



BRAND GUIDELINES · OCTOBER 2026

PostQueen

brand guidelines.

How to use the logo, the colours, the type and the name,
and the banners ready to share.



THE LOGO

A speech bubble *wearing a crown.*

Every post starts as a message, so the mark is a speech bubble. Its top edge is a crown, the Queen in PostQueen, and the three dots are your agent typing. The dots are cut out, so the background shows through.



Horizontal logo

The default: headers, articles, slides and anywhere there is room for the name.



App icon

Avatars, favicons and square spaces.



Stacked logo

Square spaces that need the name.



Mark

One colour: small marks, embossing, stickers.



Wordmark

The name alone, when the mark is already near.

LOGO USE

Pick the version, *give it room.*



Full colour, on light



Reversed, on dark



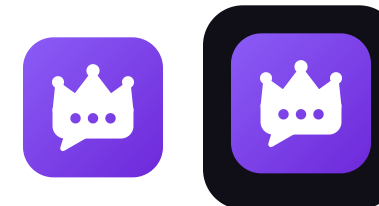
White, on brand purple



One colour, ink



One colour, white, on photos



The app icon, on anything



Clear space **x** on every side, where x is half the height of the tile.

SMALLEST SIZES



icon 16 px



logo 24 px



stacked 48 px

WHAT NOT TO DO

Keep the logo *as it is*.



Don't use the crown without the bubble.



Don't change the colours.



Don't fill in the dots.



Don't rotate or tilt it.



Don't stretch or squash it.



Don't add outlines, shadows or effects.



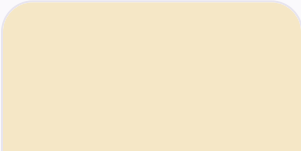
Don't retype the name in another font.



Don't place it where it lacks contrast.

Purple leads, *ink carries*.

Tile gradient · #8B5CF6 to #6D28D9 at 135° · the logo tile and the app icon only

 Brand purple #7C3AED · RGB 124 58 237 CMYK 48 76 0 7	 Brand strong #6D28D9 · RGB 109 40 217 CMYK 50 82 0 15	 Violet 340 #8B5CF6 · RGB 139 92 246 CMYK 43 63 0 4	 Ink #15131C · RGB 21 19 28 CMYK 25 32 0 89	 Night #100E16 · RGB 16 14 22 CMYK 27 36 0 91
 Canvas #FAF9FC · RGB 250 249 252 CMYK 1 1 0 1	 Lavender #F3EFFF · RGB 243 239 253 CMYK 4 6 0 1	 Violet 150 #C4B5FD · RGB 196 181 253 CMYK 23 28 0 1	 Cream #F5E7C6 · RGB 245 231 198 CMYK 0 6 19 4	 Gold #E7C57E · RGB 231 197 126 CMYK 0 15 45 9

Pages are mostly canvas and ink; purple is for the mark and for actions. Gold is for badges, never the logo. CMYK values are approximate. The full palette is in the colors folder as JSON and CSS.

Aa

HEADINGS AND TEXT
Plus Jakarta Sans
ExtraBold 800 for headings with -4.5% tracking, Regular and Medium for text.

Aa

THE ACCENT
Instrument Serif Italic
One phrase per heading, in purple. Never a whole heading or body text.

Aa

CODE AND DATA
JetBrains Mono
Commands, API names and small technical labels.

All three are free under the SIL Open Font License and are in the fonts folder.

Write the name *the same way, every time.*

✓	PostQueen	One word, capital P and capital Q.
Logo only	postqueen	Lowercase only inside the logo.
✗	Postqueen, Post Queen, POSTQUEEN, PQ	Never split, all caps or shortened.
✓	the agentic social media scheduler	How we describe PostQueen in one line.
✓	channels	The social accounts people connect. Networks are Instagram, TikTok and the rest.
✓	Forceplay OÜ	The company that makes PostQueen, in Tallinn, Estonia.

Say the result.

- ✓ “Four posts are on your calendar for next week.”
- ✗ “Supercharge your social media with AI.”

Keep the person in charge.

- ✓ “Your agent drafts, you decide.”
- ✗ “AI does everything for you.”

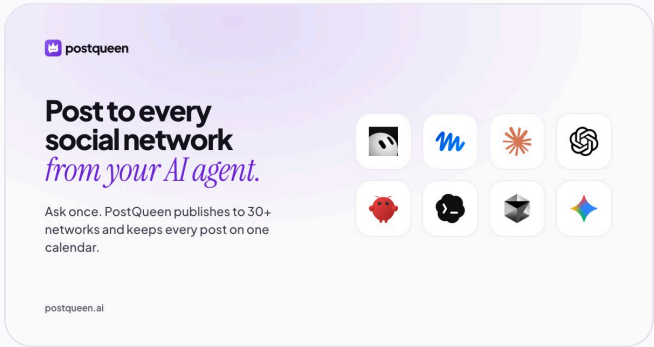
Use current product names.

- ✓ Grok Bot, Muse, Claude, ChatGPT
- ✗ Old names and “formerly” notes

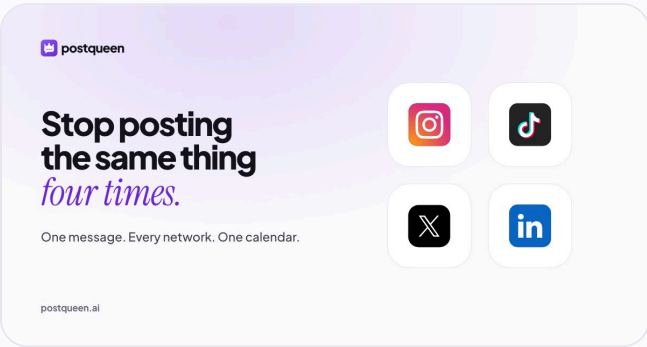
BANNERS

Banners that say *what you get.*

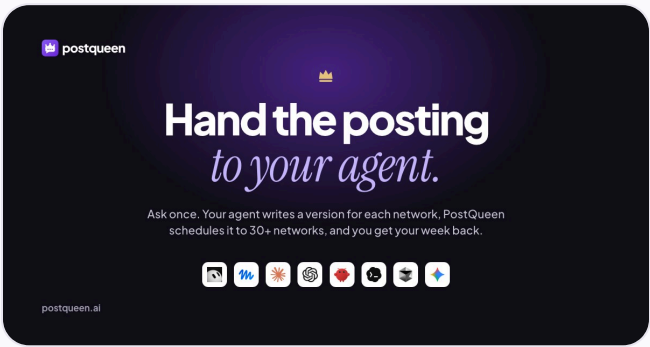
Seven banners in four sizes: 1200 × 630 for links and articles, 1600 × 900 for slides, 1080 × 1080 and 1080 × 1350 for social posts. PNG, in the banners folder.



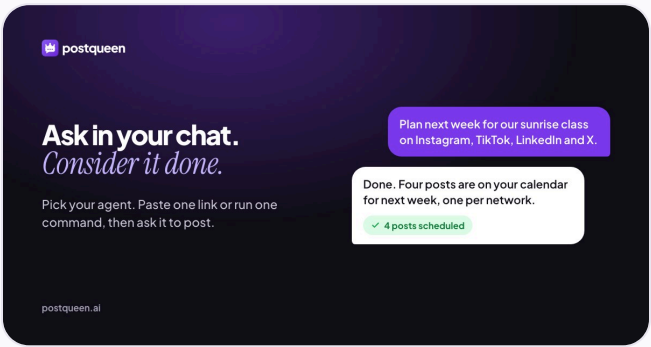
Post to every social network from your AI agent.



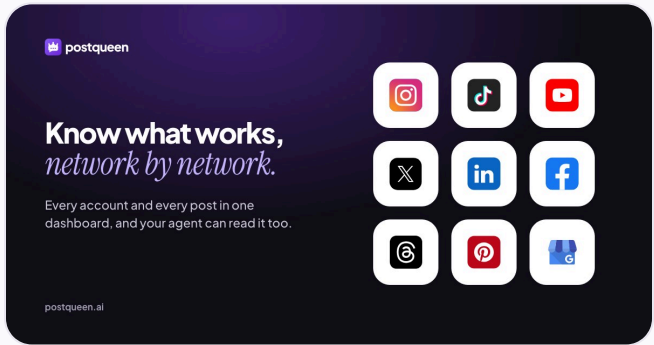
Stop posting the same thing four times.



Hand the posting to your agent.



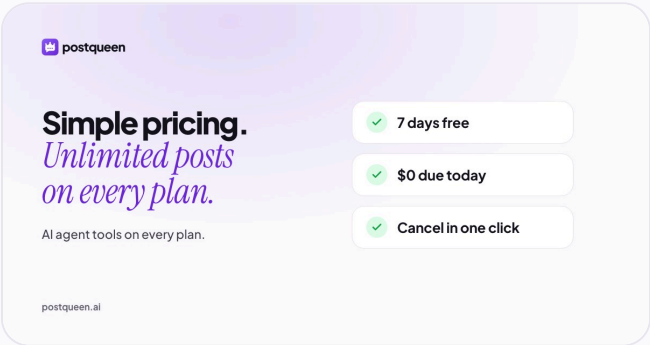
Ask in your chat. Consider it done.



Know what works, network by network.



30+ networks. One calendar.



Simple pricing. Unlimited posts on every plan.

PRESS CONTACT

Need a file

we don't have?

Another size, another format or a logo for a special case: write to US.

✉ press@postqueen.ai

WEBSITE	postqueen.ai
APP	app.postqueen.ai
DOCS	docs.postqueen.ai
PRESS KIT	postqueen.ai/press-kit
SUPPORT	support@postqueen.ai

