



**RUACH**

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# Canonical Truths — Ruach

*Branding*

CATEGORY: Branding

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STATUS: **REFERENCE**

DATE: 2026

# Canonical Truths — Ruach Brain

## Purpose

This file is the canonical source of truth for facts and policies that govern bot behavior. When the brain output drifts from these truths, **the drift is the defect, not the truth.**

Investigation briefs reference these truths. Prompt audits validate against them. Fix PRs cite which truth they enforce.

**Filed:** 2026-05-18 **Authority:** Ruach Master Plan v2.1 — Principle 3.2.5 (Single source of truth per fact) **Mutation discipline:** New truths land via deliberate authorization. Existing truths revise only through a dated provenance entry — never silent overwrite. Per v2.1 Principle 3.2.6, the approval queue is the only mutation surface for canonical brain data; this file is canonical brain data.

## Truth 1 — Mobile capture policy

**Date filed:** 2026-05-18 **Provenance:** N13 HALT investigation, Sprint 2.0 stage gate **Status:** Active

The bot asks for mobile number only when **any** of:

- **(a)** Customer has explicitly asked to be called, OR
- **(b)** Customer has asked for an asset (presentation, pricing, floorplan) AND no contact channel exists yet, OR
- **(c)** Conversation has had  $\geq 3$  substantive turns with clear product interest

**NEVER on first message. NEVER as a default closer.**

### KNOWN EXCEPTIONS

None at filing. If an exception emerges (e.g. campaign-specific flow), file as Truth 1.x sub-entry, do not silently override.

### ENFORCEMENT TARGET

`CONTACT_CAPTURE_GUARDRAIL` block in `system-prompts.ts:198-251` plus deletion of the duplicate rider at `auto-reply/route.ts:839-842`. Single source of truth, no duplicated facts diverging (per v2.1 Principle 3.2.5).

## Truth 2 — Evoke canonical pricing structure

**Date filed:** 2026-05-18 **Provenance:** Brad confirmation during Sprint 2.0 HALT investigation **Status:** Active

Evoke starts at **\$250K supply only ex-factory** from Ruach Mansfield facility.

Site prep, delivery, set, and service connections are all quoted separately based on the buyer's specific site.

The "supply only from Mansfield" framing is canonical and correct. The bot's framing in the Sprint 2.0 test set (e.g. John Thompson, Kerry Mullen replies) was accurate; the actual-team replies that framed it as "delivered and installed" were technically incorrect on the cost-coverage point and should be considered legacy.

#### KNOWN EXCEPTIONS

When a customer specifically asks for a delivered-installed quote, the bot defers to the team for a site-specific number rather than inventing a figure.

#### ENFORCEMENT TARGET

`brain_knowledge` Evoke entry must state the canonical structure. `products-block.ts` rendering must surface "supply only" qualifier. Few-shot examples must match this framing.

### Truth 3 — Evoke standard configuration

**Date filed:** 2026-05-18 **Provenance:** Brad confirmation **Status:** Active

Evoke is a **4-bedroom** home as standard configuration. Custom configurations are available on request through the team, but the canonical product is 4-bed.

When customers ask "how many bedrooms does Evoke have?" the canonical answer is "**4-bedroom**" with optional acknowledgment that custom configs exist.

#### CANONICAL BRAIN\_KNOWLEDGE PHRASING

"Evoke is our 4-bedroom premium family home, with custom configurations available through the team."

#### KNOWN EXCEPTIONS

Custom configurations exist; the bot acknowledges them as available-on-request but does not enumerate them.

#### ENFORCEMENT TARGET

`product_catalog.bedrooms = 4` for Evoke. `products-block.ts` SELECT and render `bedrooms` .  
`brain_knowledge` Evoke entry includes the canonical phrasing above. `fewshot-library.ts` Example 3 rewritten to align (currently teaches the bot to say "no standard 4-bed in the range" — that is the defect, not a truth).

### Truth 4 — Canonical bedroom counts for related products

**Date filed:** 2026-05-18 **Last revised:** 2026-05-19 01:34 GMT+10 (Suite 3 bedroom count + Cove/Cove Plus alias mapping corrected per overnight investigation ITEM 2 + Brad confirmation)  
**Provenance:** Brad confirmation during Sprint 2.0 HALT investigation; corrections from overnight investigation 2026-05-19 (Suite 3 = 1-bed per Brad's own outbound messages May 5–18; Cove/Cove Plus naming clarified by Brad direct 2026-05-19 01:34) **Status:** Active

Product	Bedrooms	Notes
Evoke	4 (standard)	Custom configurations available on request. See Truth 3.
NOMI	1	Canonical name. Old name "Cove" deprecated — do not use in new content.
NOMI KIN	2	Canonical name. Old name "Cove Plus" deprecated — do not use in new content.
NOMI SPECIAL	1	Premium 1-bedroom factory-built variant, from \$135K. <b>DISTINCT product from NOMI</b> — not in current <code>product_catalog</code> (see follow-up).
Oasis S	1	Resort-style 1-bedroom, ~40m <sup>2</sup> , \$104,500 supply only. In current <code>product_catalog</code> . <b>DISTINCT product from NOMI, NOMI SPECIAL, and Cove.</b>
Suite 3	1	Was incorrectly listed as 3-bed in earlier <code>brain_knowledge</code> content; Brad's recent outbound consistently treats Suite 3 as 1-bed/1-2-bath ~37m <sup>2</sup> from 88K–96.8K. <code>product_catalog.bedrooms = 1</code> is correct.
Fortress	NULL	Configurable per spec, typically B2B / multi-unit workers accommodation. The bot must NOT state a fixed bedroom count for Fortress; it defers to the team for spec-specific quote.

**DEPRECATED ALIASES (DO NOT USE IN CUSTOMER-FACING CONTENT)**

Old name	Canonical replacement	Status
Cove	NOMI	Deprecated. Historical <code>brain_knowledge</code> / <code>ai_knowledge_base</code> entries referencing "Cove" must be updated to NOMI or marked legacy.
Cove Plus	NOMI KIN	Deprecated. Same disposition as above.

**KNOWN EXCEPTIONS**

- Customer-history matching: when an existing customer references "Cove" in a returning conversation, the bot may acknowledge the old name once ("— you might know it as NOMI now

—") then carry forward in canonical name only. Brain shall not introduce the deprecated name unprompted.

- Internal team documents predating 2026-05-19 may legitimately reference Cove/Cove Plus; these are not defects, just historical context.

#### ENFORCEMENT TARGET

- `product_catalog.bedrooms` populated per the table above. Suite 3 already correct (=1). Evoke (=4) and NOMI KIN (=2) updated via PR-C migration `9d108ab1`.
- `products-block.ts` renders bedroom count when present, defers gracefully when NULL with phrasing like "configurable per spec."
- `brain_knowledge` entries for Suite 3 currently say "3-bed family home" — **DEFECT, awaiting follow-up fix PR** (planned as small PR-F or fold into existing batch).
- `brain_knowledge` entries referencing "Cove" / "Cove Plus" as current product names — same defect class, same follow-up.
- `ai_knowledge_base` Evoke + Suite 3 entries — PR-C updated Evoke; Suite 3 still needs correction.
- `fewshot-library.ts` should not contain deprecated alias names.

#### FOLLOW-UP WORKSTREAM (NOT BLOCKING PHASE 2 CLOSE)

Separate PR after stage-gate re-mark verdict:

1. Update Suite 3 `ai_knowledge_base` entry from "3-bedroom family home" → "1-bedroom" (with the canonical pricing 88K–96.8K). BEGIN/ROLLBACK validated per Protocol 10. Inline `ada-002` embedded per Protocol 11.
2. Sweep `brain_knowledge` for entries using "Cove" or "Cove Plus" as a current product name. Update to NOMI / NOMI KIN. Mark historical mentions explicitly as legacy.
3. Bank as the natural Truth-4 enforcement closure batch.

#### PRICING CANONICALIZATION (TRUTH 5 CANDIDATE, SEPARATE)

Multiple prices in circulation across DB / `brain_knowledge` / Brad's recent outbound. Not part of Truth 4. Will file as Truth 5 when Brad confirms canonical prices.

## Extending this file

Future truths land as Truth 5, Truth 6, etc. Each entry must include:

1. **Date filed** — exact date (and time if multiple same day)
2. **Provenance** — what investigation, conversation, or document established the truth
3. **Status** — Active / Superseded / Under review
4. **Canonical statement** — the truth itself, written prescriptively
5. **Known exceptions** — boundary conditions where the truth doesn't apply

## 6. Enforcement target — which file, function, table, or RAG entry must align

When a truth is superseded, do **not** delete the entry. Mark status as `Superseded by Truth X` and keep the historical record for provenance.

When a fix PR enforces a truth, the PR description must cite the Truth number and the enforcement target line.