

Branding Guidelines for Giovanni Vicentin

1. Main Title (H1)

Font: Merriweather

Weight: 700 (Bold)

Size: Large (e.g., 36px or more)

Usage: This is your main heading, typically used for the page title or the first thing a visitor sees, like

your name or tagline. Using Merriweather in a bold weight gives it a strong and impactful presence.

2. H2 Titles

Font: Merriweather

Weight: 600 (Semi-Bold)

Size: Slightly smaller than H1 (e.g., 30px)

Usage: These are secondary headings, such as section titles (e.g., 'About Me,' 'Projects').

Merriweather with a semi-bold weight still carries authority but is distinct from the main title.

3. Text Titles (H3, H4, etc.)

Font: Inter

Weight: 600 (Semi-Bold)

Size: 24px for H3, 20px for H4

Usage: Use these for subheadings or to highlight specific sections within a larger block of text.

Inter's clean and modern design keeps these elements easy to read while maintaining a visual hierarchy.

4. Description Titles (Subheadings)

Font: Inter

Weight: 500 (Medium)

Size: 16-18px

Usage: These are for smaller headings or descriptions, like short section intros or subcategories.

Inter in a medium weight adds subtle emphasis without overpowering other elements.

5. Navbar

Font: Inter

Weight: 600 (Semi-Bold)

Size: 16-18px

Usage: The navbar links or items that help navigate through your portfolio. Inter with semi-bold

weight provides a modern, clean look, and using it in uppercase can add to the sleekness.

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6. Footer

Font: Inter

Weight: 400 (Regular)

Size: 14-16px

Usage: Footer text, like copyright information, links to secondary pages, or contact details.

Inter in

regular weight keeps the footer subtle and non-intrusive.

7. Buttons

Font: Inter

Weight: 600 (Semi-Bold)

Size: 14-16px

Usage: Text on buttons like 'Contact Me,' 'View Projects,' etc. Inter in semi-bold weight makes the

button text stand out, ensuring it's easily clickable and noticeable. Consider using uppercase for

button text for added emphasis.

8. General Body Text

Font: Inter

Weight: 400 (Regular)

Size: 16px

Usage: This is for the main content, like paragraphs, descriptions of your work, or any detailed text.

Inter in regular weight ensures high readability and a clean, modern appearance.

Additional Styling Tips

Line Height: Use a line height of 1.4 to 1.6 for body text to ensure readability.

Letter Spacing: Adjust letter spacing slightly in headings or uppercase text if needed to enhance readability.