

A Verge-inspired, color-blocked broadsheet. Loud color for structure, calm serif for reading. One reader. Zero filler.

Color light value, dark value



Hot Pink
#F8157F



Accent Pink
#C8106A · dark #FF4D97



Pink Block
#C8106A



Ultraviolet
#7733FF



Violet (named teal)
#5A22D8 · dark #AE8FFF



Void
#0B0B0F



Paper
#F9F9F9 · dark #0B0B0F



Card
#FFFFFF · dark #15151C



Card 2
#F0EFF4 · dark #1F1F29



Ink
#0B0B0F · dark #F4F4F7



Ink 2
#2A2A33 · dark #D3D3DC



Muted
#5C5C69 · dark #A3A3B2

Hot Pink is for large text and graphics on light surfaces (3.69:1 on Paper). Small pink text uses Accent #C8106A (5.62:1 on white).

Type Google Fonts, free

Aa

Geist 400 to 900

Headlines, labels, nav, numbers

Aa

Geist Mono 500, 700

Kickers, meta, tags, data

Aa

Newsreader 400, 600, italic

Body, decks, summaries

Logo

DUDE in Geist 900, International in Geist 800 Hot Pink, tracking -0.065em and -0.06em.
Clear space: the cap height of the D on every side.
Minimum 180px wide (40mm print). Smaller: DUDE mark.
Under 24px: icon.
Only on void, paper or white. No stretch, recolor, rotate or effects.

Layout

Max width 1320px (1480px from 1600px), padding `clamp(14px, 2.6vw, 36px)`.
Front: 1.75fr · 1fr · 300px. Desks: 6 columns, 22px gap.
Radius 4px, pills 999px, hard shadow 4px 4px 0.
Breakpoints 640, 900, 1100, 1300, 1600px.

Voice

Direct, dense, bold, honest.
Fact first, then "Why it matters to you".
Two-part labels: "What's News / 60-second scan".
No em dashes, no hype, no invented facts. Credit sources and AI art.

Motion and access

Ease `cubic-bezier(.2, .7, .2, 1)`. UI .2s to .35s, reveals .5s to .7s.
Honor reduced motion. Animate once, on view.
AA contrast, 3px Ultraviolet focus ring, 44px targets.
Keys: J, K, C contents, D dark mode.