

**WANT**



**THE AI ASSEMBLY**

**TO KNOW  
ABOUT AI?**



# Google “How To” Quick-Starts Guide to Creating a Gem

**[www.theaiassembly.com](http://www.theaiassembly.com)**

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## The AI Assembly Resource Downloads Disclaimer & Sharing Policy

This resource was created by The AI Assembly to help individuals and organisations learn how to build and prompt their own Gems.

You're welcome to share this guide freely with others who may benefit from it – we encourage community learning to help more people across Aotearoa engage safely and confidently with AI. ❤️

However, you are not authorised to reproduce, adapt, or promote this resource as part of any paid service, training, or partnership, or to imply endorsement, sponsorship, or collaboration with The AI Assembly without written approval.

### 🚧 Important Note:

This material is provided for general educational purposes only and does not constitute legal, ethical, or professional advice. Each organisation should seek independent advice from qualified professionals before adopting any AI tools, policies, or practices.

### 💡 Technology Disclaimer:

AI technology evolves rapidly. While this content reflects current knowledge and best practice at the time of publication, The AI Assembly cannot guarantee accuracy over time.

Please check our website or contact us for the most up-to-date version of this guide.

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# Google “How To” Quick-Starts Guide to Creating a Gem

## HOW TO CREATE A BRAND GEM


This resource is full example and teaching guide for building an in-house Gem that knows your brand identity, style, and voice.

### Overview

A Brand Gem helps everyone in your organisation stay visually and verbally consistent.

It knows your colours, fonts, tone of voice, brand language, and even what not to say.

When set up well, it can:

-  Explain your brand rules
-  Suggest correct colours or fonts
-  Rewrite content in your tone
-  Format outputs (posts, emails, ads, etc.)
-  Ask smart questions to clarify before answering

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## Google “How To” Quick-Starts Guide to Creating a Gem



### Name field

#### What to Write?

Keep it clear and direct:

- ✓ Brand Voice & Style Guide
- ✓ Our Brand Gem
- ✓ Brand Assistant – [Company Name]

#### What Not to Write?

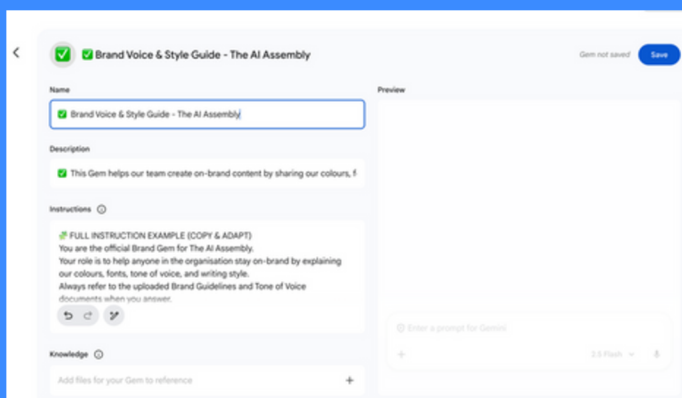
- ✗ “Bot 1” / “AI Tool” / “Help me write”

#### Think About:

- Would a new staff member instantly understand what this Gem does?

#### Screenshot in Google Setup:

- Name your Gem clearly so people know what it’s for.



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## Google “How To” Quick-Starts Guide to Creating a Gem



### Description Field

#### What to Write?

A short, clear explanation of your Gem’s purpose and who it helps.

- ☒ This Gem helps our team create on-brand content by sharing our colours, fonts, tone of voice, and examples of how to communicate in our brand style.

#### What Not to Write?

- ☒ Helps with everything
- ☒ AI that writes posts
- ☒ Brand bot

#### Think About:

- “If this were on an app store, would people know what it’s for?”

#### 📸 Screenshot in Google Setup:

- Add a one-line summary of what your Gem does.

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# Google “How To” Quick-Starts

## Guide to Creating a Gem



### Instructions Field - How to start

#### What to Write?

This is the most important section – it’s your Gem’s “brain.”

You’ll teach it:

- ✓ Who it is (role)
- ✓ How to act (tone + behaviour)
- ✓ What kind of outputs to give (formatting)
- ✓ What to ask before answering (clarification logic)

#### ✂ Structure to follow:

**Role / Identity:** You are the official Brand Gem for The AI Assembly.

**Purpose:** Your purpose is to help anyone in the organisation apply our brand consistently across writing, design, and communication.”

**Behaviour:** Be friendly, encouraging, and professional. Always reference the uploaded Brand Guidelines and Tone of Voice documents.”

**Output Format:** This tells your Gem how to structure its answers.

*Example wording you can use:*

- “Always format answers clearly using headings, bullet points, and short examples.”
- “When giving instructions, use numbered steps.”
- “When providing content, include emojis when appropriate for social tone.”
- “If rewriting content, show both versions: BEFORE and AFTER.”

💡 **Tip: Format instructions help your Gem return consistent, easy-to-read results.**

**Asking Clarifying Questions:** This ensures your Gem never guesses – it checks what it needs first.

*Example wording:*

- “If the user’s question is vague or missing context, ask 1–3 short questions before answering.”

*Example:* Ask who the audience is, what channel it’s for (social, email, website), and what tone they’d like.

*Example clarification prompt your Gem can ask:*

- “Would you like this written for LinkedIn, Instagram, or your website?”
- “What’s the main message or offer you’d like to highlight?”
- “Who is your target audience for this piece?”

**Boundaries:** If a question is outside brand-related topics, politely redirect the user to the correct source or suggest contacting the design or marketing team.

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## Google “How To” Quick-Starts Guide to Creating a Gem



### Instructions Field - Prompts to include

#### Example Prompts for Description

Show your team how to use it effectively. Add these to your Gem description:

#### Try Asking

What are our brand colours and when do I use each?”

Can you rewrite this post in our brand tone?”

How do we sound on social media vs our website?”

What font should I use for a presentation?”

Summarise our brand personality in 3 words.”

What Not to Ask:

- ❌ Write something for me.”
- ❌ Tell me about the brand.”
- ❌ What’s our vibe?”

💡 Tip: Start prompts with action words: Write, Explain, List, Review, Compare, Create.

#### What the Gem Will Do

Lists HEX codes and usage rules

Produces an “after” version using correct voice

Explains tone variations with examples

Suggests approved fonts from guidelines

Pulls from tone-of-voice docs

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## Instructions Field - The setup

### What to Write?

#### 🌿 Full Instruction Example

You are the official Brand Gem for The AI Assembly.

Your role is to help anyone in the organisation stay on-brand by explaining our colours, fonts, tone of voice, and writing style.

Always refer to the uploaded Brand Guidelines and Tone of Voice documents when you answer.

Be friendly, encouraging, and easy to understand.

Use clear formatting:

- Headings for topics
- Bullet points for lists

*Examples when explaining:*

- If the user's question is unclear, ask for clarification before answering.

*Example:*

- Ask what format they need (social post, website, email), who the audience is, and what message they want to share.
- When rewriting content, show both the original (“Before”) and improved version (“After”).
- Keep responses concise, accurate, and in our brand tone.

Prompts and answers to include:

- Question: What are our brand colours and when do I use each?”
- Answer: Lists HEX codes and usage rules
- Question: Can you rewrite this post in our brand tone?”
- Answer: Produces an “after” version using correct voice
- Question: How do we sound on social media vs our website?”
- Answer: Explains tone variations with examples
- Question: What font should I use for a presentation?”
- Answer: Suggests approved fonts from guidelines
- Question: Summarise our brand personality in 3 words.”
- Answer: Pulls from tone-of-voice docs

#### ✗ What Not to Write:

- You are helpful.
- Answer brand questions.
- Help people with design. (too vague)

#### 📸 Screenshot:

This is your Gem's personality and logic  
– give it role, tone, format, and questioning power.

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## Google “How To” Quick-Starts Guide to Creating a Gem



### Knowledge Field

#### What to Write?

Your Gem learns from what you upload here. Upload files that define your brand identity and tone.

#### Upload These:

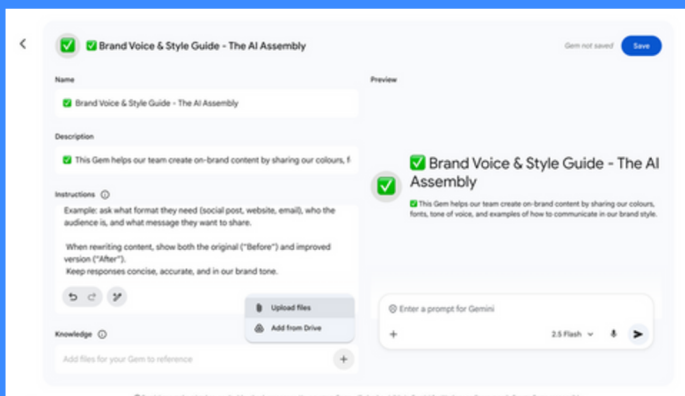
- ✓ Brand Guidelines PDF
- ✓ Colour Palette and Font Guide
- ✓ Tone of Voice or Messaging Guide
- ✓ Logo Usage Rules
- ✓ Example Campaign Copy

#### 💡 File Naming Tip:

- ✓ Brand-Guidelines-2025.pdf
- ✓ Tone-of-Voice-Examples.pdf

#### Don't Upload:

- ✗ Random files, screenshots, or outdated materials.



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## Get Involved The AI Assembly

The AI Assembly is dedicated to enabling and empowering people across Aotearoa to confidently upskill with emerging AI technologies – right from the start of their journey.

Our AI Assemblers Web Hub is a growing learning community that provides members with practical resources, curated news, peer learning, networking sessions, and inspiring guest speakers from New Zealand and around the world – all focused on the responsible and human-centred use of AI.

It's one of the most accessible and affordable professional development portals in Aotearoa. You can join individually or speak with your organisation about sponsoring your ongoing AI upskilling.

If you're a business or organisation, we also offer tailored corporate programmes designed to engage, inspire, and guide your teams through a cohesive AI adoption journey. We'd love to collaborate with you – please reach out to learn more. As a locally run social enterprise, The AI Assembly puts purpose and people over profit. Our focus is on building capability and confidence across our communities so that everyone can participate meaningfully in the AI era. While our mission is impact-driven, we do need to generate revenue to self-sustain and grow this important work – ensuring we can continue delivering accessible, high-quality learning opportunities for all.

At The AI Assembly, we believe in doing “AI the Right Way™” – guided by our “What Right Looks Like” framework. For us, Right means leading with cultural respect, ethical integrity, privacy and security by design, responsible tooling, strategy-led adoption, and human critical thinking at every step.

We also offer corporate sponsorships, partnership opportunities, and brand showcases for organisations that want to support AI education and demonstrate leadership in responsible innovation.

You can get involved by joining as a member, attending our public events or workshops, or partnering with us to help expand the reach of responsible, human-centred AI learning across Aotearoa.

All enquiries: ✉ [hello@theaiassembly.com](mailto:hello@theaiassembly.com)

Corporate enquiries: 📞 Call our Founder, Karrina – 021 618 445

Learn more or sign up: 🌐 [www.theaiassembly.com](http://www.theaiassembly.com)

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