

Postly Brand Kit Template

This document is the source material used to extract a structured BrandProfile for AI Studio. Fill it in clearly and keep details specific.

1. Brand Overview

Brand Name: Postly

Mission: Help people and teams create, schedule, and publish social media posts faster, with consistent quality and brand safety across platforms.

Target Audience: Founders, creators, marketers, agencies, and small teams who need reliable social media output and scheduling without chaos.

2. Visual Identity

Primary Color (Hex): #1F62FF

Secondary / Accent Color (Hex): #f34096

Support Color (Hex): #4B9BFF

Dark Blue (Hex): #0A47B1

Visual Style Keywords: Modern, clean, premium, minimal, glassy UI, soft gradients, subtle glow, high contrast, crisp typography.

Logo Notes (logo uploaded separately): Postly wordmark with a confident, modern feel. Keep logo treatment clean, avoid distortion, preserve clear spacing, and never place on noisy backgrounds.

3. Voice and Tone

Tone Adjectives: Confident, helpful, clear, modern, optimistic, product-focused.

Writing Style: Straightforward and human, short enough to scan but not robotic, always action-oriented, and avoids fluff.

Dos:

- Start with a clear hook that names the benefit.
- Use simple language and practical examples.

- Keep sentences clean and readable.
- Use tasteful emojis when the platform supports it, do not overuse.
- Make the next step obvious, such as schedule, publish, try the feature, download the template.

Donts:

- No slang, no sarcasm, no aggressive tone.
- Do not sound like generic marketing copy.
- Avoid vague claims like “best in the world” without proof.
- Do not overuse exclamation marks.

4. **Keywords and Mood**

Core Keywords: social media scheduling, publishing, AI content generation, AI Studio, brand kit, content calendar, drafts, media library, automation.

Hashtags: #Postly #SocialMedia #ContentCreation #SocialMediaScheduling
#MarketingTools #CreatorTools #AISocial

Video Mood: Modern, energetic, optimistic, crisp transitions, clean motion graphics, cinematic but minimal, fast-paced without being chaotic.

Optional Notes

Platforms: General, X, Instagram, TikTok, LinkedIn, YouTube.

Default Content Goals: Generate complete posts that are ready to publish, not fragments, and keep the output consistent with the Postly brand voice and visual identity.