



NEW MOON TATTOO



2018 Brand Guidelines



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SIGNATURE

New Moon Tattoo was founded in 1982 by tattooist Dan Allaston. The simplistic style of the graphics stay true to his pioneering in contemporary tattooing.

The New Moon Tattoo logo reflects a clean and straight forward approach that positively reflects a body mod parlour. The fluid structure of the drips resemble ink and is clear no matter the perspective. The two pieces of the icon flowing into each other establish the fluid motion that New Moon Tattoo is heading in.

This forward motion implies New Moon Tattoo helps propel its clients with their services. It reflects the diversity and all the identities working at the parlour. In addition, it sets in motion a new welcoming and professional vibe to create the trust that customers demand in a current and well-rounded tattoo and piercing business. It crushes stereotypes and screams new.

New Moon Tattoo has a lot of personality in terms of the individuality of each artist. A uniform and organized identity for them to work alongside is provided.



Icon

**NEW MOON
TATTOO**

Wordmark

LOGO ARTWORK

The New Moon Tattoo logo is a specifically illustrated, original piece of artwork. The logo should always stay true to its original form. Any distortions in any way are not permitted or endorsed. Modifications or alterations will undermine its effectiveness.

The wordmark should not be altered in any way unless completely removed.

Examples of correct options can be found to the right and examples of incorrect options can be found on the next page.

File Export Extensions

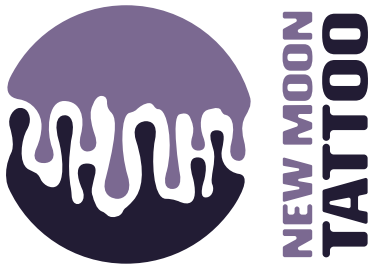
Print: .ai, .eps

Web: .jpg, .gif, .svg, .png

Correct



Incorrect

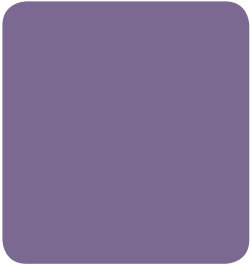


LOGO COLOURS

The colours in the New Moon Tattoo logo consist of two purple tones. They were chosen to drive motivation in customers and potential clients and promote the new vibes of New Moon Tattoo. The muted purples provide a relaxing look and resemble lunar purple colours.

The only two colours that should be used are the original, with the lighter purple on top and the darker purple on the bottom. A one colour version of the logo is also permitted, whether one of the two purples, black or white.

Information on the colours including PANTONE, Hex, CMYK and RGB can be found to the right and examples of correct and incorrect options can be found on the next page.



PANTONE

667 C

Hex

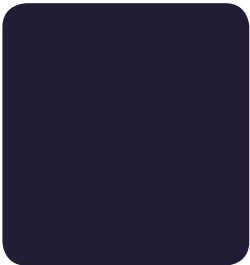
#7b6991

CMYK

C 58% M 63%
Y 22% K 3%

RGB

R 123 G 105 B 145



PANTONE

276 C

Hex

#221c34

CMYK

C 84% M 84%
Y 48% K 60%

RGB

R 34 G 28 B 52

Correct



NEW MOON
TATTOO

Incorrect



NEW MOON
TATTOO



NEW MOON
TATTOO



NEW MOON
TATTOO

LOGO BACKGROUNDS

The logo’s simplicity was kept in mind in order for it to fit onto multiple types of backgrounds and keep noticeable contrast.

The logo may be placed onto clean coloured back-grounds and photography as long as clear readabil-ity and contrast are maintained. Logos on busier backgrounds should have a discreet drop shadow.

Examples of correct options can be found to the right and examples of incorrect options can be found on the next page.

Correct



Incorrect



TYPEFACES

Rogue Sans Ext Bold

The typeface chosen to represent New Moon Tattoo in its wordmark is a specially modified version of Rogue Sans Ext Bold. It was chosen because of its bold aspects and was edited to create originality. This is an original form and hard to redraw for the right reasons. The text is to be converted to outlines in order to round the edges of the characters. The font should only be used in the wordmark and for large titles. No other font should be used in the wordmark. Examples can be found to the right.

FreightSans Pro

The font should only be used for headers in print and headers and body in web. Examples can be found on the next page.

FreightText Pro

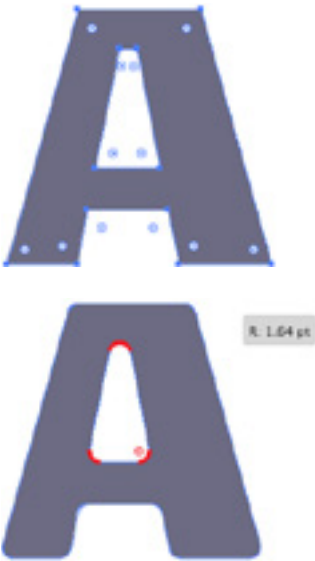
The font should only be used for body copy in print. Examples can be found on the next page.

Logo Typeface

ROGUE SANS

EXT BOLD

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9



Print Header Typeface / Web Typeface

FreightSans Pro

Book

Aa Bb Cc Dd Ee F Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Ee F Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Print Body Typeface

FreightText Pro

Book

Aa Bb Cc Dd Ee F Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Book Italic

Aa Bb Cc Dd Ee F Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Ee F Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



ALTERNATE LOGO DESIGN

In addition to the wordmark being below the icon, text to the right is also an option. This can be used to save vertical space. Placed to the right of the logo is the only viable option and the size should not be altered in order to maximize spacial awareness, proportion and overall effectiveness.

Examples of correct and incorrect options can be found to the right.

Correct



Incorrect



ONLINE

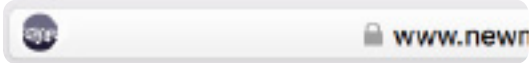
The digital online presence is a very important part to the business and brand. Keeping up with web-site designs and being active on social media is a huge part of today's business marketing strategies. Providing marketable, useful and personal information is a great way to connect with users and clients.

The purple brand tones should be present throughout the website and social media pages. The identity proves unity.

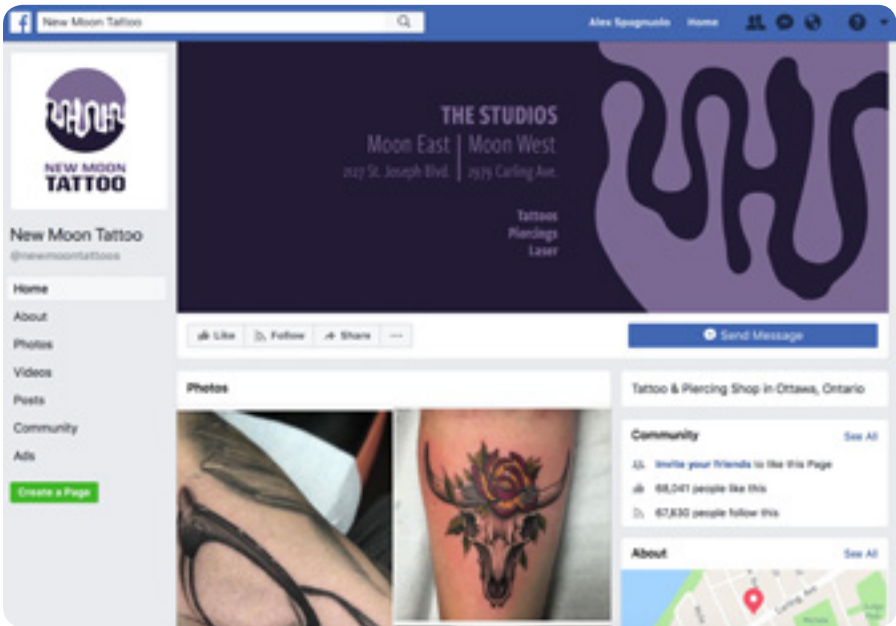
Social Media Icons



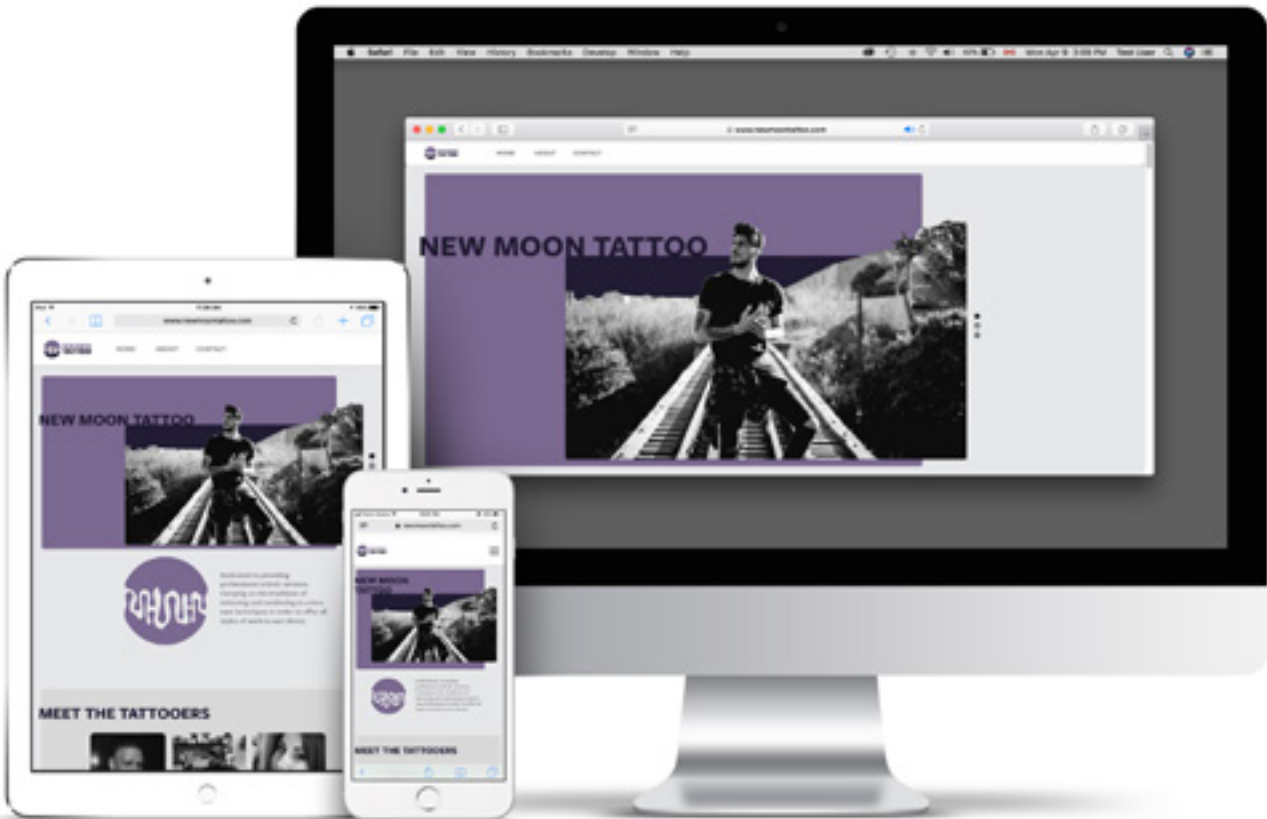
Favicon



Facebook



Website

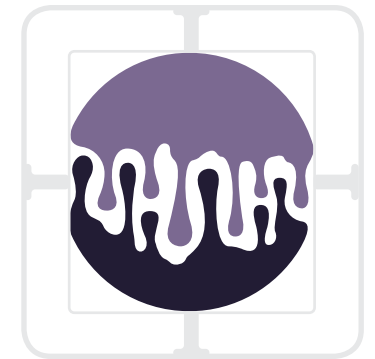




CLEAR SPACE

Clear space is an important and specific zone around the logo. For acceptable and use, the *T* in the wordmark should be used to measure outside the bounds of the logo, at least.

The logo requires clear space around it so that other text, images or graphics cannot enter the space and thus, diminish the effect the logo has on the overall design. The New Moon Tattoo logo works best when there is a generous amount of clear space, however it can still work with its most minimal clear space.





LOGO REDUCTION

The New Moon Tattoo logo requires a restriction on its smallest size. Smallest reduction for reasonable and printable sizes depend on if the wordmark is included in the logo or not. Examples can be found to the right.

Vertical Wordmark

Minimum width is 0.5 inches, 1.27 centimetres, or 36 points.

Horizontal Wordmark

Minimum height is 0.5 inches, 1.27 centimetres, or 36 points.

No Wordmark

Minimum width is 0.25 inches, 0.635 centimetres or 18 points.

0.5"



0.5"



0.25"

LOGO ICON

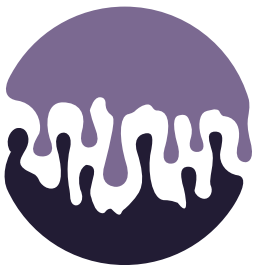
In addition to the version of the logo with the wordmark, acceptable use without the wordmark is also acceptable. The logo was designed to still be effective without any typographical support. All guidelines and restrictions still apply to the icon only version of the logo. It should only be the full icon, never broken or deconstructed, rotated, re-drawn or edited in any way aside from colour and proportionate size.

Part of what is interesting about the New Moon Tattoo logo is the intricate yet modern shapes and spaces in the ink drips. Both versions of the logo, with wordmark and without, can be used as a graphic treatment. A crop of the ink drips in the icon can be used as full graphic background as its own element. Part of the logos right or left side can be used if the rest is cut off. The design and drips must be centered. No other crop should be used other than the closeup of the ink drips like these. Examples of correct and incorrect options can be found on the next page.

Correct



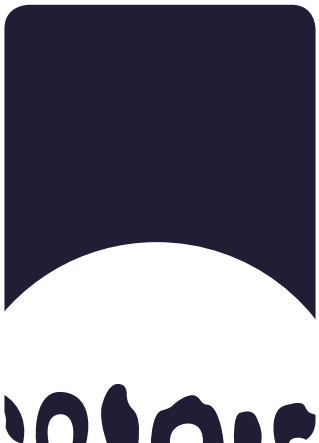
Incorrect



Correct



Incorrect





GRAPHIC TREATMENT

The watermark graphic treatment can be used discreetly with or without opacity. At most the opacity of the logo should be 60%. All pieces of the logo should have the same opacity percentage. A drop-shadow can be allowed if the logo is on a busier background. Examples of correct and incorrect options can be found to the right

Correct



Incorrect



STATIONERY

All parts of the stationery package are a whole and expands on the themes of the logo.

Letterhead

In order to create the best possible impression with the companies clients, the letterhead provides a sophisticated frame for correspondence with current and potential customers in a variety of settings. The letterhead is a tangible element of New Moon Tattoos values, identity and personality, all translated to paper. Both locations are featured on the sidebar of the letterhead, as well as social media links and the website. Lots of space is provided for employees to type or write on.

Business Card

Exchanging business cards has been a common business protocol for decades. Business cards are a physical object that potential clients can take with them that keeps New Moon Tattoo's brand from just being a name that floats around. New Moon Tattoo's redesigned cards provide an effective and memorable way to connect with people.

Envelope

Envelopes are not simply just the carriers and packaging in which the relevant material is sent. In the mail, they are the first thing that people see. It can help people decide whether they even want to open the letter in the first place, because they stand out.



LOGO APPLICATIONS

It's important to recognize all you can do to expand your brand by applying it to different products and signage.

Tattoo Machine
Adding the logo to the tattoo machines gives them a personal touch from the company onto the tools they use in a professional and clean way.

Temporary Tattoos
A big part of the rebrand was to get rid of the stereotype that tattoo parlours are an intimidating place meant only for certain people. These temporary tattoos invite the new feel that anyone is welcome. Children and other people may be offered a peel off tattoo of New Moon Tattoo's logo.

Parlour
The parlour signage was simplified and more unified with the brand. Opaque logo decorations are featured on the windows.

Photography
Since photos should show off the tattoos, the purple duotone edits are not mandatory, just decorative. Normal colour or black and white photos are acceptable in order to show off the tattoo work. An example can be found on the next page. Samples of the decorative photography style can be found throughout the guide as well.

Tattoo Machine



Temporary Tattoos



Parlour



Photography



CONTACT



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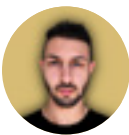
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