

A FIELD MANUAL FOR VISUAL CREATION

# The Visual Prompt Library.

*Reusable prompts for generating beautiful, on-brand visuals — for the website, the books, and every narrative you're writing.*



FROM THE FLOOR  
PRESS

FOR ADRIANE 'ACE' CRABTREE · V1 ·  
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A reusable set of prompts for generating beautiful, on-brand visuals — for the website, the books, marketing, and any narrative work that needs an image to land.

This library is written for **you**, Adriane 'Ace' Crabtree. You can paste any of these prompts into Computer (or any capable AI assistant) and get publication-grade output without designing from scratch.

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## How to use this library

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Every prompt below is built the same way:

**[BRAND BLOCK] + [VISUAL REQUEST] + [DELIVERABLES]**

The **Brand Block** never changes — copy it from the next section into the top of every prompt. The **Visual Request** is what you're asking for (a chapter opener, an infographic, a workshop diagram). The **Deliverables** tell the assistant what files to hand back.

### Two visual modes — pick the right one

YOU WANT TO MAKE...	USE THIS MODE	WHY
An infographic, framework diagram, chart, or anything with exact text and brand colors	<b>Coded visual</b>	HTML/CSS/SVG rendered to PNG. Every word spelled correctly, every color exact, prints perfectly.
A chapter opener illustration, atmospheric photo, conceptual hero, or character portrait	<b>Generated image</b>	AI generates from a description. Strong for mood and metaphor. Cannot reliably render text or your exact brand.
A book cover	<b>Hybrid</b>	Generate the artwork in AI, then overlay text and branding in code. This is how I made the TWS cover.
A workshop slide or printed handout	<b>Coded visual</b>	Editable, on-brand, and re-renderable when content changes.
A LinkedIn carousel or social tile	<b>Coded visual</b>	Brand control, text accuracy.

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If you ever can't decide: when the visual has to **say something specific**, code it. When it has to **evoke something**, generate it.

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## The Brand Block — paste this at the top of every prompt

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### My brand: From the Floor Press

Imprint of Adriane 'Ace' Crabtree (note the single quotes around 'Ace'). Field-tested books and frameworks for operations leaders. Tagline: "From the floor, not the corner office."

**Two domains:** - Communication Reliability — anchored by *Failure to Communicate* - Warehouse Operating Systems — anchored by *The Warehouse Standard*

**Color palette (exact):** - Ink (deep teal-black): #0E2A2F - Paper (warm cream): #F6F1EA - Teal (primary accent): #0F6D6A - Bright teal (highlights): #6FD3C4 - Rust (secondary accent): #B85A3C - Gold (sparing accent): #C99A38 - Soft line color: #D9CFBF

**Typography:** - Display & headlines: Playfair Display (serif, editorial, confident) - Body & UI: Inter (sans-serif, clean, no decorative weight) - Treat headlines as headlines. No drop shadows. No outlines. No "viral" social-media typography.

**Voice & visual tone:** - Editorial, not corporate. Practical, not motivational. Confident, not loud. - Hand-drawn over slick. Hardcover over paperback. Field manual over slide deck. - No clip-art. No stock-photo cliché (no handshakes, no glowing lightbulbs, no people pointing at charts). - Warehouse and operations imagery should look real — concrete floors, racking, fluorescent light, dock doors, clipboards, pallet jacks. Not stock-render warehouses.

**Trademarked frameworks (spell exactly):** Silent Spiral™, Breaking the Spiral™, Truth Before Transition™, The Triage Framework™, End-to-End Warehouse Operations Framework™, CNX Issue Resolution Framework™, Five-Layer Model™, Write→Validate→Train→Certify™

Use this brand block as the foundation. Everything you produce should look like it could appear on fromthefloorpress.com or inside one of my books.

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## Section 1 — Infographics & Framework Diagrams

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Use this section when you have a framework, a concept, or a teaching artifact that needs to live as a single beautiful image. **Always coded, never generated.**

### Prompt 1A — Framework diagram

[BRAND BLOCK]

Build a single-page framework diagram showing **[NAME OF FRAMEWORK]**.

The framework has **[N]** parts: [list each part with a one-sentence description].

Show the relationship between parts as **[stacked layers / a cycle / a linear progression / a tree / a two-by-two]**. Each part needs a short name, a one-line description, and a small icon (use simple SVG glyphs, not emoji).

Add a title, a one-line subtitle, and a footer with the From the Floor Press lockup and the URL.

**Deliverables:** - High-resolution PNG (1200 px wide, retina/2x) - Print-ready PDF (same dimensions, vector text) - Editable HTML/CSS source file so I can revise later

### Prompt 1B — Comparison infographic (two columns)

[BRAND BLOCK]

Build a two-column comparison infographic: **[LEFT CONCEPT]** vs **[RIGHT CONCEPT]**.

Use teal for the left column and rust for the right column. Each column has the same four rows: Definition, Examples, Best For, What It Means for Your Floor. Add a "Quick Rule" panel at the bottom summarizing how to choose.

Style should match the existing *Synchronous vs. Asynchronous* infographic in our library — editorial, clean, no skeuomorphism.

**Deliverables:** PNG, PDF, and editable HTML.

## Prompt 1C — Process flow (linear or cyclical)

[BRAND BLOCK]

Build a process diagram showing **[N]** steps in **[order / cycle]**: [list each step].

Each step should have a number, a short label, and one line explaining what happens at that step. Connect them with arrows. Add a one-sentence rule at the bottom (e.g. "Skip a step and the next one breaks.").

**Deliverables:** PNG, PDF, editable HTML.

## Prompt 1D — Before / After (advanced)

[BRAND BLOCK]

Build a before/after infographic showing the impact of **[INTERVENTION]**. Left side: the "before" state (use rust accent, slightly desaturated). Right side: the "after" state (use teal accent, full color). Below each, list 3–4 specific observable changes.

Center divider should include a small "what changed" label naming the intervention.

**Deliverables:** PNG, PDF, editable HTML.

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## Section 2 — Book Interior Visuals

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For visuals that go inside a book — chapter openers, framework illustrations, diagrams, callout boxes, end-of-chapter recaps.

## Prompt 2A — Chapter opener illustration (generated)

[BRAND BLOCK]

Generate a black-and-white editorial illustration for the opening page of a chapter titled "[CHAPTER TITLE]".

The chapter is about [ONE-SENTENCE DESCRIPTION]. Mood: [contemplative / urgent / instructive / cautionary]. Style: textured ink line work, like a high-end nonfiction hardcover from a publisher like FSG, Riverhead, or Basic Books. No color. No people unless central to the metaphor. No text in the image itself.

Composition should leave the bottom third quieter so the chapter title can be set over it in layout.

**Deliverables:** High-resolution PNG (300 DPI, 6 × 9 inch book trim or 8.5 × 11 if landscape).

## Prompt 2B — In-chapter framework diagram (coded)

[BRAND BLOCK]

Build a framework diagram for use **inside** a book, on page [PAGE #] of [BOOK TITLE].

Print constraints: pure black ink only (no color) — the book is printed in B&W. Maximum width 4.5 inches. The diagram must remain legible at print resolution.

Show: [describe the framework].

Use line weight, hatching, and negative space to create hierarchy — not color. Caption underneath should be ≤ 12 words.

**Deliverables:** PDF (vector, CMYK-safe black), PNG (300 DPI), editable SVG.

## Prompt 2C — Callout / pull-quote box

[BRAND BLOCK]

Build a printable pull-quote callout box for use in the body of a chapter. The quote is:

"[QUOTE TEXT]"

Attribution (if any): [NAME OR ROLE].

Style: editorial. Set the quote in Playfair Display italic, sized for 6 × 9 trim. Above and below the quote, place a thin horizontal rule. Print in pure black.

**Deliverables:** PDF, PNG, editable HTML.

## Prompt 2D — Chapter recap card

[BRAND BLOCK]

Build an end-of-chapter recap card for *[BOOK TITLE]*, Chapter [N]: *[CHAPTER TITLE]*.

Three sections: **The takeaway** (one sentence), **The framework** (3–5 named pieces from the chapter), **The next move** (one action the reader takes on Monday).

Use teal as accent. Looks at home in a 6 × 9 book interior or on a postcard handout.

**Deliverables:** PDF, PNG, editable HTML.

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## Section 3 — Hero Images & Atmospheric Visuals

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For website hero sections, social media headers, blog post leads, and book cover artwork.

## Prompt 3A — Website hero image (generated)

[BRAND BLOCK]

Generate a hero image for the **[PAGE NAME]** of fromthefloorpress.com.

Subject: **[DESCRIBE — e.g. "a high-volume distribution center at dawn, fluorescent overheads just coming on, a supervisor walking the main aisle with a clipboard, racks of cardboard cases stretching into the distance"]**.

Style: cinematic photography, muted natural color (no over-saturation), warm desaturated palette that complements the site's cream/teal/rust. Slight grain. Documentary tone. No staged corporate stock-photo look. No people facing the camera. No visible brand logos other than From the Floor Press.

Composition: leave the left third quieter for text overlay.

**Deliverables:** High-resolution PNG (2560 × 1440, retina), and a 1200 × 630 social-card crop.

## Prompt 3B — Book cover artwork (hybrid)

[BRAND BLOCK]

Generate cover artwork for a book titled *[BOOK TITLE]* — a **[ONE-LINE DESCRIPTION OF THE BOOK]**.

Visual concept: **[describe the central metaphor — e.g. "a single thread connecting two distant points across a warehouse floor"]**.

Style: textured editorial. Painted or printmaking quality. Limited palette built from the brand colors. The image should feel like it belongs alongside *Failure to Communicate* and *The Warehouse Standard* on the same shelf.

Leave the top third and bottom quarter quieter so title and author can be overlaid in layout.

**Deliverables:** Generated artwork PNG (300 DPI, 6 × 9 with bleed). Then, separately, lay out the full cover (front + spine + back) in HTML/CSS using my exact title typography, author name "Adriane 'Ace' Crabtree", and the From the Floor Press lockup. Deliver as a print-ready PDF.

## Prompt 3C – LinkedIn launch tile

[BRAND BLOCK]

Build a square (1080 × 1080) LinkedIn announcement tile for the launch of **[BOOK / PROGRAM / WORKSHOP]**.

Hierarchy: small eyebrow ("Now available" / "Launching [DATE]"), large title, one-line subtitle, small footer with the From the Floor Press lockup and the URL. Optionally include a thumbnail of the book cover bottom-right.

No motivational language. No emoji. Looks like a publisher launch tile, not a coach's promo.

**Deliverables:** PNG, editable HTML.

## Prompt 3D – Quote tile for social

[BRAND BLOCK]

Build a 1080 × 1350 (Instagram portrait) quote tile.

Quote: "[QUOTE TEXT]" Attribution: Adriane 'Ace' Crabtree, *[BOOK TITLE]*, Chapter [N].

Set in Playfair Display. Cream background, ink text, small teal underline accent below the attribution. Bottom-right corner: tiny From the Floor Press lockup.

**Deliverables:** PNG, editable HTML so I can swap quotes.

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## Section 4 – Workshop & Training Visuals

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For Breaking the Spiral and any other workshop-form deliverable.

## Prompt 4A — Workshop agenda one-pager

[BRAND BLOCK]

Build a one-page printable workshop agenda for "[WORKSHOP NAME]" — a [HALF-DAY / FULL-DAY / TWO-DAY] session.

Structure: Header (workshop name, audience, duration, facilitator: Adriane 'Ace' Crabtree). Timeline as a vertical list with time blocks, segment names, and a one-line description per segment. Footer with prerequisite materials and contact.

Style: editorial, print-friendly, hands to a director who needs to approve the agenda.

**Deliverables:** PDF (letter size), PNG preview, editable HTML.

## Prompt 4B — Certificate of completion

[BRAND BLOCK]

Design a printable certificate of completion for "[PROGRAM NAME]".

Fields: participant name (large, centered, italic Playfair), program name, completion date, hours of training, signature line for Adriane 'Ace' Crabtree, certifying body line (From the Floor Press).

Style: looks earned. Restrained ornament. Subtle teal border. Embossed feel without faux-textures. Should look at home framed on a supervisor's wall.

**Deliverables:** PDF (letter, landscape), PNG, editable HTML so the participant name can be swapped per certificate.

## Prompt 4C — Workshop exercise card

[BRAND BLOCK]

Build a printable exercise card for a workshop exercise titled "[EXERCISE NAME]" (5 × 7 postcard format).

Sections: **Setup** (one sentence), **The exercise** (3–5 numbered steps), **Debrief questions** (3 bullets), **Time** (in minutes).

Style: feels like a card from a deck. Could be printed, laminated, and used at a table.

**Deliverables:** PDF (5 × 7), PNG, editable HTML.

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## Section 5 — Marketing & Outreach Visuals

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For LinkedIn posts, email signatures, sales decks, and conference handouts.

### Prompt 5A — One-sheeter (sales / pitch handout)

[BRAND BLOCK]

Build a printable one-sheeter for [OFFER NAME — e.g. "Breaking the Spiral Workshop" or "The Warehouse Standard Certification"].

Structure: hero ("What it is" — one paragraph), "Who it's for" (4 bulleted audiences), "What you walk away with" (3–4 deliverables), "How to engage" (3-step path), footer with contact.

Looks at home printed and handed across a table at a conference.

**Deliverables:** PDF (letter), PNG, editable HTML.

## Prompt 5B — Email signature graphic

[BRAND BLOCK]

Build a clean email-signature graphic (800 px wide, transparent PNG OK).

Left: small From the Floor Press lockup. Right: Adriane 'Ace' Crabtree · LSSBB · Prosci · CAPM, with the URL [fromthefloorpress.com](http://fromthefloorpress.com) and [info@fromthefloorpress.com](mailto:info@fromthefloorpress.com) on separate lines. Subtle teal accent rule between the two halves.

**Deliverables:** PNG (transparent), and an HTML email-signature snippet I can paste into M365.

## Prompt 5C — LinkedIn carousel (multi-slide post)

[BRAND BLOCK]

Build a **[N]**-slide LinkedIn carousel on the topic of "**[TOPIC]**" (each slide 1080 × 1080).

Slide structure: 1. Cover — provocative claim, my name, the book it's drawn from 2–[N–1]. One idea per slide. Short headline. 2–3 lines of body. Visual accent. [N]. Call to action — link to the book, the workshop, or [info@fromthefloorpress.com](mailto:info@fromthefloorpress.com).

Looks like a publisher's editorial carousel, not a coach's "swipe →" cheat sheet.

**Deliverables:** PNG per slide, plus all slides combined as a single PDF (so I can upload as a LinkedIn document).

## Prompt 5D — Speaking-engagement bio card

[BRAND BLOCK]

Build a one-page speaker-bio card for me. Headshot placeholder top-left. To the right: my name, title ("Author, *Failure to Communicate* · From the Floor Press"), credentials line, 100-word bio. Below: 3 speaking topics I'm available to present. Footer: contact + URL.

**Deliverables:** PDF, PNG, editable HTML so I can swap bios per audience.

## Section 6 — Narrative & Storytelling Visuals

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For the narrative work you're writing — chapter scenes, character moments, atmospheric imagery to accompany a passage. **Almost always generated, sometimes hybrid.**

### Prompt 6A — Scene illustration to accompany a passage

[BRAND BLOCK]

Generate a single illustration to accompany the following passage from a chapter I'm writing:

"[PASTE THE PASSAGE — 100–300 words]"

Choose the most cinematic moment in the passage. Render in black-and-white textured ink, the style of a high-end nonfiction hardcover. No text in the image. Composition should imply story, not summarize it.

**Deliverables:** PNG (300 DPI, 6 × 9 page width).

### Prompt 6B — Mood board for a chapter or section

[BRAND BLOCK]

Generate a 3 × 2 mood board (six tiles) capturing the visual world of **[CHAPTER OR BOOK]**. Subject matter: [describe — e.g. "a 600,000-square-foot distribution center at three different times of day, the worn objects of a shift supervisor's daily routine, the small failures that quietly compound"].

Style across all six tiles: consistent palette, consistent grain, no people facing camera, no text.

**Deliverables:** A single PNG of the 3 × 2 grid plus the six tile images separately.

## Prompt 6C — Character or archetype portrait

[BRAND BLOCK]

Generate a portrait of **[CHARACTER OR ARCHETYPE — e.g. "the shift lead who has worked here for 22 years and is one bad audit from walking out"]**.

Render in black-and-white textured ink, ¾ profile, eyes averted (not looking at camera). Editorial nonfiction tone. No text. No name.

**Deliverables:** PNG (300 DPI, portrait orientation).

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## A few honest principles, before you go

1. **Don't generate when you can code.** Anything with words on it should be coded. AI image generation will misspell your trademarks, mangle your URL, and slightly alter the cream of your background every time.
2. **Don't code when you can generate.** Don't try to build atmospheric imagery in HTML — it'll look like clip art. Use generation for mood, coded layouts for meaning.
3. **Iterate on prompts, not on images.** If a generated image isn't right, edit the prompt and re-run. Don't pile up "make it more dramatic" — go back and add the specific words ("low-angle, late afternoon shadows, a single fluorescent flickering").
4. **Save the source files.** Every coded visual I make for you has an editable HTML file behind it. Keep those — they're how next year's update happens in 30 seconds instead of from scratch.
5. **Make the brand block sacred.** Tweak everything else. Don't drift on colors, typography, or framework names. Consistency is what makes an imprint look like an imprint.

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## Quick-reference cheat sheet

If you ever forget the structure, this is the entire library in five lines:

- **Need a framework, chart, or anything with text?** → Section 1, coded.
- **Need something for inside a book?** → Section 2.

- **Need a hero, cover, or social tile?** → Section 3.
- **Need a workshop deliverable?** → Section 4.
- **Need to market, pitch, or hand out?** → Section 5.
- **Need to illustrate a passage you're writing?** → Section 6, generated.

That's the whole library. Use it any time. Modify it as your work grows. When you add a new book, add a section for it. When you launch a new framework, add a brand-block entry for it.

This is your visual operating system. Built from the floor, not the corner office.