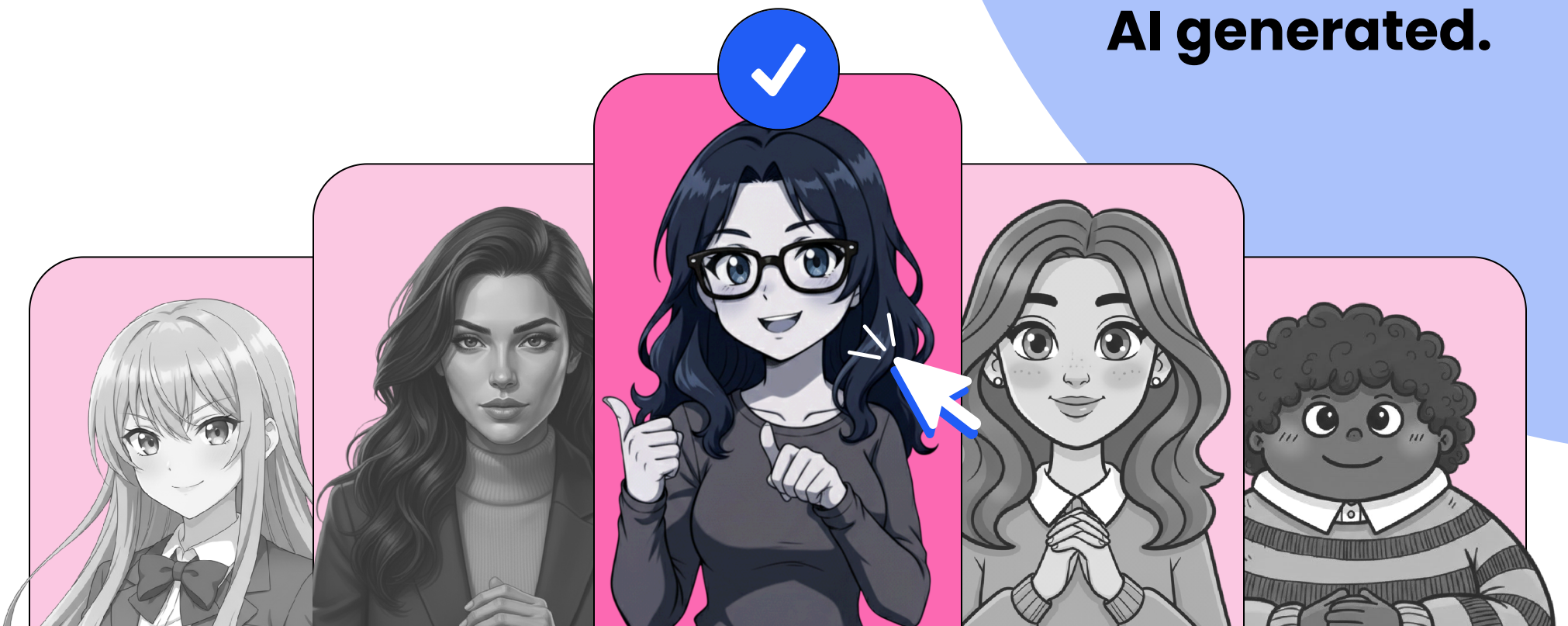
Overlooked Factor Behind Brand Drift



Character inconsistency is one of the biggest issues with AI visuals.



Transparency matters: hiding the fact something is AI-generated erodes trust.



“

For me personally, it's **character inconsistency**. Or not outright being transparent about it being AI generated.

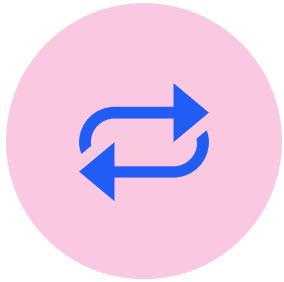


Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator



Keeping AI Content On-Brand



Re-use reference images in MidJourney to maintain a consistent look.



Combine AI with real photos for authenticity.

Example

The “Anime J” avatar was built by cartoonifying the same real photo with the same prompt every time.



Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator





Generate a cinematic wizard version of my photo with a long white beard and glasses, holding a phone and tablet with a shocked expression.



My habits that help:

#1

Reuse prompts for consistency

#2

Start with real photos

#3

Build workflows around brand references

Finished product

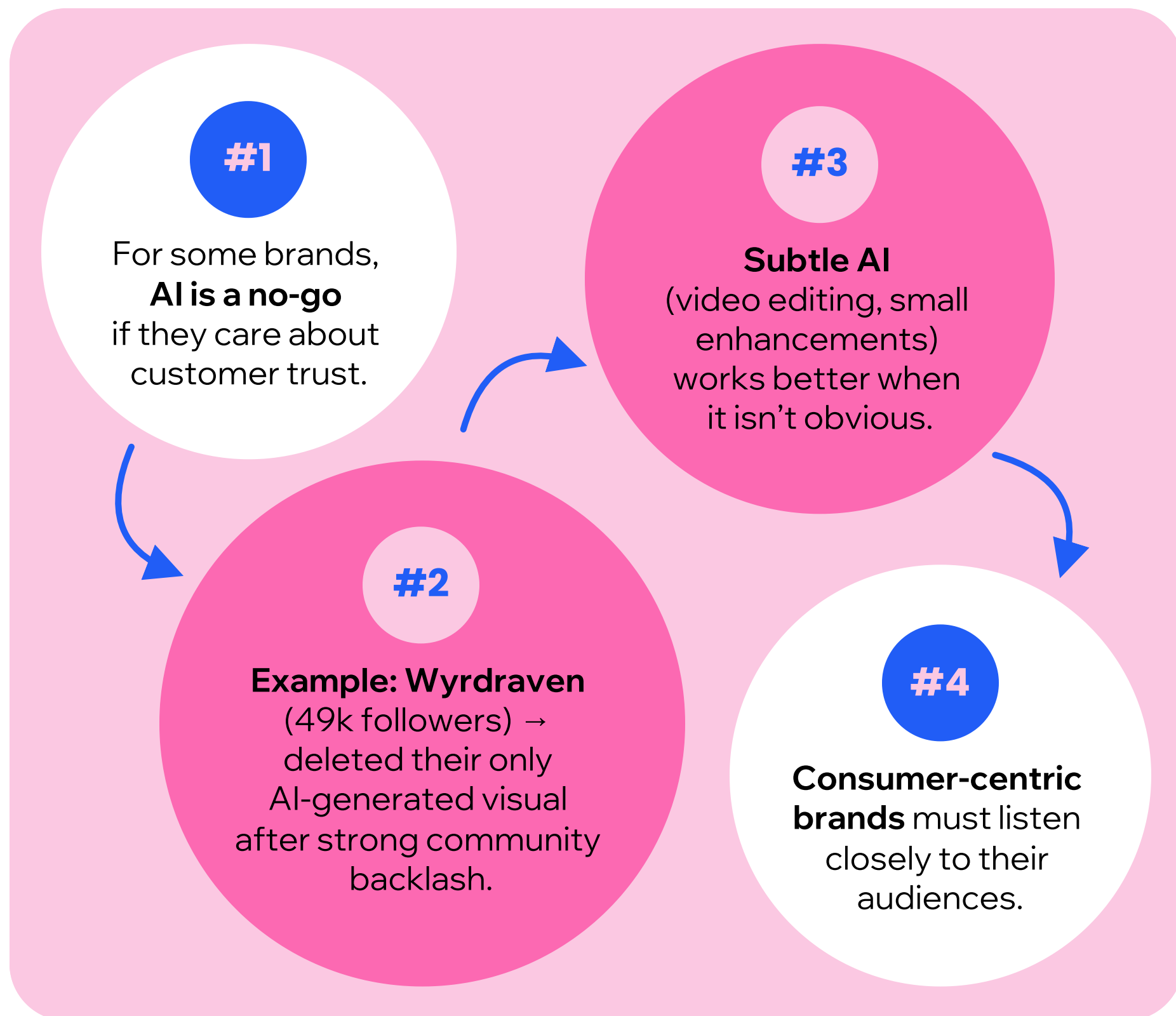


Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator



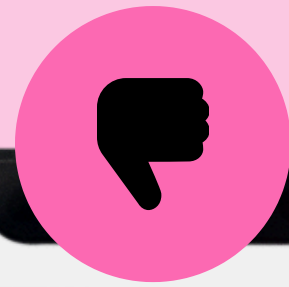
Listen To Your Audience



Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator





“

**If it's obvious then they hate it,
and we want to keep our
customers and community happy.**



Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator



The **Hard Truth** for Marketers



AI is a tool,
not a replacement.



Without massive
personal data
(1,000+ posts),
AI can't replicate
you.



People crave
human interaction
— that's the
true edge in an
AI-saturated space.



AI shines for speed
and efficiency,
but authenticity
is irreplaceable.



Janey Wong

Founder of **J Wong Creations**,
Social Strategist and Content Creator



“

**People are desperate
for real, raw human
interaction, and that
can actually be your
unfair advantage.**

Janey Wong

Founder of J Wong Creations,

Social Strategist
and Content Creator

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LA ISLA
designs



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[Read full article here](#)

When AI Weakens Brand Identity



Client in clean energy → only had “okay” photos for their site.



Tried replacing with AI-generated images instead of investing in photography.



The outputs looked polished, but also generic (like stock photos).



Missing piece: trust and credibility.

“

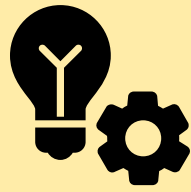
They looked professional, but they didn't reflect the authority the brand needed to convey.



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer





Takeaway

**In the end,
the client hired
a photographer
and the original
images instantly
elevated trust
and presence.**

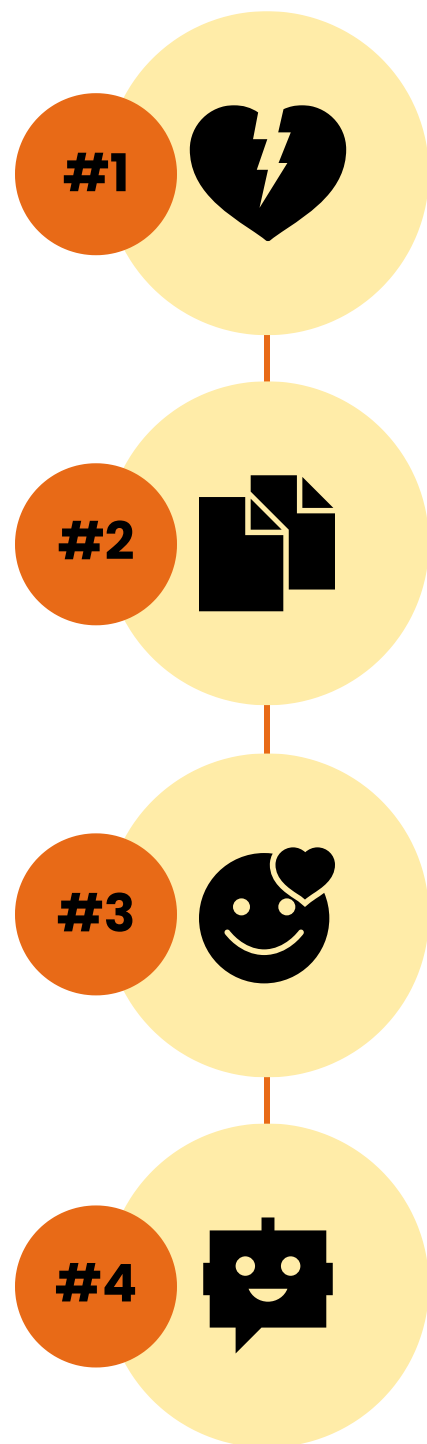


Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



Overlooked Factor Behind Brand Drift



#1



The brand **vibe** is what often gets lost.

#2



AI defaults to generic aesthetics unless you teach it your brand in detail.

#3



That means more than just colors and fonts — it's about translating the feeling you want people to get.

#4



Teaching AI this “vibe” can take hours of refining prompts, almost like explaining it to a person.

“

**That ‘vibe’
is what
separates
a brand
from looking
like everyone
else.**



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



Keeping AI Content On-Brand



AI outputs = drafts,
not deliverables.



Use AI as a starting
point → saves time,
sets a base layer.



Human oversight at
the final stage ensures
visuals align with brand
and message.



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



Example workflow:

#1

Branded starting point + hand-finished examples → feed into AI.

#2

AI codes/designs section by section.

#3

Designer steps in at the end to refine details and lock the brand feel.

“

That last stage of human oversight is where I make sure the visuals feel fully on-brand.



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



Risks & Opportunities Ahead



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



“

Instead of replacing
designers, AI is
actually helping
us speed up
the process...
who doesn't like
a happy client?



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



The **Hard Truth** for Marketers

#1

AI doesn't mean less work.

#2

Without upfront effort (clear direction, examples, refining), outputs stay generic.

#3

The real payoff comes only if you put in the time.



✗ USING GENERIC PROMPTS

↳ "Write me a LinkedIn post about Canva."

✓ BE SPECIFIC

↳ "Write a LinkedIn post for small business owners on Canva's Magic Resize, keep it under 150 words, friendly tone."



Nadia Fernández

Founder of **La Isla Design**,
Website and LinkedIn Carousels Designer



“

If you take the lazy route, the output will look generic. But if you do the upfront work... that's when AI really pays off.



Nadia Fernández
Founder of **La Isla Design**,
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How is **AI** Changing the Way We Create Visual Content?

What the Experts Say

Sanchit Shangari

Founder of HI-AI
and AI Educator



[@sanchit-shangari](#)

[Read full article here](#)

When AI Goes Off-Brand

#1

Tried AI-generated graphics for a University campaign

#2

Output: overly glossy, “techy gaming” style.

#3

Problem: Misaligned with the academic institution’s clean, professional tone.

“

The typography and layout looked more suited to a gaming app than an academic institute.



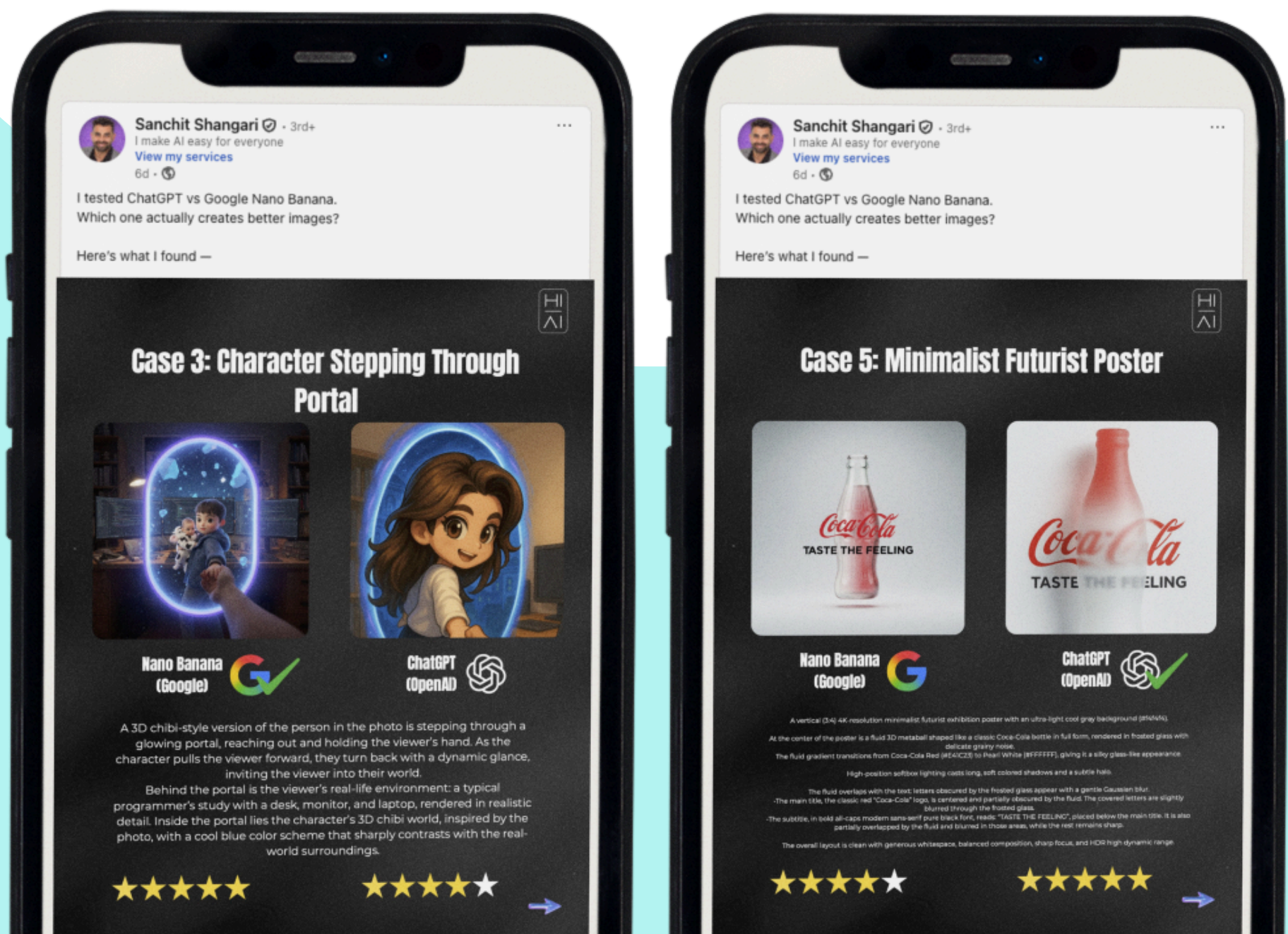
Sanchit Shangari

Founder of HI-AI
and AI Educator



Takeaway:

**AI can produce technically polished
visuals that still feel
off-brand without proper context.**



Sanchit Shangari

Founder of HI-AI
and AI Educator



Overlooked Factor Behind Brand Drift



Teams over-focus on logos, fonts, colors.



Biggest blind spot: **brand voice and tone** in AI-generated copy.



Solution: Create **prompt templates + language guides** to keep tone consistent.



Sanchit Shangari

Founder of HI-AI
and AI Educator





I make AI easy
for everybody



Monetize Your
Digital Presence
With Algorithmic
Synergy Now.

“

**Most teams forget
that AI-generated
headlines
or captions can
easily deviate from
your brand's tone.**



Sanchit Shangari

Founder of HI-AI
and AI Educator



Keeping AI Content **On-Brand**

Workflow: The “AI Briefing Layer”

Before generating, create a mini brand kit checklist:

- ✓ Brand colors (hex codes)
- ✓ Font styles
- ✓ Tone words (e.g., conversational, community-focused)
- ✓ Visual references / past posts

Paste this context at the start of every prompt → results in **higher quality and consistency.**

“
It’s like giving AI a mini-brand kit on the fly.”

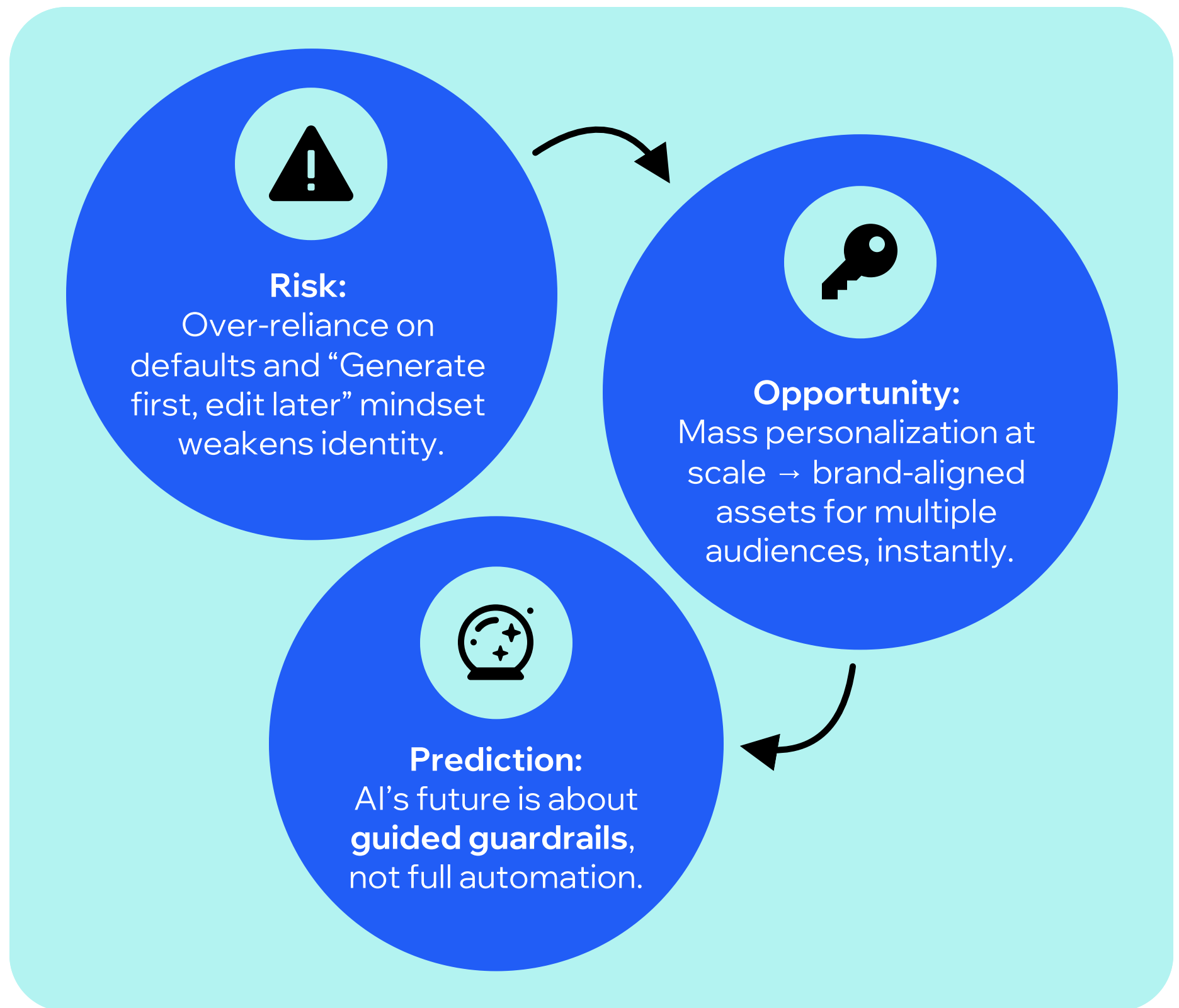


Sanchit Shangari

Founder of HI-AI
and AI Educator



Risks & Opportunities Ahead



Sanchit Shangari

Founder of HI-AI
and AI Educator



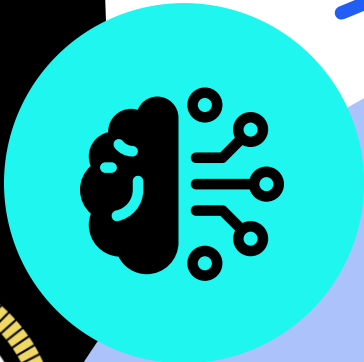
Brand Guidelines First, **Always**

Every AI tool needs guardrails — or you'll sound *like everyone else*.

→ Before writing anything, define your brand's **voice**, **tone**, and **vocabulary**.

Most AI tools now let you upload these brand rules... but only a few apply them end-to-end.

The one I'll show you does.



“

The future of AI + branding is less about ‘automate everything’ and more about **‘guide everything with smart guardrails.’**

9-Step AI Search Content Optimization Checklist

Spoiler: This* Agent does eve

Optimized for:	▼
OpenAI	✓
Claude	✓
Gemini	✓
DeepSeek	✓



Sanchit Shangari

Founder of HI-AI
and AI Educator



The **Hard Truth** for Marketers

Reality Check:



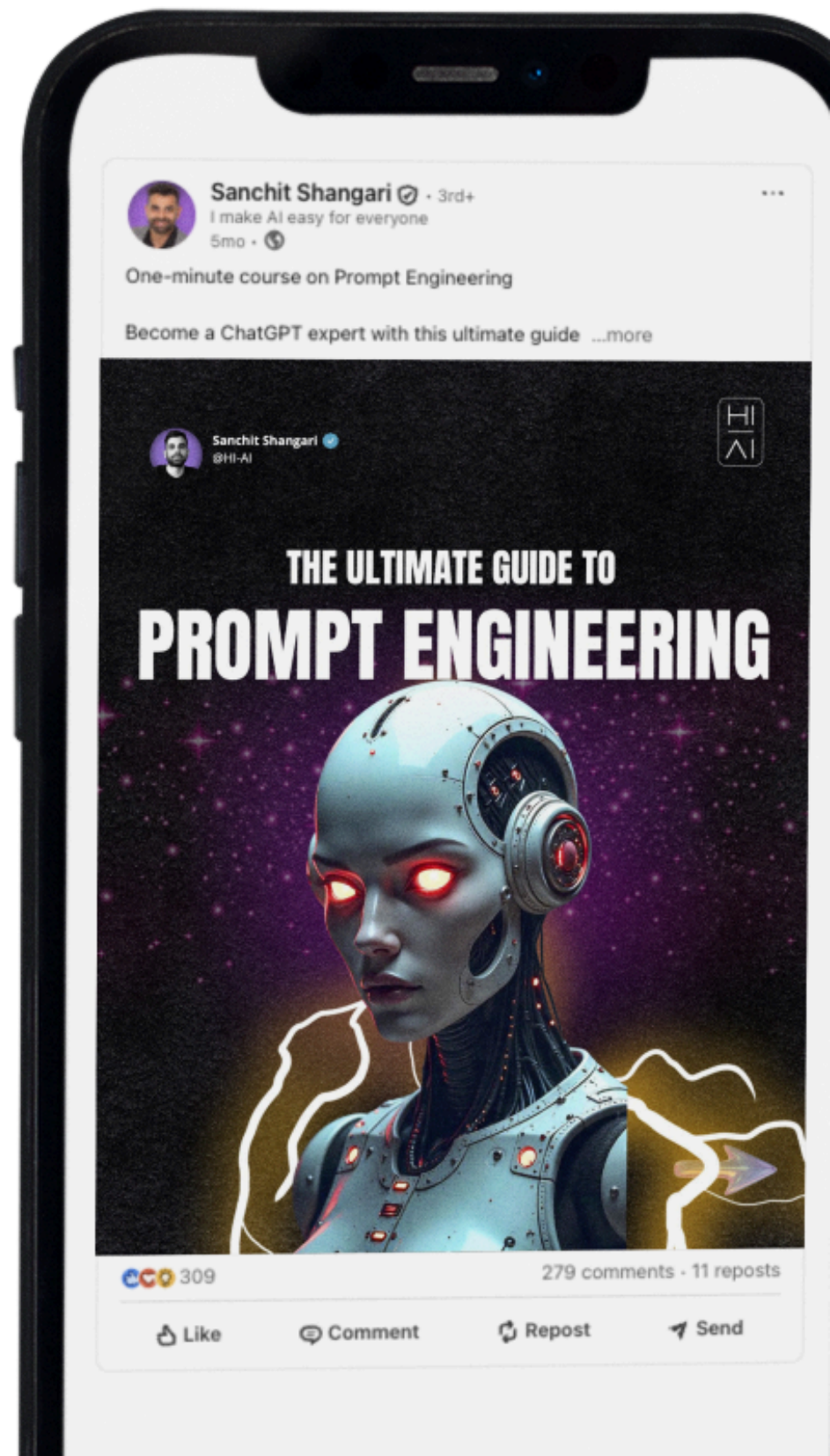
AI is not your designer—it's your intern.



Without clear rules, it follows the path of least resistance
→ clean but generic outputs.

“

AI is not your designer.
It's **your intern.**

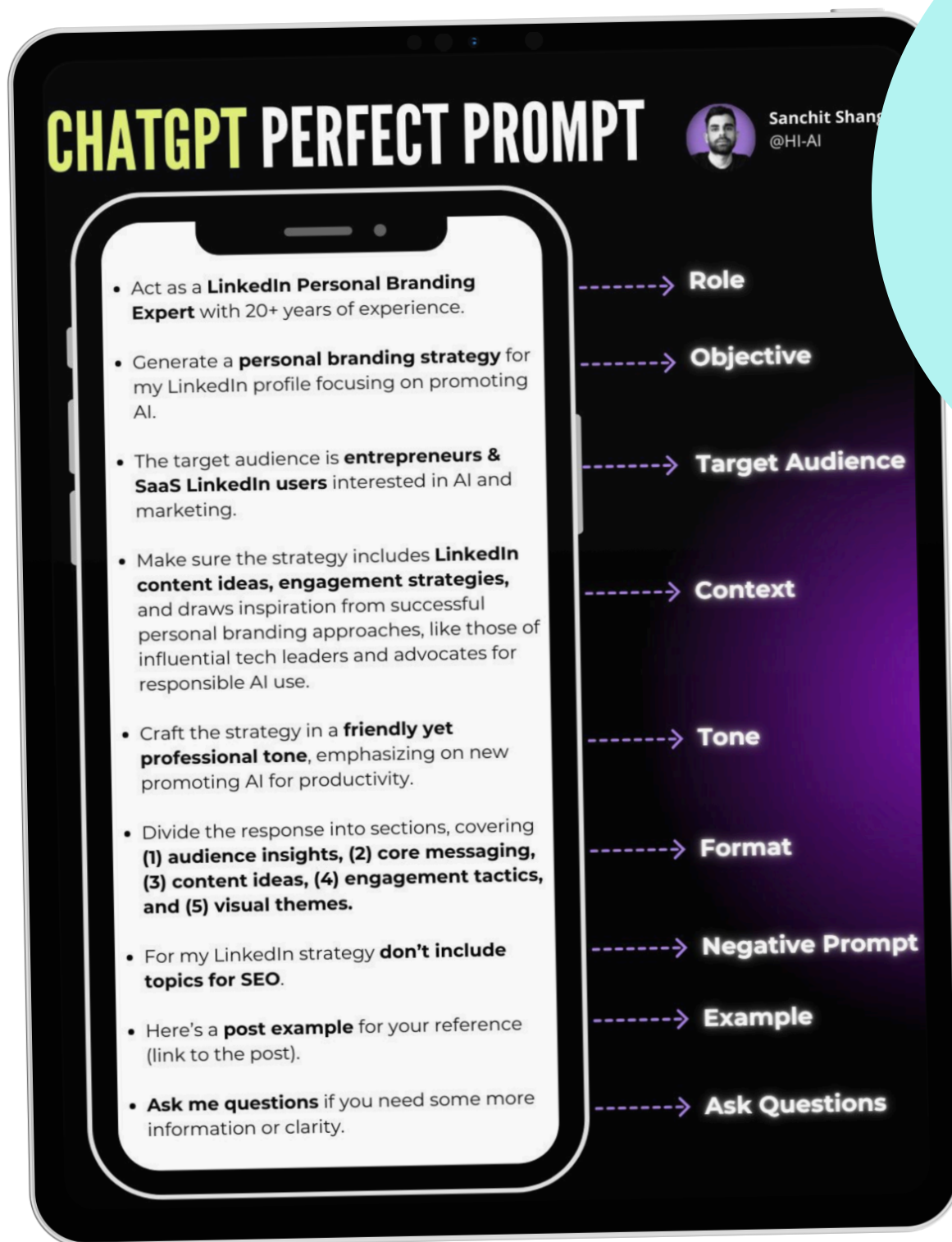


Sanchit Shangari

Founder of HI-AI
and AI Educator



Final Reflection



#1

AI can be the **best creative collaborator** marketers have ever had.

#2

But only if treated as a system: structure, training, and context are key.



Sanchit Shangari

Founder of HI-AI
and AI Educator



“

**Stop expecting it to
guess your brand
identity—start
treating it like a
system that needs
structure.**



Sanchit Shangari
Founder of HI-AI
and AI Educator

[@sanchit-shangari](#)



A25

How is AI Changing the Way We Create Visual Content?

What the Experts Say

Tahnee Perry

Founder of **A25** and AI Expert



[@tahneeperry](#)



www.goa25.com

[Read full article here](#)



When AI **Weakened** Brand Identity



Early on at A25, my brand wasn't clearly defined.



AI-generated images and copy came out mismatched: some slick, some flat, none cohesive.



It looked like five different people were behind the brand.



The fix was locking in my palette, fonts, voice, and visual cues — then feeding them into prompts and brand kits.



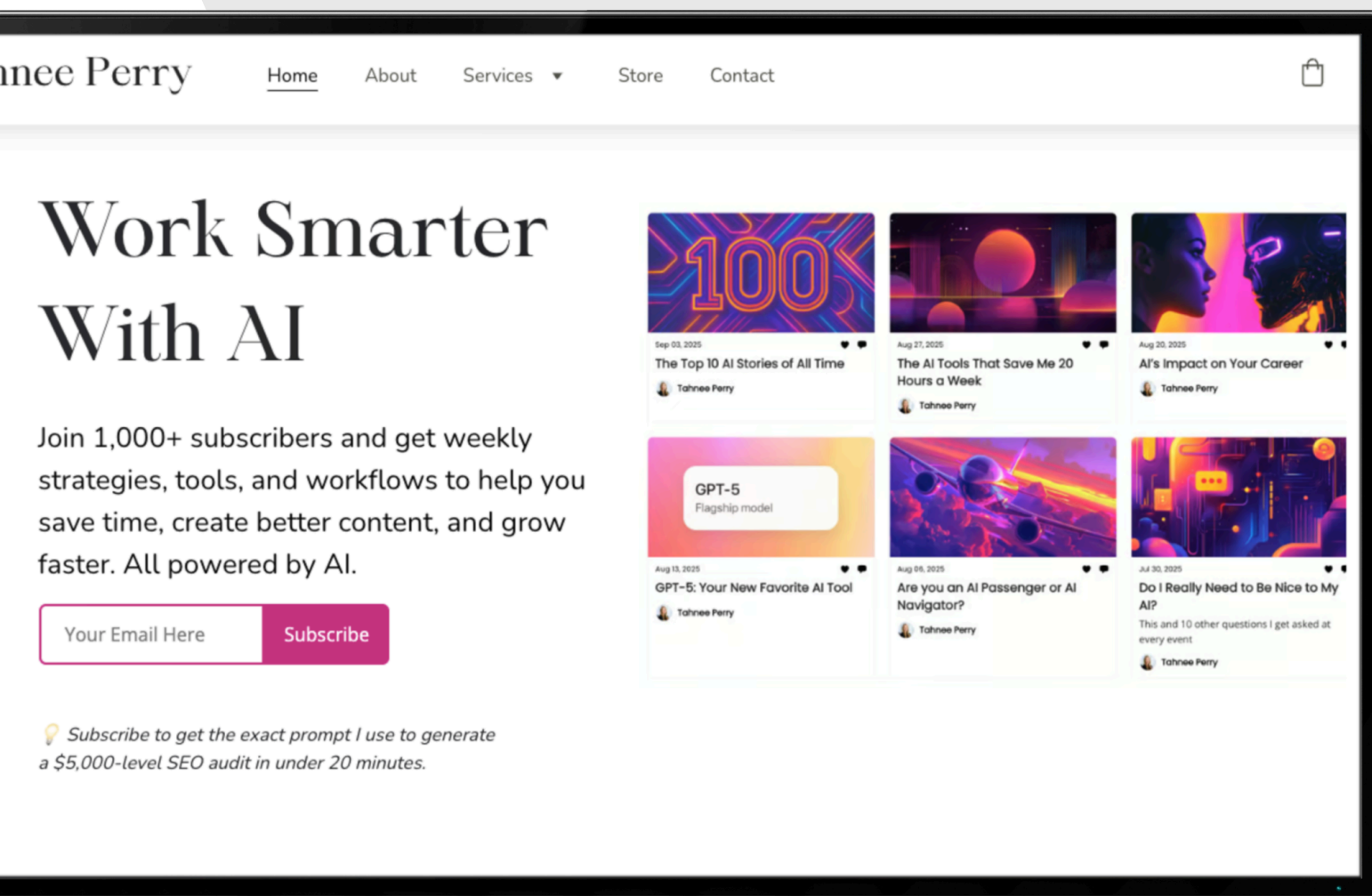
Tahnee Perry

Founder of A25 and AI Expert



“

Once I had that in place and started using it consistently...everything fell into place. Now the AI outputs are aligned and recognizable.



Tahnee Perry
Founder of A25 and AI Expert



Overlooked Factor Behind Brand Drift



Skipping the setup.



Too many people dive into creating without building brand guidelines first.



When you don't set the foundation, AI tools guess — and those guesses look generic.



Takeaway

Don't let AI fill in the blanks. Define your brand first.

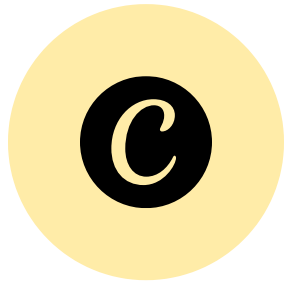


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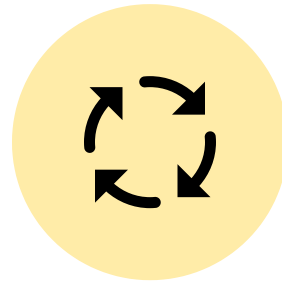
Keeping AI Content **On-Brand**



Canva's brand kit is my go-to system.



Logos, colors, and fonts are always stored and one click away.



Whether creating from scratch or refining an AI draft, the brand visuals stay consistent.

BRAND COLORS

White #FFFFFF	Electric Yellow #fff04a	Black #000000
Bright Amber #F7A021	Scarlet Red #EB3235	Electric Violet #952AFF

FONTS

Patua One
AaBbCcDdEeFfGg 123456#\$\$%

Albert Sans
AaBbCcDdEeFfGg 123456#\$\$%

LOGO VARIATIONS

A25 A25



Tahnee Perry

Founder of A25 and AI Expert



My workflow:

#1

Store assets in a central brand kit

#2

Reuse them across tools

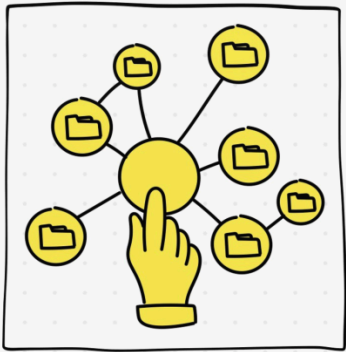
#3

Apply them every time for visual consistency

Finished product

Think You're Ready For An

AI-First Company?



Let's See.



Tahnee Perry
Work Smarter With AI



Projects

Templates



Brand



All assets +

Guidelines

Logos

Colors

Fonts

Brand Voice

Photos

Graphics

Icons

Charts



Tahnee Perry
Founder of A25 and AI Expert



Risks & Opportunities Ahead



Risk:

The more tools you use, the easier it is to drift off-brand. Forgetting fonts or uploading the wrong logo happens fast.



Opportunity:

Treat your brand kit as a shared asset. Upload it into every tool and make it part of onboarding whenever you try something new.

Takeaway

**Spread your brand kit everywhere
your team touches AI.**



Tahnee Perry

Founder of A25 and AI Expert



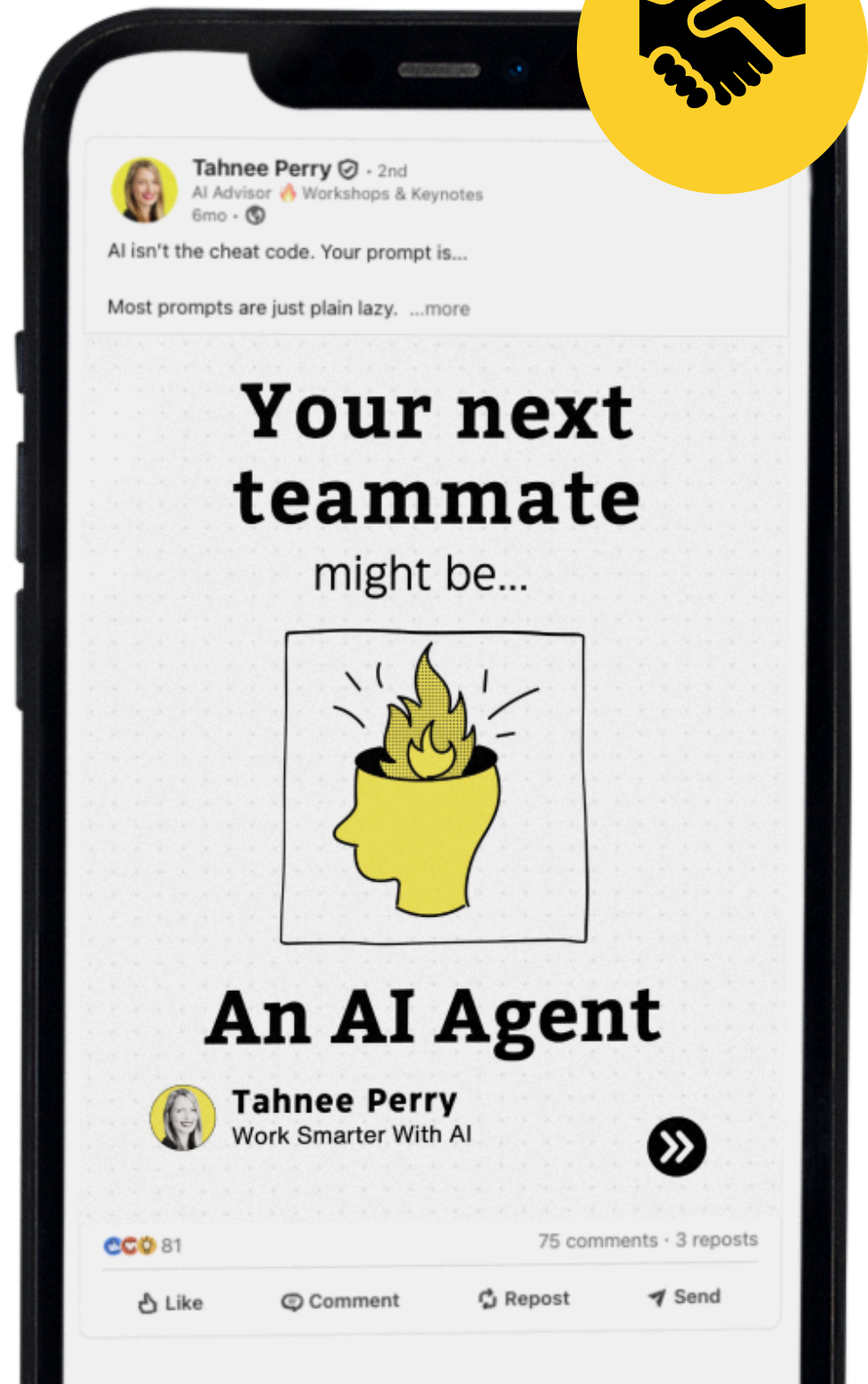
The **Hard Truth** for Marketers

#1

AI outputs
aren't always
the answer.

#2

Sometimes, the only
way to nail the look
and feel you need is
to work with a
human designer.



Tahnee Perry

Founder of A25 and AI Expert



“

**AI can take
you far, but it
can't always
replace a creative
who knows your
brand inside out.**

Tahnee Perry
Founder of **A25** and AI Expert

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www.goa25.com

