AI Design is Not Your Friend



Designed by
Apostolos Stamenos, MS

AI is killing your ability to stand out. And it's happening because you think it's "efficient."

AI is a designer, just not a good designer.

AI graphics are an obstacle in your path to success.



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You’re saving time. But you’re losing your edge.

Using AI to design your brand is the fastest way to look exactly like everyone else.

In a crowded market, "fast and generic" is a **death sentence**.



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Large Language Models and Image Generators are trained to predict the most likely next pixel or word conditioned on existing data.

LLMs can be used effectively to design, but most of you are clueless about what you're doing.



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AI-graphics are typically incoherent. They're full of unnecessary information.

Too many fonts, too many colors. Too much.

There's no visual hierarchy, and research shows that they’re perceived as untrustworthy.

That's what "slop" refers to.



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Most people think design is about making things "look good."

True brand design is about carving out a unique psychological space in the mind of your client.

AI can decorate, but it cannot differentiate.



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If everyone uses the same prompts, everyone has the same **aesthetic**.

When your brand looks like a cheap template, you stop being an authority and start being a commodity.

→ **Commodities** compete on price. **Authorities** compete on value.



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Don't use AI to design your brand.

Use human strategy to define it, and tools to execute it.

Build an identity that is impossible to automate because it is rooted in something uniquely yours.



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Build a brand that can't be automated.

I help founders reconcile their visual identity with their authority.



Apostolos Stamenos, MS

Designer & Engineer