

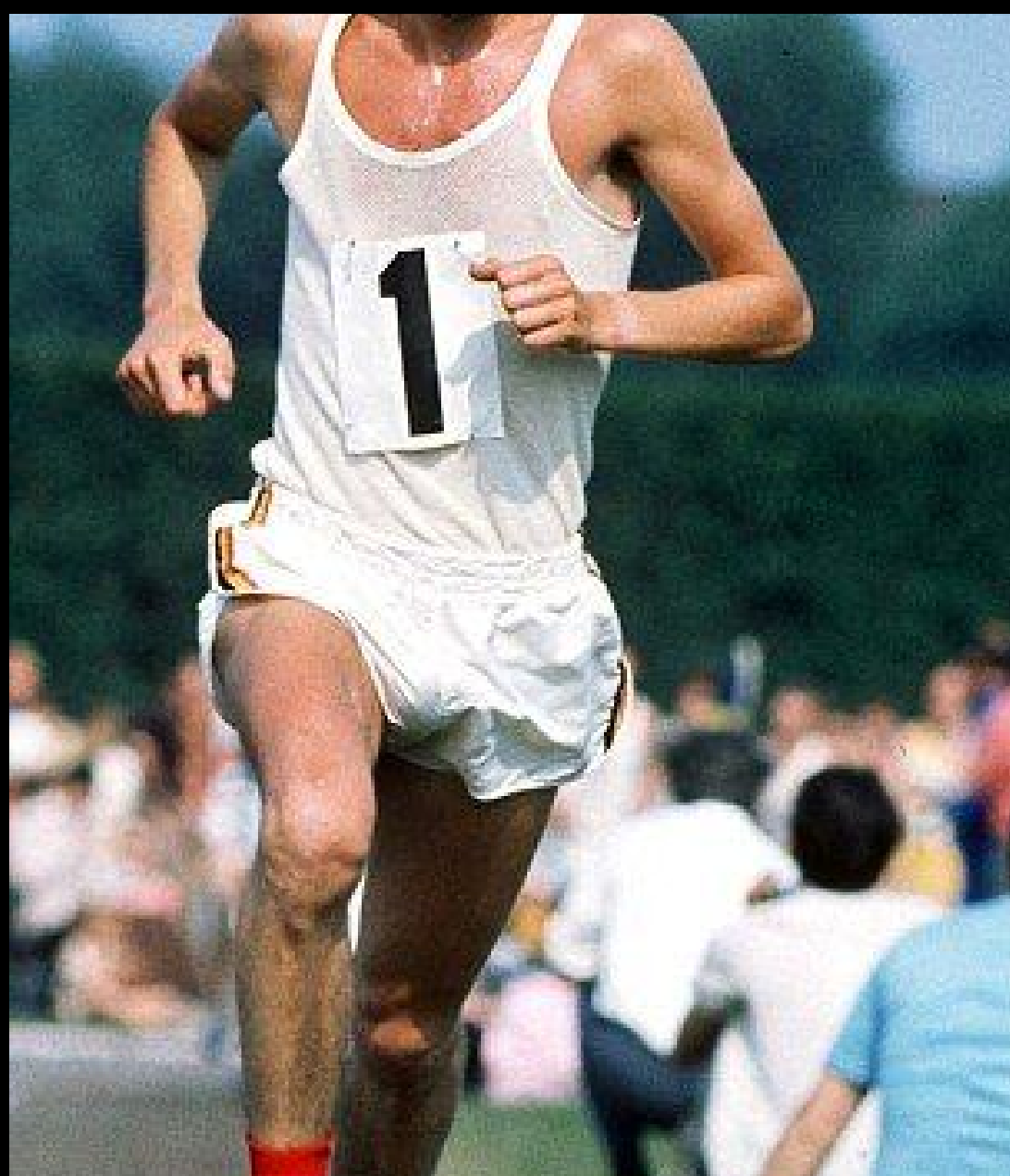
Bad Runner Type was developed for Bad Running — a brand built on a simple idea: extraordinary outfits for ordinary runners.

Created for those who run without podium ambitions, the typeface embodies participation over competition.

Inspired by classic race bibs, it transforms a symbol of performance into a sign of belonging.

A bib means you're officially in.

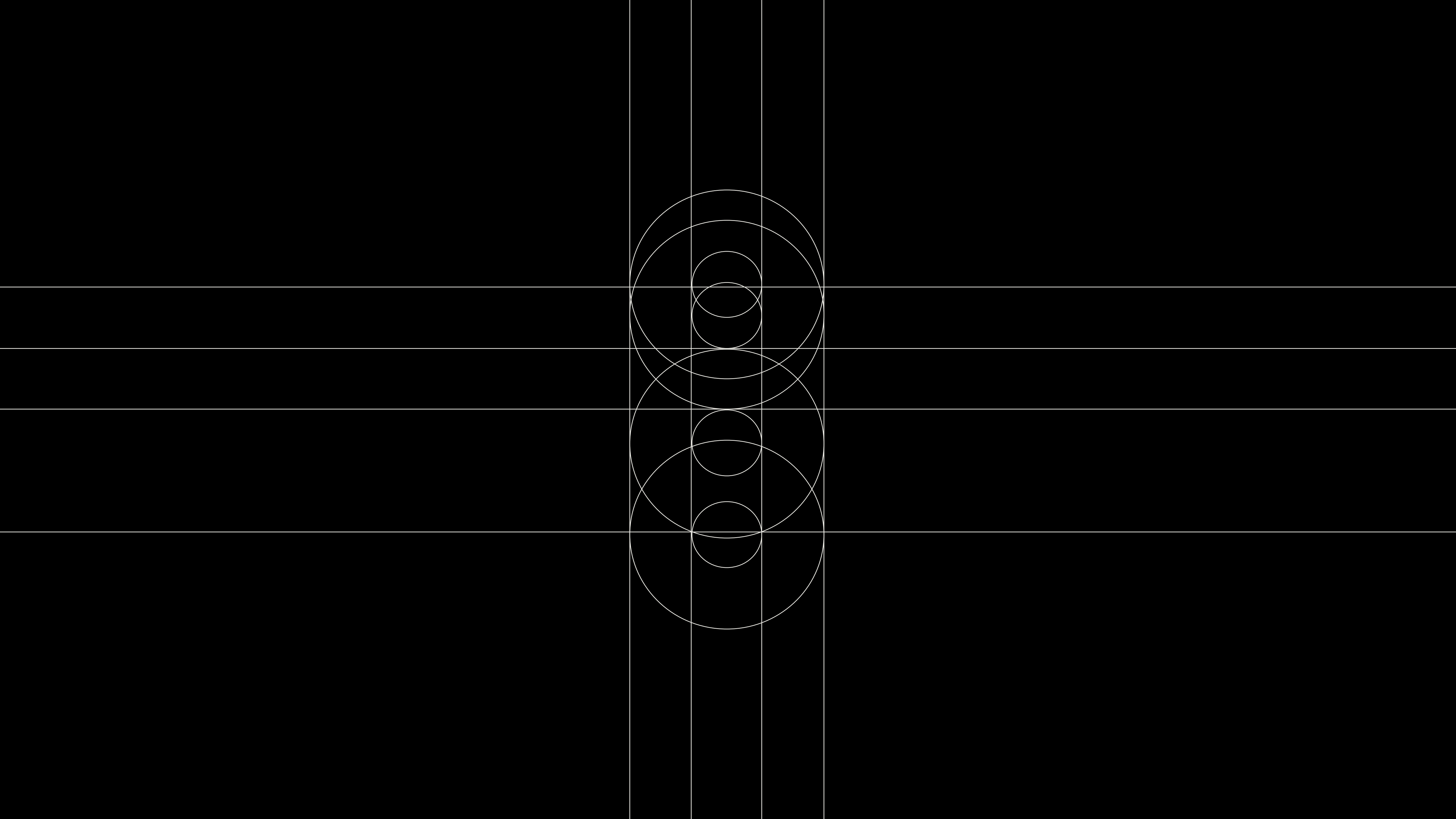
By adopting this visual language, Bad Runner Type legitimizes amateur runners — you may not be fast, but you have a number. You are part of the race.

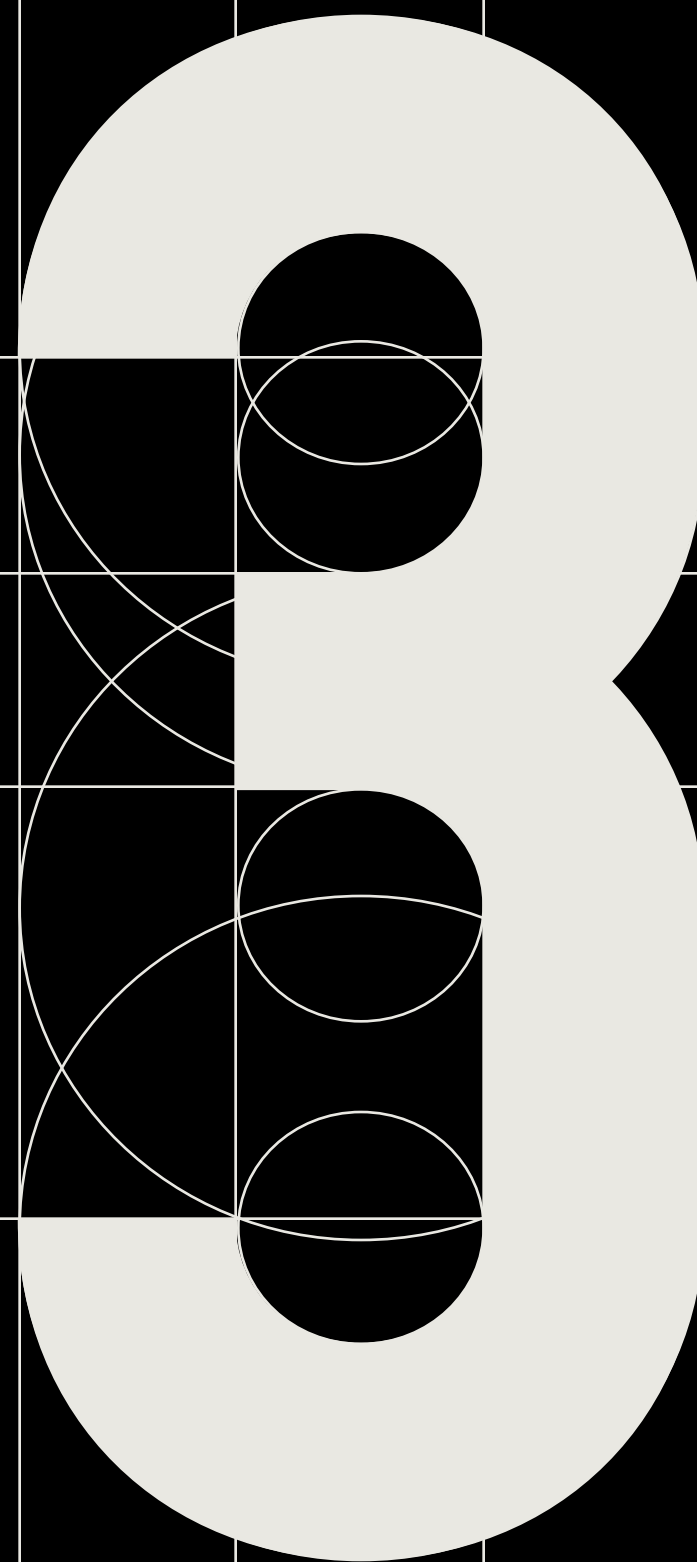












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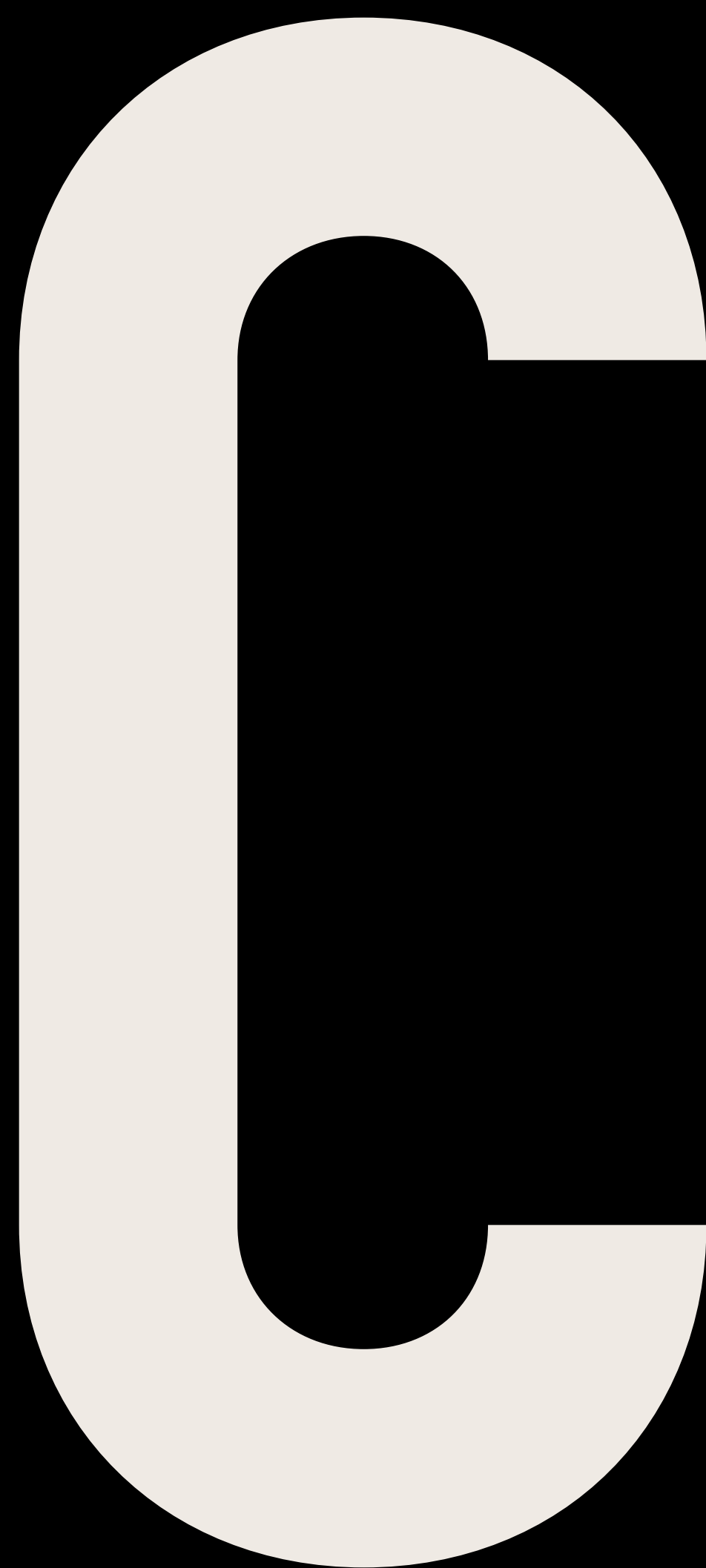
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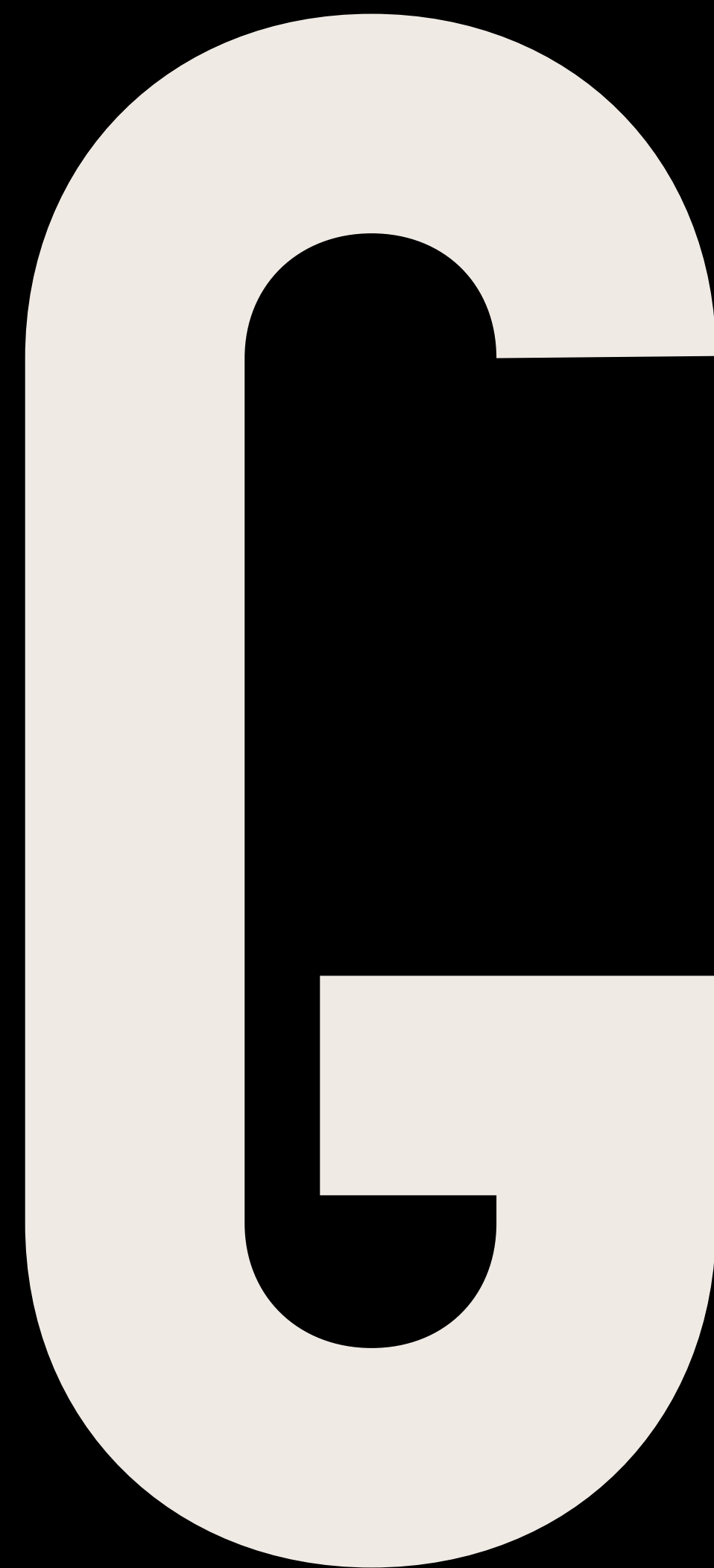
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While most running brands express speed through tight layouts and sharp lines, Bad Running adopts generous spacing and a slower visual rhythm.

The use of double spaces becomes a subtle metaphor for catching your breath and slowing the pace.

STEP BY STEP. SLOW AND STEADY-ISH.

STEP BY STEP. SLOW AND STEADY-ISH.

A 2-MILE LOOP BETWEEN

THREE COFFEE SHOPS

A 1 1/2-MILE JOG

TO EVERY MAILBOX

A 1-MILE BLOCK RUN

TO WAVE AT THE

NEIGHBORS

A 1 MILE RUN

BETWEEN EXCUSES

A SHORT RUN TO FIND

THE PERFECT BENCH

ENCOURAGING

BAD RUNNERS

THROUGH

TYPOGRAPHY

BAD RUNNING RUNNERS BY ACCIDENT