

FramePilot Brand Guidelines

Version 1.0 | January 2026

Brand Overview

Brand Essence

FramePilot is an AI-powered photo cropping tool that automatically detects subjects and generates perfectly framed vertical crops for social media. The brand embodies precision, speed, and intelligence — helping photographers and content creators eliminate tedious manual work.

Brand Personality

- **Targeted** — We find what matters in your photos
- **Intelligent** — AI that actually works, not gimmicks
- **Sharp** — Fast, precise, no-nonsense
- **Professional** — Built for working photographers, not hobbyists

Brand Voice

- Direct and confident, not boastful
- Technical but accessible
- Action-oriented — focus on outcomes, not features
- Slightly irreverent — we acknowledge the pain points honestly

Do say: "Drop a folder. Get vertical crops. Done." **Don't say:** "Our revolutionary AI-powered solution leverages cutting-edge technology..."

Logo

Primary Logo

The FramePilot logo consists of two elements:

1. **Logomark** — Viewfinder crosshair icon (frame brackets + targeting reticle)
2. **Wordmark** — "FramePilot" in DM Sans Bold

Logo Variations

Variation	Usage
Full logo (icon + wordmark)	Primary use — website header, marketing materials
Logomark only	App icon, favicon, social avatars, small spaces
Wordmark only	When horizontal space is limited, text-heavy contexts







Logo Clear Space

Maintain clear space around the logo equal to the height of the "F" in FramePilot on all sides.

Minimum Sizes



- **Full logo:** Minimum width 120px
- **Logomark only:** Minimum width 32px
- **Favicon:** 16px, 32px, 48px versions

Logo Don'ts

-  Don't rotate the logo
-  Don't stretch or distort
-  Don't change the colors outside brand palette
-  Don't add drop shadows or effects
-  Don't place on busy backgrounds without contrast
-  Don't separate the crosshair elements

Color Palette

Primary Colors

Color	Hex	RGB	Usage
Electric Orange	 #FF6B35	255, 107, 53	Primary accent, CTAs, logo, highlights
Dark Charcoal	 #0F1419	15, 20, 25	Primary background

Secondary Colors

Color	Hex	RGB	Usage
Orange Dim	<div><div></div>#E55A2B</div>	229, 90, 43	Hover states, secondary accents
Orange Glow	<div>rgba(255, 107, 53, 0.15)</div>	—	Glow, subtle backgrounds
Orange Glow Strong	<div>rgba(255, 107, 53, 0.3)</div>	—	Active states, emphasis

Neutral Colors

Color	Hex	RGB	Usage
Background Primary	<div><div></div>#0A0A0B</div>	10, 10, 11	Page backgrounds
Background Secondary	<div><div></div>#111113</div>	17, 17, 19	Cards, sections
Background Tertiary	<div><div></div>#1A1A1D</div>	26, 26, 29	Elevated elements
Background Card	<div><div></div>#151517</div>	21, 21, 23	Card backgrounds
Border	<div><div></div>#2A2A2E</div>	42, 42, 46	Dividers, borders
Text Primary	<div><div></div>#FFFFFF</div>	255, 255, 255	Headings, important text
Text Secondary	<div><div></div>#A0A0A5</div>	160, 160, 165	Body text
Text Dim	<div><div></div>#6B6B70</div>	107, 107, 112	Captions, metadata

Semantic Colors

Color	Hex	Usage
Success	<div><div></div>#22C55E</div>	Checkmarks, confirmations
Error	<div><div></div>#EF4444</div>	Error states
Warning	<div><div></div>#F59E0B</div>	Warnings

Color Application

Dark Mode Only FramePilot uses a dark color scheme exclusively. This aligns with professional photography

software (Lightroom, Capture One) and reduces eye strain during extended use.

Orange as Accent Orange should be used sparingly for maximum impact:

- Call-to-action buttons
- Logo and brand elements
- Interactive highlights
- Progress indicators
- Key data points

Backgrounds Layer backgrounds to create depth:

- Page: #0A0A0B
 - Section alternation: #111113
 - Cards/elevated: #151517 or #1A1A1D
-

Typography

Font Family

Primary Font: DM Sans

- Use for all display and body text
- Weights: Regular (400), Medium (500), Semi-Bold (600), Bold (700)
- Available on Google Fonts

Monospace Font: Space Mono

- Use for data, statistics, code, technical values
- Weights: Regular (400), Bold (700)
- Available on Google Fonts

Type Scale

Element	Font	Size	Weight	Line Height
H1 (Hero)	DM Sans	48-60px	Bold (700)	1.1
H2 (Section)	DM Sans	32-40px	Bold (700)	1.2

Element	Font	Size	Weight	Line Height
H3 (Card title)	DM Sans	20-24px	Semi-Bold (600)	1.3
Body Large	DM Sans	18px	Regular (400)	1.7
Body	DM Sans	16px	Regular (400)	1.6
Body Small	DM Sans	14px	Regular (400)	1.5
Caption	DM Sans	12-13px	Medium (500)	1.4
Label	DM Sans	12px	Semi-Bold (600)	1.4
Data/Stats	Space Mono	24-32px	Bold (700)	1.2
Code	Space Mono	14px	Regular (400)	1.5

Typography Guidelines

Headings

- Use tight letter-spacing (-0.02em to -0.03em)
- Sentence case preferred ("Stop cropping photos" not "Stop Cropping Photos")
- Keep headlines short and punchy

Body Text

- Maximum line width: 65-75 characters
- Use ■ #A0A0A5 for body text, □ #FFFFFF for emphasis
- Generous line height (1.6-1.7) for readability

Labels & UI

- Use uppercase + letter-spacing (0.1em) for section labels
- Keep UI text concise



Iconography

Logo Icon Style

The FramePilot crosshair icon uses:

- 2px stroke weight
- Rounded corners on bracket ends
- Centered targeting reticle

UI Icons

- Use outline/stroke style (not filled)
- 2px stroke weight
- Rounded line caps and joins
- 24px default size
- Color:  #A0A0A5 default,  #FF6B35 for active/accent

Recommended Icon Sets

- Lucide Icons (preferred)
 - Feather Icons
 - Heroicons (outline variant)
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Imagery

Photography Style

When using photos in marketing:

- Show real photography scenarios (weddings, sports, events)
- Dark, moody aesthetic preferred
- Avoid generic stock photography
- Show before/after cropping examples when possible

UI Screenshots

- Always show the actual app interface
- Use dark mode only
- Include realistic photo content
- Highlight the crop overlay with orange accent




Mockups

- Use dark device frames (Space Gray, Dark)
 - Prefer desktop mockups (this is a desktop app)
 - Keep backgrounds simple and dark
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Components

Buttons




Primary Button

- Background:  #FF6B35
- Text:  #0A0A0B (dark)
- Border radius: 8px
- Padding: 12px 24px
- Hover:  #FFFFFF background with orange glow



Secondary Button


- Background:  #1A1A1D
- Border: 1px solid  #2A2A2E
- Text:  #FFFFFF
- Border radius: 8px
- Hover: Border color  #6B6B70

Cards


- Background:  #111113 or  #151517
- Border: 1px solid  #2A2A2E
- Border radius: 12px
- Padding: 24-32px

Form Inputs

- Background:  #1A1A1D
- Border: 1px solid  #2A2A2E
- Border radius: 8px

- Focus: Border color  #FF6B35

Badges/Tags

- Background: `rgba(255, 107, 53, 0.15)`
 - Text:  #FF6B35
 - Border radius: 100px
 - Padding: 6px 14px
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Motion

Principles

- Subtle and purposeful
- Enhance understanding, don't distract
- Quick durations (150-300ms)

Transitions

- Use `ease` or `ease-out` timing
- Hover transitions: 200ms
- Page transitions: 300ms

Hover Effects

- Buttons: Slight lift (`translateY(-2px)`) + glow
- Cards: Border color change to orange
- Links: Color transition to white

Loading States

- Use orange accent for progress indicators
 - Pulse animation for processing states
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Voice & Messaging

Tagline

"Smart crops. Zero effort."

Value Propositions

1. **Speed** — "100 photos. 47 seconds."
2. **Intelligence** — "AI that finds what matters"
3. **Simplicity** — "Drop a folder. Get vertical crops. Done."
4. **Value** — "One price. Unlimited crops. Forever."

Tone Examples

✓ Do:

- "Stop cropping photos one by one."
- "You didn't sign up to be a cropping machine."
- "This paid for itself on day one."

✗ Don't:

- "Revolutionary AI-powered cropping solution"
 - "Leverage cutting-edge machine learning"
 - "Unlock your creative potential"
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File Naming

Assets

- `framepilot-logo-full.svg`
- `framepilot-logo-icon.svg`
- `framepilot-logo-wordmark.svg`
- `framepilot-icon-32.png`
- `framepilot-icon-64.png`
- `framepilot-icon-512.png`

Colors (CSS Variables)

CSS

```
:root {  
  --orange: #FF6B35;  
  --orange-dim: #E55A2B;  
  --orange-glow: rgba(255, 107, 53, 0.15);  
  --orange-glow-strong: rgba(255, 107, 53, 0.3);  
  --bg-primary: #0A0A0B;  
  --bg-secondary: #111113;  
  --bg-tertiary: #1A1A1D;  
  --bg-card: #151517;  
  --border: #2A2A2E;  
  --text-primary: #FFFFFF;  
  --text-secondary: #A0A0A5;  
  --text-dim: #6B6B70;  
  --success: #22C55E;  
}
```

Contact

Brand Owner: ContentHype Pty Ltd **Website:** framepilot.com **Email:** support@framepilot.com

These guidelines ensure consistent brand representation across all FramePilot touchpoints. When in doubt, prioritize clarity, professionalism, and the user's time.