Visual Prompts — Semaine 08 (23 fév 2026)

Prompts pour la génération des visuels des campagnes et posts de la semaine. À utiliser avec Google Nano Banana (Gemini 2.5 Flash Image).

Contexte

- **Priorité semaine :** Excel App uniquement — Boarding en observation
- **Offre ciblée :** Transformation de fichiers Excel en applications web (Excel App)
- **Channels actifs :** Facebook Ads (actif s08) · LinkedIn (prévu s09)

Visuel 1 — Facebook Ads : Avant/Après Excel App *(priorité semaine 08)*

- **Asset source :** week-plan.md#expérience-1 / tasks.json#t02
- **Message clé :** Excel partagé chaotique → application web claire avec rôles et historique
- **Format :** 1:1 (1080×1080) · version 4:5 (1080×1350)
- **Canal :** Facebook feed — campagne "Acquisition - Lookalike – Excel App"
- **Style :** professionnel B2B, split avant/après, épuré, pas de visuels stock

Prompt :

```
Professional B2B split-screen illustration, two-panel
composition (left / right), white dividing line.

LEFT PANEL — "Avant" (before):
- Dark background, slightly desaturated
- Multiple overlapping spreadsheet windows with conflicting
filenames: "suivi_v1.xlsx", "suivi_FINAL.xlsx", "suivi_v2-
VRAI.xlsx"
- Red/orange highlight on conflicting cells showing different
values (e.g. "1 240 €" vs "1 190 €")
- Small error/warning icon visible
- 3 small avatar circles at top suggesting multiple editors
- Label "AVANT" in white, small, top-left

RIGHT PANEL — "Après" (after):
- Clean navy blue (#1A2E4A) background
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- Simple web application UI wireframe: left sidebar with role
navigation, central data grid with clean rows, green
checkmarks on validated entries
- Small lock icon visible (roles/rights)
- Status indicator: "Version unique · Audit trail · Droits
par rôle"
- Label "APRÈS" in white, small, top-right

Bottom center: Livinweb logo placeholder (white)
No people, no hands shaking, no stock photography.
Minimal text. Typographie: sans-serif, clean.
Palette: navy #1A2E4A, grey #6B7280, white #FFFFFF, accent
red #E53E3E (before side only).
Style: flat design, professional, B2B SaaS aesthetic. No
gradients, no rounded corners excess.
```

Visuel 2 — LinkedIn Post 1 : "3 fichiers, 4 personnes, 0 version officielle"

- **Asset source :** linkedin-posts.md#post-1
- **Message clé :** La désynchronisation des Excel n'est pas un problème de discipline — c'est un problème d'outil
- **Format :** 4:5 (1080×1350)
- **Canal :** LinkedIn feed *(à planifier semaine 09 — LinkedIn inactif s08)*
- **Style :** professionnel B2B, typographique, fond sombre

Prompt :

```
Professional B2B LinkedIn post illustration, 4:5 format, dark
navy background (#1A2E4A).

Center composition: A simple, stylized spreadsheet grid (3
columns × 5 rows) fragmented into 3 overlapping panels – each
slightly offset, suggesting three separate files with
conflicting versions. Each panel has a different soft tint
(neutral grey, warm grey, cold grey) to suggest divergence.

Top of image: "3 fichiers. 4 personnes. 0 version
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```
officielle." in clean white sans-serif, centered, large.

Small detail: one cell in the grid highlighted in orange with
an exclamation mark icon — visually representing the error.

No people. No laptop. No hands. No stock.
Bottom: subtle Livinweb logo in white (bottom-center or
bottom-right).
Palette: navy #1A2E4A, white #FFFFFF, warm grey #9CA3AF,
orange accent #F59E0B.
Style: flat, minimal, professional. Clean composition.
Generous white space around the grid element.
```

Visuel 3 — LinkedIn Post 2 : Cas client aérien — Google Sheet → application web

- **Asset source :** linkedin-posts.md#post-2
- **Message clé :** Audit trail, dashboards différenciés par rôle, gestion d'avancement — là où la Google Sheet montrait ses limites
- **Format :** 4:5 (1080×1350)
- **Canal :** LinkedIn feed *(à planifier semaine 09)*
- **Style :** professionnel B2B, UI wireframe épuré, fond clair

Prompt :

```
Professional B2B LinkedIn post illustration, 4:5 format,
white/light grey background (#F8FAFC).

Center composition: a clean web application dashboard
wireframe.
- Left sidebar: 3 role-based navigation items (icons only, no
text)
- Main area: a timeline/status list — 4 document rows with
status badges (green "Validé", orange "En cours", grey "En
attente")
- Top bar: avatar icons (3 roles), a lock icon, an activity
indicator
- Small "Journal d'activité" label visible on one panel
```

```
Visual language: crisp lines, no shadows, flat UI components.
Suggests clarity, traceability, role management.

Top of image: small text "Google Sheet → Application web" in
navy, small, above the wireframe.

No people. No planes. No stock photos. Sector implied through
structured, rigorous interface — not explicit aviation
imagery.
Bottom: Livinweb logo in navy.
Palette: white #FFFFFF, navy #1A2E4A, green #22C55E, orange
#F59E0B, grey #6B7280.
Style: flat, clean SaaS UI mockup, professional B2B.
```

Visuel 4 — LinkedIn Post 3 : Forfait = budget fixe, pas de surprise

- **Asset source :** linkedin-posts.md#post-3
- **Message clé :** Périmètre cadré avant la première ligne de code — budget fixe, délai fixe
- **Format :** 4:5 (1080×1350)
- **Canal :** LinkedIn feed *(à planifier semaine 09)*
- **Style :** professionnel B2B, typographique, ultra-épuré, fond blanc

Prompt :

```
Professional B2B LinkedIn post illustration, 4:5 format,
clean white background (#FFFFFF).

Center composition: a minimal structured checklist — 3 items
with generous spacing:
- ✓ Périmètre défini avant le développement
- ✓ Budget fixé avant la première ligne de code
- ✓ Délai communiqué et tenu

Each item on its own clean row, navy text (#1A2E4A), green
checkmark icon (#22C55E).
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Above the list: a subtle horizontal divider and a small icon
representing a project brief (simple rectangle with 3
horizontal lines — no buzzword imagery).

Below the list: "Pas de budget ouvert. Pas de surprise." in
navy, medium weight, centered.

No clock. No money bag. No handshake. No stock.
Bottom: Livinweb logo in navy.
Palette: white #FFFFFF, navy #1A2E4A, green #22C55E, grey
#6B7280.
Style: ultra-clean, typographic, professional. Lots of white
space. B2B credibility.
```

Notes pour la génération

- Respecter les guidelines visuelles : `knowledge/shared/visual-guidelines.md`
- Éviter : visuels stock génériques, buzzwords visuels (fusées, ampoules), surcharge de texte
- Privilégier : clarté, lisibilité du message, cohérence marque Livinweb (bleu marine, gris, blanc)
- **v01 prioritaire** (Facebook actif s08) — v02, v03, v04 pour LinkedIn s09