

The logo for NexusCut is a stylized 'X' formed by a blue line with a yellow-to-orange gradient. The right side of the 'X' is shaped like a film strip with sprocket holes. The logo is set against a dark blue rounded square background.

Brand Guidelines & Partner Assets

Version 1.0 - July 2026

1. Our Brand Colors

NexusCut relies on a sleek, dark-mode-first aesthetic with vibrant, energetic accents to reflect the modern creator economy.



Nexus Indigo

HEX: #6366F1



Creator Blue

HEX: #3B82F6



Studio Dark

HEX: #030712

Usage Guidelines

- Use Studio Dark for all backgrounds.
- Use Nexus Indigo for primary buttons and CTAs.
- Use Creator Blue for secondary accents and gradients.

2. Logo Usage



Dos and Don'ts

- DO use the official vector logos provided in the 'Logos' folder of this zip.
- DO leave at least 1x the height of the logo as clear breathing room around it.
- DO NOT alter the proportions, stretch, or skew the logo.
- DO NOT apply filters or drop shadows to the logo.
- DO NOT change the approved brand colors.

NexusCut Official Brand Guidelines

3. UI Previews

Feel free to use these interface mockups in your promotional videos, newsletters, and reviews. High-resolution versions are included in the 'UI-Mockups' folder of this ZIP archive.



4. Key Talking Points

What is NexusCut?

NexusCut is the next-generation AI video editor designed exclusively for vertical short-form content (TikTok, YouTube Shorts, Instagram Reels).

Key Features to Mention:

1. Growth Mode: 1-click AI feature that detects the most engaging parts of your video and automatically applies viral hooks and high-retention subtitles.
2. Auto-Captions: 99% accurate AI captions that can be styled like Alex Hormozi or Ali Abdaal with just one click.
3. AI Voice Studio: Hyper-realistic text-to-speech for faceless channels.
4. Auto-Reframe: Automatically crops landscape (16:9) video into vertical (9:16) while keeping the speaker centered.

The Pitch for Creators:

Stop spending 4 hours editing a single 60-second Short. NexusCut automates the tedious parts of editing (captioning, zooming, b-roll) so you can focus on recording and growing your audience.

5. Email Swipe Copy

Use this pre-written email template to send to your newsletter subscribers.

Subject: How I cut my video editing time in half

Hey [Name],

If you're creating TikToks or YouTube Shorts, you already know that editing takes up way too much time. Transcribing subtitles, adding pop-in animations, finding sound effects... it's exhausting.

I recently started using a new AI video editor called NexusCut, and it completely changed my workflow.

It has a feature called "Growth Mode" that literally auto-edits the video for you, adding viral hooks, perfect captions, and zooming in and out automatically to keep retention high.

You can try it out for free here: [YOUR_AFFILIATE_LINK]

Let me know what you think!

Best,
[Your Name]