

BLACKWING

Web Design Study

Typography

Open Sans

Bold weight. Used for headings, buttons, and navigation. Buttons and main nav are in all caps.

Regular weight. Used for body text, navigation crumbs

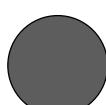
Regular weight italic. Used for dates, author of blog posts, and information on product certifications.

Black weight. Used for the wordmark.

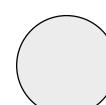
Color



Black
#000



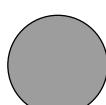
Mid Grey
#5D5D5D



Light Grey
#ECECEC



Dark Grey
#232323



Mid-Light Grey
#9D9D9D



Lightest Grey
#F6F6F6

Components

Page Header

The screenshot shows the top navigation bar of the Blackwing website. It includes the Blackwing logo, a search bar with placeholder text "Search entire store here...", account and contact links, and a shopping cart icon with a "0" badge. Below the main navigation, there's a secondary navigation bar with links for About, Pencils, Paper, Accessories, Gifts, Custom, Subscribers, Retailers, and Stories. A promotional banner at the bottom of the header states "Free U.S. Shipping on orders of \$75 or more."

Wordmark **BLACKWING®**

Main-header nav Account Contact Us

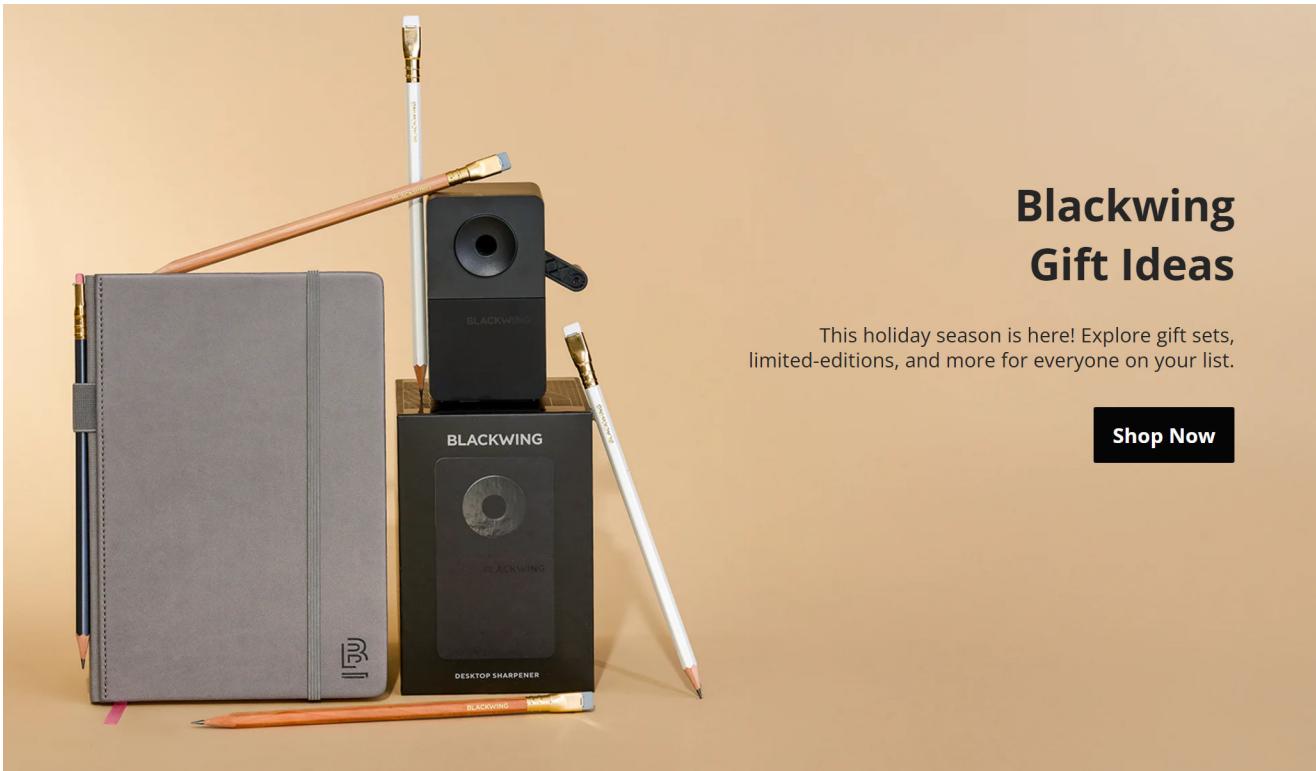
Search bar Background: Lightest Grey

Sub-header nav Background: Light Grey

Offer area Regular weight, white text

Nav items Bold weight, black text

Hero Section



Blackwing Gift Ideas

This holiday season is here! Explore gift sets, limited-editions, and more for everyone on your list.

[Shop Now](#)

Hero Contents

Blackwing Gift Ideas

This holiday season is here! Explore gift sets, limited-editions, and more for everyone on your list.

[Shop Now](#)

All but the button text is Dark Grey.

Heading
Default heading typeface

Blackwing Gift Ideas

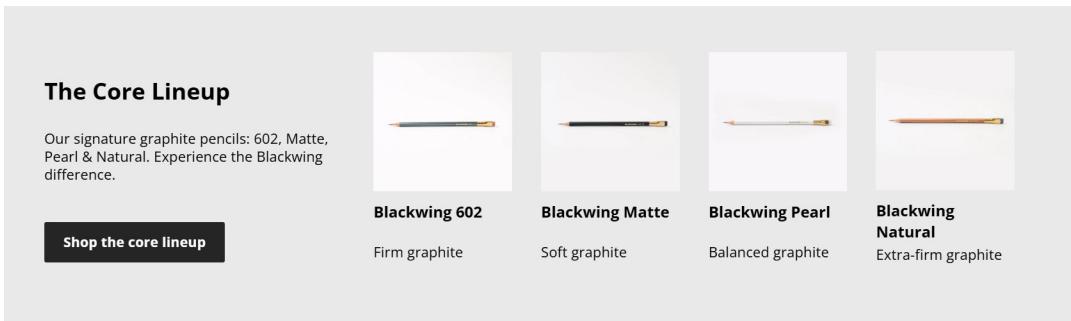
This holiday season is here! Explore gift sets, limited-editions, and more for everyone on your list.

[Shop Now](#)

Description
Default body typeface

Button
Default button typeface
Text Color: White
Background: Black

Featured Section



Background Color:  Light Grey #ECECEC All but the button text is black.

Featured Contents

The Core Lineup

Our signature graphite pencils: 602, Matte, Pearl & Natural. Experience the Blackwing difference.

[Shop the core lineup](#)

Featured List Item



Blackwing 602
Firm graphite

Heading
Default heading typeface

The Core Lineup

List Item Image



Blackwing 602

Description
Default body typeface

Our signature graphite pencils: 602, Matte, Pearl & Natural. Experience the Blackwing difference.

List Item Heading
Default heading typeface

Button
Default button typeface
Text Color: White
Background Color: Black

[Shop the core lineup](#)

List Item Description
Default body typeface

Firm graphite

Featured Products



Background: Product Image All of the text is white.

Product Heading
Default heading typeface

Past Volumes Releases

Product Button

Default button typeface

Background Color: Mid Gray

[See past releases](#)

Page Footer

HELP

- Our Story
- Contact Us
- FAQs & Shipping Guide
- Refunds & Returns
- Account
- Careers
- Privacy Policy
- CCPA Compliance
- Terms Of Service

SHOP

- Blackwing Pencils
- Blackwing Volumes
- Notebooks & Paper
- Sharpeners & Accessories
- Gift Sets & More
- Shop All

WHOLESALE

- Become A Retailer
- Find A Retailer
- Retailer Policies

NEWSLETTER SIGN UP

Be the first to know about product releases, promotions, exclusive content & more.

enter your email address

SUBMIT

Check this box to receive emails about products and promotions then submit.

Copyright © Blackwing 2025

Background Color:



Dark Grey #232323

Footer Navigation

Footer Newsletter Sign-Up

HELP

- Our Story
- Contact Us
- FAQs & Shipping Guide
- Refunds & Returns
- Account
- Careers
- Privacy Policy
- CCPA Compliance
- Terms Of Service

SHOP

- Blackwing Pencils
- Blackwing Volumes
- Notebooks & Paper
- Sharpeners & Accessories
- Gift Sets & More
- Shop All

WHOLESALE

- Become A Retailer
- Find A Retailer
- Retailer Policies

NEWSLETTER SIGN UP

Be the first to know about product releases, promotions, exclusive content & more.

enter your email address

SUBMIT

Check this box to receive emails about products and promotions then submit.

Footer Navigation
Sub Section

HELP

- Our Story
- Contact Us
- FAQs & Shipping Guide
- Refunds & Returns
- Account
- Careers
- Privacy Policy
- CCPA Compliance
- Terms Of Service

Newsletter Description,
Nav List Item, and
Email Submission
Default body typeface
Color: Light Grey

Be the first to know about product releases, promotions, exclusive content & more.

enter your email address

SUBMIT

[Our Story](#)

Nav Heading and
Newsletter Heading
Default heading
typeface
Color: Lightest Grey

HELP

NEWSLETTER SIGN UP

Newsletter Optional Opt-In
Default body typeface
Color: Lightest Grey

Check this box to receive emails about products and promotions then submit.

Copyright
Default body typeface
Color: Light Grey

Copyright © Blackwing 2025

Newsletter Button
Default body
typeface
Color: Mid-Light Grey

SUBMIT

Social List



Social List Item



Credit Card List



Credit Card List Item



Blog Section

Home > Blackwing Blog

BLACKWING BLOG



Blackwing Music Presents "Nothing New Blues" By Arthur Terembula

Nov 03, 2025 Andrew Nguyen

We're excited to announce "Nothing New Blues", the newest single by singer-songwriter Arthur Terembula, is out now on Blackwing Music.

[VIEW DETAILS](#)

Blog Image



Blog Contents

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[VIEW DETAILS](#)

Navigation Crumbs

Home > Blackwing Blog

Default body typeface

Text Color: Mid-Light Grey

Blog Title

Default heading typeface

Text Color: Black

Blog Date and Author

Regular weight italic

Text Color: Mid-Light Grey

Blog Description

Default body typeface

Text Color: Mid Grey

White Button

Default button typeface

Text Color: Black

[VIEW DETAILS](#)

Blackwing Music Presents "Nothing New Blues" By Arthur Terembula

Nov 03, 2025 Andrew Nguyen

We're excited to announce "Nothing New Blues", the newest single by singer-songwriter Arthur Terembula, is out now on Blackwing Music.