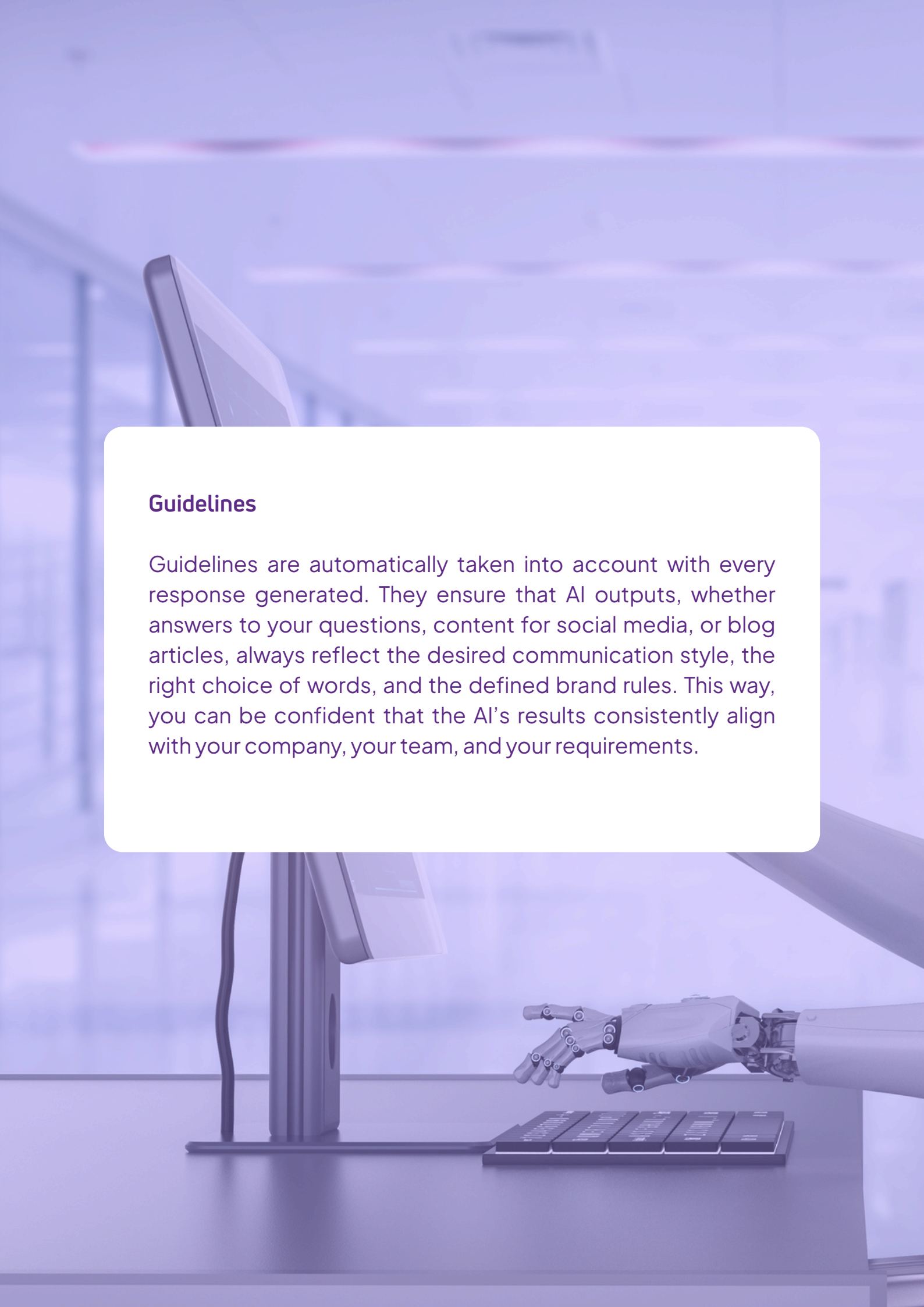


AI Guardrails – Guidelines



Guidelines

Guidelines are automatically taken into account with every response generated. They ensure that AI outputs, whether answers to your questions, content for social media, or blog articles, always reflect the desired communication style, the right choice of words, and the defined brand rules. This way, you can be confident that the AI's results consistently align with your company, your team, and your requirements.



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1. Company Overview

Describe:

Describe in 1–2 sentences how your company wants to appear and be perceived.

Example:

nuwacom stands for clarity, reliability, and innovation in AI-powered communication.

2. Mission and Target Audiences

Mission:

Our mission is to help companies achieve consistent, secure, and efficient communication with the support of AI.

Target Audiences:

Our target audiences are decision-makers, communication and marketing teams, as well as IT leaders within organizations.

3. Brand Personality

We are:

- Solution-oriented
- Professional
- Collaborative

We avoid:

- Exaggerations
- Irony
- Anglicisms
- Empty buzzwords
- Negativity

Machine-Readable Rules:

- Do not use superlatives without evidence.
- Avoid irony or sarcasm.
- Do not make negative statements about third parties.



4. Writing style

Rules:

- Use short sentences (maximum 20 words per sentence).
- Use active language. Example: "We support you" instead of "You are supported."
- Do not use adverbs. Avoid words like "very," "especially," "extremely."
- Front-load important information. Example: "Please send us ..." instead of "I wanted to ask if ..."
- Avoid jargon. Use "detailed analysis" instead of "deep dive."
- Avoid clichés. Do not use phrases like "get the ball rolling."
- Check facts. Always provide sources for quotes and figures.

On-Style example:

- We advise you individually and transparently.

Off-Style example:

- Our solution is the absolute gamechanger!

5. Tone by Context

Support:

Clear, polite, no jokes.

Example: "We will take care of your request as quickly as possible."

Sales:

Motivating, professional, never exaggerated.

Example: "With nuwacom, you are perfectly equipped."

Social Media:

Casual but still respectful. Emojis are allowed.

Example: "Our tips for more efficiency 🚀"

Legal:

Factual, no technical terms without explanation.

Example: "The agreement is valid from ..."

Note:

Always provide the AI with the relevant context.



6. Terms & Phrasing to Avoid

Prohibited:

- Terms like “revolutionary,” “market leader,” “game changer,” “absolute,” “brutal”
- Gendered language such as “man-hours,” “hey guys”
- Violence/sports metaphors like “stay in the race,” “weapons in the arsenal”

Rules:

- Avoid all terms and expressions from the above list.
- Always use gender-neutral terms (e.g., “team members” instead of “employees,” “work hours” instead of “man-hours”).

7. Style Examples

On-Style:

- Our solution helps you design processes that are simple and secure.
- We create solutions instead of searching for problems.

Off-Style:

- With our software, you are guaranteed to revolutionize your business!
- We are the absolute number one in our segment.

8. Core Rules

- Spell out numbers from one to twelve; use numerals starting from 13
- Exceptions: times, dates, lists, percentages, decimal numbers
- Always write “percent,” never use the % symbol
- Emojis only in social media
- Headings always in sentence case, e.g., “Our solutions for you”
- Always use the serial comma
- Maximum of one exclamation mark per text
- Follow standard grammar and spelling conventions
- Always proofread before publishing

Example:

- You receive ten percent off.
- Heading: Our solutions for you



9. Word Usage

- Always write out “nuwacom platform,” never plural, never abbreviated
- Use “agreement” instead of “contract”
- Use “unverified information” instead of “fake news”
- Avoid “optimize”—name specific improvements instead, e.g., “We simplify your processes.”
- When in doubt, refer to standard grammar guides or the company style guide

10. References & Contact

[Insert responsible person or team here]

