

HQ FIELD GUIDE

Make every AI output sound and look like your brand.

Give employees, agents, and partners the same voice, examples, product truth, approved claims, channel rules, and corrections before they create.

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01 For brand and growth teams

02 Faster production with fewer brand corrections and more consistent output across teams and partners.

THE CURRENT COST

Your brand guide is readable. It is not operational.

The guide describes the brand, but the real standard also lives in approved examples, product decisions, claim boundaries, channel nuance, and reviewer feedback.

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- 01 Generic output multiplies: More people create faster, then a small brand team spends its time repairing tone and claims.
 - 02 The prompt drifts: Every contributor keeps a slightly different version of the brand instructions and reference work.
 - 03 Feedback does not compound: A correction improves one draft but never becomes the starting point for the next person or agent.
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THE HQ WORKFLOW

Turn the brand standard into a shared capability.

HQ carries the full creative context into the work and lets the brand owner improve one maintained system instead of correcting every contributor from scratch.

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- 01 Assemble the real brand source: Bring together voice guidance, product truth, approved claims, winning examples, and channel-specific rules.
 - 02 Package the creation method: Add the brief, drafting steps, references, and review checks behind a repeatable brand skill.
 - 03 Improve the source after review: Save useful corrections where every authorized teammate and agent will inherit them on the next run.
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PROOF AND EXAMPLE

The brand system shows up in review-ready work.

A useful brand brain is not measured by how many documents it stores. It is measured by whether multiple contributors can create from the same standard.

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- 01 Voice and claims: Maintained language, product truth, positioning, and boundaries for what the brand can say.
 - 02 Reference library: Winning examples and counterexamples attached to the workflows that need them.
 - 03 Review loop: Corrections become improvements to shared context or skills instead of private comments.
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Examples are anonymized. Named customer claims and proprietary artifacts require recorded approval before public reuse.

START SMALL

Run the same brand source through two workflows.

Use one maintained source to create two real pieces of work, then save the most useful correction back into the system.

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- 01 Add voice guidance, product truth, and three approved examples
 - 02 Use the source with two contributors or in two channels
 - 03 Review both outputs and save one correction for the next run
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TRY HQ

Make the brand easier to use and harder to dilute.

Start with one maintained brand source, two contributors, and a correction that improves every future draft.

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- 01 Give every contributor a stronger first draft
 - 02 Keep approved claims and product truth consistent
 - 03 Make one review improve future work across the team
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Start free with HQ

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