

AI BRAND MANAGEMENT · FREE TEMPLATE

The Brand Memory Bank Template

① Core facts

What you sell, who it is for, what it costs (or the real pricing logic), and what you deliberately do not do.

② Canonical descriptions

One sentence, one paragraph, one page. Every AI tool should pull from these, not improvise a new version.

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3 Voice rules

3-5 concrete do's and don'ts, each with a real example. Not abstract adjectives like 'friendly'.

4 The never-say list

Claims, guarantees, or comparisons you cannot legally or honestly make. Write them explicitly.

5 Last updated

Date this was last reviewed against a real mistake log.
