

Cropper Brandbook

Version covered: 2.3.7 (build 27)

Product name: Cropper: Video Editor

Short name: Cropper

Tagline: Zero time. Zero timeline.

Supporting line: Reframe videos in seconds.

Publisher: After Video Inc.

1. Brand essence

Cropper is a precision tool for turning wide (16:9) footage into perfectly framed vertical (9:16) clips — without cloud upload, without timeline surgery, and without giving up creative control.

The brand promise is cinematic reframing that feels as immediate as touching the subject you want in frame.

Core idea: Play the clip. Touch the frame. Export.

2. Positioning

Pillar	Statement
Privacy-first	Processing stays on device. No account required for the core edit loop.
Gesture-native	Hand drag, left/right swipe pan, pinch zoom, and tap keyframing are the primary interface — not a dense NLE timeline.
Cinematic	Movie / Sport / Smooth transitions give broadcast-grade crop motion.
Creator-ready	Built for podcasts, sports/TV highlights, fashion runways, and social verticals (Reels, TikTok, Shorts).

Audience: Podcasters, sports creators, fashion/lifestyle editors, journalists, and anyone converting landscape source into mobile-first video.

3. Name & product identity

Element	Spec
App display name	Cropper: Video Editor
Wordmark	"Cropper" — elegant serif logotype in white on dark UI
Edition mark	"N° 02" used as a quiet editorial stamp in product UI
Bundle ID	<code>com.aftervideo.clipfeed</code>
Icon concept	Yellow square with black play-triangle crop mark (end-card / store treatment)

Do not abbreviate to "CF" or "Clipfeed" in public marketing. Use **Cropper**.

4. Color system

Extracted from product UI (v2.3.7 era):

Token	Role	Approx. hex
<code>cf-black</code>	App canvas / brand field	<code>#0C0C0C</code> – <code>#121212</code>
<code>cf-surface</code>	Cards / panels	<code>#1A1A1A</code> – <code>#222222</code>
<code>cf-accent</code>	Primary actions, selection, crop frame	<code>#F5B041</code> – <code>#E8A020</code> (gold / amber)
<code>cf-text</code>	Primary copy	<code>#FFFFFF</code>
<code>cf-muted</code>	Secondary copy	<code>#9A9A9A</code>
<code>cf-ready</code>	Status "READY"	<code>#3DDC84</code> (green)
<code>cf-danger</code>	Destructive (reset)	<code>#E24A4A</code>

Rules

- Gold is reserved for primary CTA (Export), selected tools, crop overlays, and instructional "golden frames."
- Never use purple-gradient "AI generic" styling.
- Dark field + gold accent is the permanent look; do not invert for marketing heroes unless store templates require light backgrounds.

5. Typography

Use	Style
Brand wordmark	Serif display ("Cropper")
UI labels / body	Clean modern sans-serif
Timecode / zoom readout	Monospace (technical precision)

Tone of type: editorial + technical — never playful bubble fonts, never Inter-as-default marketing stacks if a distinctive pair is available.

6. Voice & messaging

Voice: Confident, concise, operator-grade. Speak like a working cinematographer, not a growth-hack SaaS.

Preferred phrases

- Zero time. Zero timeline.
- Tap who should be in frame.
- Swipe to follow the action.
- Pinch to zoom like Photos.
- On-device. Private. Ready for Reels.

Avoid

- "AI magic" without naming the real capability
 - "Upload and enhance in the cloud"
 - Timeline jargon as the hero pitch
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7. Signature interaction language (brand features)

These interaction patterns are part of Cropper's product identity and should be named consistently in marketing and IP materials:

1. **Finger editing (Hand tool)** — drag / swipe the crop horizontally (and nudge vertically) across wide source.
2. **Swipe left / right** — pan the 9:16 window across 16:9 footage while playing or scrubbing.
3. **Pinch to zoom** — two-finger magnify/reduce crop zoom (live readout, e.g. **1.2×**).

4. **Tap editing (Keyframe tool)** — tap subjects on canvas (podcast hosts, athletes, models) to drop crop centers over time; transitions interpolate between taps.
5. **Track** — tap a subject and let on-device vision follow.
6. **Smooth / Movie / Sport** — named transition styles between keyframes.

Podcast storyboard language (reference):

"Tap Host A → Tap Host B → Tap Guest" with the promise *Zero time. Zero timeline.*

8. UI motifs to preserve

- Vertical gold crop rectangle over landscape preview
 - Tool strip: Hand · Keyframe · Track (and gesture icons for hand / pinch / target)
 - Timeline filmstrip with keyframe dots
 - Large gold **Export Video** button
 - PRO LIFETIME / READY status chrome
 - Golden instructional frames in How-To tips
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9. Logo / end-card layout

End-card composition (from podcast storyboard):

1. Yellow Cropper mark (play-in-square)
2. Wordmark **Cropper**
3. Tagline: **ZERO TIME. ZERO TIMELINE.**
4. Sub: Reframe videos in seconds.
5. App Store + Google Play badges

Clear space: keep mark free of other UI chrome; prefer full-bleed black field.

10. Photography & demo content

Approved demo genres matching brand claims:

Genre	What to show
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Podcast	Multi-host table; tap between speakers
Sports / TV	Wide broadcast; swipe/track athlete + ball
Fashion	Runway / lookbook wide shot; follow model
Result	Tight 9:16 export of the same moment

Always show **wide source** → **vertical crop** in the same frame or in a before/after pair.

11. Legal brand notes

- Product name **Cropper** and distinctive logo/wordmark treatments should be treated as trademarks (separate from copyright).
 - Publisher credit: **After Video Inc.**
 - Support / privacy properties referenced in store copy: toolsfornews.com
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12. Asset checklist for this pack

See [assets/](#) for supporting stills used in this brandbook and companion IP docs:

- Podcast tap-editing storyboard
- Swipe left/right gesture overlays
- Pinch + zoom UI
- Menu (tools, zoom, transitions)
- Enhancement + caption screens
- Exported vertical result