

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

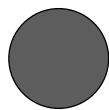
Regular weight italic. Used for dates, author of blog posts, and information on product certifications.

Black weight. Used for the wordmark.

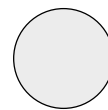
Color



Black
#000



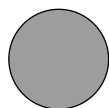
Mid Grey
#5D5D5D



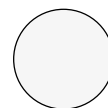
Light Grey
#ECECEC



Dark Grey
#232323



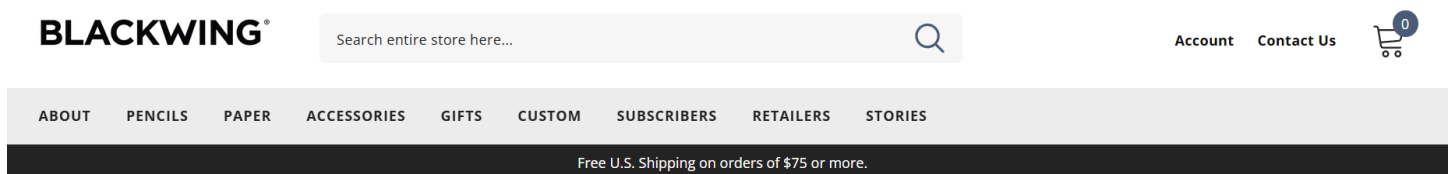
Mid-Light Grey
#9D9D9D



Lightest Grey
#F6F6F6

Components

Page Header



Wordmark **BLACKWING**

Main-header nav Account Contact Us

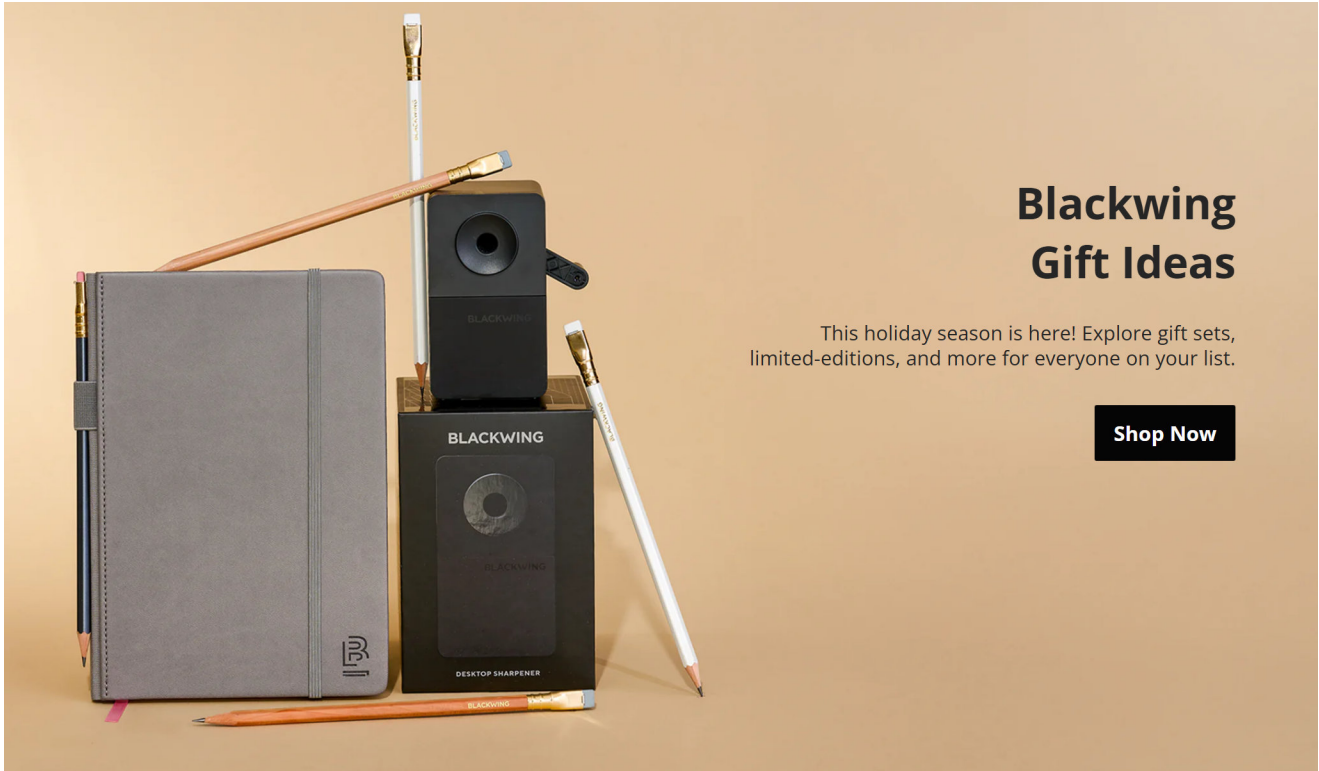
Search bar Search entire store here... Background: Lightest Grey

Sub-header nav ABOUT PENCILS PAPER ACCESSORIES GIFTS CUSTOM SUBSCRIBERS RETAILERS STORIES Background: Light Grey

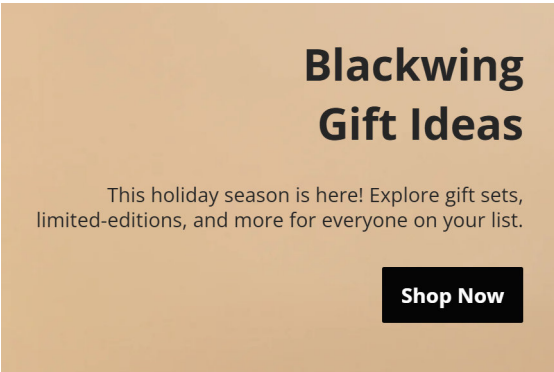
Offer area Free U.S. Shipping on orders of \$75 or more. Regular weight, white text Background: Black

Nav items ABOUT Account Bold weight, black text

Hero Section

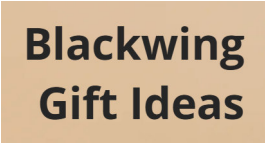


Hero Contents

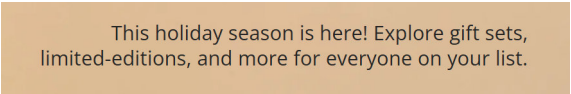


All but the button text is Dark Grey.

Heading
Default heading typeface



Description
Default body typeface



Button
Default button typeface
Text Color: White
Background: Black




Featured Section


The Core Lineup

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


Shop the core lineup




Blackwing 602
Firm graphite



Blackwing Matte
Soft graphite



Blackwing Pearl
Balanced graphite



Blackwing Natural
Extra-firm graphite

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



Description
Default body typeface

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

List Item Heading
Default heading typeface

Blackwing 602

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

Shop the core lineup

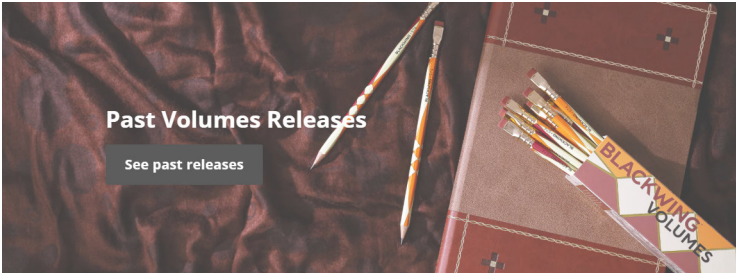
List Item Description
Default body typeface

Firm graphite

Featured Products

Past Volumes Releases

See past releases



Background: Product Image All of the text is white.

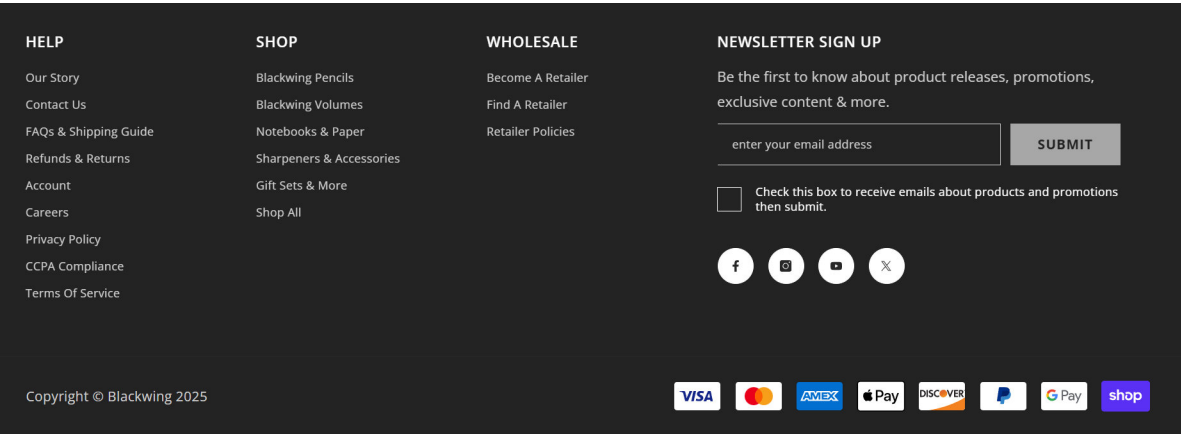
Product Heading
Default heading typeface

Past Volumes Releases

Product Button
Default button typeface
Background Color: Mid Gray

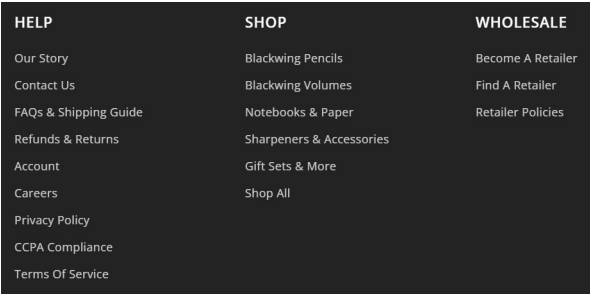
See past releases

Page Footer

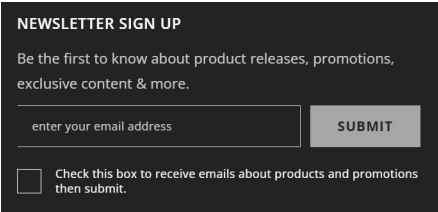


Background Color:  **Dark Grey #232323**

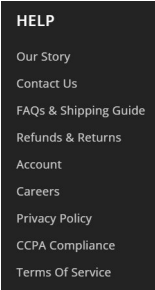
Footer Navigation



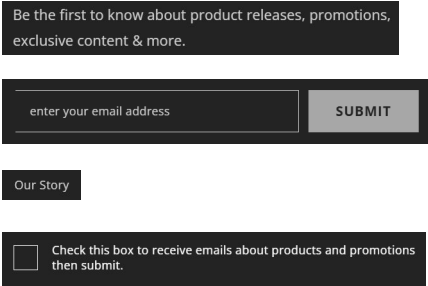
Footer Newsletter Sign-Up



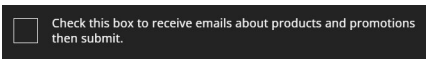
Footer Navigation
Sub Section



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



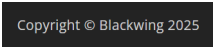
Newsletter Optional Opt-In
Default body typeface
Color: Lightest Grey



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



Copyright
Default body typeface
Color: Light Grey



Newsletter Button
Default body
typeface
Color: Mid-Light Grey



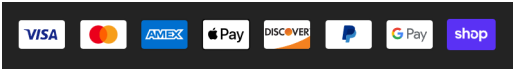
Social List



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](#)

Navigation Crumbs
Default body typeface
Text Color: Mid-Light Grey

Home > Blackwing Blog

Blog Image



Blog Contents

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](#)

White Button
Default button typeface
Text Color: Black

[VIEW DETAILS](#)

Blog Title
Default heading typeface
Text Color: Black

Blackwing Music Presents "Nothing New Blues" By Arthur Terembula

Blog Date and Author
Regular weight italic

Nov 03, 2025 Andrew Nguyen

Text Color: Mid-Light Grey

Blog Description
Default body typeface
Text Color: Mid Grey

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