



RUACH

INDUSTRIES

DOCUMENT CONTROL

Document Register

Marketing, Sales & Branding

CATEGORY: Document Control

DOCUMENT: RUA-BRD-BRD-REG-0001-R01

STATUS: **REFERENCE**

DATE: 8 June 2026

Marketing, Sales & Branding — Document Register

RUA-BRD-BRD-REG-0001-R01 · REFERENCE · Generated 8 June 2026 · 34 documents

Indexes every standardised marketing, sales & branding document — 34 in total. Generated 8 June 2026.

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Doc ID	Title	Category	Type	Status	Date
RUA-BRD-BRD-DOC-0010-R01	Brand Doctrine — Discovery	Branding	DOC	REFERENCE	27 Apr 2026
RUA-BRD-BRD-DOC-0011-R01	Creative Direction — Internal v1	Branding · Creative	DOC	REFERENCE	29 May 2026
RUA-BRD-BRD-DOC-0012-R01	Messaging & Tone Playbook	Branding	DOC	REFERENCE	13 May 2026
RUA-BRD-BRD-DOC-0013-R01	Brand Guardian — Banned Phrase Gap	Branding	DOC	REFERENCE	12 May 2026
RUA-BRD-BRD-DOC-0014-R01	Brand Guardian — KIN / Evoke / Fortress Canonical Sync	Brand Decision	DOC	REFERENCE	13 May 2026
RUA-BRD-BRD-DOC-0015-R01	Decision Log — Bypass-Text Brand Guardian Gap	Brand Decision	DOC	REFERENCE	13 May 2026
RUA-BRD-BRD-DOC-0016-R01	Brand Guardian — Inline-Docctrine Deferred Decision	Brand Decision	DOC	REFERENCE	20 May 2026
RUA-BRD-BRD-DOC-0017-R01	Meta Marketing — Weekly Reconciliation (23 May)	Marketing	DOC	REFERENCE	23 May 2026

Doc ID	Title	Category	Type	Status	Date
RUA-BRD- BRD-DOC- 0018-R01	Meta Marketing — Weekly Reconciliation (29 May)	Marketing	DOC	REFERENCE	29 May 2026
RUA-BRD- BRD-DOC- 0019-R01	Meta Marketing Plan — Deviation Patch v1.0	Marketing	DOC	REFERENCE	23 May 2026
RUA-BRD- BRD-DOC- 0020-R01	Marketing PO — Execution Log v2	Marketing	DOC	REFERENCE	28 May 2026
RUA-BRD- BRD-DOC- 0021-R01	Marketing Plan Patch — v2.1 Alignment	Marketing	DOC	REFERENCE	May 2026
RUA-BRD- BRD-DOC- 0022-R01	Buried Recommendations — Sales / Marketing / Finance / Ops	Marketing · Sales	DOC	REFERENCE	28 Apr 2026
RUA-BRD- BRD-DOC- 0023-R01	Canonical Truths — Ruach	Branding	DOC	REFERENCE	2026
RUA-BRD- BRD-DOC- 0024-R01	Bot09 — CRM Sales Automation Engine v2	Sales	DOC	REFERENCE	2026
RUA-BRD- BRD-DOC- 0025-R01	Ruach Personas	Marketing	DOC	REFERENCE	2026
RUA-BRD- BRD-DOC- 0026-R01	Production Brief v2 — Ruach Response & Final Remarks	Creative · Production	DOC	DRAFT FOR REVIEW	8 Jun 2026
RUA-BRD- BRD-PPT- 0001-R01	Breaktime Studios — Production Brief Presentation	Creative · Production	PPT	REFERENCE	2026
RUA-BRD- BRD-PPT- 0002-R01	Breaktime Studios — Production Brief Presentation (Revised)	Creative · Production	PPT	REFERENCE	2026

Doc ID	Title	Category	Type	Status	Date
RUA-BRD-BRD-RPT-0001-R01	Marketing / Foundation — Build Gap Audit	Marketing	RPT	REFERENCE	22 May 2026
RUA-BRD-BRD-RPT-0002-R01	Meta Marketing — Status & Drift Audit	Marketing	RPT	REFERENCE	24 May 2026
RUA-BRD-BRD-RPT-0003-R01	Production Brief — Full Alignment Audit	Marketing · Creative	RPT	REFERENCE	5 Jun 2026
RUA-BRD-BRD-RPT-0004-R01	NOMI — Enquiry Ranking	Marketing	RPT	REFERENCE	2026
RUA-BRD-BRD-SCR-0001-R01	Voice — Danielle ConvAI System Prompt (Verbatim)	Sales	SCR	REFERENCE	30 Apr 2026
RUA-KB-COM-DOC-0022-R01	Financing & Supply Contracts — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0023-R01	Site Costs Framework — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0024-R01	Delivery & Feasibility — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0025-R01	Council Approval — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0026-R01	Warranty & Defects — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0027-R01	Insurance Treatment — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026

Doc ID	Title	Category	Type	Status	Date
RUA-KB-COM-DOC-0028-R01	GST Treatment — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0029-R01	Customisation Limits — Authoritative	Commercial Knowledge	DOC	REFERENCE	2026
RUA-KB-COM-DOC-0030-R01	Sales Playbook — Authoritative (Mayra-Approved)	Sales Knowledge	DOC	REFERENCE	9 May 2026
RUA-KB-COM-DOC-0031-R01	Sales Playbook — Base (superseded by RUA-KB-COM-DOC-0030)	Sales Knowledge	DOC	SUPERSEDED	2026

Numbering Key

Segment	Used here	Meaning
ENTITY	BRD	Brand — marketing, sales & brand
ENTITY	KB	Knowledge Base — commercial & sales knowledge
DISCIPLINE	BRD / COM	Brand & Marketing · Compliance / Commercial
TYPE	DOC / RPT / SCR / PPT / REG	Document · Report · Script · Presentation · Register

Notes

This register reflects every document currently in the marketing reference folder. Each entry has a matching `.md` (source) and `.pdf` (Lumen v2 branded). Numbering follows the Ruach standard `RUA-{ENTITY}-{DISCIPLINE}-{TYPE}-{SEQ}-R{REV}`, registered centrally in `document_register`. The base Sales Playbook (RUA-KB-COM-DOC-0031) is superseded by RUA-KB-COM-DOC-0030.