



---

# Blog by Vero

## Guidelines

# Welcome

---

0.1

This document serves as a foundation for how content is presented visually and structurally. It exists to ensure consistency, clarity, and a distinct personality across everything I publish.

You'll find here the rules and patterns that shape the look and feel of the blog: from text sizes and spacing to tone of voice and layout principles. Whether I'm designing a new page or tweaking a single line of text, this guide keeps everything aligned with the spirit and intent of the blog.



# Table of Contents

---

## 01. Introduction

About the Blog  
Intentions

## 02. The Logo

About the Logo  
Icon

## 03. Colors

Color Palette

## 04. Typography

Primary  
Secondary  
Monospaced  
Text Hierarchy

## 0.2

---

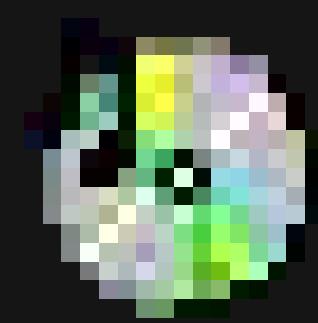
## 05. Pattern

Main Pattern

## 06. Inspiration

Moodboard

# Introduction



# About the Blog

---

1.1

Vero's blog has been made as a way to deposit all her thoughts and experiences into a single vault, in a way, it's a recollection of her essence.

It has information pages, her photography, thoughts, journal, and various programming exercises and interesting stuff she'd like to share.



# Intentions

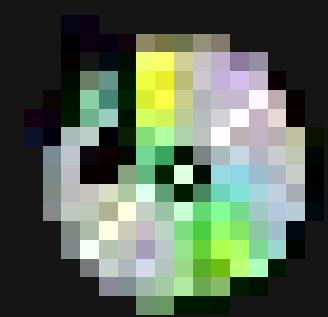
---

1.2

This blog has been made with the intention of reflecting Vero's soul and essence, in a way- it's a reflection of Vero herself. Every detail has been made with the intention of showing something that would go along Vero's style and likings.



# The Logo



# About the Logo

The logo was created based on the neocities button styles, with the intention of fitting among the other buttons and allowing others to place the logo and link to the site among their other buttons.

The logo has both and animated and static version, following the color palette and characteristic 88x31 pixel ratio of all the other buttons.



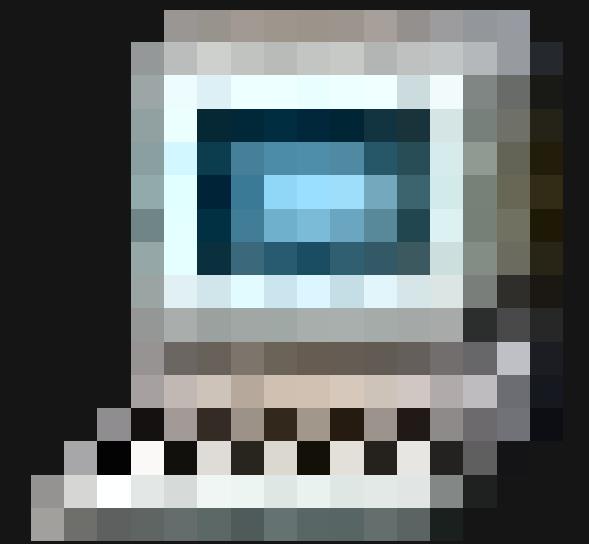
## ICON

---

2.2

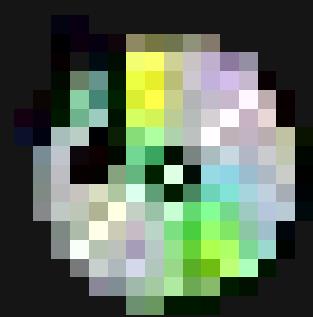
These two icons are meant to be used in situations where the logo doesn't fit either because of space or design reasons.

They serve as recognizable visuals to the blog and work as brand presence without using the full logo.



03

colors



# Color Palette

3.1

The predominant color of the Blog will be Tea Rose. It will be used as a way to highlight sections.

The palette also contains a Powder Blue color will be used to complement the main highlight.

There's various bases available to use in the backgrounds, title bars, etc.

Tea Rose

#EABBBB  
2, 54%, 82%

Powder Blue

#B3CBF2  
217, 71%, 83%

Pale Purple

#F0E2F3  
289, 41%, 92%

Smoky Black

#151515  
0, 0%, 8%

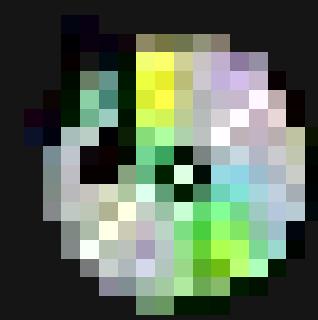
Raisin Black

#100EOF  
330, 7%, 6%

Night Block

#0C0A0A  
0, 9%, 4%

# Typography



# Primary

---

4.1

The font used in the blog was created by CRAIG KROEGER, this font was specifically chosen because of the inspiration in early computer systems, pixel art, and retro video game interfaces it has, evoking a digital aesthetic from the 8-bit and 16-bit eras.

The version shown on the whole blog has a -5% of letter spacing to improve legibility.

uni 05\_53

Aa Bb Cb Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

## Secondary

---

4.2

This alternative version of the primary font is meant to be used on titles and as a way to create emphasis on the texts that have been written using the primary font.

It draws immediate attention to itself, making it perfect to create a visual hierarchy.

**uni 05\_63**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9**

# Monospaced

---

4.3

The uni 05\_54 font is a monospaced version of the primary font, this version is meant to be used for places where special formatting is needed, stuff like code snippets are the perfect match for this variant of the primary font while keeping a consistent visual language with the rest of the texts.

uni 05\_54  
Aa Bb Cb Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Text Hierarchy

---

4.4

This hierarchy system is divided into four main sections, each serving its own purpose. While it's not meant to be strictly followed and some space for customization is allowed, this system defines how information is visually organized, making it important to keep in mind.

The display styles are the most prominent titles where the reader attention is meant to go as soon as they open the page.

The headlines simulate a newspaper section headlines styles, where each section has its own headline that draws attention when reading that specific section, but not as a whole.

The body styles are simply meant to be the base styles used to write most of the blog text.

The label styles can be used for small details like tags, input fields, and more minimalistic texts

## Display Large

## Display Medium

**Headline Large**

Headline Medium

**Body Large**

Body Medium

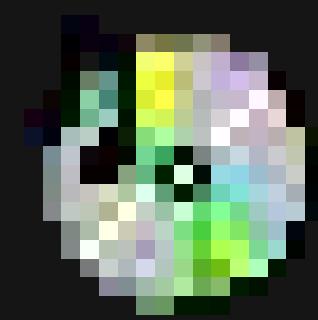
Body Small

**Label Large**

Label Medium

Label Small

# Pattern



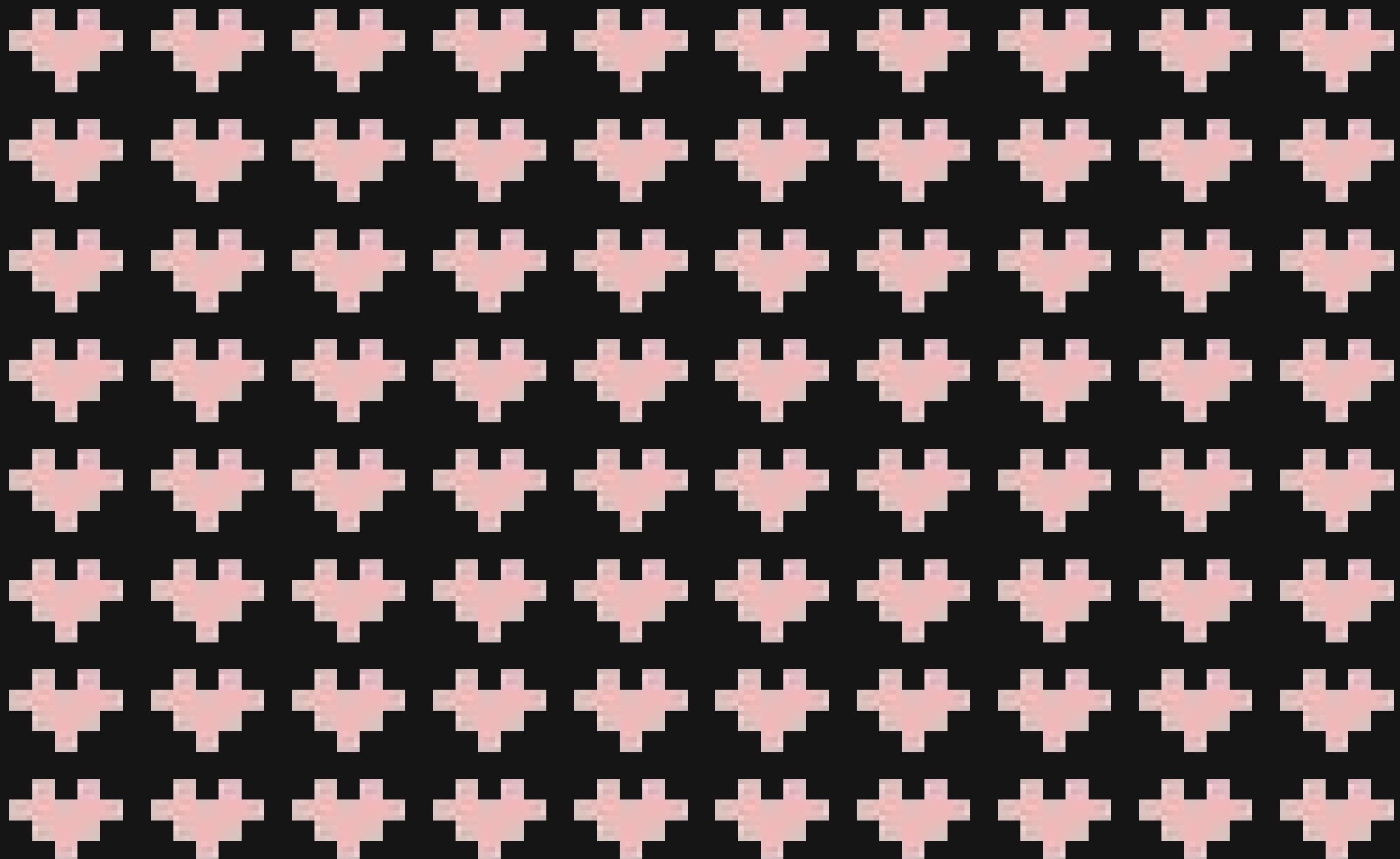
# Main Pattern

---

5.1

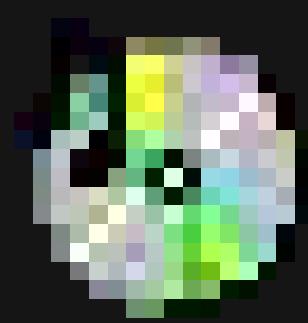
The main pattern consists of pixel hearts hand drawn by Vero herself, it's meant to represent the emotional tone the blog carries, as more than a simple place to upload content, but where she pours her own heart.

This pattern works as a visual signature of the meaning of the blog, caring sincerity, love, and emotions, just the way Vero herself does.



---

# Inspiration



# Moodboard

The moodboard captures the emotional core and visual atmosphere of the brand. It's not about exact colors or layouts, it's about feeling.

