

Give Claude Your Brand Playbook

How to build a brand markdown file so Claude writes on-brand content every single time

Brand voice

Tone of voice

Visual identity

Messaging rules

Claude Projects

brand

Why Claude Needs Your Brand Playbook

Every time you start a new conversation with Claude, it knows nothing about your brand. Not your voice. Not your audience. Not what you sell, how you talk, or what you'd never say. It starts completely blank — and blank produces generic.

Most marketers compensate by typing out context at the start of every prompt: *"We're an outdoor gear brand, our tone is adventurous but approachable..."* That works once. But it's tedious, inconsistent, and easy to forget. The output varies every session because the context varies every session.

A brand markdown file solves this permanently. It's a single document — written in plain text — that contains everything Claude needs to write, think, and communicate like a true member of your team. You build it once. You paste it into every Claude conversation. Instantly, Claude knows your brand as well as a new hire who just completed onboarding.

Without a brand file	With a brand file
Generic tone — could be any brand	Writes in your exact voice and tone
Has to be corrected every session	Consistent from first message
Forgets your audience and products	Knows your products and audience
Makes up brand claims	Stays on-brand and accurate
Inconsistent across team members	Every team member gets same output
Copy needs heavy editing every time	Copy is usable with minimal edits

The compounding advantage

The real power isn't just better copy in one session — it's what happens across hundreds of sessions, across your whole team, over months. When everyone uses the same brand file, your brand voice becomes genuinely consistent. Email copy matches social copy matches ad copy matches product descriptions. Not because you edited them all into alignment — but because they all started from the same source of truth.

■ *Think of your brand markdown file as your brand's brain in Claude. The more detailed it is, the more it acts like a senior team member who has been with your brand for years.*

Build Your Brand File with Claude

You don't have to write your brand markdown file from scratch. Claude can build it for you by reading your existing website and asking the right questions. The whole process takes about 30 minutes.

Step 1

Let Claude draft it from your website

■ PROMPT — Copy and paste into Claude

I want to create a brand markdown file that I can use with Claude to ensure all AI-generated content stays on-brand.

Please:

1. Visit my website at [yoursite.com]
2. Read my About page, product pages, and any brand or mission content
3. Draft a complete brand markdown file with these sections:
 - Brand Overview
 - Brand Voice & Tone (with platform-specific guidance)
 - What We Never Say
 - Our Audience
 - Products & Key Messages
 - Visual & Content Guidelines
4. Ask me clarifying questions about anything you couldn't find on the site

Format it in clean markdown with headers and bullet points.

My website: [yoursite.com]

Step 2

Refine it with your real knowledge

Claude's draft will be a strong starting point, but you know things your website doesn't show. After reviewing the draft, use this prompt to fill in the gaps:

■ PROMPT — Copy and paste into Claude

Thank you – this is a great draft. Let me add some things that aren't on our site:

Voice: [describe your tone in your own words – e.g., 'think campfire conversation, not boardroom presentation']

Audience nuance: [who they really are beyond demographics]

Things we never say: [specific words, phrases, or tones that feel wrong]

Our secret weapon: [the one thing about our brand that makes customers loyal]

Please update the brand file to incorporate all of this.

Step 3

Test it before you rely on it

Before rolling it out to your team, test your brand file with a few real tasks. Ask Claude to write something you've written before — a product description, an email subject line, a social caption. Compare the output to your actual brand content.

■ PROMPT — Copy and paste into Claude

Using the brand guidelines above, please write:

1. A 3-sentence product description for [your flagship product]
2. An Instagram caption for a campsite lifestyle photo (include hashtag suggestions)
3. An email subject line for a new product launch
4. A headline for a paid ad targeting [your audience]

After each one, briefly note which brand voice mode you were writing in and why you made that choice.

■ *If any output sounds generic or off-brand, that's a signal to strengthen that section of your file. Be more specific. Add real examples. The more your file sounds like you, the more Claude will too.*

How to Use Your Brand File with Claude

There are two ways to use your brand markdown file. Both work — choose the one that fits how you work.

Method 1

Paste it at the start of any conversation

The simplest approach. Before you ask Claude to write anything, paste your entire brand markdown file into the conversation and say:

■ PROMPT — Copy and paste into Claude

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Here is my brand guidelines document. Please read it carefully and use it  
  
as the foundation for everything you write for me in this conversation.  
  
When writing copy, always match the voice, tone, and messaging principles  
  
described in this document.  
  
[paste your full brand markdown file here]
```

From that point on, every piece of copy Claude produces in that session will be grounded in your brand. You can ask for emails, social captions, ad copy, product descriptions, blog posts — all of it stays on-brand automatically.

■ *Limitation: This only lasts for the current conversation. When you start a new chat, Claude's memory resets. You'll need to paste the file again — or use Method 2.*

Method 2

Use Claude Projects — the permanent solution

Claude Projects (available on Claude.ai Pro and Team plans) lets you attach files permanently to a project. Every conversation you start inside that project automatically has access to your brand file — without pasting anything.

Setting up a Brand Project in Claude

- Go to **claude.ai** and click **Projects** in the left sidebar
- Click **New Project** → name it something like *Brand — [Your Brand Name]*
- Click **Add content** → upload your brand markdown file
- Optionally add a project instruction like: *"Always refer to the brand guidelines document before writing any copy for this brand."*
- Every conversation you create inside this project will have permanent access to your brand file

■ *Pro tip: Create one Project per brand. If you manage multiple brands, each gets its own Project with its own brand file. Claude keeps them completely separate.*

	Paste method	Claude Projects
Setup time	30 seconds	5 minutes (one time)
Persists across chats	No — paste each time	Yes — always available
Best for	One-off tasks	Ongoing brand work
Team sharing	Share the .md file	Invite teammates to the Project
Plan required	Any plan	Pro or Team plan

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