

LOQUMEN

Brand-Aligned Intelligence

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

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ITEM 1 — ADVISORY BUSINESS

OVERVIEW

Loquumen was founded in 2026 and provides brand-aligned intelligence (BAI) services. We extract and codify an organization's voice, values, terminology, and communication philosophy into a Brand Package that the client owns and operates.

Brady Tinnin is the founder and principal of Loquumen. Please see Exhibit A for additional background information.

Loquumen is not a software company and not a managed service. We do not sell licenses, seats, or subscriptions to a platform. The core engagement delivers a complete, working intelligence system: the Brand Package and custom skills a client needs to run brand-aligned intelligence with any AI tool, on their own terms.

For clients who want continued engagement after delivery, we offer ongoing brand intelligence on a quarterly basis. We maintain a limited number of active engagements to preserve depth of attention across every client relationship.

ITEM 2 – SERVICES PROVIDED

BRAND EXTRACTION AND SYSTEM DELIVERY

Every 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, recurring frameworks, terminology preferences, design standards, philosophical commitments, and explicit constraints. It is reviewed and approved by the client before delivery.

From the Brand Package, we design custom skills tailored to the client's specific workflows and integration points. Common skill types include:

- Content skills: social media generation from video, long-form repurposing, newsletter and email drafting
- Knowledge skills: internal knowledge base queries, research synthesis, briefing documents
- Communication skills: audience-facing responses, donor and stakeholder communications

Each skill is tested against the client's existing content before delivery. The standard is whether the client's own team would approve the output without heavy editing.

The complete system – Brand Package and all designed skills – 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 retains full ownership and can operate the system independently from the day it is delivered.

ONGOING BRAND INTELLIGENCE (OPTIONAL)

For clients who want continued engagement after delivery, we provide 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.

The Brand Package and all skills remain the client's property regardless of whether the ongoing engagement continues.

ITEM 3 – METHODOLOGY

BRAND-ALIGNED INTELLIGENCE

Our methodology is grounded in the principle that useful AI output requires deep contextual understanding of the organization it serves. Off-the-shelf AI tools produce generic output because they lack access to an organization's voice, values, and communication philosophy. Brand-aligned intelligence addresses this by establishing a comprehensive representation of the client's identity before any BAI produces output.

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, human-led process that captures the deeper layer: values, communication philosophy, terminology preferences, and explicit constraints that rarely appear in published content but govern how the organization thinks about its own voice.

BAI 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 BAI 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. Each skill is tested against the client's existing output before delivery. The standard is whether the client's own team would approve the output without heavy editing.

QUALITY STANDARD

The benchmark for all brand-aligned intelligence output is internal approval. We define success as output that the client's team would publish, send, or use as-is, with only light review. If a BAI 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.

Our clients share a common characteristic: their audiences hold them to a high standard of authenticity. The organizations best suited for brand-aligned intelligence typically have a substantial library of existing content, a distinctive voice worth preserving, and a content velocity that outpaces their team's capacity. We use brand-aligned intelligence not to fake trust, but to establish it more effectively.

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

ITEM 5 – FEES AND COMPENSATION

OVERVIEW

Engagements are scoped individually. We do not offer standard pricing because no two organizations have the same communication needs.

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. The Brand Package and all designed skills are the client's property upon delivery.

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. In the event of termination, any paid but unearned fees will be refunded on a prorated basis.

The client retains full ownership of the Brand Package, all skills, and all work product regardless of whether the engagement continues. 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.

AI operates within the client's own infrastructure where possible. When third-party AI services are used, client content is processed under commercial API agreements that prohibit the use of input data for model training.

INFRASTRUCTURE

Intelligence systems are deployed using the client's existing tools. We do not require clients to adopt new platforms or migrate existing workflows.

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.

EXHIBIT A — PRINCIPAL BACKGROUND

Brady Tinnin
Founder, Loquumen

EDUCATIONAL BACKGROUND

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

PROFESSIONAL EXPERIENCE

Founder, Loquumen. Leads all client engagements including Brand Extraction, system delivery, skill design, and ongoing brand intelligence.

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

Editor & Consultant, Sovreign. 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.