



USER GUIDE · 2026

Chirpy AI Image Studio

User Guide

Turn ideas into on-brand images, posters, carousels, product shots and infographics, without a designer, a photographer or a prompt expert.

Image

Poster

Carousel

Photoshoot

Infographic

Edit

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Introduction

Social media is a visual medium, and many of the social media platforms enforce it. Instagram, TikTok and YouTube will not accept a post without media at all. On Facebook, LinkedIn and X a post without an image is technically allowed and practically invisible.

The Importance of Images in Social Media Posts

Social media is a visual environment where businesses compete for attention. A compelling image can make someone stop scrolling, notice a message, and take an interest in what a business has to say.

Images do more than make posts attractive. They help communicate ideas, establish brand recognition, create emotional connections, and encourage people to interact with content.

Why images matter to your business:

- **Capture attention:** Strong visuals help your posts stand out in crowded social media feeds.
- **Communicate effectively:** Images can convey ideas, demonstrate products, and reinforce messages quickly.
- **Strengthen your brand:** Consistent visual styles help audiences recognize and remember your business.
- **Encourage engagement:** Relevant images can motivate people to comment, share, save, and interact with posts.
- **Increase visibility:** Meaningful engagement provides signals that social platform algorithms may use to distribute content more widely.

The business value extends beyond attractive posts. Greater visibility and engagement create opportunities to build relationships, develop trust, attract potential customers, and ultimately support business growth.

The takeaway: The right image doesn't simply improve how a post looks. It can improve how effectively the post communicates and connects with your audience.

The Image Problem

While images are essential to effective social media marketing, consistently producing high-quality, relevant visuals can be difficult.

Businesses need a continuous supply of images that reflect their brand, support their messages, appeal to their audience, and work across different social platforms.

A small business owner can describe their Tuesday offer in thirty seconds. Finding an image to go with a post is what turns a two-minute job into a two-hour one, or more often into a post that never goes out. They have a phone full of decent photos and no time to turn them into something that looks designed.

Traditional approaches present several challenges:

- **Finding the right image:** Searching stock libraries for visuals that match a specific message can be frustrating and time-consuming.
- **Generic content:** Widely used stock photography makes it difficult to create a distinctive visual identity.
- **Production costs:** Professional photography, design services, and image licensing can be expensive.
- **Time and effort:** Creating, editing, and preparing images for multiple posts requires significant work.
- **Brand consistency:** Maintaining a recognizable visual style across different images and platforms can be challenging.
- **Creative limitations:** Businesses may have great content ideas but lack the design skills or resources to bring them to life.

These challenges can slow down content production, compromise quality, and make consistent publishing more difficult.

The problem isn't necessarily a lack of ideas. It's the difficulty to turn those ideas into compelling, on-brand imagery consistently and affordably.

Using AI Image Generation for Business

AI image generation has changed how businesses can create visual content.

Instead of searching for existing photographs or relying entirely on traditional design processes, businesses can describe what they want and use AI to generate images based on those instructions.

This makes it possible to create visuals tailored to specific messages, audiences, and marketing objectives.

The key business benefits include:

- **Faster creation:** Generate visual concepts in minutes rather than spending hours searching for or producing images.
- **Lower costs:** Reduce reliance on stock photography, external designers, and professional photography for suitable illustrative content.
- **Greater creativity:** Explore different concepts, styles, environments, and compositions without advanced design skills.
- **More relevant imagery:** Create images around your marketing message rather than adapting your message to an available image.
- **More content options:** Generate alternative visuals for different campaigns, audiences, and social platforms.
- **Greater flexibility:** Refine and experiment with images as your creative requirements change.

For example, a real estate professional creating a post about preparing a home for sale could generate an attractive illustration of a staged living room that supports the message, rather than spending time searching for suitable stock photography.

AI-generated illustrations should, of course, not be misrepresented as photographs of actual properties.

The real advantage is that AI makes visual content creation faster, more accessible, and more flexible, allowing businesses to focus more on their marketing message and less on the mechanics of image production.

The Limitations of Generic AI Image Generation Tools

Although AI image generators make creating images easier, they don't necessarily make managing social media content easier.

Most general-purpose tools focus primarily on generating the image. The user remains responsible for ensuring that the result fits their brand, supports the intended message, and works within their broader social media strategy.

Common challenges include:

- **Prompt complexity:** Producing the right image may require detailed instructions, repeated experimentation, and an understanding of how to communicate effectively with AI.

- **Limited brand context:** Generic tools may not automatically understand your business, brand identity, communication style, or target audience.
- **Inconsistent results:** Maintaining a recognizable visual identity across multiple images can require repeated manual guidance.
- **Disconnected workflows:** Images often need to be downloaded, transferred, edited, and uploaded into separate content creation or publishing tools.
- **Additional management effort:** Users still need to coordinate images with captions, campaigns, publishing schedules, and social media performance.

Some general-purpose tools provide features that address parts of these challenges, but they are not necessarily integrated into the complete social media workflow.

AI may solve the image creation problem while leaving the broader content management problem largely unchanged.

Introducing Chirpy AI Image Studio

Chirpy AI Image Studio goes beyond simply generating images. It combines AI image generation with your business's brand identity, audience understanding, and intelligent creation modes to help you produce compelling, relevant, on-brand visuals for social media.

Unlike generic AI image generators that often require you to describe your brand and creative requirements repeatedly, Chirpy uses the information established in your **Brand Kit** to provide context for image creation.

Combined with its intelligent image generation modes, this makes it easier to turn ideas into purposeful visual content without needing advanced design skills or expertise in AI prompting.

Your Brand Kit: The Foundation for Image Creation

One of Chirpy's most important advantages is its integration with your Brand Kit.

Your Brand Kit defines your business identity, including your brand personality, visual style, colors, messaging, and the audiences you want to reach.

Rather than starting from scratch each time you generate an image, Chirpy can use this established brand information to guide the creative process.

Why this matters to you:

- **Brand consistency:** Create imagery that reflects your established visual identity across posts and campaigns.
- **Less repetition:** Reduce the need to repeatedly explain your business, brand preferences, and creative direction.
- **Audience relevance:** Use your defined audience personas to inform imagery intended for different customer groups.
- **Stronger brand recognition:** Develop a more consistent and recognizable visual presence across social platforms.
- **Less creative guesswork:** Give image generation a foundation based on your business rather than relying entirely on individual prompts.

For example, a real estate business targeting luxury homebuyers may have a Brand Kit that emphasizes sophisticated imagery, refined colors, premium properties, and professional communication.

That brand context helps guide the creation of images that reinforce the business's positioning instead of producing generic real estate visuals.

The advantage: Chirpy doesn't just help create images. It helps create images that belong to your brand.

Intelligent Image Generation Modes

Another important Chirpy differentiator is its intelligent image generation modes, which will be covered in detail in the guide below.

Generic AI image generators frequently place the burden on the user to describe precisely what they want, often through detailed prompts and repeated experimentation.

Chirpy's intelligent generation modes are designed to simplify this process by providing different approaches to image creation based on what you're trying to accomplish.

Rather than requiring every user to become an expert in writing AI instructions, these modes help guide the creation process.

Why this matters to you:

- **Simpler creation:** Select an appropriate generation approach instead of constructing complex instructions from scratch.
- **Purpose-driven imagery:** Create visuals suited to the type of content or creative outcome you need.
- **Greater creative flexibility:** Use different generation approaches to explore visual ideas and produce alternative results.
- **Reduced prompting complexity:** Let Chirpy handle more of the underlying AI complexity.
- **Faster production:** Spend less time experimenting with instructions and more time producing useful content.

For example, a real estate agent might need a promotional image for a property-related campaign, an illustrative image explaining a market trend, or a creative visual for a community-focused post.

These are different creative requirements. Intelligent generation modes help users approach each one appropriately rather than relying on the same generic image-generation process.

The advantage: You focus on what you want to create, while Chirpy simplifies how to create it.

Image Creation as Part of Your Social Media Workflow

Creating an attractive image is only one step in successful social media marketing.

That image must support a message, appeal to the intended audience, fit the social platform, and contribute to the overall marketing objective.

Because AI Image Studio is part of Chirpy, image creation sits within the broader social media management environment rather than functioning as a disconnected activity.

This provides several practical advantages:

- **Connected content creation:** Develop images in the same environment used to create and manage your social media content.
- **Consistent brand communication:** Align visual content with the brand identity and audience understanding established in Chirpy.
- **Simpler workflows:** Reduce the need to move images between unrelated creation and publishing tools.
- **More purposeful content:** Create images to support specific messages, campaigns, and marketing objectives.
- **Learning what works:** Use Chirpy's broader performance insights to understand how published content resonates with your audience and inform future creative decisions.

From Better Images to Better Business Outcomes

The real value of Chirpy AI Image Studio extends beyond image generation.

Compelling, relevant imagery can help attract attention and encourage people to interact with your content. Meaningful engagement can also provide positive signals to social platform algorithms, creating opportunities for greater organic visibility.

That increased visibility can introduce your business to new audiences, encourage community interaction, and create opportunities to build relationships with potential customers.

Within Chirpy, image creation contributes to a connected process:

Better Brand Understanding → Better Images → More Relevant Content → Greater Engagement → Increased Visibility → Stronger Community → Business Opportunities

Not every image will generate greater reach or new customers, but producing consistent, relevant, high-quality visual content gives your social media marketing a stronger foundation.

The Chirpy Advantage

Generic AI image generators help you create images.

Chirpy Image Studio helps turn business ideas into original, on-brand visual content designed for social media, without requiring users to become designers, photographers, or AI prompt experts.

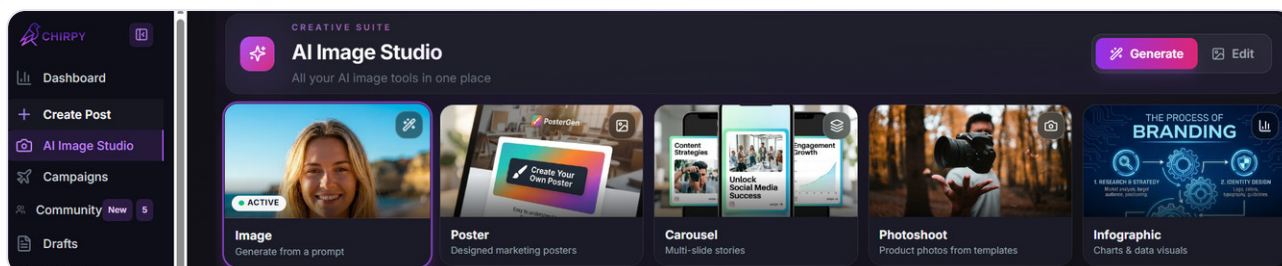
Chirpy AI Image Studio helps you create images with an understanding of your brand, intelligent generation modes that simplify the creative process, and a direct connection to your broader social media marketing activities.

The result is faster, more consistent, more purposeful visual content creation, with less technical complexity and fewer disconnected tools.

With Chirpy, you're not simply generating images. You're creating visual content designed to strengthen your brand, engage your audience, and support business growth.

Generating images in AI Image Studio

AI Image Studio can be accessed by selecting AI Image Studio in the left navigation bar of your dashboard.



As you can see, it has five intelligent generation modes:

- **Image:** generate any visual from a text prompt. The most flexible tool and the one with the most control. Use it for product shots, backgrounds, social graphics and anything that does not need text laid over it.
- **Poster:** generate designed marketing posters with your exact text. Produces a finished, laid-out poster rather than a bare image. Use this when the graphic needs to carry a message: a promotion, an event, a sale.
- **Carousel:** generate multi-slide stories that share one look. Produces a set of slides as one coherent piece, with a slide count you set. Use this when you want to convey information or concepts that cannot be accommodated on one visual. Carousels reliably outperform single images on Instagram and LinkedIn because people swipe.
- **Photoshoot:** Generate enhanced product photos from templates. The most useful tool if you sell a physical product, and it works differently from the others. You upload a photo of your actual product and pick professional photography templates, and Chirpy places your product into them.
- **Infographic:** Combine clear data, icons, and minimal text to turn complex ideas into easy-to-read visual stories. They are among the most shared types of content on social media.

Before going into each generation mode in detail, we need to reiterate the importance of your Brand kit. With a Brand Kit applied, the Studio uses your brand colors and voice on everything it generates. Without one, every generation is a fresh guess, and a month of posts will not look related to each other.

Your Brand Kit is particularly relevant in the following generation modes:

- Poster

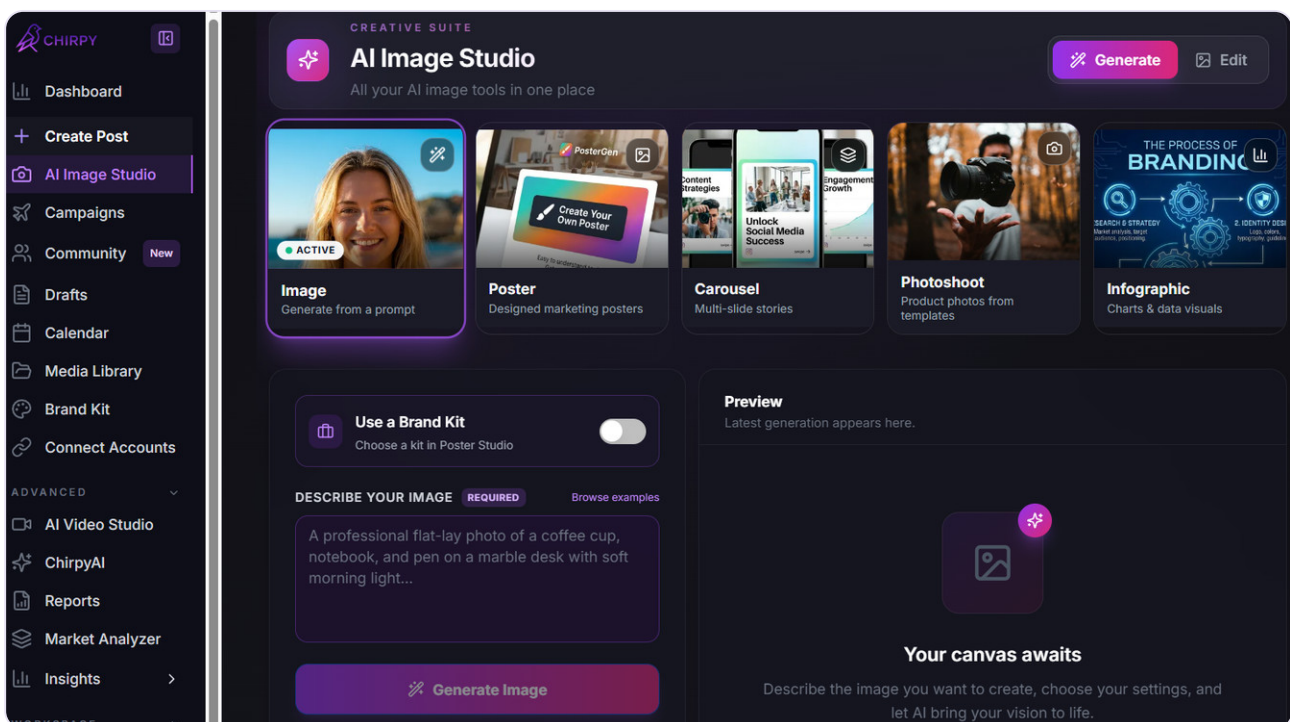
- Carousel
- Infographic

If you do not yet have a Brand Kit, it would be wise to create one first by selecting Brand Kit in the left navigation pane in your dashboard and let the wizard build it from your website in about a minute. See the [Understanding your Brand Kit](#) guide for the full walkthrough.

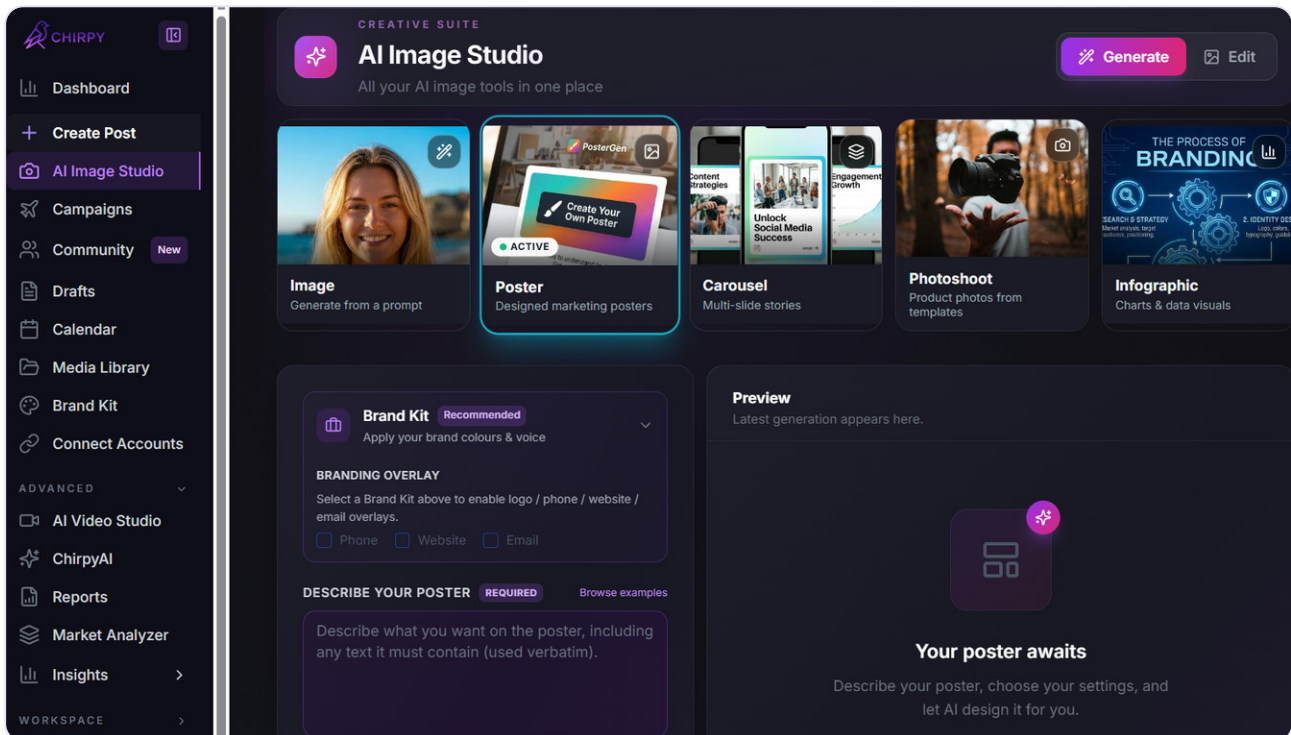
Image Mode: Generate From a Prompt

Image mode creates a visual from a written description. It is the most flexible mode and does not require a Brand Kit.

Use it for product shots, backgrounds, social settings & scenery, locations, and anything that does not need text laid over it.



Should you wish to use your Brand Kit or text overlays, Poster Mode is more appropriate.



As you can see from the above, if you toggle the **Use a Brand Kit** button on you are automatically switched to Poster Mode.

There are two ways to describe the image you want to generate:

- Using a pure text prompt
- Using a contextual prompt

We will go through each in detail below.

Using a pure text prompt

In this scenario, you know what you want, but you are basically starting from a completely blank canvas. You are not referring to any existing images, and are producing something that is entirely unique, which relies on the platform knowledge base and capabilities to do that for you.

Below are the steps to accomplish that.

Step 1: Describe your image

Describe your image in the prompt box. The more specific you are about the subject, setting, lighting and mood, the better the result.

Remember that you need to describe the picture itself, not the purpose of the picture, and always include the following:

- **The Subject:** What is in the frame.
- **The setting/framing:** Overhead, close-up, wide, low angle, three-quarter.

- **The lighting:** Daylight, golden hour, studio, overcast, evening interior.

What works: “Overhead shot of three burgers on a wooden board, daylight from the left, a glass of beer slightly out of focus behind.”

What does not work: “An image that conveys quality, family values and great food.”

Step 2: Select your optional settings

The best way to describe the settings below is to think about them as the expert settings a professional photographer would use to create the perfect end product.

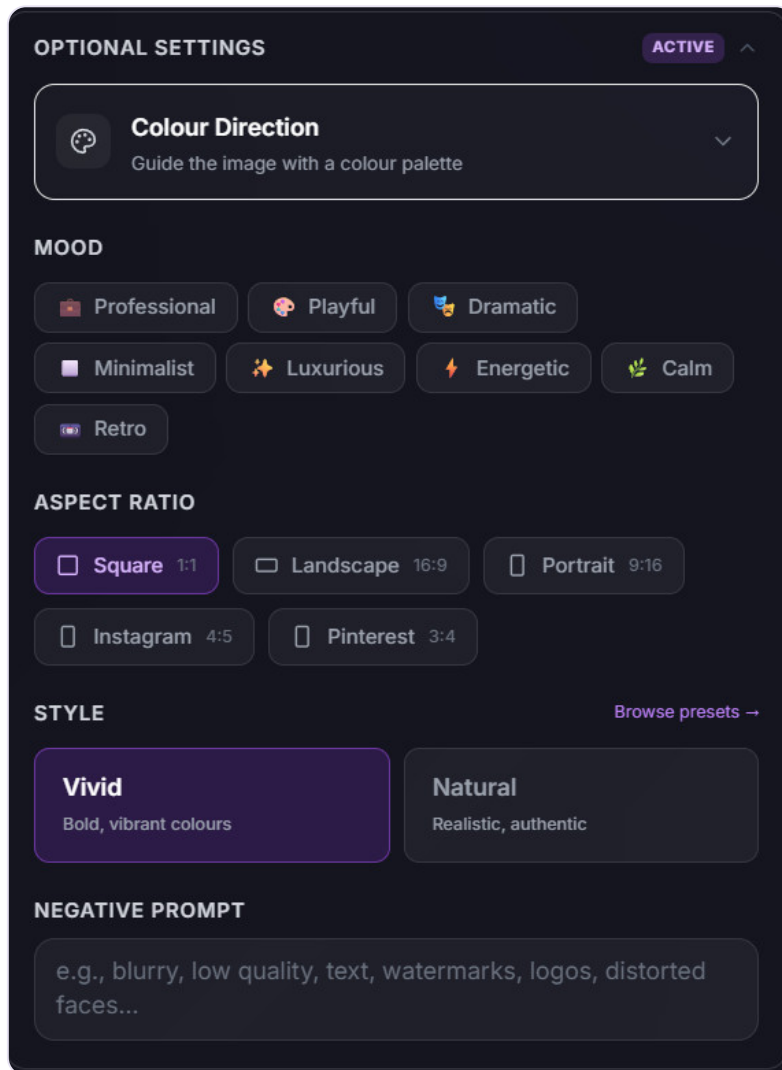
In most cases, for Social Media purposes, you will not need to generate the ultimate perfect image, so accepting the defaults will suffice, that is why they are optional.

Select **Optional Settings** to further refine the image to get that absolute professional look and feel.

Select **OPTIONAL SETTINGS**

The screenshot shows the Chirpy AI Image Studio interface. On the left, the 'DESCRIBE YOUR IMAGE' section is active, with a 'REQUIRED' label. It contains a text box with the prompt: 'Overhead shot of three burgers on a wooden board, daylight from the left, a glass of beer slightly out of focus behind.' Below the text box is a large blue button labeled 'Generate Image'. Underneath the button is the 'REFERENCE IMAGES (OPTIONAL)' section, which includes '0/5 used' and two buttons: 'UPLOAD' and 'FROM LIBRARY'. At the bottom of the left panel is a dropdown menu labeled 'OPTIONAL SETTINGS'. On the right, the 'Your canvas awaits' section is visible, with a sub-header 'Describe the image you want to create, choose your settings, and let AI bring your vision to life.' Below this are four buttons: 'Product photo', 'Social media graphic', 'Background image', and 'Marketing visual'. A small icon of a person is visible in the bottom right corner of the interface.

Although these are labelled optional, they are important because they do most of the work. Using simple point-and-click on the options below, replaces a paragraph of text you would have to include in your description/prompt to get the same result.



The settings you can adjust are described below.

COLOR DIRECTION

There are ten ready-made palettes you can choose from.

Palette	Colors
Warm Sunset	Orange, amber and warm reds
Ocean Blues	Deep sea to sky blue
Forest & Earth	Greens and earthy tones
Berry & Plum	Rich purples and berry tones
Monochrome	Black and white classic
Pastel Dream	Soft and dreamy pastels
Corporate Blue	Professional and trustworthy
Neon Pop	Electric and eye-catching
Sage & Blush	Muted, modern elegance
Golden Hour	Warm golden tones

The palettes are for the occasions when you are deliberately stepping outside your normal look, such as a seasonal campaign.

You can also add **up to six custom colors** using hex codes, in the form “#FF6B35.” Click a swatch to edit it, hover to remove it.

MOOD

You can select: Professional, Playful, Dramatic, Minimalist, Luxurious, Energetic, Calm, or Retro.

Pick the one that matches how you want to come across, not the one that matches the subject. A restaurant can be Minimalist. A law firm can be Energetic.

ASPECT RATIO

While the other settings are there to achieve the optimum “polish” and are purely optional, this one is important.

Select the aspect ratio depending on where you want to use your image from the table below before generating your image because cropping the image afterwards ruins the composition.

Setting	Ratio	Use for
Square	1:1	Universal, safe everywhere
Landscape	16:9	Facebook and LinkedIn feeds, YouTube
Portrait	9:16	Reels, TikTok, Stories
Instagram	4:5	Instagram feed, takes the most vertical space allowed
Pinterest	3:4	Pinterest

The default is **Square** which will work everywhere but is not optimal.

If you are looking for a better result but unsure of what to use, select 4:5 for Instagram feeds and 9:16 for anything that plays full screen.

STYLE

Natural suits food, property and anything where people need to believe the photo. Vivid suits graphics and promotional pieces.

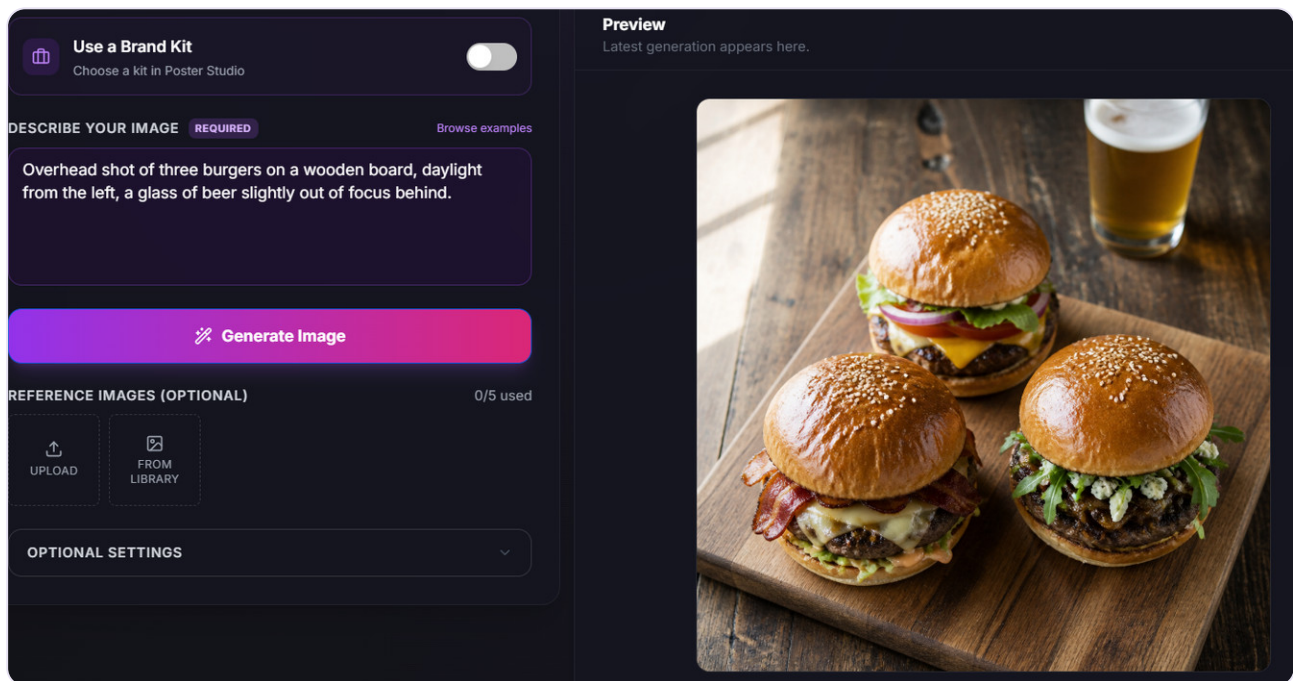
NEGATIVE PROMPT

This is typically used to fix a recurring image generation problem so use it on your second attempt if something went wrong with the first generation.

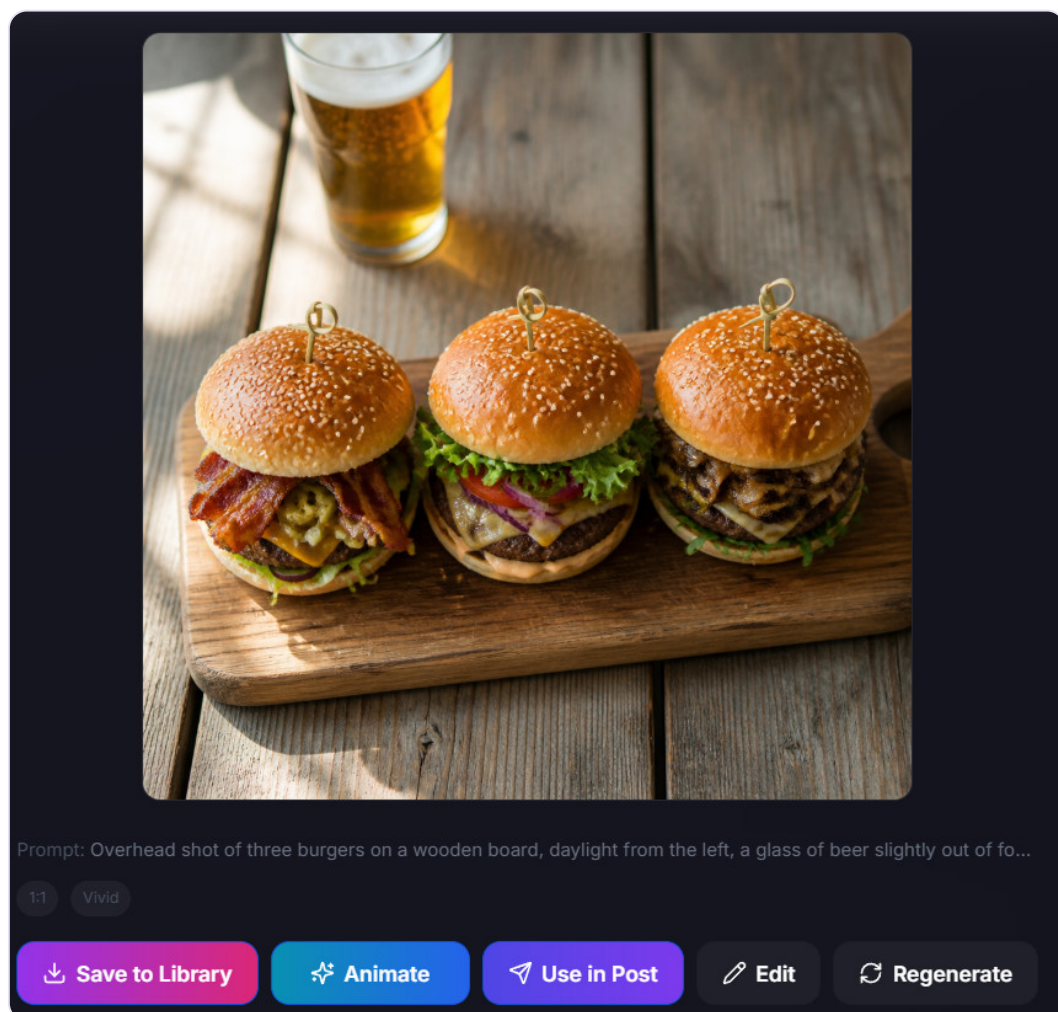
Specify what you do not want in the image, such as text, watermark, extra fingers, distorted hands, blurry, people, clutter and so forth.

Step 3: Generate your image

In our example we have used one of the simple prompts above and accepted the defaults on **Optional Settings** and selected **Generate Image**.



The result above took approximately a minute to generate.



You now have the following options:

- **Save to Library:** Saves the Image in your Media Library
- **Animate:** Use the AI Video Studio to animate your image. Animate uses your plan's AI video allowance. See the [AI Video Studio guide](#) for more details.
- **Use in Post:** Use directly in a post.
- **Edit:** Please refer to the [Editing images](#) section of this guide.
- **Regenerate:** Regenerate a new version of the image.

Using a contextual prompt

This is where the real power of the platform comes into play. The core difference here is that you are using real images as visual inspiration for the composition, palette, subject and mood for the image you want to generate. In other words, you are providing the platform with context.

We refer to these as reference images. You can upload up to 5 images, each up to 100 MB, from your device, or choose them from your Media Library.

These images could be from a product catalog or pictures of a venue, setting, area, structure, staff members, colleagues, and the list goes on and on.

Here are some very simple examples with the typical images business folks have stored somewhere:

- Restaurant owners have pictures of their dishes, venue and staff.
- Real estate agents have pictures of their listings, areas they operate in and themselves and staff members.
- Folks in retail have extensive product catalogs, which usually include images of products staged in different environments.

The use cases for generating images using reference images are both exciting and endless. You can start very simply by using only 1 reference image or extend this to using the full five reference images and merging them to get one result.

We will demonstrate these by means of some simple examples, using simple prompts to illustrate key concepts. You can obviously be as creative and specific as you want, remembering that the more information you give the platform in your prompts the better your result will be.

There will be a section later in the guide on best practices relating to writing prompts.

On to the examples.

Single reference images

SCENARIO 1

Let's assume we are a restaurant and have an existing photo of an iced latte sitting on the table in our restaurant as per the image below.



Our image already contains the **Subject, Setting, Color Palette and Lighting** which we would have had to specify if we were generating an image from scratch using the **Optional Settings** as above.

We now want to show a Lady drinking the latte.

Step 1: Select your reference image by uploading it from your device or selecting it from your Media Library.

In our example we have selected it from our Media Library as shown below.

DESCRIBE YOUR IMAGE

REQUIRED

[Browse examples](#)

A professional flat-lay photo of a coffee cup, notebook, and pen on a marble desk with soft morning light...

 **Generate Image**

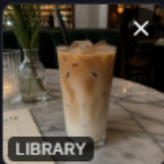
REFERENCE IMAGES (OPTIONAL)

1/5 used

HOW TO USE:

Match reference

Loose inspiration



LIBRARY



UPLOAD



FROM LIBRARY

Step 2: Describe your image

Below is the simple prompt we are going to use.

DESCRIBE YOUR IMAGE

REQUIRED

[Browse examples](#)

A lady drinking the latte showing her complete face

 **Generate Image**

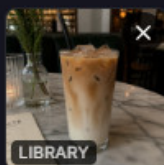
REFERENCE IMAGES (OPTIONAL)

1/5 used

HOW TO USE:

Match reference

Loose inspiration



LIBRARY

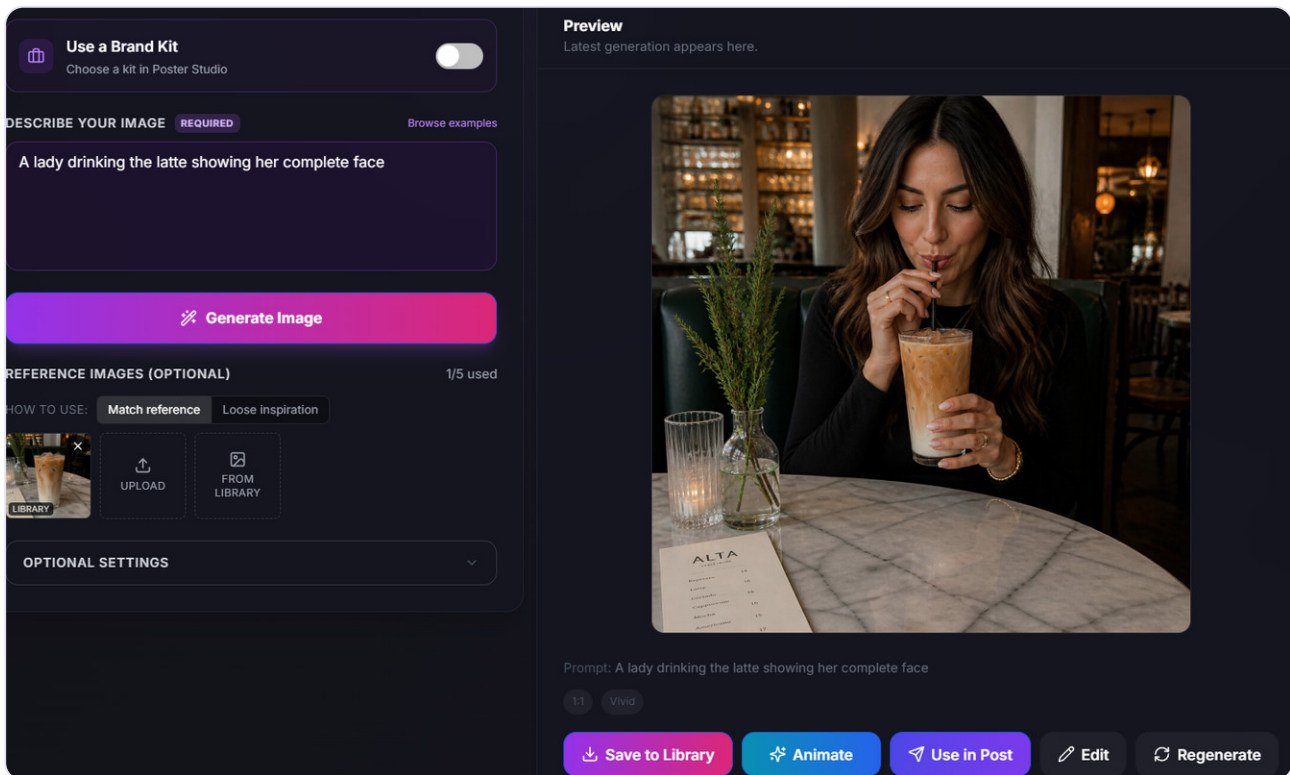


UPLOAD



FROM LIBRARY

We then select **Generate Image**.



Here is the result that was generated in under 1 minute.

You are done! You have created a new image of your product in use by using a simple prompt and a few clicks - which is in keeping with our mantra of **Power Through Simplicity**.

You now have the following options:

- **Save to Library:** Saves the Image in your Media Library, which is a good best practice as they are immediately available to use for your next post etc.
- **Animate:** Use the AI Video Studio to animate your image. Animate uses your plan's AI video allowance. See the [AI Video Studio guide](#) for more details.
- **Use in Post:** Use directly in a post.
- **Edit:** Please refer to the [Editing images](#) section of this guide.
- **Regenerate:** Regenerate a new version of the image.

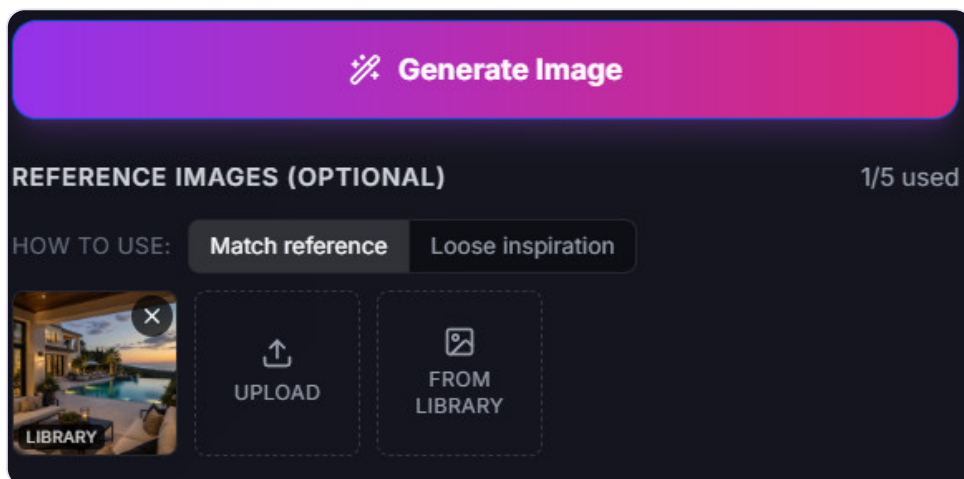
SCENARIO 2

In this example we are going to assume that we are a realtor and have a photo of the outdoor area of one of our luxury listings and want to show people enjoying the amenities. Here is our reference image.



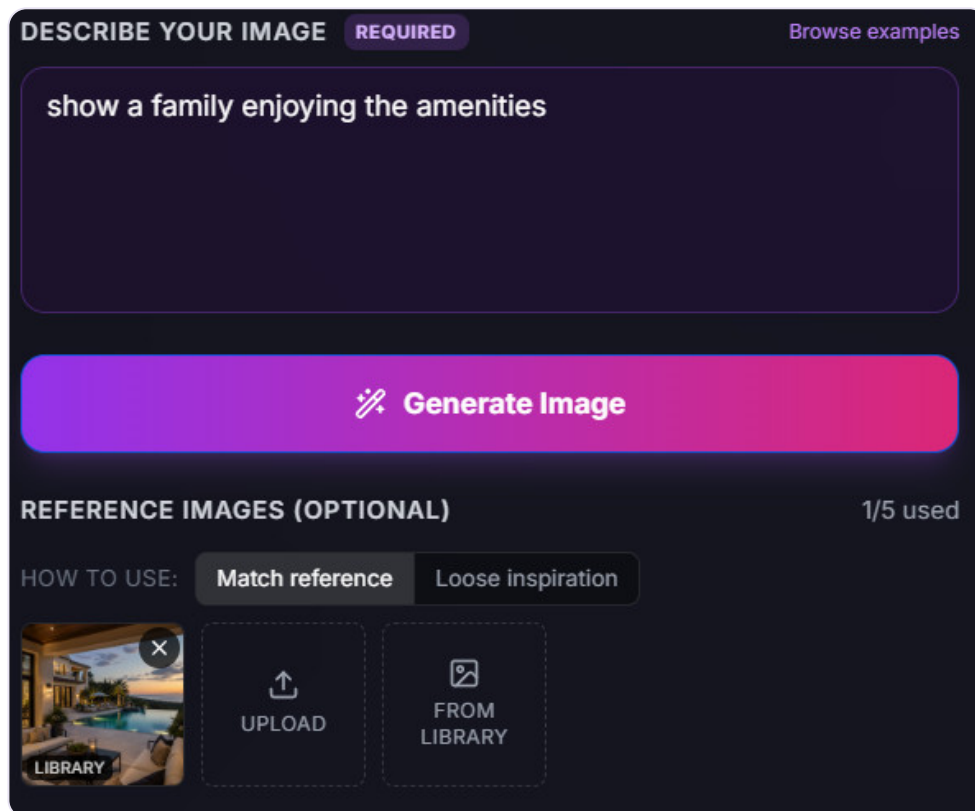
The concepts we described in **Scenario 1** are again relevant here, so we are not going to repeat them.

Step 1: We selected the following image from our Media Library.

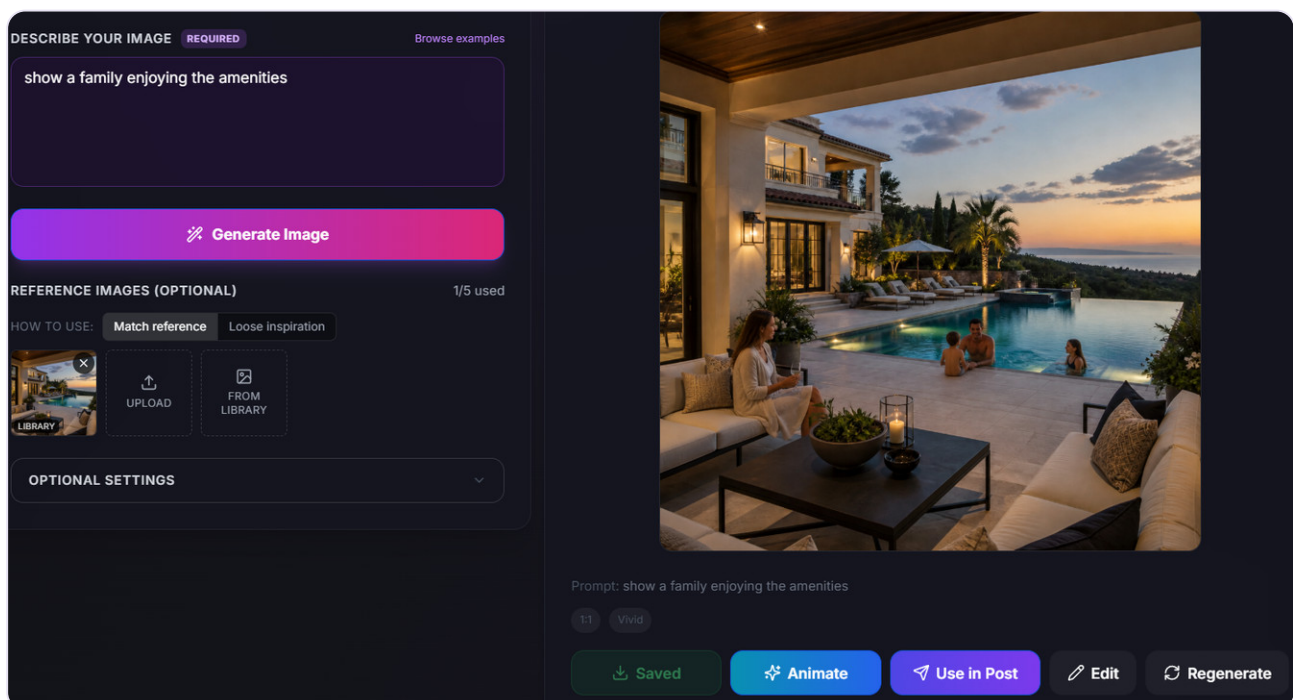


Step 2: Describe your image

Below is the simple prompt we used.



Here is our generated image.



As you can see, we saved it to our **Media Library**.

Multiple reference images

Here is where things get a lot more interesting. We are going to use several reference images and merge them to give us a great end result.

SCENARIO 1

Let's assume we are a retailer selling Baseball apparel and we have the existing images below.



- A male model standing against a beige wall
- Our products: a baseball cap, a baseball shirt and a baseball bat

Our objective is to show the model dressed in the clothing, holding the baseball bat.

Step 1: Select our reference images.

DESCRIBE YOUR IMAGE REQUIRED [Browse examples](#)

A professional flat-lay photo of a coffee cup, notebook, and pen on a marble desk with soft morning light...

Generate Image

REFERENCE IMAGES (OPTIONAL) 4/5 used

HOW TO USE: **Match reference** Loose inspiration

LIBRARY

LIBRARY

LIBRARY

LIBRARY

UPLOAD

FROM LIBRARY

Step 2: Describe our image

DESCRIBE YOUR IMAGE REQUIRED

[Browse examples](#)

dress model in shirt and cap holding the bat

 **Generate Image**

REFERENCE IMAGES (OPTIONAL)

4/5 used

HOW TO USE:

Match reference

Loose inspiration





LIBRARY



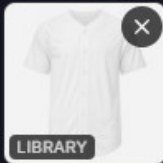


LIBRARY





LIBRARY





LIBRARY



UPLOAD



FROM
LIBRARY

Here is our result, generated in under a minute.

 **Use a Brand Kit**

Choose a kit in Poster Studio

DESCRIBE YOUR IMAGE REQUIRED

[Browse examples](#)

dress model in shirt and cap holding the bat

 **Generate Image**

REFERENCE IMAGES (OPTIONAL)

4/5 used

HOW TO USE:

Match reference

Loose inspiration





LIBRARY





LIBRARY





LIBRARY





LIBRARY



UPLOAD



FROM
LIBRARY

Preview

Latest generation appears here.



You once again have all the options mentioned above at your disposal.

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SCENARIO 2

Let's again assume that we own a restaurant and want to show one of our signature steak dishes being served to a customer.

We have the following existing pictures.



- **The setting** - our empty restaurant.
- **The product** - our steak platter.
- **The person** - our Server, Sophia.

Step 1: We added our reference images below.

DESCRIBE YOUR IMAGE REQUIRED [Browse examples](#)

A professional flat-lay photo of a coffee cup, notebook, and pen on a marble desk with soft morning light...

Generate Image

REFERENCE IMAGES (OPTIONAL) 3/5 used

HOW TO USE: **Match reference** Loose inspiration

LIBRARY

LIBRARY

LIBRARY

UPLOAD

FROM LIBRARY

Step 2: We described our image as below.

DESCRIBE YOUR IMAGE REQUIRED [Browse examples](#)

Show the server serving the steak platter to a customer in the restaurant

Generate Image

REFERENCE IMAGES (OPTIONAL) 3/5 used

HOW TO USE: Match reference Loose inspiration

LIBRARY

LIBRARY

LIBRARY

UPLOAD

FROM LIBRARY

Use a Brand Kit Choose a kit in Poster Studio

DESCRIBE YOUR IMAGE REQUIRED [Browse examples](#)

A professional flat-lay photo of a coffee cup, notebook, and pen on a marble desk with soft morning light...

Generate Image

REFERENCE IMAGES (OPTIONAL) 3/5 used

HOW TO USE: Match reference Loose inspiration

LIBRARY

LIBRARY

LIBRARY

UPLOAD

FROM LIBRARY

OPTIONAL SETTINGS

Preview

Latest generation appears here.

Prompt: show the server serving the steak platter to a customer in the restaurant

1-1

Vivid

Saved

Animate

Use in Post

Edit

Regenerate

In less than a minute, we now have our server Sophia serving our Steak Platter to a customer in our Restaurant. That is **Power Through Simplicity!**

Your recent images are shown below. You can select them to resume editing or delete them.

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RECENT



Poster Mode: Designed Marketing Posters

Poster mode produces finished, text-on-design marketing posters for promotions, event announcements, menu specials, new property listings and more. Unlike Image mode, Poster mode is built to place your exact wording on the design.

In most cases, you would want to include your branding in the message and design of your poster. This is where your Brand Kit plays an important role. It defines your business identity, including your brand personality, visual style, colors, messaging, the audiences you want to reach and optional contact information.

Rather than starting from scratch each time you generate a Poster, Chirpy can use this established brand information to guide the creative process.

Although it is a best practice and our recommendation to always use reference images to provide additional context when generating a poster, it is also possible to generate one based on a simple prompt.

We will go through each mode below.

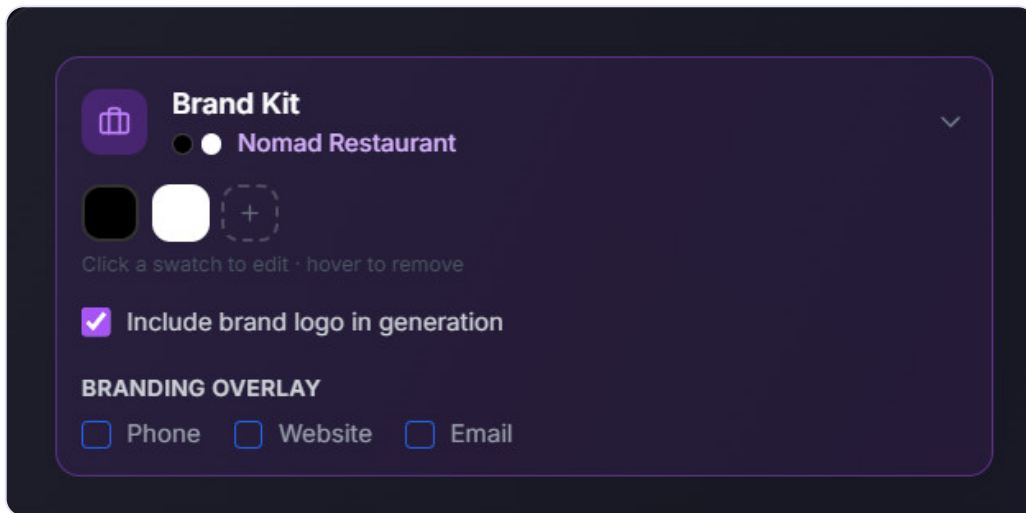
Using a pure text prompt

In this mode, your Brand Kit will provide all the information required to generate a compelling result, but the platform will not have context of your specific subject, product, or setting which is provided by using reference images.

Let's go through an example.

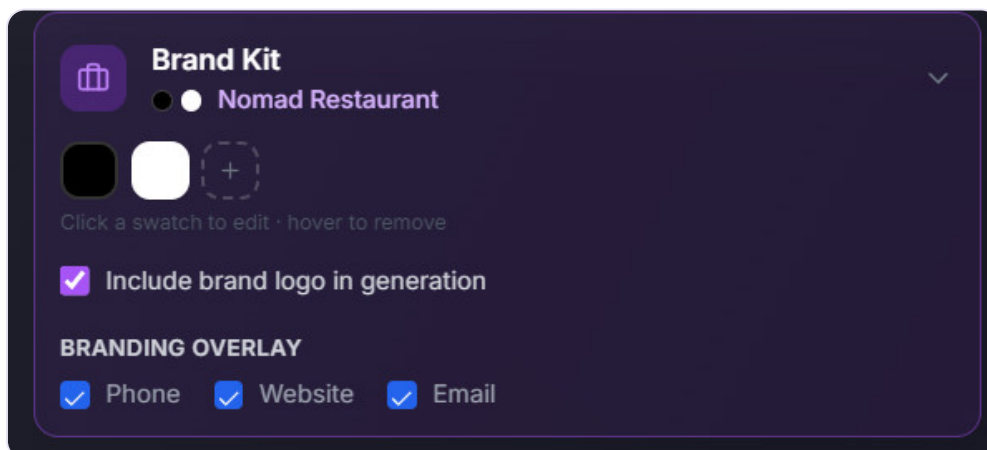
Step 1: Select a Brand Kit

Your 1st step is to select your Brand Kit. If you only have one, it should be prepopulated.



If you have more than one, you can select from the drop-down list.

If you do not yet have a Brand Kit, it would be wise to create one first by selecting Brand Kit in the left navigation pane in your dashboard and let the wizard build it from your website in about a minute. See the [Understanding your Brand Kit](#) guide for the full walkthrough.



Then select the contact details you want to include on your poster.

In our example, we have selected **Phone Number**, **Website** and **Email Address**.

Step 2: Describe your Poster

The important thing to note here is that you are not describing the visual but providing the actual words you want on the poster.

This is what we used in our example.

DESCRIBE YOUR POSTER REQUIRED [Browse examples](#)

Kids eat free Tuesdays at NOMAD. Entice parents to bring the family and highlight the playcenter.

1 free Kiddies meal for every adult main course purchased.

Step 3: Select your Platform & Size

Here you pick where the poster will live before you generate. The format and size differ for the type of medium.

Select **OPTIONAL SETTINGS** and pick the appropriate option from the **PLATFORM & SIZE** drop-down list below.

✓

Instagram square (1:1)

Instagram portrait (4:5)

Story / Reel (9:16)

LinkedIn horizontal (1.91:1)

Facebook post (1.91:1)

A4 poster (portrait)

Custom (1:1)

We picked the following for our example.

OPTIONAL SETTINGS

PLATFORM & SIZE

Instagram square (1:1)

APPLY SAVED STYLE (OPTIONAL)

No saved style

ADVANCED FIELDS

Enable

Clear draft

Step 4: Generate your Poster

And below is our result generated in under a minute.

Brand Kit

Nomad Restaurant

Click a swatch to add - hover to remove

☒ Include brand logo in generation

BRANDING OVERLAY

☒ Phone
 ☒ Website
 ☒ Email

DESCRIBE YOUR POSTER

REQUIRED

Browse examples

Kids eat free Tuesdays at NOMAD. Entice parents to bring the family and highlight the playcenter.

1 free kiddies meal for every adult main course purchased.

Generate poster

REFERENCE IMAGES (OPTIONAL)

0/5 used

Add up to 5 images for the model to use as visual inspiration (composition, palette, subject, mood). Upload new ones or pick from your Media Library. Max 100 MB each.

UPLOAD

FROM LIBRARY

OPTIONAL SETTINGS

PLATFORM & SIZE

Instagram square (1:1)

APPLY SAVED STYLE (OPTIONAL)

Preview

Latest generation appears here.

Download

Save to Media Library

Save as style

Use in Post

Animate

Edit with AI

The result is compelling but does not show our actual premises or dishes. For that we will need to use a Contextual Prompt that utilizes reference images, which is covered next.

Chirpy AI Image Studio: User Guide

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Using a contextual prompt

Here you are using real images as visual inspiration for posters you want to generate. In other words, you are providing the platform with context.

We refer to these as reference images. You can upload up to 5 images, each up to 100 MB, from your device, or choose them from your Media Library.

These images could be from a product catalog or pictures of a venue, setting, area, structure, staff members, colleagues, and the list goes on and on.

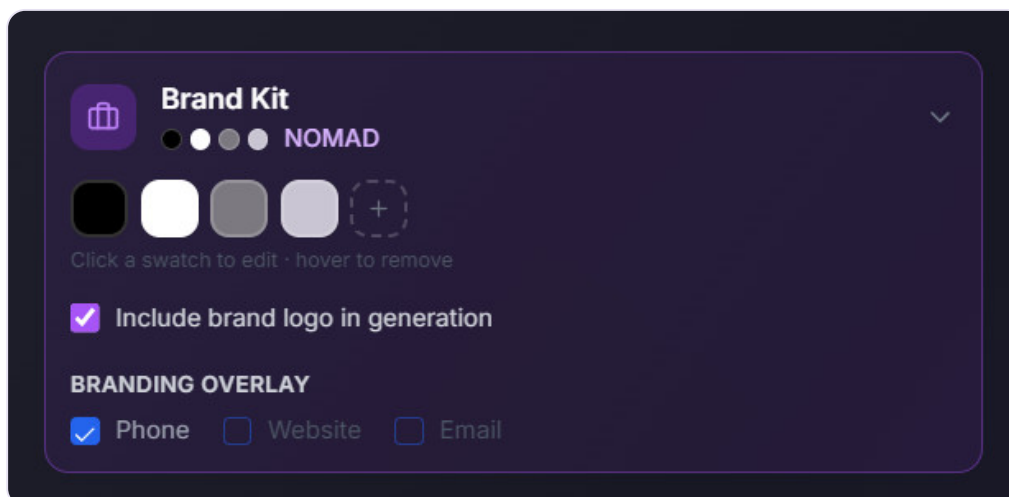
Here are some very simple examples with the typical images business folks have stored somewhere:

- Restaurant owners have pictures of their dishes, venue and staff.
- Real estate agents have pictures of their listings, areas they operate in and themselves and staff members.
- Folks in retail have extensive product catalogs, which usually include images of products staged in different environments.

Let's demonstrate by using the same restaurant theme we used above.

Step 1: Select a Brand Kit

We used the Brand Kit below, which is different from the one above.



Step 2: Describe your Poster

We used the simple prompt below to describe our poster.

DESCRIBE YOUR POSTER REQUIRED [Browse examples](#)

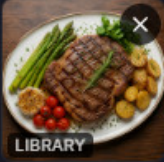
Try our Thursday night special. A sizzling steak platter. \$40

Book Now

Step 3: Add your Reference Images

REFERENCE IMAGES (OPTIONAL) 1/5 used

Add up to 5 images for the model to use as visual inspiration (composition, palette, subject, mood). Upload new ones or pick from your Media Library. Max 100 MB each.



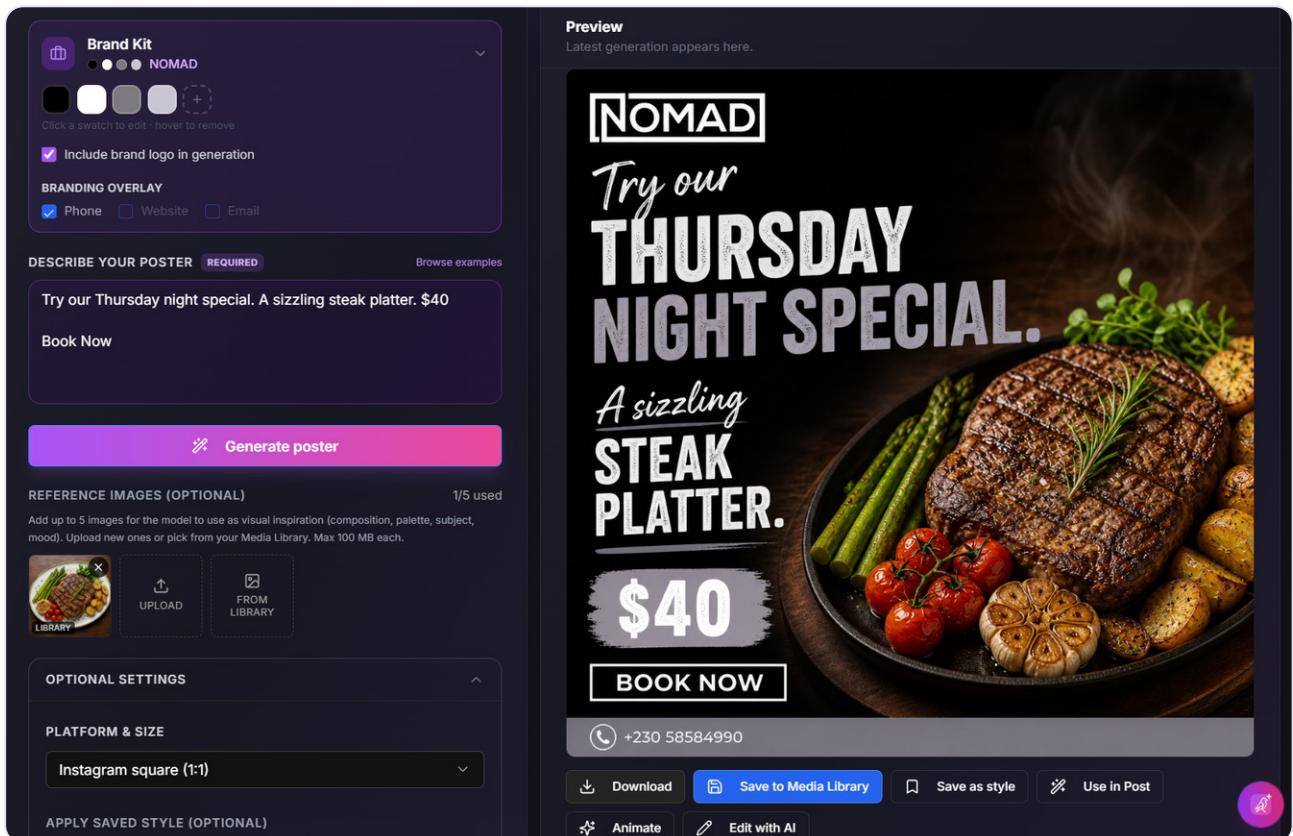

UPLOAD


FROM
LIBRARY

We selected our Steak Platter below from our Media Library.



We then selected **Generate Poster**, and here is our result.



As you can see it now not only contains our Logo and contact details but our exact product.

If we wanted to show it being served in our restaurant by Sophia, our server, we could have used the following as a reference image.



And here is our result.

**Brand Kit**

Click a switch to edit / hover to remove

☒ Include brand logo in generation

BRANDING OVERLAY

☒ Phone☐ Website☐ Email

DESCRIBE YOUR POSTER

REQUIRED

Browse examples

Try our Thursday night special. A sizzling steak platter. \$40

Book Now

Show it being served as per the reference image

Generate poster

REFERENCE IMAGES (OPTIONAL)

1/5 used

Add up to 5 images for the model to use as visual inspiration (composition, palette, subject, mood). Upload new ones or pick from your Media Library. Max 100 MB each.



LIBRARY

UPLOAD

FROM LIBRARY

OPTIONAL SETTINGS

Preview

Latest generation appears here.



Download

Save to Media Library

Save as style

Use in Post

Animate

Edit with AI

The poster now shows our **restaurant**, **server** and **product**.

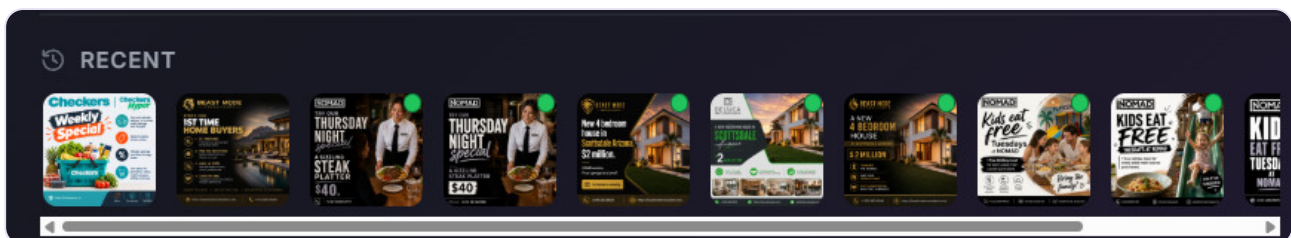
Chirpy AI Image Studio: User Guide

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You now have the following options:

- **Download:** Save the poster to your device.
- **Save to Media Library:** Saves the Poster in your Media Library.
- **Save as style:** Save the poster format and style, which can be selected and used for future posters.
- **Use in Post:** Use directly in a post
- **Animate:** Use the AI Video Studio to animate your image. Animate uses your plan's AI video allowance. See the [AI Video Studio guide](#) for more details.
- **Edit with AI:** Please refer to the [Editing images](#) section of this guide.

Your recent posters are shown below. You can select them to resume editing or delete them.



Advanced Options

If you want more control over the Poster content and message you can enable Advanced Fields.

Select **Optional Settings** and then Enable **Advanced Fields**.

OPTIONAL SETTINGS

PLATFORM & SIZE

Instagram square (1:1)

APPLY SAVED STYLE (OPTIONAL)

No saved style

ADVANCED FIELDS

Enable

Clear draft

You are now presented with the form below.

CONTENT FIELDS

REQUIRED

CONTENT TYPE

Promotion

HEADLINE

Big bold message

SUPPORTING TEXT

A short supporting line

OFFER / PRICE

e.g. 20% off, \$49

DATE / TIME

e.g. Sat 3 May, 7pm

CALL TO ACTION

e.g. Book now

CONTACT INFO

e.g. www.example.com

EXTRA NOTES (OPTIONAL)

Anything else the designer should know

In this mode, Chirpy places what you type in each field on the poster exactly as written:

- **Content type:** Promotion, Event poster, Announcement, Menu special, Product launch, Real estate listing, Gym class promo, Quote card, educational post or Custom. This sets the layout logic for the design.
- **Headline:** your big, bold message.
- **Supporting text:** a short supporting line.
- **Offer / price:** for example, “20% off” or “\$49”.
- **Date / time:** for example, “Sat 3 May, 7pm”.
- **Call to Action:** for example, “Book now”.
- **Contact info:** for example, your website.
- **Extra notes (optional):** anything else the designer should know.

Poster Tips

- Double-check spelling, prices and dates before generating. The design uses your text exactly as typed.
- Less text makes stronger posters: headline, one support line, offer, call to action.
- Generate one poster you love, save it as a style, and reuse it so weekly promotions look like a family.

Carousel Mode: Multi-slide stories

Use this mode when one image cannot carry the complete idea, message or story. A carousel is a set of connected slides that people swipe through in a single post. It suits ideas that need more than one image to complete the message or story.

Carousels reliably outperform single images on Instagram and LinkedIn because people swipe.

Typical use cases include:

- **Teaching:** how-to steps, tips, myths and facts.
- **Explaining:** a process, a feature walkthrough, a before and after.
- **Persuading:** three reasons to choose you, a customer story, a case summary.
- **Announcing:** a launch with several key details.

Carousel mode creates 3 to 6 slides that share one style, color palette and typography, ready to post as a swipeable carousel.

There are 2 modes you can use when generating a carousel, we will illustrate them below.

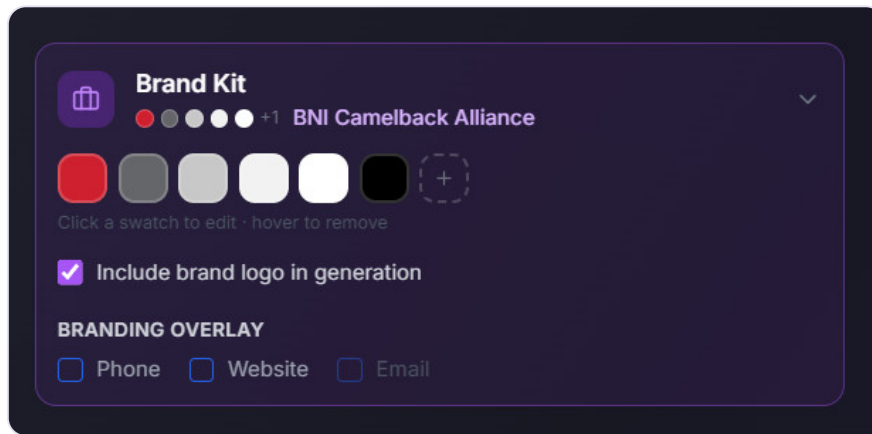
Using a pure text prompt

In this mode, your Brand Kit will provide all the information required to generate a compelling result, but the platform will not have context of your specific subject, product, or setting which is provided by using reference images.

Let's go through an example, where we are going to assume that we are part of the Camelback Alliance chapter of the professional network BNI.

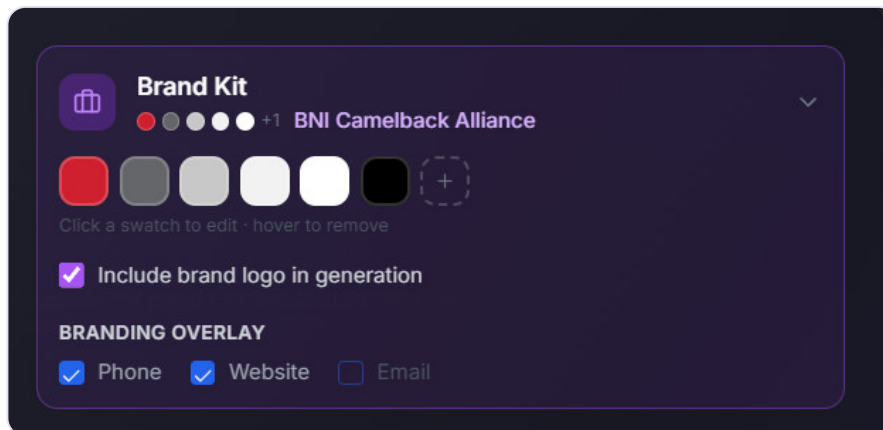
Step 1: Select a Brand Kit

Your 1st step is to select your Brand Kit. If you only have one, it should be prepopulated.



If you have more than one, you can select from the drop-down list.

If you do not yet have a Brand Kit, it would be wise to create one first by selecting Brand Kit in the left navigation pane in your dashboard and let the wizard build it from your website in about a minute. See the [Understanding your Brand Kit](#) guide for the full walkthrough.



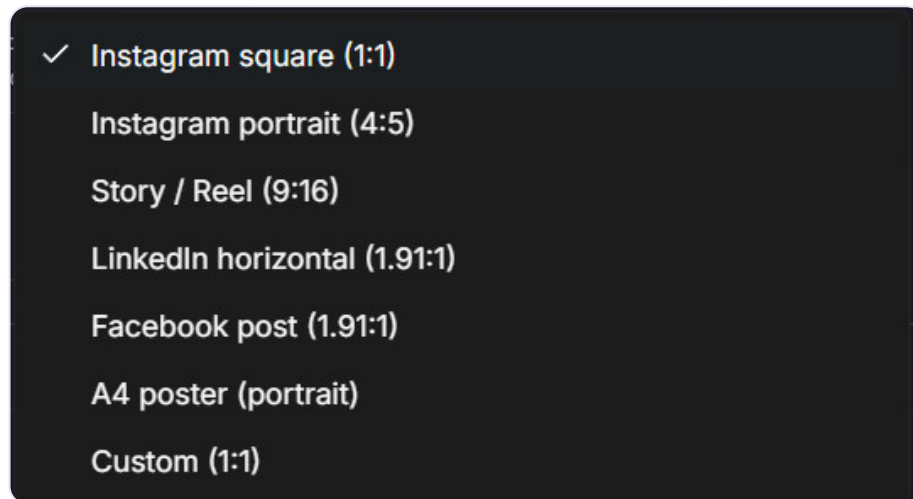
Then select the contact details you want to include on your carousel.

In our example, we have selected **Phone Number**, **Website** and **Email Address**.

Step 2: Select your Platform & Size

Here you pick the appropriate platform/s and image size for your final post before you generate. The format and size differ for the type of medium you choose.

Select **OPTIONAL SETTINGS** and pick the appropriate option from the **PLATFORM & SIZE** drop-down list below.



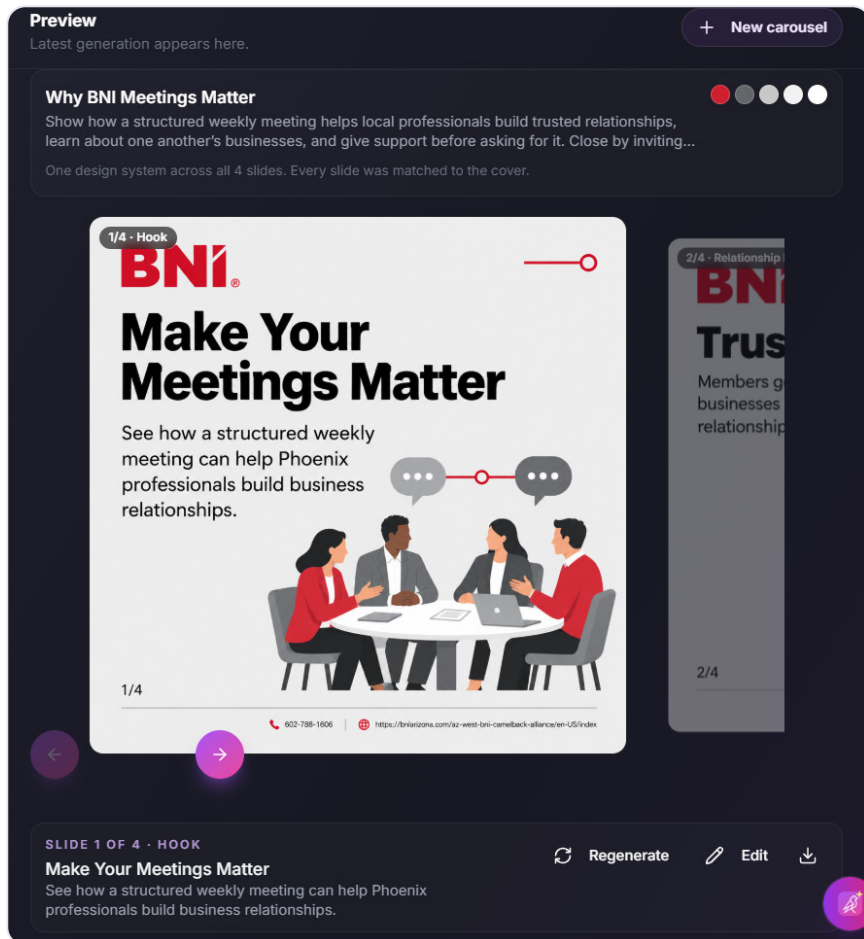
Step 3: Describe your Carousel

The important thing to note here is that you are not describing the visual, but the subject and message you want to convey with carousel as well as the number of slides you want in the carousel.

This is what we used in our simple example.

Step 4: Generate your Carousel

We selected **Generate carousel** and our result is below.



On the top section of the page, we see the following:

- **Our Subject:** Why BNI Meetings Matter
- **Detailed Description:** Show how a structured weekly meeting helps local professionals build trusted relationships, learn about one another's businesses, and give support before asking for it.
- **Our Color Palette:** pulled from our Brand Kit.
- **Slides:** Each individual slide with its Sequence Number & Objective, Heading and Body text.

This is what the complete sequence looks like in our example.

Slide 1: The Hook: our key message that will entice our audience to look further.

1/4 · Hook

BNI®

Make Your Meetings Matter

See how a structured weekly meeting can help Phoenix professionals build business relationships.



1/4

602-788-1606 | <https://bniarizona.com/az-west-bni-camelback-alliance/en-US/index>

→

Slide 2: Member Value: Value to members.

2/4 · Relationship buildin

BNI®

Trust Comes First

Members get to know one another's businesses and build trusted relationships over time.



2/4

602-788-1606 | <https://bniarizona.com/az-west-bni-camelback-alliance/en-US/index>

→

Slide 3: One of our Core Values: Information about the key values of the organization.



Slide 4: Call to Action: What you want your audience to do next. In most cases this should be the final slide in your carousel.



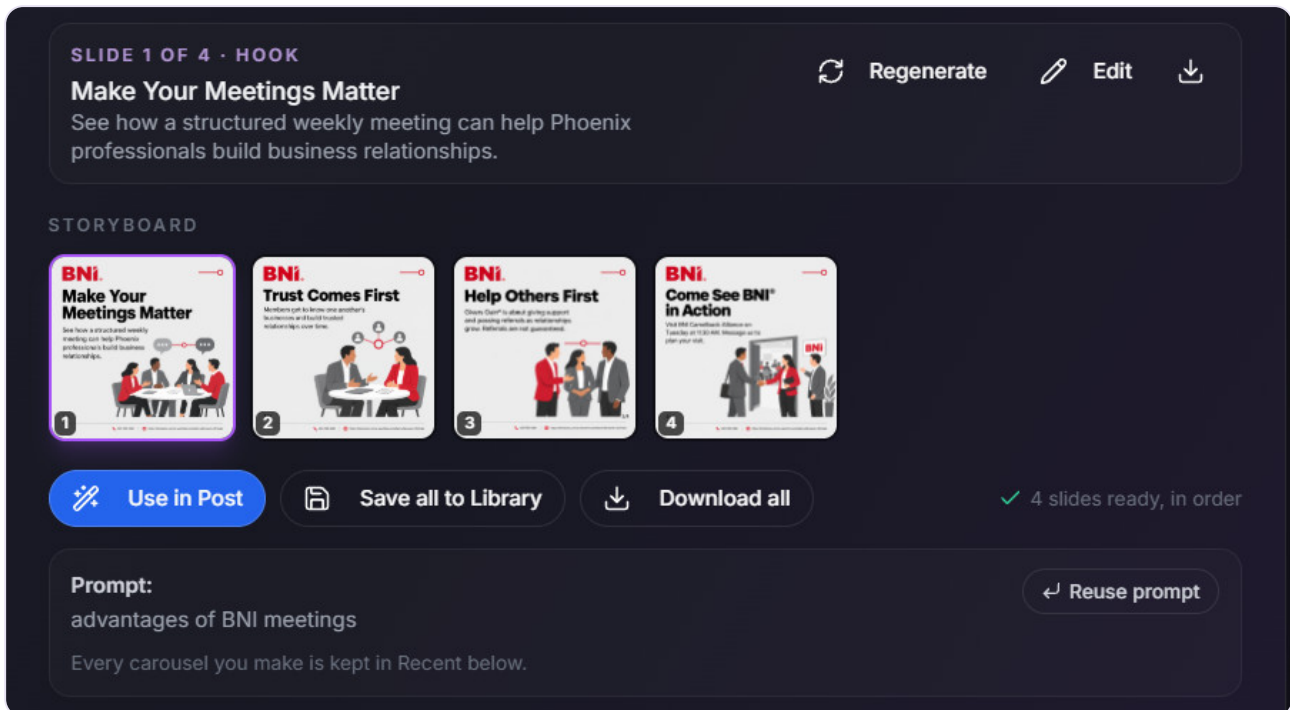
Points to note

This is where your Brand Kit plays a critical role. In our example above it automatically extracted the following and used it to generate our generated result:

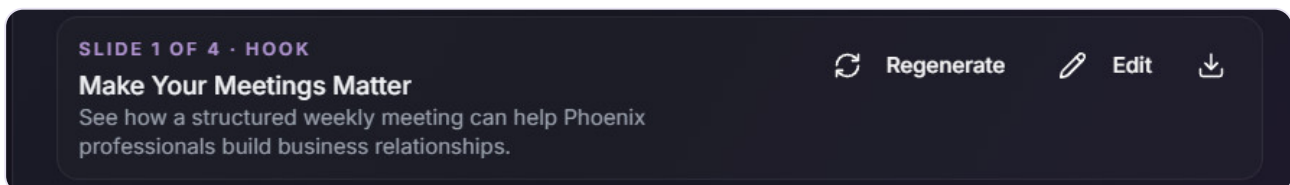
- Our color palette
- Our logo

- Our contact details
- Our key messages and values

Further down the page we see the following. Let's break these down piece by piece.



INDIVIDUAL SLIDE OPTIONS

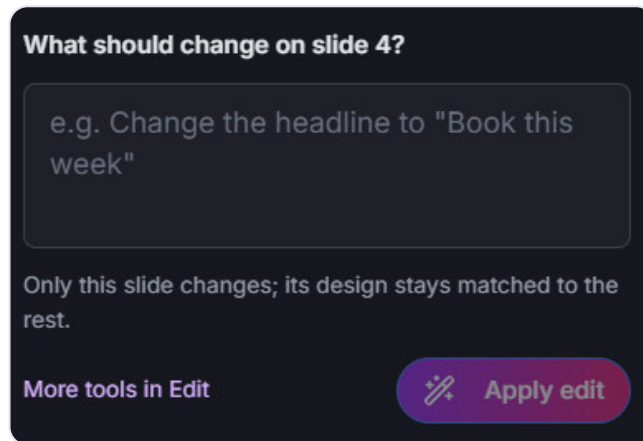


These options refer to each individual slide:

- **Regenerate:** you can regenerate the selected slide without doing edits to see if you get a better result.
- **Download:** download the individual slide to your device.
- **Edit:** edit the slide.

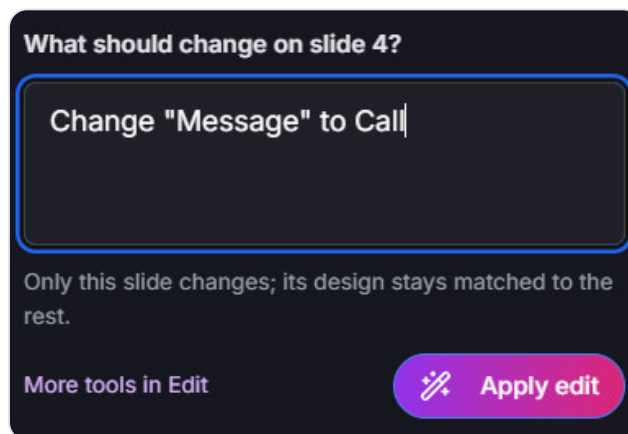
Editing a slide

When selecting Edit you are presented with the modal below.



You can either describe your desired change in the text box above or choose **More Tools in Edit** which will take you into full edit mode described in the relevant section of this guide.

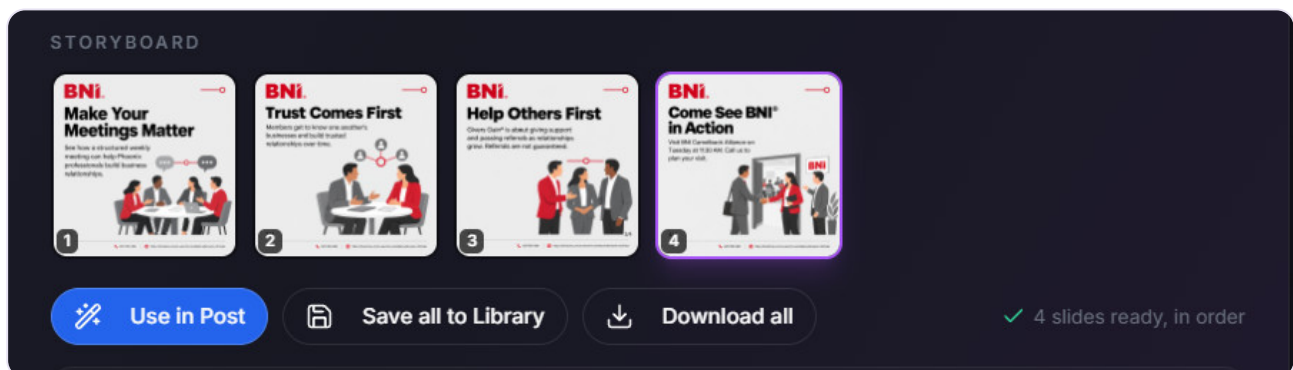
Let's assume we want to have our audience call us instead of messaging us. We would make the change as below and **Apply edit**.



Here is our result.



STORYBOARD OPTIONS



These options refer to the carousel as a whole:

- **Use in post:** all slides in your carousel are automatically populated in the **Create Post** wizard.
- **Save all to Library:** all slides are saved to your Media Library.
- **Download all:** download all slides to your device.

Using a contextual prompt

Here you are using real images as visual inspiration for the carousel you want to generate. In other words, you are providing the platform with context.

We refer to these as reference images. You can upload up to 5 images, each up to 100 MB, from your device, or choose them from your Media Library.

These images could be from a product catalog or pictures of a venue, setting, area, structure, staff members, colleagues, and the list goes on and on.

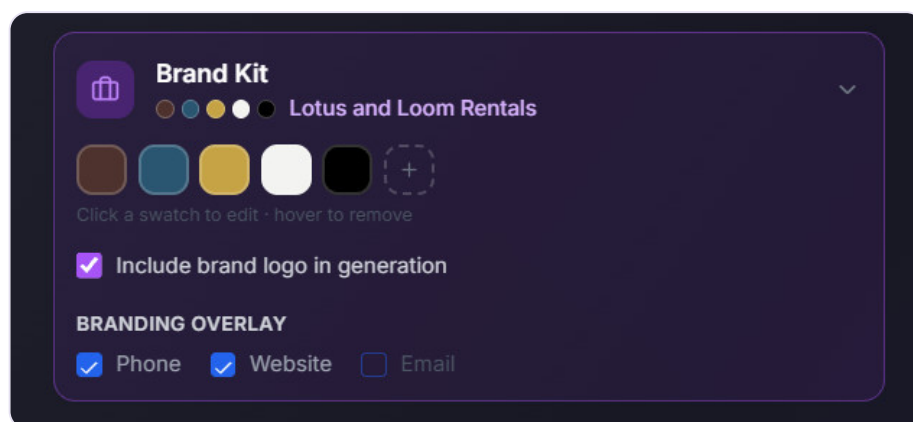
Here are some very simple examples with the typical images business folks have stored somewhere:

- Restaurant owners have pictures of their dishes, venue and staff.
- Real estate agents have pictures of their listings, areas they operate in and themselves and staff members.
- Folks in retail have extensive product catalogs, which usually include images of products staged in different environments.

Let's demonstrate by using an example of a luxury short-term rental company.

Step 1: Select a Brand Kit

Your 1st step is to select your Brand Kit. If you only have one, it should be prepopulated.

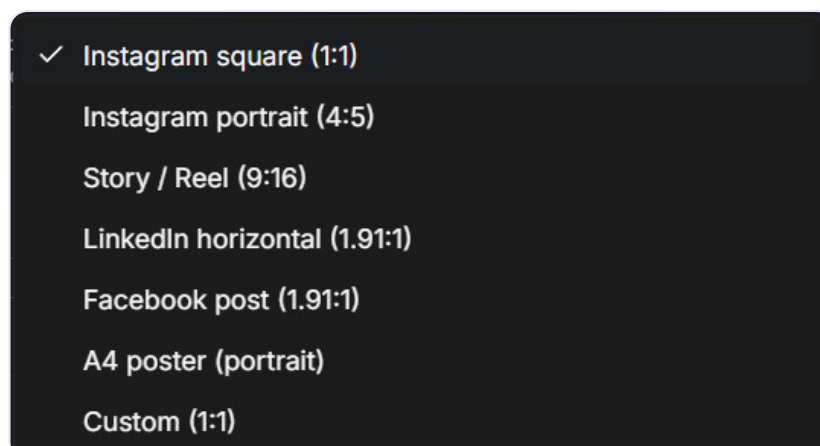


Specify if you want your Logo and contact details included on your carousel slides.

Step 2: Select your Platform & Size

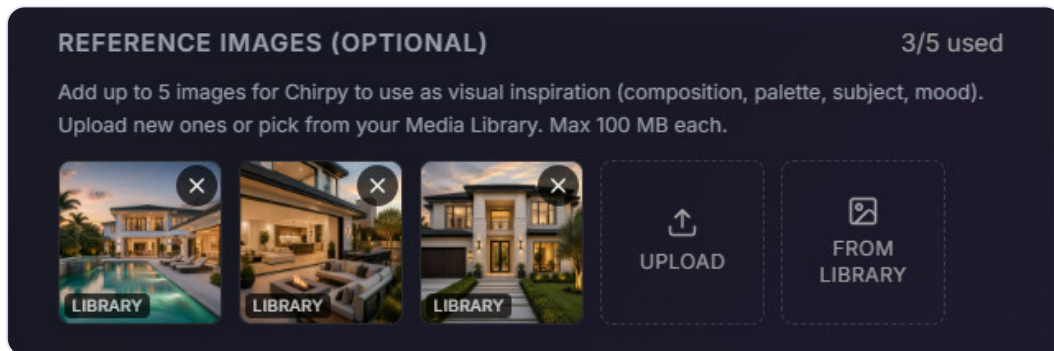
Here you pick the appropriate platform/s and image size for your final post before you generate. The format and size differ for the type of medium you choose.

Select **OPTIONAL SETTINGS** and pick the appropriate option from the **PLATFORM & SIZE** drop-down list below.



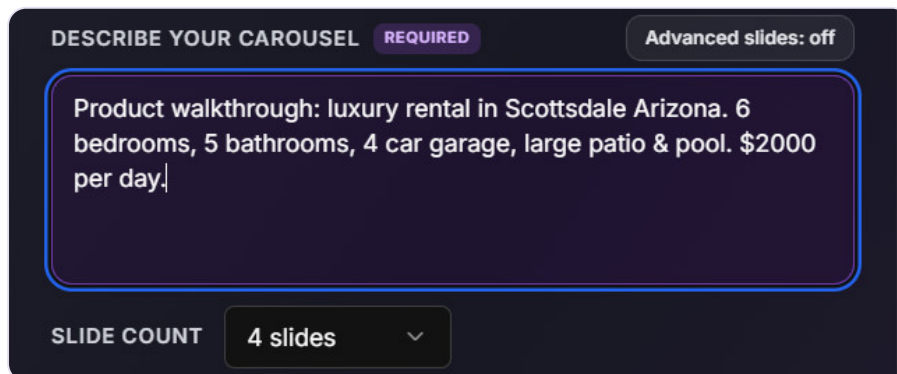
Step 3: Add your reference images

We have added the following reference images from our Media Library.



Step 4: Describe your Carousel

This is what we used in our simple example.



Here is our result: a complete carousel that not only includes our branding and messaging, but visuals of our actual listing.

1/4 - Hook

LOTUS & LOOM
RENTALS

Your Scottsdale Escape Awaits

Luxury living, with room to unwind.



+14807187242 | <https://www.lotusandloomrentals.com/>

1/4

2/4 - Outdoor living

LOTUS & LOOM
RENTALS

Make Room to Unwind

A spacious patio and pool set the scene for relaxed Scottsdale days.



+14807187242 | <https://www.lotusandloomrentals.com/>

2/4

3/4 • Property details

LOTUS & LOOM
RENTALS

Space for Every Stay

6 bedrooms, 5 bathrooms, and a 4-car garage.



+14807187242 | <https://www.lotusandloomrentals.com/>

3/4

4/4 • Call to action

LOTUS & LOOM
RENTALS

Stay with Lotus and Loom

Scottsdale luxury rental • \$2,000 per day.
Enquire with Lotus and Loom Rentals.

“

Our stay with Lotus and Loom was absolutely incredible! The property was stunning, the service was top-notch, and everything exceeded our expectations. We can't wait to come back!

★★★★★

— Sarah M.

LOTUS & LOOM
RENTALS

+14807187242 | <https://www.lotusandloomrentals.com/>

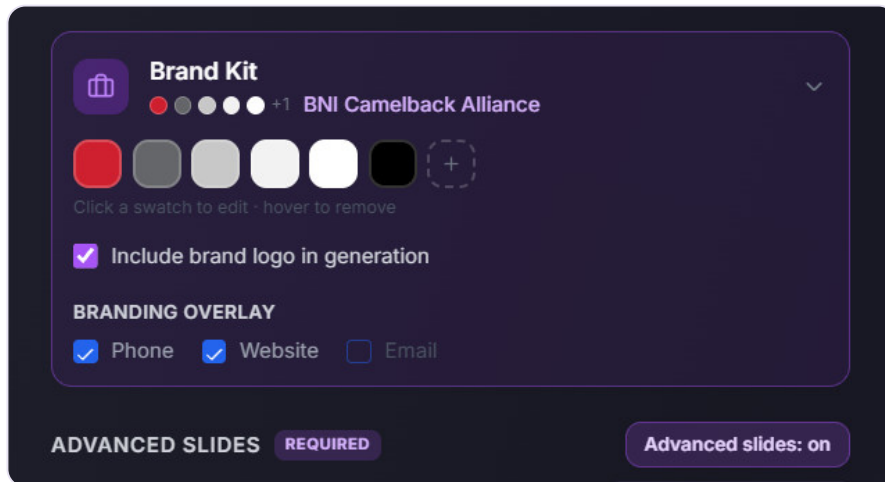
4/4

All features described in the previous subsection are also available here.

Using the Advanced slides option

Using the advanced slides option is available if you want more granular control over the design of your carousel.

To use this mode toggle **Advanced slides** on, as below.



You are now presented with the following options as below.

ADVANCED SLIDES **REQUIRED** **Advanced slides: on**

TOPIC Auto-fill slides

e.g. 5 reasons to switch to Chirpy

AUDIENCE (OPTIONAL)

e.g. Australian small-business owners

SLIDES (3/10) **+ Add slide**

Slide 1 **cover**

Slide text (used verbatim)

Slide 2 **value**

Slide text (used verbatim)

Slide 3 **cta**

Slide text (used verbatim)

Here you can define:

- **The Topic:** The same type of prompt you would in the other modes.
- **Audience:** Which is optional as this would usually be included in your Brand Kit. It is useful if you want to be very specific.
- **Slides:** The slides on your carousel with default headings. Select **Add slide** to add additional slides to the carousel.

Step 1: Select your topic

Enter your prompt. We are going to use the same one from our 1st example above.

You now have the option of auto populating the slide set by selecting **Auto-fill slides**.

Here is our result.

TOPIC

Why BNI meetings matter

AUDIENCE (OPTIONAL)

e.g. Australian small-business owners

SLIDES (4/10)

+ Add slide

Slide 1

cover

Why BNI meetings matter

Slide 2

problem

Referrals rarely happen by accident. People need to know, like, and trust you first.

Slide 3

value

Regular meetings help members build relationships, share what they do, and learn how to refer one another.

Slide 4

cta

Show up, take part, and make it easier for others to recognize the right referral for you.

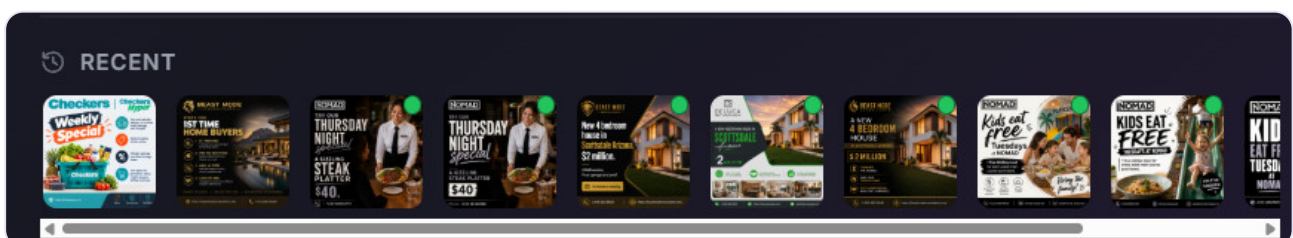
Step 2: Edit each individual slide

You have editing control regarding the content in each slide.

Step 3: Generate carousel

Once you are completely satisfied, select **Generate carousel**.

Your recent Carousels are shown below. You can select them to edit individual slides or delete them.



Carousel tips

- One idea per slide. If a slide needs a paragraph, split it.
- Slide 1 is your hook: readers decide in a second whether to swipe.
- End with a clear call to action slide, not a fade-out.
- Keep slide text short; the design breathes when the copy does.

Photoshoot Mode: Professional product shots

The most useful mode for anyone selling a physical product or a property, and the one most people overlook. This tool saves you money, because it replaces a product photography session.

It works differently from other modes:

- You are not using a Brand Kit.
- You are uploading a photo/image of your actual product and picking from a range of professional photography templates.
- Chirpy then restyles it according to the template/s you choose.

Using templates

Available templates

There are **43 templates** across seven categories to choose from:

- **Real estate:** Furnish Room, Unfurnish Room, Renovate Room, Kitchen Upgrade, Bathroom Upgrade, Improve Landscaping, Exterior Enhancement, Day to Sunset, Sky Replacement, Declutter and Clean.

With ten templates, this is the strongest set in the Studio. An empty room can be shown as furnished. A grey day can become a sunset. A cluttered kitchen can be cleared.

A word of caution for realtors: These can change how a property looks. Showing a furnished version of an empty room, or a sunset that was not there, is fine to use in marketing as it is obviously illustrative. It, however, can become a problem when it misleads a buyer about the condition of the property. Label virtually staged images as such. Your local rules on this are not optional and they are not the same everywhere.

- **Consumables:** Studio, Floating, Ingredient, In Use, Contextual.
- **Beauty:** Studio, Floating, In Use, Atmospheric, Application Close-up, Ingredient.
- **General:** Studio, Splash/Water, Lifestyle, Minimal, Ingredient/Citrus, Bold Color.

- **Fashion:** On Model (Full Body), On Model (Upper Body), Isolated, Lifestyle Interior.
- **Home:** Studio, Room Setting, Lifestyle Room (Bright), In Hand/Lifestyle.
- **Seasonal:** Christmas, Valentine's Day, Easter, Halloween, Summer, Spring, Autumn / Fall, New Year.

Take one photograph of your product and get a year of seasonal posts from it.

Templates with styles

Some templates carry a small “styles” badge, which means they offer a second choice. Click one and a Pick a style panel opens on the card: Furnish Room, for example, asks whether you want Modern, Retro, Classic or Colonial furnishing. Every Real Estate and Seasonal template works this way. The picker will remind you to pick a style before it lets you continue.

Choosing well

- Match the category to what is actually in your photo. Food and drink belong in Consumables, skincare in Beauty, clothing in Fashion.
- Not sure? The General category works for any product, and Studio plus Lifestyle is a dependable first pairing.
- Use all three slots. The marginal cost of trying a third style is one image, and variety is exactly what a social feed needs.
- Seasonal templates are your campaign shortcut: the same product photo becomes a Christmas, Valentine's or Summer visual without a new shoot.

Using Photoshoot

Step 1: Insert your product image

You can drag and drop, browse, or choose an image from your Media Library. Supported formats are PNG, JPG, WebP and HEIC, up to 20 MB.

The quality of what comes out depends almost entirely on what goes in, so here is our guidance regarding the image you choose to get the best results:

- A clear photo
- A white or transparent background when appropriate
- The product filling the frame
- Not blurry

A quick phone photo against a white wall, well lit, beats a moody photo taken in your shop.

Let's illustrate by means of a very simple example.

In this example let's assume that I am a home renovator and want to show my prospective customer a before and after example image of what their kitchen could look like once I have completed the renovation.

Here is the original photo I uploaded.

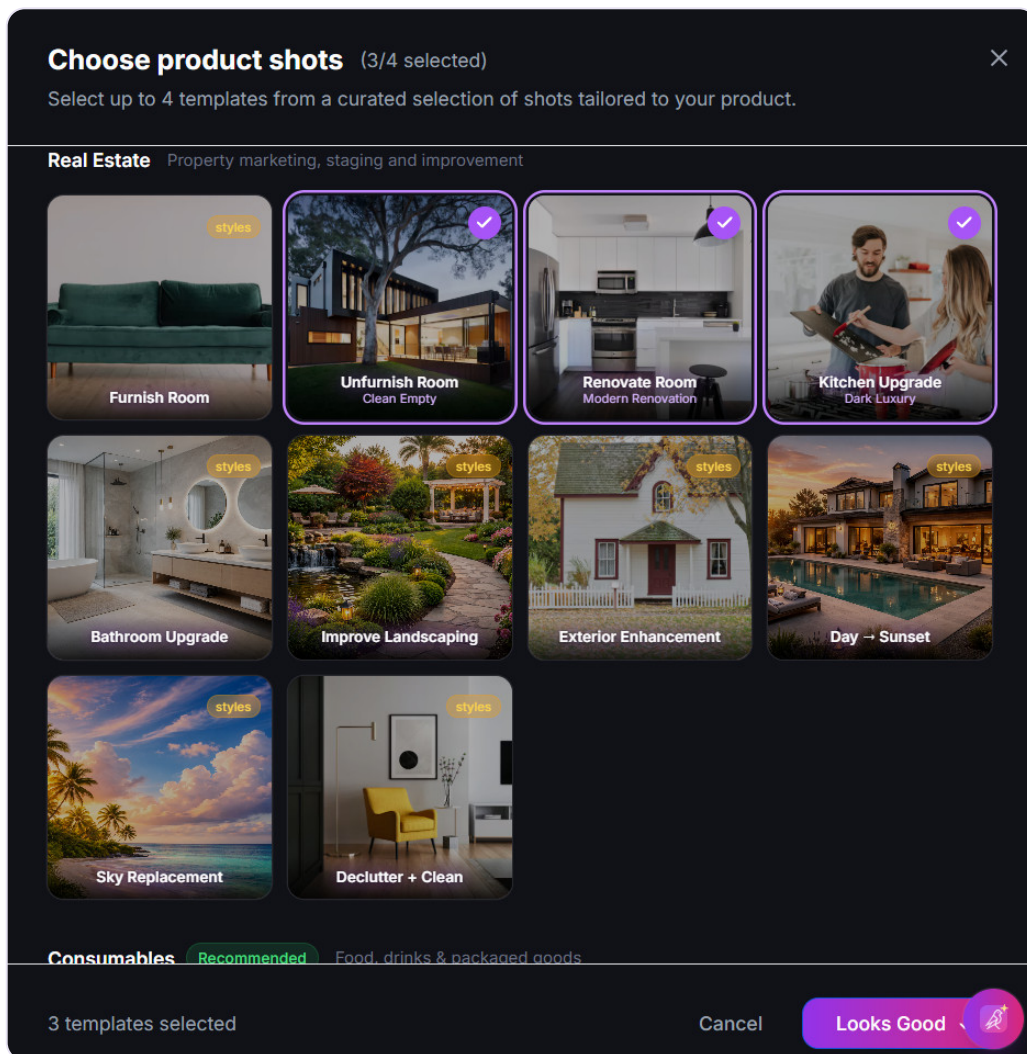


As you can see there is definite room for improvement. There is renovation work that has not been completed, and the kitchen is furnished with some clutter also.

Step 2: Choose templates

You can add up to three templates per run, so let's do that.

My goal is first to show the kitchen unfurnished, then show what it looks like after the remodel and finish by showing what a complete upgrade would look like so have selected the appropriate templates below.

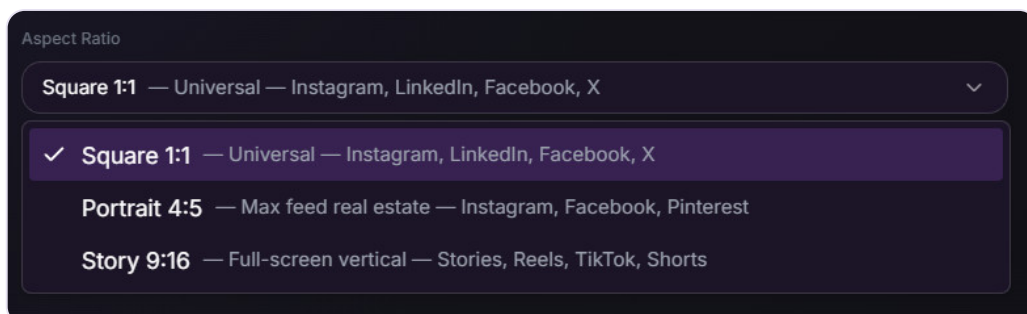


Within each template there are subcategories that you can use to further refine the outcome. It would be good for you to browse these to get more details.

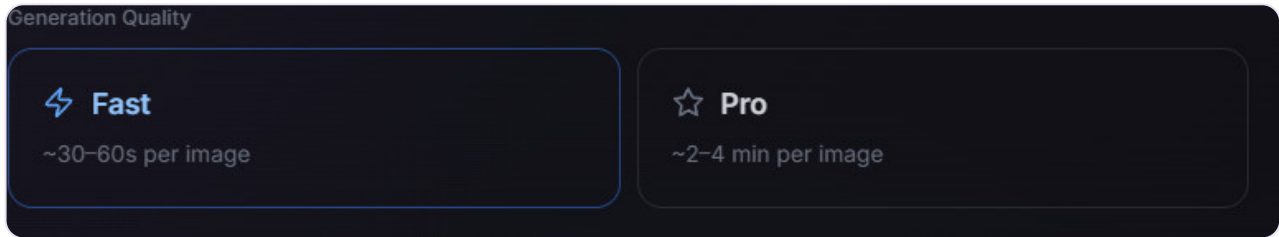
Let's assume I am happy with my selection so select **Looks Good**.

Step 3: Choose aspect ratio and generation quality

Aspect Ratio depends on the medium and format you want for your post. Below are your options.



Generation quality has the 2 options below.

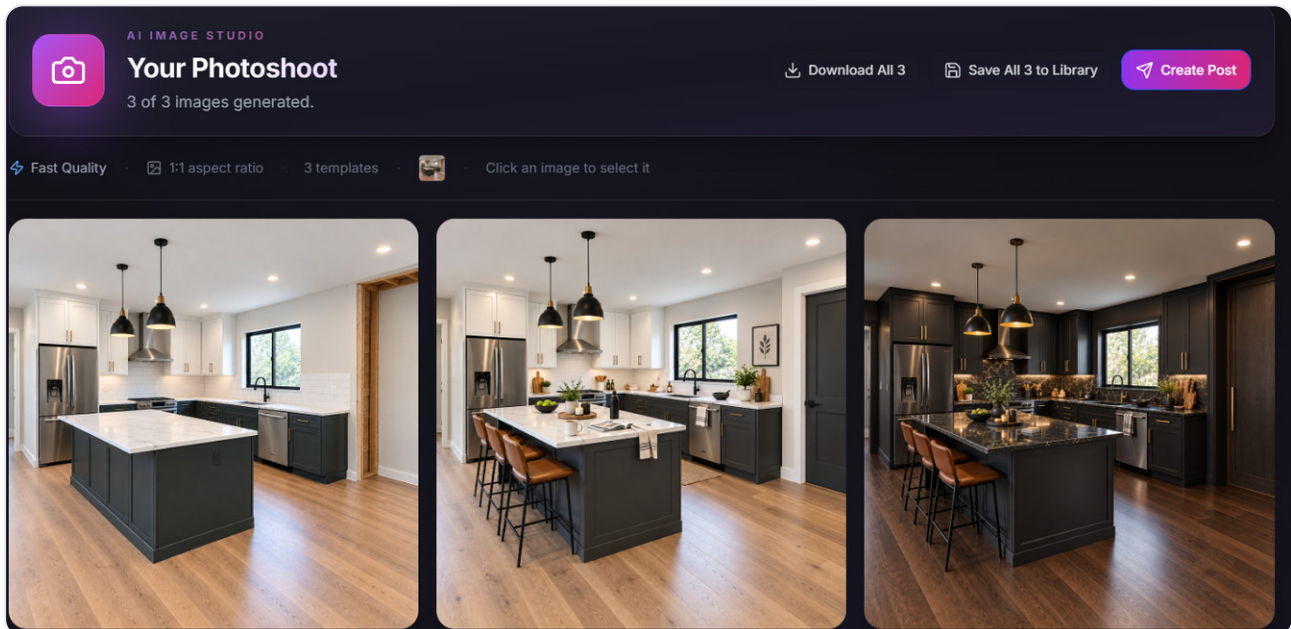


There is no cost implication on the option you pick, Pro just takes longer to generate. If you are not in a terrible hurry, always use Pro as you generally get a better-quality output. That is not to say that Fast does not generate a great output as will be seen below.

For my example I used the defaults: **Square 1:1** and **Fast**.

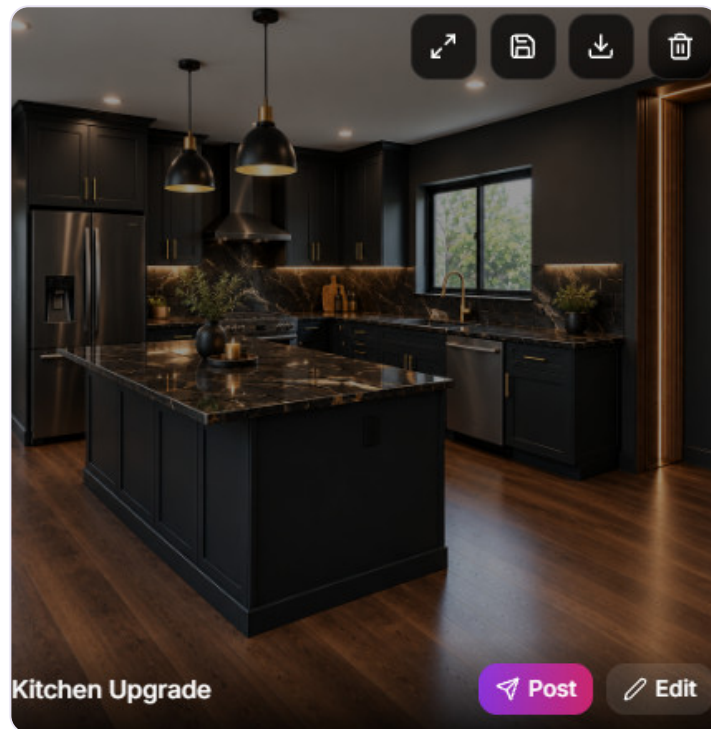
Step 4: Generate Photoshoot

Once happy with all my options, I selected **Generate Photoshoot** and below is the result.



Above the images you have the following options:

- **Download all:** download to your device.
- **Save to Library:** save to your Media Library.
- **Create Post:** all images are automatically added in the **Create Post** mode.

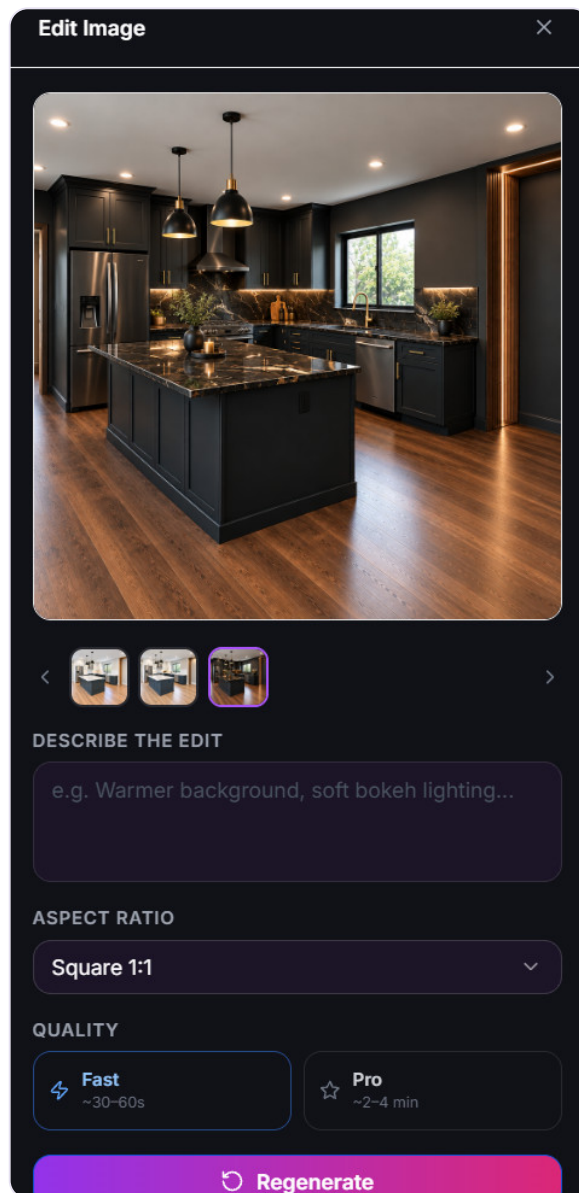


Hovering over an individual image gives you the following additional options for the selected image.

- **Expand:** expand to see full-size image.
- **Download:** download to your device.
- **Delete:** delete the image.
- **Post:** the image will be automatically added in the **Create Post** mode.
- **Edit:** edit the selected image.

Edit Photoshoot

You can edit each individual image in your Photoshoot as shown below.



You can use free text to describe what you want to edit.

Once you are happy you can select **Regenerate**.

Best Practices

- Reuse one great input photo. A single clean product shot can power dozens of shoots across categories, seasons and ratios.
- Build a shoot per platform, not one shoot for everywhere: square for the feed, 9:16 for Stories and Reels.
- Plan seasonal content early: run Christmas or Valentine's shoots from the same product photo weeks ahead and schedule the posts.
- Keep a consistent look by repeating the same template across products, so your catalogue feels like one brand.

If something looks wrong

- The product looks distorted or mushy: the input photo is usually the cause. Re-shoot sharper, closer and on a plainer background.
- The wrong thing is treated as the product: crop the photo so the product dominates the frame before uploading.
- The style misses the mark: try the same template's other style options, or a neighboring template in the category.
- The result is good but not great: re-run the same setup in Pro mode before changing anything else.
- Honesty check for property and product shots alike: these images are generated. Never present an AI-enhanced room as the property's actual condition and never pass a generated scene off as a real customer photo.

Infographic Mode: Charts and Data Visuals

An infographic is a visual that presents information, data or a process with short text, numbers, icons and layout. It makes a complex idea quick to understand. A good one communicates a single message in a few seconds.

Infographics are among the most shared types of content on social media, making them a powerful tool for visual storytelling, data visualization, and audience engagement.

Why Infographics Work on Social Media

- **Higher Engagement:** Visual content is processed quickly by the brain and attracts significantly more likes, comments, and shares than plain text.
- **Complex Simplification:** They break down complex statistics, step-by-step processes, timelines, or dense blog posts into scannable, bite-sized visual pieces.
- **Content Repurposing:** You can transform old blog posts, survey results, whitepapers, or video transcripts into fresh graphic assets.

Common Use Cases for Infographics

- **Marketing and Brand Awareness:** Share engaging stats, product comparisons, or company milestones on social media to boost shares and web traffic.
- **Education and Training:** Break down dense, academic, or technical subjects into bite-sized, easy-to-digest visual guides or onboarding steps.
- **Data and Statistical Reporting:** Turn complex survey results, poll numbers, or research metrics into clean bar charts, pie charts, and callout figures.
- **Process and Workflow Explanation:** Guide users through step-by-step instructions, recipes, or assembly manuals using numbered sequences or flowcharts.

- **Timelines and Historical Overviews:** Map out chronological events, project roadmaps, or brand histories from start to finish.
- **Geographical and Demographic Data:** Display regional trends, population density, or service coverage areas using map-based graphics.

You can easily generate compelling infographics by using a simple prompt. These will be covered below.

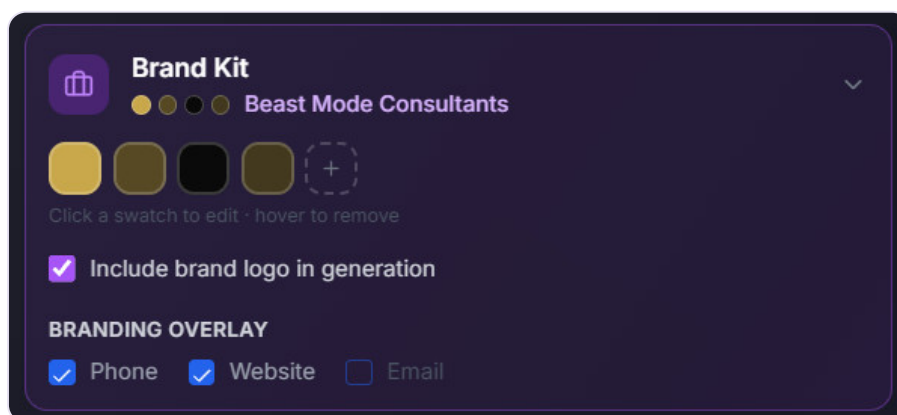
Using a pure text prompt

In this mode, your Brand Kit will provide all the information required to generate a compelling result, but the platform will not have context of your specific subject, product, or setting which is provided by using reference images.

Let's go through an example, where we are going to assume we are a Realtor.

Step 1: Select a Brand Kit

Your 1st step is to select your Brand Kit. If you only have one, it should be prepopulated.



If you have more than one, you can select from the drop-down list.

If you do not yet have a Brand Kit, it would be wise to create one first by selecting Brand Kit in the left navigation pane in your dashboard and let the wizard build it from your website in about a minute. See the [Understanding your Brand Kit](#) guide for the full walkthrough.

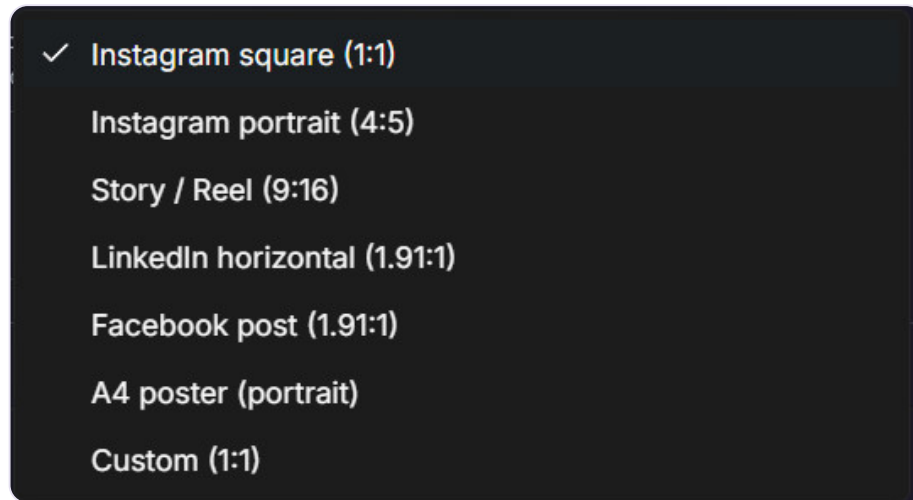
Then select the contact details you want to include on your infographic.

In our example, we have selected **Phone Number** and **Website**.

Step 2: Select your Platform & Size

Here you pick the appropriate platform/s and image size for your final post before you generate. The format and size differ for the type of medium you choose.

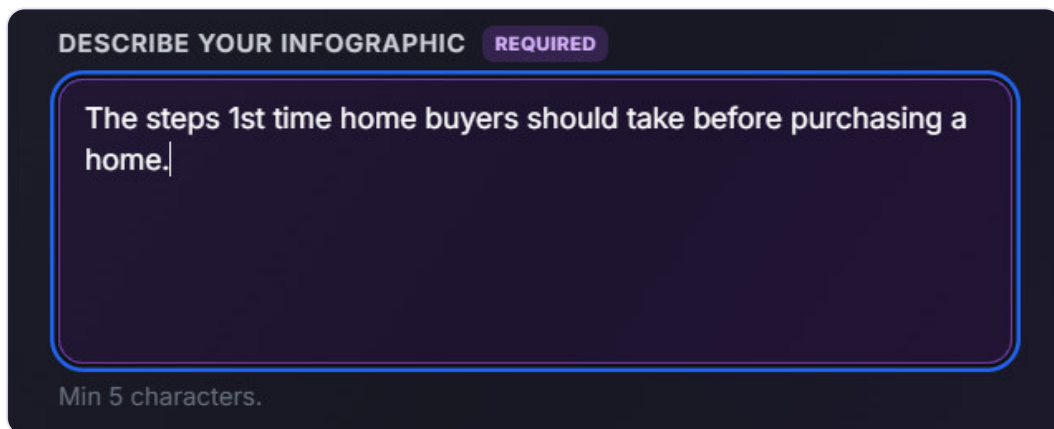
Select **OPTIONAL SETTINGS** and pick the appropriate option from the **PLATFORM & SIZE** drop-down list below.



Step 3: Describe your Infographic

The important thing to note here is that you are not describing the visual, but the subject and message you want to convey with your Infographic.

This is what we used in our simple example.

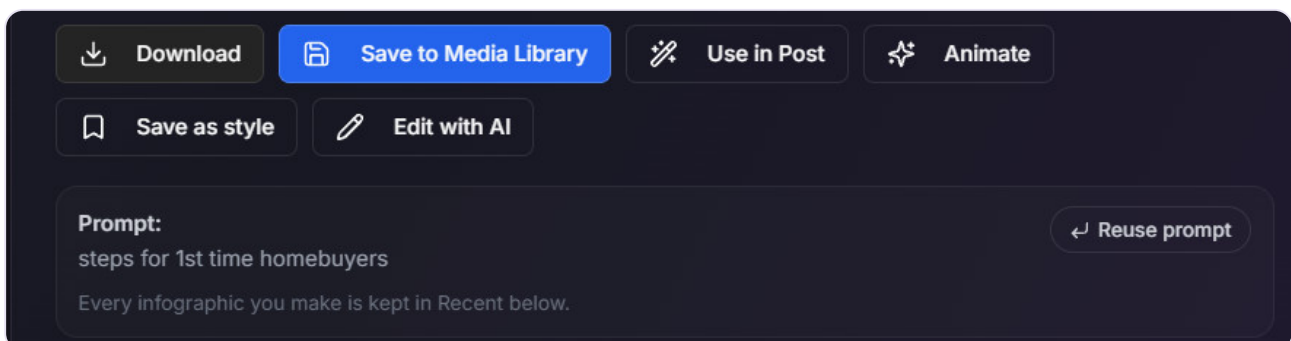


Step 4: Generate your Infographic

We selected **Generate Infographic** and our result is below.



Here we have our Infographic that has extracted our Logo, Palette, Contact Details and some key messages from our Brand Kit.



You now have the following options:

- **Download:** download to your device.
- **Save to Library:** Saves the Image in your Media Library

- **Use in Post:** Use directly in a post.
- **Animate:** Use the AI Video Studio to animate your image. Animate uses your plan's AI video allowance. See the [AI Video Studio guide](#) for more details.
- **Save as style:** save the style of this Infographic so it can be used when generating new ones.
- **Edit with AI:** Please refer to the [Editing images](#) section of this guide.
- **Regenerate:** Regenerate a new version of the image.

Using a contextual prompt

Here you are using real images as visual inspiration for the Infographic you want to generate. In other words, you are providing the platform with context.

We refer to these as reference images. You can upload up to 5 images, each up to 100 MB, from your device, or choose them from your Media Library.

These images could be from a product catalog or pictures of a venue, setting, area, structure, staff members, colleagues, and the list goes on and on.

Here are some very simple examples with the typical images business folks have stored somewhere:

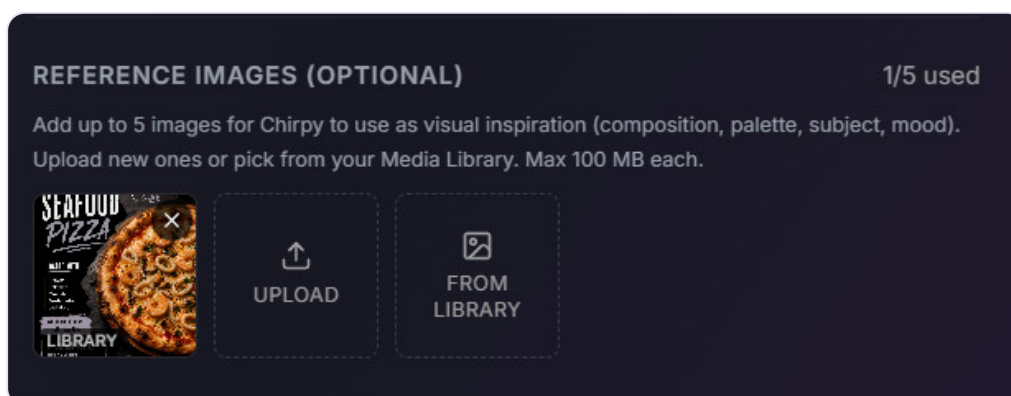
- Restaurant owners have pictures of their dishes, venue and staff.
- Real estate agents have pictures of their listings, areas they operate in and themselves and staff members.
- Folks in retail have extensive product catalogs, which usually include images of products staged in different environments.

Let's demonstrate by using the same restaurant theme we used in previous sections of the guide.

In our example, we want to take a poster of an existing product, our Seafood Pizza, and expand it into an Infographic.

Step 1: Add your Reference Images

Use the same Brand Kit as above. We selected only 1 reference image - the poster of our Seafood Pizza from our Media Library.



Step 2: Describe your Infographic

We used the simple prompt below to describe our Infographic.

DESCRIBE YOUR INFOGRAPHIC

REQUIRED

Expand into layers showing each ingredient

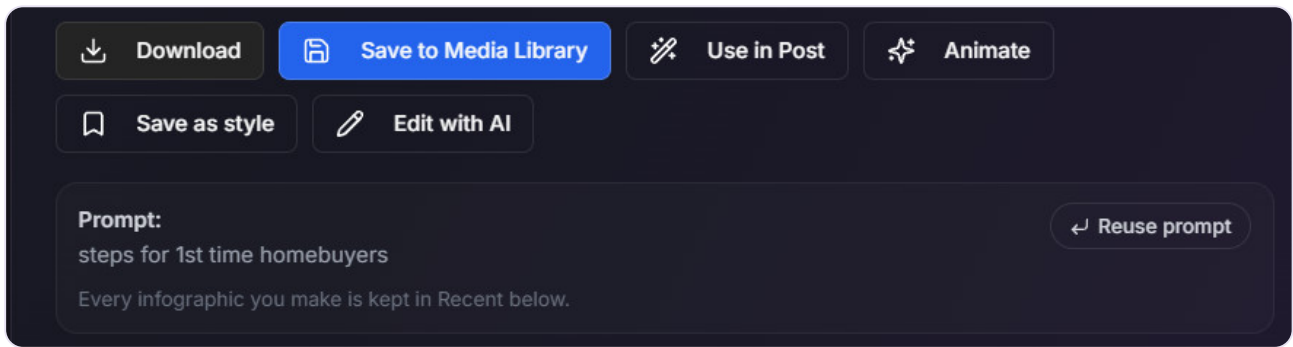
Min 5 characters.

Step 3: Generate your Infographic

We then selected **Generate Infographic** and here is our result.



As you can see it now not only contains our Logo and contact details but our exact product with each layer and process described, much more compelling than our original poster.



You again have the following options:

- **Download:** download to your device.
- **Save to Library:** Saves the Image in your Media Library
- **Use in Post:** Use directly in a post.
- **Animate:** Use the AI Video Studio to animate your image. Animate uses your plan's AI video allowance. See the [AI Video Studio guide](#) for more details.
- **Save as style:** save the style of this Infographic so it can be used when generating new ones.
- **Edit with AI:** Please refer to the [Editing images](#) section of this guide.
- **Regenerate:** Regenerate a new version of the image.

Your recent Infographics are shown below. You can select them to resume editing or delete them.

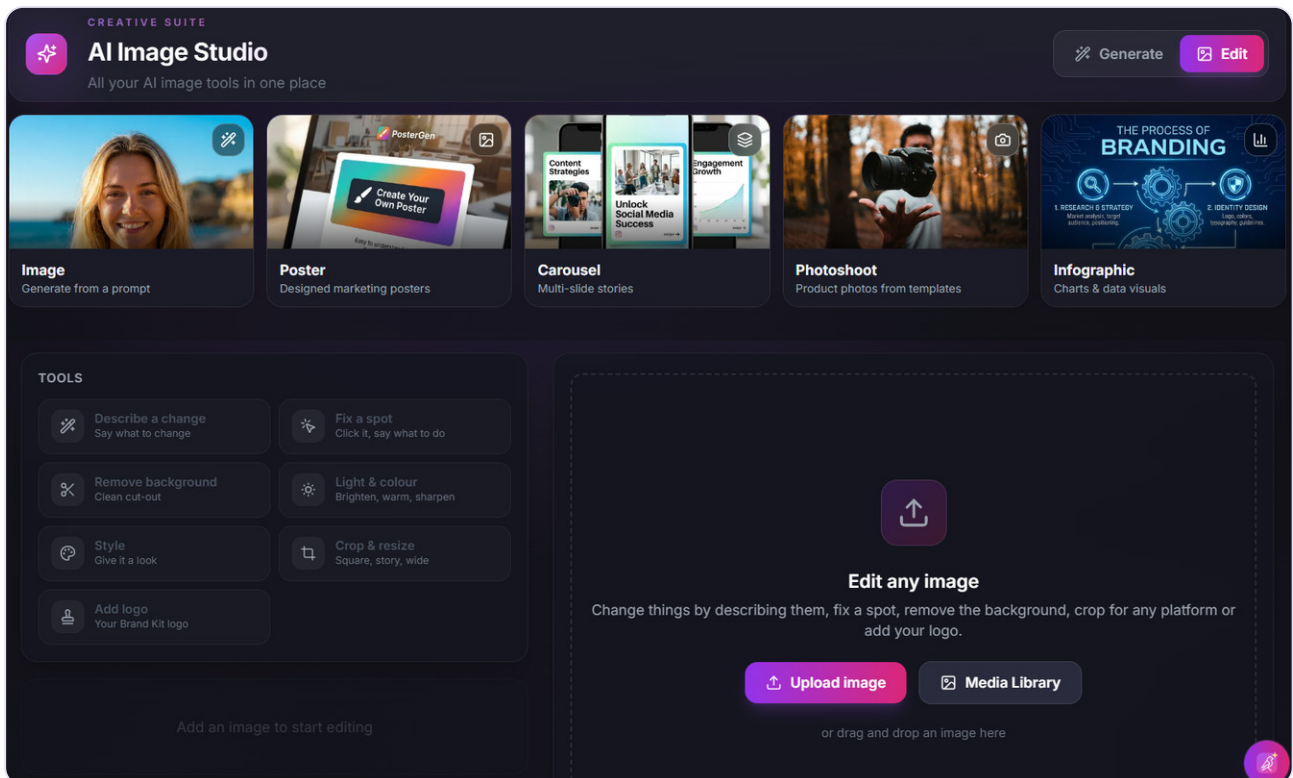


Editing images

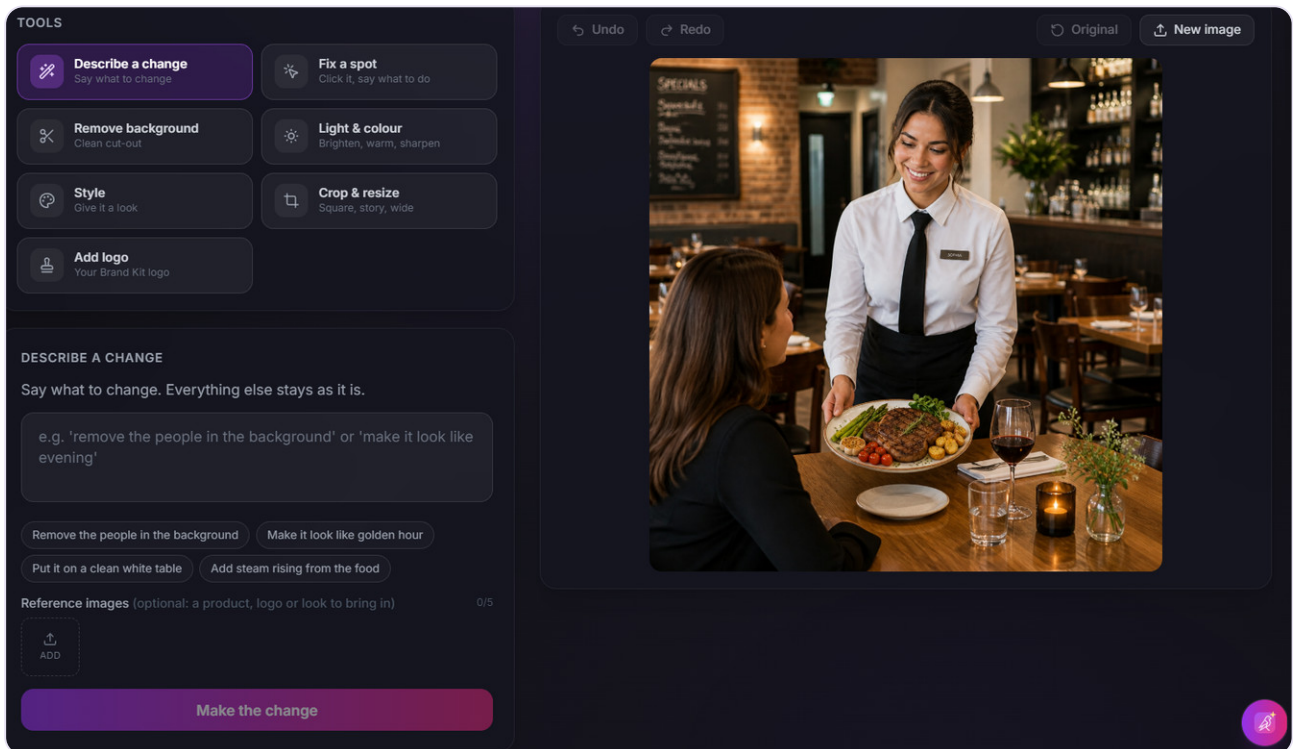
AI Image Studio includes an extensive suite of powerful tools that should cater for your every need.

The Image editing function is universal across all AI Studio intelligent modes. When editing an image within the specific mode, the image is auto populated.

When selecting **Edit** from the main menu, you are prompted to Upload an Image or select it from your Media Library as shown below.



To illustrate the tools available to you, we are going to select an image we used earlier from our Media Library.



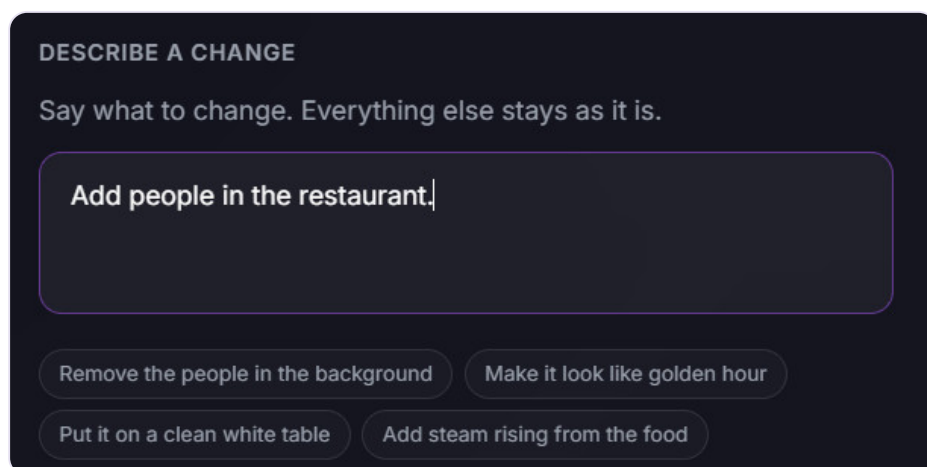
Let's now go through each one of them.

Describe a change

Here we use a prompt to make a global change to the image.

In our example we noticed that the image looked a little sparse, so we want to fill the restaurant with people.

Below is our simple prompt. As you can see there are some additional examples below.



We selected **Make the change** and here is our result.



Fix a spot

Here we can select anywhere in the image and edit it.

In our example we want to make the Server's tie red. We selected the spot on her tie and entered the prompt below.

TOOLS

Describe a change
Say what to change

Fix a spot
Click it, say what to do

Remove background
Clean cut-out

Light & colour
Brighten, warm, sharpen

Style
Give it a look

Crop & resize
Square, story, wide

Add logo
Your Brand Kit logo

FIX A SPOT

✓ Spot selected. Click again to move it.

make tie red

Reference images (optional: a product, logo or look to bring in)

0/5

ADD

Fix this spot

Undo Redo Hold to compare

Original New image

VERSIONS

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Here is the result.



Remove background

Suppose we only want the main subject in the picture to be prominent; we can then choose to remove the background as per below.

TOOLS

- Describe a change**
Say what to change
- Fix a spot**
Click it, say what to do
- Remove background**
Clean cut-out
- Light & colour**
Brighten, warm, sharpen
- Style**
Give it a look
- Crop & resize**
Square, story, wide
- Add logo**
Your Brand Kit logo

REMOVE BACKGROUND

Cuts out the main subject and makes the background transparent. Great for products, people and logos.

Remove background

Download as PNG to keep the transparency.

SAVE AND SHARE

- Use in Post**
- Save to Media Library
- Download ▾

Undo Redo Hold to compare

Original New image

VERSIONS

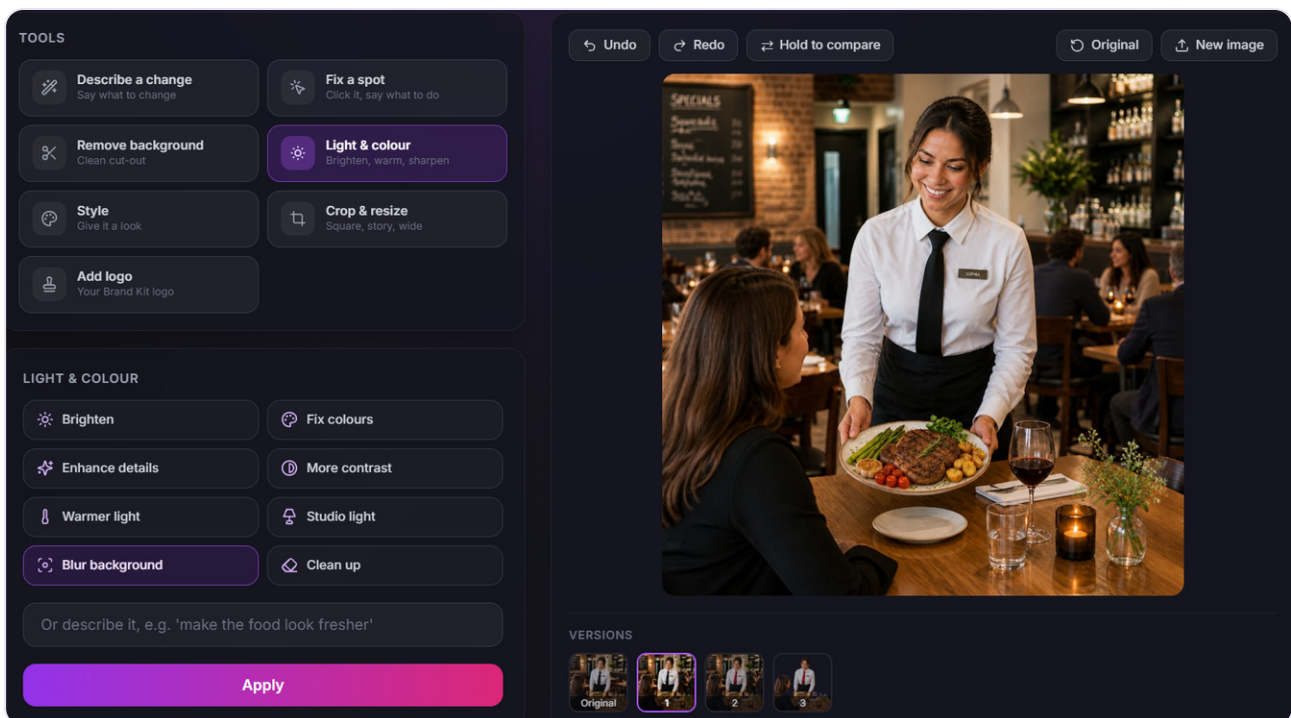
- Original
- 1
- 2

We selected Remove background and here is our result.



Light & color

Here you are given a host of choices which are self-explanatory. In our example we decided we would rather blur the background instead of removing it completely, so we selected the option below.

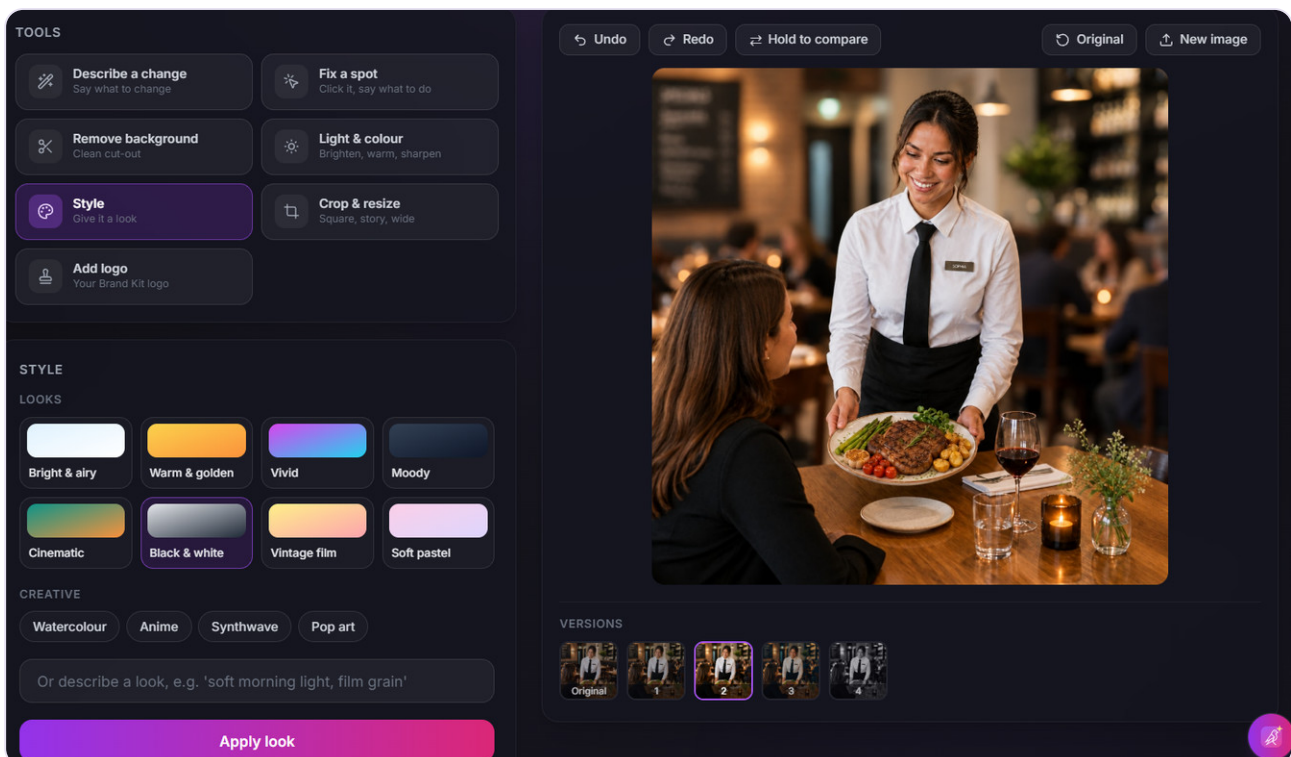


We then selected **Apply** and this is the result.



Style

Here you can apply a host of styles to your image. For simplicity, we are going to choose Black & White.



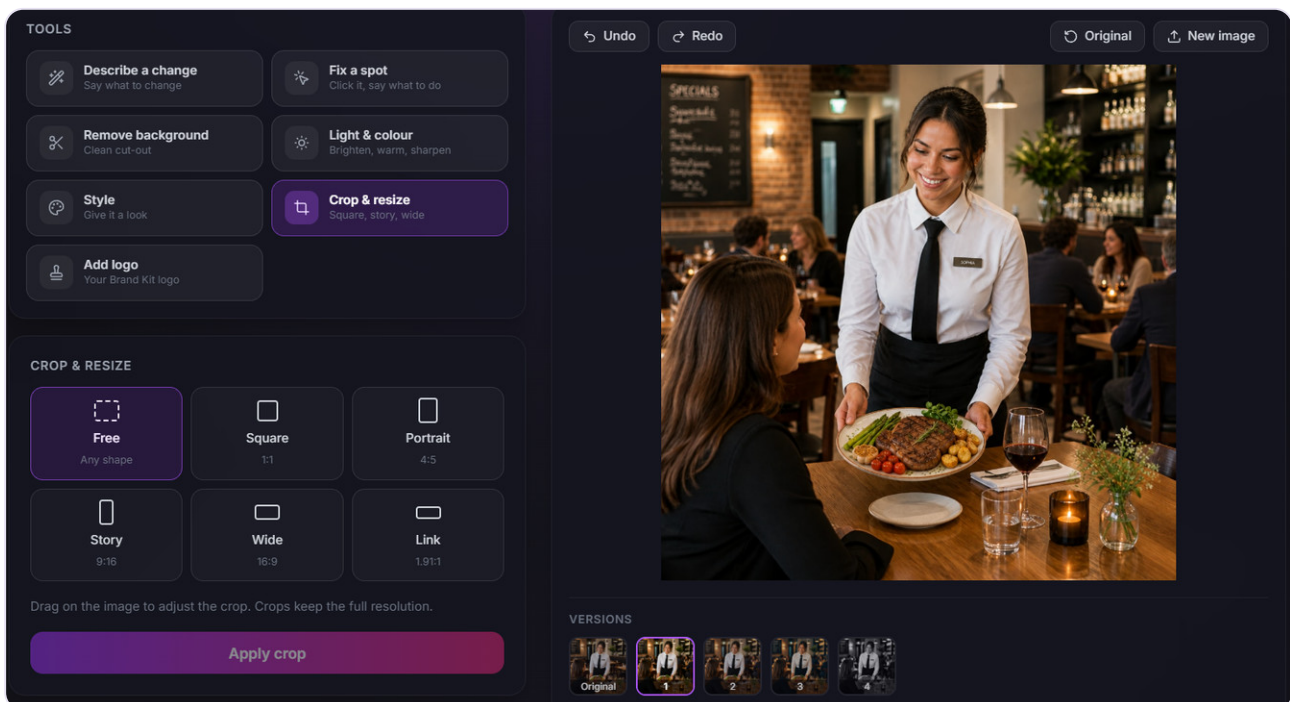
We selected Apply look and here is our result.



Crop & share

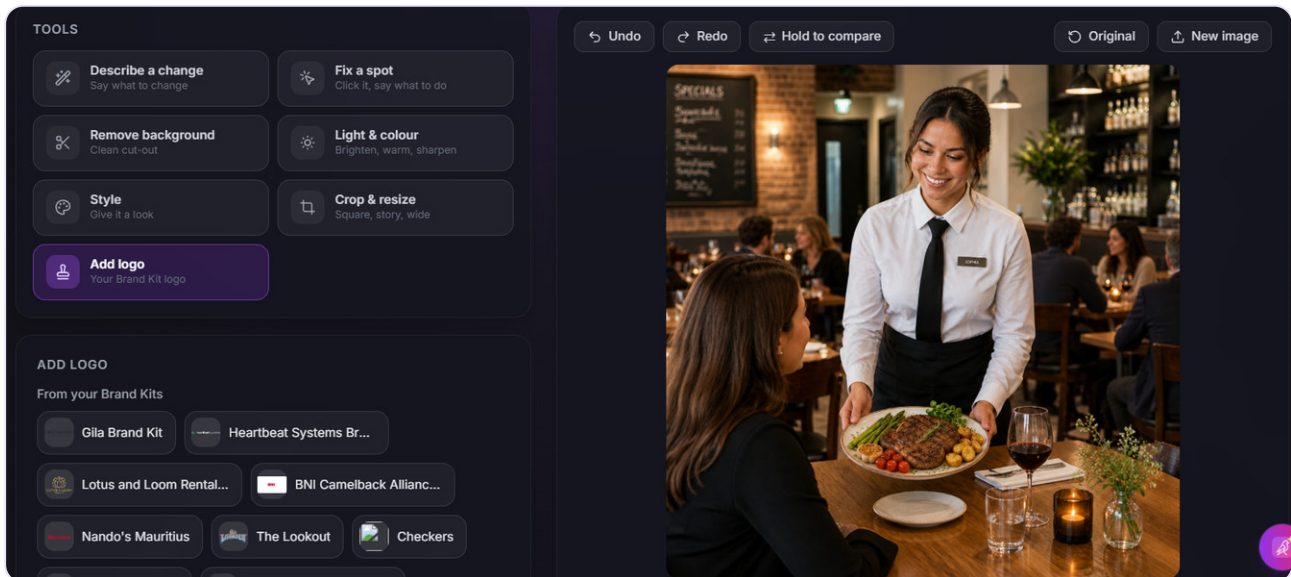
This feature is pretty self-explanatory and does not warrant an example.

See the options below.

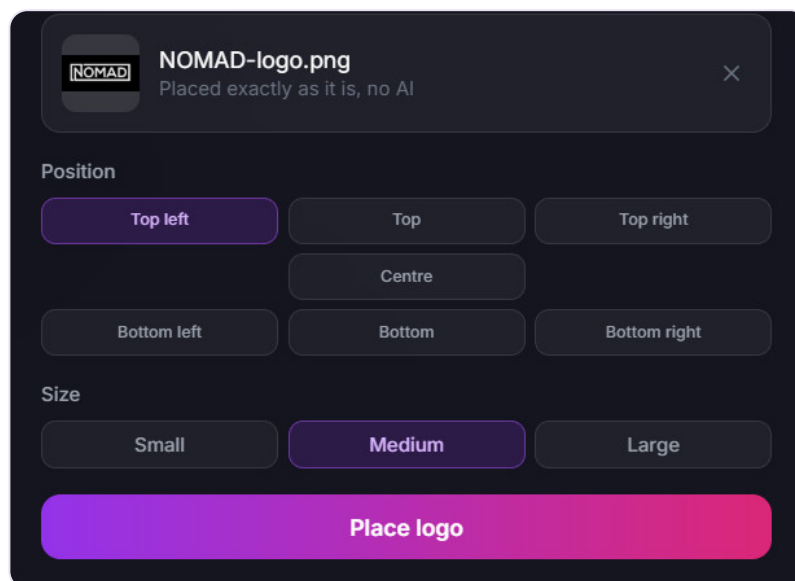


Add Logo

Here you can add a Logo from your Brand Kit.



First select your Brand Kit as above and then decide on its size and position as below.



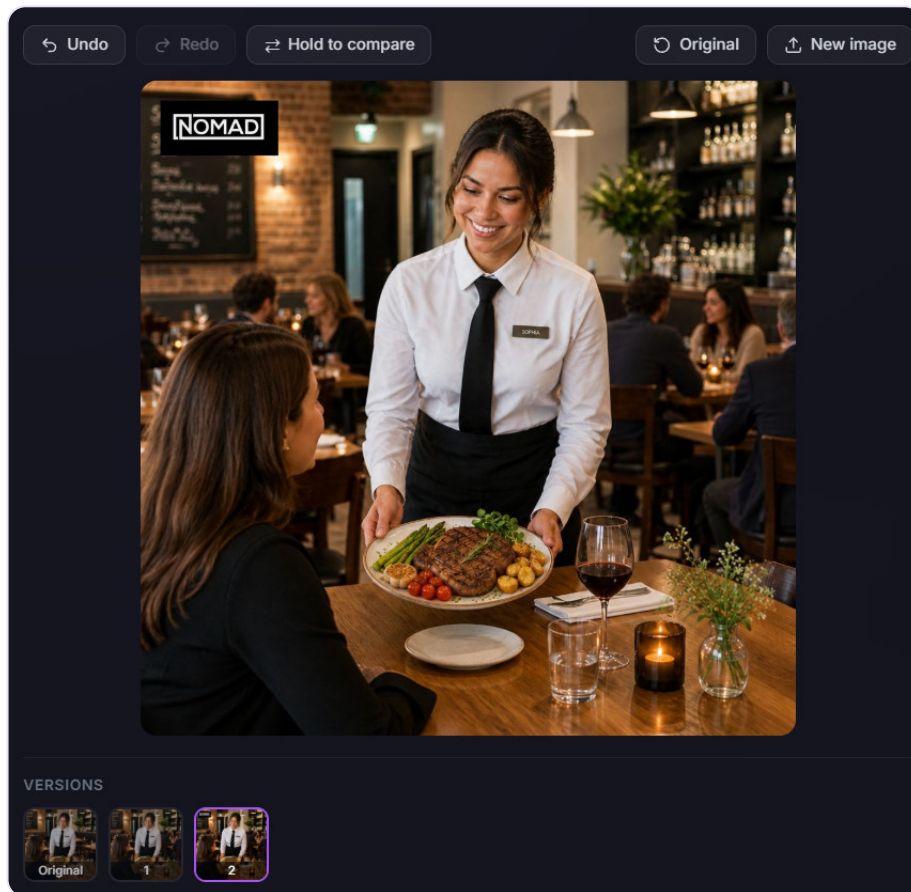
We selected the NOMAD Brand Kit and the size and position above.

We then selected **Place logo** and this is the result.

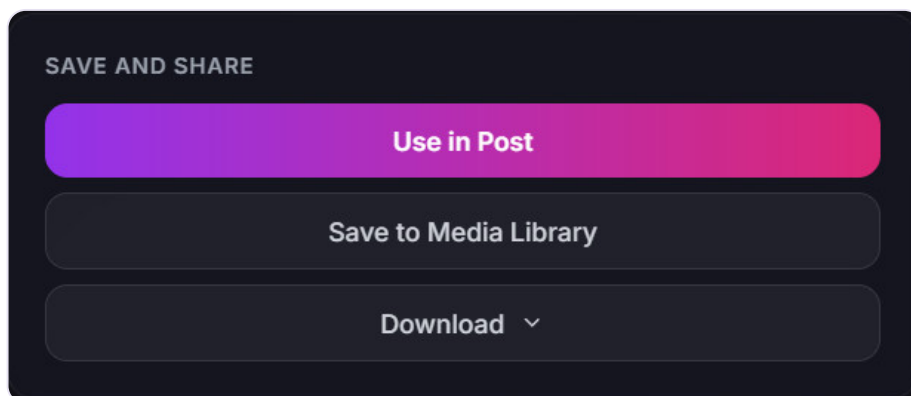


Irrespective of which Tool you are using, you will be presented with the options below at the top of your image.

Holding the **Hold to Compare** button down will allow you to see before and after versions of your image.



Versions of your image are shown below the current image.



All versions can either be downloaded, saved to your Media Library or used directly in a post.

Best practices

- **Set up your Brand Kit first.** Everything else in this guide is worth less without it.
- **Describe the picture, not the purpose.** Subject, framing, light.
- **Read drafted text before generating.** Carousel and Infographic both draft before they draw, and text is far cheaper to fix than an image.
- **Save a Style when you get a look you like.** It will be one click away on every other tab.
- **Use Photoshoot for anything physical.** A real photograph of your real product, restyled, beats a generated approximation of it.
- **Turn on Include brand logo** rather than hoping the model invents one correctly. It will not.
- **Use reference images.** Five photos of your actual business will do more than any amount of prompt writing.
- **Set the aspect ratio first.** Every time.
- **Change one thing at a time.** If you adjust the prompt, the mood, the color direction, and the style all at once, you will not know which one helped.
- **Use the negative prompt on the second attempt,** when you know what to exclude.
- **Batch your work.** Make everything for the week or the campaign in one sitting.
- **Avoid text inside generated images.** AI image models still render text badly. If a graphic needs words on it, use Poster, which is designed for it, or add the text yourself afterwards.

Tips for better images

- Write prompts like a photographer's brief: subject, setting, lighting, camera angle, mood.
- Keep important words out of the image itself. If exact text matters, use Poster mode, which is built for it.
- One clear subject per image beats a crowded scene.

Frequently asked questions

- **Do I need a Brand Kit?** No, but your images will not look related to each other without one, and consistency is most of what makes a feed look professional.
- **Can I use my own photographs?** Yes. Attach them as reference images in any mode or use Photoshoot to restyle them directly.
- **Why does my logo look wrong?** Because the model invented one. Tick **Include brand logo in generation**, so your real logo is sent as a reference.
- **Can I edit an image after generating it?** Yes. Save it to your Media Library and open it in the Edit tab.
- **What size should I use?** 4:5 for feed posts, 9:16 for Stories and Reels, 16:9 for YouTube and X. If in doubt, 4:5.
- **Can I turn an image into a video?** Yes, with Animate, on Image, Poster and Infographic. It uses your plan's AI video allowance. See the [AI Video Studio guide](#) for more details.
- **Where do my images go?** Each new result appears under Recent, below the preview in the mode you used. Select **Save to Library** to keep it in your Media Library.
- **Can I use them on scheduled posts?** Yes, attach from the Media Library like any other file, including on campaign posts.
- **Why does the text in my image look wrong?** AI models are poor at rendering text. Use the Poster tool for graphics that need words or add text afterwards in Edit mode.
- **What size should I make things?** 4:5 for Instagram feed, 9:16 for Reels, Stories and TikTok, 1:1 if it needs to work everywhere, 16:9 for Facebook, LinkedIn and YouTube.
- **How many reference images can I use?** Five, on any generation tool, up to 100 MB each.
- **What is the difference between Fast and Pro in Photoshoot?** Time only. Both cost the same, so choose Pro unless you need it immediately.
- **Can I undo an edit?** Yes. Undo, Redo and a full Reset are all available, and nothing is destructive until you save.
- **My product photos are coming out badly.** Check the input. Photoshoot needs a clear, well lit, unblurred photo with the product filling the frame on a white or transparent background. Removing the background in Edit mode will get you there from most photos.

Which mode or tool should I use

You need	Use
A photo-like image of something	Image
A graphic with a message on it	Poster
Several slides people swipe through	Carousel
Professional shots of a product you sell	Photoshoot
Numbers made visual	Infographic
To fix or change a photo you have	Edit mode
A clean cut-out of a product	Edit mode, Remove BG