

Brand Standards

QueuedUp

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1.0

Brand Fundamentals

Before someone becomes a customer, their first impression comes from our brand. And a strong brand is more than just logos or colors — it's how we speak, act, and connect. Every interaction is a chance to show who we are. These Brand Guidelines help us represent Queued Up with consistency and care, keeping our mission and values at the center of everything we do. Consistent messaging builds trust and creates a seamless experience for our audience, no matter the platform or touchpoint.

This guide puts a spotlight on our copywriting style because words carry power. The way we speak to our audience shapes how they see us. Whether we're being friendly, informative, or persuasive, our voice should always echo the core essence of Queued Up — energized, approachable, and purpose-driven.

WHAT? Queued Up is a collaborative playlisting app built to transform how we listen to and share music.

WHY? Our mission is to give control back to the artists and fans who want to find more *community through music*. We value camaraderie, connectivity, and cultural contribution—and we aim to shift the way music streaming is understood and used.

WHO? We want to be seen as a revolution in the music industry. Queued Up should feel like a friend with something powerful to say—*relatable, inspiring, and magnetic*.

Our voice is warm, confident, and energetic, echoing the momentum of a great song. Whether we're talking features or philosophy, our tone invites curiosity and sparks trust.

WHEN? At our core, we are about real-world impact—**music for life's moments, community at the center, and a streaming experience that feels as dynamic as the people using it.**

The building blocks of how we speak, connect, and resonate.

Brand Story

A short narrative that captures our origin, values, and reason for existing.

[Insert concise paragraph – e.g., 3-4 sentences]

→ Tip: Focus on the "why" behind the brand. Make it feel human.

Core Messages

Spotlight buzzwords that align with the framework for our brands messaging.

Consider these five pillars:

Connectivity – We bring people together through music.

Community – Our users are not just listeners; they're collaborators.

Camaraderie – Sharing music is sharing part of yourself.

Culture Building – We help shape how people experience sound.

Continuity – We make it easy to keep the rhythm going.

A short, punchy phrase that captures our brand's vibe.

Examples:

v1a) Music. Better Together.

v1b) Streaming Music. Better Together.

v2a) Crowdsource what's next.

v2b) Community and Music. What's up next?

→ *Note: Keep it short, memorable, and true to tone. Owner can add more here.*

2.0

Voice & Style

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Our brand voice is the first impression we make. It should spark momentum with language that's practical, relatable, and confident in the app's ability to reshape how we experience streaming together.

A personified representation of the Queued Up brand would sound like a great song — *energizing, motivating, and unforgettable*. Just like music, our voice moves people. It's not just what we say, but how we say it that creates connection.

Across platforms, the voice flexes without breaking character.

On **social media**, it's casual, playful, and tapped into the cultural rhythm — built for attention and quick trust.

In the **app** and on the **web**, the tone shifts to informative and show-not-tell, emphasizing real-world features and usability.

In **marketing campaigns** and clickfunnels the voice is direct, intriguing, and more idea-building than sales-pitchy. Show the customer the potential.

No matter the medium, Queued Up speaks with intention — every word in harmony with our mission and momentum.

While our voice stays consistent, our tone adapts to fit the moment.

In **customer service**, we speak with calm clarity — empathetic, helpful, and reassuring. For promotional materials, the tone becomes energized and compelling, leaning into excitement and value.

Blog posts, podcasts, and other brand builders strike a balance between informative and conversational, offering insight without sounding academic.

On **social media**, the tone is breezy and culturally aware, speaking the language of the moment while staying true to our core personality.

Across every format, Queued Up's tone remains rooted in authenticity. Whether casual or formal, the key is to always sound human: friendly but focused, confident but never overbearing.

Our tone flexes to meet the context, but *it never loses the rhythm of our voice* — **dynamic, approachable, and driven by connection.**

At Queued Up, our writing style hits the sweet spot between structure and soul. We respect grammar—AP style, serial commas, the whole nine—but we’ll break the rules when it makes a sentence sing. Like a dissonant chord in a good song, *the right creative twist can stick with you.*

We write to the reader, not at them. That means saying “you” instead of “the customer,” and cutting the corporate fluff. Our sentences are short, sharp, and varied in rhythm—clean language, no filler. We default to active voice for **clarity and momentum**, using passive only when it truly serves the story.

Above all, our words sound like they come from someone who means it—because they do.

1. Social Media

Tone: *Casual, confident, plugged in*

"Sharing playlists is our love language."

"Tag the friend who hijacks the aux."

"Build your sound crew on QUp."

2. UX / In-App

Tone: *Friendly, clear, supportive*

"Create your first queue — just tap the +."

"No skips left? Start fresh or upgrade."

"Invite friends. Build the vibe."

3. Website / Landing Pages

Tone: *Inspirational, focused, slightly elevated*

"Your playlists, your people, your energy — all in one place."

"Queued Up brings music back to its social roots."

4. Email Campaigns

Tone: *Warm, lightly persuasive*

Subject Line:

"Built a vibe yet?"

Header/Body:

"You bring the crew. We bring the queue."

CTA: Start a Queue | See What's Trending

5. Customer Service

Tone: *Empathetic, respectful, solution-focused*

"Hey there — we hear you. Let's fix this fast."

"Got questions? We've got answers, and your back."

3.0

Content Strategy

Social Media Purpose

*Build brand **awareness**, **trust**, and **connection** with our core audience. Social is the heartbeat of our brand presence — fast, rhythmic, and rooted in culture.*

Style & Structure:

- Quick delivery, high impact — short and sweet
- Use modern slang, pop culture, and music references (when relevant)
- Avoid over-explaining — let the vibe and visuals carry the message
- Keep tone casual, confident, and current.

CTAs should be light, clear, and curiosity-driven. Example CTA:

“See what’s up next.”

“Add your sound. Build the queue.”

“Start the vibe.”

Video / YouTube / Reels Purpose

Tell stories, show the app in action, and create emotional pull through visuals and sound.

Style & Structure:

- Energetic, rhythmic language (think like writing lyrics)
- Voiceover should match tone — natural, not corporate
- CTAs should be embedded in story, not slapped on
- First 3 seconds matter — hook with mood or movement

Example intro line:

“You ever fight over who plays the next song? Not anymore.”

“Wedding DJ’s either love us or hate us”

Webpages & Blogs Purpose

Landing pages drive conversions; blogs build SEO and long-form trust. These are for users who've already shown interest and want more substance.

Style & Structure:

- Hybrid tone: casual but informative
- Prioritize clarity and benefits; show > tell
- Use headings, bullets, and clear sections to guide flow
- Aim for ~5-minute read time for blogs (~800–1000 words max)
- Stay authentic — don't write like a bot or AI-generated filler

Example blog tone:

"We built Queued Up to be the streaming app your group chat didn't know it needed. Here's why..."

Podcast / Audio Ads Purpose

Reach listeners in a passive but powerful moment. Speak like a trusted friend.

Style & Structure:

- Conversational tone, spoken-word style
- Paint scenes with sound and words — make it vivid
- Use music metaphors or real-world analogies
- Call-to-action should feel like a no-brainer

Example CTA:

“Download Queued Up and turn your next hangout into a full-on vibe.”

Outdoor / Print Marketing Purpose

Stop scrollers in the real world. These are moments to hook, not explain.

Style & Structure:

- Bold, visual-first
- Text should be minimal (think headlines, not paragraphs)
- Use brand taglines or simplified core messages
- Let design carry part of the message

Example copy:

"Built for the Aux Gods."

"Music. Better Together."

DO

Speak like a real person — confident, clear, and conversational.

Use energetic language that feels inspired, not overhyped.

Lean into musical metaphors and emotional connection.

Write with rhythm — vary sentence lengths for flow.

Focus on the reader: use you, your crew, your next session.

Keep it short, punchy, and benefit-driven.

DON'T

Don't sound robotic, corporate, or overly formal.

Don't overuse exclamation points — let the words carry the energy.

Don't write long, technical sentences or walls of text.

Don't use jargon, filler, or tired phrases ("innovative solution," "cutting-edge platform").

Don't write like you're explaining — write like you're inviting.

Don't forget the vibe — make it feel good to read.

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Conceptual Campaign Copy

These are poetic, branded scripts meant for launch, trailers, and hero content.

[Concept 1: Evolution of Sound]

For eons, we've listened together and always looked for the next big sound.

Vinyl dropped in 1930. CDs in '82. Streaming arrived in '99. But in 2025—it was perfected.

Enter Queued Up: A breakthrough streaming experience combining the best of music and community.

For artists: community tools that connect and grow.

For fans: instant access, real-time rooms, and curated soundscapes.

A new jam. A new way. A new era.

[Concept 2: What's Queued Up? / What's Up Next?]

What is queued up?

Community and collaboration at the heart of music streaming.

-Seamless and interactive experiences for artists and their fanbase.

-Providing dynamic solutions that fosters to connection and engagement at any social function.

-Enables users to create, share, and collab on playlist in real time.

-Make and share memorable moments through music.

-Listening parties. Curator Exclusives. Release Live Rooms. A better way to music.

What's Queued Up?

An app that changes everything.

“What If” Campaign Concept

Flexible headline/caption system. Call and response type — poetic, curious, memorable:

- *What if everyone could stream together? Any platform. Anywhere in the world.*
- *What if listening meant more than pressing play? Streaming together, live, across devices, platforms, and the world. Sounds like a good mix.*
- *What if exclusive curation, release rooms, and instant reactions were the norm?*
- *What if streaming had soul?*
- *What if there was a better way to stream...To party, To play, To game, To wedding, To practice, To DJ.*
- *Imagine a community built around your favorite music. What if it wasn't make believe?*

CTA Pairing:

Download Queued Up. A new way to stream, together.

Join a Room. Build your vibe.

Start listening like you live it.

Download Queued Up today and see for yourself.

Now there is. Download Queued Up—an app that changes everything.

Tagline / Identity Copy

What is Queued Up?

A multiplatform, community-powered music streaming app.

Music. Streaming. Community. All with a purpose.

Where everyone's on the same frequency.

What are you listening to?

The Jukebox of Tommorrow.

Microcopy / CTA Style Examples

Start a Room

Bring the crew

Curate the vibe

Your stream, your scene

Download now

See what's playing

Join the Queue

Listen to the Movement.

Crowdsource to Crowd Surf

4.0

Brand Elements









