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Graphic identities are created in order to serve as a visible element of a brand, such as color, form, and shape, which encapsulate and convey the ideals of a company that cannot be represented through words alone. A company's graphic identity is thoughtfully created with one goal in mind, to represent the company as best as possible, and to create an easy way for individuals to distinguish it from another. Graphic identities are important for brand continuity as well as marketing purposes. This all being said, any company, especially those involved in the design world, should have, and maintain, a solid graphic identity to represent their product or service. Inked Studios, a fictional tattoo studio, is the perfect example of a company whose graphic identity can help make or break them. When a tattoo prospector is searching for a potential artist or studio to go to, they want somewhere that is clean, modern, stylish, and in most cases really knows what they are doing. A well thought out and carefully designed graphic identity can make this message clear to potential customers, and can help show what the studio may offer as far as quality and experience.

Inked Studios

Inked Studios is a top of the line tattoo shop, aimed at providing it's customers with the highest quality tattoos. With a modern twist on the classic tattoo shop, studio, or parlor, Inked Studios aims to provide a variety of tattoo styles, both old and new, however their main focus is modern designs. This being said modernity and sleekness are the driving forces of the overall design theme and concept that Ink Studios hopes to produce. Simplicity is also a desired characteristic of Inked Studios graphic identity. In the world of art you do not want your own brand style and identity taking away from your work, so it is important to have a style that works alongside the tattoo artwork and does not over shine it. Overall a modern, sleek, yet simplistic look, is hopeful to attract customers who feel confident that this company's artwork should be canvassed on their body.

How Inked Studios Achieved Simplicity

As stated above simplicity was a key attribute focussed on during the creation of Inked Studios graphic identity. A simplistic graphic identity calls for an extremely clean design when focussing on colors, layouts, and fonts. It is extremely important that all of these work together in a cohesive way. A clean design usually consists of colors that work well together and do not distract from the content or logo type. For this particular graphic identity the three colors used are black #000000, white #ffffff, and dark red #592222. These colors were chosen in order to create pop but not be overwhelming to the customers. Tattoo shops often seem to go over the top

when it comes to their design and logotype. Maybe they want to be flashy, or maybe they just think this is the way to go, but in most circumstances, people are more apt to choose a clean modern tattoo shop over the over the top vibrant "noisy" tattoo shop. In addition to the three colors chosen Inked Studios used a Sans Serif font for their main logotype. This smooth, bold look also pushed the design into a more simplistic realm rather than going over the top with a wild more free form font. Each of these aspects contributed to the simplicity of the design and ultimately work to convey a trustworthy and clean company.

Typefaces

To create a logotype that fits the function of the tattoo shop it was important to go with typefaces that work well together and display a common theme. The font used for the logotype is, Simplex Regular, provided by Adobe. Simplex regular is a very sleek Sans Serif font and serves as something that is easily read in a multitude of sizes and distances. For this particular logotype the typeface was bolded and the tracking was increased. This allowed for a more open and distinguished look for each letter and also for the appropriate spacing for the graphic element of the logotype. It is important to create a logotype that can be edited for multiple purposes and sizes. By creating a simple design I was able to edit the sizing and format to be functional for app designs all the way to billboard and portfolio designs. The content font is Sitka text, provided by Adobe, and is consistently written in smooth format. Sitka Text seems to work well with the logotype font, Simplex Regular, because although it is a combination of a Serif and a Sans Serif font they are both smooth clean and precise. This font is displayed in both black and the dark red and is set in a smaller size than the logotype.

Colors

Being a modern tattoo shop, Inked Studios, wished to convey this message through not only it's typefaces and logo, but through its color scheme as well. As stated above, it is important to choose colors that work well together and do not distract the customer from the main purpose of the company. In this company's case, I did not want to distract from the tattoo designs and the company's portfolio artwork. It was important to go with colors that will work with any tattoo style and coloring scheme the shop creates meaning that black and white with a more neutral red seemed like the way to go.

Logotype Real World Application

This particular logotype is created for all advertising and marketing purposes Inked Studios may need. Most prints will be on a matte backgrounds with gloss text and graphics. This will help the logotype pop in any circumstance. Figure 1 on the last page of the document shows the usability of the logotype and the content text. Each numbered attribute displays a different application of the logotype and the marketing or advertising material it would be used on. Each of the applications and described below.

1. Item 1 is the representation of what the logotype would look like on a typical billboard or large sign. This is an interactive sign that can switch from black on white to white on black at anytime desired. The main goal of this design was to make it easy to read and concise.
2. Item 2 is the representation of the large app design. This app design could also be implemented to a website format for laptop and desktop computers. For this purpose the design is white on black with an 'active' dark red text. This should allow the viewer to differentiate from what page they are on and what other pages they can view.
3. Item 3 is the representation of Inked Studios business cards. Clean and concise was the main goal so they are extremely simplistic and minimalistic.
4. Item 4 is the representation of Inked Studios Portfolio. This will be a scrapbook of all the the shop's created tattoos, design ideas, and completed designs for purchase. This inside of the portfolio continues with a minimalistic theme, with images displayed on the left and text descriptions on the right hand side of each image.
5. Item 5 is the representation of a basic poster design for shop display purposes.
6. Item 6, similar to Item 2, is the representation of the smartphone app design and layout. This differentiates from the large app layout and color layout because the screen is smaller meaning that it had to be designed less like a website and more like a basic app.

*Tattoo images provided by Pinterest tattoo feed.

Each item is designed to attract attention and convey a professional and confident message.

Adjectives

Clean, Modern, Simple, Graphic, Sleek

Conclusion

Creating a sleek look for this tattoo shop was a top priority throughout the design process. It was important to keep customers in mind and create a design that would make them feel confident in the service they were getting and be attracted to want to learn more just from seeing the logotype design. Through the use of modern font combinations and a limited color pallet the designs created overall seem to be successful in their purpose and have a great combined look and feel.