



# Tonal Brand Identity

Created by	noor g
Created time	@July 19, 2025 10:19 PM
Category	
Last edited by	noor g
Last updated time	@July 24, 2025 1:00 AM

(Refreshed July 19 2025)

## Mission & Vision

### Mission (≤30 words)

Turn "what should we watch?" into moments that make people feel **seen, synced, and stoked**—every single night.

### Vision (≤30 words)

In five years, UpNxt is **the hang-out button** the world taps to spark fresh stories, new friends, and braver creativity—no doom-scroll required.

## Core Brand Pillars (in our own words)

Pillar	Why it matters	Quick vibe check
<b>Connection</b>	Screens shouldn't numb; they should nudge us closer—to art, to people, to self.	"Felt like a friend cued this up for me."
<b>Empower user choice(Choice, Minus the Chaos)</b>	We hand the remote back to you—with one roll.	"Ahh... decision made, stress gone."
<b>Built on Trust &amp; Innovation</b>	We're viewers first, founders second. No sleazy data grabs, no ads	"These folks have my back—and my watchlist."

Pillar	Why it matters	Quick vibe check
	screaming at you.	
<b>Playful Boldness</b>	Dice, cherries, shaky-cam motion—discovery should feel like a little dare.	"That was fun—let's roll again."

## Audience Snapshot

- **Primary – The Exhausted Explorer (27, post-work scroll zombie)**  
Wants one mood-perfect pick + a reason to text a friend.
- **Secondary – Campus Connectors (Gen Z friend packs)**  
Dorm watch-party heroes who spread hype at light speed.
- **Also:** Couples & families ("50 First Fights"), Cine-maniacs, Nosy Nancies, Everyman/Everywoman time-savvy streamers.

## Brand Promise (in one line)

"One roll, one killer pick—shared with the people who matter."

## Messaging Ladder

- **Tagline: Roll the Dice.**
- **Rally Cry: Skip the scroll—roll / Roll the credits**
- **Proof We Walk the Talk:**
  1. 🎲 **Fuse** — smashes everyone's taste into one crowd-pleaser (zero drama).
  2. 💬 **Nudge** — send a rec, spark a chat, keep the vibe alive.
  3. 🔒 **Ad-free, data-light, privacy-tight.**
  4. 🍒 **Cherry Picks** — indie gems that whisper "we get you."

## Verbal Identity Cheatsheet

Do	Don't
----	-------

Talk like the friend who passes you the remote and a cup of tea.	Sound like a pushy salesman or a streaming PR bot.
Use verbs: <i>roll, fuse, nudge, dive, binge-better.</i>	Drown folks in buzzwords or Top-10 clickbait.
Sprinkle smart wit—one emoji max.	Over-pepper !!!!! or corporate jargon.

## Visual Direction Quick Hits

- **Palette:** Midnight blacks + ultraviolet-mauve fade + mint pops; Folly red for alerts.
- **Type:** Untitled Sans / Monument Grotesk / Söhne—giant, breathing headlines.
- **Texture:** 16 mm grain & tungsten warmth over normcore soft-UI cards.
- **Motion:** Dice shake, fuse glow, cherry twinkle; mix shaky-cam & static frames.

## Product–Brand Echoes

- Dice icon lives everywhere; hover = gentle roll.
- Fuse screen gradient swirls when tastes merge.
- Nudge card shows cherry + "Roll with this?" CTA.
- Greeting line: *"Feel connected tonight, ."*

## 90-Day Launch Map (abridged)

Phase	What we're dropping	Why it slaps
Weeks 1–2	TikTok daily skits ("decision fatigue in 15 sec")	Relatable lolz = instant shares.
Weeks 1–4	IG Reels 3×/wk – cinematic edits, Fuse demos	Leans into our film-core look.
Weeks 2–12	Campus movie nights + QR dice cards	Grassroots buzz, FOMO in dorms.
Weeks 3–12	Reddit/Twitter AMAs & indie-gem threads	Hooks cine-maniacs + retention.
Weeks 6–12	Email waitlist stories + referral perks	Keeps the hype simmering.

# Founder Playbooks (tl;dr)

## Founder A – "The Human Algorithm"

- Mini-essays, LinkedIn hot-takes, IG reels decoding film psychology.
- Ends with: "Ready to roll?" → UpNxt link.

## Founder B – "The Creative Connector"

- TikTok style flips, IG moodboards, poetry captions.
- Uses interactive "What's your dice roll?" filter → swipe-up to app.

## In-App Storytelling Arc

(Every touchpoint echoes the plot of a great short film: **Relief** → **Curiosity** → **Connection** → **Ownership** → **Belonging**)

Story Beat	UX Moment	Micro-Copy Tone	Emotional Goal
<b>Cold-Open: Relief</b>	Splash screen fades from deep-navy → ultraviolet gradient while the dice icon "exhales" and opens.	<i>"Breathe. We've got tonight covered."</i>	Instant signal that decision fatigue ends here.
<b>Inciting Incident: Curiosity</b>	2-tap onboarding: choose a <b>Mood</b> or hit <b>Roll the Dice</b> .	<i>"Feeling blank? Roll—let the night find you."</i>	User feels seen & playful control.
<b>First Pay-off: Connection</b>	The very first card shows a <i>surprisingly perfect</i> pick + tiny note: "5 friends felt this too."	<i>"Turns out you're not alone in loving soft-sci-fi redemption arcs."</i>	Proof that UpNxt "gets them" <b>and</b> links them to others.
<b>Mid-Point Twist: Ownership</b>	Prompt: "Tweak your dice?" → simple sliders for pace, vibe, length.	<i>"Dial up the thrill, downshift the runtime—your call."</i>	Confirms user agency; avoids algorithm dread.
<b>Climax: Fuse</b>	CTA: "Fuse with roommates" → haptic dice roll → single rec lands.	<i>"One roll. Zero fights. Hit play."</i>	The "whoa" group memory that fuels word-of-mouth.
<b>Resolution: Belonging</b>	After watch, Nudge pops: "Tell Sam what you thought?" + share GIF.	<i>"Give 'em a cherry-picked shout."</i>	Locks social loop, seeds daily habit.

Story Beat	UX Moment	Micro-Copy Tone	Emotional Goal
<b>Post-Credits Ritual</b>	Friday "Roll Call" notification highlights 3 community-loved hidden gems.	<i>"Here's what the UpNxt fam unearthed this week."</i>	Reinforces living community & discovery culture.

## 2. Messaging Framework for Social & Product

Layer	Core Line	Supporting Vocabulary	Why It Works
<b>Tagline</b>	<b>"Skip the scroll. Roll the dice."</b>	seen, synced, stash-worthy, fuse, cherry-picked, no-fuss	Bridges pain (scroll) to playful solution (dice).
<b>Brand Promise</b>	<i>"One roll. The right story. Real connection."</i>		Marries choice, art, community.
<b>Pillars in Plain Speak</b>	<b>Connect Deep · Choose Bold · Trust the Roll</b>		Easy for users to repeat.
<b>Hero Hashtags</b>	<b>#RollWithUs · #FuseCrew · #CherryPicked</b>		Unique + brand-owned SEO hooks.

## 3. Channel-Specific Storytelling Plays

Audience Slice	Best Hook	TikTok/Reels Format	Sample Caption (UpNxt voice)
<b>Watch-Party Warriors (students)</b>	Fuse magic demo	12-sec split-screen: roommates argue → roll → instant peace	"Roommates can't agree? <i>Roll the dice—watch what finds you.</i> #FuseCrew"
<b>Everyman / Wind-Down Solo</b>	Relief moment	POV: clock hits 9 PM, thumb hovers over endless apps → UpNxt solves in 3 secs	"Bed. Brain mush. One roll = perfect comfort flick. #SkipTheScroll"
<b>50 First Fights (couples)</b>	"Decision divorce-proof" humor	Stitch couples' Netflix fights → show Fuse outcome	"Therapy? \$200. Rolling one dice? Free...ish. 🍀"

Audience Slice	Best Hook	TikTok/Reels Format	Sample Caption (UpNxt voice)
<b>Cinemaniacs</b>	Surprise arthouse gem	Green-screen hot-take on obscure film surfaced by UpNxt	"How did an <i>Algor-who?</i> know I'd dig 1973 Polish sci-fi?"
<b>Nosy Nancies</b>	Celebrity watch-list tease	Carousel of trending creator watch-queues	"Yes, Zendaya rolled with a '90s rom-com Monday. Stalk away."

## Content Cadence

- **Daily TikTok/Reel (≤30 s):** one pain-point meme, one mood-vibe montage.
- **Weekly "Roll Call" carousel** on IG: 3 community-picked deep cuts, dice & cherry icons.
- **Bi-weekly Founder Split POV:** Founder A drops a cognitive-science angle on choice, Founder B remixes with style/humor.

## 4. Copy Cheatsheet (Plug-and-Play Lines)

- **Onboarding header:** "Tell us how you *feel* or just roll—we're cool either way."
- **Fuse CTA:** "Make the dice do couples therapy."
- **Empty-state:** "Thin dice today. Here's three instant lifelines."
- **Error 404:** "We're on thin dice—rolling it back now..."
- **Push Notif (post-watch):** "Cherry-picked convo starter inside 🍒."
- **Referral CTA:** "Bring a friend, get a Fuse Boost—faster rolls, wilder finds."