

Brand Vault — SOP

How this module works

A complete brand-identity library — voice, colors, messaging, and visual guidelines for every client — that automatically feeds into Social AI and Smart Reply so generated content always matches each client's real brand.

SECTIONS

● Brand Cards Every client brand at a glance — Grid, List, or Compact view — with health score, onboarding status, and usage count.	● Add / Edit Brand A 7-tab form covering Identity, Goals & Platforms, Services, Messaging, Voice & Guidelines, Visuals, and Content Strategy.
● Client Onboarding Link A public self-fill form — send the link, the client fills in their own brand details, no login needed.	● AI Tools (15) Health Check, Brand Story, Tone Detector, Content Pillars, Hashtags, Voice Examples, Brand DNA, Personas, Industry Intel, Personification, Smart Suggestions, CTA Generator, Refresh Advisor, Competitor Analysis, and Campaign Content.
● Brand Guardian Auto-checks AI-generated content against a brand's Don't-Say list, in Social AI and Smart Reply, before it goes out.	● Analytics Per-brand usage by module, content generated, and brand-health-score history.
● Compare & Conflict Check Side-by-side comparison of any two brands, plus an AI check across all brands for overlapping positioning.	

STEP-BY-STEP WORKFLOW

- 1

Add a brand — fill it in yourself, or generate an onboarding link and let the client fill in their own details.
- 2

Use the AI Brand Analyzer for an instant starter-identity from a few quick questions, or run any of the 15 AI Tools to deepen it — Brand Story, Content Pillars, Hashtags, Personas, and more.
- 3

Set the brand as 'Active' — this is the brand Social AI and Smart Reply will use to automatically inject the right voice, colors, and messaging into their AI prompts.
- 4

Turn on Brand Guardian so content generated elsewhere gets auto-checked against this brand's Don't-Say list.
- 5

Check Analytics any time for usage by module, content generated, and brand-health-score history.

CONNECTIONS

●  Social AI The active brand's voice, key message, and content pillars are automatically woven into every AI prompt, and Guardian Check scans generated content for anything on the Don't-Say list.	●  Smart Reply Same brand-context injection as Social AI, plus Guardian Check on every generated WhatsApp message.
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● **Leads**

Adding a brand auto-checks the owner's mobile number against existing leads and links to a match automatically, and public onboarding submissions update the linked lead's brand profile.

● **Invoice**

The linked brand's logo and colors render on that invoice's view/PDF, so a branded invoice automatically matches the client's real identity.