



**RUACH**

INDUSTRIES

BRANDING

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# Messaging & Tone Playbook

*Branding*

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# DOC\_05: Messaging & Tone Playbook — Full Content

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RUACH MESSAGING & TONE PLAYBOOK 2026 Edition Document 5 of 8 What to say, how to say it, and what never to say

This is the daily reference for anyone writing, speaking, or presenting on behalf of Ruach. Agencies, contractors, new team members, and the AI system all use this document. If it sounds like a builder, it's wrong. If it sounds like a guide, it's right. Confidential Ruach Industries Pty Ltd

1. How Ruach Sounds Before rules, before glossaries, before channel guidelines understand the feeling. Every piece of Ruach communication should feel like a calm, confident guide who has done this a thousand times and is here to make it simple for you.

Ruach sounds like someone who has already solved this problem and is quietly sharing the solution.

## Voice Attributes

Attribute What It Means What It Doesn't Mean  
 Calm Unhurried. Measured. No raised voice.  
 Confidence without volume. Passive. Cold. Indifferent. Slow. Confident We know the answer. We've done this before. We recommend with conviction. Arrogant. Dismissive. Unwilling to listen.  
 Warm Genuinely caring. The customer's wellbeing matters to us. Saccharine. Over-familiar. Fake friendliness. Clear Simple words. Short sentences. One idea at a time. Dumbed down.  
 Condescending. Lacking depth. Resolved Everything has been thought through. Nothing is half-finished. Rigid. Inflexible. Unable to accommodate. Dignified Respectful of the customer's intelligence and life stage. Formal. Distant. Stiff.

The Voice Test Before publishing any communication, read it aloud and ask: Does this sound like a guide or a salesperson? Would I feel calm reading this if I were anxious about building? Is there a single word I wouldn't use in a quiet conversation with someone I respect?

If the answer to any of these is wrong, rewrite it.

2. Retail Voice Independent Living Seekers This is the voice used for all customer-facing communications: Meta ads, website, WhatsApp, display experience, brochures, email, signage, and any content seen by people who may live in a Ruach home.

Retail Voice Rules Year 10 reading level. Simple, accessible language. Maximum 8-word headlines. Maximum 3 sentences per paragraph. One benefit per execution. Never stack. No exclamation marks. Calm brands do not shout. No questions in headlines. Statements of certainty. Feeling first, then authority, then proof. Always in this order.

#### Correct vs Incorrect ❖ Retail Examples

Wrong Right Why ? Our innovative modular homes are built using cutting-edge prefab technology! ? A home designed for how you actually live. Banned words (innovative, modular, cutting-edge, prefab). Exclamation mark. Feature-focused. ? Are you tired of the stress of building? We have the solution! ? Building shouldn't be stressful. With Ruach, it isn't. Question headline. Exclamation mark. Salesperson tone. ? LIMITED OFFER: Act now to secure your dream home before prices rise! ? Your home is ready when you are. Urgency. Scarcity. Pressure. All banned. ? Our state-of-the-art SIP panel system delivers superior thermal performance and structural integrity. ? A home that stays warm in winter and cool in summer. Quietly. Jargon (SIP, thermal performance, structural integrity). Feature list. ? Suitable for retirees, seniors, and elderly downsizers looking for aged-care-adjacent living. ? For people who value independence, simplicity, and calm. Age-based labels (retirees, seniors, elderly, aged care). All banned. ? We dominate the prefab market with our game-changing construction solutions! ? Delivered in 42 days. Approved on first submission. Aggressive language (dominate, game-changing). Hype. Exclamation mark. ? Choose from our wide range of customizable floor plans and premium upgrade packages. ? Everything is already included. Every model is complete. Choice overload. Upgrade language implies base model is incomplete. ? Don't miss out! Only 3 lots remaining in this exclusive development! ? A small community of 12 homes. Thoughtfully planned. Peacefully located. Urgency. Scarcity. Pressure. FOMO. All banned.

3. Business Voice ❖ B2B Partners This is the voice used for developers, government agencies, institutional partners, resource sector employers, investors, and industry bodies. It is professional, data-driven, and proof-heavy. No lifestyle language. No emotional messaging.

Business Voice Rules Three topics only: risk reduction, repeatability, governance. Every claim supported by data or a project reference. Technical language permitted where contextually appropriate (NCC, QBCC, SIPs). No lifestyle language. No calm, no peace of mind, no dignity. Outcomes only. No hype words (innovative, cutting-edge, world-class, revolutionary). These are banned in B2B too. Professional, measured, and serious. B2B buyers reward seriousness.

#### Correct vs Incorrect ❖ Business Examples

Wrong Right Why ? Our revolutionary AI-driven construction platform is disrupting the housing industry! ? Ruach has delivered 14 projects on time and on budget in the past 12 months. Hype (revolutionary, disrupting). No proof. Exclamation mark. ? We create peaceful, dignified homes that bring calm to communities. ? Panel-to-occupancy in 42 days. Fixed price. Full NCC compliance. Lifestyle language in B2B. Developers want data, not feelings. ? Our game-changing modular solutions will transform your next development! ? Reduce on-site build time by 60%. Eliminate weather-related delays. Fixed cost per unit. Hype. No data. Exclamation mark. ? Partner with the Tesla of prefab to dominate the housing market! ? Repeatable delivery across 14 sites. Zero

compliance failures. Scalable to 200+ units per year. Banned comparison. Aggressive language. No proof.

4. Channel-Specific Language Rules Each channel has its own language constraints. These rules sit on top of the retail and business voice rules above.

Channel Language Rules WhatsApp Maximum 3 lines per message. Open with reassurance. Close with **Here's** what happens next. **No** jargon. No attachments without context (**Here's** your inclusions list **everything** in your home is on this one page). No emojis except a single warm one if the customer uses them first. Never use automated-sounding language (**Thank you for your enquiry**). Sound human. Meta (Ads) Maximum 8-word headlines. One benefit per ad. No feature lists. No urgency. No exclamation marks. Body text maximum 2 sentences. CTA is calm: **Learn more** or **Send us a message**. Never **Buy now** or **Act fast**. Instagram (B2B) Minimal text. Let the image speak. Captions maximum 2 sentences. Project data as context, not as a sales pitch. Hashtags: maximum 5, industry-relevant, no hype tags. LinkedIn Professional and measured. Proof-first. No storytelling. Posts structured as: outcome statement ? supporting data ? single insight. Maximum 150 words. No emojis. No hashtag spam (maximum 3). Website Retail pages: IDEA-aligned messaging. One benefit per section. Process in 3 steps. Authority signals on every page. Business pages: data-led. Case studies. Compliance credentials. No lifestyle language. Email Subject lines maximum 6 words. Body maximum 3 paragraphs. Always includes a clear next step. Never sends without a reason. No newsletters for the sake of newsletters. Display Experience Signage: maximum 5 words. No feature boards. No price boards. Space speaks first. Staff follow Doctrine conversation laws. Printed materials are minimal, clean, branded. Proposals & Quotes Fixed price presented clearly. Inclusions on one page. No asterisks. No **subject to**. Timeline with specific dates. Language is resolved, not conditional.

5. Terminology Glossary This glossary defines the approved and banned terms for all Ruach communications. The Claude Brand Guardian and RAG Agent use this glossary to check every piece of content and every conversation response.

**Banned Terms** **Retail** These words must never appear in any customer-facing communication.

**Category Banned Use Instead** Industry jargon Prefab, modular, SIPs, NCC, QBCC, BCA, offsite Ruach home, Ruach system, panel system Hype language Innovative, cutting-edge, state-of-the-art, world-class, revolutionary, next-generation, best-in-class Resolved, proven, trusted, designed, settled Aggressive language Dominate, disrupt, unstoppable, game-changing, crushing it, killer, smash Calm, confident, assured, settled, steady Construction identity Built, constructed, manufactured, erected, assembled Delivered, created, designed, installed Product language Unit, module, product, stock, inventory, SKU Ruach home, model, residence, home Age-based labels Retirees, seniors, elderly, downsizers, aged care, over-55s, grey nomads Independent Living Seekers, people who value independence Urgency triggers Limited, hurry, act now, don't miss, only X left, last chance, exclusive offer Remove entirely. No replacement needed. Pressure language Must, need to, should, before it's too late, you can't afford not to You might consider, when you're ready, here's an option Superlatives Best, number one, leading, premier, ultimate, unmatched Proven, trusted, consistent, reliable Venue language Showroom, display home, sales

centre, model home Display experience Comparison tropes Tesla of prefab, Apple of housing, Uber of construction Remove entirely. Ruach is Ruach. Conditional language Subject to, depending on, if applicable, may vary, terms apply State the actual condition and resolve it.

Permitted Technical Terms **B2B Only** These terms may be used in B2B communications where contextually appropriate. They must never appear in retail.

Term Context Rule NCC National Construction Code compliance references. Acceptable in compliance documentation and B2B proposals. QBCC Queensland Building and Construction Commission licensing. Acceptable in regulatory discussions and government communications. SIPs / Panels Structural Insulated Panels **product specification discussions.** Acceptable in technical proposals. Use **panel system** in general B2B. Green Star / NatHERS Sustainability certifications and energy ratings. Acceptable in sustainability reporting and tender documents. PPO Production Process Optimisation **internal and partner discussions.** Acceptable in technical and operational contexts only.

6. **Headline & Copy Templates** These templates provide starting points for common communications. They follow all voice rules and can be adapted for specific contexts. The Claude Brand Guardian uses these as reference patterns.

**Retail Headlines (Max 8 Words)**

IDEA Headline Templates IDEA 1: A home that asks less of you A home designed for how you live. / Less decisions. More living. / Simplicity, delivered. / The home that handles everything. IDEA 2: Everything is already resolved Everything is included. Everything. / No surprises. No asterisks. / Already resolved. Already yours. / Complete, from the start. IDEA 3: You know what happens next Your timeline. Kept. / Enquiry to home in 42 days. / Clarity at every step. / You'll know before you ask. IDEA 4: You can live sooner, with confidence Home. Already. / Still loving it, 12 months on. / The decision that settled everything. / Confidence, lived in daily.

WhatsApp Response Templates These are tone guides, not scripts. The RAG Agent adapts based on context. Humans should use these as a starting point, not read them verbatim.

Scenario Template First enquiry Hi [name], thanks for reaching out. Happy to help. What would you like to know about Ruach homes? (Then answer their question directly. Close with next step.)

Pricing question Great question. Our homes are fixed price **everything you see is included.** The [model name] is [price]. That covers everything from design to handover. Would you like me to send through the full inclusions? Timeline question From your first enquiry to moving in is typically [X] weeks. Here's how it works: you choose your model, we handle approvals, and your home is delivered and installed. I can walk you through each step if you'd like. Site suitability Good thinking to check early. Can you share your property address? I'll look into the suitability and come back to you with a clear answer. Competitor comparison I understand you're looking at options **that's smart.** The main difference with Ruach is that everything is fixed **price, inclusions, timeline.** No surprises. Happy to answer any specific questions. Post-commitment update Hi [name], quick update on your home. [Milestone achieved]. Everything is on track. Next step: [what happens next and when]. Any questions, I'm here. Concern or complaint I hear you, and I want to make sure this

is resolved properly. Let me look into this right now and come back to you today with a clear answer. (Then do it. Same day.) Referral request We're glad you're happy in your home. If you know anyone who might value the same kind of peace of mind, we'd be honoured to help them. No pressure at all.

7. LinkedIn Post Templates LinkedIn is Ruach's B2B credibility platform. Posts follow a strict structure: outcome statement, supporting data, single insight. Maximum 150 words. No storytelling. No emojis.

Type Template Structure Project outcome [X] homes delivered in [Y] days. Fixed price. Full compliance. Zero defects at handover. (2-3 sentences expanding on the outcome. What it means for the partner.) Ruach is a residential delivery system that removes risk at scale. Compliance proof First-pass approval on [project name]. [X] units. [Y] council jurisdiction. NCC compliant. (1-2 sentences on what this means for developers/government partners.) Compliance is not a feature. It is a standard. Capability statement Ruach Xpanels delivered [X] large-format panels to [Y] sites across Queensland in Q[Z]. On time. On specification. (1-2 sentences on repeatability and scale.) Certainty at scale. Workers accommodation [X] units of workers accommodation delivered to [location] in [Y] days. Durable construction. Compliant design. (1-2 sentences on what this means for resource sector partners.) Quality accommodation supports workforce retention.

8. Common Mistakes & Corrections These are the most frequent errors caught by the Brand Guardian. Every person and system writing for Ruach should memorise these patterns.

Mistake Correction ? Calling Ruach a construction company or a builder. ? Ruach is a Residential Peace of Mind System. Never a builder. Identity violation. Doctrine Section 0. ? Using prefab or modular in retail communications. ? Use Ruach home or Ruach system. Banned jargon. Doctrine Section 9. ? Stacking multiple benefits in one ad or post. ? One benefit per execution. Always. Violates Single Execution Principle. ? Leading with features instead of feelings. ? Feeling first, then authority, then proof. Execution hierarchy violation. ? Using urgency (limited, act now, hurry). ? Remove entirely. Calm brands never rush. Banned urgency triggers. ? Comparing Ruach to Tesla, Apple, or IKEA in marketing. ? Ruach is Ruach. Comparisons are internal strategy only. Doctrine benchmarks are not marketing messages. ? Saying subject to or depending on without resolving. ? State the condition and resolve it: For sites with X, the timeline is Y. Unresolved conditional language creates anxiety. ? Using lifestyle language in B2B communications. ? B2B: risk reduction, repeatability, governance. Nothing else. Audience mismatch. B2B message discipline. ? Sending WhatsApp messages longer than 3 lines. ? Break into multiple short messages. Or ask permission to share detail. Conversation law: short, human messages. ? Ending a conversation without a clear next step. ? Always close with: Here's what happens next. Conversation law: close with clarity.

9. AI System Language Guide The RAG Agent and Claude Brand Guardian use this playbook as a primary reference. This section provides specific guidance for AI-generated content and responses.

RAG Agent Response Rules Always open with the customer's name if known. First sentence must be reassuring, not informational. Answer the actual question asked, not the question you wish they asked. Recommend a default with confidence. Don't hedge. Never say: "I'm an AI", "As an AI", "I'm a chatbot." Sound human. Never say: "Thank you for your enquiry." Too automated. Say: "Thanks for reaching out." or "Happy to help." Never say: "I'll pass this to someone." Say: "Let me get the exact detail and come back to you." Never use conditional language without resolving it in the same message. Close every response with a clear next step. Check every response against the banned words list before sending.

Brand Guardian Review Criteria When the Claude Brand Guardian reviews content, it checks against these criteria in order:

1. Doctrine compliance: Does it align with the 10 Brand Laws?
2. Value stack: Does it serve Peace of Mind first?
3. Execution hierarchy: Feeling ? Authority ? Proof?
4. Banned words: Any violations?
5. Channel rules: Does it follow the specific channel guidelines?
6. Tone: Guide, not salesperson?
7. Audience: Correct voice for retail vs B2B?
8. Authority signal: At least one present?
9. Quick Reference Card Print this page. Pin it to the wall. Open it on your phone. This is the one-page summary of everything in this playbook.

Ruach is: A Residential Peace of Mind System. Not a builder. Not prefab. Not modular.

Ruach sounds like: A calm, confident guide. Never a salesperson.

Every touchpoint: Feeling ? Authority ? Proof. In that order. Always.

Headlines: Maximum 8 words. Statements, not questions. No exclamation marks.

WhatsApp: Max 3 lines. Reassurance first. Close with next step. Sound human.

Never say: Prefab, modular, innovative, cutting-edge, limited, act now, seniors, retirees.

Always include: One authority signal: Delivered in X days / Approved first submission / Installed in one day / Model used across X projects.

Retail: Calm. Warm. One benefit. One IDEA. Feelings first.

B2B: Professional. Data-led. Risk reduction, repeatability, governance. Nothing else.

The test: If it sounds like a builder, it's wrong. If it sounds like a guide, it's right.

Document Relationship Governed by: Document 1 (Master Brand Doctrine) all messaging rules derive from the Doctrine. Works with: Document 3 (GTM Strategy) channel deployment.

Document 4 (Customer Journey) stage-specific language. Feeds into: Document 6 (Sales Enablement) sales conversation language. RAG Knowledge Base AI system language rules.

End of Document Ruach Messaging & Tone Playbook 2026