



FIRM BROCHURE

LOQUMEN

Brand-Aligned Intelligence

This Brochure provides information about the qualifications, business practices, and methodology of Loquemen ("Loquemen" or "we"). This document is provided for informational purposes to prospective and current clients.

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ITEM 1 — ADVISORY BUSINESS

OVERVIEW

Loquemen was founded in 2026 and provides brand-aligned intelligence services. A brand-aligned asset is anything an organization puts in front of its audience that carries its identity: websites, business profiles, marketing documents, blog content, product copy, and more. Our work makes these assets match the organization that publishes them.

Client work takes two forms. We use AI to build brand-aligned assets directly, at scale and on short timelines. For organizations that need production capacity of their own, we extract and codify their voice, values, terminology, and communication philosophy into a Brand Package and the skills to operate it, a complete system the client owns. Options for continued engagement after delivery, including ongoing management of delivered assets, are described in Item 2.

Engagements are not software sales: we do not sell licenses, seats, or subscriptions to a platform. A system engagement delivers a complete, working intelligence system that the client runs with any AI tool, on their own terms.

We maintain a limited number of active engagements to preserve depth of attention across every client relationship.

ITEM 2 — SERVICES PROVIDED

ASSET CREATION

For organizations that need finished work rather than a system, we produce brand-aligned assets directly: websites, local business profiles and listings, marketing materials, photography, and launch assets for organizations establishing their first public presence. Each project is grounded in the organization's existing identity. For a new organization, the first assets establish that identity.

Asset creation is scoped as a discrete project with a defined deliverable, and AI-native production methods keep turnaround short.

ASSET MANAGEMENT (OPTIONAL)

Clients who want delivered assets kept current may elect ongoing asset management on a monthly basis. We handle content updates, new material, and fixes, with no upkeep required from the client's team.

BRAND EXTRACTION AND SYSTEM DELIVERY

Every system engagement begins with a structured analysis of the client's existing content, including video, written materials, internal documents, and public communications. From this, we produce a Brand Package: a codified representation of how the organization thinks and speaks. The Brand Package captures voice patterns with measured baselines, recurring frameworks, terminology preferences, design and visual creation standards, tone specifications across content types and audiences, communication guidance for defined situations, philosophical commitments, and explicit constraints. It is reviewed and approved by the client before delivery.

From the Brand Package, we design a Skill Suite: a set of skills tailored to the client's specific workflows and integration points. Every system engagement includes a standard skill suite spanning content creation and transformation, communication, knowledge, and research. Additional skills are scoped during discovery based on the client's channel mix and operational needs.

ITEM 2 — SERVICES PROVIDED (CONTINUED)

For clients whose workflows include repeatable, high-volume content production, we can build automated pipelines that run on a schedule or in response to events. Automated workflows handle trigger detection, source material extraction, prompt assembly from the Brand Package, content generation, and publication to the client's designated platforms.

The complete system is delivered in editable, deployable format with a walkthrough of the package structure, skill operation, and integration with the client's AI tools. The client can operate it independently from the day it is delivered.

ONGOING BRAND INTELLIGENCE (OPTIONAL)

Clients who want continued engagement after delivery may elect ongoing brand intelligence on a quarterly basis. Each quarter includes a structured Brand Package review, updates to terminology and governance rules, adjustments to existing skills, and design of new skills as the client's needs evolve. The engagement also covers drift monitoring and system adaptation when models, platforms, or workflows change.

ITEM 3 — METHODOLOGY

BRAND-ALIGNED INTELLIGENCE

Every organization now has access to the same AI models and the same tools. Without a codified representation of voice, values, and communication philosophy, AI output converges toward the same patterns regardless of who produced it. Brand-aligned intelligence is what makes one organization's output distinguishable from another's. Our methodology establishes that distinction before any system produces output. The same methodology serves both depths of engagement: the discipline that builds a full intelligence system is what lets us produce individual assets quickly and consistently.

Most approaches to brand voice in AI rely on uploading sample content or crawling an organization's public-facing materials. These methods capture what an organization currently publishes, which may or may not reflect what it intends to communicate. Brand Extraction is a structured, multi-phase process that captures the deeper layer: quantitative voice patterns, communication philosophy, terminology preferences, situational tone shifts, and explicit constraints that rarely appear in published content but govern how the organization thinks about its own voice. Each phase includes a client review gate before work proceeds.

ARCHITECTURE

Brand-aligned intelligence systems are built on large language models using structured prompting architectures and retrieval-augmented generation. We do not fine-tune models. Instead, we use context engineering to ensure brand-aligned intelligence references the client's actual materials rather than generic training data.

The Brand Package is designed to be portable. Clients can use it with any major AI platform.

QUALITY STANDARD

One standard governs everything we deliver, from a single asset to a full system: internal approval. We define success as output that the client's team would publish. Every asset and every skill is tested against the client's existing content before delivery, and every system undergoes structured validation testing across multiple content types, audiences, and situations. If a system consistently produces output that requires substantial editing, we retune until it meets the standard or recommend discontinuing the use case.

During onboarding, we work with each client to identify which business metrics their content should influence. These metrics are included in quarterly reviews alongside voice quality and approval rates.

ITEM 4 — TYPES OF CLIENTS

We serve organizations where brand consistency is a requirement and whose audiences hold them to a high standard of authenticity. They span a spectrum. At one end is an organization establishing its first public presence, whose earliest assets will set its identity. At the other is an organization with a distinctive voice, a substantial library of existing content, and a content velocity that outpaces its team's capacity. Asset creation serves the first situation, system delivery serves the second, and many organizations sit between the two.

Not every organization is a good candidate for brand-aligned intelligence. We assess fit during the discovery conversation and will decline engagements where we do not believe our methodology will produce meaningful results.

Some of the clients we've served, spanning from non-profits, sole proprietors, and large-scale corporations:

MAGNALIA

ALTIORA
define. expect. create.



ITEM 5 — FEES AND COMPENSATION

OVERVIEW

Engagements range from single-asset projects to full system delivery. Each is scoped individually; we do not offer standard pricing because no two organizations have the same communication needs.

ASSET CREATION FEE

Asset creation projects are billed as fixed project fees defined before work begins, with the deliverable stated in the project scope.

ASSET MANAGEMENT FEE (OPTIONAL)

Clients who elect asset management are billed monthly. The covered work is defined in the engagement scope before management begins.

SYSTEM DELIVERY FEE

Brand Extraction and system delivery are billed as a one-time project fee. This covers the initial analysis, Brand Package creation, custom skill design, testing, client review cycle, and delivery of the complete system in editable, deployable format.

ONGOING BRAND INTELLIGENCE (OPTIONAL)

Clients who elect ongoing brand intelligence are billed quarterly. The quarterly engagement covers structured Brand Package reviews, skill additions and adjustments, drift monitoring, and system adaptation.

We do not charge usage-based fees, per-output fees, or fees tied to the volume of content that AI produces.

TERMINATION

Either party may terminate the engagement at any time, subject to written notice. For project-fee engagements, fees are earned as scoped work is completed, and any portion paid but not yet earned at the point of termination is refunded. For quarterly and monthly engagements, fees are refunded on a prorated basis for the remainder of the billing period.

OWNERSHIP

On full payment, the client owns all work product: completed assets, the Brand Package, all skills, and any automated workflows. Materials the client provides, such as photos, logos, and documents, remain the client's throughout. Work product that has been paid for stays with the client if the engagement ends, and the complete system is delivered in formats the client can use independently.

ITEM 6 — TECHNOLOGY AND DATA PRACTICES

CLIENT DATA

Client data is never used to train models. Brand Packages, content, transcripts, and internal documents remain under the client's control at all times. We access client materials only for the purpose of building and refining intelligence systems as described in the engagement agreement.

Most systems run on third-party AI services, where client content is processed under commercial API agreements that prohibit the use of input data for model training. Where a client's own infrastructure can host the system instead, we deploy it there.

INFRASTRUCTURE

Intelligence systems are deployed using the client's existing tools.

SECURITY

Access credentials for client systems are stored securely and scoped to the minimum permissions required for AI operation. We maintain access logs and can provide audit trails upon request.

ITEM 7 — CONFLICTS OF INTEREST

We have no financial relationships with AI platform providers that would influence our technology recommendations. We select models and tools based on performance, cost, and suitability for the client's use case.

We do not receive referral fees, affiliate commissions, or other compensation from third-party tool or service providers. All compensation comes directly from client engagement fees as described in Item 5.

We may serve multiple clients in related industries or adjacent markets. In such cases, each client's Brand Package and intelligence configurations are kept strictly separate. Work product, voice profiles, and strategic insights from one engagement are never applied to another.

The principal is concurrently employed outside Loquemen, as disclosed in Exhibit A. Client engagements are conducted independently of that employment. No client work is performed using another employer's time or resources, and no client materials are shared outside Loquemen.

EXHIBIT A — PRINCIPAL BACKGROUND

Brady Tinnin
Founder, Loquemen

EDUCATIONAL BACKGROUND

BSBA, Marketing — The Ohio State University, Fisher College of Business, 2022

PROFESSIONAL EXPERIENCE

Founder, Loquemen (2026 to present). Leads all client engagements including Brand Extraction, system delivery, skill design, and ongoing brand intelligence.

Design Team, Blockstream (current). Brand and design work at a Bitcoin infrastructure and technology company.

Editor & Consultant, Sovereign. Editorial and strategic consulting for a Bitcoin business consultancy.

Founder & Content Strategist, Brady Noah. Independent content strategy and brand consulting practice serving organizations in the Bitcoin and nonprofit sectors.