

LogoGenie AI

The definitive guide to crafting professional, AI-powered brand identities.

1. Getting Started

Welcome to **LogoGenie AI**. This platform is built to transform loose concepts, web pages, and documents into highly polished, customized logos using the power of Google's Gemini models and advanced image generation.

2. Master The Configuration Lab

The left sidebar is your control center. It's organized into sequential steps to guide you from raw context to a final, refined prompt.

Step 1: Context Sources

This is the foundation of your design. The more quality context you provide, the better the AI can tailor the logo to your brand.

- **File Upload:** Upload images (for visual reference), PDFs, or DOCX files (for brand guidelines or briefs). The AI will parse these files to understand your brand accurately.
- **URL Input:** Paste a website link or a YouTube video URL. The AI will extract the text, analyze the brand positioning, and use it as creative fuel.

- **Free Text:** Simply describe your business, your target audience, and the vibe you're aiming for. E.g., *"A coffee shop in Brooklyn that focuses on artisanal, direct-trade beans. Target audience is young professionals."*

💡 **Pro Tip: The "Analyze Context" Button**

After providing your context (files, URLs, or text), hit the **Analyze Context** button. The AI will instantly digest everything and automatically suggest the best Logo Text, Aesthetic Style, and Color Palette for your specific brand. It's the ultimate creative shortcut.

Step 2: Core Brand Settings

- **Logo Text:** The name of your brand as it should appear in the design.
- **Icon Only:** Toggle this on if you want a pure symbol with strictly no text.
- **Icon Position:** When text is included, you can instruct the AI where to place the icon relative to the text (Left, Right, Top, or Bottom).

Step 3: Aesthetics & Style

- **Style Presets:** Choose from industry-standard design templates like *Minimalist, Cyberpunk, Watercolor, Brutalist*, etc.
- **Custom Style:** If you have a specific vision (e.g., *"1930s rubber hose cartoon style"*), type it here.
- **Color Palettes:** Select predefined premium color harmonies or manually build a **Custom Palette** by adding specific Hex codes. If you provided context sources, you can check **From Sources** to have the AI automatically extract and apply colors directly from your uploaded images, URLs, or text constraints.
- **Graphic Effects:** Layer specific stylistic touches like *Glassmorphism, 3D Rendering, Neon Glows, or Halftone*. You can

select multiple effects simultaneously!

Step 4: Output Settings

Control the technical specifications of your generation:

- **Format:** PNG, JPG, or WEBP.
- **Transparent BG:** Select this if you intend to use the logo as an overlay. The AI will output a logo on an isolated, easily keyable or transparent background.
- **Background Color:** Manually force a specific background color.
- **Ratio:** 1:1 (Square), 16:9 (Widescreen), 3:2 (Photography), 3:4 (Portrait).
- **Variants:** Generate between 1 to 4 logo variations at once to explore different interpretations of your prompt.

3. Generation Workflow

1. **Generate Prompt:** Once your settings are locked in, click "Generate Prompt" (or just "Analyze Context"). The AI generates a highly-detailed, technical prompt optimized specifically for image generation models.
2. **Refine (Optional):** The generated prompt appears in the central editor. You can manually tweak it—add precise details or remove elements.
3. **Generate Logos:** Hit the "Generate Logos" button. The app will spawn the number of variants you selected.
4. **Refining & Variations:** From the results, you can click the **Variations** button on any logo to use it as a reference image. This opens the *Refining Mode*. You can type specific instructions on what to change (e.g., "make the text larger" or "change to blue") or leave it empty to simply generate structurally similar variations of the same logo.

4. The Archive System (Saving & Recalling)

The Archive is your visual history and personal library.

- **Saving:** Underneath every generated logo, there is a "Save" button. Clicking this saves the image, the prompt, *and all active settings* to your Archive.
- **Accessing the Archive:** Click the folder icon (📁) in the top navigation bar.
- **Managing Drafts:** In the Archive, you can view all saved variants, rename them for better organization (click the 🖋 icon), or download them.
- **Iterating (Load into Editor):** Click the load icon (📂) on a saved logo. This pulls the exact prompt and all sidebar settings back into the main workspace. You can now tweak the colors, change the aspect ratio, and regenerate based on your saved foundation!
Note: Loading an archived logo clears the current images in the editor to let you focus on iteration.

5. The Advanced Canvas Editor

Take full control of your generated logos using our built-in Advanced Canvas Editor. Click the "Edit" button on any generated logo to open it.

- **AI Background Removal:** Instantly strip away solid or complex backgrounds with a single click ("Remove BG").
- **Typography & Custom Fonts:** Add text layers to your logo. You can select from standard web fonts or even **upload your own custom fonts** (`.ttf` , `.woff`) directly into the app for pixel-perfect typography.
- **Draw & Erase:** Use freehand brush tools to add custom strokes or manually erase stubborn background artifacts that the AI missed.

- **Shapes & Elements:** Drop in circles, rectangles, lines, and arrows to frame or accent your logo.
- **Crop & Resize:** Adjust the canvas width and height. Use the "Maintain Aspect" and "Scale Content" toggles to shrink or enlarge your entire composition without losing quality.
- **Layers & Properties:** Select any drawn object, shape, or text to change its color (fill and stroke), adjust stroke width, or move it forward/backward in the layer stack.

6. Exporting Packages

Once you are happy with a logo, you can download the standard image, or export an entire professional brand package.

- **Export ZIP Package:** Click the "Export ZIP" button. This automatically converts your logo to a vector-based **SVG** format, creates standard web **Favicons** (16×16, 32×32, 64×64, etc.), and generates formatted **Social Media Assets** (Instagram profile, Twitter header, etc.) all bundled into a single `.zip`` file for immediate use.

7. Troubleshooting

- **"Quota Exceeded" / Rate Limits:** The application relies on free-tier APIs which have strict limits. If you encounter this, simply wait a few minutes, or try again tomorrow when the limit resets.
- **Text in the Logo is garbled:** AI image generators sometimes struggle with exact spelling. If the text looks misspelled, try toggling **"Icon Only"** to generate just the mark, and use the **Canvas Editor** to add the text yourself with your desired custom font. Alternatively, keep regenerating variants.