

# Give the system enough brand context to work with.

A Mini BrandOS is a short, practical brand brief for automation. It gives the system the basics: who the brand is, who it speaks to, how it should sound, and where the boundaries are.

01

## Context

What the organisation does, who it serves, and what must be understood before any output is created.

02

## Voice

How the brand should and should not sound, preferably backed by real examples rather than polished theory.

03

## Boundaries

Topics, claims, phrases and sensitivities the system must understand before it creates anything.

# Answer these questions in plain language.

This is not a brand strategy exercise. We need clear, specific answers so the system can understand the brand, the audience and the context before it creates anything.

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01  
BRAND BASICS

## What should the system know about the brand?

- Q1 What is the name of the organisation, product or offer?
- Q2 What does it do, in one or two plain sentences?
- Q3 What category should it be understood in?
- Q4 What is the one thing people often misunderstand about it?

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02  
POSITIONING

## Why should someone care?

- Q1 Who is this for, and what situation are they usually in?
- Q2 What problem, pressure or job are they trying to solve?
- Q3 What makes this brand or offer different from obvious alternatives?
- Q4 What proof points, examples or facts support that difference?

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03  
AUDIENCE

## Who is the output meant to help?

- Q1 What role, seniority or type of person are we speaking to?
- Q2 What do they already know, and what should not be explained from scratch?
- Q3 What would they find genuinely useful, practical or reassuring?
- Q4 What would make them sceptical, bored or annoyed?

# Give examples. Do not over-polish.

Real language is more useful than corporate wording.  
If something is sensitive, uncertain or off-limits, write  
that down clearly.

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04  
VOICE

## How should the brand sound?

- Q1 Which three words describe the desired tone?
- Q2 What should it never sound like?
- Q3 Which phrases, words or expressions are typical for the brand?
- Q4 Can you provide 3 to 5 real examples of good existing language?

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05  
TOPICS

## What may the system talk about?

- Q1 Which topics are clearly in scope?
- Q2 Which topics are out of scope or should be avoided?
- Q3 Which sources, documents, pages or examples should the system rely on?
- Q4 What would be a realistic first task to test the Mini BrandOS?

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06  
BOUNDARIES

## Where must the system be careful?

- Q1 Which claims require evidence before they can be used?
- Q2 Which legal, regulatory or reputational sensitivities matter?
- Q3 Which words, promises or comparisons should never appear?
- Q4 When should the system stop instead of trying to produce an answer?