

BrandSphere AI System Manual

The complete handbook: what the product does, how each part works, and exactly what is available today.

Covers PRD v1.2 — Approved for Build

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How to read this manual

Every module below carries one of three labels. They describe what you can actually do today, not what is planned — a manual that reads as though everything works is a promise the product cannot keep.

Of the 19 modules documented here, 3 are available now, 3 are partly built, and 13 are specified but not yet built.

1 Introduction

What BrandSphere AI is, who it is for, and what makes it different from a scheduler.

BrandSphere AI is a multi-tenant AI Brand Content Operating System. It turns a photograph, a sentence, a voice note or a web address into a fully branded, factually grounded, approval-governed social post — and publishes it everywhere your organisation is connected.

It is designed for the multi-company, multi-brand, diplomatically sensitive executive: someone who may operate a dozen subsidiary companies, seventeen digital platforms and several institutional offices at once. That profile is the design target, not an edge case.

An ordinary scheduler stores your text. BrandSphere AI stores your identity — your brands, logos, executives and standing notices — and writes from your own approved material rather than from a blank prompt. It never lets a model draw your logo or your Arabic text, it asks what to do with every post instead of assuming, and it reports each channel's outcome independently rather than saying "it failed".

This manual documents the full product as specified in PRD v1.2. Because the product is built in phases, each module is labelled with what you can genuinely do today.

2 The four ideas that shape everything

Brand Lock, the Disposition Gate, Protocol Guard and tenant isolation.

Brand Lock. No AI image model reliably draws a specific corporate logo, and none reliably renders exact Arabic, Urdu or Hindi text. Rather than accept a mangled logo, BrandSphere AI splits the job: the AI generates or selects only the background, and everything that must be exact — your logo, an executive's name, a title, an email address, a website, a phone number, a legal notice, a price — is placed from your stored files and verified data at exact coordinates using real fonts. This is the architecture, not a fallback.

The Disposition Gate. Every time the system finishes a post it stops and asks one unmissable question: your post is ready, what would you like to do? Publish now, save as a draft, schedule it, or send it to Autopilot. Each option shows its consequences first, including which channels are affected and whether approval will be required. It can never be switched off. Every competitor either publishes by default or drafts by default; both are wrong for an executive who sometimes wants immediate presence and sometimes wants a week's planning.

Protocol Guard. For diplomatic, government and institutional posts, the system will not assert an office it cannot verify. It offers the title you supplied, a verified title with its source and date, or neutral wording that avoids the title — but it never invents one. It also checks name spellings, applies correct honorifics, orders dignitaries by precedence, and flags any wording implying an agreement for explicit human confirmation. For Embassy, Government, Chamber and Association organisations it is always on and cannot be disabled, on every plan including the cheapest.

3 Getting started

Signing in, how your organisation is structured, and the eight-step setup wizard.

Your account sits inside an organisation. If you run several companies you switch between them from one sign-in rather than logging out and back in, and everything you do is scoped to whichever organisation you are currently acting for.

Setup is a guided wizard of eight steps, and it is deliberately a value ladder rather than a form gauntlet: every step can be skipped, everything is saved as you go, and you can resume on another device. A completeness score shows what will most improve the quality of what the system writes for you.

Identity and access

Available nowM-01

Signing in, multi-factor authentication, organisations, invitations and switching between them.

- Registration and sign-in, with multi-factor authentication and enterprise single sign-on
- Create organisations and invite colleagues by email with a defined role
- Switch between organisations without signing out
- Every action is scoped to the current organisation and written to an audit record
- Publishing keeps running during a sign-in provider outage, because server-side jobs are unaffected

Multi-tenancy core

Available nowM-02

The invisible guarantee that your data is never visible to another customer.

- Strict separation, so no organisation can ever observe another's data
- An organisation, company, brand and department hierarchy for large groups
- Per-organisation quotas and limits
- Files served only through authenticated, ownership-checked links — storage locations are never exposed
- Enforced in the data layer and verified by a required automated test suite

Onboarding wizard

Available nowM-03

Eight guided steps that turn a new sign-up into a working account.

- Eight steps, all skippable, all saved, resumable across sessions and devices
- A “paste your website” accelerator that pre-fills your organisation profile
- A persistent completeness score showing what will most improve output quality
- Designed so registration to first generated post takes under five minutes
- Choosing Embassy or Government seeds diplomatic presets, two-step approval and strict Protocol Guard

4 Your brand and identity

Brand kits, executive profiles, standing notices and the asset library.

This is what makes the product more than a text box. Your brand stops being a folder of files and becomes structured data: logos in every variant, colours, approved fonts for both Latin and Arabic, tone of voice, approved and banned terminology, hashtags and standard calls to action.

Because one person often holds several offices, identities are stored separately from people. A post signed as “General Secretary” of one body carries that body's signature, hashtags, website and tone; the same person posting as a group CEO carries the company's instead.

Brand management

Partly builtM-04

Brand kits: logos, colours, fonts, tone, terminology, hashtags and calls to action.

- Logo variants — primary, white, dark, icon and lockups — with clear-space and minimum-size rules
- Colour palette and approved fonts for both Latin and Arabic scripts
- Tone descriptors, formality, first or third person, sentence-length preference
- Approved terminology, prohibited terminology and an English–Arabic glossary
- Automatic accessibility checking that warns on unreadable colour pairs and proposes the nearest passing shade
- Brand voice learned from your own past posts, shown back as an editable plain-English Voice Card

Executive profiles

PlannedM-05

Reusable identities for people who hold more than one office.

- Multiple reusable identities per person, each with its own title, photograph and biography
- Per-identity signature block, approved introduction and approved closing
- Per-identity hashtags, website links, contact details and language preference
- Free-text protocol notes the AI must obey, such as always using the full organisation name on first mention

Notice engine

Planned

M-06

Standing statements that must appear on the right posts, in the right place, every time.

- Reusable notices with parallel English and Arabic versions
- Rules controlling which brands and categories each notice applies to
- Separate placement control for text and for the generated image
- Start and end dates, so a notice deactivates itself when it expires

Asset library

Partly built

M-13

Your organisation's media store, built so the right file is findable in seconds.

- Sixteen asset categories covering logos, photographs, backgrounds, documents and more
- Folders, tags and search across filenames, tags and descriptions
- Every uploaded file is verified by its actual contents, never by its file extension
- Usage-rights tracking with expiry — expired rights block new posts and flag existing scheduled ones
- Version history and duplicate detection
- Archive and restore, so retiring an asset never breaks posts already published

5 Creating content

The six creation modes, the AI writing engine, images and collages, and reusable categories.

There are six ways to start a post, and all six converge on the same pipeline: gather your brand and identity context, generate, validate, compose the branded image, build per-platform versions, show you the Trust Panel, then ask what to do with it.

Quick Create takes a sentence, a photo or a name and asks at most three questions. **Guided Create** offers a structured brief whose fields follow the category you chose. **Voice Create** lets you speak it, then correct the transcript. **URL Product Post** researches a page you paste. **Event Post** turns up to twenty event photographs into a branded collage with a caption naming the people in it. **Manual Editor** lets you write it yourself, with AI assistance available but never mandatory.

Everything written is checked before you see it: banned words, factual grounding, platform limits, duplicates and safety. A Trust Panel on every post shows what was sourced, what is unverified, what was removed and why approval may be required.

Content creation

PlannedM-09

Six ways to start a post, all ending at the Disposition Gate.

- Quick Create — a sentence, a photo or a name, with at most three questions
- Guided Create — a structured brief whose fields follow the chosen category
- Voice Create — speak it, then correct the transcript before generating
- URL Product Post — paste a link and get a researched, sourced product post
- Event Post — up to twenty photographs become a branded collage with a caption
- Manual Editor — write it yourself, with AI assistance available but never mandatory

AI writing engine

Partly builtM-10

Writes from your own approved material rather than from a blank prompt.

- Brand-, executive-, category-, platform-, audience- and language-aware writing
- Sixteen tone options from Diplomatic and Institutional through to Friendly professional
- Twenty-one output formats including per-platform posts, threads, press releases and alt text
- Over fifty generation languages, with English and Arabic interfaces and full right-to-left support
- A Trust Panel showing what was sourced, what is unverified and what was removed
- Not tied to one AI vendor; every post records which model and prompt version produced it

Image and collage engine

Planned

M-11

Produces the branded visual using Brand Lock composition.

- Brand Lock — the AI produces only the background; logos and exact text are placed from your real files
- Eight launch templates, each an editable record rather than code
- Collage layouts for two to twenty photographs, with alternative layouts proposed
- Photo quality scoring, blur and duplicate detection, and face-safe cropping
- Correct sizes and safe zones for every platform, with alt text generated automatically

Categories and templates

Planned

M-12

Saved answers to the questions you would otherwise re-answer every time.

- Twenty-one seeded categories, all editable, clonable and disableable
- Per-category fields, tone, template, brand, logo, signing executive, hashtags and notice
- Per-category AI instructions and a category-specific prohibited-wording list
- A risk level that can force approval regardless of who is posting
- Versioned templates, so re-rendering an approved post reproduces its approved appearance

6 Websites and knowledge

Your URL library, and how the system reads and re-reads your web properties.

If you manage twenty or more web properties, this is what stops you pasting the wrong link. Each website, landing page and product is saved once with its own description, default call to action, hashtags, logo and associated social channels.

Give the system an address and it reads the page and produces a structured, sourced summary you can build posts from. Prices are extracted verbatim with their source and never inferred; anything it cannot establish is recorded as unknown rather than guessed. It re-reads later and shows you what changed.

Website and product library

PlannedM-07

Every web property saved once, with its own defaults.

- Twenty or more URLs per organisation, each with metadata and defaults
- Compose-time selectors for company, brand, product, website, logo, channels, executive and notice
- Default link-tracking parameters per record
- Priority weighting so automated posting rotates fairly across your whole portfolio

Website intelligence

PlannedM-08

Reads a page or a whole site and produces a structured, sourced summary.

- Analyse one page, a full site, selected pages, or refresh a saved analysis
- Prices extracted verbatim with their source and never inferred or estimated
- Change detection with a plain-English diff, such as “pricing page changed”
- Every extracted field is editable, and your corrections override future extractions

7 Approval and planning

The fifteen-state approval workflow and the content calendar.

Nothing sensitive goes out without the right person seeing it. A post moves through fifteen clearly named states from Idea to Archived, and once approved the version is locked — any later edit visibly voids that approval and sends it back round, with an explicit warning rather than a silent reset.

You can approve copy and visuals separately, or approve some platforms and hold others. Requesting changes and rejecting both require a written reason, which is recorded permanently against the post.

The calendar shows your whole plan in six views. Dragging a post reschedules it, snapping to your configured slots and refusing to land inside a blackout period. Best-time suggestions come from your own published performance, and say so honestly when there is not yet enough data.

Approval workflow

PlannedM-14

Fifteen states from Idea to Archived, with the approved version locked.

- Assign writer, designer, reviewer, approver and publisher per post
- Threaded internal comments anchored to a text range, never published
- Approve copy and visuals separately, or approve some platforms and hold others
- Side-by-side comparison of text, image, channel selection and metadata between versions
- Requesting changes or rejecting requires a written reason, which is logged permanently

Content calendar

PlannedM-15

Your whole publishing plan on one screen.

- Six views: day, week, month, campaign, list and per-channel lane
- Drag-and-drop rescheduling that snaps to your slots and refuses blackout periods
- Duplicate warnings, content-gap recommendations and approval deadlines
- Best-time recommendations from your own performance, which admit when data is insufficient
- Calendar export into Outlook, Google Calendar and Apple Calendar, plus expiring read-only share links

8 Publishing

How posts reach each platform, what happens when one fails, and Autopilot.

Platforms differ enormously in what they permit, so every channel is honestly labelled with how it publishes. Where a platform offers no publishing interface at all, the system prepares everything and hands you a two-tap assisted path rather than pretending it cannot help.

Each channel gets its own independent job. Five channels means five independent outcomes, so “partially published” is a proper state rather than an error. Retries are automatic and scoped only to the channels that failed — a successful post is never published twice.

Autopilot keeps content flowing without you starting it, but only inside rules you set. Every action is the consequence of a rule a human configured, is logged, and can be stopped within sixty seconds at organisation, brand, platform or campaign level. High-risk content — political, diplomatic, legal, medical, financial — can never be auto-published under any configuration.

Publishing engine

PlannedM-16

Delivers each post to each connected account, honestly.

- Six clearly labelled publishing types, shown when you connect and when you compose
- Connection by OAuth only — the system never asks for a social media password
- One independent job per channel, so partial success is a proper state rather than an error
- Automatic retries scoped only to failed channels, never republishing a successful one
- Token checks an hour before dispatch, holding the post and notifying you rather than failing it
- Per-post cost disclosure before publishing to platforms that charge per post

Autopilot

PlannedM-17

Content that keeps flowing, but only inside rules you set.

- Twenty-four configuration options covering frequency, timing, topics, tone and platforms
- Fleet Autopilot rotating fairly across any number of registered websites
- Repetition prevention against your last 180 days of content
- Emergency pause at organisation, brand, platform or campaign level, effective within sixty seconds

9 Measurement and billing

Analytics that admit what they do not know, plans and limits.

Analytics drill down from organisation to brand to campaign to post to channel. Its defining principle is honesty: where a platform genuinely does not supply a metric, it says so rather than showing a zero that looks like failure.

Nine plans run from a free trial to white-label reselling, with a separate Embassy and Institutional plan. Limits are metered rather than silently enforced — you are prompted to upgrade rather than blocked mid-task.

Analytics and reporting

PlannedM-18

What your content actually did, with honest gaps.

- Drill down from organisation to brand to campaign to post to channel
- Explicit “not provided by this platform” states instead of misleading zeroes
- Automatic link tagging per post, channel and campaign
- Exports and scheduled emailed reports, including agency-branded client reports

Billing and subscriptions

PlannedM-19

Plans, limits, invoices and upgrades.

- Nine plans from a free trial to white-label reselling, including Embassy and Institutional
- Metered overage with an upgrade prompt rather than a silent block
- Multiple currencies, fixed at subscription creation so your price does not move with exchange rates
- A grace period on failed payment, with full function retained before any suspension

10 Security and governance

Tenant isolation, data protection, audit and support access.

Every piece of data in the platform carries the identity of the organisation that owns it, and every query is scoped by it. This is enforced in the database layer and verified by an automated test suite that blocks any change violating it.

Files are never served from a public storage link. All media passes through an authenticated proxy that verifies your organisation owns the file before returning a single byte.

Every state-changing action writes an audit entry recording who did what, when, and why. Platform support staff hold no permission to read your content: access requires an explicit, time-boxed, logged break-glass grant.

Photographs are personal data under PDPL and biometrics are sensitive, so the product performs no automatic facial recognition of any kind. Faces are detected only for cropping geometry, never identified.