Brand-Pack-(Author-Compass)

Brand Pack (Author Compass)

Purpose

Define the brand voice, neutrality standards, and device policy for *The Productive Prompter*. This document establishes the foundational voice and relationship framework that applies to all articles.

Brand Voice

- **Neutral, precise, and evidence-led**
- **Third person by default**; first person only if explicitly briefed in Article Brief
- **No metaphors, slogans, or "it isn't x but y"** unless the Article Brief explicitly demands them
- **Confident and instructive** — write with authority grounded in evidence
- **Plain-spoken** — favor clarity over cleverness, except where subtle wit serves the point

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Relationship to Other Documents

Precedence Rule

When conflicts arise, resolve them in this exact order:

1. **Style Baseline (Directive)**
2. **Brand Pack (Author Compass)** ← This document
3. **Article Brief** (per-article specifications)

4. **Critic Loop (Single-Pass Self-Check)**
5. **Evidence & IP Annex (APA + IP)**
6. **Device Catalog (Annex)**

This order is **binding** and must be logged if a conflict is resolved.

Article-specific note: The **Article Brief** may override general guidance in this document for specific articles (e.g., tone adjustments, device activations, freshness horizons), but **never** overrides Style Baseline or Brand Pack voice fundamentals.

Device Policy

Default state: All narrative devices are **OFF**.

Activation authority: Devices activate **only if** an **Article Brief** explicitly:

1. **Names the device** (from Device Catalog)
2. **States its purpose** (why it serves the article)
3. **Specifies placement** (where in the article)

Enforcement: If no activation key is present in the Article Brief, all devices must remain excluded.

Required header: Every activated device must include an activation header immediately before it:

```
Device: {Device Name} — Purpose: {copied verbatim from brief}
```

Reference: See Device-Catalog.md for device definitions and formatting rules.

Integration with Drafting Process

At Article Start

Declare one hard shape from the approved shape set (defined in Article Master Spec) and follow it end-to-end:

1. Five-sentence paragraphs for comprehensive coverage
2. Claim→Evidence×4 (each claim followed by 2–3 evidence lines)

Load order:

1. Style Baseline (Directive)
2. Brand Pack (Author Compass) ← This document
3. Article Brief
4. Article Master Spec
5. Critic Loop

During Drafting

- Ensure each paragraph is well-formed and contributes unique information to the whole article
- Ensure no repeating information across the article
- Maintain **APA 7 in-text citations** and consolidated references for all non-common-knowledge claims
- Apply **anti-redundancy checks** (no sentences duplicating earlier content with >5 identical words)
- **Flowability:** The entire article should flow naturally from section to section; each part necessary and unrepeated

After Drafting

- Apply the **Critic Loop** only after the article is complete
- Normalize tone without adding new facts

- Consider the whole of the article — each part necessary and unrepeated

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Freshness Gate

Dynamic freshness policy: No fixed 12-month default. Freshness is determined by:

1. **Topic type** (rapidly evolving vs. stable)
2. **Article Brief specifications** (topic-specific horizons)
3. **Best available information** at time of drafting

If article contains time-sensitive claims (e.g., market size, adoption rate, regulation update):

- **Trigger a Research Pass** to find current citation, or
- Insert bracketed note:

  > "[Writer to research latest]"

- Add companion-site callout for evolving data:

  > "For the latest information on , visit
  > https://theproductiveprompter.com."

Reference: See Evidence-and-IP-Annex.md for detailed freshness protocols.

Enforcement

All articles are checked against:

- **Style Anchor Card presence** (from Style Baseline; 100–150 words)

- **Declared shape adherence** (one shape, followed end-to-end)
- **Final-line verification** (last sentence is verification or next action, not a maxim)
- **Device activation key** (devices appear only if Article Brief activates them)
- **Freshness gating** (time-sensitive claims have current sources or are bracketed)

Failure on any check stops publication until corrected.

Voice Consistency Across Articles

While each article may have specific focus areas, all articles share:

- **Third-person narration** (except when Article Brief explicitly permits first person)
- **Evidence-led argumentation** (claims backed by APA citations)
- **Neutral, precise language** (no marketing speak, hype, or unsubstantiated enthusiasm)
- **Purposeful sentences** (every sentence advances, evidences, or transitions)
- **Subtle cleverness** (wit where appropriate, never forced)

Variation permitted: Article Briefs may request:

- Emphasis on practical vs. theoretical
- More or fewer examples
- Technical depth adjustments
- Specific tone colors within Style Baseline constraints

These variations **do not override** core voice requirements.

Quality Gates Integration

Articles pass through three quality gates:

Gate A — Baseline & Shape Declared

- Style Anchor present
- Single hard shape declared
- Third-person voice enforced

Gate B — Critic Loop

- Voice, Focus, Evidence checks completed
- Final-line rule satisfied
- Device activations validated

Gate C — Evidence & Freshness

- APA compliance verified
- Dynamic freshness satisfied or gaps bracketed
- Research Pass executed if triggered

Reference: See Article-Master-Spec.md for detailed gate criteria.

Brand Voice Examples

Preferred (neutral, precise, evidence-led):

> "Research from Stanford's Center for Research on Foundation Models (2024) shows that larger context windows reduce error rates in multi-turn dialogues by 18–22%. Organizations can leverage this capability by structuring prompts to include relevant history, reducing the need for repeated context setting."

Avoid (marketing speak, unsubstantiated claims):

> "AI is revolutionizing everything! With amazing new context windows, you'll never have to worry about losing information again. It's a game-changer that will transform your entire workflow overnight!"

Preferred (subtle cleverness):

> "The model doesn't 'understand' your deadline—it calculates token probabilities. Expecting it to intuit urgency is like expecting a calculator to appreciate the beauty of prime numbers."

Avoid (forced metaphor, anthropomorphization):

> "The AI wakes up each morning ready to learn from you, eagerly absorbing your feedback like a sponge soaking up water. It's a journey you take together, hand in hand."

Integration Notes

- This document applies to **all articles** unless Article Brief specifies exceptions
- Voice and neutrality requirements are **non-negotiable** (Style Baseline takes precedence)
- Device policy and freshness gates are **binding** (no devices without activation; no stale claims without bracketing)
- Precedence chain ensures conflicts are resolved deterministically

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Version: 1.0 (Article-oriented)
Date: November 3, 2025
Status: Normative — Updated from chapter-oriented version to support article production.
Changes from original: Removed chapter/sub-chapter references; updated

precedence chain to reference Article Brief; clarified dynamic freshness policy; emphasized article-scale flowability.