BLUNT.

Big type. Clear intent.

Bold identities, built around you.

A name. A full stop.

BLUNT.

B.

Use the master artwork. The letterforms and spacing are drawn as paths. Keep their proportions intact. Use the black or white version for single-colour reproduction.

Clear space: 0.25 × cap height minimum; 0.5 preferred. Minimum wordmark width: 96px / 25mm. Minimum B. width: 24px / 6mm.

Write Blunt in prose and blunt.design for the domain. Keep the full name on first introductions. The B. is for established contexts, avatars and favicons.

Mostly ink. Room to breathe.

Ink

#0C0C0A

RGB 12, 12, 10

Paper

#F3F1E9

RGB 243, 241, 233

Signal

#FF522C

RGB 255, 82, 44

Use Ink on Paper or Signal, and Paper on Ink. Signal focuses attention on one action, a campaign or the full stop. Keep portfolio work in each project’s own palette.

Ink / Paper: 17.31:1. Ink / Signal: 6.06:1. Paper / Signal: 2.86:1 — avoid this text pairing. Digital values are sRGB. Proof print colours on the intended material.

Presence. Then precision.

Inter 800 / Display

Your name. Made known.

Inter 400 / Reading

Bold identities, built around you.

Inter 600 / Detail

Logos / Identities / Launches

Sentence case. Short headlines. Body text 16–20px with a generous line-height. Use 13–14px for labels. The custom wordmark remains separate from supporting type. Inter is supplied under the SIL Open Font License.

Make space for the idea.

A common edge.

Align headings, copy and artwork to shared columns. Use a 12-column desktop grid and a simple four-column mobile grid.

A steady rhythm.

Use an 8px base spacing unit. Start with 24px mobile margins and 64px desktop margins. Give the hero generous padding.

One focal point.

One clear message, one logo signature and one useful next step. Fine rules, sharp corners and a calm supporting hierarchy.

Let the work carry its own character.

Motion is brief and purposeful. Respect reduced-motion preferences.

One system. Many places.



Office building

A clear name. Calm materials.

Concept application



Billboard

One message, read at a glance.

Concept application

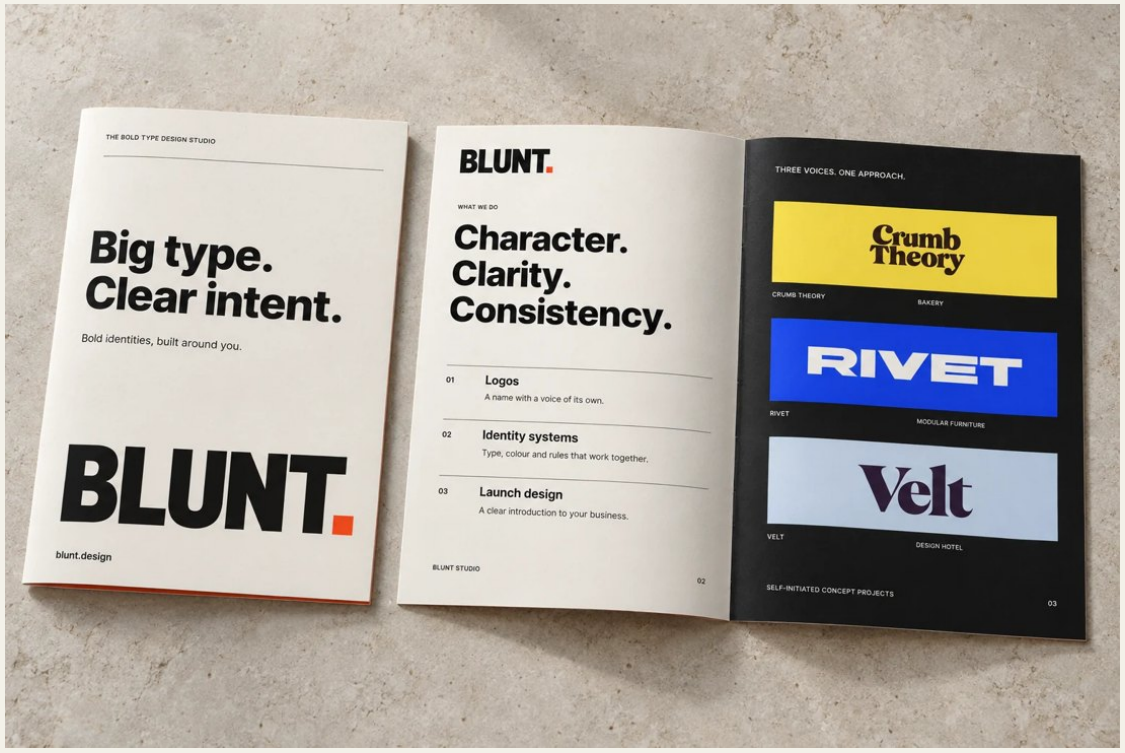
One system. Many places.



Advertising

Signal carries the campaign.

Concept application



Brochure

Space for the detail.

Concept application

Say it straight.

Primary line

Big type. Clear intent.

Supporting line

Bold identities, built around you.

Closing line

Your name. Made known.

Confident, direct and considered. Use concrete decisions, active verbs, short natural sentences and UK English. Keep forms and project updates clear and helpful. Give one useful next step.

Blunt is an independent design studio building bold, type-led identities for businesses with something to say. Choose defined services through the catalogue, or work with Studio on the bigger picture.