



Suhas Bhairav

AI Brand Compliance and Style Checker Rules

**Automated tone checks and ban-word controls for
AI copy**

Automate brand tone checks and legally compliant
language with human review gates.

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Define Brand Voice Rules

Identify your brand voice and banned words. Create a baseline style guide and machine-readable rules.

Key move **Action: Freeze baseline rules until validation demonstrates stability.**

PRACTICAL CHECKLIST

- 01** Catalog tone attributes: concise, warm, authoritative, customer-focused; include 3–5 exemplar sentences.
- 02** Create a machine-readable style guide (JSON/YAML) mapping tone to examples.
- 03** Compile a banned-words list aligned with brand risk and legal review.
- 04** Scope AI outputs to monitor: social posts, emails, ads, meta descriptions.
- 05** Define checks: tone match, banned words, length, and brand-safe terminology.
- 06** Assign owners: marketing ops and brand leads; set a weekly cadence.
- 07** Data/tools needed: brand voice doc, style guide, CMS, LLMs, test datasets.

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Automate Validation Rules

Define automated checks and their run locations. Align with ownership, approvals, and release cycles.

Key move **Guardrail: establish human review for uncertain outputs.**

PRACTICAL CHECKLIST

- 01** Choose a primary rule engine: CI/CD, CMS plugin, or AI assistant.
- 02** Encode tone rules as codified checks (keywords, tone scores, length caps).
- 03** Create a banned-words policy with whitelists for exceptions.
- 04** Define data inputs: brand voice doc, copy drafts, target audiences.
- 05** Implement a human-review gate for edge cases or high-risk outputs.
- 06** Plug into existing channels: CMS drafts, social schedulers, ad builders.
- 07** Plan weekly experiments: test 5 pieces, track pass rate, adjust rules.

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Governance and Metrics

Set governance: approvals, ownership, change control. Track metrics to measure effectiveness and risk.

Key move Measure, adjust, and document ownership to sustain compliance.

PRACTICAL CHECKLIST

- 01** Assign clear owners: Marketing Ops, Brand Lead, Legal, and Compliance.
- 02** Define success metrics: pass rate, error rate, time to publish, reviewer workload.
- 03** Set guardrails: minimum reviews, escalation paths, and exception routing.
- 04** Risk log: capture false positives, user feedback, and policy changes.
- 05** Adoption plan: 4-week sprints with small copy batches for validation.
- 06** Workflow ownership: define who approves, edits, and publishes AI copy.
- 07** Audits: quarterly internal reviews of rules, bans, and outcomes.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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