

INFERNO
BRAND



03
VOICE

04
MISSION

05
DESIGN

06
LOGO

09
COLOR

12
TYPEFACE

13
LAYOUT

15
ILLUSTRATION

17
MERCH

VOICE

voice + mission

Inferno is a tattoo studio. A tattoo is a form of body modification in which a design is created by injecting permanent or temporary inks, dyes, and pigments into the dermis layer of the skin to change the pigment. From realistic visuals in black and white to traditional colors, we have the diversity in our shop to satisfy your desires. We aim to welcome not only our local community, but also artists from all around the world. We aspire to transform the tattoo industry by combining professionalism and quality artistry in a clean, engaging work environment! We invite you to discuss any tattoo inspirations or ideas you may have!

Our main vision is to bring visuals to life and to connect people across Abbotsford through art. Our artists can offer custom design work with the help of the customer.

Trends come and go, art lasts forever.

LOGO

primary usage

The logo should always be placed on a contrasting background, avoiding any kind of busyness or color. Previous or modified versions not listed here should never be used. Our logo represents our fire skills and design as well as our crew.

×



INFERNO
Studios

LOGO

alternate usage

The Inferno logo has an alternate use, I from Inferno, S from Stuidos. Creating a simple yet diligent logo. This logo should be used only in the event that the primary logo cannot.



LOGO

misuse

Either logos may not be distorted in anyway, its shape must always be maintained and the ratio between elements must be modified.



COLOR

primary

The logo consists of a specific color, gold. We chose gold because it celebrates successes and motivates people to reach their potential. We to motivate our crew to reach their full potential in their skills and creativity.

Secondary colors are used for web design, guide books and etc...



IS GOLD
C-4 M-18 Y-100 K-10
R-223 G-185 B-18
#e0ba0c



IS DARK GRAY
C-0 M-0 Y-0 K-93
R-51 G-51 B-52
#333234



IS WHITE
C-0 M-0 Y-0 K-0
R-255 G-255 B-255
#ffffff

COLOR

misuse

The logos primary color (IS GOLD) shouldnt be modified in anyway.





TYPEFACE

primary

Kerning, leading, and tracking play a crucial role in achieving a spacious look. We use these typefaces in our company because they compliments each other. They both have their own personalities without overpowering each other.

Aa Bahnschrift
THIS IS A HEADLINE EXAMPLE.

Aa Segoe UI
This is a body copy example.

LAYOUT

looking the part

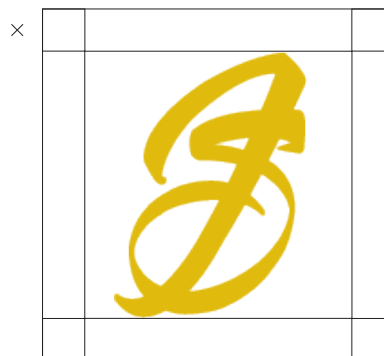
To achieve the Inferno look, careful attention must be paid to spacing and symmetry. visual equidistance between objects is desired, though dramatic cropping is allowed. Type should be laid out so that the creative feels "airy". This can be accomplished through generous line and letter spacing.

	H E A D L I N E
	This is an example of body copy. It is set 12 pt, 21 pt leading, and 20 pt tracking. Leave ample spacing between lines.

LAYOUT

clear space

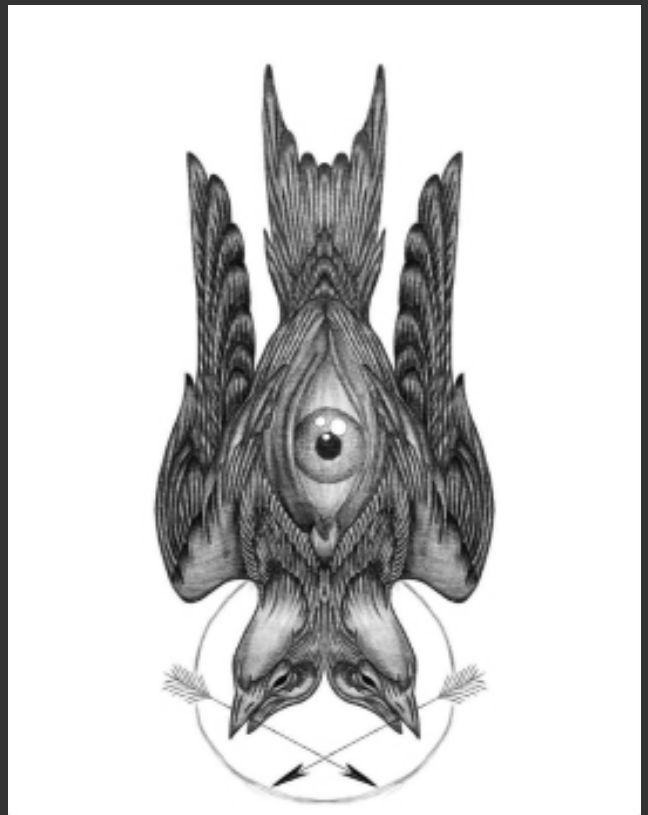
The spacing rules must be followed. No graphic element which is not a part of the inferno Logo may be placed in the area "x" surrounding it. The grid surrounding the Logo helps to visualize the distance and spacing protecting it in any format layout.



ILLUSTRATION

We have pre-made designs, customers can find them on posters and inside books at the studio. Illustration are already drawn so that customers can have an idea of what they are getting on their skin before they get a tattoo.





MERCH

All employees get one of each item to take home or to use in the studio. Customers may also buy our merch online or in store. We have many colors and materials to choose from and many more products on the way, as well as stickers, beanies, socks and many more.



Inferno T-Shirt, \$9.99.



Inferno Hoodie, \$14.99.

Inferno Waterbottle, \$9.99.



Inferno Mug, \$4.99.

