

Loose Grip Life, Inc.

Behavioral Permission Framework™

Illustrative Application

Reference Corpus: Vellum & Co.
Composite Fictional Brand — Premium Spirits Category

Classification Instrument: BPF v1.2
Fields Applied: BPF-01 through BPF-06
Phrase Inventory: 20 items

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This document is an illustrative application of the Behavioral Permission Framework™. The reference corpus is a composite fictional brand constructed for classification demonstration purposes. No real company, product, or brand communication is represented.

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SECTION 01

Purpose Statement

This document presents an illustrative application of the Behavioral Permission Framework™ (BPF), a proprietary classification system developed and maintained by Loose Grip Life, Inc. for the governance of consumer-facing language in the beverage alcohol category.

The purpose of this application is to demonstrate the framework operating against a realistic corpus of consumer-facing alcohol language — classifying phrases across six proprietary fields, assigning governed verdicts, and generating findings relevant to institutional deployment.

This document is not a brand audit, a compliance certification, or a legal opinion. It is a classification demonstration. The reference corpus is a composite fictional brand constructed for this purpose. No real company, product, or brand communication is represented.

SECTION 02

Methodology

Each phrase in the corpus is assessed across six proprietary classification fields:

BPF-01	Permission Type	The type of behavioral permission a phrase grants, withholds, or conditions	<i>Permissive · Restrictive · Neutral · Ambiguous</i>
BPF-02	Implied Audience	The consumer audience a phrase implicitly constructs or addresses	<i>Moderate Majority · Risk-Oriented · Universal · Undefined</i>
BPF-03	Semantic Stability	Whether the phrase carries a fixed or contested meaning across contexts	<i>Stable · Unstable · Non-Consumption-Relevant · Contested</i>
BPF-04	Governance Verdict	The final classification output assigned by the framework	<i>Confirmed · Flagged · Referred · Referred—Elevated · Ungovernable</i>
BPF-05	Context Dependency	How much the phrase's meaning shifts depending on deployment context	<i>Low · Moderate · High</i>
BPF-06	Regulatory Exposure	The degree of regulatory risk the phrase carries across jurisdictions	<i>Low · Moderate · High</i>

Following field assessment, each phrase receives a verdict assignment from the BPF five-tier taxonomy. Verdicts are assigned by the classification instrument, not by subjective editorial judgment.

SECTION 03

Corpus Description

The reference corpus is Vellum & Co., a composite fictional premium spirits brand constructed for this illustrative application. The corpus represents the type of consumer-facing language typically found across brand advertising, digital channels, packaging copy, and point-of-sale communications in the premium spirits category.

The phrase inventory comprises 20 items selected to demonstrate the full range of BPF verdict outcomes. The inventory is deliberately constructed to include language at every tier — from clean confirmations to ungovernable phrases — in order to demonstrate the framework's discriminatory capability across the classification spectrum.

No phrase in this corpus originates from any real brand, campaign, or published communication. Any resemblance to existing brand language is coincidental.

Phrase Inventory and Classification Results

Each phrase is classified across all six BPF fields. Field assessments record the classification basis for each dimension. Verdicts are assigned by the BPF classification instrument.

V-01 <i>"Crafted for moments worth savouring."</i>		Confirmed
BPF-01 · Permission Type	Neutral	
BPF-02 · Implied Audience	Moderate Majority	
BPF-03 · Semantic Stability	Stable	
BPF-05 · Context Dependency	Low	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Confirmed	
Notes	<i>Occasion framing with no volume or frequency signal. Neutral permission type. Stable across contexts. Clean confirmation.</i>	

V-02 <i>"Share something exceptional."</i>		Confirmed
BPF-01 · Permission Type	Neutral	
BPF-02 · Implied Audience	Moderate Majority	
BPF-03 · Semantic Stability	Stable	
BPF-05 · Context Dependency	Low	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Confirmed	
Notes	<i>Relational framing, no consumption quantity implied. Stable semantics. Passes all six fields.</i>	

V-03 <i>"The gin for those who prefer less noise."</i>		Confirmed
BPF-01 · Permission Type	Neutral	
BPF-02 · Implied Audience	Moderate Majority	
BPF-03 · Semantic Stability	Stable	
BPF-05 · Context Dependency	Low	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Confirmed	
Notes	<i>Consumer self-identification framing. Moderate majority audience implied. Stable and non-escalatory.</i>	

V-04 <i>"A single measure, thoughtfully distilled."</i>		Confirmed
BPF-01 · Permission Type	Restrictive	
BPF-02 · Implied Audience	Moderate Majority	
BPF-03 · Semantic Stability	Stable	
BPF-05 · Context Dependency	Low	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Confirmed	
Notes	<i>Quantity constraint ('single measure') is a positive governance signal. Restrictive permission type supports moderation framing.</i>	

V-05 <i>"Vellum & Co. Reserve. For evenings that deserve attention."</i>		Confirmed
BPF-01 · Permission Type	Neutral	
BPF-02 · Implied Audience	Moderate Majority	
BPF-03 · Semantic Stability	Stable	
BPF-05 · Context Dependency	Low	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Confirmed	
Notes	<i>Temporal constraint framing (evenings) supports bounded consumption occasion. Stable across contexts.</i>	

V-06 <i>"Distilled slowly. Enjoyed the same way."</i>		Confirmed
BPF-01 · Permission Type	Restrictive	
BPF-02 · Implied Audience	Moderate Majority	
BPF-03 · Semantic Stability	Stable	
BPF-05 · Context Dependency	Low	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Confirmed	
Notes	<i>Pace signal ('enjoyed the same way') is an active moderation asset. Restrictive permission type. Strong governed language example.</i>	

V-07 "Start the weekend right."		Flagged
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	Moderate	
BPF-06 · Regulatory Exposure	Moderate	
BPF-04 · Governance Verdict	Flagged	
Notes	Initiation language with universal audience and extended occasion window. Unstable semantics across markets. Monitor in initiation-language-sensitive jurisdictions.	

V-08 "Because some nights call for more."		Flagged
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	Moderate	
BPF-06 · Regulatory Exposure	Moderate	
BPF-04 · Governance Verdict	Flagged	
Notes	Volume escalation signal ('more'). Permissive permission type. Unstable across deployment contexts. Correction required before deployment.	

V-09 <i>"Go further with Vellum."</i>		Flagged
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	Moderate	
BPF-06 · Regulatory Exposure	Moderate	
BPF-04 · Governance Verdict	Flagged	
Notes	<i>Ambiguous escalation language. Permissive in alcohol context. Unstable — activates consumption continuation frame in category settings.</i>	

V-10 <i>"The spirit of every occasion."</i>		Flagged
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	Moderate	
BPF-06 · Regulatory Exposure	Low	
BPF-04 · Governance Verdict	Flagged	
Notes	<i>Frequency framing ('every occasion'). Universal audience. Unstable in frequency-sensitive markets. Flagged for regulatory review.</i>	

V-11 "Reward yourself. You've earned it."		Flagged
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Contested	
BPF-05 · Context Dependency	Moderate	
BPF-06 · Regulatory Exposure	Moderate	
BPF-04 · Governance Verdict	Flagged	
Notes	Self-reward justification language. Contested semantics — recognised compliance concern in EU and UK markets. Active governance flag.	

V-12 "Tonight, don't hold back."		Referred
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred	
Notes	Disinhibition language. Permissive permission type. High context dependency and regulatory exposure. Referred for legal review prior to any deployment.	

V-13 <i>"Keep the party going."</i>		Referred
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred	
Notes	Continuation framing with social amplification. High regulatory exposure across EU, UK, APAC markets. Legal review required.	

V-14 <i>"Unlock the night."</i>		Referred
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Contested	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred	
Notes	Permission-granting language. Contested semantics. High regulatory exposure. Referred for legal and regulatory review.	

V-15	"The drink that changes everything."	Referred
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred	
Notes	State-change claim maps to intoxication framing in regulatory review context. High exposure. Full legal clearance required.	

V-16	"Doubles all round."	Referred
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred	
Notes	Explicit volume direction with social amplification. Dual governance trigger: volume escalation and universal audience. Do not deploy without full legal sign-off.	

V-17 <i>"Drink until the story gets good."</i>		Referred — Elevated
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred — Elevated	
Notes	<i>Conditional consumption instruction ('drink until'). Duration threshold language is among the highest-risk phrase structures in the category. Do not deploy without legal clearance and regulatory pre-submission.</i>	

V-18 <i>"No limits. No apologies."</i>		Referred — Elevated
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred — Elevated	
Notes	<i>Explicit limit-removal language. Permissive to maximum degree. High exposure across all major markets. Cannot be corrected through minor revision.</i>	

V-19	<i>"Who needs to be responsible tonight?"</i>	Referred — Elevated
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Contested	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Referred — Elevated	
Notes	<i>Direct responsibility inversion. Contested and unstable. Subject to enforcement action in multiple jurisdictions. Withdraw from consideration.</i>	

V-20	<i>"Get smashed with Vellum & Co."</i>	Ungovernable
BPF-01 · Permission Type	Permissive	
BPF-02 · Implied Audience	Universal	
BPF-03 · Semantic Stability	Unstable	
BPF-05 · Context Dependency	High	
BPF-06 · Regulatory Exposure	High	
BPF-04 · Governance Verdict	Ungovernable	
Notes	<i>Explicit intoxication instruction. No corrective pathway within BPF governance. Phrase must be withdrawn entirely. Any derivative language requires independent classification.</i>	

Verdict Distribution

Confirmed	6	30%	Language clears all six fields. Deployment permitted within standard governance.
Flagged	5	25%	One or more fields indicate risk. Legal or regulatory review recommended before deployment.
Referred	5	25%	Significant risk identified. Legal clearance required. Do not deploy without sign-off.
Referred — Elevated	3	15%	Critical risk. Multi-jurisdiction exposure. Full regulatory pre-submission required.
Ungovernable	1	5%	No corrective pathway. Phrase must be withdrawn. No deployment under any circumstances.

Of the 20 phrases classified, 6 confirmed clean across all six fields. 5 phrases carried identifiable risk signals requiring review before deployment. 5 phrases require legal clearance prior to any use. 3 phrases carry critical multi-jurisdiction exposure requiring regulatory pre-submission. 1 phrase was classified Ungovernable with no corrective pathway.

Governance Findings

Permissive Permission Type Concentration

Of the 14 phrases that did not confirm clean, 13 carry a Permissive BPF-01 classification. This concentration indicates that the corpus contains a significant volume of language that actively grants behavioral permission rather than remaining neutral or restrictive. Permissive language in isolation is not disqualifying, but its concentration across a corpus is a systemic governance signal.

Universal Audience Exposure

All 14 non-confirmed phrases classify as Universal under BPF-02 — Implied Audience. Universal audience framing carries heightened governance risk because it does not restrict the implied consumer to the moderate majority and is therefore subject to broader regulatory scrutiny across markets.

Semantic Instability as a Risk Multiplier

Eleven of the 14 non-confirmed phrases carry Unstable or Contested ratings under BPF-03 — Semantic Stability. Semantic instability amplifies risk at BPF-05 and BPF-06, triggering higher Context Dependency and Regulatory Exposure ratings. Stable semantics are the primary differentiator between Confirmed and Flagged classifications in this corpus.

Positive Governance Assets

Six phrases in the corpus represent positive governance assets. V-04 ('A single measure, thoughtfully distilled') and V-06 ('Distilled slowly. Enjoyed the same way.') carry Restrictive BPF-01 classifications — the strongest positive governance signal available within the framework. These phrases can anchor a compliant communications architecture.

Corrective Pathway Availability

Of the 14 phrases that did not confirm clean, 13 have identifiable corrective pathways through language substitution, reframing, or scope restriction. One phrase (V-20) is Ungovernable and requires complete withdrawal.

SECTION 07

Observations

This illustrative application demonstrates three properties of the Behavioral Permission Framework™ relevant to institutional evaluation:

Discriminatory Capability

The framework successfully differentiates language across the full verdict spectrum using a consistent six-field methodology. No phrase received an arbitrary classification. Each verdict is traceable to specific field assessments.

Jurisdiction Sensitivity

BPF-06 — Regulatory Exposure enables market-specific calibration without altering the underlying classification logic. The same phrase may carry different deployment implications across markets while the classification itself remains stable.

Audit Trail Generation

Each classification generates a documented field-by-field record. This audit trail supports internal legal review, regulatory pre-submission, and ongoing governance compliance — functions that existing compliance and promotional language categories do not currently serve.

The illustrative corpus demonstrates that identical regulatory outcomes need not rely on identical language restrictions. The framework governs classification rather than expression, allowing language to be evaluated through a consistent and auditable standard.

Ownership Notice

The Behavioral Permission Framework™, including its classification fields (BPF-01 through BPF-06), verdict taxonomy, classification methodology, and all associated governance procedures, is a proprietary system developed and maintained by Loose Grip Life, Inc.

This document is provided for illustrative and institutional review purposes. It does not constitute a license to apply the framework, deploy classification outputs, or reproduce classification methodology without a formal license agreement with Loose Grip Life, Inc.

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An illustrative application of the Behavioral Permission Framework™ is available for institutional review through the licensing inquiry pathway.