

Your logo. A moving story.

Use this in a coding agent that can create and render motion graphics. Attach your logo (SVG preferred; transparent PNG also works), replace the brackets, and paste the prompt below. A text-only chat can help plan it but cannot necessarily produce a finished MP4. Rendering tools must be available.

This is a reusable prompt distilled from the Shossip showreel workflow, not a verbatim record of the original conversation. That film was refined across multiple passes. Expect to review and iterate; one prompt starts the process, it does not guarantee a finished result.

How to use this guide: read the setup, copy the prompt on pages 2-3 into a coding agent, then use page 4 once you have an approved result.

Copyable web version: everyoneneedsasamwise.com/guides/logo-to-motion

Make the video

Act as a creative director and motion designer. Create a polished 15-second brand film using the attached official logo and the brand facts below.

Brand: [NAME]

What we do, in one sentence: [REAL PRODUCT OR SERVICE]

Who it helps: [AUDIENCE]

Core action: [ONE THING THE PRODUCT DOES]

Two or three real outcomes/features: [VERIFIED FACTS; NO INVENTED METRICS]

Brand colours: [HEX CODES, OR EXTRACT FROM THE LOGO]

Website or closing text: [URL OR SHORT TAGLINE]

Format: [1080×1920 VERTICAL, OR 1920×1080 LANDSCAPE]

Audio: [USE MY ATTACHED/LICENSED TRACK, SOUND DESIGN ONLY, OR SILENT]

Before building, inspect the attached logo and available project files. Preserve the real mark, proportions, colour and wording. Do not redraw or invent a replacement. If the logo alone does not tell you what the business does, use the supplied facts; ask for anything essential that is missing.

Develop three brief visual concepts internally and choose the strongest. The story should grow from the product's real action and a recognizable shape in the logo. Avoid generic floating mockups and unrelated spectacle.

Direct one continuous visual journey:

- 0-3 seconds: make the core action instantly understandable.
- 3-6 seconds: transform that action into a hero object derived from the logo.
- 6-10 seconds: let the object travel, split or unfold into the real outcomes.
- 10-12 seconds: bring the elements back together with a clear visual cause and effect.
- 12-15 seconds: resolve into the untouched official logo and a short closing line. Hold the final lockup long enough to read.

Build, review, deliver

Make transformations carry the story: fold, unfold, assemble, split, fuse or morph with clear matching shapes. Use a continuous camera move where it improves understanding. Plan anticipation, acceleration, a deliberate overshoot where appropriate, then a clean settle. Keep movement motivated. Do not replace transitions with unrelated cuts or hide errors with flashes.

Design for the chosen format from the start. In portrait, recompose the action vertically instead of cropping a landscape film. Give the hero object and important words enough screen space to read on a phone. Use very little text, strong contrast, generous safe margins and no tiny decorative labels. Keep key information clear of the social app's top, bottom and right-side controls.

Use the brand's own palette, typography and background character. Embed fonts and assets locally. No invented growth charts, testimonials, follower counts or numerical performance claims. Abstract graphics must not look like evidence of results.

Use the working video tools already available in this project. If HyperFrames is available, build a deterministic, seekable HTML/GSAP composition with local assets and framework-controlled media playback. Keep it editable. Do not purchase assets, use a paid generation service, or publish anything without my permission. If a required tool is missing, explain the exact prerequisite.

Write a short timed storyboard, build the composition, and render a review MP4. Match sound cues to visible actions and use only audio I own or may use. Inspect the exported opening, every transformation, text holds, final frame, and a contact sheet spanning the full film. Check duration, dimensions, clean decoding and audio levels. Fix clipping, abrupt jumps, unreadable copy, distorted logos and accidental empty frames. State honestly what you could not verify.

Deliver the MP4, a cover image, the editable source, an asset/rights list and brief instructions to rerender. Keep the original logo safe and do not overwrite unrelated work.

Make it a reusable skill

After you have reviewed the video and are happy with it, paste this follow-up into the same coding-agent conversation:

"Turn the approved workflow we just used into a reusable skill named logo-to-motion. Use the skill format supported by this coding agent. Create a SKILL.md with clear triggers, required inputs, the concept/storyboard/build/render/review stages, and quality checks. Extract genuinely reusable helpers and a small starter template where useful. Parameterize the logo, brand facts, palette, type, aspect ratio, duration and audio choice. Preserve the distinction between reusable technique and this brand's specific creative idea. Include deterministic rendering, truthful claims, logo fidelity, phone readability, asset licensing and approval before paid generation or publishing. Document the real dependencies and commands we verified. Do not embed credentials, private paths, personal likeness/voice, or third-party assets without redistribution rights. Save it in a review folder first; show me the contents and installation steps before installing. Test it on a second fictional brand using a clearly labelled placeholder logo, and report what was actually tested. The skill should reuse the method, not make every brand look identical."

A skill is reusable instructions and optional helper files for a compatible agent. It does not grant software licences, install a video renderer automatically or guarantee identical results in every tool.