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# AOMORI - Brand Identity System Prompt

Create a premium, modern and editorial identity system for a fictional ceremonial-matcha and tea-ritual brand named AOMORI. The presentation must combine credible product information with the calm sensory appeal of contemporary wellness, food culture and considered daily ritual.

AOMORI reframes sifting, whisking and drinking matcha as a composed pause before motion: tactile, beautifully designed and easy to repeat.

## Brand personality

- Composed
- Premium
- Sensory
- Progressive
- Minimal
- Culturally respectful
- Human
- Confident
- Ritual-led
- Design-led

## Logo direction

Create a custom uppercase wordmark: AOMORI.

- Wide, refined construction with calm optical spacing.
- Distinctive treatment of the A and M without ornamental gimmicks.
- Contemporary wellness character balanced with Japanese tea-room restraint.
- The result must feel memorable, quiet and commercially ownable.

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# Typography and Verbal Hierarchy

Build a disciplined type system that can move from harvest and preparation information to large campaign copy without losing coherence.

## Primary display face

- Modern geometric or neo-grotesk sans serif.
- Bold, clean and highly legible at poster and retail scale.
- Use for campaign headlines, product names and launch statements.

## Secondary text face

- Neutral humanist sans serif with excellent small-size clarity.
- Designed for grade, weight, preparation, ingredients, sourcing and ecommerce copy.
- Refined spacing with clear numeric differentiation.

## Required hierarchy

- Hero headline
- Product or grade name
- Preparation line
- Origin, harvest or format callout
- Directions, storage and regulatory copy
- Body text and captions

## Voice

- Clear rather than mystical.
- Confident without exaggerated health or focus claims.
- Fresh, intelligent and concise.
- Avoid fake Japanese phrasing, wellness clichés and fear-based caffeine messaging.

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# Colour and Material Language

Present the palette as a luxury editorial colour system with large swatches, tactile material references and disciplined contrast.

## Core palette

- Tea Leaf - vivid but natural ceremonial green.
- Deep Moss - authority, depth and premium calm.
- Rice Paper - warm cream and negative space.
- Mist - pale grey-green for clarity.
- Bamboo - natural tan and ritual tools.
- Stone - mineral neutrality and ceramics.
- Oxide Clay - warm handcrafted accent.
- Charcoal - typography and visual depth.

## Material cues

- Soft-touch metal tins
- Uncoated rice-textured paper
- Brushed aluminium
- Handmade glazed ceramic
- Natural bamboo
- Frosted glass
- Cotton wrapping cloth
- Honed stone and pale oak

## Art direction

- Premium matcha and wellness branding
- Contemporary food and beverage precision
- Editorial magazine grids
- Japanese tea-room restraint without cliché
- Bright architectural morning light
- Tactile ritual storytelling

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# Product Architecture and Packaging Family

Create one coherent matcha ecosystem rather than unrelated mockups. Every product must share the same structural DNA and information logic.

## Core product family

- Ceremonial No. 01: compact cylindrical metal tin, soft-touch deep tea-leaf finish, flat brushed-aluminium lid, warm-ivory circular label, 30 g.
- Daily No. 02: slightly taller cylindrical tin, muted jade body, brushed-metal lid, 50 g.
- Culinary No. 03: resealable flat-bottom pouch in deep forest paper-texture material, 100 g.
- Matcha Sticks: slim measured sachets presented in a rigid drawer-style carton, twelve servings.
- Latte Blend: wide paper canister in oat, moss and rice-paper tones with recyclable paper lid.
- Ritual Tools: bamboo whisk, scoop, ceramic holder, bowl and fine stainless-steel sieve.
- Cold Matcha Bottle: frosted cylindrical glass, rounded shoulders, brushed-aluminium cap and removable mixing screen.

## Shared identity lock

- Every pack uses the AOMORI wordmark, a calm circular whisk-mark, one disciplined information band and restrained preparation copy.
- Do not change tin diameter, lid style, label hierarchy, variant colour or product proportions between scenes.

## Packaging behaviour

- One dominant material or colour field per product.
- Large AOMORI wordmark or signature mark.
- Minimal origin and preparation information.
- Controlled circular graphics inspired by whisk movement.
- Premium print finishes used selectively, not everywhere.

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# Lifestyle Elements and Case Study Structure

Support the identity with a controlled visual world that communicates calm energy, preparation craft and modern daily use.

## Supporting elements

- Vivid natural matcha powder
- Fine stainless-steel sieve
- Bamboo chasen whisk and scoop
- Handmade ceramic bowls
- Clear water and soft steam
- Rice paper and cotton cloth
- Pale oak trays
- Honed stone surfaces
- Morning notebooks and restrained creative tools
- Minimal glassware and milk only when relevant

## Case study sequence

- Cover
- Brand premise
- Logo presentation
- Logo construction
- Typography
- Colour and materials
- Packaging family
- Product campaign
- Lifestyle photography
- Ritual gift set
- Social campaign
- Matcha House and outdoor advertising
- Mobile experience
- Website experience

## Visual standard

- Photorealistic, high-detail powder, ceramic and packaging rendering.
- Soft cinematic light, generous negative space and disciplined editorial grids.

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# Master Output Specification

Create the complete AOMORI identity as an original Axontic concept. Maintain the identity lock across every generated image and every application.

## Brand messaging

- Primary tagline: STILLNESS, WHISKED.
- Support: A CLEARER KIND OF ENERGY.
- Support: THE DAILY GREEN RITUAL.
- Support: THE MOMENT BEFORE MOTION.

## Output

- Aspect ratio for campaign boards: 3:4 portrait.
- Ultra-high-resolution commercial presentation.
- Crisp text hierarchy and believable packaging print.
- Realistic product scale and physically plausible materials.
- No duplicate hero products unless a group shot is explicitly requested.

## Mandatory negative controls

- No misspelled AOMORI wordmark or product copy.
- No random kanji, seals, temples or cherry-blossom clichés.
- No fluorescent artificial-green matcha.
- No distorted tins, lids, bowls, whisks or bottle geometry.
- No excessive powder explosions, floating debris or synthetic glow.
- No copied layouts, logos, slogans or proprietary assets from existing brands.

## Ownership line

Concept and prompt architecture: Axontic Technology Pvt. Ltd. Fictional demonstration brand; conduct trademark, sourcing, food-labelling and claim-substantiation checks before commercial release.

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# AOMORI - Premium Packaging Campaign

Create a commercial packaging hero scene featuring the complete AOMORI matcha family arranged on a calm, high-end studio set.

## Scene foundation

- Use an asymmetrical composition of upright tins, pouches and ritual objects.
- Create clear height variation and depth without clutter.
- Place Ceremonial No. 01 and Daily No. 02 at the visual centre.
- Ensure every label faces the camera and remains readable.

## Environment

- Honed pale stone or white travertine platform.
- Soft rice-paper architectural backdrop with a deep-moss horizon.
- One pale-oak tray or clear glass plane used sparingly.
- Subtle ceramic reflections and clean shadow geometry.
- Bright, calm and premium atmosphere.

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# Product Family and Variant Lock

Show a coordinated range while preserving exact structural consistency.

## Required products

- Ceremonial No. 01 - compact tea-leaf-green 30 g metal tin.
- Daily No. 02 - taller muted-jade 50 g metal tin.
- Culinary No. 03 - deep-forest 100 g resealable pouch.
- Matcha Sticks - twelve ivory sachets in a drawer-style carton.
- Latte Blend - wide oat-and-moss paper canister.
- Whisk Set - bowl, chasen, scoop, holder and sieve.
- Cold Matcha Bottle - frosted glass with brushed-metal cap.

## Label rules

- Large AOMORI wordmark or signature in the upper third.
- Product number and name below the wordmark.
- One short preparation line only.
- Verified origin, harvest or grade information in a small disciplined panel.
- No fake medals, invented awards, unsupported certifications or unreadable filler copy.

## Functional positioning

- Ceremonial No. 01 - for traditional whisked preparation.
- Daily No. 02 - balanced for water or milk.
- Culinary No. 03 - for recipes and desserts.
- Matcha Sticks - measured single servings.
- Latte Blend - smooth café-style preparation.



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# Lighting, Materials and Environmental Styling

Render every object as a physically real premium product photographed for a global launch campaign.

## Lighting

- Directional morning window light from one side.
- Soft studio fill preserving ivory labels and green powder detail.
- Narrow rim light on brushed lids, frosted glass and glazed ceramics.
- Long controlled shadows, not harsh black cut-outs.
- Clear highlights with no blown label areas.

## Material rendering

- Soft-touch metal tins with realistic seams.
- Uncoated premium paperboard and pouch folds.
- Brushed aluminium lids and fine steel sieve.
- Handmade glazed ceramic with restrained variation.
- Natural bamboo fibres and believable whisk construction.
- Realistic print registration, lid contact shadows and powder texture.

## Supporting details

- One open bowl of sifted matcha.
- A small bamboo scoop with measured powder.
- Fine steam or condensation only where physically logical.
- One folded cotton cloth or pale-oak tray.
- Keep all props subordinate to the packaging.

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# Final Packaging Prompt and QA

## Final prompt

Produce an ultra-realistic AOMORI packaging campaign with the complete colour-coded matcha family on honed pale stone, under bright directional morning light. Use a disciplined editorial composition, readable labels, exact package geometry, vivid but natural matcha colour and premium material realism. The brand must feel calm, credible and desirable.

## Quality checklist

- All wordmarks read AOMORI.
- Every product uses the assigned structure and colour.
- No product is duplicated accidentally.
- Tin lids, pouch seals and bottle caps remain consistent.
- Labels are aligned and not warped.
- No product is floating without physical support.
- The scene feels premium, not clinical, mystical or souvenir-like.

## Output line

- 3:4 portrait.
- Commercial food and beverage product photography.
- Behance-style identity presentation.
- No watermark, third-party branding or copied packaging.

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# AOMORI - Premium Lifestyle Campaign

Create a cinematic lifestyle campaign that makes matcha preparation feel like a natural part of an elevated contemporary routine.

## Creative premise

- Follow a stylish young professional through the quiet moment before work, travel or creative focus.
- The subject should communicate calm intention rather than perform exaggerated wellness enthusiasm.
- The AOMORI product and ritual tools must be visible, physically plausible and naturally integrated.

## Approved interactions

- Sifting AOMORI Ceremonial No. 01 into a handmade bowl.
- Pouring correctly heated water from a minimal kettle.
- Whisking matcha using the bamboo chasen with believable hand movement.
- Preparing an iced Daily No. 02 matcha in a clear glass.
- Placing Matcha Sticks into a work or travel bag.
- Carrying the Cold Matcha Bottle through an architectural setting.

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# Talent, Wardrobe and Product Interaction

Cast contemporary, globally relevant talent with natural grooming and believable behaviour.

## Wardrobe

- Oversized neutral shirt, knit or premium tee.
- Relaxed trousers or clean denim.
- Minimal indoor slides, loafers or white sneakers.
- Restrained silver jewellery and a modern watch.
- No loud logos, costume styling or trend-heavy accessories.

## Performance

- Relaxed shoulders and natural hand placement.
- Candid concentration rather than rigid catalogue posing.
- Warm, controlled expression with realistic skin texture.
- Eyes may look at the bowl, tools or slightly off-camera.
- Product label remains readable without an unnatural grip.

## Product scale

- Tin held at realistic hand scale.
- Bowl supported naturally, not pinched at the rim.
- Whisk used with believable wrist movement.
- Cold bottle held by the body, not only by the cap.
- Never enlarge tins, bowls or sachets beyond physical plausibility.

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# Location, Light and Supporting Atmosphere

Choose one premium environment and build the scene around morning clarity, preparation craft and calm movement.

## Location options

- Warm-stone contemporary apartment.
- Minimal creative studio.
- Pale-oak kitchen with architectural daylight.
- Quiet hotel suite.
- Modern office kitchen or lounge.
- Rooftop terrace at early morning.
- AOMORI Matcha House preparation counter.

## Lighting

- Soft morning sun.
- Natural skin tones.
- Gentle rim light and clean shadows.
- Bright, airy exposure with preserved highlights.
- No glossy beauty retouching that removes skin texture.

## Atmosphere

- Subtle steam moving through light.
- Sparse greenery or one tea leaf only when appropriate.
- Fine powder and water details only where physically logical.
- Natural ceramic and glass reflections.
- The environment must support the ritual, not become the hero.

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# Final Lifestyle Prompt and QA

## Final prompt

Photograph a stylish young professional in a refined modern setting during soft morning light, naturally preparing or carrying an AOMORI matcha product. Balance the product, tools and person equally. Preserve natural skin, genuine concentration, readable packaging, vivid natural matcha and premium editorial composition.

## Mood

- Calm
- Clear
- Modern
- Quietly aspirational
- Ritual-focused
- Energised without looking sporty or hyperactive

## Failure controls

- No fake Japanese costume, tea ceremony or ornamental set.
- No giant tin forced toward the lens.
- No chaotic powder clouds or impossible steam.
- No warped fingers, bowls, whisks, lids or label text.
- No copied celebrity likeness, café campaign or existing brand set.

## Output

- 3:4 portrait.
- Premium lifestyle commercial.
- Cinematic movement and shallow depth of field.
- One clear ritual story per image.

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# AOMORI - Premium Editorial Poster

Create a bold editorial poster that places one AOMORI product at the centre of the campaign and combines preparation clarity with sensory depth.

## Hero concept

- One matcha tin, pouch, sachet box or ritual set dominates the foreground.
- A confident subject may appear behind the product at a smaller scale.
- Use depth and perspective without distorting package geometry.
- The label must remain clear and the product colour must control the palette.

## Primary headline

- STILLNESS, WHISKED.

## Supporting copy

- A CLEARER KIND OF ENERGY.
- THE DAILY GREEN RITUAL.
- THE MOMENT BEFORE MOTION.
- TOOLS FOR THE DAILY PAUSE.

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# Copy Hierarchy and Layout System

Use a magazine-grade layout with strict hierarchy, generous negative space and controlled overlap.

## Layout

- AOMORI wordmark in one upper corner.
- Large headline positioned as a strong typographic block.
- Hero product crossing one grid boundary for depth.
- Small preparation or sourcing callouts aligned to a secondary grid.
- Optional subject cropped with editorial confidence.
- Avoid filling every corner.

## Approved callouts

- For traditional whisked preparation.
- Fine ceremonial texture.
- Measured single servings.
- Balanced for water or milk.
- Preparation ratio and water-temperature guidance.
- Supplier-verified origin and harvest information only.

## Copy rules

- Use no more than three product callouts.
- Do not make unsupported energy, detox, weight-loss or medical claims.
- Keep typography crisp and readable.
- Avoid fake certification marks, random Japanese text and legal microcopy.



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# Visual Effects, Lighting and Composition

Create sensory freshness through controlled physical details rather than excessive CGI spectacle.

## Approved effects

- A fine cloud of sifted matcha close to the bowl.
- A restrained circular whisk pattern on the liquid surface.
- Soft steam moving across directional light.
- Fine condensation on an iced glass or cold bottle.
- One measured scoop of vivid powder.
- Subtle ceramic glaze highlights.

## Lighting

- High-key food and beauty lighting.
- Narrow rim on tin and bowl edges.
- Soft cinematic fill on the subject.
- Visible surface contact shadows.
- No neon glow, overexposure or plastic-looking powder.

## Composition

- Dynamic close perspective with a 50-85 mm commercial feel.
- Product remains optically correct.
- One dominant focal point.
- Text and image overlap only where readability is preserved.

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# Final Poster Prompt and Failure Controls

## Final prompt

Create a premium AOMORI editorial advertising poster with one hero matcha product, disciplined oversized typography, controlled powder, steam and ceramic cues, refined high-key lighting and a luxury magazine composition. The result should feel globally campaign-ready, culturally respectful and product-credible.

## Mandatory controls

- Exactly one hero product unless a range poster is requested.
- No extra lids, bowls, whisks or duplicate reflections.
- No misspelled AOMORI wordmark.
- No tin bending, pouch melting or product floating.
- No illegible headline placement.
- No imitation of a named magazine cover or existing matcha campaign.

## Output

- 3:4 portrait.
- Editorial food and wellness advertising.
- High-detail commercial print quality.
- Negative space suitable for final copy refinement.

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# AOMORI - Complete Matcha Ritual Set

Create a premium open gift-box presentation for the AOMORI Complete Daily Matcha Ritual.

## Included collection

- Ceremonial No. 01 tin.
- Daily No. 02 tin.
- Bamboo chasen whisk.
- Ceramic whisk holder.
- Bamboo scoop.
- Handmade matcha bowl.
- Fine stainless-steel sieve.
- Four Matcha Stick sachets or a compact travel duo.

## Brand behaviour

- Every item follows the exact AOMORI identity lock.
- The collection feels curated, not overfilled.
- Tea-leaf, rice-paper, bamboo and ceramic tones remain coherent inside the box.
- All visible copy is minimal and aligned.

## Positioning

- Premium self-care gift.
- Modern tea-ritual introduction.
- Travel-ready preparation system.
- Suitable for launch, seasonal gifting or subscription onboarding.

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# Box Construction and Product Arrangement

Design the ritual set as a believable rigid structure with a considered unboxing sequence.

## Construction

- Rigid rice-paper-textured paperboard with thick walls.
- Magnetic book-style lid.
- Precision-cut moulded pulp or paper inserts.
- Soft-touch exterior and uncoated interior.
- Embossed AOMORI wordmark with restrained deep-moss or brushed-silver detail.
- Clean hinge, fold and corner construction.

## Arrangement

- Seat the ceremonial tin in a circular fitted compartment.
- Keep the bowl in a deep protective bay.
- Place the whisk and scoop in long narrow channels.
- Position the sieve, holder and sachets in balanced smaller compartments.
- Maintain visible breathing space between items.
- All labels and tool forms face the viewing angle.

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# Material Rendering, Styling and Light

Make the unboxing scene feel tactile, expensive and physically credible.

## Materials

- Dense rigid paperboard.
- Soft-touch matte lamination.
- Embossing and selective metallic detail.
- Glazed ceramic bowl and holder.
- Natural bamboo whisk and scoop.
- Brushed tin lid and crisp printed labels.
- Natural moulded-pulp or paper inserts.

## Environment

- Honed pale stone surface.
- Rice-paper architectural background.
- One pale-oak riser or tray.
- Folded cotton cloth.
- A small measured bowl of matcha powder used sparingly.

## Lighting

- Soft window key.
- Controlled fill into the open box.
- Gentle rim on tin, bowl and metal sieve.
- Long soft shadow from the lid.
- No blocked interior, hot foil glare or crushed blacks.

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# Final Multipack Prompt and QA

## Final prompt

Present the AOMORI Complete Daily Matcha Ritual in an open rigid magnetic gift box on honed pale stone. Show each product and tool seated in precision-cut compartments, with rice-textured paper, brushed metal, handmade ceramic, bamboo, embossed branding and bright editorial morning light. The scene must communicate a refined, gift-worthy matcha ritual.

## QA

- Box proportions are physically buildable.
- No items intersect the insert or lid.
- All products use correct package and tool geometry.
- No duplicate whisks, scoops, tins or bowls.
- The interior remains visible and evenly lit.
- The brand name is consistent everywhere.

## Output

- 3:4 portrait.
- Premium unboxing photography.
- High-end ecommerce and Behance presentation.
- No third-party logos or copied structural packaging.

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# AOMORI - Instagram Campaign Series

Create four premium social posters that feel distinct in concept but unmistakably part of the same AOMORI campaign.

## Series logic

- One hero product or ritual set per poster.
- One dominant product colour or preparation cue per poster.
- Shared type hierarchy, wordmark position and spacing rules.
- Editorial compositions rather than generic product cards.
- Strong first-frame readability on mobile.

## Format

- 3:4 portrait master.
- Safe central crop for 4:5 social use.
- Minimal copy and large headline.
- High-resolution powder, tin, glass and ceramic detail for carousels and paid ads.

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## Post 01 and Post 02

Develop the first two campaign executions using controlled ritual cues and exact product identity.

### Post 01 - Ceremonial No. 01

- Hero: Ceremonial No. 01 tin beside a handmade bowl.
- Headline: STILLNESS, WHISKED.
- Deep tea-leaf field and warm rice-paper negative space.
- Fine sifted powder, bamboo whisk and restrained steam.
- Bright macro tin detail with soft-touch texture.

### Post 02 - Daily No. 02

- Hero: Daily No. 02 tin with one clear iced matcha glass.
- Headline: A CLEARER KIND OF ENERGY.
- Muted jade and mist-grey field.
- Fine condensation and a controlled milk or water gradient.
- Premium reflections and crisp brushed-lid detail.

### Shared control

- Do not swap packaging, colours, preparation styles or claims between products.
- Keep each poster uncluttered and immediately readable.



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## Post 03 and Post 04

Complete the series with one portable execution and one ritual-tool execution.

### Post 03 - Matcha Sticks

- Hero: one Matcha Stick sachet and the rigid drawer carton.
- Headline: YOUR RITUAL, ANYWHERE.
- Rice-paper, mist and deep-moss colour field.
- Minimal work or travel context with no unrelated technology clutter.
- Show measured single-serving logic clearly.

### Post 04 - Whisk Set

- Hero: bamboo whisk, scoop, ceramic bowl and holder.
- Headline: TOOLS FOR THE DAILY PAUSE.
- Warm bamboo, stone and oxide-clay field.
- Soft circular whisk shadows and grounded natural light.
- Keep matcha powder restrained and physically plausible.

### Series close

- Each image must feel premium enough to stand alone and consistent enough to appear in one carousel.

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# Shared Social Design Rules

Apply one cohesive system across all four posters.

## Layout

- AOMORI wordmark in a consistent corner.
- Large headline occupying one primary grid zone.
- Hero product dominant but not cropped through critical label or tool areas.
- Circular whisk-mark used as a subtle recurring device.
- Negative space reserved for platform UI overlays.

## Typography

- Geometric display headline.
- Minimal secondary information.
- No more than two font families.
- Consistent tracking, alignment and case treatment.

## Quality controls

- No fake social interface inside the artwork.
- No repeated powder-cloud or steam shape.
- No random ingredient substitutions.
- No product identity drift across the series.
- No text placed too close to crop edges.

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# AOMORI - Premium Matcha House and Transit Takeover

Create a realistic premium Matcha House and metropolitan advertising takeover that presents AOMORI as a world-class modern tea and wellness brand.

## Spatial concept

- A contemporary matcha bar or underground transit concourse.
- Illuminated digital and backlit billboard formats.
- Pale oak, honed stone, rice-paper surfaces, glass and brushed metal.
- Clear circulation and believable customer or commuter movement.
- The installed media structures and retail architecture must be visible, not only poster artwork.

## Campaign behaviour

- Use four coordinated product messages.
- Keep the environment clean, premium and operational.
- Advertisements dominate without erasing architecture.
- All boards use real perspective, screen behaviour and light spill.

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## Billboard 01 and Billboard 02

Install the first two AOMORI executions in physically realistic illuminated media units.

### Billboard 01 - Ceremonial No. 01

- Hero compact tin and handmade bowl.
- Deep tea-leaf and rice-paper background.
- Controlled whisk circle and fine steam.
- Headline: STILLNESS, WHISKED.

### Billboard 02 - Daily No. 02

- Hero taller tin and clear iced matcha glass.
- Muted jade and mist field.
- Fine condensation and restrained liquid movement.
- Headline: THE DAILY GREEN RITUAL.

### Installation lock

- Show frame, bezel, mounting, screen surface and realistic LED brightness.
- No products floating outside the advertisement.
- No duplicated tins or glasses in reflections or neighbouring screens unless intentionally repeated as a campaign sequence.

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## Billboard 03 and Billboard 04

Complete the takeover with one portable and one ritual message.

### Billboard 03 - Matcha Sticks

- Hero sachet and drawer carton.
- Rice-paper and deep-moss visual field.
- Minimal travel or work cue.
- Headline: YOUR RITUAL, ANYWHERE.

### Billboard 04 - Whisk Set

- Hero bowl, whisk, scoop and holder.
- Bamboo, stone and oxide-clay palette.
- Soft preparation shadows and circular movement cue.
- Headline: TOOLS FOR THE DAILY PAUSE.

### Cohesion

- Keep type scale, logo position and product photography consistent across all four boards.
- Vary the sensory cue, not the brand architecture.

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# Environment, Illumination and Realism

The Matcha House or transit scene must look photographed in a real premium environment rather than rendered as a floating poster collage.

## Architecture

- Pale-oak service counter or wide transit concourse.
- Honed limestone surfaces.
- Rice-paper or textured plaster walls.
- Brushed stainless-steel edge details.
- Modern signage and plausible services.
- Clear preparation, circulation and safety zones.

## Lighting

- Bright architectural ambient light.
- Realistic screen glow and light spill.
- Crisp but soft stone or glass reflections.
- Controlled contrast so artwork remains readable.
- No neon nightclub atmosphere.

## Human scale

- A small number of naturally moving customers, staff or commuters.
- No crowd blocking products or billboards.
- Believable scale between people, counters, screens and architecture.

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# Final OOH Prompt and QA

## Final prompt

Photograph a premium contemporary Matcha House or metropolitan transit concourse with a coordinated AOMORI advertising takeover installed on real illuminated media structures. Show four colour-coded product campaigns, realistic perspective, architectural morning light, subtle human movement and polished surface reflections. The retail environment or billboard structures and installed media are the hero.

## QA

- All screens and signs are physically mounted.
- Product labels are legible and perspective-correct.
- No poster extends beyond its frame or screen.
- No impossible reflections or duplicate products.
- Environmental signage remains generic and coherent.
- The scene feels premium, calm and internationally plausible.

## Output

- 3:4 portrait campaign presentation.
- Ultra-realistic architectural retail and advertising photography.
- No existing café, transit authority or tea-brand logos.

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# AOMORI - Premium Mobile App UI

Design a premium mobile ecosystem for AOMORI that supports preparation, education, shopping, subscriptions and personalised matcha guidance.

## Product vision

- Make matcha preparation easier to understand and repeat.
- Combine calm wellness UX with credible food and sourcing information.
- Avoid turning the app into a medical, diagnostic or guaranteed-performance tool.
- Use useful timers, ratios, routines and restrained progress feedback.

## Presentation

- Multiple realistic premium smartphone mockups.
- Floating composition on a calm studio set.
- Polished metal and glass detail.
- Large readable UI, not tiny decorative screens.
- Editorial case-study layout.



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## Screen 01 Home and Screen 02 Shop

Create the two primary user journeys: daily preparation and product discovery.

### Screen 01 - Home

- Personalised greeting.
- Morning or afternoon ritual card.
- Preparation timer and water-temperature guidance.
- Preferred matcha-to-water ratio.
- Routine history or streak shown without compulsive gamification.
- Featured AOMORI product.
- One concise preparation or storage insight.
- Hero line: THE MOMENT BEFORE MOTION.

### Screen 02 - Shop

- Large product imagery.
- Category filters for matcha, sticks, latte, tools, bowls and travel.
- Grade and preparation comparison.
- Ingredients, format and sourcing summary.
- One-time purchase or subscription.
- Quantity control and add to bag.
- Accessible pricing and delivery information.

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## Screen 03 Ritual and Screen 04 Origin

Build trust through useful preparation guidance and transparent product information.

### Screen 03 - Guided ritual

- Sifting step.
- Water-temperature guidance.
- Matcha and water measurements.
- Whisking timer and motion guide.
- Hot, iced and latte preparation options.
- Ability to pause, repeat or skip steps.
- Reduced-motion alternative.

### Screen 04 - Origin and harvest

- Supplier-verified region information.
- Harvest period and lot details when available.
- Cultivar or blend information when substantiated.
- Processing and storage notes.
- Taste profile and preparation suitability.
- Clear distinction between brand storytelling and verified sourcing data.
- No invented farms, masters or certifications.

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## Screen 05 Tracking and Screen 06 Smart Routine

Complete the ecosystem with transparent fulfilment and carefully framed personalisation.

### Screen 05 - Order tracking

- Shipment timeline.
- Estimated delivery window.
- Courier and order details.
- Map only when live data is available.
- Delivery preferences.
- Order history and support access.
- Status line: YOUR RITUAL IS ON THE WAY.

### Screen 06 - Smart routine

- Questionnaire-based preparation builder.
- Taste, milk, temperature and caffeine preferences.
- Product recommendations with reasons.
- Hot, iced, latte or culinary use.
- Reminder controls.
- Ability to edit, dismiss or pause recommendations.
- Clear statement that recommendations are not medical advice and caffeine tolerance varies.

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# Mobile Design System and Interaction

Create a calm, precise design system that remains usable, accessible and visually premium.

## Colour

- Rice Paper base.
- Deep Moss text and actions.
- Tea Leaf primary ritual accent.
- Mist for secondary surfaces.
- Bamboo and Oxide Clay for tools and ceramics.
- Product colours used as accents, not entire-screen decoration.

## Components

- Rounded cards with modest radius.
- Clear bottom navigation.
- Large touch targets.
- Accessible contrast.
- Simple timers, ratios and progress rings.
- Minimal line iconography.
- No excessive glassmorphism that reduces readability.

## Microinteractions

- Gentle whisk-circle animation.
- Subtle timer completion.
- Small steam or powder cue for milestones.
- Smooth product-card transitions.
- Reduced-motion alternative.

---

# Device Presentation and Visual Direction

Present the mobile experience like a premium product launch while keeping the interface itself clear and credible.

## Mockups

- Three to five modern smartphone devices.
- Front views for UI clarity and one restrained angled device for depth.
- Realistic glass reflections and metallic edges.
- No copied proprietary device marketing composition.
- Screens must align correctly within the hardware.

## Studio

- Rice-paper or pale-mist background.
- Honed stone plinth.
- One frosted glass panel or pale-oak tray.
- Soft ambient morning light and contact shadows.
- Sparse bowl, bamboo or matcha detail.

## Case-study feel

- Editorial grid.
- Large section title.
- Short product rationale.
- Feature callouts connected to the correct screen.
- Enough scale to inspect interface details.

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# Final Mobile UI Prompt and QA

## Final prompt

Create a premium AOMORI mobile-app presentation showing Home, Shop, Guided Ritual, Origin and Harvest, Order Tracking and Smart Routine screens on realistic smartphone mockups. Use a calm rice-paper and deep-moss design system, accessible typography, meaningful timers and ratios, transparent sourcing information and refined studio presentation.

## QA

- All six screens are distinct and correctly labelled.
- UI text is readable and not random glyphs.
- Navigation remains consistent.
- Buttons, cards and spacing align to one system.
- No unsupported health, focus or diagnostic claims.
- No device distortion or screen misalignment.

## Output

- 3:4 portrait.
- Premium UI/UX case-study presentation.
- High-resolution interface detail.
- Original interface and icon direction.

---

# AOMORI - Premium Website Experience

Design a desktop ecommerce and editorial experience for AOMORI, presented inside a realistic premium desktop display.

## Product vision

- A fast, calm and credible route from education to purchase.
- Large product imagery and disciplined copy.
- Strong accessibility and mobile-responsive logic.
- Editorial storytelling without sacrificing ecommerce clarity.
- Subscription and sourcing information explained transparently.

## Hero message

- STILLNESS, WHISKED.
- Support: THE DAILY GREEN RITUAL.
- Primary action: SHOP MATCHA.
- Secondary action: LEARN THE RITUAL.

---

# Hero and Featured Products

Create a high-impact homepage opening followed by a clear product discovery section.

## Hero visual

- Ceremonial No. 01 tin, handmade bowl and bamboo whisk as the primary composition.
- Rice-paper architectural field with a deep-moss circular horizon.
- Fine powder and soft steam with realistic surface shadows.
- Large AOMORI wordmark and clear navigation.
- Avoid crowded sliders and auto-playing visual noise.

## Featured products

- Ceremonial No. 01.
- Daily No. 02.
- Culinary No. 03.
- Matcha Sticks.
- Latte Blend.
- Complete Whisk Set.
- Cold Matcha Bottle.

## Product cards

- Large render.
- Product name and preparation use.
- Weight, servings or set contents.
- Price and subscription option.
- Quick add with accessible state feedback.
- Verified sourcing or material summary.



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# Bestsellers and Ritual Story

Balance transactional product discovery with a clear human reason to care about the ritual.

## Bestsellers

- Headline: MOST WHISKED.
- Ceremonial Starter Ritual.
- Daily Matcha Duo.
- Matcha Sticks Travel Box.
- Complete Morning Set.
- Ratings displayed with review count and moderation clarity.
- Comparison cards focused on preparation, taste, format and serving size.

## Lifestyle section

- Headline: THE MOMENT BEFORE MOTION.
- Full-width editorial photography.
- Morning apartment, studio, travel and Matcha House routines.
- Natural focused expressions.
- Products integrated at real scale.
- Short stories about preparation, material, taste and consistency.

---

# Membership and Community

Create loyalty and community sections that feel useful, transparent and visually controlled.

## AOMORI CIRCLE

- Headline: MAKE THE RITUAL YOURS.
- Points on purchases.
- Flexible subscriptions.
- Early product or ceramic access.
- Birthday or anniversary benefit.
- Referral credit.
- Member preparation guides and tasting notes.
- Clear cancellation, renewal and expiry terms.

## Community

- Headline: #MYAOMORIRITUAL
- Customer preparation setups.
- Matcha and ceramic photography.
- Preparation education.
- Expert or supplier Q&A.;
- Recipes and travel routines.
- Moderated user-generated content.
- No before-and-after, detox or medical claims without proper evidence and permissions.

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# Web Design System and Ecommerce UX

Use one scalable digital system across commerce, education, account and membership journeys.

## Typography

- Geometric display face for headings.
- Highly readable sans serif for product and editorial content.
- Clear type scale and line length.
- Consistent sentence case for interface labels.

## UI

- Rounded cards used selectively.
- Rice-paper surfaces.
- Deep-moss text and primary actions.
- Tea-leaf accents.
- Simple grade and preparation filters.
- Persistent but unobtrusive cart access.
- Accessible focus states and keyboard navigation.

## Ecommerce requirements

- Transparent price, weight, servings and subscription cadence.
- Shipping, storage and return information before checkout.
- Ingredients, allergen and caffeine information where applicable.
- Secure checkout cues without fake trust badges.
- Responsive product comparison.
- Fast image loading and meaningful alt text.

---

# Device Mockup, Environment and Presentation

Show the website inside a realistic premium desktop display as part of an editorial UI case study.

## Device

- Large desktop monitor with aluminium body and clean stand.
- Front-biased viewing angle so the homepage remains readable.
- Realistic glass, bezel and contact shadows.
- No copied manufacturer logos unless the device is explicitly licensed.

## Environment

- Honed pale-stone platform.
- Rice-paper or pale-mist studio background.
- Soft window light.
- One handmade bowl, frosted glass panel or pale-oak object.
- Sparse bamboo or matcha detail.
- No desk clutter or unrelated technology.

## Presentation

- Large WEBSITE EXPERIENCE title.
- Short strategic description.
- Homepage on the main display.
- Two or three detail callouts showing shop, ritual, sourcing and membership sections.
- Premium negative space and crisp grid alignment.

---

# Final Website Prompt, Rights and Usage

## Final prompt

Create a premium AOMORI desktop website presentation inside a realistic aluminium desktop display. Show a refined ecommerce homepage with hero matcha, featured products, bestsellers, ritual storytelling, origin and harvest information, AOMORI CIRCLE and community content. Use an accessible rice-paper and deep-moss design system, clear product information and original editorial UI.

## Final QA

- Homepage hierarchy is immediately understandable.
- All product names, package structures and colours match the brand system.
- No random placeholder copy or broken interface text.
- Buttons and cards use one consistent component system.
- No copied layouts, logos, slogans or proprietary UI assets.
- Device and screen perspective remain physically correct.

## Usage notice

AOMORI is a fictional demonstration brand created for this prompt system. Before commercial deployment, perform trademark clearance, supplier and origin verification, food-labelling compliance review, caffeine and ingredient disclosure, substantiation of claims and jurisdiction-specific regulatory checks.

## Ownership

Original prompt architecture and presentation: Axontic Technology Pvt. Ltd. Internal reference code AX-MATCHA-01.

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