



TITAPEX · BRAND × AI

Brand AI Guidelines Template

Make AI write and create content that actually sounds
like your brand.

How to use this template

More and more content is produced by AI. The problem is rarely that AI writes badly; it's that it doesn't know who you are. This template turns the most important rules from your brand book into a format AI can follow line by line. Every section includes an example filled in for a fictional brand, Forest Lab Coffee. Replace it with your own.

01

Fill it in

Have the brand owner write it. Aim for complete, not perfect; a first version takes about 30–60 minutes.

02

Give it to AI

Paste it into ChatGPT project instructions, a Claude Project, a Gemini Gem, or load the YAML version in section 8 into your team's shared AI tools.

03

Keep it alive

Review it every quarter. Whenever AI output doesn't sound like you, turn the reason into a new rule.

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01

Brand core

AI needs to know who you are and who you serve before it can write with a point of view.

Brand in one sentence

Example Forest Lab Coffee brings lab-grade precision to coffee you can enjoy every day.

Who we serve

Example Professionals aged 25–40 who care about quality but have no time to research coffee.

The problem we solve

Example They want great coffee but don't know how to choose beans or brew them.

Brand promise

Example Every bag shows its roast date and a recommended brew method.

What makes us different

Example We describe flavor with data, not mystical adjectives.

02

Personality & tone

Tone shifts with context; personality doesn't. Writing boundaries as "We are... but not..." is the easiest pattern for AI to follow.

Personality (3 traits)

We are...	But not...
Expert	Jargon-heavy
Warm	Overfamiliar or pushy
Confident	Arrogant or dismissive

Tone by context

Context	Tone	Example line
Social posts	Relaxed, opinionated	Today's beans are bright, but politely so.
Product copy	Clear, specific	Medium roast, citrus and cocoa notes. Brew at 92°C.
Customer care	Calm, accountable	Sorry for the wait. We're reshipping your order today.
Crisis	Honest, brief	This was our mistake. Here's what we're doing about it.

03

Word list

Word choice is where a brand is most audible. A clear list of what you say and don't say beats any adjective.

We say / We don't say

We say	We don't say	Why
Flavor, aroma	Mind-blowing, insane	Specific beats hype
We recommend	You must, must-buy	Offer choices, no pressure
You	Dear customer	Equal, not overly formal
Pour-over	Hand-crafted brew	Use industry terms

Brand name & proper nouns

Example Forest Lab Coffee (never "Forestlab"); the "Daily" line is always in quotes.

Formatting rules

Example Sentence case headlines; numerals for numbers; no stacked exclamation marks; at most one emoji per post.

04

Visuals & AI images

Color and style are where AI images drift most. Define colors, style keywords and forbidden elements first, then write prompts with a fixed formula.

Brand colors

Role	Name	HEX
Primary	Dark Roast	 #2B1E16
Background	Oat White	 #E9E2D6
Accent	Persimmon	 #C8553D

Style keywords

Example Natural light, minimal, editorial, generous negative space, texture close-ups.

Composition & light

Example Subject off-center, side light, shallow depth of field, low saturation.

Never show

Example Text or logos in the image, distorted hands, oversaturation, cartoon style, competitor packaging.

Image prompt formula

[Subject] + [Setting] + [Light] + [Composition] + [Style keywords] + [Palette] + Avoid: [Forbidden elements]

Example A ceramic pour-over dripper on an oak counter, soft morning side light, subject on the left with generous negative space, minimalist editorial style, dark roast brown and oat white palette. No text, no logos, no hands.

05

AI guardrails

Spell out what AI can do and what needs a human, so your team can use AI confidently and protect brand trust.

OK for AI

- Drafts and rewrites
- Headline and idea generation
- First-pass translation
- Social post variations
- Image composition ideas

Human review required

- Data and sources
- Prices, offers and dates
- Legal, health and financial claims
- Official statements
- Customer case studies

Never with AI

- Inventing data, testimonials or cases
- Entering customer data or company secrets
- Imitating others' work or likeness
- Publishing without review

Disclosure

Example Label AI-generated images when appropriate; AI never pretends to be a human agent.

Owner

Example The marketing manager gives final approval; the brand owner decides disputes.

06

Prompt templates

Bring your guidelines into every conversation. Paste the first block into your AI tool's custom instructions; use the others as needed.

System instructions (custom / project instructions)

```
You are the content partner for {Brand}.  
Brand in one sentence: {...}  
Audience: {...}  
Personality: {trait 1}, {trait 2}, {trait 3} (we are... but not...)  
Always: {rules, e.g. address the reader as "you", be specific}  
Never: {banned words and practices}  
Format: {punctuation, casing, length}  
If you're unsure of a fact, mark it "TO VERIFY". Never make things up.
```

Create copy

```
Following our brand guidelines, write 3 versions of a {post / headline / description} about  
{product / topic} for {audience}, about {length} words each. Add one sentence explaining the  
choices behind each version.
```

Self-check

```
Check the content below against our brand guidelines, rule by rule. List what doesn't comply  
with suggested fixes, then give a revised version:  
{paste content}
```

07

Review checklist

AI handles perfection; people handle emotion. Spend two minutes before publishing and tick every box.

- ☐ It sounds like us, not like any company

- ☐ No banned words; brand name and proper nouns are correct

- ☐ Data, prices and dates are verified and sourced

- ☐ No invented cases, testimonials or quotes

- ☐ No exaggerated or non-compliant claims (health, finance, results)

- ☐ Images have no garbled text, distortions or unwanted elements

- ☐ Colors and style match the brand

- ☐ No customer data or confidential information used

- ☐ AI use is disclosed where needed

- ☐ Final approval by the owner before publishing

08

Machine-readable version

Structure everything above so your team's AI tools and knowledge base can follow it rule by rule, and so it's easy to version.

brand-guidelines.yaml

```
brand:
  name: Forest Lab Coffee
  one_liner: Lab-grade precision for coffee you can enjoy every day
  audience: Professionals aged 25-40 who care about quality but lack time
voice:
  traits:
    - Expert, but not jargon-heavy
    - Warm, but not overfamiliar
    - Confident, but not arrogant
  say: [flavor, aroma, we recommend, you]
  never_say: [mind-blowing, insane, you must, dear customer]
format:
  headline_case: sentence
  max_emoji_per_post: 1
visual:
  colors: { primary: "#2B1E16", background: "#E9E2D6", accent: "#C8553D" }
  style: [natural light, minimal, editorial, negative space]
  never: [text in image, logos, distorted hands, cartoon style]
guardrails:
  never: [invent data or testimonials, enter customer data]
  human_review: [data and prices, legal claims, official statements]
```

Further reading on the TitApeX blog: "Can AI Read Your Brand Guidelines? From PDF to Machine-Readable Brand Rules" titapex.com/ai-readable-brand-guidelines/



The rules are written. Now put them to work.

TitApeX helps brands connect their guidelines to real AI workflows: brand strategy, web design, custom systems and AI implementation. Technology x Aesthetics. AI handles perfection; people handle emotion.

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