

GUIDE

How to keep a consistent style across AI images

Use reference images, style LoRAs, saved prompt sheets and disciplined iteration to make many images look like one set.

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One great AI image is luck. A consistent set is engineering. Shops, brands and creators need many images that look like they came from the same hand. This guide covers the four levers that work, with sources checked 2026-11-13.

Lever 1: Reference images

The strongest consistency tool is an image the model can see. Black Forest Labs' FLUX.2 editing documentation describes multi-reference input: you supply reference images alongside the prompt, up to 10 images, to guide the edit (read 2026-11-13). The pattern generalizes: generate or photograph one approved hero image, then use it as the reference for every variant. OpenAI's prompting guide recommends passing the previous output as the next edit input and restating critical constraints when results drift (read 2026-11-13).

Practical rule: one approved reference beats ten prompt adjectives.

Lever 2: A saved style sheet

Write your style once and paste it into every prompt. A style sheet typically fixes:

- Lighting: source, direction, quality, color temperature.
- Palette: three to five named colors or hex values.
- Framing: shot size, angle, depth of field.
- Medium: "editorial photograph," "flat vector illustration," "watercolor."
- What to avoid, expressed as positive descriptions.

BFL's prompt guide suggests describing the finished image in a fixed order: image type and medium, subject, setting, light, then framing and detail (read 2026-11-13). Keep that order in your style sheet so every prompt has the same skeleton.

Lever 3: Style training (LoRA)

For a look you will reuse hundreds of times, train a style LoRA. Black Forest Labs publishes a guide to training a style LoRA on FLUX 3 Image Klein with AI Toolkit, from dataset and captions to checkpoint selection (read 2026-11-13), and a technical guide for style LoRAs on FLUX.2 [klein] (read 2026-11-13). A LoRA costs setup time and a dataset of images you have the right to use. It pays off when the style is a brand asset, not a one-off.

Some hosted tools sell character or style training as a feature. Freepik's pricing page lists "Train AI characters" at 3,000 credits per character on its plans (read 2026-11-13). Check what the trained asset may be used for under the plan's terms.

Lever 4: Iterate deliberately

OpenAI's prompting guide gives the working loop (read 2026-11-13):

1. Pass the previous output as the input for the next edit.
2. Request one change at a time.
3. Restate the details that must be preserved.

4 Compare results before adding more instructions.

When the image drifts, the fix is usually fewer changes per step and more restated constraints, not a longer prompt.

A consistency checklist

- [ ] One approved reference image exists and is reused.
- [ ] A written style sheet is pasted into every prompt.
- [ ] Prompt order is fixed: medium, subject, setting, light, framing.
- [ ] One change per edit iteration.
- [ ] A contact sheet of outputs is reviewed as a set, not one by one.
- [ ] Commercial-use terms cover every image in the set.

Sources

All sources below were fetched and checked on 2026-11-13.

- Black Forest Labs, FLUX.2 image editing docs, accessed 2026-11-13.
- Black Forest Labs, Train your first LoRA on FLUX 3 Image Klein, accessed 2026-11-13.
- OpenAI image prompting guide, accessed 2026-11-13.
- Freepik pricing, accessed 2026-11-13.

Frequently asked questions

Why do my images drift between generations?

Each generation is independent. Small prompt differences compound. Fix this with reference images, a saved style sheet and restating the constraints that matter.

Sources

docs.bfl.ml — https://docs.bfl.ml/flux_2/flux2_image_editing.md
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