



The Family Crest AI Prompt Guide

Turn your family's symbols into finished artwork.

The workbook does the hard part: deciding what your family stands for and which symbols belong to it. This guide is for the easy part, if you want it. An AI image tool can turn your sketch and your symbol bank into polished artwork in a few minutes.

AI can draw. It cannot tell you what your family stands for. Do the thinking first.

Have these ready before you start

- Your values, written as behavior (Workbook Part III)
- Your credo or motto (Part V)
- Two or three symbols, each with the reason it belongs (Part VII)
- Your colors and what they stand for (Part VII)
- Your sketch, however rough (Part IX)

Any AI image tool will work. Most chat assistants can now create images, and dedicated image tools can too. The prompts in this guide are written to work in all of them.

Six rules that make it work

- 1 Describe your own symbols.** Never ask for “the [surname] coat of arms.” In most heraldic traditions, arms belonged to a particular person, not to everyone who shares a surname. Ask for one and you will get something generic, or something borrowed from another family.
 - 2 Ask for something original.** Every prompt here includes “Do not copy any existing coat of arms or logo.” Keep it in.
 - 3 Leave the words off.** Image tools still misspell text, add stray punctuation and invent letters. Ask for a blank banner and add your credo yourself afterward.
 - 4 Fewer symbols, drawn bigger.** Two or three symbols read clearly. Six turn into clutter.
 - 5 Generate several, then refine one.** Treat the first results as sketches, not answers. Pick the one your family argues about least.
 - 6 Keep people out of the prompt.** You never need names, photos or private family details to get a good result. Describe symbols, not people.
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STEP 1

Your prompt ingredients

Fill this in once. Every prompt in this guide then becomes copy, paste and swap the brackets.

Format (check one)

- ☐ Traditional shield ☐ Round seal or roundel ☐ Modern emblem ☐ Simple mark

SYMBOL OR COLOR

WHAT IT STANDS FOR IN OUR FAMILY

Primary symbol

Second symbol

Third symbol (optional)

Color 1

Color 2

Color 3 (optional)

Style (check one, or write your own)

- ☐ Classic heraldic ☐ Norse ☐ Celtic ☐ Woodcut ☐ Minimal line art ☐ Watercolor
☐ Other: _____

Mood

- ☐ Warm ☐ Bold ☐ Quiet ☐ Playful

Heritage details to include (a pattern, a border, a landscape, a place)

Things to leave out

Examples: no crowns, no swords, no dragons, no lions, no text.

Our credo, to add ourselves after the image is done

Copy, paste, swap the brackets

Start with the format you chose. Replace every [bracket] with your ingredients.

1. Classic crest

Design an original family crest in a classic heraldic style. Do not copy any existing coat of arms or logo. A [traditional / rounded / square] shield divided [into quarters / vertically in half / with a horizontal band], in [color 1] and [color 2]. Include [primary symbol] to represent [what it stands for] and [second symbol] to represent [what it stands for]. Leave a blank ribbon banner beneath the shield with no text. Clean vector illustration, flat colors, plain white background, suitable for printing.

2. Round seal or roundel

Design an original round family emblem, like a seal or medallion, in a [Norse / Celtic / classic / other] style. Do not copy any existing coat of arms or logo. At the center, [primary symbol]. Around it, [second symbol] and [third symbol]. A simple [interlaced knotwork / leaf / rope / plain] border. Colors: [color 1], [color 2] and [color 3]. Leave a blank banner across the bottom with no text. Flat vector illustration on a plain white background.

3. Modern emblem

Design a simple modern family emblem, closer to a minimal logo than a traditional coat of arms. Do not copy any existing logo. Combine [primary symbol] and [second symbol] into one clean, balanced mark in [color 1] and [color 2]. Strong silhouette, readable at small sizes, no text, flat vector style on a white background.

FERGESTAD EXAMPLE

Our ingredients: an oak with deep roots (where we come from), a raven (awareness, our Norwegian heritage, and the family cat who shares its name), two upward arrows (growth and courage). Round Norse-inspired seal. Forest green, antique gold and ivory. A prompt like the one behind our heritage roundel:

"Design an original round family emblem in a Norse-inspired style. Do not copy any existing coat of arms or logo. At the center, a strong oak tree with deep, visible roots. A black raven perched on a branch. Two upward arrows at the base of the trunk. A simple interlaced knotwork border. Colors: deep forest green, antique gold and ivory. Leave a blank banner across the bottom with no text. Flat vector illustration on a plain white background."

4. Simple family mark, black and white

Design a minimal family mark, like a small logo, not a coat of arms. Do not copy any existing logo. Combine [primary symbol] and [second symbol] into one simple shape. Black on white only, no gray, no text. Strong silhouette that still reads clearly at the size of a coin. Suitable for a stamp, a wax seal or embroidery.

5. Coloring-page version for kids

Turn this design into a coloring page for young children. Black outlines only on white, thick clean lines, no shading, no gray, no small details. Keep the [shield / seal] shape, [primary symbol] and [second symbol] large and easy to color. Leave the banner blank.

Upload or paste your finished design first, then use this prompt. Print it next to the Our Family Crest coloring page at the back of the workbook.

6. Four directions at once

Show me four different versions of this family emblem: one traditional heraldic shield, one round seal, one minimal modern mark and one woodcut-style print. Keep the same symbols and colors in all four. No text.

7. Refining the one you like

Keep this design, but [make the (symbol) larger and simpler / use only (color 1) and (color 2) / remove the background details / thicken the outlines]. Change nothing else.

When something goes wrong

PROBLEM	TRY ADDING
Words are misspelled or garbled	“Remove all text. Leave the banner blank.”
It is too busy	“Keep only [primary symbol] and [second symbol]. Remove everything else.”
It added things you did not ask for	“Do not include crowns, swords, dragons, lions or any symbol I did not list.”
It looks like a real coat of arms or a company logo	Start over with a different shape or colors, and add “This must be clearly original.”
A symbol is not recognizable	Describe it literally: “a black raven perched, seen from the side.”
The colors are off	Name them plainly: “Use only deep forest green, antique gold and ivory.”

Finish it by hand

- **Add your credo yourself.** Open the image in any design app, type your words on the banner, and choose a font you like. It takes five minutes and the spelling will be right.
- **Save the best version at the largest size offered,** plus a copy on a plain white background.
- **Keep a black-and-white version** for small uses: a stamp, a seal, a patch, the corner of a letter.
- **Print one for the family binder,** next to your Legacy Map and the kids' coloring pages. Write the prompt you used on the back. It is part of the record.
- **Planning to sell something with it?** Read the image tool's terms first.



Two directions our family explored, a modern emblem and a heritage-style roundel, beside the kind of coat of arms you can buy for any surname. Only the first two came from our own story.

The image is the souvenir. The conversation is the legacy.

If the artwork gets your family talking about why each symbol is there, it did its job. If it ends up as a pretty picture nobody can explain, go back to the workbook.