Bold Editorial

A portfolio template for photographers, directors and art directors who want the work up front. This guide shows you how to make it yours. No design or coding knowledge needed.



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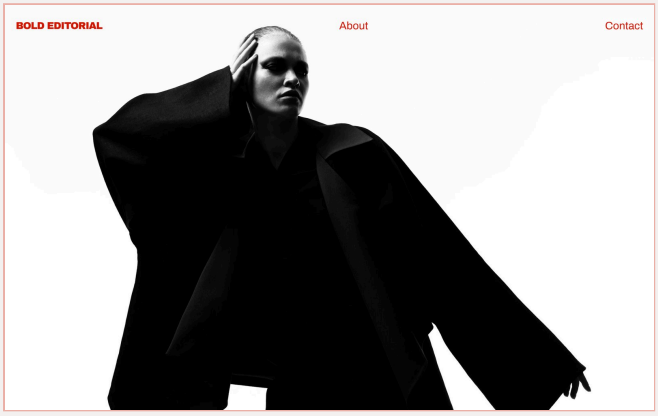
How to read this guide. Steps 1, 2, 4 and 5 are all most people need: your details, your colour, your projects. The rest is optional. Everything is done from Framer's CMS, the canvas and the settings panels. You never have to open code.

Words used in this guide

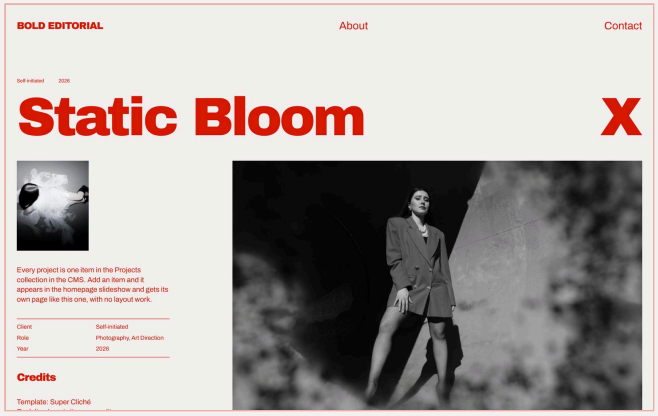
CMS	Framer's content manager, in the left sidebar. It works like a set of forms: one per project, plus one with your details.
Canvas	The big area in the middle of Framer where you see and edit the pages.
Settings panel	The panel on the right with the options for whatever you have selected.
Layer	Any element on a page: a text, a picture, a box. Layers are listed in the left sidebar.
Styles	Saved colours and saved text styles. Change a style once and everything using it updates.
Layout template	A shared frame that wraps pages. Here it holds the top bar, so you edit it in one place.

The site at a glance

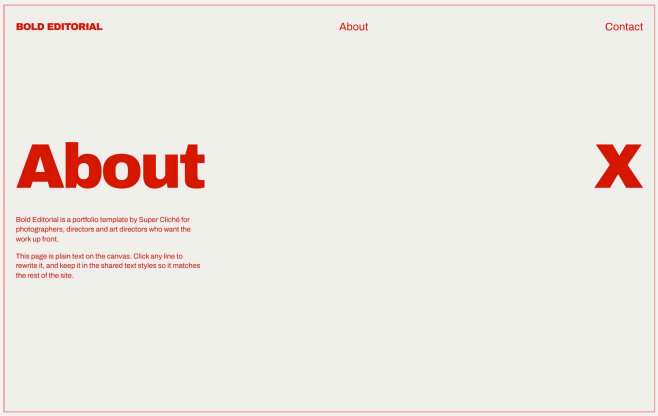
Five pages. The home slideshow and the project pages fill themselves from the CMS.



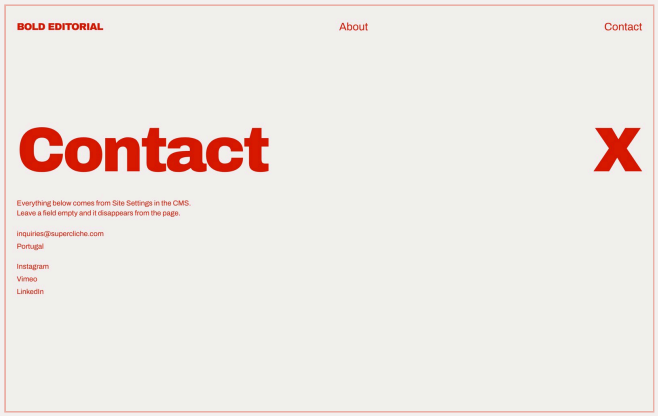
Home. A full-screen slideshow of your project covers with a flash between pictures. Click a picture to stop it and show the title. Click the title to open the project.



Project page. One per project in the CMS, made automatically. Title, details, cover, then your own mix of pictures, videos and text.



About. Plain text on the canvas. Click a line and type.



Contact. Email, phone, location, agency and social links, all from your details in the CMS. Empty ones are hidden.



404. Shown when someone opens an address that doesn't exist, with a link back home.

Phones and tablets are done. Desktop, tablet and phone versions are already designed. You don't need to set them up.

Where everything lives

Almost everything you'll want to change is in one of these places.

What you want to change	Where you change it
Your name, logo, email, phone, location, agency, social links	CMS → **Site Settings** (one form)
Projects: title, cover, details, pictures, videos, text	CMS → **Projects** (one form per project)
The red and the background of the whole site	Colour styles: **Text Color** and **Background**
Fonts and text sizes	Text styles (12 of them, see Step 3)
The top bar on every page	Layout template **Main Layout**
Speed, flash and look of the home slideshow	Home page → select **Hero Slideshow** → settings panel
About text, the line on Contact, the 404 text	Click the text on the canvas and type
Site title and description for Google	Framer's site settings (Step 8)

The CMS

- **Site Settings** has a single item with your details. Don't add a second one; the site only reads the first.
- **Projects** has one item per project. The template comes with 10 sample projects you can edit or delete.

The sample text explains the template. Each sample project's description and the About, Contact and 404 text describe a feature of the site. Read them once, then replace them with your own words. Replace the sample photos and the sample video with your own work too.

Step 1

Your details and logo

Open CMS → Site Settings and fill in the form. This is what the template ships with:

Site Settings 1 item

Your Name	BOLD EDITORIAL
Logo (SVG file, optional)	empty → name shows
Logo Height	36
Email	inquiries@supercliche.com
Phone	empty → hidden
Location	Portugal
Represented By	empty → hidden
Instagram Link	https://www.instagram.com/...
TikTok Link	empty → hidden
Vimeo Link	https://vimeo.com/...
YouTube Link	empty → hidden
LinkedIn Link	https://www.linkedin.com/in/...
Behance Link	empty → hidden

Name or logo

The top-left corner of every page shows **Your Name**. Upload a **Logo** and it replaces the name.

- The logo must be an **SVG file**. Illustrator, Figma and Affinity can all export one.
- It's **recoloured to the site's Text Color** and shown as one solid shape, so details that rely on different colours won't show.
- **Logo Height** is its height in pixels on desktop. It scales down on phones by itself.
- Delete the logo from the form to go back to the name.

Contact details

Everything from Email down appears on the Contact page. Paste full links for social profiles, starting with https://. **Leave a field empty and it disappears.**

BOLD EDITORIAL About Contact

The top bar: your name or logo, About, Contact. It lives in the Main Layout template, so it's the same on every page.

Step 2

Colours

The whole site uses two colour styles. Change one and every page, line, logo and cursor follows.



Text Color

#D61900. Titles, text, links, lines, the X, the logo and the round cursor.

Background

#F3F0EF. Page background, the open slideshow picture and fullscreen pictures.

How to change them

1. Open the colour styles in Framer. You'll see **Text Color** and **Background**.
2. Click one and pick a new colour.
3. Everything that uses it updates.

Why this red

The top bar sits on top of your photos on the home page, and on the plain background everywhere else. #D61900 was picked to read well on both: 4.6 : 1 against the background, and the top bar text is set large enough to count as large text over photos.

If you pick your own colours, check the pair with any free contrast checker. Aim for at least **4.5 : 1** between Text Color and Background, since the small text (details, credits, contact) uses them. Very light text colours will also get lost over bright photos on the home page.

Step 3 · optional

Fonts and text styles

All text on the pages uses one of 12 text styles. Change the font or size inside a style and every text using it updates, on every breakpoint.

Style	Font	Size (desktop / tablet / phone)	Used for
Display	Archivo Black	140 / 90 / 44	About, Contact, 404 titles
Project Title	Archivo Black	120 / 80 / 38	Project page title
Slide Title	Archivo Black	56	Title on the slide design
Heading	Archivo Black	24 (32 on phone)	"Credits" and similar headings
Menu Icon	Archivo Black	34	Menu icon
Nav	Archivo	24 (15 on phone)	About and Contact in the top bar
Menu Link	Archivo	26	Menu links
Text Link	Archivo	18	Stand-alone links
Body	Archivo	16	Paragraphs
Label / Label Strong	Archivo / Archivo 500	13	Details, credits, contact lines
Meta	Archivo	11	Tags above the project title

Links inside text use the link style **Body Link**: underlined, the underline goes away on hover.

Text that has its own Font setting

A few parts are small components and don't use text styles. Select them and type the font's exact name in their **Font** setting:

- **Name or Logo** in the top bar (inside Main Layout).
- **Hero Slideshow** on Home: **Title Font** and **Link Font**.
- **Close** (the X), **Block Content**, **Contact Details**, **Back to Top** and **Fullscreen Pictures**.

Use a font that's already on the site. A font typed into one of these settings only loads if a text style uses it too. Change the text styles first, then type the same name in the components. Project titles stay on one line, so check phone and tablet if you switch to a much wider font.

Step 4

Add a project

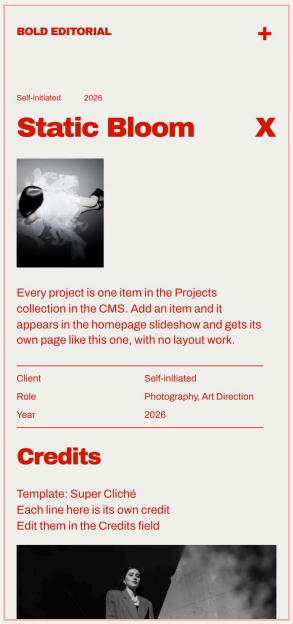
Open CMS → Projects and add a new item. Its page is created automatically and it joins the home slideshow.

Field	What it does
Title	The project name. Huge on the project page and on the slideshow. Keep it short: it stays on one line.
Slug	The end of the page address, e.g. /projects/static-bloom. Filled in from the title.
Cover Picture	The slideshow picture and the big picture on the project page. **Use a horizontal picture**, at least 2400px wide. It's cropped from the top, so heads stay in frame.
Client, Year, Role	Short details under the description and above the title.
Description	A short text about the project, next to the cover.
Credits	One credit per line. Each line shows as its own credit.
Small Picture	A small extra picture above the description.
Blocks	Everything below the cover. See Step 5.

Order, drafts and deleting

- The **order in the CMS** is the order in the slideshow. Drag projects up or down to change it.
- A project set to **Draft** doesn't appear on the live site, in the slideshow or as a page.
- Deleting a project removes its page and its slide.

Alt text. Every picture field has an alt text. Write a few words about what's in the picture. Screen readers read it out and search engines use it. All sample pictures have one, so replace those too.



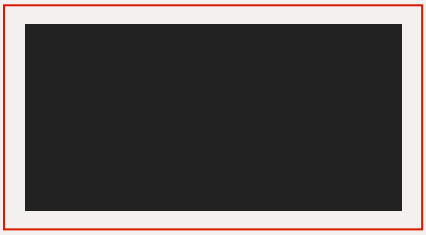
A project page on a phone.

Step 5

Build a project page with blocks

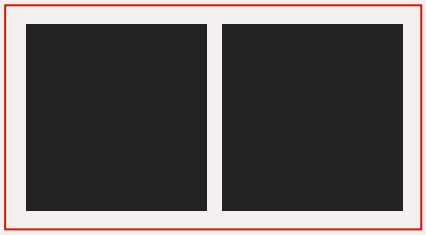
Each project has a list called **Blocks**. Every block is one row on the page. Add as many as you want, in any order.

What a block shows depends on what you fill in



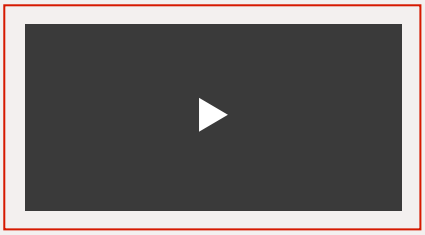
One picture

Fill in **Picture**. Full width, never cropped.



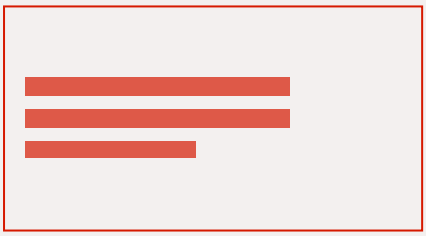
Two pictures

Fill in **Picture** and **Second Picture (Side by Side)**.



Video

Upload an MP4 in **Video**. Plays silently on a loop.



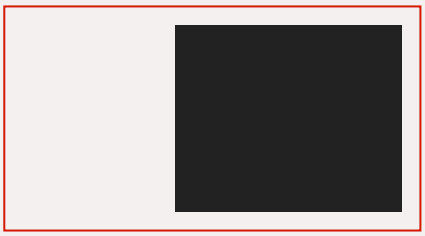
Text

Fill in only **Text**.



Picture with caption

Fill in **Picture** (or Video) **and** Text.



Smaller, on the right

Switch on **Make Smaller** and **Place on the Right**.

The two switches

Make Smaller	The block takes 60% of the width. On phones it's always full width.
Place on the Right	Moves a smaller block, or a text block, to the right. Off = left.

Step by step

1. Open the project in CMS → Projects and scroll to **Blocks**.
2. Add a block, fill in Picture, Video or Text, and set the switches.
3. Add the next one. Drag blocks to change their order. Delete a block to remove it.

Keep videos light. Short MP4s, around 720p and a few MB, keep pages fast. The sample video is 1366×720.

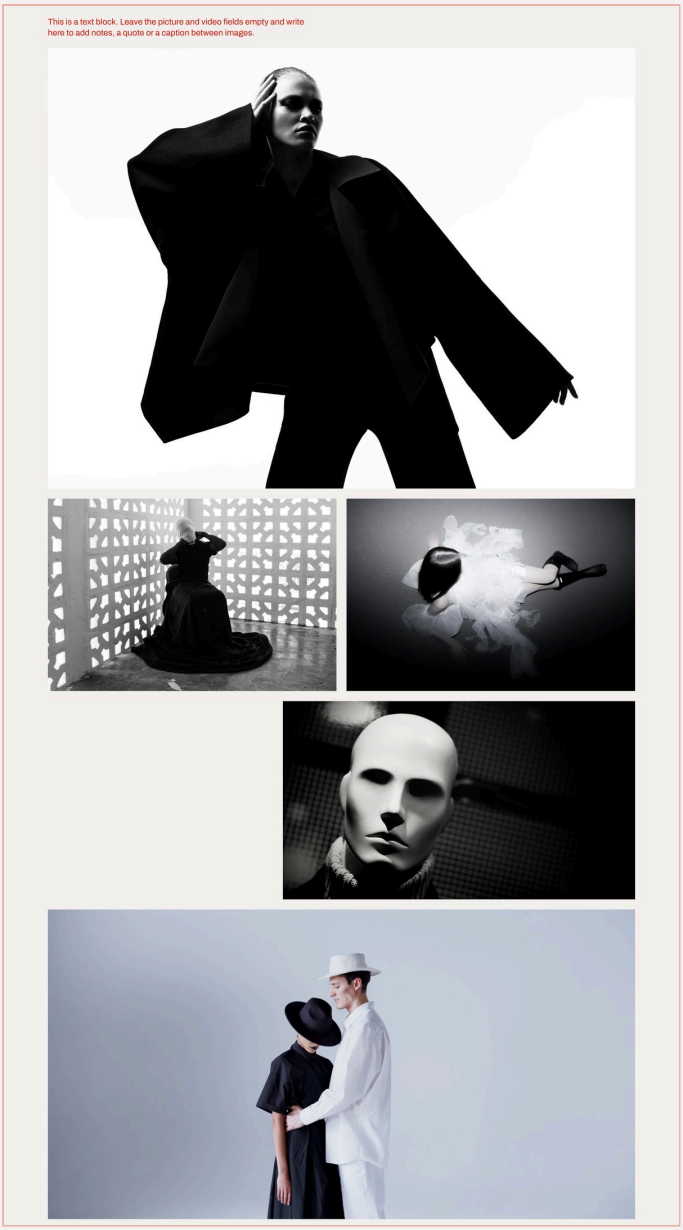
An example project

The page on the right is the sample project **Static Bloom**. Below the cover, its blocks are:

Blocks	5 items
1	Text
2	Picture
3	Picture + Second Picture
4	Picture · Make Smaller · Right
5	Picture

Good to know

- Pictures keep their own shape. Only the cover and the small picture are cropped.
- Visitors can click any picture or video to see it fullscreen (page 14).
- The look of the blocks is set once for every project: on the project page, select **Block Content** and change its settings (text size, line height, gap, how narrow "smaller" is).
- Alternating full-width pictures, pairs and smaller pictures left and right is what gives the page its editorial rhythm.



The same blocks on the page.

Step 6 · optional

The home slideshow

On the Home page, select **Hero Slideshow**. Its settings are in the settings panel.

Setting	What it does
Seconds per Picture	How long each picture stays up. Lower = faster.
Flash Strength (0 = Off)	How bright the flash between pictures is. 0 turns it off.
Flash Length	How long each flash lasts.
Flash Color	The colour of the flash.
Play Automatically	Off = the slideshow stays on the first picture.
Click a Picture to Open It	On = clicking stops the slideshow and shows the title and "View Project".
Background While Playing	Behind the pictures while they change.
Space Around Open Picture	How much the picture shrinks when opened.
Background When Open	Behind an opened picture.
Opening Speed	How long the opening animation takes.
Title Color	Colour of the big title and "View Project".

How it behaves

- Click a picture: it stops, shrinks and the title appears. Click again to continue.
- Click the title or "View Project": the title and picture move into the project page.
- Back on Home, the slideshow continues where it left off.
- With a mouse, the cursor is a small circle with a +. It becomes an × when a picture is open.

More settings and the slide design

Double-click Hero Slideshow to open it. Select the slideshow inside for more options: fonts, link text, cursor size and colours, and **Play While Editing**.

Next to it is a frame called **"Slides (edit cover, title & button here)"**. That's the design every slide is made from. Don't rename **Slide**, **Image** or **Caption** inside it.

Step 7

About, Contact and 404

About

Plain text on the canvas. Click a line and type. To add a paragraph, duplicate one of the text layers so it keeps the same text style.

Contact

Only the first line is edited on the page. Everything under it comes from **CMS → Site Settings** (Step 1).

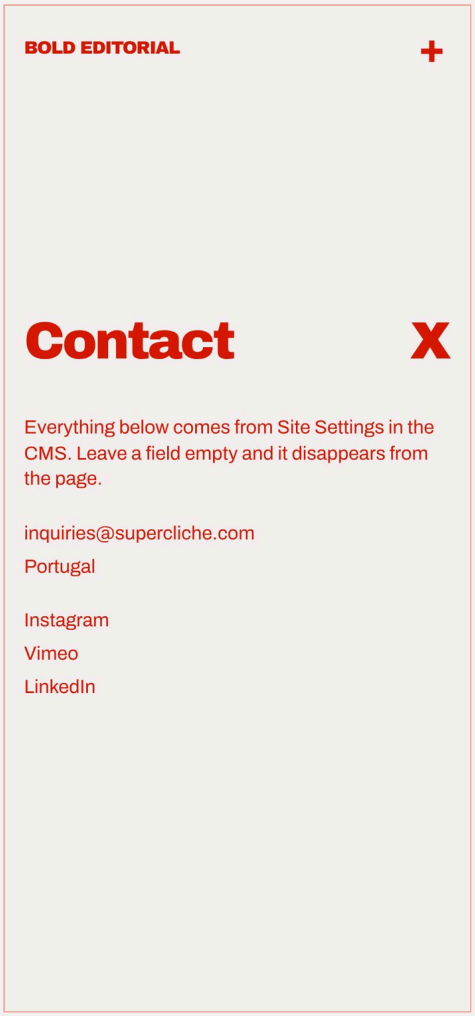
- Email opens the visitor's mail app; phone opens their phone app.
- Social links open in a new tab.
- Empty fields don't show.

404

Framer shows this page when an address doesn't exist. Edit the line of text if you like. The link takes visitors back to Home.

The X

The big X next to the title closes the page and goes back to Home. On hover it turns into the word "Close". It's on project pages, About, Contact and 404. If you change a title size, select the X and set its **Size** to match.



Contact on a phone.

Step 8

Search engines and accessibility

The template is set up for this already. You only need to put in your own words.

Site title and description

In Framer's site settings, replace the title and description with your own. They show in Google results and when your link is shared. The template ships with:

Title	Bold Editorial | Portfolio Template by Super Cliché
Description	A bold editorial portfolio template for Framer by Super Cliché. A CMS-driven homepage slideshow, flexible project pages built from blocks, and one Site Settings item for your name, logo and links.

Something like "Your Name | Photographer, Lisbon" and one sentence about your work is enough. Upload your own social share image there too.

One main heading per page

Search engines expect one main heading (H1) per page. On Home that's your name in the top bar; on the other pages it's the page title. This is handled by the **Site Name as H1** switch on the Main Layout template, which is on for Home only. Leave it like that. If you add a new page that uses Main Layout, leave the switch off and give the page its own big title.

Alt text

Add alt text to every picture you upload in the CMS (Step 4).

Contrast and motion

- Keep Text Color and Background at 4.5 : 1 or more (Step 2).
- Visitors who turn off animations in their device settings get the site without the flash, the page entrances and the smooth scrolling.
- The X, the fullscreen viewer and the links all work with the keyboard.

Things that work on their own

No setup needed. These run in preview and on the live site, not on the canvas.

Fullscreen pictures	On project pages, click the cover, the small picture or any picture or video in the blocks to open it fullscreen. Arrows, or swiping on a phone, move to the next one. Click again or press Esc to close.
Page entrance	Opening a project, About, Contact or 404, the elements fade and slide in one after another.
Title and cover move into place	Opening a project from the slideshow, the title and picture travel from Home to their place on the project page.
Glow on hover	The links in the top bar glow softly in their own colour under the mouse.
Back to top	At the bottom of project pages. Scrolls smoothly to the top.
Remembers its place	The home slideshow continues from the last picture when you come back.
Reduced motion	Animations switch off for visitors who asked their device for less motion.

Invisible helpers. Some of this is done by small invisible layers named **Project Intro**, **Page Intro Animation**, **Fullscreen Pictures** and **Link Glow**. They don't show on the page. Don't delete them. You can change their settings (animation length, delay between elements, glow size).

Layers you should not rename

Some features find their layers by name. Moving or restyling them is fine. Renaming them breaks the feature.

Layer name	Where	Used for
Site Header	Main Layout	Page entrance and hover glow
Project Title, Project Cover	Project page	Move-into-place animation and fullscreen
Small Picture	Project page	Fullscreen
Tags, Close, Text Column, Blocks, Footer	Project page	Page entrance
Title Row, Text	About, Contact, 404	Page entrance
Slide, Image, Caption	Inside Hero Slideshow	The slideshow

Publishing and checking

1. Click **Publish** at the top right of Framer.
2. Open your site and click through: a slideshow picture, its title, a project page, a fullscreen picture, the X, About, Contact, and a made-up address to see the 404.
3. Check on a phone too.

Why the canvas looks still. The slideshow, animations, fullscreen pictures and glow only run in preview and on the published site. The canvas shows a still version so you can edit comfortably.

Questions and fixes

My new project isn't in the slideshow.	Check it isn't a Draft, has a Cover Picture, and that you published after adding it.
My logo is a solid block.	The logo is shown as one solid shape. Use an SVG with a transparent background and no filled background rectangle.
My logo is too big or small.	Change Logo Height in CMS → Site Settings.
A social link doesn't show.	The field is empty or doesn't start with https://.
The cover is cropped badly.	Use a horizontal picture. Covers are cropped from the top.
A title wraps or gets cut on phone.	Shorten it, or lower the phone size in the Project Title text style (and the X's Size to match).
I changed a font but some text didn't follow.	That text is a component with its own Font setting. See Step 3.
I changed the colours but something stayed red.	That element has its own colour set. Select it and pick Text Color from the colour styles.
The slideshow doesn't move on the canvas.	Normal. Use preview or the live site, or switch on Play While Editing inside Hero Slideshow.
I want the slideshow without the flash.	Set Flash Strength to 0.
An animation or fullscreen stopped working.	A layer from page 15 was probably renamed or deleted. Rename it back, or undo.

Thank you.

Bold Editorial by Super Cliché. Questions: inquiries@supercliche.com