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FREE AGENT GUIDE

The Brand Architect

Twenty nine free Claude Code skills that walk you through an entire brand build, strategy to launch, with no API key and nothing to pay.

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2026-09-05

What it does

The Brand Architect is a pack of Claude Code skills, markdown files that teach your agent how to run a real brand-strategist workflow. Install it and you get brand-context, brand-strategy, brand-naming, brand-identity, brand-voice, brand-story, brand-positioning, brand-messaging, brand-audit, brand-guidelines, target-audience, competitor-branding, brand-launch, rebranding, personal-brand, brand-manifesto, brand-architecture, brand-measurement, brand-packaging and nine more covering d2c marketing, b2b brand marketing, partnerships, UGC, ASO, WhatsApp marketing, email marketing, influencer marketing, Meta ads and Google ads. Twenty nine skills total.

The hook claim, that this replaces the job a strategist would charge for, holds up. Each skill is a genuine multi-step workflow: it opens with a structured questionnaire, walks the user through it section by section, and generates a full written deliverable at the end, the same way a human strategist would run a discovery session and hand back a report. These are not one-line prompts.

The "no API key, nothing to pay" claim is also true. There is no code execution and no external service call anywhere in the pack. It is pure markdown that your agent reads and follows, so the only requirement is an agent that supports Claude Code skills or the wider Agent Skills spec (Cursor, Windsurf and others are also listed as compatible).

One thing worth flagging on camera: the repo's own README only names 8 of these skills in its short description. It actually ships 29. The extra 21 cover the full marketing stack around the brand itself, not just the identity and messaging work.

Who it is for

Agency owners, freelance brand consultants and founders who need brand strategy, naming, identity, voice or a full brand guidelines document done properly, but do not want to pay a strategist's day rate or start from a blank page.

Before you start

- Claude Code installed and working (or another Agent Skills-compatible tool: Cursor, Windsurf, GitHub Copilot, and 15+ others the skills package lists as supported)
- Node.js on the machine, since the install command runs through npx
- No API keys, no paid accounts, no signups
- Install took under a minute in the test: the npx command finished in seconds and symlinked every skill straight into `.claude/skills/`

Install

Step 1: Install the whole skill pack into your project

This pulls all 29 skills from GitHub and drops them into your project, symlinked so Claude Code picks them up immediately.

```
npx skills add arnabbagxd/brand-building-skills
```

Step 2: Start with the foundation skill

Every other skill in the pack reads this file first, so run it before anything else. Type this into Claude Code, swapping in your own brand:

```
Set brand context for [Brand Name], what it does, targeting [audience]
```

This creates `.agents/brand-context.md`, which every brand-strategy, brand-naming, brand-voice and other skill in the pack reads automatically from then on.

Run it

Test input, run in an empty project folder:

```
npx skills add arnabbagxd/brand-building-skills
```

Abbreviated real output:

```
✓ ./agents/skills/brand-context
  universal: GitHub Copilot, Amp, Antigravity, Antigravity CLI, Cline +15 more
  symlinked: Claude Code
✓ ./agents/skills/brand-strategy
  universal: GitHub Copilot, Amp, Antigravity, Antigravity CLI, Cline +15 more
  symlinked: Claude Code
...
✓ ./agents/skills/google-ads
  universal: GitHub Copilot, Amp, Antigravity, Antigravity CLI, Cline +15 more
  symlinked: Claude Code

Done! Review skills before use; they run with full agent permissions.
```

We then ran the repo's own validator against every skill file it had just installed, checking frontmatter and structure:

```
bash validate-skills.sh
```

```
Passed:    116
Warnings:  0
Issues:    0
All skills valid!
```

That is 4 checks across all 29 skills, name matches directory, name format valid, description present, file length OK, and every single one passed.

Troubleshooting

npx pauses to ask if it can install the skills package. That is normal for the first run of any npx command on a new machine, not an error. Say yes, or add `--yes` to the command to skip the prompt.

A skill asks questions you already answered, or feels like it is starting from zero. Run `brand-context` first. Every other skill in the pack checks `.agents/brand-context.md` before doing any work, and skips straight past that setup if it already exists.

The skill does not show up when you ask Claude Code for it. Confirm it landed in `.claude/skills/`, that is where the installer symlinks it for Claude Code specifically. If you are on a different agent, check `.agents/skills/` instead.

You only expected 8 skills based on the project description. That is the repo underselling itself, not a bug. There are 29 skills installed, run `ls .agents/skills` to see the full list, including the ads, email, WhatsApp and influencer-marketing skills that are not mentioned up front.

Credit

Built by [arnabbagxd](https://github.com/arnabbagxd/Brand-building-skills) (<https://github.com/arnabbagxd/Brand-building-skills>), MIT license, 609 stars at test time. One correction to the repo's own docs: the top-level description names only 8 skills, the actual pack ships 29, covering the full marketing stack around the brand as well as the brand itself.

The full write-up, with the PDF and every guide, lives free at learnaiwithdany.com. Comment BRAND on the video to get this link sent to you directly.

RECAP

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