



Visual Spine

The Operational layer behind reusable prompts. Define what repeats. Use this as your base each time you create or edit an image. Scenes change. Standards don't.

1 — Realism

Primary realism:

(example: natural photography, clean editorial realism, minimal retouching)

Polish ceiling:

(example: soft editorial clarity, restrained contrast, subtle retouching only)

What must stay real:

(example: natural shadows, believable skin texture, natural proportions, realistic environments)

If realism shifts, trust shifts with it.

2 — Lighting

Light type:

(example: soft window light, overcast daylight, neutral studio light)

Direction:

(example: side light, top soft light, diffused front light)

Contrast level:

(example: low contrast, soft editorial contrast, no harsh shadows)

Not allowed:

(example: dramatic spotlight, extreme HDR contrast, glowing edges, fake rim lights)

Lighting inconsistency is a fast trust leak.

3 — Tone

Overall emotional tone

My work should feel _____

Not _____

Color / mood notes:

(example: calm and neutral, warm and human, soft and grounded)

Base palette:

(example: ivory, sand, warm gray)

Accent rule:

(example: muted accent colors only, avoid neon tones, avoid pure black)

4 — Credibility Guardrails

Never:

(example: glowing edges, extreme sharpening, artificial lens flares, cartoonish skin, plastic textures, warped anatomy, floating objects, nonsense text)

If you push to impress, it doesn't belong.

One-Paragraph Rule

Describe your visual logic clearly.

In one paragraph, describe how your images should look, feel, and behave so anyone on your team could follow it:
