



Brand Voice & Identity Guidelines

Rebuilding Seminars — Boulder / Niwot, Colorado

Version 2026-04-17 · confidential working document

1. Brand essence

Element	Guideline	Confidence
Primary tagline	FEEL BETTER • MOVE FORWARD (all caps, bullet separator, appears across hero, events, collateral)	●
Secondary promise	"Heal and move forward in weeks, not years"	●
Mission statement (verbatim)	"Rebuilding Seminars empowers individuals to heal and thrive after relationship loss by providing a safe, compassionate community and a proven process to move from trauma to freedom and confidence."	●
Three-step framework	Assess. Get the tools. Rebuild. (also appears as "Assess. Explore. Enroll." on the home CTA path)	●
Category	Divorce / relationship-loss recovery program — positioned as peer-community-led psychoeducation, <i>not</i> therapy and <i>not</i> a dating environment	●
Heritage line	"Serving Colorado since 1993" · "Boulder's Original Loss & Divorce Support Program"	●
Origin credit	Based on Dr. Bruce Fisher's book <i>Rebuilding: When Your Relationship Ends</i> and his 19-step / 10-week "Rebuilding Blocks" framework	●

2. Voice — "We Are / We Are Not"

We Are	We Are Not
Warm, compassionate, validating	Clinical, cold, pathologizing
Peer-led, community-first	Expert-down, hierarchical
Hopeful and forward-moving	Wallow-y, heavy, or dwelling
Plain-spoken and direct	Jargon-heavy (no "psychometric," no DSM language)

We Are	We Are Not
Specific about time and outcome ("10 weeks," "two years off recovery time")	Vague or aspirational without proof
Honest about pain ("trauma," "stuck," "overwhelmed")	Toxic-positive or dismissive of grief
Lightly metaphorical ("climb the mountain," "the fire burned to ashes of forgiveness")	Flowery, new-age, or preachy
Inclusive of multiple loss types (divorce, separation, widowhood, breakup)	Narrowly "divorce-only"
Confident about the process and the community	Salesy, urgent, or fear-based

3. Tone-by-context matrix

Context	Tone lean	Example-ready phrasing
Homepage hero / ads	Direct, promising, urgent-but-calm	"When your relationship ends." / "Feel better. Move forward."
Intro / first-touch copy	Questioning, validating, invitational	"Has your relationship just ended? Are you asking, 'Should I stay or should I go?'"
Program description	Specific, credentialed, concrete	"a 30-hour, 10-week program guided by the Rebuilding Blocks"
Testimonial framing	Let graduates lead; minimal editorial	"RB family for the rest of my life."
Bob / facilitator voice	Personal, service-oriented, humble	"I am blessed to have the best job in the world, bringing compassion and healing to hundreds every year."
Blog / thought pieces	Reflective, metaphorical, short	"The fire that must be burned to the ashes of forgiveness."
Pricing / guarantees	Transparent, reassuring, practical	"\$999 per seminar. Four interest-free installments. Refunds for unused portions."
Crisis framing (operational boundary)	Measured, protective	"Rebuilding Seminars provides educational programs and non-emergency services by scheduled appointment only."

4. Core messaging pillars

- 1 **Proven process** — 10-week structure, 19 Rebuilding Blocks, Fisher Divorce Adjustment Scale as pre/post assessment. Quantified claim: "two years off the time to recover from relationship loss."
 - 2 **Safe, non-dating community** — "confidential, safe, non-dating environment." The community itself is the intervention, not an add-on.
 - 3 **Lifelong belonging ("RB family")** — graduates stay connected through Reprise, Foundations, Men's Group, and ongoing all-class events. "RB family for the rest of my life." "RB Alum community is a Safe Space."
 - 4 **Local heritage + reach** — Boulder/Niwot roots since 1993; reach into Denver/Cherry Creek and, per the contact page, "thousands of people all over Colorado, the United States, and Canada."
 - 5 **Accessible entry points** — free 90-minute intro workshop, free self-assessment, \$999 core seminar with installments and a refund guarantee.
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5. Vocabulary — approved, avoid, proprietary

Use (on-brand)

- **Rebuilding** (verb and program name — the foundational concept)
- **Rebuilding Blocks** (curriculum structure)
- **Feel better. Move forward.** (tagline — always in this order)
- **RB family / RB community / RB Alum community** (community identifiers)
- **10-week seminar, 90-minute intro workshop, Foundations, Reprise, Men's Group** (program names)
- **Freedom and confidence** (outcome pair)
- **Get unstuck, move forward, heal together, climb together**
- **Safe, compassionate, welcoming, encouraging, fun** (adjective cluster reviewers use unprompted — echo it)
- **Loss** (preferred over "breakup" for emotional weight without being clinical)
- **Confidential, safe, non-dating environment** (frozen phrase — use verbatim)

Proprietary / frozen phrases (use verbatim)

- **FEEL BETTER • MOVE FORWARD**
- **Heal and move forward in weeks, not years**
- **When your relationship ends**
- **Assess. Get the tools. Rebuild.**
- **A safe, compassionate community and a proven process to move from trauma to freedom and confidence** (the mission line — quote intact)

Avoid

- Clinical/diagnostic language: "psychometric," "pathology," "disorder," "patient"
- Dating/romance framing ("find your next love," "get back out there") — explicitly counter to the non-dating promise
- Guarantees of speed beyond the published claim ("two years off," "weeks not years") — don't inflate

- "Support group" used alone — the offering is a *seminar* and *community*; "support group" undersells
- "Guru," "coach" as primary framing (Bob does offer coaching/counseling, but the seminar is peer-community, not guru-led)

Attribute credit

- **Dr. Bruce Fisher** — always credited when using the book title, Rebuilding Blocks, or the mountain/19-step framework
- **Dalai Lama** — Bob quotes him in interviews: *"If you want others to be happy, be compassionate; if you want to be happy, be compassionate."* Attribute when used.

6. Signature metaphors & motifs

- **The mountain climb to freedom** — 10-week process as a climb through stages from Denial to Freedom. "Climb together to freedom and confidence."
- **The fire burned to the ashes of forgiveness** (Fisher) — for anger and forgiveness content.
- **FLY — First Love Yourself** — the culminating milestone of the curriculum. Use in graduate-targeted copy: "Are you moving forward, and are now ready to FLY??"
- **Getting unstuck** — dominant action verb for the pre-enrollment reader.
- **Home/family** — "RB family," "Safe Space," "welcoming environment." Never corporate.

7. Founder narrative (Bob Manthy)

Verbatim origin — use in bios, about pages, press:

- *"My 2008 separation and eventual divorce from an increasingly violent spouse left me overwhelmed as a single parent and with the belief that I would be alone for the rest of my life."*
- *"This led me to Rebuilding Seminars, a program that promised to help people to get unstuck and move forward after the loss of a love relationship."*
- *"I told Norm he had the best job in the world, and someday I would like to do something similar."*
- *"Over the next five years, I worked full time as a Director at Ball Aerospace, raised my children as a Love and Logic Parent, and earned my Masters Degree in Clinical Psychology at the University of Denver."*
- *"Norm entrusted me with his 20-year legacy, and I purchased Rebuilding Seminars."*
- *"I am blessed to have the best job in the world, bringing compassion and healing to hundreds every year."*

Credentials to cite consistently: Bob Manthy, MS, MA, LPC (also appears as LPCC / Pre-Licensed Professional on third-party directories — align to **LPC** on-brand per the facilitators page). Leads Rebuilding since 2009. Also leads **Rebuilding Men's Groups** focused on relationships and positive masculinity. Offers private counseling (see counselingwithbob.com referenced on-site).

Secondary facilitator: Kathy Decker, MA, LPC, CAC II, PLCC — joined program 2014 (as graduate), facilitating Denver/Cherry Creek since 2016. **Volunteer graduate lead:** Sparrow Gabriel.

8. Program / offering language (canonical forms)

Offering	On-brand descriptor
90-minute Intro Workshop	"A free 90-minute introduction to the ten-week seminar program."
10-Week Rebuilding Seminar	"A 30-hour, 10-week program guided by the Rebuilding Blocks. Ten classes plus social activities. \$999, four interest-free installments."
Rebuilding Coaching	"One-on-one support on the path to personal freedom."
Private Rebuilding Counseling	"Deeper work — 2-pack or 4-pack of 50-minute sessions to Supercharge your Rebuilding experience."
Beyond Rebuilding — Extraordinary Relationships	Graduate-only 6-week course co-created with Shea Karam. "We identify and own our generative superpower." Focus: attractions of deprivation vs. relationships of inspiration.
Graduate Events / Reprise / Foundations / Men's Group	"The RB Alum community is a Safe Space. Join the greater RB community in courses to further your growth and all-class events that feed the soul."
Self-Assessment	"Take the Bruce Fisher Divorce Adjustment Scale Profile to assess yourself and get clear feedback about where you are in the recovery process."

Audience terminology (updated Aug 2025): use **RB Alum** for program completers in ongoing community context; **RB Grad** is acceptable only historically or for the moment of graduation. Umbrella: **RB family**. See §14.10 for the terminology shift note.

Social activities canonical list: "coffee, walks, dinners, and axe throwing." Keep axe throwing — it's a voice signature that signals *fun* alongside healing.

9. Visual identity — confirmed via rendered-page audit (2026-04-17)

***Audit method:** Live extraction via Claude_in_Chrome — full-page render, computed-style sampling across 800+ DOM nodes, logo asset downloaded at full resolution. Homepage and blog page both sampled; palette and type consistent across both. Third-party directory pages (Psychology Today, Yelp, LinkedIn) were blocked by browser domain-allowlist policy — see §11.*

Logo — ✓ captured

- **File:** assets/logo/rebuilding-seminars-logo.png (600×257 px, transparent background, 37 KB)
- **Construction:** Two-word wordmark, hand-drawn calligraphy script, no mark/symbol
- **"ReBuilding"** — flowing terracotta script, larger weight, oversized ornamented "R" and "B" capitals
- **"seminars"** — same script family, smaller, sage green, sits to the lower right

- **Trademark symbol (™)** — muted sage-gray, superscript at the tail of "seminars"
- **Treatment principle:** the two colors of the wordmark set the entire brand palette — terracotta + sage. Never render the logo monochrome except in one-color print/embroidery contexts. ●

Color palette — ✓ extracted from computed styles

Role	Hex	RGB	Where observed
Brand primary (terracotta)	#C85237	rgb(200, 82, 55)	Logo "ReBuilding", nav links, H1 accent, top info bar, ENROLL NOW CTA, horizontal rules, "...more" links
Brand primary (darker variant)	#CA5139	rgb(202, 81, 57)	Minor rendering variance on CTA borders — treat as same color
Brand primary (warm variant)	#CA6342	rgb(202, 99, 66)	Hover/softer contexts
Brand secondary (sage green)	#8AA75A	rgb(138, 167, 90)	Logo "seminars", FREE SELF-ASSESSMENT CTA, "Read More »" labels, category tags
Brand tertiary (slate purple)	#757BBD	rgb(117, 123, 189)	FREE 15-Min CONSULT CTA — used sparingly as a third-option accent
Neutral muted (slate gray)	#607179	rgb(96, 113, 121)	™ mark, muted body text on dark backgrounds
Neutral dark (text)	#333333	rgb(51, 51, 51)	Body copy
Neutral light (background)	#F7F8F9	rgb(247, 248, 249)	Section/card backgrounds
White	#FFFFFF	rgb(255, 255, 255)	Hero text on imagery, card surfaces
Black	#000000	rgb(0, 0, 0)	Not a brand color — appears only as browser default, avoid intentional use

Usage rule: The three primary CTAs on the homepage are color-coded (green = assess, slate purple = consult, terracotta = enroll). Keep that mapping consistent — color becomes a wayfinding signal for the user's stage in the funnel. ●

Typography — ✓ confirmed

Role	Font	Weight	Size (home)	Confirmed on
Display / H1 / Tagline	Raleway	700 (bold)	39px	Homepage hero, "FEEL BETTER • MOVE FORWARD"
Body H2 / Subheads	Roboto	400	26px	Homepage sub-headlines
Body copy	Roboto (inherits)	400	16px	Mission statement, testimonials, program descriptions
Wordmark	Custom/licensed script (image asset only — not a web font)	—	—	Logo only — do not set any web copy in a script font

Tagline typography rule — preserve exactly:

- All caps: FEEL BETTER • MOVE FORWARD
- Middle-dot bullet • (U+2022) between the two phrases, with spaces either side
- Raleway 700, white on imagery / terracotta on light backgrounds
- Never line-break between "FEEL" and "BETTER" or between "MOVE" and "FORWARD"

Font loading: Google Fonts (Raleway + Roboto) — both are free, open-license, and already in use. No licensing action required.

Imagery — ✓ observed direction

- **Hero photography:** Weathered dark-gray-blue wooden barn/grange siding in sharp foreground, blurred warm-colored backdrop (terracotta and sage tones bleeding in). Evokes Left Hand Grange / rural Colorado / grounded-and-real. ●
- **Photo treatment:** High-contrast close-ups with shallow depth of field, warm color cast. Dark-side-of-frame so white overlay text (hero + tagline) remains legible.
- **Channel icons:** White glyphs on terracotta background in the top bar — Facebook, Meetup, Instagram, Email, YouTube.
- **Supporting diagram:** "Rebuilding Blocks" curriculum diagram used on go.rebuildingseminars.com landing page — not captured this pass (domain outside browser allowlist). See §11 #11.

Layout patterns

- **Top info bar:** Terracotta #C85237, white text, phone number prominent — "Click to contact us or call 720-600-2763"
- **Header:** White background, logo left, three CTA buttons centered-right, main nav below
- **Main nav:** Centered, terracotta link color, separator dots between items, Raleway-style sans
- **Sections divided by:** Thin horizontal terracotta rule — a recurring brand accent

"Do" / "Don't" quick reference

Do	Don't
Pair terracotta + sage in brand lockups	Introduce new brand hues (avoid cyan, navy, yellow, magenta)
Keep the logo on white or very light warm backgrounds	Place the script logo on terracotta or sage — illegible
Use Raleway 700 for display moments and the tagline	Set the tagline in lowercase or script
Allow the script wordmark to breathe (clear space $\geq$ height of "s" in "seminars")	Crowd the logo with CTAs or other type
Photograph real grads, real places (the Grange, Colorado outdoors, walks/dinners)	Stock-photo "sad woman looking out window" / generic divorce imagery
Use the 3-color CTA system consistently (green-assess / purple-consult / terracotta-enroll)	Remap CTA colors per page — it breaks the wayfinding cue

10. Disambiguation — "not us"

Several similarly-named entities exist. Keep these separate in any brand, SEO, or partnership work:

Entity	Relationship	Note
Rebuilders International / rebuilders.net	Different org.	Certifies "Fisher Rebuilding Seminar™" programs. Bob's Boulder location is listed there as <i>non-certified</i> — same curriculum framework, independent operation.
Rebuilding Better (rebuildingbetter.org)	Different org.	Unrelated trainings.
Rebuilding Together Colorado (rtc Colorado.org)	Different org.	Home-repair nonprofit — no relation.
afterdivorcesupport.com "Rebuilding Seminar" page	Referral aggregator; points to rebuildingseminars.com.	301-redirected to 404 at time of audit.
Other "Rebuilding" locations worldwide	Out of scope.	These guidelines only cover Bob Manthy's Boulder/Niwot operation.

On-brand positioning line when disambiguation is needed: *"The Original Rebuilding Seminar — Boulder's loss and divorce support program, serving Colorado since 1993."*

11. Open questions / gaps to close

Updated 2026-04-17 after visual audit pass. Items struck through are resolved.

- ~~Exact color palette (hex values)~~ — ✓ resolved, see §9 palette table.
- ~~Exact typography stack~~ — ✓ resolved: Raleway 700 (display) + Roboto 400 (body), both Google Fonts.

- 3 **Logo files** — PNG captured at 600×257 (`assets/logo/rebuilding-seminars-logo.png`). Still need: **SVG master**, formal clear-space rule, minimum-size rule, one-color/reverse versions. ● - **Do not auto-generate or recreate the SVG**. The wordmark carries a ™ and is a hand-drawn calligraphy script — any regeneration would either infringe the mark or introduce drift from the real brand. Legitimate paths: (a) request the original vector file from Bob / whoever designed it, (b) commission a designer working on behalf of Rebuilding Seminars to re-vector from the raster and produce one-color + reverse variants, or (c) run Inkscape *Trace Bitmap* / Illustrator *Image Trace* on the existing PNG for a web-use-only SVG — acceptable for digital placements but **not** brand-book-grade master quality.
- 4 **Psychology Today profile copy** — still ●. Blocked by WebFetch (403) *and* by `Claude_in_Chrome` domain allowlist in this session. Grab manually by browsing to the two PT listings and pasting the text back to me, or add `psychologytoday.com` to the Chrome MCP allowlist.
- 5 **LinkedIn profile (Bob + company page)** — same status as #4. Manual capture or allowlist expansion needed.
- 6 **Yelp review language** — same status as #4.
- 7 **YouTube channel** — not audited; not blocked, just not prioritized. Run a light pass when convenient.
- 8 **Credential alignment** — still open. Bob is listed as MS, MA, LPC on `rebuildingseminars.com`; as MA / LPCC / Pre-Licensed Professional on Psychology Today and TherapistPoint. Confirm current licensure status with Bob and standardize to a single credential string.
- 9 **Pricing currency** — \$999 + four interest-free installments confirmed on `go.rebuildingseminars.com` copy. Confirm this applies to both Niwot and Denver cohorts and to the current season.
- 10 **Trademark status of "Rebuilding Seminars"** — given the Fisher `Rebuilding Seminar`™ mark held by Rebuilders International, and the ™ on the Rebuilding Seminars wordmark itself, clarify the naming/mark rights for Bob's operation. (The wordmark does carry a ™, so *some* claim is being made.)
- 11 `go.rebuildingseminars.com` **visual assets** — this subdomain is blocked by the browser allowlist but hosts the "Rebuilding Blocks" curriculum diagram, the pricing/guarantee block, and the "30-hour, 10-week" language. Allowlist the subdomain or have someone on the team send the diagram file.
- 12 **Favicon** — URL not captured this pass. Minor, but worth adding to the visual asset inventory.
- 13 **The "RB CIRCLE" values framework** — Bob's Sept 2025 letter references it and links to a site page that wasn't captured. Pull the full framework (values names + definitions) so it can be incorporated into §5 vocabulary and §15.3 Bob's extensions.
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12. Quick-reference cheat sheet

If I had 10 seconds to brief a writer:

Write like a trusted friend who's been through it and come out the other side. Say "feel better. move forward." Be specific: 10 weeks, 1993, \$999, two years of recovery back. Call the community "RB family." Never clinical, never dating-advice, never toxic-positive. When in doubt, quote a graduate.

13. Visual asset inventory

Asset	Path	Source	Notes
Current master logo (JPG, full-resolution 2023)	assets/logo/rebuilding-seminars-logo-2023.jpg	Provided by Bob / Rebuilding Seminars	816 KB. Current master. Use this for all new placements. SVG master still needed — see §11 #3.
Logo (PNG, transparent, web-captured)	assets/logo/rebuilding-seminars-logo.png	Captured from rebuildingseminars.com header	600×257, 37 KB. Historical/web-size. Use when transparency matters (overlays, dark backgrounds).

Screenshots captured during audit are session-only (not persisted to this repo). Re-run the audit to regenerate. When captured pages are persisted, add them here: homepage, seminars-and-workshops, blog index, contact, go.rebuildingseminars.com landing.

14. Bob Manthy — personal voice profile

Source: Six years of monthly "Letters from Bob" newsletters (Jan 2020 – Jan 2026), owned by Rebuilding Seminars. This profile codifies Bob's distinctive voice as the founder/facilitator — a voice that is related to but meaningfully more personal than the organizational voice in §§2–6.

14.1 Register in one sentence

Bob writes like a trusted therapist-friend who has been through it, thought about it deeply, made it into a ritual, and is inviting you into the next chapter — warm, literary, vulnerable, and always bending toward community and action.

14.2 Relationship to the organizational voice

Axis	Org voice (§2)	Bob's personal voice
Distance	Direct, welcoming	Intimate — uses "I," shares vulnerability first
Register	Plain-spoken	Literary — allusions, wordplay, metaphor
Tempo	Specific and quantified	Contemplative — longer sentences, rhythm, anaphora
Function	Pre-enrollment / visitor	Post-enrollment / community — these letters talk to people already in the RB family

Rule of thumb: if the copy is selling, use the org voice. If the copy is pastoring the community, use Bob's voice.

14.3 Canonical structure of a "Letter from Bob"

Every monthly letter follows a recognizable skeleton:

- 1 **Optional epigraph** — a short quote from Susan Bridges, Stephen Covey, or similar, with attribution
- 2 **Salutation** — one of: - *Dear Rebuilders*, (most classic) - *Rebuilding Friends*, - *Dear Rebuilding Alums*, (post-Aug 2025 — see §14.10) - *Hey Rebuilders*, (for casual/community-hype letters) - *To My Rebuilding Brothers and Sisters*, (pandemic-era, rare)
- 3 **Opening hook** — one of four patterns: - *Reflection*: "I've been reflecting on..." - *Direct question*: "How have you faired through..." - *Gratitude/celebration*: "It's been SO inspiring to see..." - *Named concept + definition*: "Shame is the insidious feeling of..."
- 4 **Teaching moment** — a single concept (intimacy, shame, transition, the ask, belonging) unpacked through personal disclosure and/or rhetorical questions
- 5 **Personal vulnerability beat** — Bob names something he himself has done, felt, or practiced. Rarely a letter lacks this.
- 6 **Universalize + invite** — the concept is extended to the reader: "What transition are you going through right now?"
- 7 **Action / ask** — a specific, small, named thing: attend the event, schedule a 15-min chat, email him, RSVP on Meetup
- 8 **Closing formula** — almost always: - *Rebuilding together*, - *Bob* - (Variants: *See you soon*, / *Bob · Make an RB wish, but let me know.* / *Bob · Rebuilding Together*, and *Beyond Rebuilding Together*, / *Bob*)

14.4 Rhetorical moves (use liberally — these are how Bob sounds)

- **Anaphora / triad repetition.** "I now know how to grow self-love. I now know how to go from a general idea of self-worth... I now know how to pause at the fork in the road..."
- **Rhetorical question clusters.** "Are we ready to show up this authentically? Are we ready to expect the same from a love partner?"
- **Coordinated contrast pairs.** Bob loves *A* vs. *B* framings that resolve into growth: change vs. transition, attractions of deprivation vs. relationships of inspiration, masks on vs. masks off, relationships that are kryptonite vs. relationships of inspiration, "what happens to us" vs. "what we participate in."
- **Personal confession → universal truth.** "I felt more human. I felt more whole. I felt, almost crazily, unashamed." → "All we had to do was share the unsharable."
- **Three-part lists that build.** "Letting go of the old, exploring the unknown, and finally, embracing a fresh start."
- **Imperative benediction.** "Be vulnerable with those who will nurture you and deserve to see all of you."
- **The Metta blessing** (rare, reserved for heavy letters): "May you be happy. May you be healthy. May you feel safe. May you live in peace."
- **Wordplay on "intimacy"** — Bob's signature coinage: "in-to-me-see," "in-to-u-see," "into-me-u-r," "in-2-me-c." Use sparingly — it's a Bob thing, not an org thing.
- **ALL CAPS for emphasis** on 1–3 words at a time: "WE STILL NEED ONE ANOTHER," "YOUR referrals." Never whole sentences.

- **Sudden first-name intimacy.** Bob will break a paragraph with something like "Muggles we are not!" — a playful aside that pulls the reader close.

14.5 Signature vocabulary (verbatim from Bob's letters)

Concepts Bob returns to across years:

- **FLY** — First Love Yourself. Central mantra. Verb form: *"emotional intimacy... demands that we FLY."*
- **Rebuilding together** — sign-off and community ethos
- **RB family · RB Alum · Rebuilders · Rebuilding Friends** — community identifiers
- **In-to-me-see / in-2-me-c / into-me-u-r** — signature intimacy wordplay
- **Core gifts · superpowers · generative superpower** — language for self-worth and individual purpose
- **Attractions of deprivation** (the magnetic pull of unhealthy partners) vs. **relationships of inspiration** (healthy, mutually-seeing connection) — the *Beyond Rebuilding* framework (co-created with Shea Karam)
- **Masks off** — the vulnerability move at the heart of Rebuilding
- **Imperfectly enough** — the self-acceptance target. *"Twenty years of separation evaporated into 'I am imperfectly enough.'"*
- **Gremlins of shame** — shame's language (Brené-adjacent); Bob's phrase for the inner voices
- **Shame resilience** — explicit frame
- **The ask** — the practice of articulating need vs. taking what's given
- **Show up** — the minimum practice. *"Remember the most important step: just show up. Here you belong, precisely as you are at this moment."*
- **The climb · the journey, not the destination** — Rebuilding-as-mountain metaphor
- **Kryptonite to the soul** — his phrase for unhealthy relationship patterns

Bob's adopted quotes (keep attribution when using):

- *Susan Bridges* on transition: "the essence of life takes place in the neutral zone phase of transition"
- *Stephen R. Covey*: "Our greatest joy and our greatest pain comes in our relationships with others"
- *Dalai Lama*: "If you want others to be happy, be compassionate; if you want to be happy, be compassionate"
- *Bruce Fisher* framework concepts (see §15) — always attribute

14.6 Typography + text habits

- **Paragraph length:** 4–7 sentences, rhythm-paced. Rarely two-sentence paragraphs except at openings/closings.
- **Sentence length:** Varied; Bob uses long sentences with em-dashes for rhythm, then short imperatives for impact.
- **Em-dashes:** Frequent — used for asides and list expansion.
- **Italics:** Rare. Bob uses ALL CAPS for emphasis more than italics.
- **Emoji:** Only in community-building / celebratory letters (e.g., Dec 2024 RB Ambassador invite: ■♥■■■). Absent from contemplative letters.
- **Links:** Inlined with specific calls to action ("Schedule a 15 minute chat with me here"). Never bare URLs in body.

- **Capitalization of program names:** "Rebuilding" always capitalized. "RB" as shorthand in any compound (RB family, RB Alum, RB Grad, RB class, RB Holiday Ball).

14.7 How Bob handles the pain → hope arc

Bob never skips pain. A typical move:

- 1 **Name the difficult feeling precisely** — "overwhelmed and unsteady," "the insidious feeling of being fundamentally flawed," "the pain can feel overwhelming"
- 2 **Honor that it's real and shared** — "we've all weathered...", "you've learned...", "none of us is alone in this"
- 3 **Introduce a distinction or reframe** — *change vs. transition, deprivation vs. inspiration, masks on vs. masks off*
- 4 **Offer a concrete, small practice** — "embrace the uncertainty," "share with trusted friends," "articulate your need," "just show up"
- 5 **Close with belonging** — the community is always the answer. "Together, we can create something truly extraordinary."

Never: toxic positivity ("everything happens for a reason"), hustle energy ("get out of your comfort zone!"), or therapist-voice detachment ("let's unpack that").

14.8 The "sounds-like-Bob" quick test

Before shipping content written in Bob's voice, check:

- [] Opens with a salutation from the approved list (§14.3 #2)
- [] Contains at least one first-person vulnerable disclosure ("I have been," "I recently," "I felt")
- [] Names at least one specific feeling or fear in plain language
- [] Uses at least one of: rhetorical question, triad, or contrast pair
- [] References at least one concept from Bob's signature vocabulary (§14.5)
- [] Ends with *Rebuilding together*, / *Bob* (or an approved variant)
- [] No bullet list runs longer than 5 items unbroken by prose
- [] No line reads as "marketing" without an emotional anchor above it

If five or more boxes aren't checked, it's not in Bob's voice yet.

14.9 Do / Don't — writing as Bob

Do	Don't
Lead with Bob's own experience or question	Lead with a sales pitch or program pitch
Use medium-long sentences with em-dashes for rhythm	Write short punchy social-media sentences throughout
Name the pain precisely before pivoting	Minimize ("at least...", "look on the bright side...")
Pair a concept with a tiny concrete practice	Leave the reader with abstract uplift only
Pull from Bob's known cultural references (Bridges, Covey, Harry Potter, kryptonite, Metta, Brené-adjacent "gremlins")	Invent new cultural references that don't fit his library

Do	Don't
Close with <code>Rebuilding together, / Bob</code>	Invent a new sign-off
Use ALL CAPS for one or two words of emphasis	Use italics or bold for emphasis (not Bob's habit)
Include one specific, named ask (event, reply, schedule chat)	End without a call-back to community

14.10 Brand evolution: "RB Grad" → "RB Alum" (August 2025)

In the August 2025 newsletter, Bob formally rebranded program graduates from "*RB Grad*" to "*RB Alum*" — citing that "Grad" implies finished, while "Alum" implies continuing membership. Use **Alum** going forward in any new community-facing copy. "*Grad*" remains acceptable when referring historically to pre-rebrand cohorts or to the act of graduating from the seminar. Both map to the umbrella **RB family**.

Parallel terminology note: Bob references a values framework called "**the RB CIRCLE**" (Sept 2025 letter). The framework content wasn't captured in the audit — see §11 #13 to close.

14.11 Example template (for drafting monthly letters)

``` [Optional: short quote + attribution]

Dear Rebuilders,

[Opening hook — reflection, question, or concept definition. 1–3 sentences.]

[Teaching paragraph #1. Name the concept. Define it plainly. Use at least one contrast pair.]

[Personal vulnerability paragraph. "I recently..." or "I've been...". Specific, embodied, not abstract.]

[Universalize. Rhetorical questions directed at the reader. "What would it mean for you to..."]

[Concrete practice. One or two sentences. Small, specific, doable this week.]

[Ask paragraph. Event, RSVP, reply, schedule a chat. One specific link or action.]

Rebuilding together, Bob ```

## 15. Philosophy reference

**Rule:** This section indexes the philosophical framework *Rebuilding Seminars* draws from. It does **not** reproduce the source texts. Treat this as a pointer map — when you need full detail on a concept, go to the cited source; do not paraphrase at length in brand materials.

### 15.1 Primary source

- **\*\*Bruce Fisher, EdD — \*Rebuilding: When Your Relationship Ends\*\*\*** (4th edition, with Robert Alberti). The foundational text. The full book is held locally at `Rebuilding When Your Relationship Ends.pdf` for the team's reference only.
- **Do not reproduce** chapter content, the full block list as written by Fisher, or extended passages in brand materials. Attribute by name and reference when invoking concepts.

## 15.2 Fisher concepts Bob invokes

| Concept                         | Attribution | How Bob uses it                                                                                                           |
|---------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------|
| The 19 Rebuilding Blocks        | Fisher      | Framework / curriculum spine of the 10-week seminar                                                                       |
| The mountain-climb metaphor     | Fisher      | Recovery as a staged ascent; "climb together to freedom and confidence"                                                   |
| FLY — First Love Yourself       | Fisher      | Central mantra; the culminating move of the curriculum                                                                    |
| Fisher Divorce Adjustment Scale | Fisher      | Pre/post-seminar self-assessment; "the fire that must be burned to the ashes of forgiveness" (Fisher's phrasing on anger) |
| Dumpers / dumpees framing       | Fisher      | Occasionally referenced in blog posts; handle with care (dated language)                                                  |

## 15.3 Bob's extensions + co-creations

- **Beyond Rebuilding — Extraordinary Relationships** (co-created with Shea Karam, 2020). Graduate-only six-week course that layers onto Fisher's framework. Key concepts:
- *Attractions of deprivation vs. relationships of inspiration*
- *Core gifts / generative superpower*
- *Wild and tender* (sexuality reframing)
- **RB CIRCLE values framework** (2025). Referenced in Bob's Sept 2025 letter; full content to be captured (§11 #13).
- **Rebuilding Reprise · Foundations · Men's Group** — Bob's offering expansions for ongoing community (see §8).

## 15.4 Adjacent thinkers Bob draws from (attribute when using)

| Thinker                                              | Concept Bob pulls from                                                                                                  |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>William Bridges / Susan Bridges</b>               | <i>Transitions</i> — "change is something that happens to us, while transition is something we actively participate in" |
| <b>Brené Brown</b> (implicit, via shared vocabulary) | Shame, vulnerability, <i>gremlins of shame</i> , shame resilience                                                       |
| <b>Stephen R. Covey</b>                              | "Our greatest joy and our greatest pain comes in our relationships with others"                                         |
| <b>Dalai Lama</b>                                    | "If you want others to be happy, be compassionate; if you want to be happy, be compassionate"                           |

| Thinker                                 | Concept Bob pulls from                                                            |
|-----------------------------------------|-----------------------------------------------------------------------------------|
| Buddhist Metta blessing                 | "May you be happy. May you be healthy. May you feel safe. May you live in peace." |
| Jim Fay / Foster Cline (Love and Logic) | Parenting context (Bob is a "Love and Logic Parent" per his origin story)         |

### 15.5 Usage rule

When brand content invokes any of these: **name the source on first use**, then you may refer to the concept by short name thereafter. Never present Fisher, Bridges, Brown, or Covey ideas as original Rebuilding Seminars concepts — attribution is both ethical and reinforces Bob's credibility as a thoughtful facilitator, not a guru-inventor.

## 16. Visual asset inventory

*(Renumbered from §13 above as the document has grown. §13 kept for the original visual inventory; §16 below is reserved for asset additions during voice analysis — currently none.)*

*Document version: 2026-04-17 (extended with §14 Bob's personal voice + §15 philosophy reference after ingesting 6 years of "Letters from Bob" newsletters and updated logo). Prior versions archived at `.claude/brand-voice-guidelines.archived-2026-04-17.md` and `.claude/brand-voice-guidelines.archived-2026-04-17-v2.md`.*