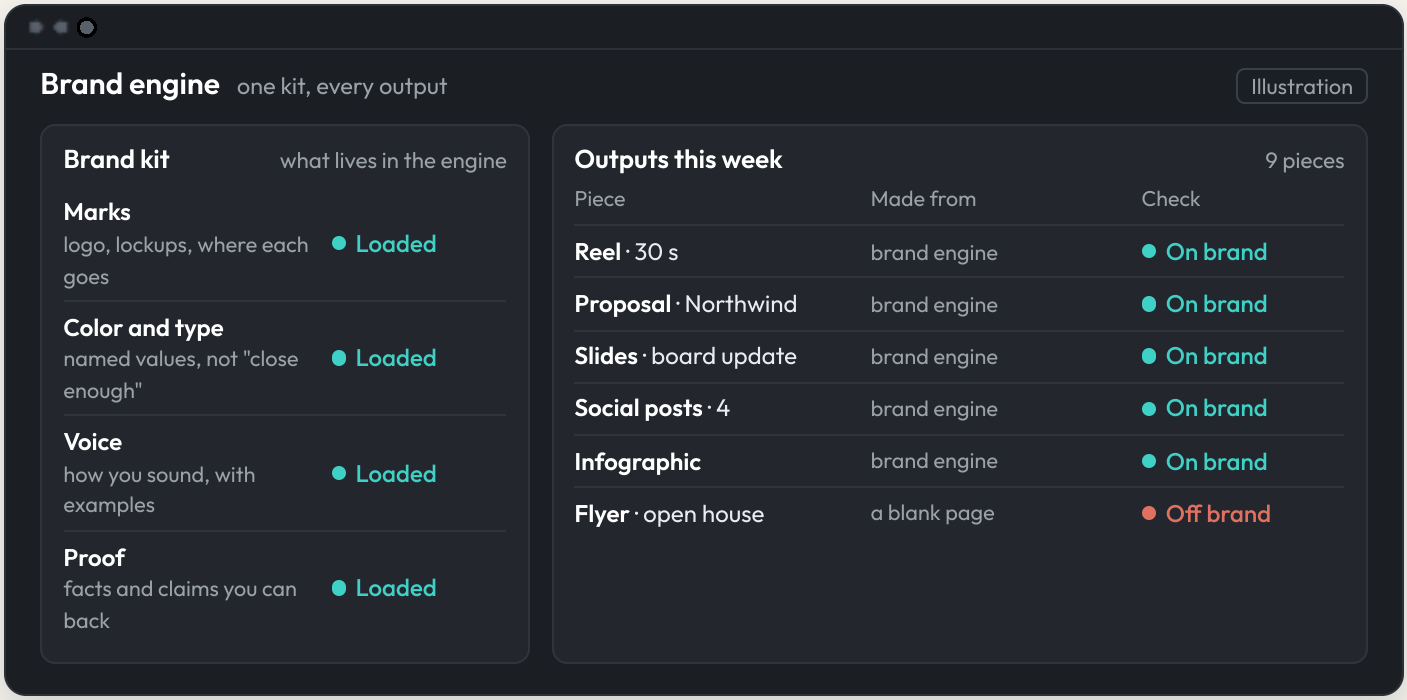
One brand engine, every output

A best-practice guide from ImaginAItion Academies. Brand consistency is a system, not a discipline. Get the engine right once and everything comes out on brand.



What lives in the engine

Marks
Every logo and lockup, and where each one is allowed.

Color and type
Named values that tools read, not a PDF people forget.

Voice
How you sound, with examples of right and wrong.

Proof
The facts and claims you can back. Nothing else gets said.

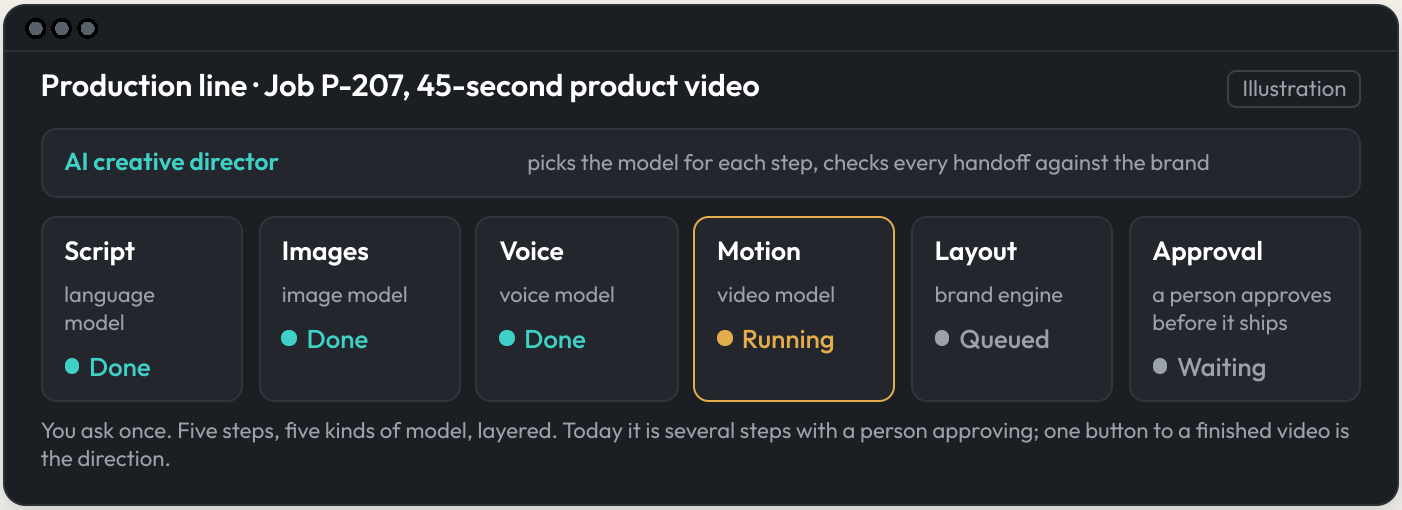
Brand by discipline, or brand by system

Discipline	System
A style guide people are asked to follow	→ **Templates that cannot go off brand**
Each piece designed from a blank page	→ **Each piece starts from the engine**
Review catches the mistakes	→ **Most mistakes cannot be made**
A rebrand takes a quarter	→ **Change it once, every output follows**

The test: could a new hire ship an on-brand proposal on day one?

One button, a whole production line

A finished video is never one model's work. An AI creative director runs a line of specialist models and layers their work into one piece.



Why it takes a line, not a model

Each model does one thing well

The best writer is not the best voice or the best camera. Use the specialist at every step.

Brand is lost at the handoffs

Between steps is where color, tone and facts drift. Check there, every time.

The director is the skill

Choosing, ordering and checking the models is the craft. The button only starts it.

Five habits of a content team that scales

Template first

Build the template once. Every later piece is a fill-in, not a project.

One source of truth

One library for brand and content. Every channel draws from it.

Make one, publish many

One long piece becomes a reel, a post, an email and a slide.

A person signs off

Automation drafts. A named person approves what goes out.

Count finished pieces

Measure pieces shipped per week and hours per piece, not tools bought.

Be honest about the button

One click hides many steps. Ask any vendor to show you the line.

> **What runs in ImaginAItion today:** the brand kit and the content engine that produces from it, through ImaginAItion Productions. One button for a finished video is the direction. Today it is several steps and several models, with a person approving.

Start with an AI Assessment

We look at how your content is made today and where one engine would save the most hours.

studios.imaginaitioninc.com/ai-assessment