

M A V E R I C K A I

INSTAGRAM CAROUSEL GENERATOR

BUILD BRANDED CAROUSELS WITH ONE PROMPT

Use Claude to generate fully designed, export-ready Instagram carousels in minutes. One master prompt. Perfectly branded. No design tools needed.

3-step setup in Claude Projects

Full master prompt included

Auto-branded color system from one hex code

7-slide narrative arc built in

Export to 1080x1350 PNGs for Instagram

Canva export option included

2026 Edition

How It Works

You give Claude one master prompt with your brand details. From that point on, you just type a topic and Claude generates a fully designed, swipeable carousel preview with perfectly branded slides. Every slide is export-ready for Instagram.

1

Prompt to set up

30s

Per carousel

30

Days of content in minutes

The prompt handles everything: it derives a full color palette from a single brand color, pairs fonts automatically, builds a 7-slide narrative arc, adds progress bars and swipe arrows, and wraps the whole thing in an Instagram-style preview you can click through before exporting.

WHAT YOU NEED

A Claude account with Projects enabled. That's it. You paste the master prompt into a project, give it your brand color and handle, and start generating carousels by typing a topic.

The Setup

STEP 1: Create a Claude Project

Open Claude and click on Projects in the left sidebar. Click "Create new project" and name it something like "Instagram Carousels." This gives Claude persistent memory so the prompt stays loaded every time you open the project.

STEP 2: Paste the Master Prompt

Copy the entire master prompt from the next section and paste it into your project's instructions. This is the system prompt that tells Claude how to build carousels.

STEP 3: Generate Your First Carousel

Open the project and type your topic. Something like "Create a carousel about 5 ways to use AI for small business." Claude will ask for your brand details (color, handle, font preference) the first time, then generate the full carousel.

TIP

After your first carousel, Claude remembers your brand details for the rest of the project. Every future carousel uses the same colors, fonts, and handle automatically.

EXPORTING YOUR SLIDES

Once Claude generates the carousel preview, you can export each slide as a 1080x1350 PNG image ready for Instagram. Claude can also export the design directly into Canva if you prefer to make edits there. Or just ask Claude to change anything and it will update the slides in place.

The Master Prompt

Copy everything below and paste it into your Claude Project instructions. This is the complete system prompt that powers the carousel generator.

Section 1: System Role

MASTER PROMPT - SYSTEM ROLE

Instagram Carousel Generator

-- Project Instructions

You are an Instagram carousel design system. When a user asks you to create a carousel, generate a fully self-contained, swipeable HTML carousel where every slide is designed to be exported as an individual image for Instagram.

Section 2: Brand Details Collection

MASTER PROMPT - BRAND DETAILS

Step 1: Collect Brand Details

Before generating any carousel, ask the user for the following (if not already provided):

1. Brand name
2. Instagram handle
3. Primary brand color (hex code)
4. Logo (SVG path, brand initial, or skip)
5. Font preference (serif+sans, all sans-serif, or specific Google Fonts)
6. Tone (professional, casual, playful, bold, minimal)
7. Images (profile photo, screenshots, product images)

If the user provides a website URL

or brand assets, derive colors and style from those.

Section 3: Color System

MASTER PROMPT - COLOR SYSTEM

Step 2: Derive Full Color System

From the user's single primary brand color, generate 6 tokens:

BRAND_PRIMARY = {user's color}

BRAND_LIGHT = {primary +20%}

BRAND_DARK = {primary -30%}

LIGHT_BG = {warm/cool off-white}

LIGHT_BORDER = {shade darker}

DARK_BG = {near-black w/ brand tint}

Rules:

- LIGHT_BG: tinted off-white that complements the primary
- DARK_BG: near-black with subtle tint matching brand temperature
- Brand gradient: linear-gradient(165deg, BRAND_DARK 0%, BRAND_PRIMARY 50%, BRAND_LIGHT 100%)

Section 4: Typography

MASTER PROMPT - TYPOGRAPHY

Step 3: Set Up Typography

Suggested font pairings:

Editorial: Playfair Display +

DM Sans

Modern: Plus Jakarta Sans

Warm: Lora + Nunito Sans

Technical: Space Grotesk

Bold: Fraunces + Outfit

Classic: Libre Baskerville +

Work Sans

Friendly: Bricolage Grotesque

Font size scale:

- Headings: 28-34px, weight 600
- Body: 14px, weight 400
- Tags: 10px, weight 600, uppercase
- Step numbers: 26px, weight 300
- Small text: 11-12px

Section 5: Slide Architecture

MASTER PROMPT - SLIDE ARCHITECTURE

Slide Architecture

Format: 4:5 aspect ratio (Instagram carousel standard). Each slide is self-contained. Alternate LIGHT_BG and DARK_BG backgrounds.

Required on every slide:

1. Progress Bar (bottom)
 - 3px height, rounded corners
 - Fill: (slideIndex+1)/total
 - Light slides: brand primary
 - Dark slides: white fill
2. Swipe Arrow (right edge)

- Every slide EXCEPT the last
- 48px wide gradient fade
- Chevron SVG, rounded strokes
- Removed on final slide

Section 6: Slide Sequence

MASTER PROMPT - SLIDE SEQUENCE

Standard Slide Sequence

7 slides is ideal. Can flex 5-10.

1. Hero (LIGHT_BG)

Hook, bold statement, logo

2. Problem (DARK_BG)

Pain point, what's broken

3. Solution (Brand gradient)

The answer, quote/prompt box

4. Features (LIGHT_BG)

What you get, icons + labels

5. Details (DARK_BG)

Depth, specs, differentiators

6. How-to (LIGHT_BG)

Numbered steps, workflow

7. CTA (Brand gradient)

Call to action, no arrow,
progress bar at 100%

Rules:

- First slide must stop the scroll
- End with CTA on brand gradient
- Alternate light/dark backgrounds
- Adapt sequence to the topic

Section 7: Reusable Components

MASTER PROMPT - COMPONENTS

Reusable Components

Strikethrough pills:

For 'what's being replaced'

11px, border, line-through

Tag pills:

For feature labels/categories

11px, rounded, brand light color

Prompt/quote box:

For example inputs, testimonials

Dark bg, rounded, italic text

Feature list:

Icon + label + description rows

Border-bottom dividers

Numbered steps:

Large number + title + description

For workflow/how-to slides

CTA button (final slide only):

Pill shape, light bg, brand dark

text, 14px weight 600

Section 8: Instagram Frame

MASTER PROMPT - IG FRAME

Instagram Frame (Preview)

Wrap carousel in IG-style frame:

- Header: avatar + handle
- Viewport: 4:5 ratio, swipeable
- Dots: slide indicators below
- Actions: heart, comment, share, bookmark icons
- Caption: handle + description

IMPORTANT: .ig-frame must be exactly 420px wide. The viewport is 420x525px. All layouts are designed for this base width. Do NOT change this width.

Section 9: Exporting Slides

MASTER PROMPT - EXPORT

Exporting as Instagram PNGs

Export each slide as 1080x1350px PNG for direct Instagram upload.

Critical rules:

1. Use Python for HTML generation (never shell scripts)
2. Embed images as base64
3. Keep 420px layout width
4. Use device_scale_factor to scale: $1080/420 = 2.5714$
5. Hide IG frame chrome for export
6. Wait 3000ms for font loading

The Playwright script uses:

- viewport: 420x525
- device_scale_factor: 2.5714
- clip to exact viewport area
- transition:none for instant snap

Section 10: Design Principles

MASTER PROMPT - DESIGN PRINCIPLES

Design Principles

1. Every slide is export-ready
2. Light/dark alternation for visual rhythm
3. Heading + body font pairing
4. Brand-derived palette from one primary color
5. Progressive disclosure via progress bar
6. Last slide: no arrow, full progress bar, clear CTA
7. Consistent component styling
8. Content padding clears UI
9. Iterate fast: preview, get feedback, fix specific slides

Carousel Topic Ideas

Once your project is set up, just type a topic and Claude builds the entire carousel. Here are some prompts to try.

Category	Example Prompt
How-to	Create a carousel: 5 steps to start using AI at work
Listicle	Create a carousel: 7 free AI tools most people don't know about
Myth-busting	Create a carousel: 5 AI myths that are completely wrong
Tips	Create a carousel: Instagram algorithm tips for 2026
Comparison	Create a carousel: ChatGPT vs Claude vs Gemini breakdown
Tutorial	Create a carousel: How to write prompts that actually work
Behind the scenes	Create a carousel: My morning routine as a content creator
Data/stats	Create a carousel: AI adoption stats every business owner needs
Mistakes	Create a carousel: 5 mistakes killing your engagement
Framework	Create a carousel: The AIDA framework for writing hooks

TIP

You can also paste in a blog post, newsletter, or video script and say "Turn this into a carousel." Claude will extract the key points and build the slides automatically.

Customization and Editing

After Claude generates a carousel, you can edit anything without starting over. Just tell it what to change.

Edit Individual Slides

EDITING PROMPTS

```
Change the hook on slide 1 to:  
"Stop designing carousels manually"  
  
Make slide 3 darker and add a  
customer quote  
  
Swap slides 4 and 5  
  
Add a slide between 2 and 3 about  
time savings  
  
Remove slide 6, it feels redundant
```

Change the Whole Vibe

STYLE CHANGE PROMPTS

```
Make this more playful and casual  
  
Switch to a dark theme for all  
slides  
  
Use a serif font instead  
  
Change my brand color to #E63946  
and regenerate
```

Export Options

EXPORT PROMPTS

```
Export all slides as 1080x1350 PNGs  
  
Export this to Canva so I can edit  
it there  
  
Give me the HTML so I can host  
this as a web carousel
```

HEADS UP

The carousel is designed at 420px wide. When exporting, Claude uses a scale factor to output at 1080px without changing the layout. If you manually resize the frame width, the fonts and spacing will break.

Font Pairing Reference

The prompt includes seven pre-built font pairings. Pick the one that matches your brand feel. Claude will load them from Google Fonts automatically.

Style	Heading Font	Body Font	Best For
Editorial	Playfair Display	DM Sans	Luxury, coaching, lifestyle
Modern	Plus Jakarta Sans	Plus Jakarta Sans	SaaS, tech, clean brands
Warm	Lora	Nunito Sans	Health, wellness, personal brands
Technical	Space Grotesk	Space Grotesk	Dev tools, data, engineering
Bold	Fraunces	Outfit	Creative agencies, bold brands
Classic	Libre Baskerville	Work Sans	Finance, law, consulting
Friendly	Bricolage Grotesque	Bricolage Grotesque	Education, community, apps

TIP

If you have a specific Google Font in mind, just tell Claude the name. It will load it and apply it to the heading, body, or both.

Slide Sequence Breakdown

The default carousel follows a 7-slide narrative arc. Each slide has a specific job. Here's what each one does and why it's in that position.

Slide	Type	Background	Job
1	Hero	Light	Stop the scroll. Bold hook, logo, brand intro.
2	Problem	Dark	Name the pain point. What's broken or frustrating.
3	Solution	Gradient	Present the answer. Quote box or key insight.
4	Features	Light	What you get. Icons + labels + descriptions.
5	Details	Dark	Go deeper. Specs, differentiators, proof.
6	How-to	Light	Show the steps. Numbered workflow.
7	CTA	Gradient	Close it. Logo, tagline, call to action button.

You don't have to use all seven. A simple tip carousel might only need five slides. A detailed tutorial might need nine. Tell Claude how many slides you want and it will adjust the sequence accordingly.

THE LAST SLIDE IS SPECIAL

The final slide always uses the brand gradient background, removes the swipe arrow (so the viewer knows they've reached the end), and shows the progress bar at 100%. This is where your call to action lives.

Quick Reference

Task	What to Do
Set up	Create a Claude Project, paste the master prompt into instructions
First carousel	Type a topic, provide brand color + handle when asked
More carousels	Just type topics. Brand details are remembered.
Edit a slide	"Change slide 3 to say..." or "Make slide 5 darker"
Add a slide	"Add a slide between 2 and 3 about..."
Remove a slide	"Remove slide 6"
Reorder	"Swap slides 4 and 5"
Change style	"Make this more playful" or "Switch to serif font"
Export PNGs	"Export all slides as 1080x1350 PNGs"
Export to Canva	"Export this to Canva"
Repurpose content	Paste a blog/newsletter/script + "Turn this into a carousel"

TRY IT RIGHT NOW

Open Claude. Create a project called "Instagram Carousels." Paste the master prompt from pages 3-7. Type "Create a carousel about 5 ways AI saves time at work." Watch the magic happen.

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Design it. Post it. Never open Canva again.