



BFSMMOS

Blunt Force Social Media Management OS

PUT THE TRUTH IN YOUR POCKET

Brand book for the product glass, Mac app, and public site.

Parent brand: Blunt Force Reporting LLC. This is not the Charlie Kirk kit.

Structure follows a standard brand-guideline TOC (logo, color, type, do/don't).

Official company mark remains PROFILE 1. Product chrome uses BFSMMOS + that mark.

Version 1.0 · 2026-08-19 · Ohio

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01 Parent brand

Blunt Force Reporting LLC · PROFILE 1

02 Product

BFSMMOS desk · invite-gated · pasteboard Send to X

03 Logo

Primary photographic mark · product wordmark · clear space

04 Color

Void Black, Storm Navy, Signal Red, Steel, Khaki, Bone

05 Type

Oswald display · Source Sans 3 body

06 Voice

Blunt, sourced, America First posture — not a party mark

07 Don't

No CK colors/logos · no rebuilt cracked metal type · no auto-post

Logo



PRIMARY — PROFILE 1 (photographic). Avatar, letterhead, public site hero.

PRODUCT — “BFSMMOS” in Oswald next to a 36px crop of PROFILE 1.

Clear space: $\geq 10\%$ of mark width. Scale proportionally. Never stretch.

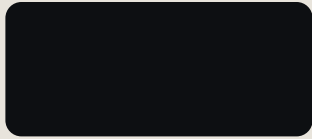
Do not rebuild the cracked-metal BFR wordmark in live fonts.

Do not recolor the flag. Do not place on busy fields that kill contrast.

Banners are hero art only — not a substitute primary logo.

Charlie Kirk / TPUSA marks are never BFSMMOS or BFR marks.

Color



Void Black
#0D0F12
Backgrounds



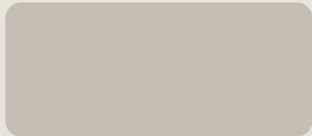
Storm Navy
#1A2332
Panels



Signal Red
#B22234
Emphasis



Canton Blue
#1B2A4A
Links / flag blue



Steel
#C4BEB4
Headlines on dark



Khaki
#B8A990
Captions



Sunset Amber
#D4783A
Accent only



Bone
#E8E4DC
Light fields

Dark layouts: Void Black + Steel type + Signal Red sparingly.

Sunset Amber is never a main brand color. Light layouts: Bone + Void Black text.

Type & voice

OSWALD — display / UI titles

Source Sans 3 — body, desk, settings, legal.

Voice: blunt, specific, first-read clear. Facts first. I/we on founder posts; BFR on institutional copy.

Product UI voice: short labels (Desk, Tape, Compose, Send to X). No corporate PR.

Slogan (exact): Put the Truth in your pocket

Supporting: Truth Is Power. Operational: Monitor the Situation.

Do not hitch BFSMMOS to a party, PAC, or another creator's identity system.

Send to X is pasteboard until user-led OAuth. No auto-post. No auto Compose.

Invite gate required for new workspaces. Last app-admin cannot be demoted.

Applications & don'ts

Glass / Mac app: PROFILE 1 at 36px + BFSMMOS word. Midnight theme is default.

Public site: full PROFILE 1 hero, Oswald titles, Source Sans 3 body, Signal Red CTA.

X: PROFILE 1 avatar. Banners for headers only.

Don't use Charlie Kirk / TPUSA / RAV logos, colors, or type as BFR or BFSMMOS.

Don't stretch, recolor, or typeset the cracked metal wordmark.

Don't put secrets in the glass. Neon/R2 keys save server-side and never echo back.

Don't call this Sentient OS. BFSMMOS is a BFR product; Spear is a sibling glass.

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