

RESEARCH

NEW MOON TATTOO

COMPETITORS

The Ink Spot

Opened in 2000 and now has over 30000 designs to choose from or custom art. They have a passionate team of talented artists that are award winning professionals.

Otherside Tattoo

Bold lines and bright colours, this parlor specialized in traditional American and Japanese style tattoos

Blue Blood Custom Tattoos

A group of artists dedicated to continuously teach and learn from one another each with unique styles.

REPORTS/STYLES

New Moon Tattoo

No clear logo. Type-based and bold.



The Ink Spot

Big large type with barbed wire through it. Mean and bold aesthetic.



Otherside Tattoo

Old style font, type-based logo with colour swatch.



Blue Blood Custom Tattoos

Classier font with a mean and uninviting vibe. Name with blue and blood styling.



TARGET AUDIENCE

Demographics

36% of US adults aged 18-25 and 40% of US adults aged 26-40 have at least one tattoo. (<https://www.statisticbrain.com/tattoo-statistics/>)

Psychographics/IAO

Body mod positive, art appreciators, beauty, body care.

Geographics

Ottawa/Gatineau area, Canada. Demographic stats from US.

UNIQUE SELLING POINT

A lot of tattoo shops give off similar vibes. They're usually very tough looking and almost uninviting. I believe I can bring a refreshing design to New Moon Tattoo while portraying them to the public in a professional manner that doesn't create too many negative assumptions. Many logos are type based so to bring a unique aspect to the table, an icon logo can be featured which would provide a new and unique selling point for the business to attract more customers and a single identity for the artists to work alongside.

OBJECTIVE

The objective of bringing this rebranding to the company is to give a new uniform identity to the parlor. Really, the main focus is the tattoo art here. But to heighten the effectiveness of the business, a new professional look and vibe can really benefit the tattoo shop. Something creative, dynamic, and different is necessary to reflect the company's initiatives to provide and produce diverse work for their clients in a professional and clean manner. Art is an idea that has found its perfect form. In this specific case it's tattoos. The graphical design and branding aspect should not lack because of the beautiful work that gets created inside.