

***RED H  T DESIGN***

*Brand Book & Style Guide*

## ***01 About the Brand***

4 Introduction

5 Vision Statement

## ***02 Graphic Layout***

6 Red Hot Design color palette

7 Red Hot Design Logo

8 Logo 1 dimensions

9 Logo 2 dimensions

10 logo 1 clear space

11 logo 2 clear space

## ***03 Typography***

12 Typefaces

13 keywords

14 slogans

## ***04 Website***

15 website page

## ***05 Imagery***

About the brand

***About the Brand***

## *Introduction*

The Red Hot Design Brand Book & Style Guide provides certificates and videography, we must keep a consistent guidance on visuals and messaging that support on of templated approach as much as possible.

Red Hot Design Vancouver local tattoo shops brand. Whether the context focuses on cleanliness and efficiency so our marketing is global or local, a national client or small shop advertising agency, must reflect our work in the shop.

A major media announcement or a short Instagram post, Protocols must be followed to protect the Red Hot Design brand. There is a vast amount of resources in this guide to support Red Hot Design staff, certification providers and clients The following guidelines will provide


directions on how to display with their outreach efforts, additionally, training materials

the Red Hot Design Logo and fire illustration that is essential to the for marketing and media.

visual Foundation of the Red Hot Design. Examples are provided for mediums such As conference displays, publicity, and promotional materials,

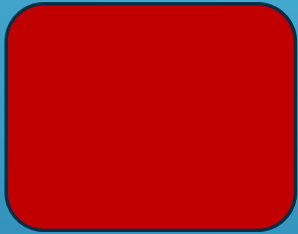
### ***Vision statement***

Red Hot Design seeks to provide quality service with fast and Efficient methods for tattooing to bring art to life on a walking Canvas.

Several white lines of varying lengths and thicknesses are positioned in the bottom right corner of the slide, creating a dynamic, abstract graphic element.

## *Color Palette*

### *primary color palette*



Strong Red  
Hex be0027  
Rgb 190,0,39  
Cmyk 0,100,79,25

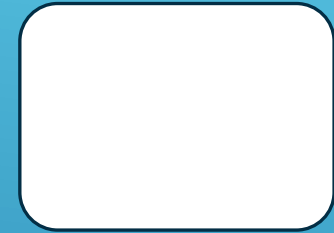


black  
Hex 000000  
Rgb 0,0,0  
Cmyk 0,0,0,100

### *secondary color palette*

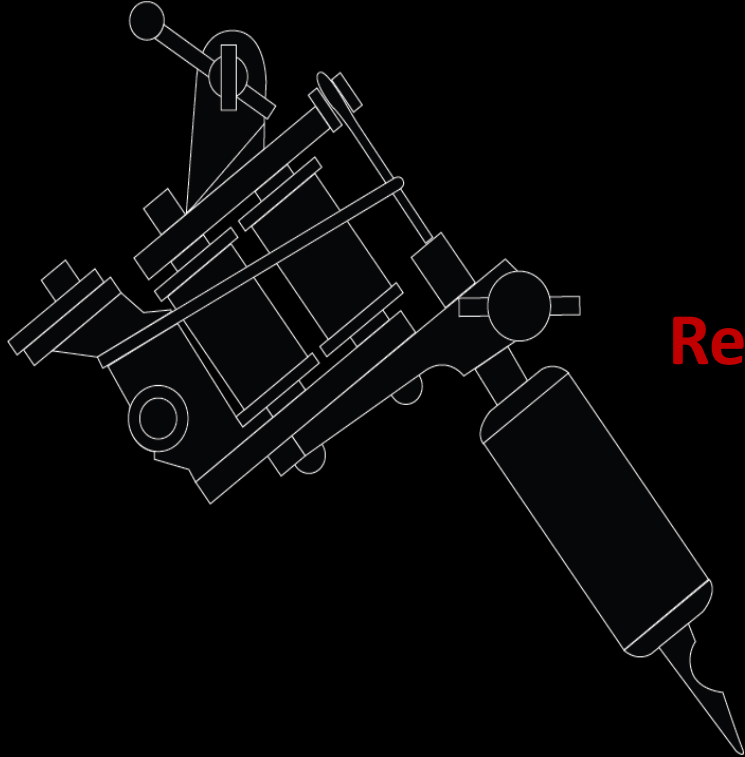


Black  
Hex 000000  
Rgb 0,0,0  
Cmyk 0,0,0,100

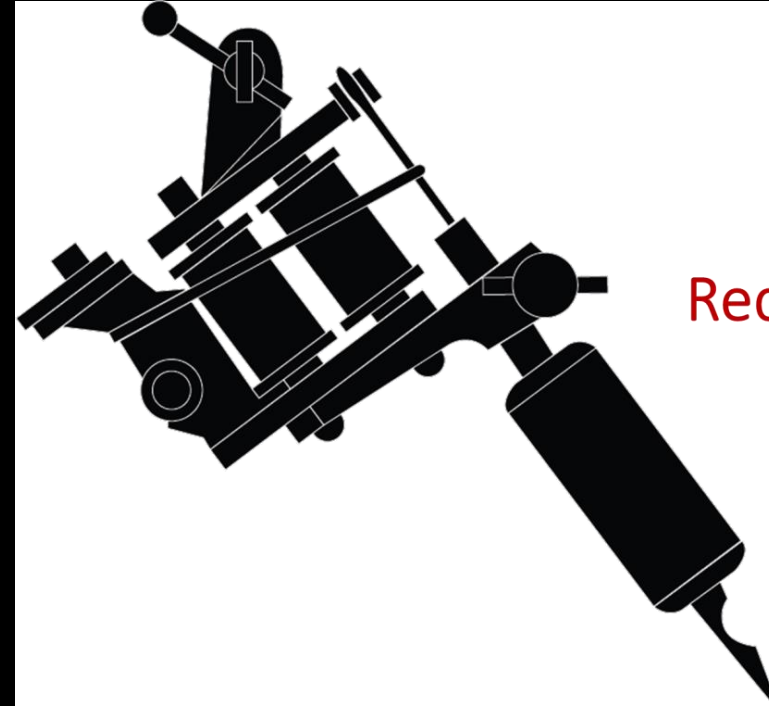


White smoke  
Hex fefefe  
Rgb 254,254,254  
Cmyk 0,0,0,0

# LOGO



Red H🔥t Design

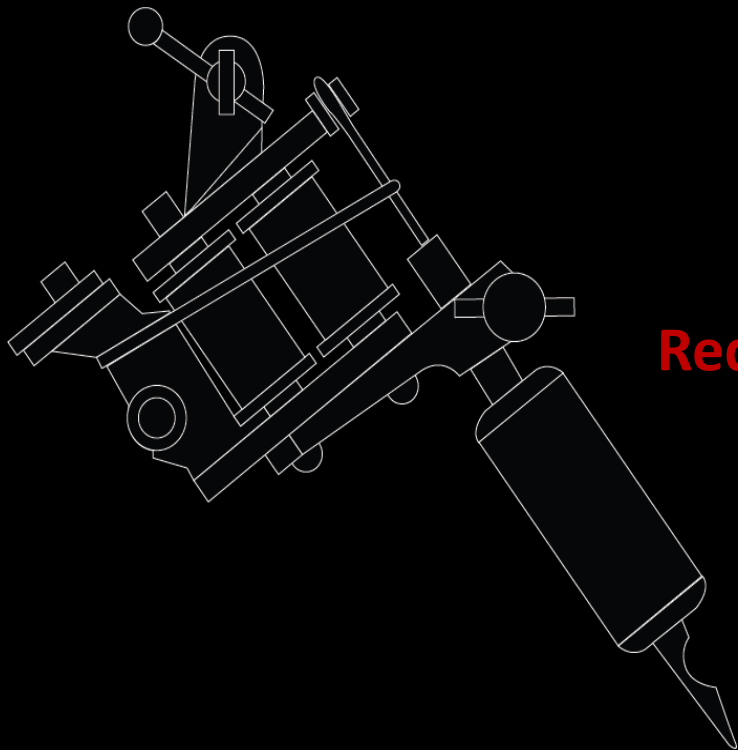


Red H🔥t Design

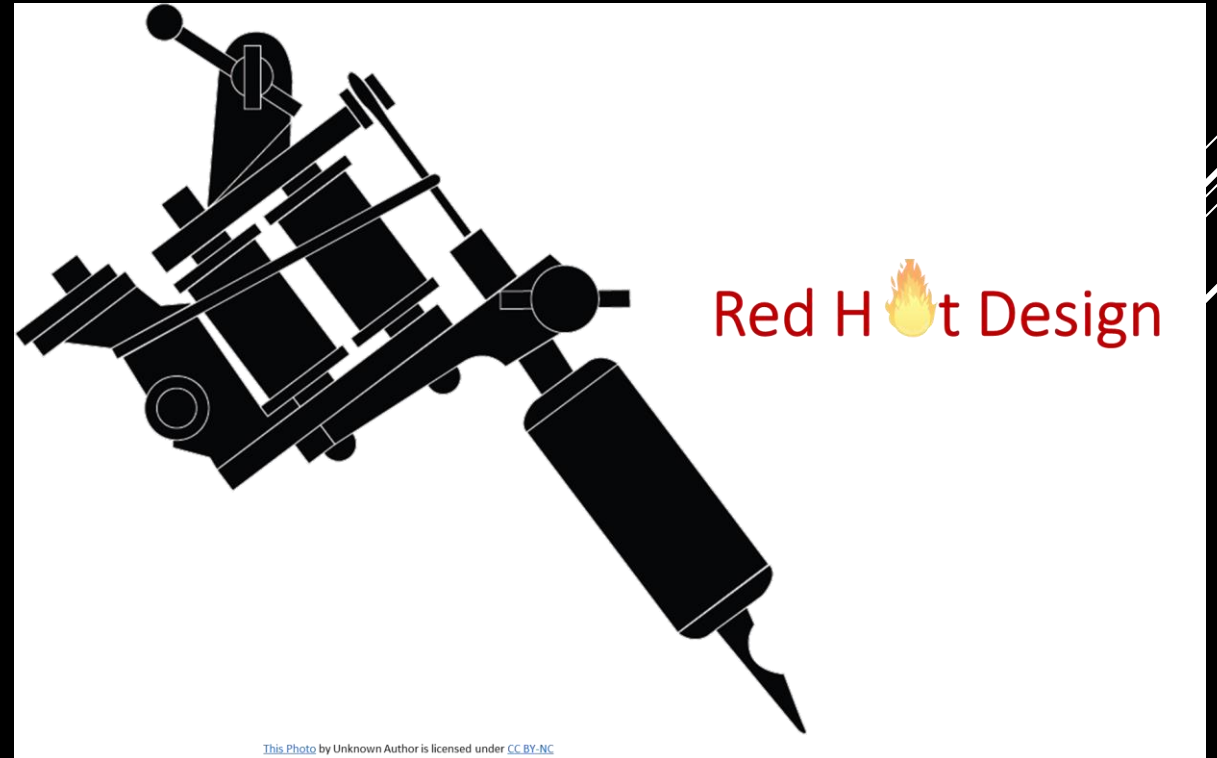
[This Photo](#) by Unknown Author is licensed under [CC BY-NC](#)

# Logo dimensions

HEIGHT 10 CM / WIDTH 29.19 CM



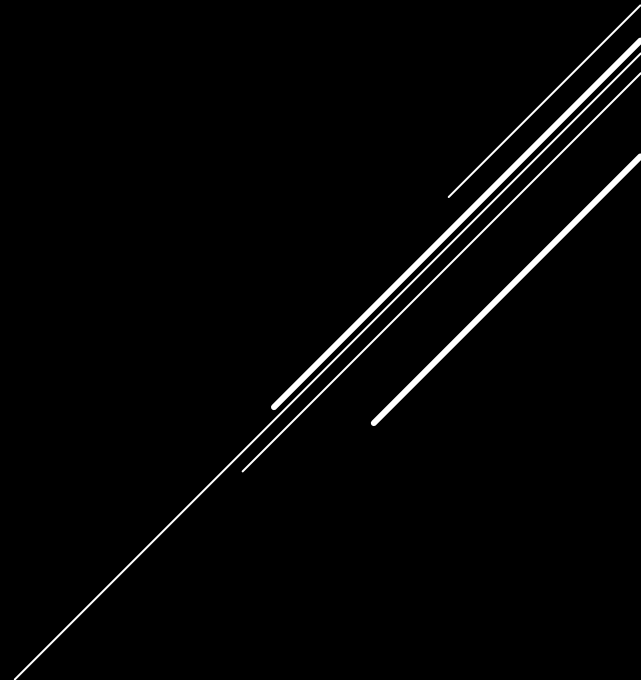
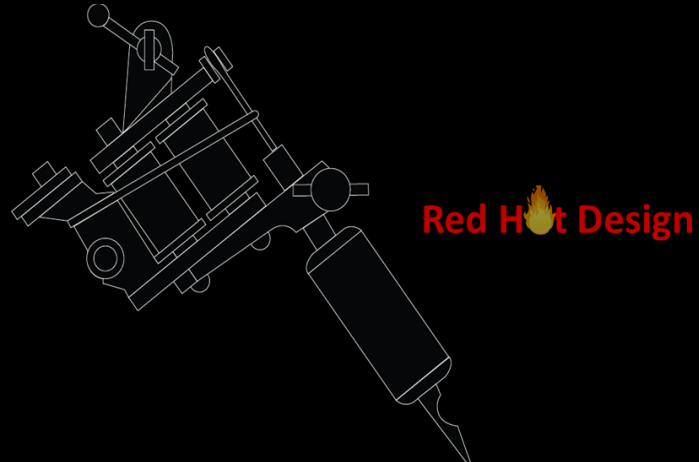
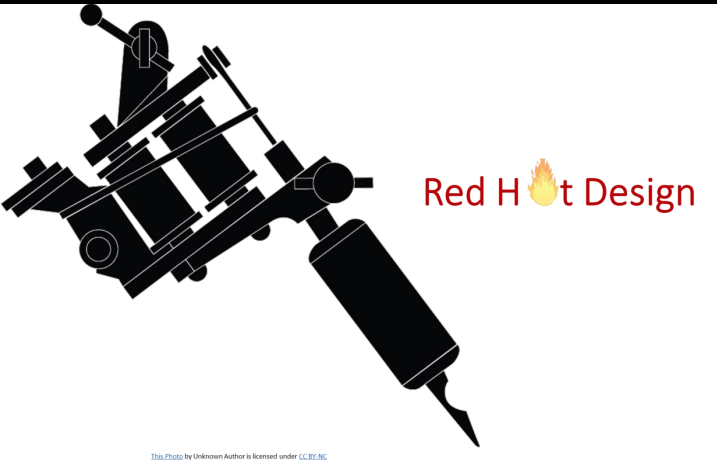
Red H🔥t Design



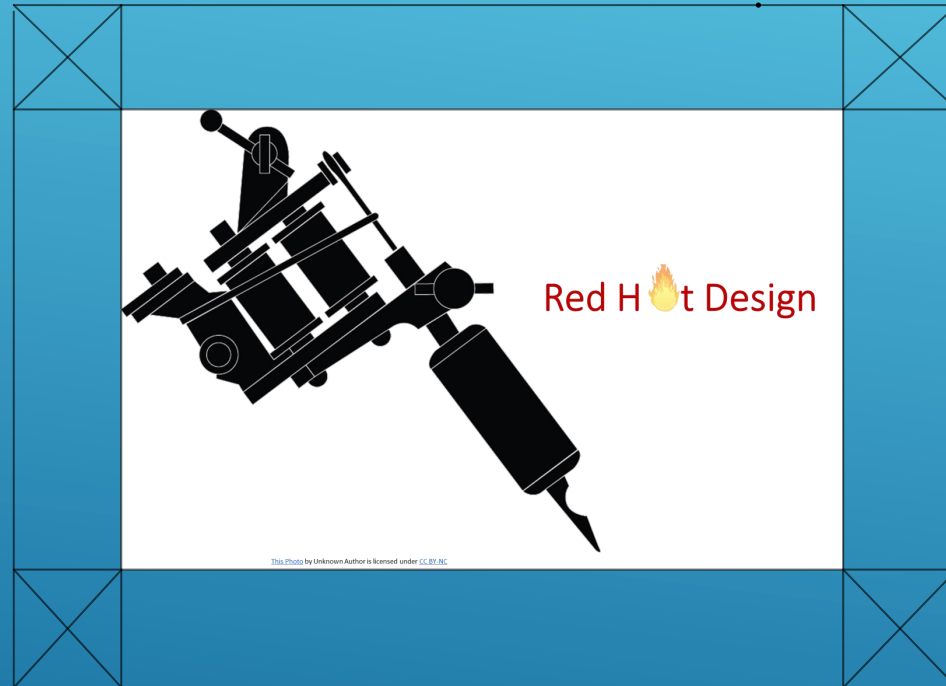


# Logo dimensions

Height 6 cm / Width 9 cm

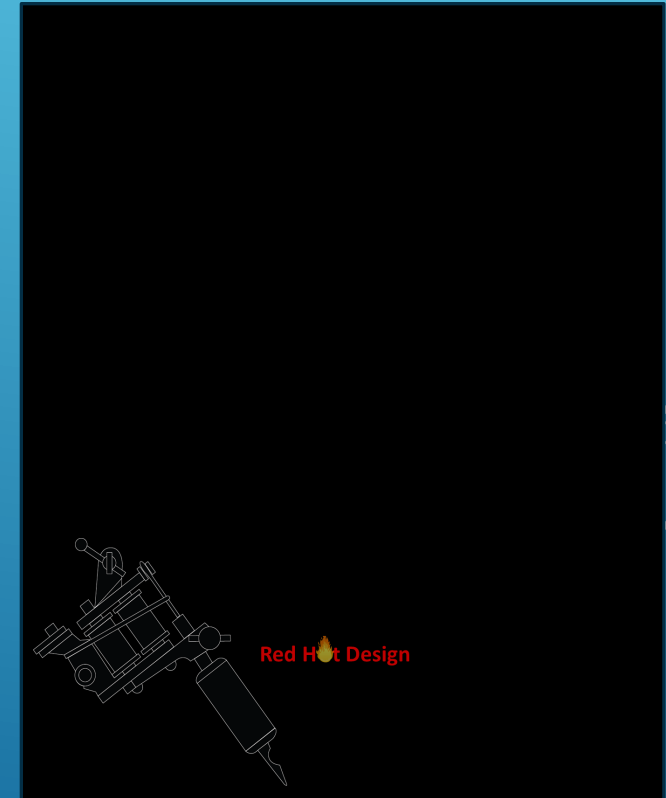
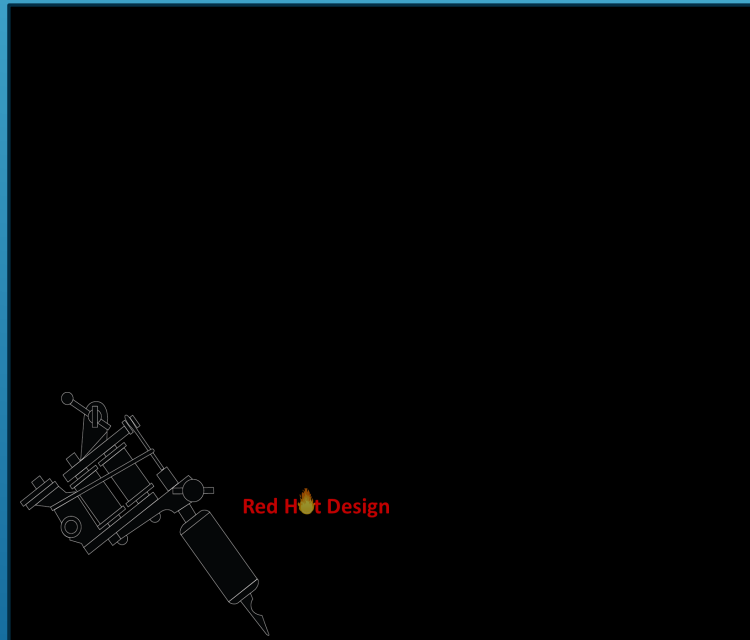


# *LOGO CLEAR SPACE*



# LOGO POSITIONING

Logo positioning for both landscape mode and portrait mode being placed in the bottom left corner



# ***TYPEFACES***

## **Calibri (body)**

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

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

## ***Forte***

***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***

***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***

# ***KEYWORDS***

Tattoo

Tattoo artist

Tattoo shop

Tattoo apprentice

Bookings



# ***Slogans***

- Good people better art
- Imagine, dream, red hot design
- Red hot design where art lives



# ***RED HOT DESIGN COMPANY BRAND***

Red Hot Design is a company founded in British Columbia by a Vancouverite with a passion for art And a lust for perfection. Red Hot Design is dedicated to Bringing our art skills to a different level through various Styles of tattooing we here at red hot design strive to Make the customer happy by delivering the perfect Execution to any design you can dream up. All of our Artist are trained and fully licensed to tattoo it is our mission To ensure all of our clients leave happy and fully satisfied With the work done, so if your looking to get inked be sure to Come check us out at Red Hot Design we cant wait to see you!



# ***ATTENTION CANVAS' NEEDED***

Red Hot Design is looking for people In your area that are looking to get a tattoo. We are new in your area and want to get our name out there if this is something that you may be interested in please visit our website at [www.RedHotDesign.com](http://www.RedHotDesign.com) and for a limited time only we are having a fifty percent off if you refer a friend. We hope to see you soon!

A series of three parallel white diagonal lines extending from the bottom right corner towards the center of the image.



**WEBSITE**



[www.RedHotDesign.com](http://www.RedHotDesign.com)

bringing art to life through  
tattoos

*Red Hot Design*

*News All*

Red Hot Design

*About Us*

Bringing art to your skin

Excellence

Professionalism

Expertise









# Swag

