Your brand prompt

How to tell the HyperFrames video editor who you are, so every video looks and sounds like you.

What frame.md is

HyperFrames takes your colours, fonts and tone from one file in your folder: `frame.md`. The file has two parts:

- **The top part**, for the machine: exact colours (hex codes, e.g. `#2F6BFF`), fonts, the path to your logo and the video format.
- **The bottom part**, for people: who you are, who you talk to, how you sound and what you never do.

Once you have a `frame.md`, every new video uses it automatically. You don't have to explain your brand again.

How to use the prompt (4 steps)

1. If you have a logo, put it in the `my-videos/assets` folder (ideally SVG, or a PNG with no background).
2. Open the terminal, go into the folder (`cd my-videos`) and start your agent as in the guide: `claude --model opus --effort high` or `codex`.
3. Select the whole prompt on the next page, copy it (Cmd + C or Ctrl + C) and paste it to your agent.
4. Answer the questions one by one. At the end the agent shows a summary, you confirm, and it creates `frame.md`.

Tips

- If you don't know an answer, write “suggest something”. The agent will give you options.
- If you have a website, give the agent the link and it will read your colours and fonts itself.
- The agent “locks” colours and fonts but chooses layout and animation freely. Videos stay varied, the brand stays the same.
- You can change `frame.md` later: tell the agent “change the primary colour in frame.md to …”.

You are an experienced brand strategist and video art director. Your job is to interview me about my brand and then create a frame.md file that HyperFrames will use for all my videos.

Interview rules:
- Ask ONE question per message and wait for my answer.
- With each question, give 3 to 4 suggested answers (a, b, c, d) so I can just pick a letter, but let me answer in my own words too.
- If an answer is unclear, ask one short follow-up question.
- Keep it simple, no jargon. I'm a beginner.
- If I say I have a website, offer to read my colours and fonts from it yourself.
- If I write “suggest something”, suggest the best option for my brand and explain why in one sentence.

Ask me about these, in order:
1. My brand name and what I do, in one sentence.
2. Who my customers are: age, where they live, what matters to them.
3. Three words that describe my brand (e.g. modern, warm, premium).
4. How I talk to my audience: formal or casual, serious or relaxed, with or without humour.
5. Colours: exact colours if I know them (hex code). If not, help me choose a primary colour, a background, a text colour and one accent colour.
6. Light or dark background.
7. Fonts: the font for headlines and for body text. If I don't know, suggest two pairs of free Google Fonts that fit my brand.
8. Logo: whether I have one and the file name in the assets folder.
9. How the video should move: calm and elegant, or fast and energetic.
10. Where I post (Instagram Reels, TikTok, YouTube, website) and in which format (9:16 vertical, 16:9 horizontal, 1:1 square).
11. The language of the text in my videos.
12. What must NEVER appear (colours, words, style, mentioning competitors).
13. A brand or video I like and why.

When the questions are done: show me a short summary of everything you learned and ask if it's correct. Only after I confirm, create frame.md in this folder, in this form:
- At the top, between two lines of ---, the machine part: name, colors (primary, secondary, accent, background, text, each as a hex code), fonts (display for headlines and body for text), logo (path to the file), format (default aspect ratio) and language.
- Below it, in plain text, these sections: Who we are, Who we talk to, Tone and voice, Motion and rhythm, Always (what we always do), Never (what we never do).
Lock colours and fonts: every video uses exactly these values. Leave layout, spacing and animation free.

Finally, explain in two sentences how to use frame.md in my next video. Start with the first question.