



DESIGN GUIDE

By: Kay Evans-Stocks
MDST 3350 2018



OVERVIEW



INTRODUCTION

Canvas is a Toronto based tattoo parlour that specializes in intricate and modern tattoos. In 2009, a group of tattoo artists recognized that many tattoo parlours were designed to be very masculine, dark and bold. They decided to go a different route and introduce a more feminine, soft, welcoming, simplistic and modern approach to a tattoo parlour. Canvas' founding artists opened a shop in 2010 that focused on simple and intricate tattoo designs rather than the common thick and heavy tattoos. This tattoo shop offers both design services and actual tattooing. They offer a variety of styles including intricate line, small and minimal, and watercolor. Canvas' branding and design philosophy is focused on getting these ideas across.

TARGET AUDIENCE

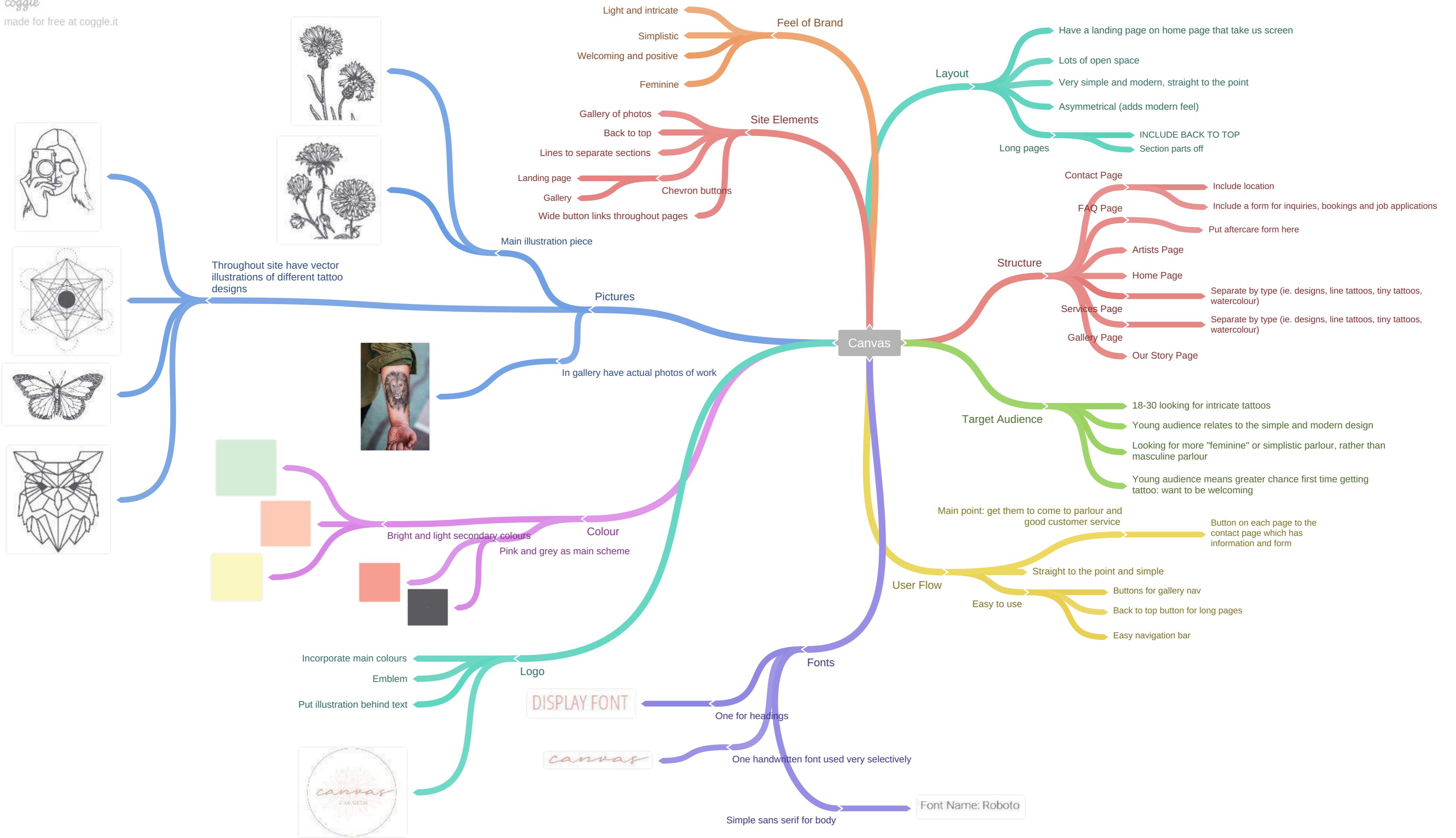
The target audience for the Canvas tattoo parlour is those aged 18-30 in Toronto. Specifically, they are focused on those who are interested in getting a modern tattoo. As well, the brand philosophy targets people who are more comfortable with a feminine and bright tattoo parlour rather than the usual masculine and dark aesthetic. The regular types of parlours can be intimidating especially to those looking to get a tattoo for the first time. Canvas' goal is to make sure everyone is comfortable and to build an image that is welcoming, modern, and soft.

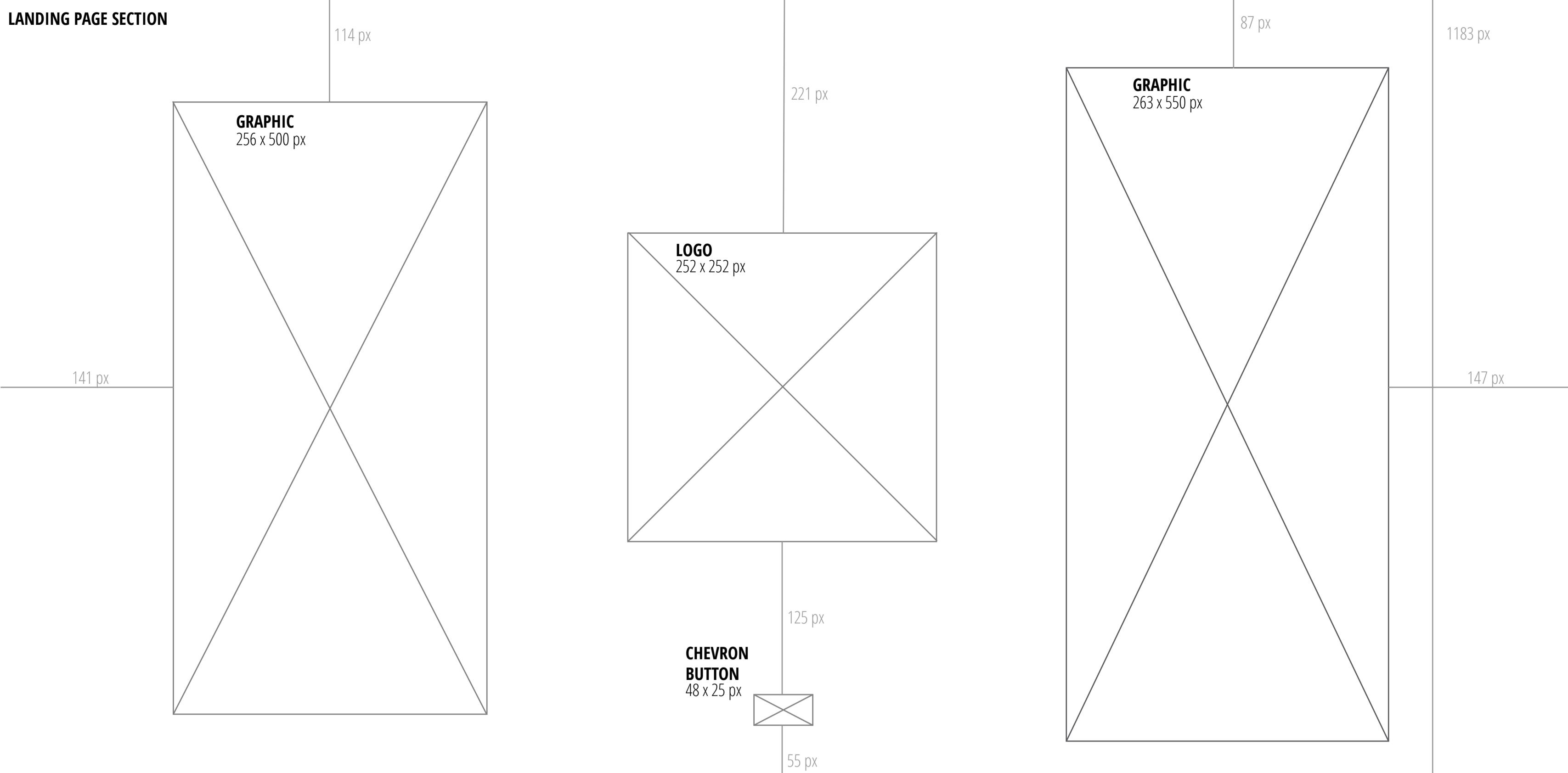
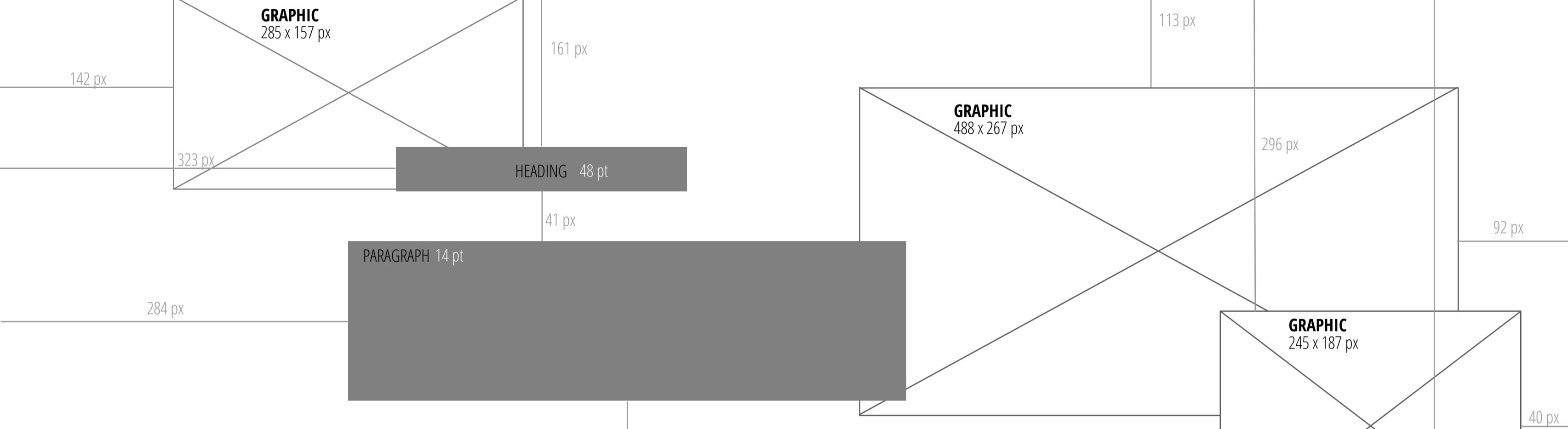
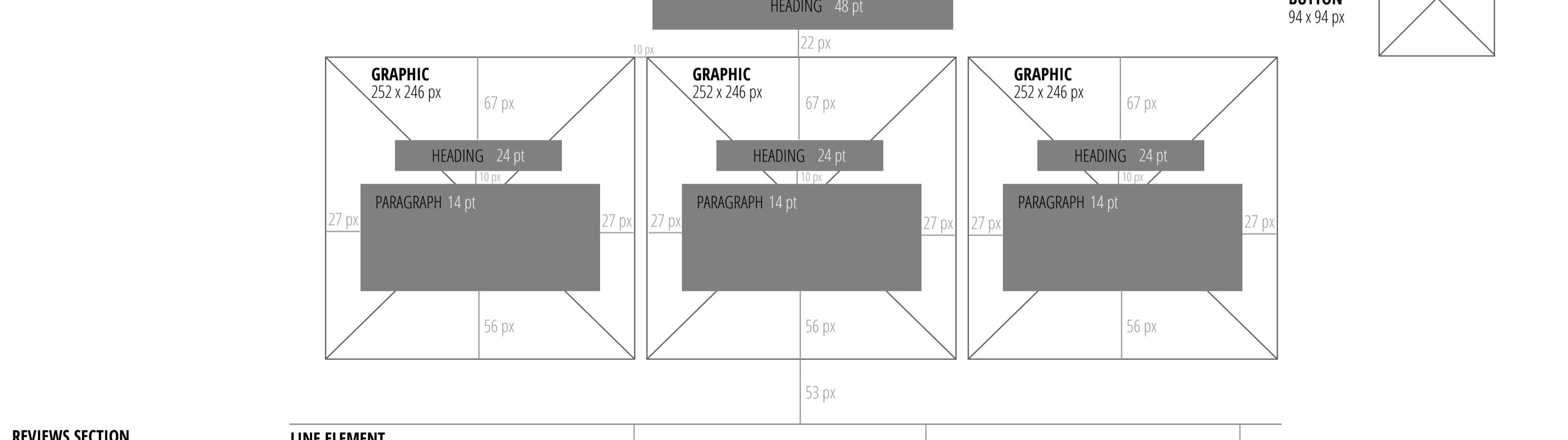
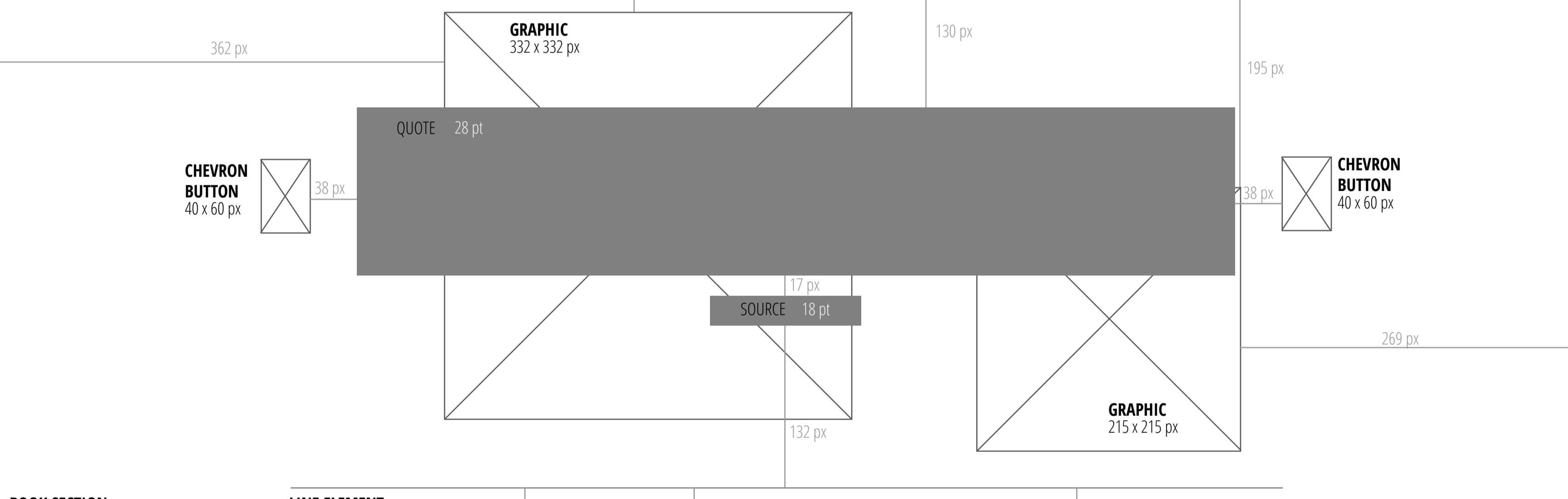
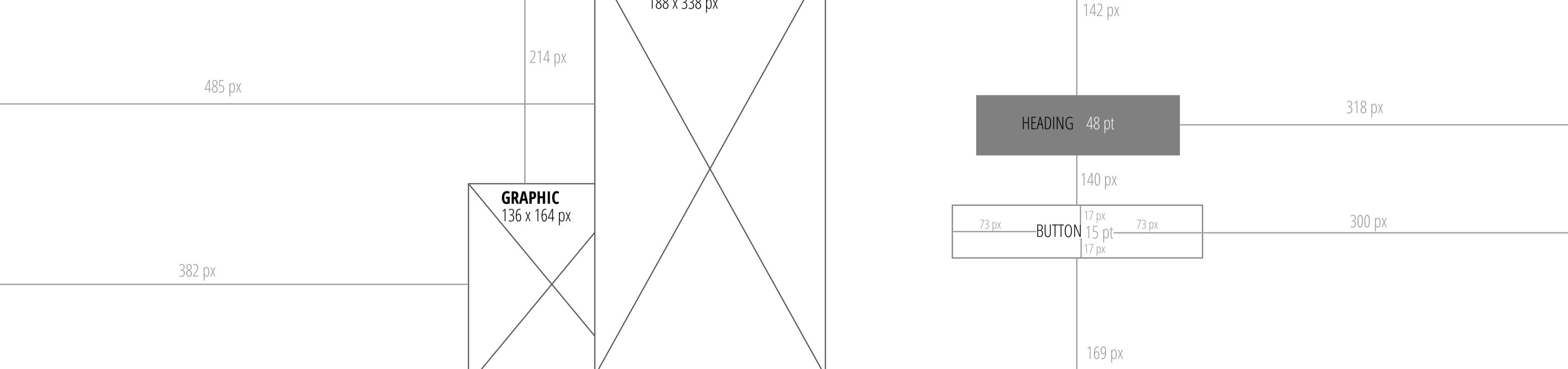
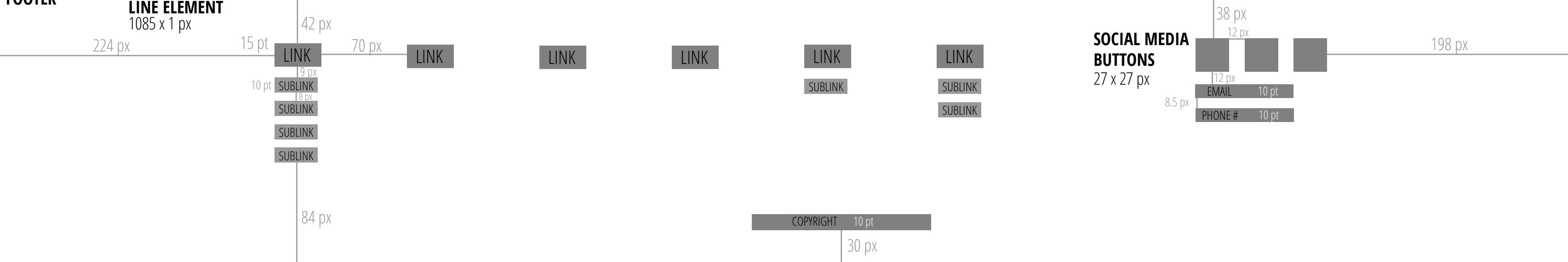
DESIGN

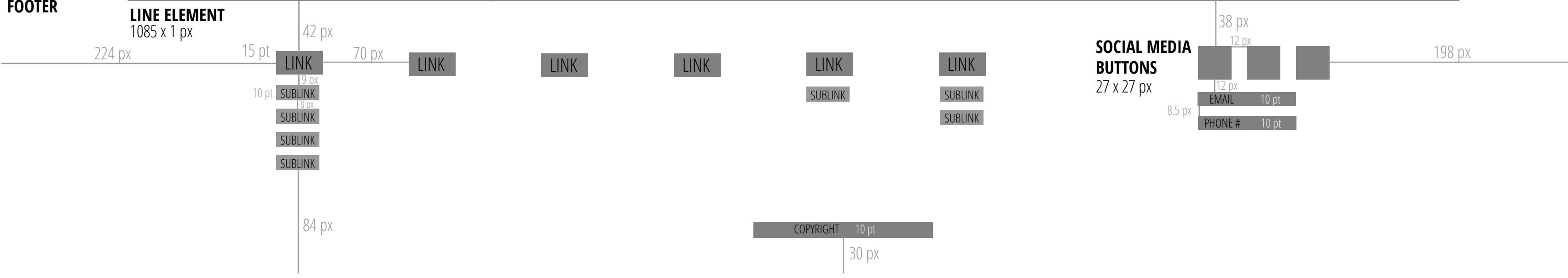
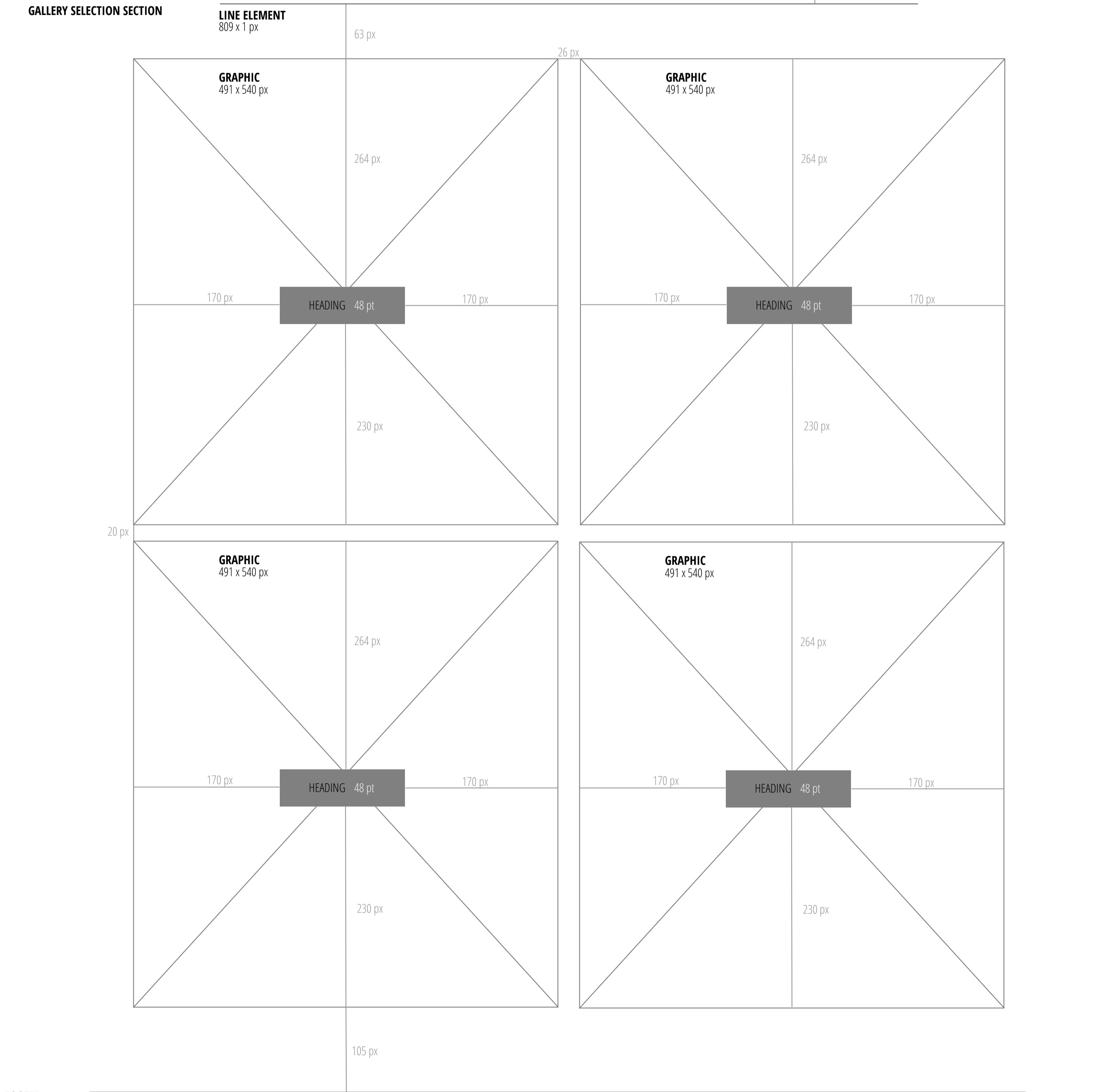
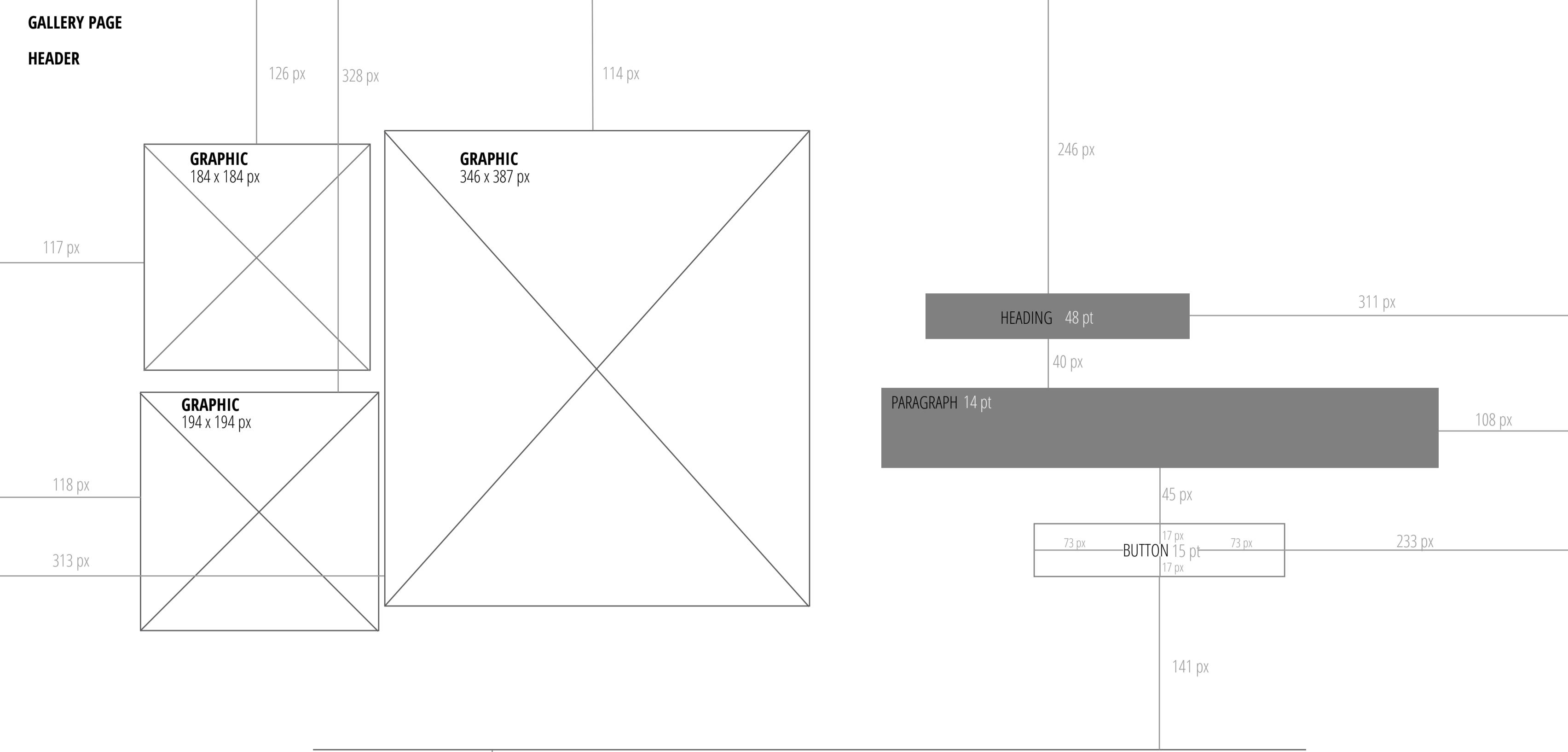
The same ideas surrounding Canvas' simplistic and modern tattoos will be utilized and implemented into the website to stay on brand. Following the soft and feminine brand image, the main colour scheme will be pink, grey (mostly for the body copy) and white. This palette will be complimented with light peach, green and yellow. These colours effectively portray the idea of Canvas being bright and soft in contrast with the typical dark palette most parlours incorporate. The web pages will have lots of white space and long pages split into different sections by thin lines that match Canvas' intricate tattoo designs. The open space and long page format stays on brand with their minimalist and simple nature. As well, many elements of the page will be asymmetrical and off-centred. The body copy may be layered over the images. This modern layout matches the young target audience. On the home page, there will be a header landing page with animation which adds interest and excitement when visiting the site.

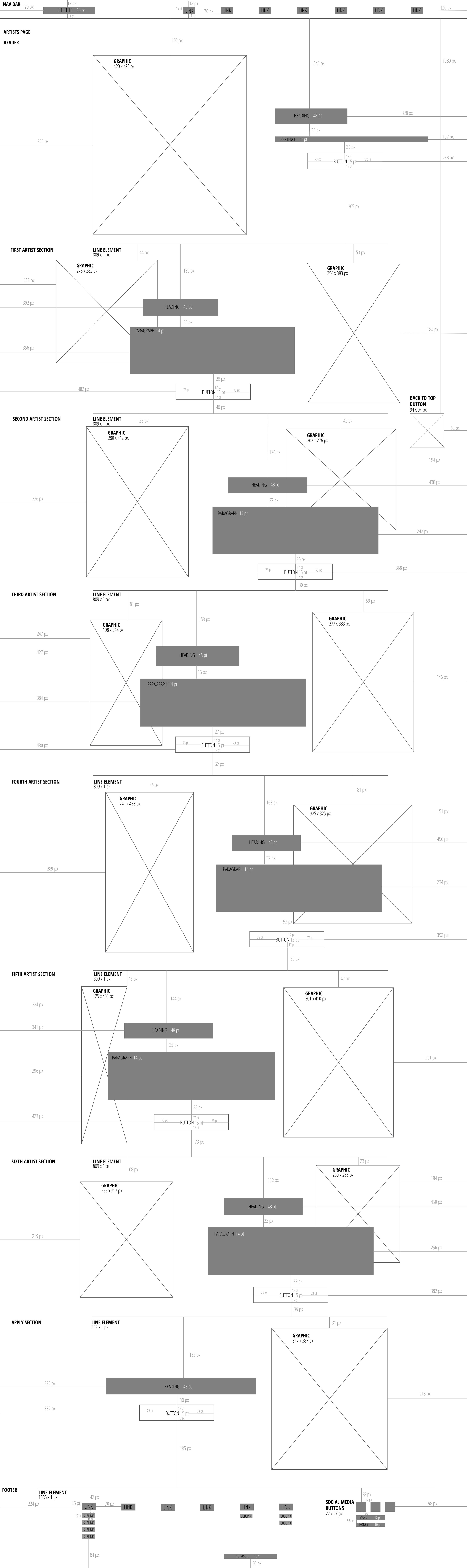
BRANDING

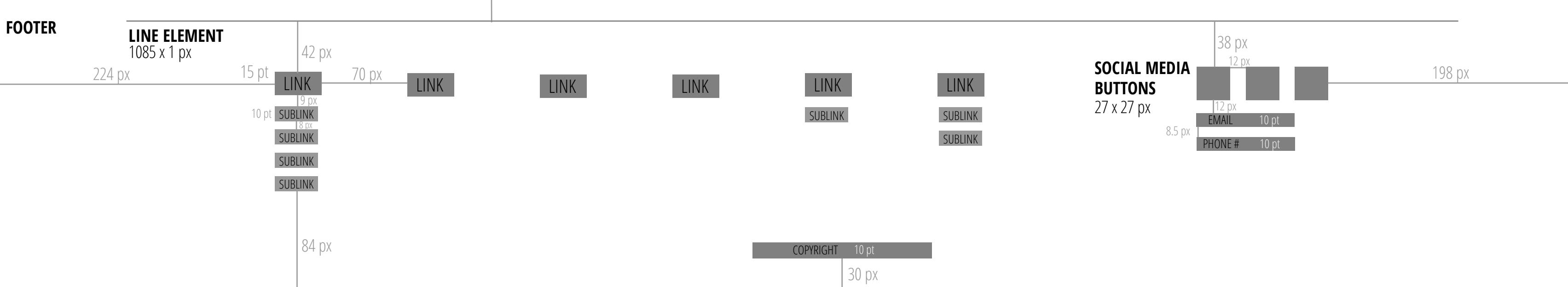
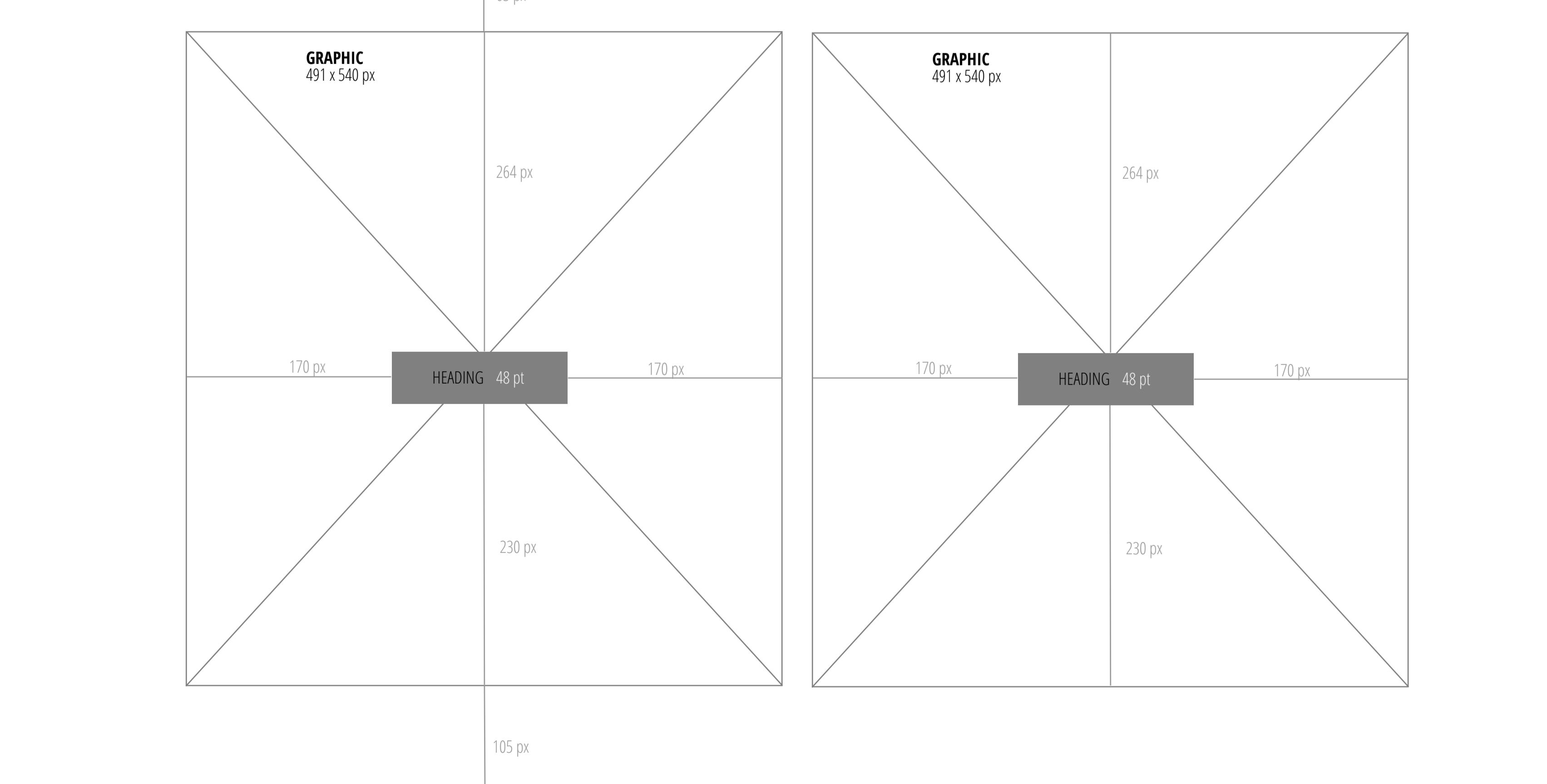
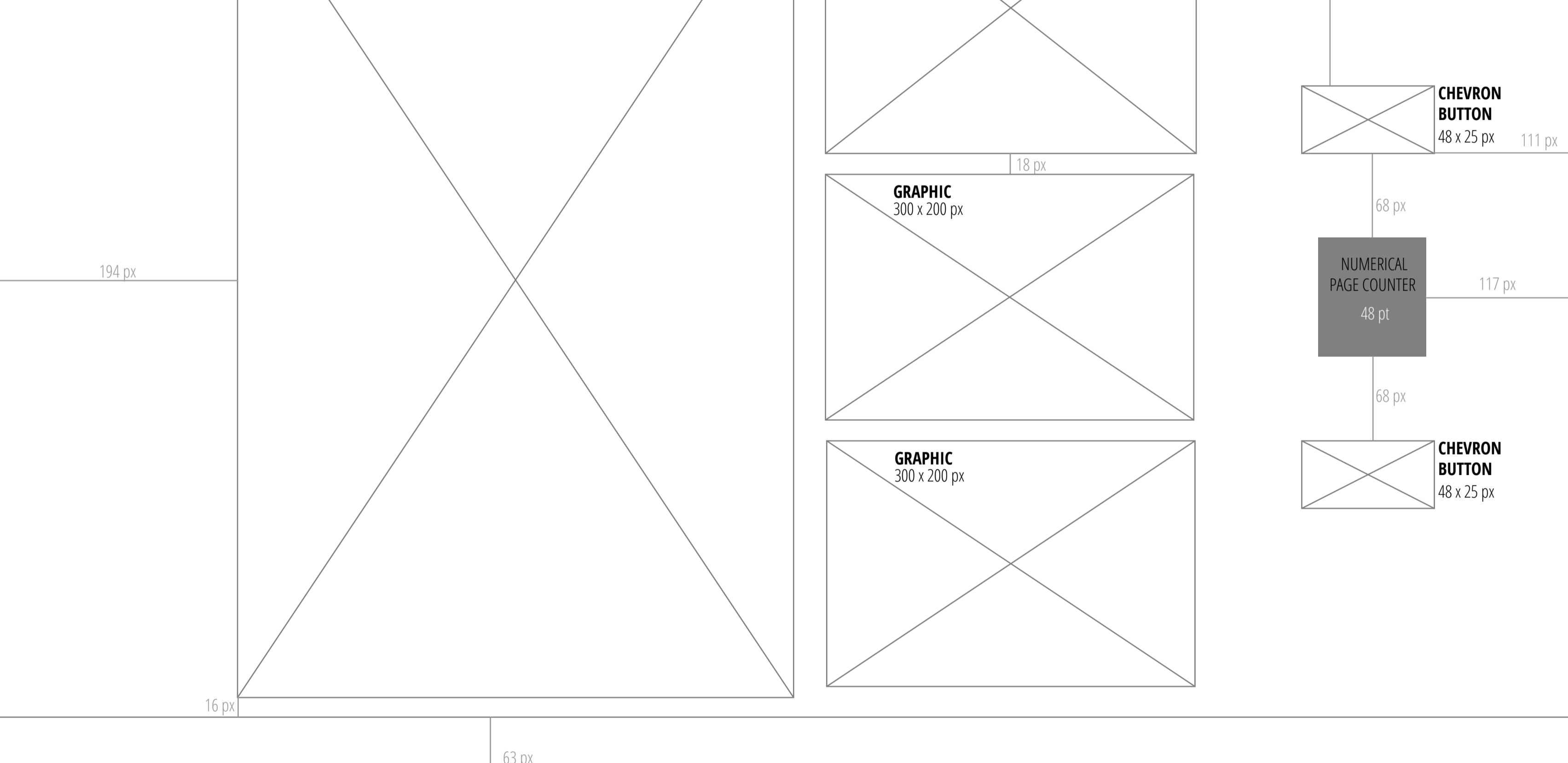
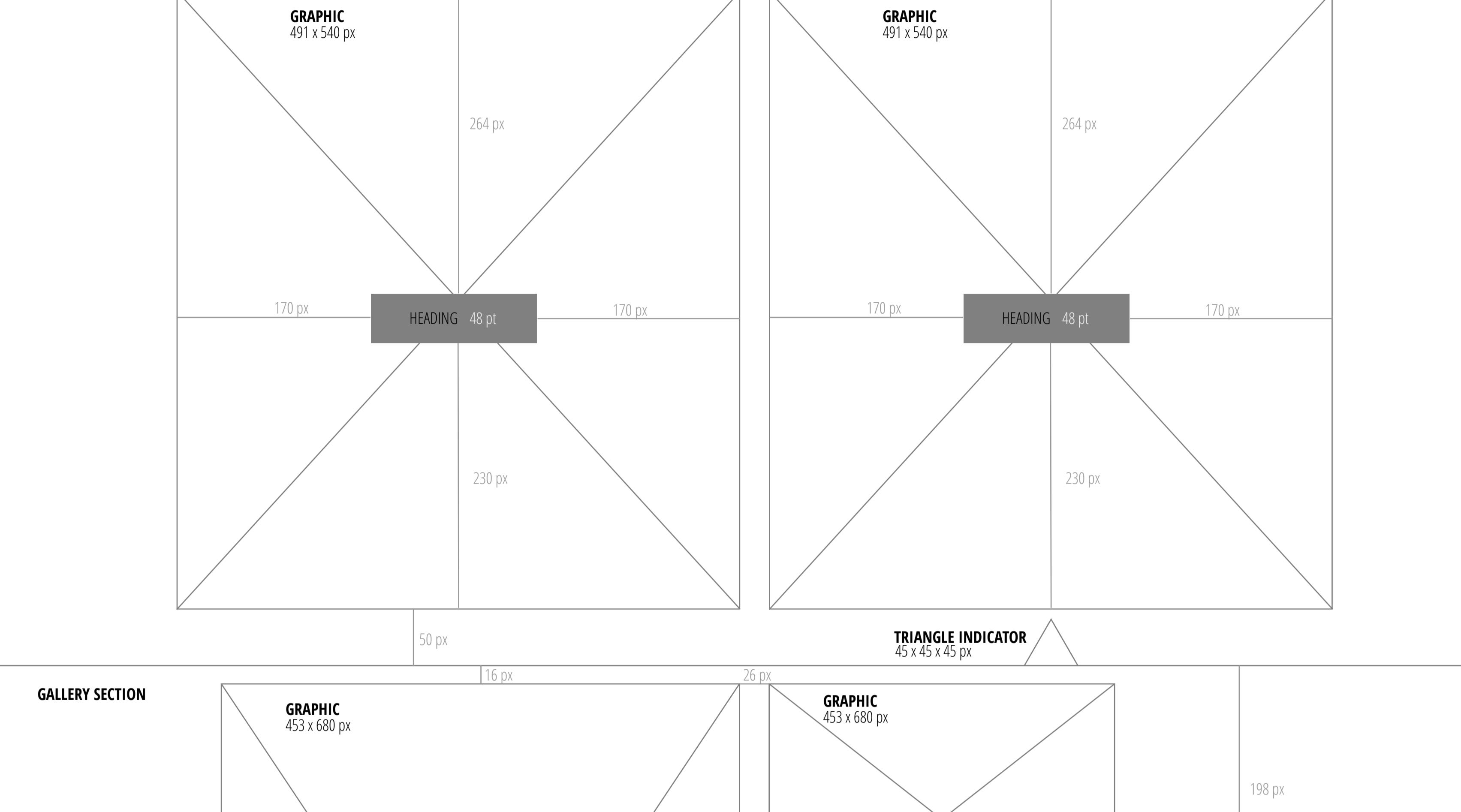
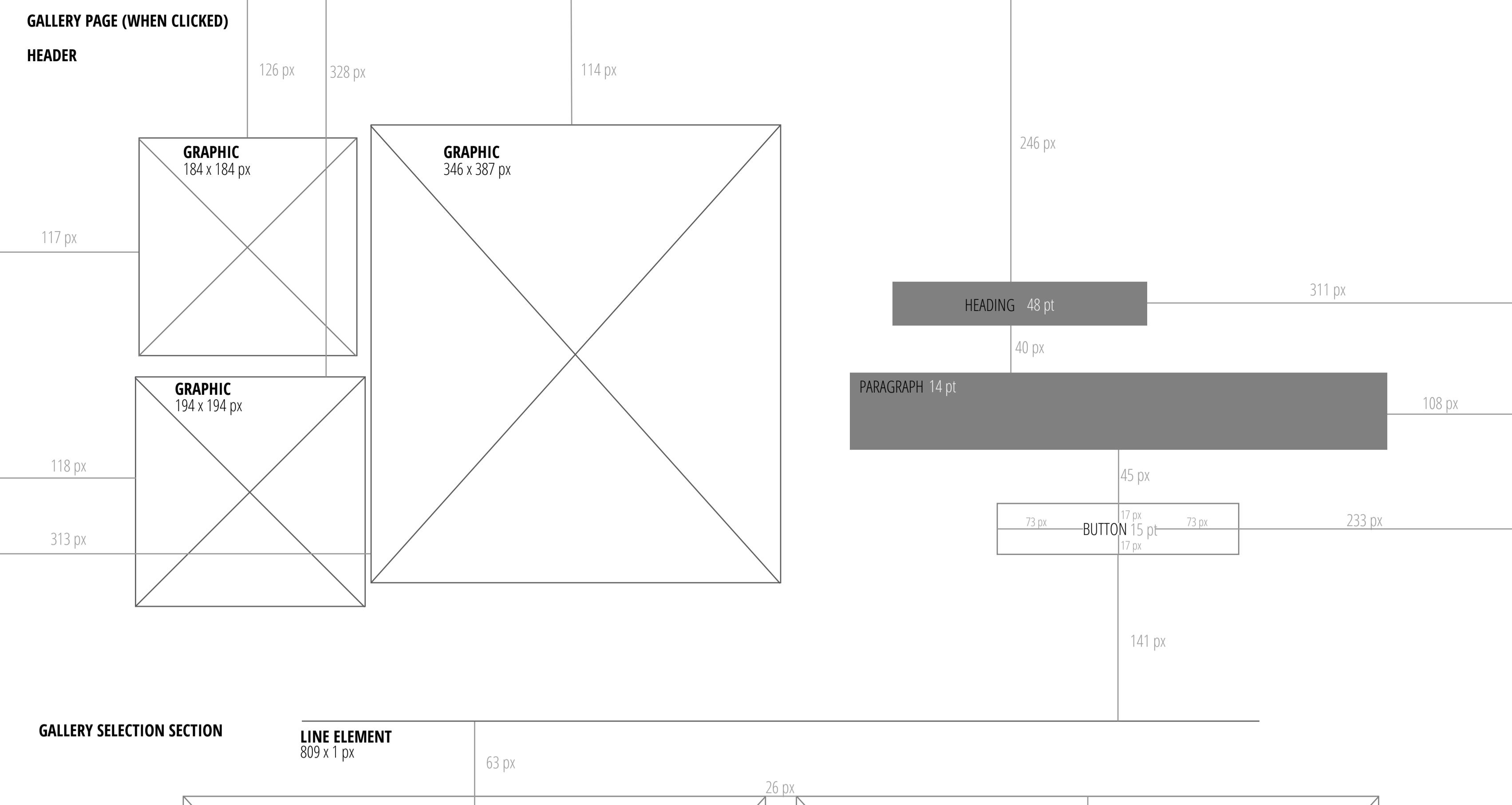
The overall brand that Canvas wishes to portray is minimalistic, and modern. They hope to be welcoming to new customers with a bright and soft aesthetic. The intricate line illustrations throughout the website and branding elements help to show Canvas's attention to detail; this adds a layer of professionalism to the tattoo shop's brand. All elements combine to form the image of a simplistic and unique tattoo parlour, and experience.



NAV BAR**HOME PAGE****ABOUT SECTION****PROMISES SECTION****REVIEWS SECTION****BOOK SECTION****FOOTER**







NAV BAR**HAMBURGER
BUTTON**

36 x 20.5 px

8 px

40 px

10 px

**HOME PAGE
LANDING PAGE SECTION****LOGO**

144 x 144 px

GRAPHIC

147 x 185 px

GRAPHIC

149 x 161 px

**ABOUT
SECTION****LINE ELEMENT**

288 x 1 px

GRAPHIC

230 x 133 px

HEADING 36 pt**PARAGRAPH** 14 pt**GRAPHIC**

260 x 145 px

GRAPHIC

124 x 100 px

**REVIEWS
SECTION****LINE ELEMENT**

288 x 1 px

GRAPHIC

225 x 225 px

QUOTE 21 pt**FOOTER****LINE ELEMENT**

288 x 1 px

SOURCE 18 pt**SOURCE** 18 pt

NAV BAR**SITETITLE** 48 pt**HAMBURGER
BUTTON**

36 x 20.5 px

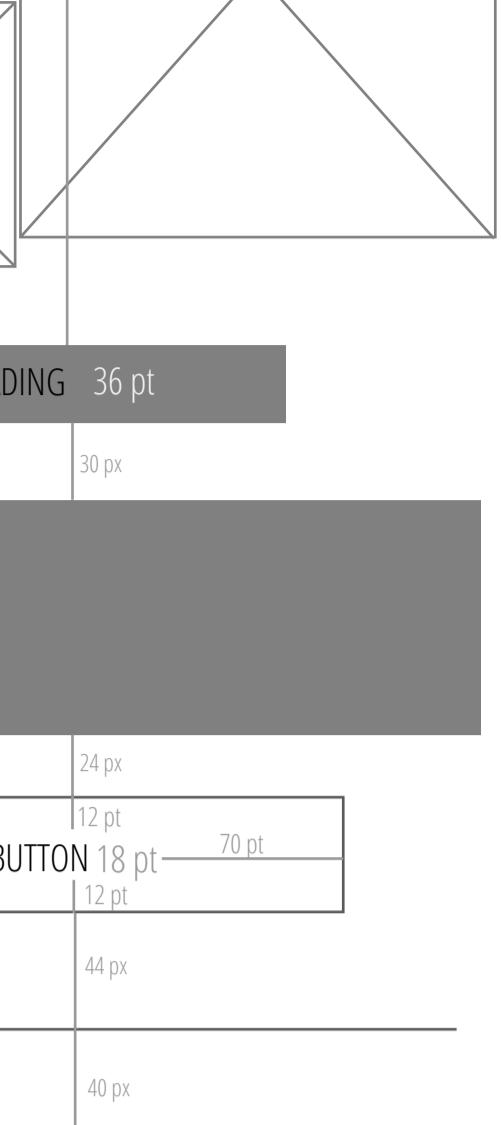
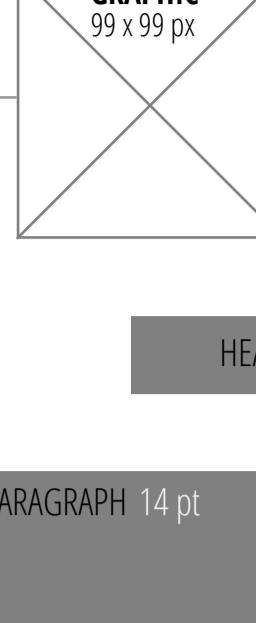
**GALLERY PAGE
HEADER**

40 px

145 px

274 px

33 px

**PARAGRAPH** 14 pt**HEADING** 36 pt

30 px

70 pt

BUTTON 18 pt

70 pt

12 pt

**GALLERY
SELECTION
SECTION****LINE ELEMENT**

288 x 1 px

GRAPHIC
315 x 346 px**HEADING** 30 pt**GRAPHIC**
315 x 346 px**HEADING** 30 pt**GRAPHIC**
315 x 346 px**HEADING** 30 pt**FOOTER****LINE ELEMENT**

288 x 1 px

18 pt

LINK

10 px

14 pt

SUBLINK

20 px

SUBLINK

20 px

LINK

20 px

LINK

20 px

LINK

20 px

SUBLINK

20 px

SUBLINK

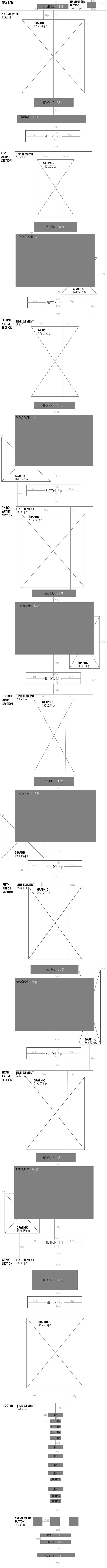
52 px

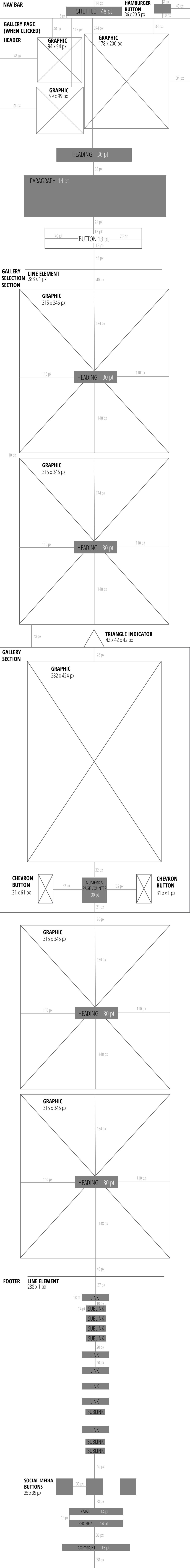
**SOCIAL MEDIA
BUTTONS**

35 x 35 px

30 px

EMAIL 14 pt**PHONE #** 14 pt**COPYRIGHT** 15 pt







ABOUT CANVAS

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OUR PROMISES

CUSTOMER FIRST

We are committed to bringing the vision of the customer to life. If the customer is happy, then we're happy. Everyone is welcome.

CLEANLINESS

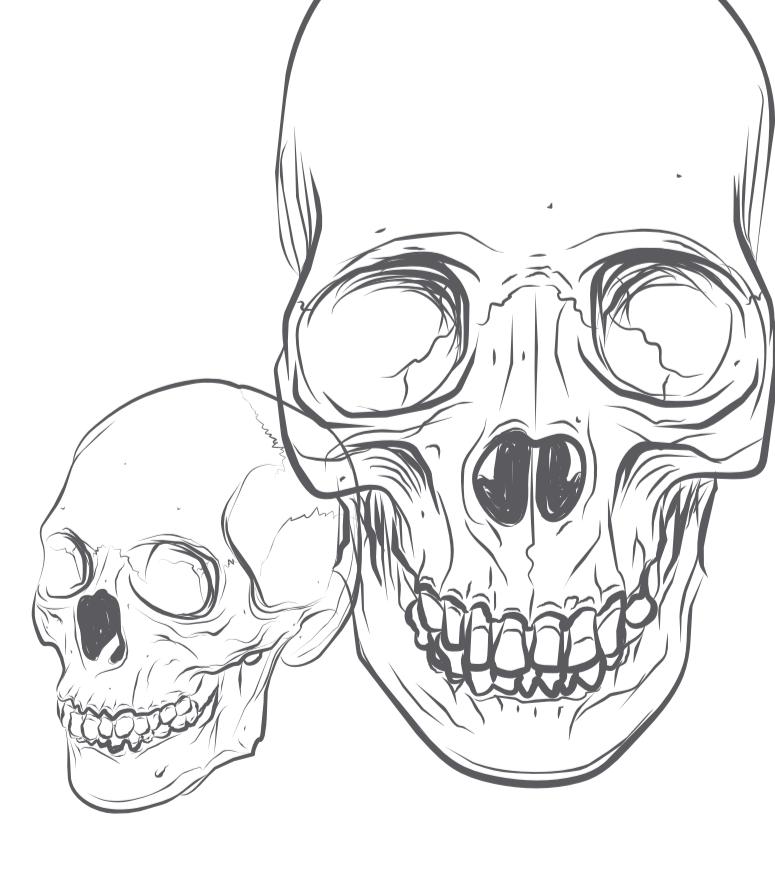
The safety of our clients and the making sure our parlour tools are sanitary is very important for us. We are committed to keeping everything clean and everyone healthy.

EXPERIENCE

All artists are qualified and have many years of experience in the field. You are in good hands!

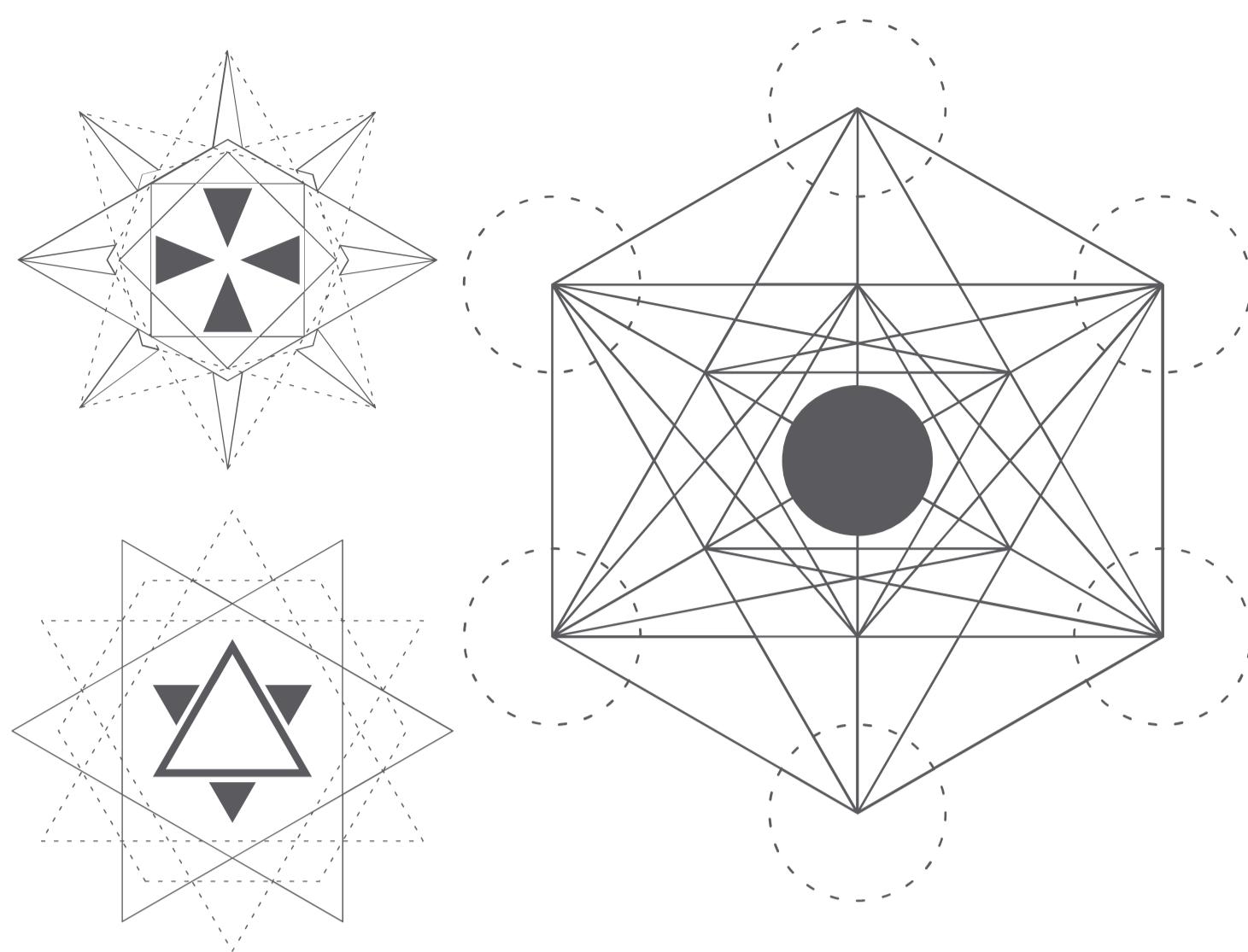
“Went here for my first ever tattoo. Everyone was very professional yet relaxed and down to earth. I am very impressed with their work and would recommend Canvas to anyone looking to get a tattoo!”

- Caitlin Buren



INSPIRED?

BOOK NOW



OUR GALLERY

Take a look at the past work we have done down below! We do in-house design work where we work with you to create your own personal design or you can choose one from our booklet. You are free to bring in your own design as well!

TELL US YOUR IDEA



SERVICES

Design
Line Tattoos
Watercolour Tattoos
Tiny Tattoos

ARTISTS

GALLERY

OUR STORY

FAQ

Aftercare

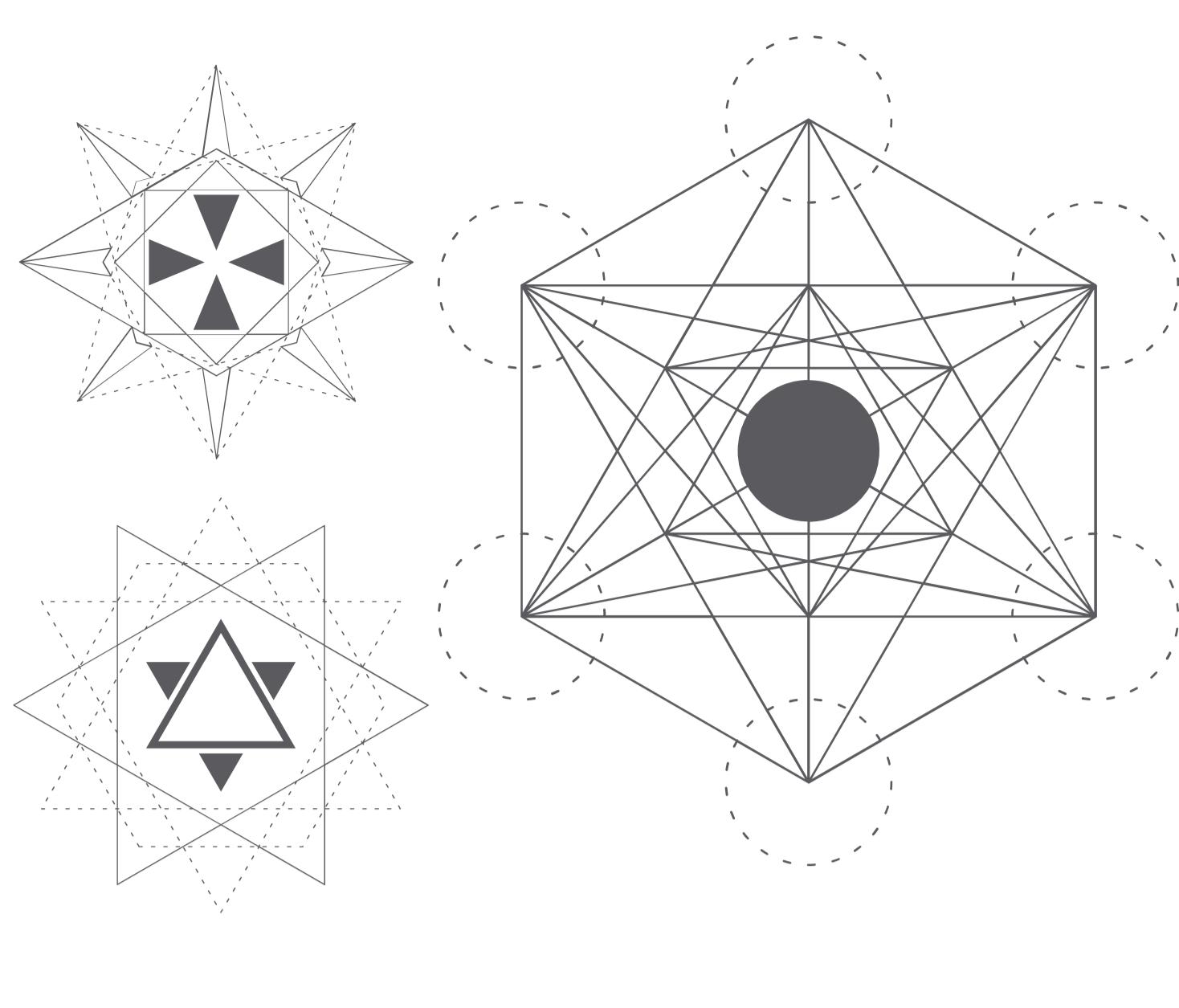
CONTACT

Location
Inquiries



info@canvas.com

416-876-9078



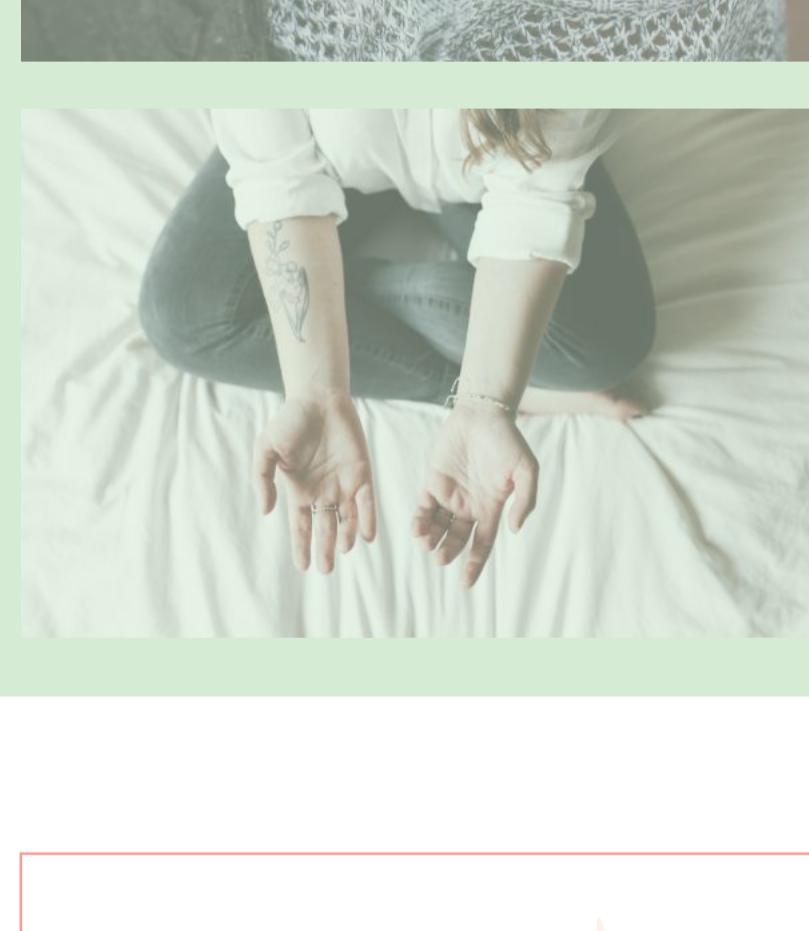
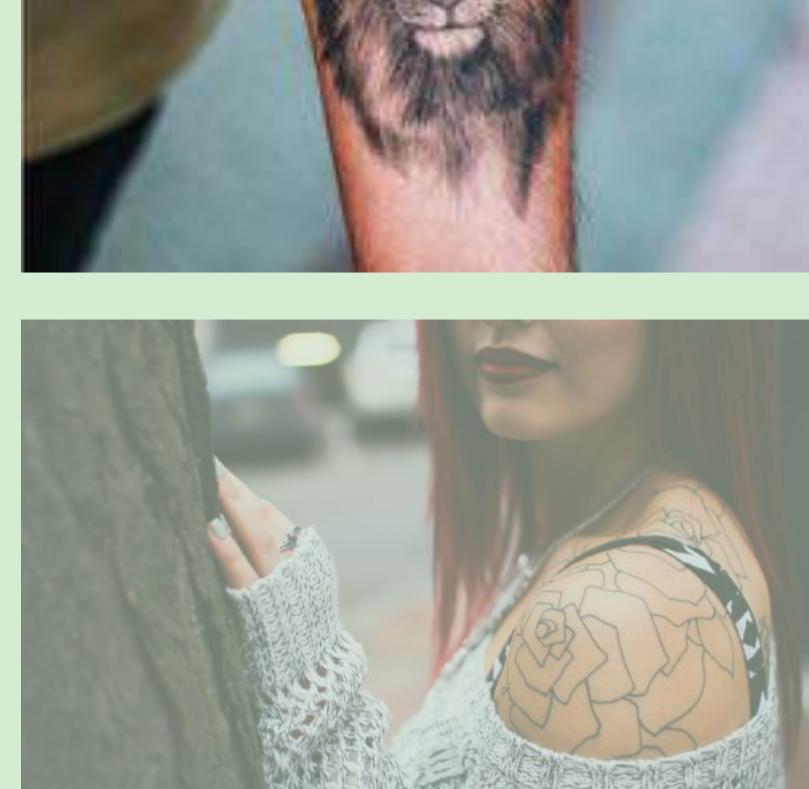
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DESIGNS

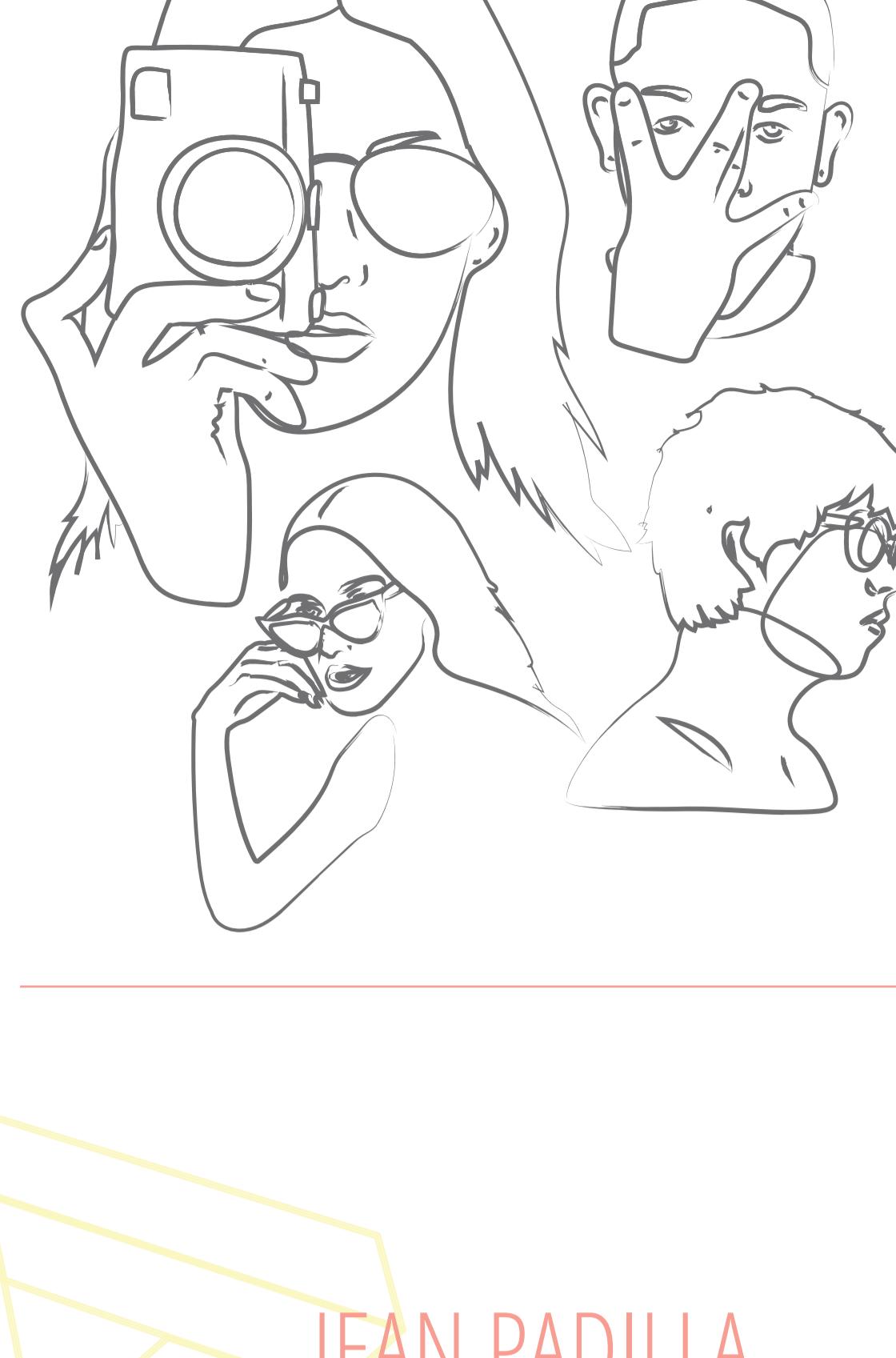
LINE TATTOOS



1 / 10

TINY TATTOOS

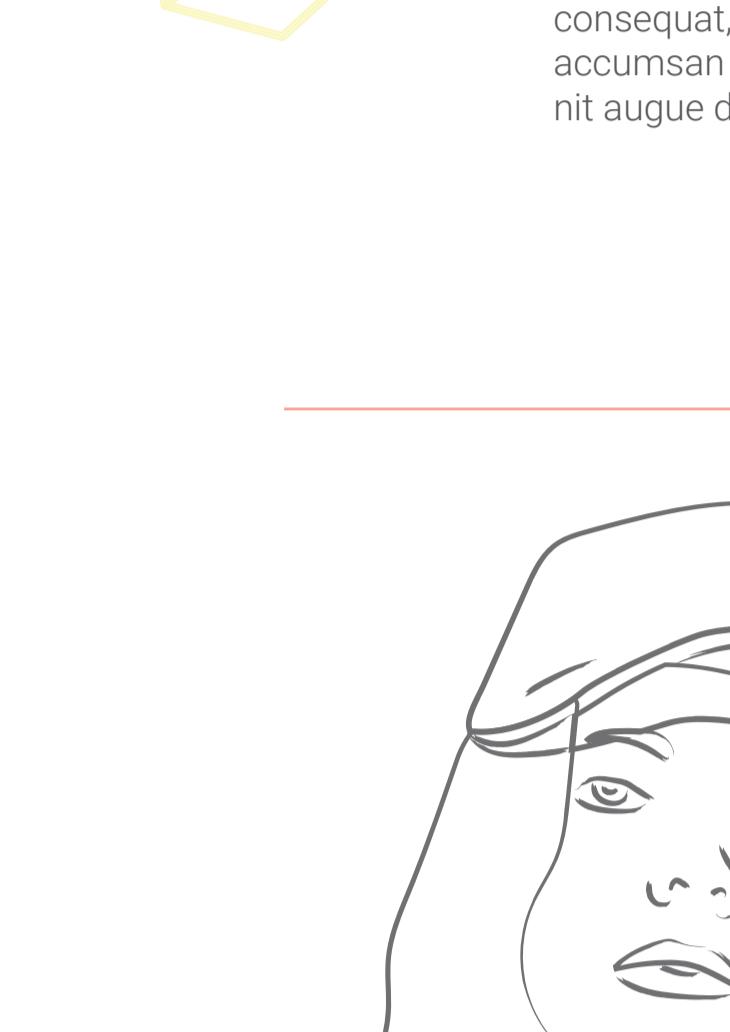
WATERCOLOUR
TATTOOS



OUR ARTISTS

Meet the talented people behind the designs and tattoos of Canvas!

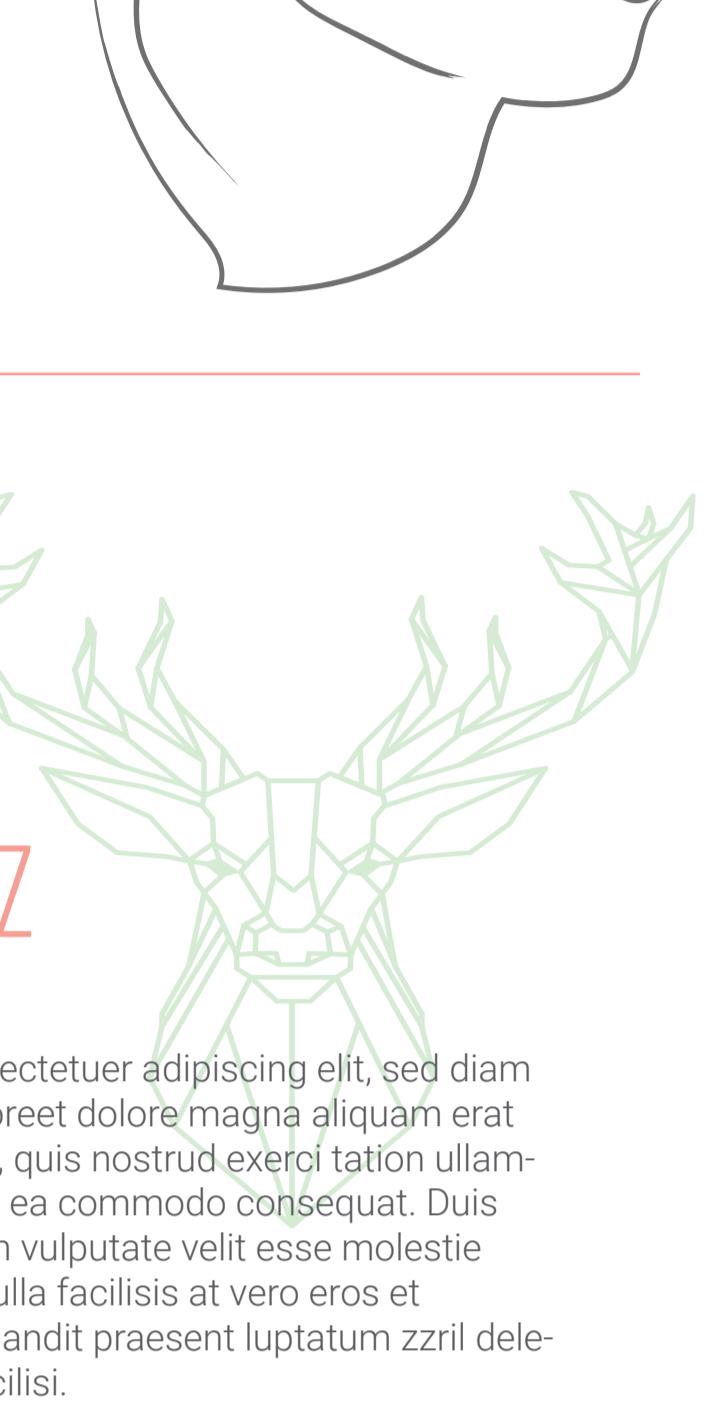
BOOK TODAY



JEAN PADILLA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERA VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIRIT IN VULPUTATE VELET ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISAT AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DELENT AUGUE DUIS DOLORE TE FEUGIAT NULLA FACILISAT.

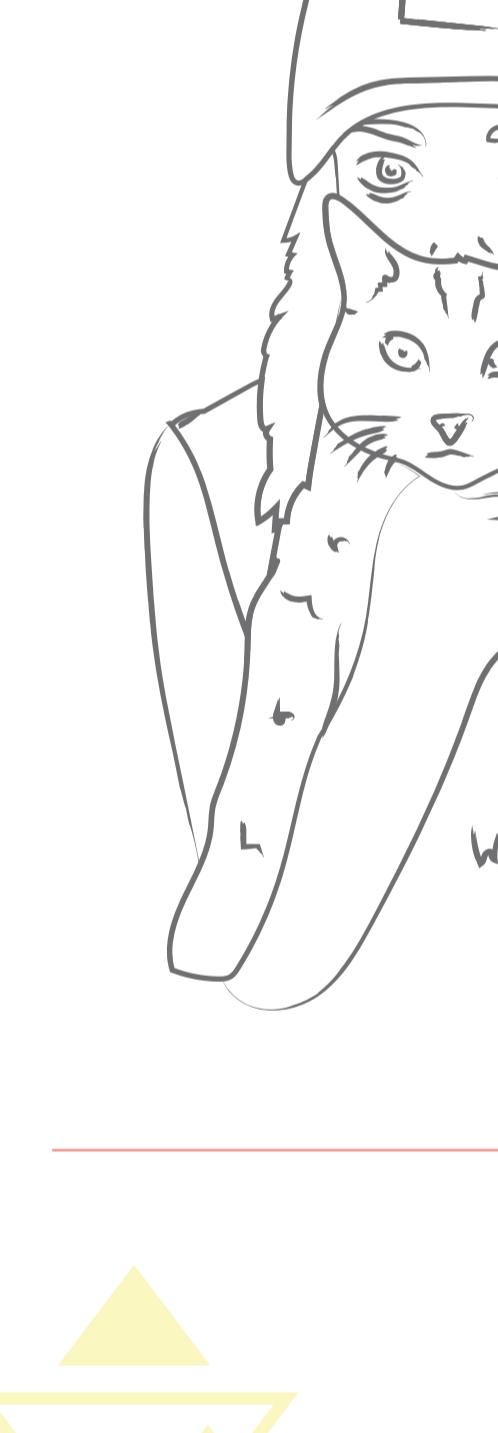
VIEW PORTFOLIO



HEIDI GOMEZ

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VIEW PORTFOLIO



SAMMY ROWE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERA VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIRIT IN VULPUTATE VELET ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISAT AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DELENT AUGUE DUIS DOLORE TE FEUGIAT NULLA FACILISAT.

VIEW PORTFOLIO



TERRY ORTIZ

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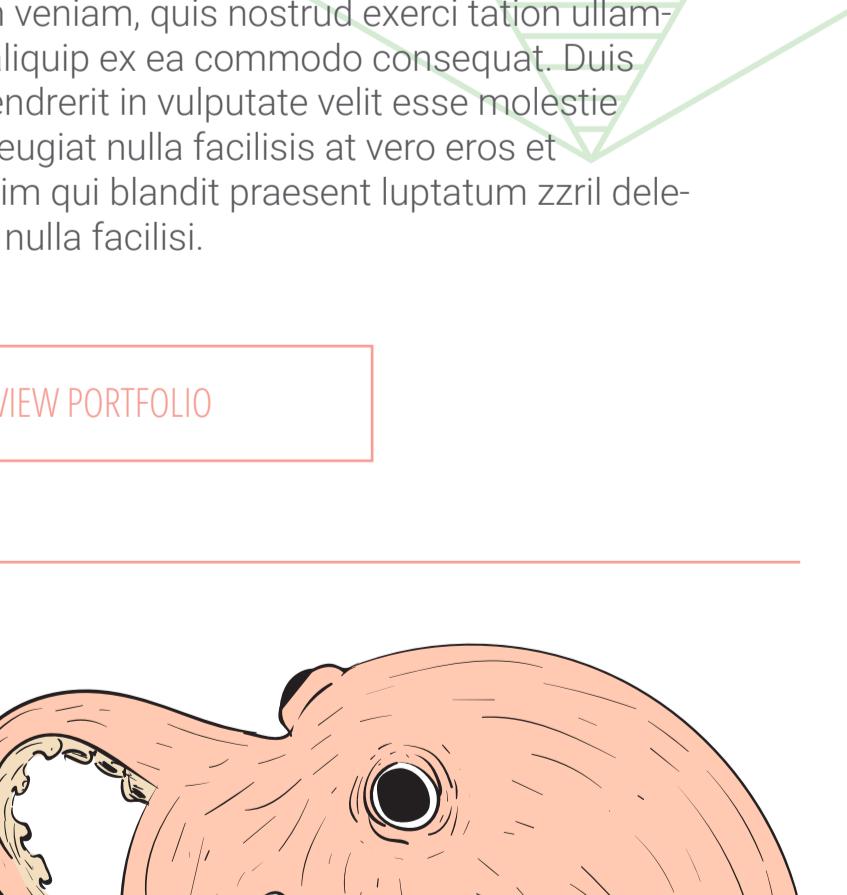
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MARLON REYES

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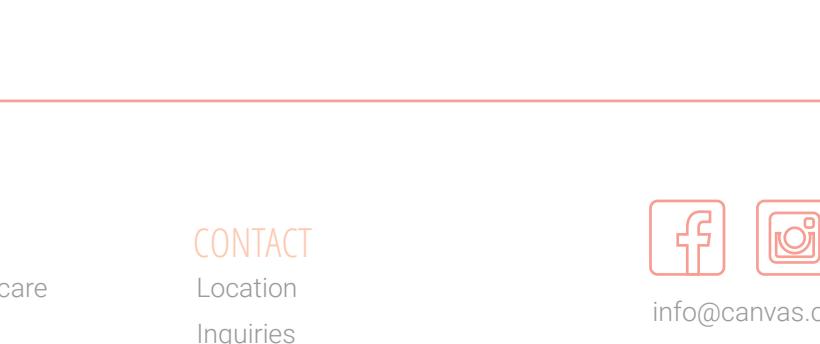
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ERIN BARRETT

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VIEW PORTFOLIO



WANT TO JOIN OUR TEAM?

APPLY TODAY

SERVICES

Design
Line Tattoos
Watercolour Tattoos
Tiny Tattoos

ARTISTS

GALLERY

OUR STORY

FAQ

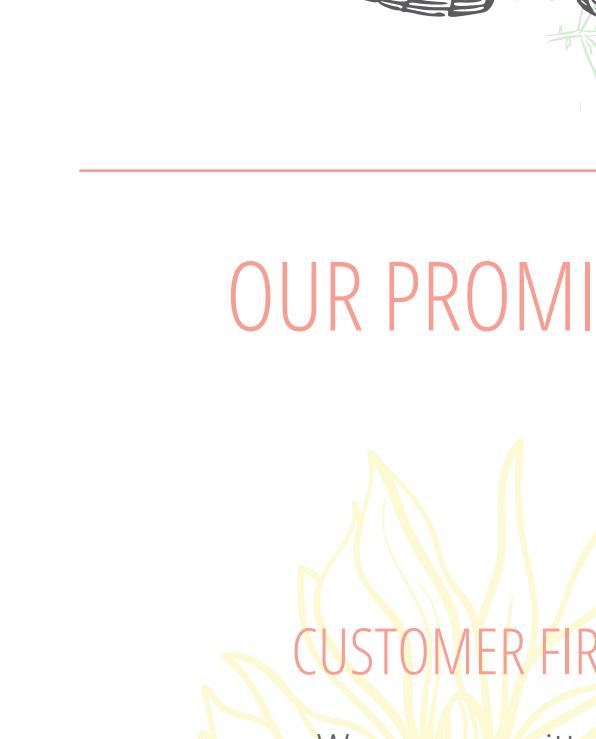
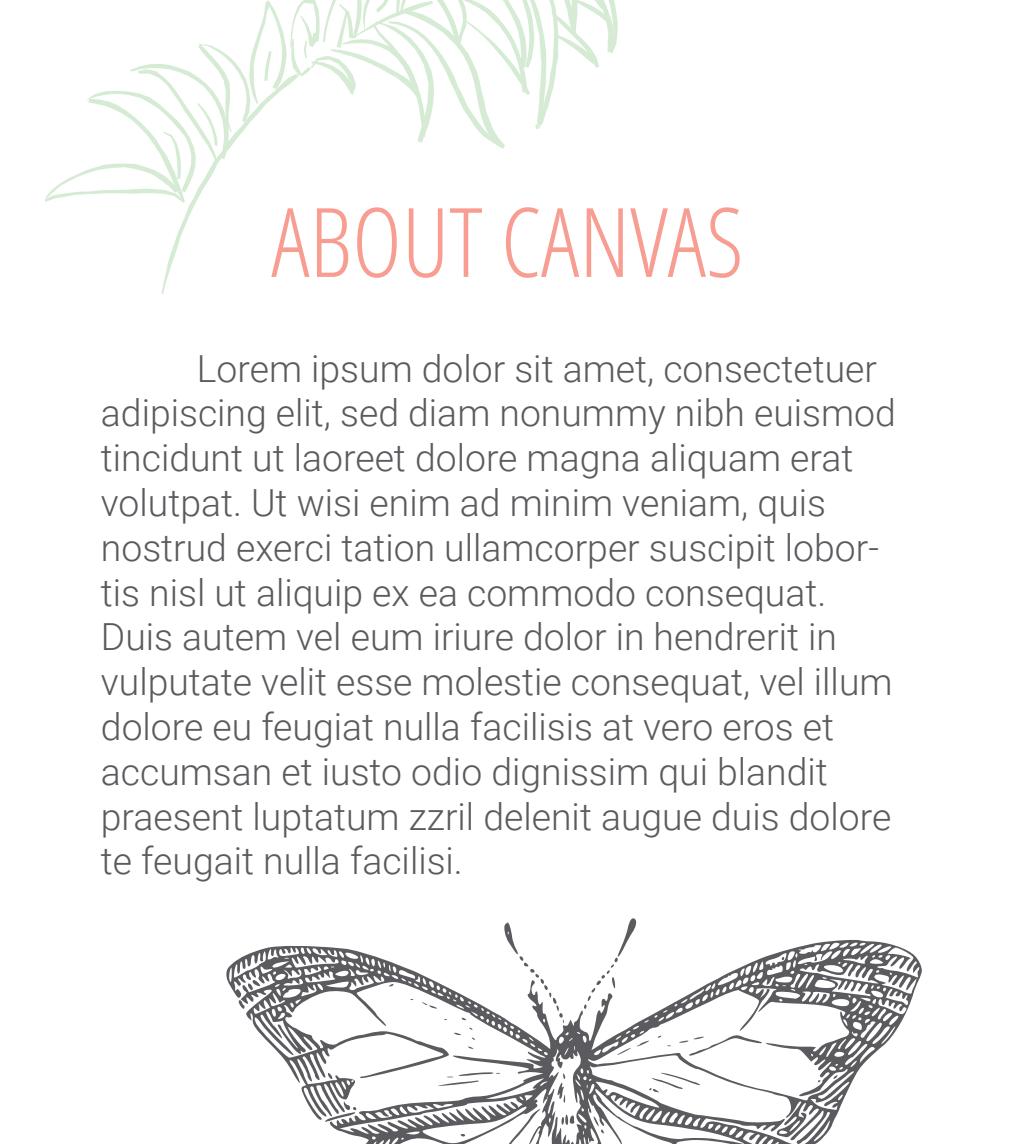
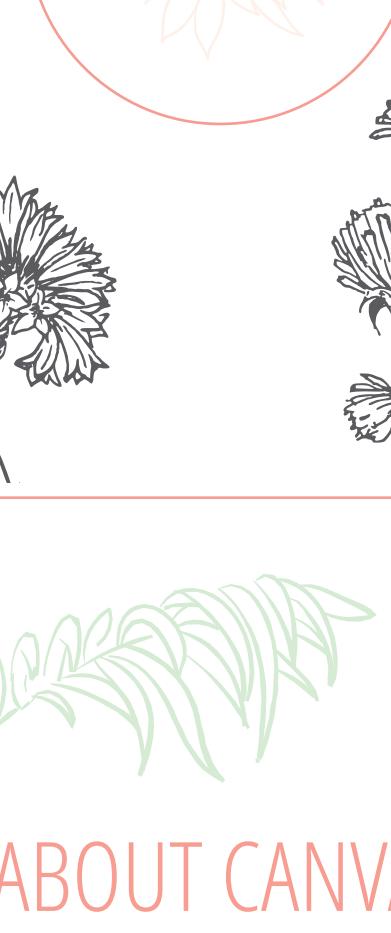
Aftercare

CONTACT

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Inquiries

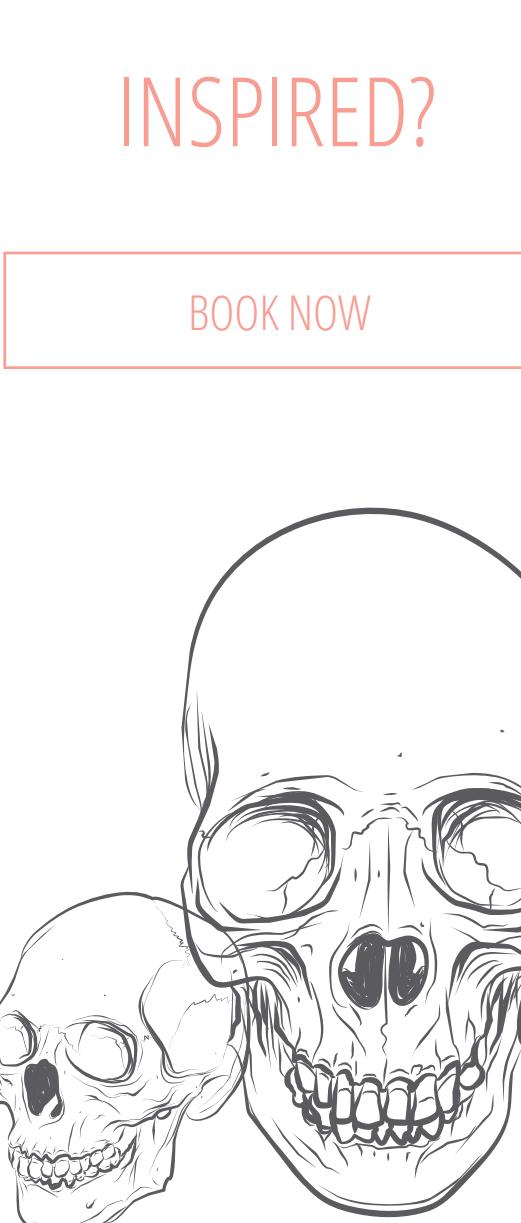
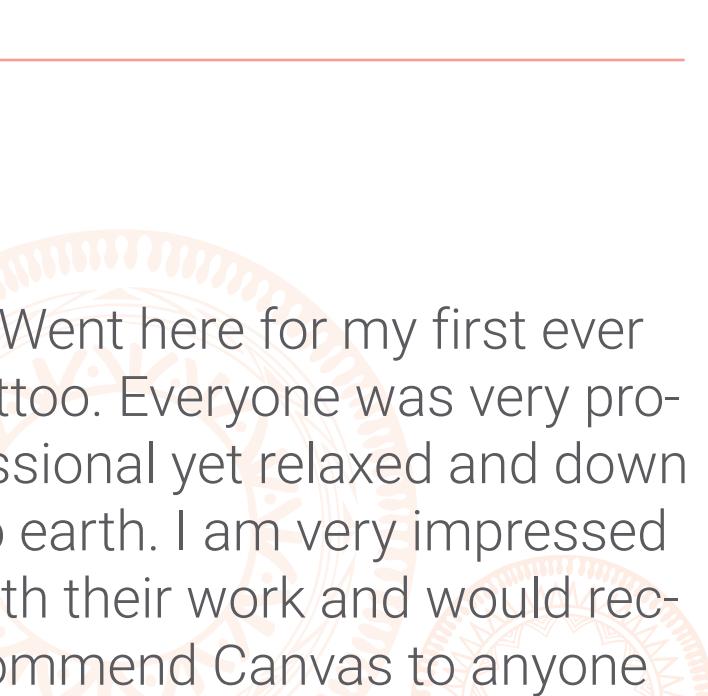
info@canvas.com
416-876-9078

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ABOUT CANVAS

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OUR PROMISES

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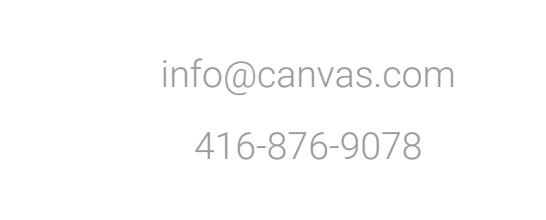
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Watercolour Tattoos

Tiny Tattoos

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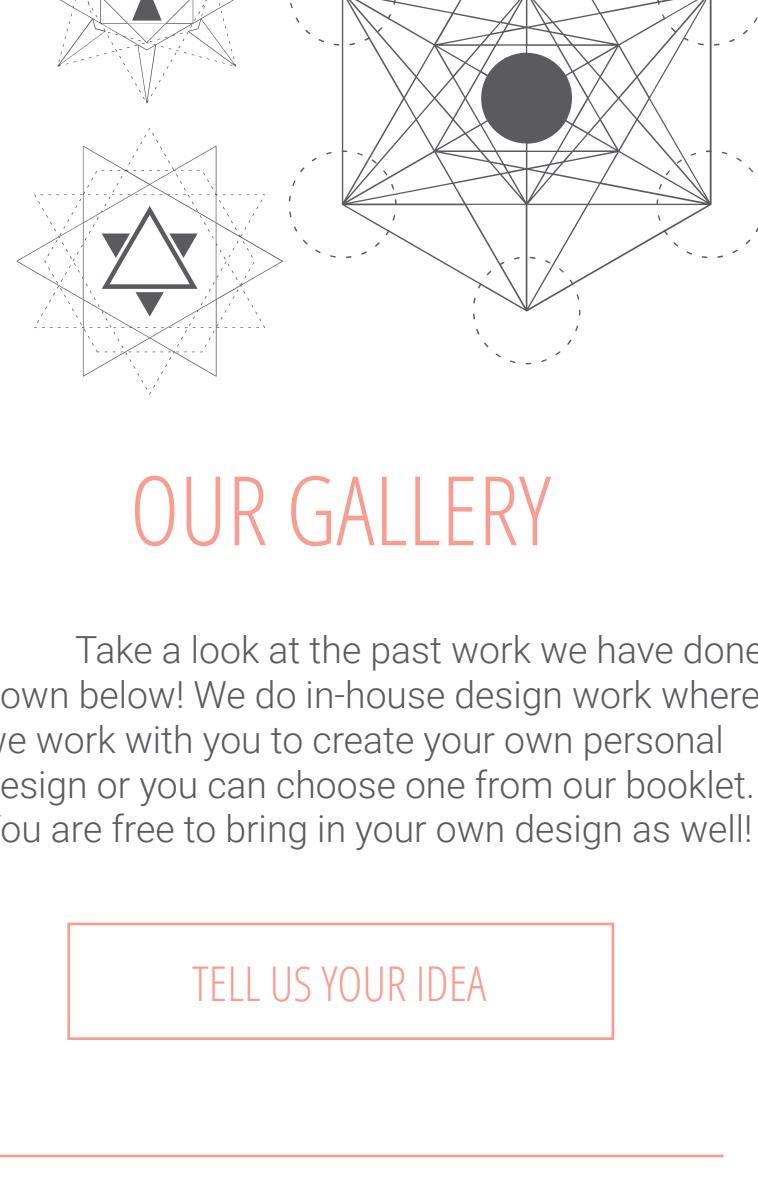
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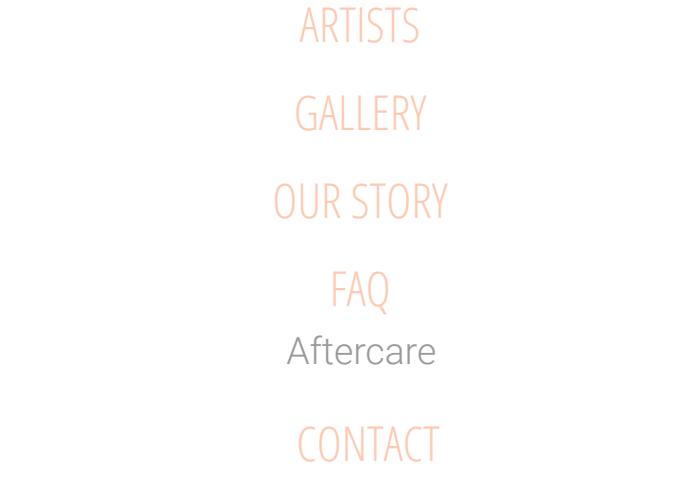
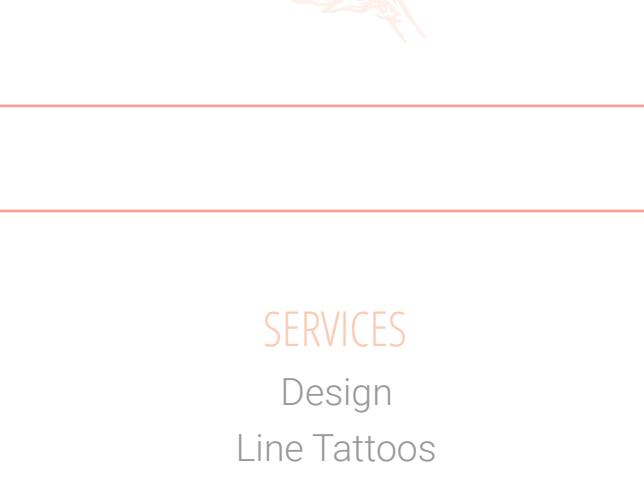
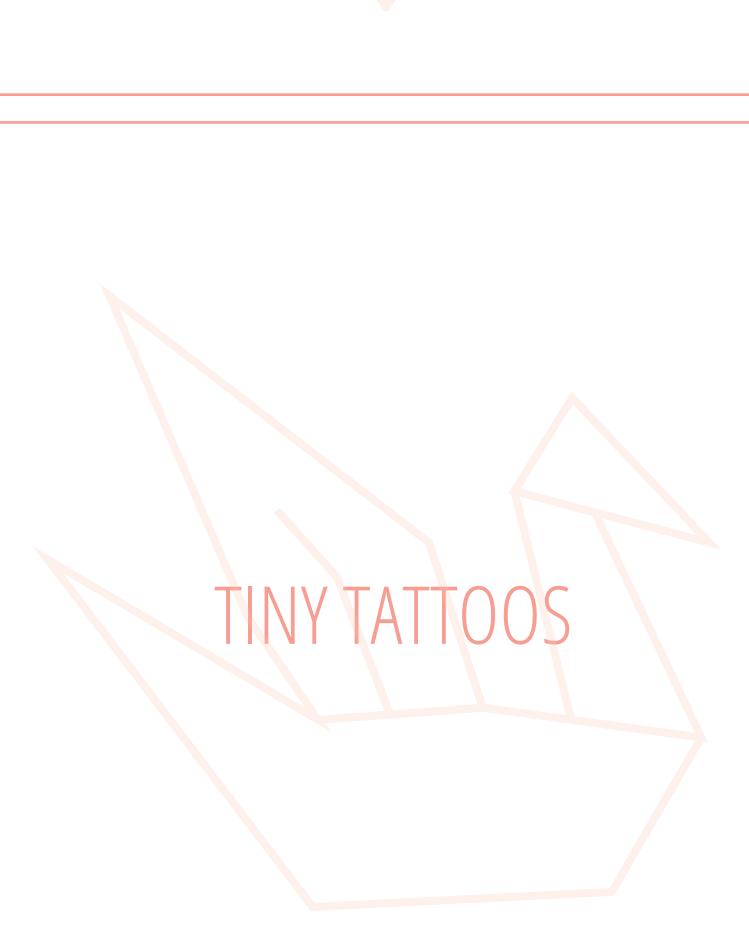
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OUR GALLERY

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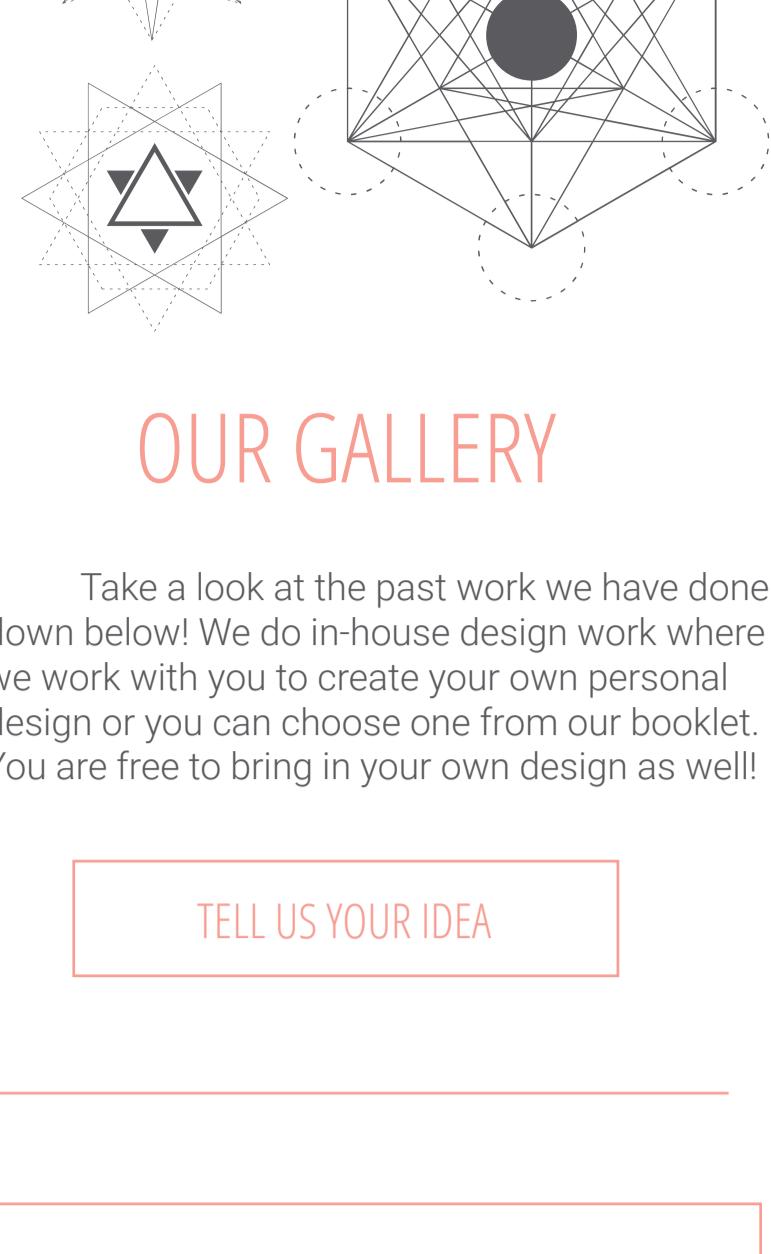
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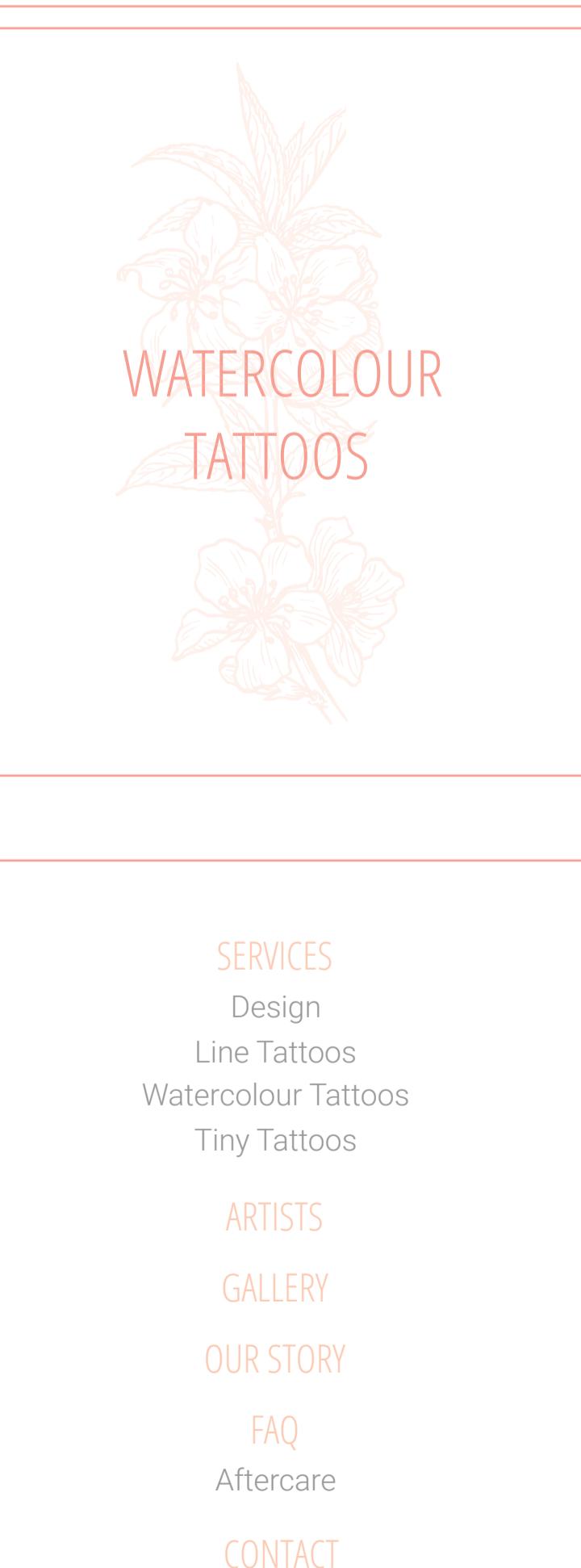
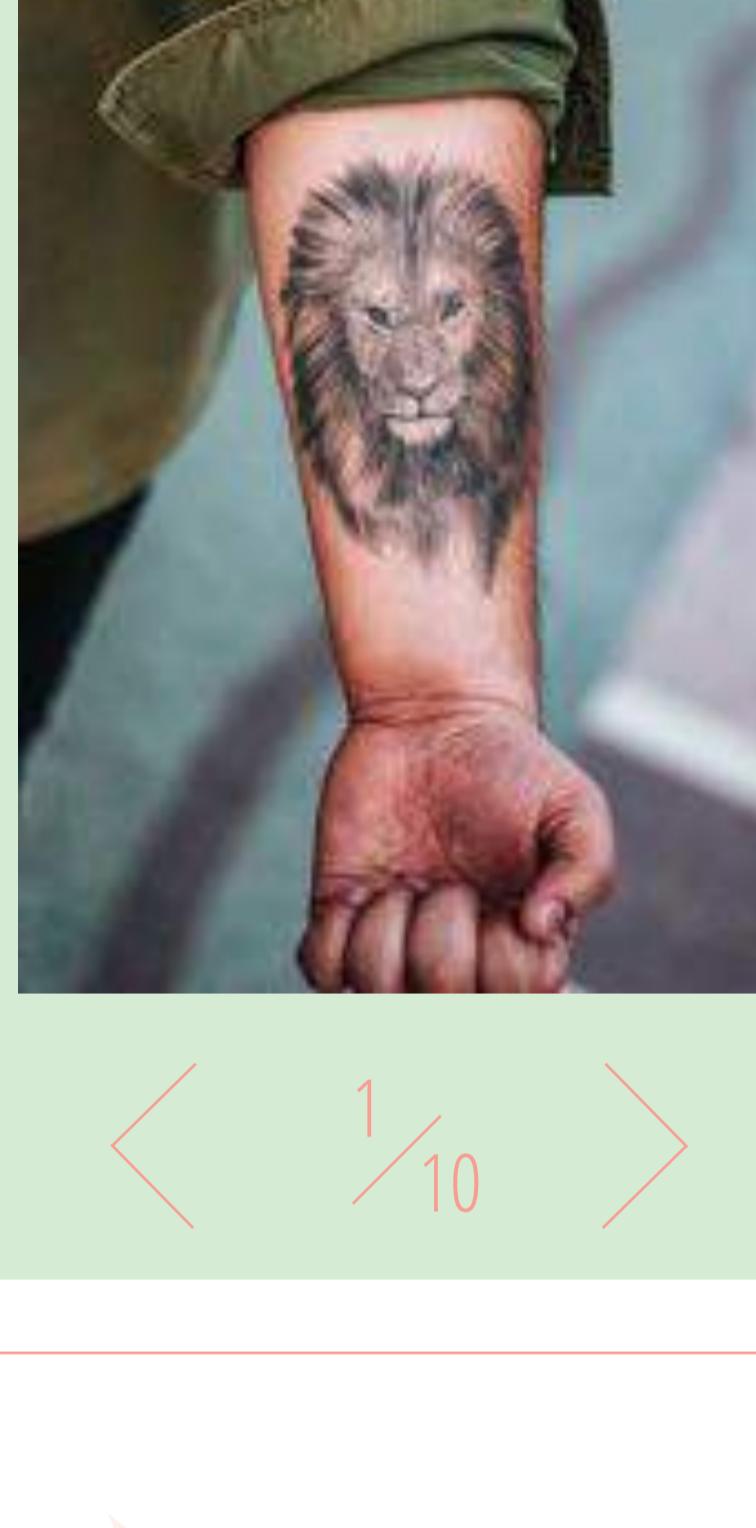
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◀ ▶

TINY TATTOOS

WATERCOLOUR TATTOOS

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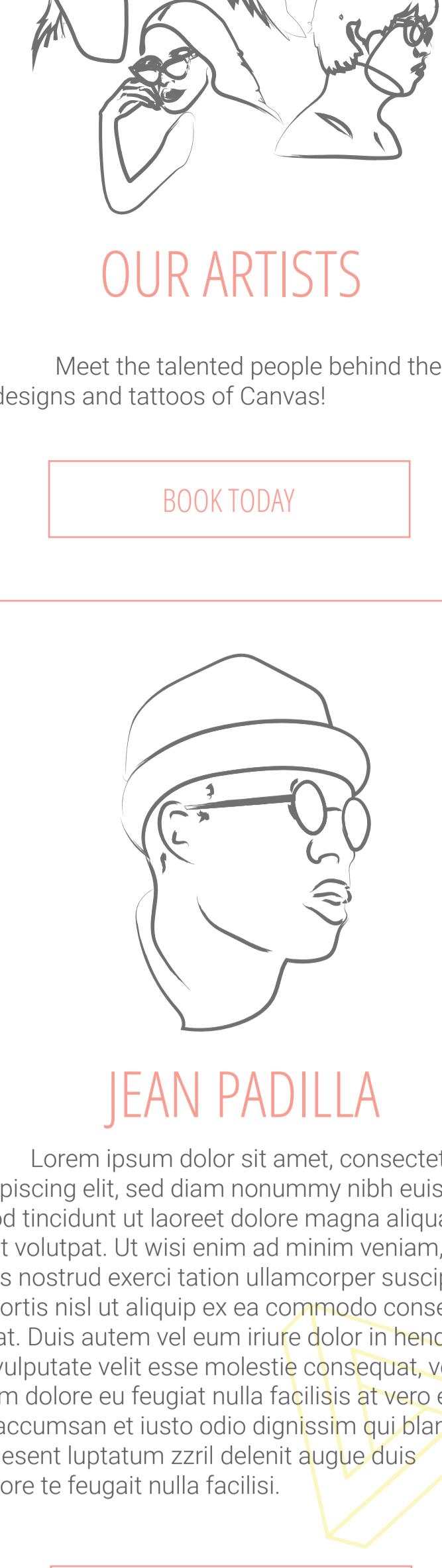
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Meet the talented people behind the designs and tattoos of Canvas!

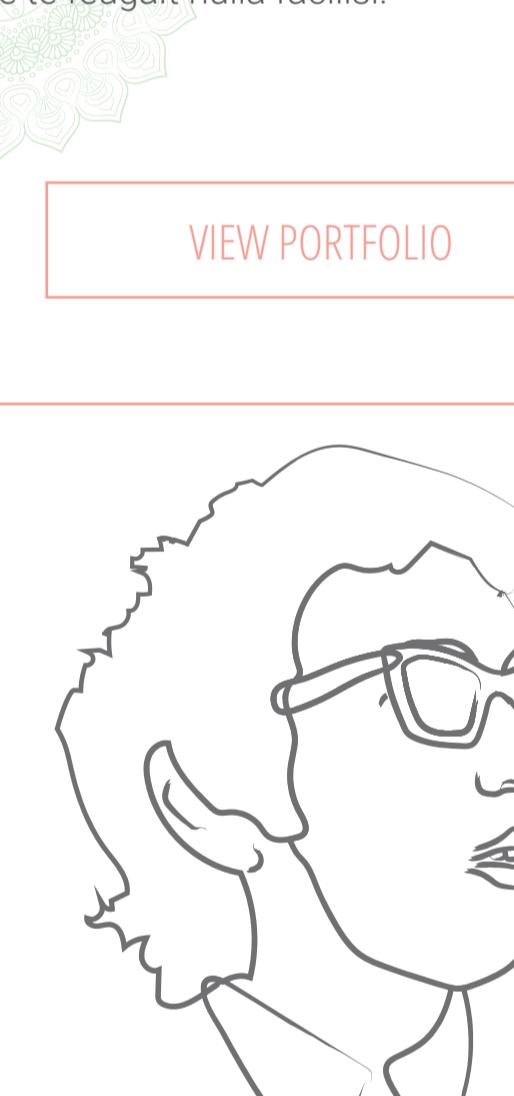
[BOOK TODAY](#)



JEAN PADILLA

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[VIEW PORTFOLIO](#)



HEIDI GOMEZ

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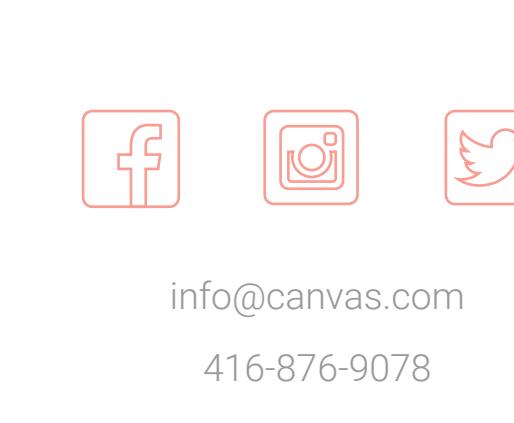
[VIEW PORTFOLIO](#)



SAMMY ROWE

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[VIEW PORTFOLIO](#)



TERRY ORTIZ

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[VIEW PORTFOLIO](#)

MARLON REYES

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[VIEW PORTFOLIO](#)

ERIN BARETT

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[VIEW PORTFOLIO](#)

WANT TO JOIN OUR TEAM?

[APPLY TODAY](#)

[SERVICES](#)

- Design
- Line Tattoos
- Watercolour Tattoos
- Tiny Tattoos

[ARTISTS](#)

- Marlon Reyes
- Heidi Gomez
- Jean Padilla
- Sammy Rowe
- Terry Ortiz
- Erin Barrett

[GALLERY](#)

- View Portfolio

[OUR STORY](#)

- Our Story

[FAQ](#)

- Frequently Asked Questions

[CONTACT](#)

- Contact Us

[Inquiries](#)

[Facebook](#) [Instagram](#) [Twitter](#)

info@canvas.com

416-876-9078

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COMPONENTS



MAIN NAV LINKS - HOVER AND CLICKED

Before	HOME	SERVICES	ARTISTS
After	HOME	SERVICES	ARTISTS

Link becomes #5b5b5f

DROP DOWN MENU - HOVER AND CLICKED

Before	SERVICES	FAQ	CONTACT
On Hover	SERVICES	FAQ	CONTACT

On Hover and Click	SERVICES	FAQ	CONTACT
	DESIGN LINE TATTOOS TINY TATTOOS WATERCOLOUR TATTOOS	AFTERCARE	LOCATION INQUIRIES

Links invert in colour: background colour becomes #f79d92 and text colour becomes white.

MOBILE HAMBURGER MENU

Before	

After	
-------	--

Links remain #f79d92.
Lines are #f79d92 as well.
Nav takes up full screen.

FOOTER NAV LINKS - HOVER AND CLICKED

Before	SERVICES	ARTISTS	GALLERY
	Design Line Tattoos Watercolour Tattoos Tiny Tattoos		

After	SERVICES	ARTISTS	GALLERY
	Design Line Tattoos Watercolour Tattoos Tiny Tattoo		

Main links become #f79d92.
Sub links become #5b5b5f.

SOCIAL MEDIA LINKS - HOVER AND CLICKED

Before	
	info@canvas.ca 416-876-9078

After	
-------	--

Picture links become #fccab2.
Other links become #5b5b5f.

BUTTON LINKS - HOVER AND CLICKED

Before	
	BOOK NOW

After	
-------	--

Button links invert in colour: background colour becomes #f79d92 and text colour becomes white.

CHEVRON LINKS - HOVER AND CLICKED

Before	
	DESIGNS

After	
-------	--

Links become #5b5b5f.

HOME LANDING PAGE - ANIMATION

Final Screen	
--------------	--

First to Animate - Logo

--

Logo gradually fades in.
Duration: 0.5s.

Second to Animate - Chevron Button

Once the logo's animation has finished, the chevron appears.

Duration: 0.2s.

Third to Animate - Plant Graphics

--

Once the other animations have finished, the plant graphics gradually 'grow' from the bottom of the screen.

Duration: 1.0s.

GALLERY - CLICKED

Before	
	DESIGNS

Hover	
-------	--

Links become #5b5b5f.

GALLERY - HOVER AND CLICKED

Before	
	LINE TATTOOS

After	
-------	--

Pictures on side change from opacity 50% to 100% on hover.

When clicked, picture remains 100% and replaces the current photo on the left.

Clicked	
---------	--

When clicked again, gallery slides back up.

Final Screen	
--------------	--

Gallery slides gradually under link when clicked in a kind of "wipe" motion.

Duration: 0.5s.

Before	
	DESIGNS

After	
-------	--

Triangle indicator at top points to activated gallery.

Duration: 0.2s.

Third to Animate - Plant Graphics	
-----------------------------------	--

Number based on set number, not image number. It won't change when image is clicked.

For example, click once and number will change to 2/10.

Fourth to Animate - Plant Graphics	
------------------------------------	--

Number based on set number, not image number. It won't change when image is clicked.

For example, click once and number will change to 2/10.

Fifth to Animate - Plant Graphics	
-----------------------------------	--

Number based on set number, not image number. It won't change when image is clicked.

For example, click once and number will change to 2/10.

Sixth to Animate - Plant Graphics	
-----------------------------------	--

Number based on set number, not image number. It won't change when image is clicked.

For example, click once and number will change to 2/10.

Seventh to Animate - Plant Graphics	
-------------------------------------	--

Number based on set number, not image number. It won't change when image is clicked.

For example, click once and number will change to 2/10.

Eighth to Animate - Plant Graphics	
------------------------------------	--

Number based on set number, not image number. It won't change when image is clicked.

For example, click once and number will change to 2/10.

Ninth to Animate - Plant Graphics	



STYLE GUIDE



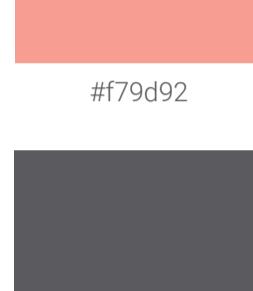
COLOUR SCHEME



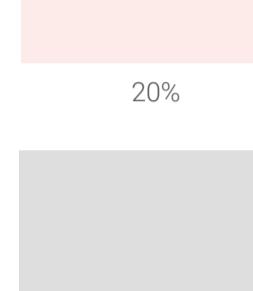
PRIMARY COLOURS



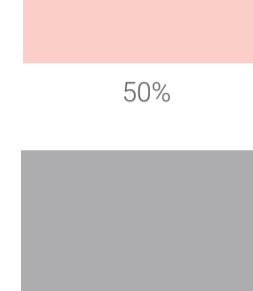
#ffffff



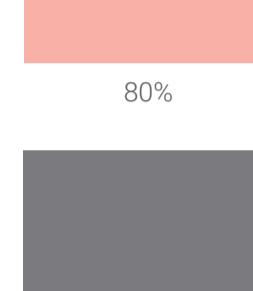
#f79d92



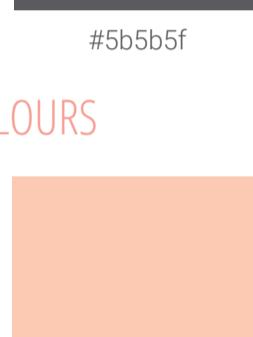
20%



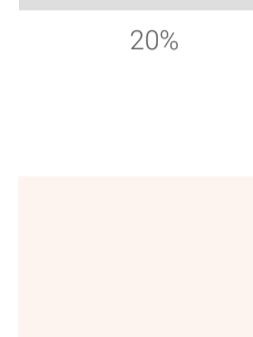
50%



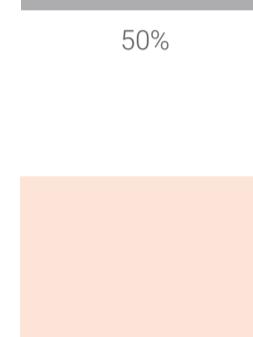
80%



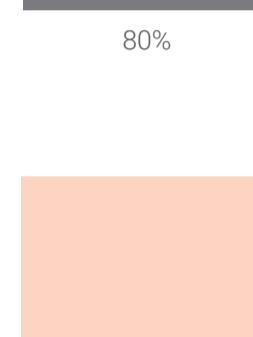
#5b5b5f



20%

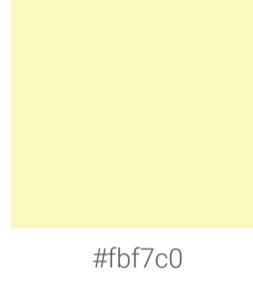


50%



80%

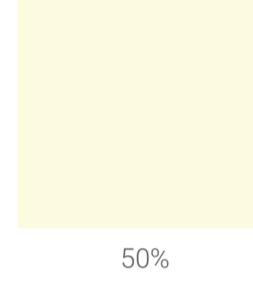
SECONDARY COLOURS



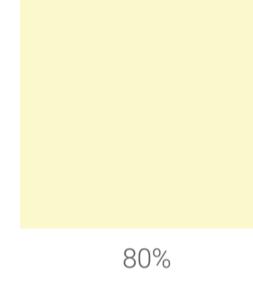
#fccab2



20%



50%



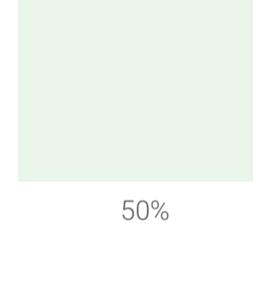
80%



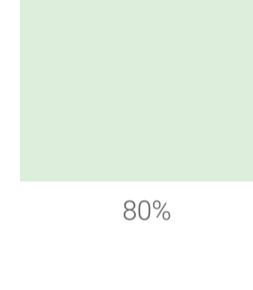
#fbf7c0



20%



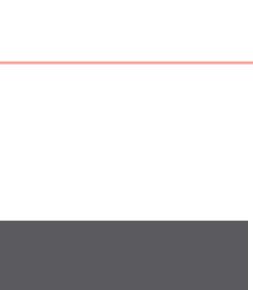
50%



80%



#d5ebd4



20%



50%

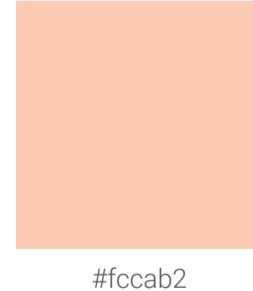


80%

COLOUR COMBINATIONS



#f79d92



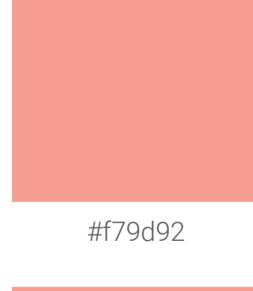
#5b5b5f



#f79d92



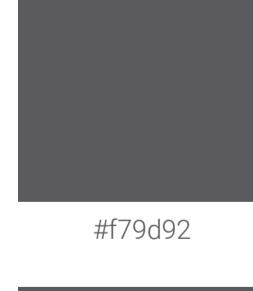
#ffffff



#f79d92



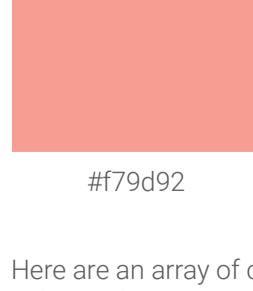
#fbf7c0



#f79d92



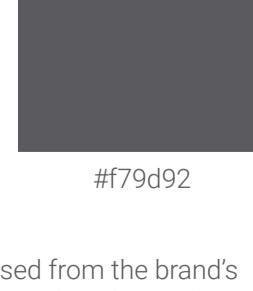
#fbf7c0



#f79d92



#d5ebd4



#f79d92



#d5ebd4

Here are an array of combinations that can be used from the brand's colour palette. Many of these can be used side by side or layered on top of each other. If layering, place the lighter colour underneath the darker toned colour. If needed for greater contrast, the opacity can be changed according to levels given above.

FONTS



DISPLAY FONT

A

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

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

Font Name: Oliver Quin

Font Style: Regular

Font Use: This font will be used solely for the company's name, Canvas, both within the logo and in the main navigation bar. It generally should only be used around once per page or product. When used, it should be used only lowercase.

Font Size: For desktop, the site title should be 60px and 94px within the logo. For mobile, the site title should be 48px and 54 px within the logo.

CSS:

```
@font-face {  
    font-family: 'oliver_quinregular';  
    src: url('fonts/oliver_quin-webfont.woff2') format('woff2'),  
         url('fonts/oliver_quin-webfont.ttf') format('ttf'),  
         url('fonts/oliver_quin-webfont.woff') format('woff');  
}  
  
font-family: 'oliver_quinregular';  
text-transform: lowercase;  
font-weight: normal;  
font-style: normal;
```

DISPLAY FONT

A

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

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

Font Name: Open Sans Condensed

Font Style: Light

Font Use: This font will be used for headings, subheads button labels, nav links, the copyright and within the logo as the subhead. The font should be used only uppercase. The font is sans-serif but being condensed and uppercase gives it contrast and makes it easy to read.

Font Size: For desktop, the logo subhead, button labels, copyright in footer and nav links should be 15px, the other subheads should be 24px, and the main headings should be 48px. For mobile, the logo subhead should be 8px, the other subhead should be 24px or 30px, the button labels and footer nav links 18px, the copyright 15px, and the main headings should be 36px.

CSS:

```
@import url('https://fonts.googleapis.com/css?family=Open+Sans+Condensed:300');
```

```
font-family: 'Open Sans Condensed', sans-serif;  
font-weight: 300;  
text-transform: uppercase;
```

BODY FONT

A

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

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

Font Name: Roboto

Font Style: Light

Font Use: This font will be used for body copy, footer sublinks and the reviews along with their source. The font should be capitalized where appropriate. The font is sans-serif and is simplistic. It contrasts with the uppercase headings and makes it easy to read.

Font Size: For desktop, the body copy should be 14px, footer sublinks should be 10px, the quotes should be 28px, and their source should be 18px, italicized. For mobile, the body copy and footer sublinks should be 14px, the quotes should be 21px, and their source should be 18px, italicized.

CSS:

```
@import url('https://fonts.googleapis.com/css?family=Roboto:300,300i');
```

```
font-family: 'Roboto', sans-serif;  
font-weight: 300;
```

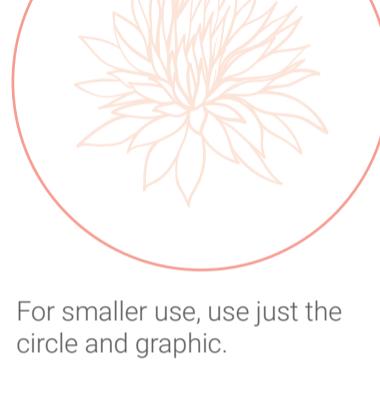
LOGO



MAIN LOGO



VARIATIONS



For smaller use, use just the circle and graphic.

canvas

When applicable, use just the brand name in display font.



canvas

TATTOO PARLOUR



canvas

If needed, use either of the 3 variations of logos in black and white.

DONTS



Do not use all other elements together without circle.



Do not decrease opacity of the graphic. This hinders legibility.

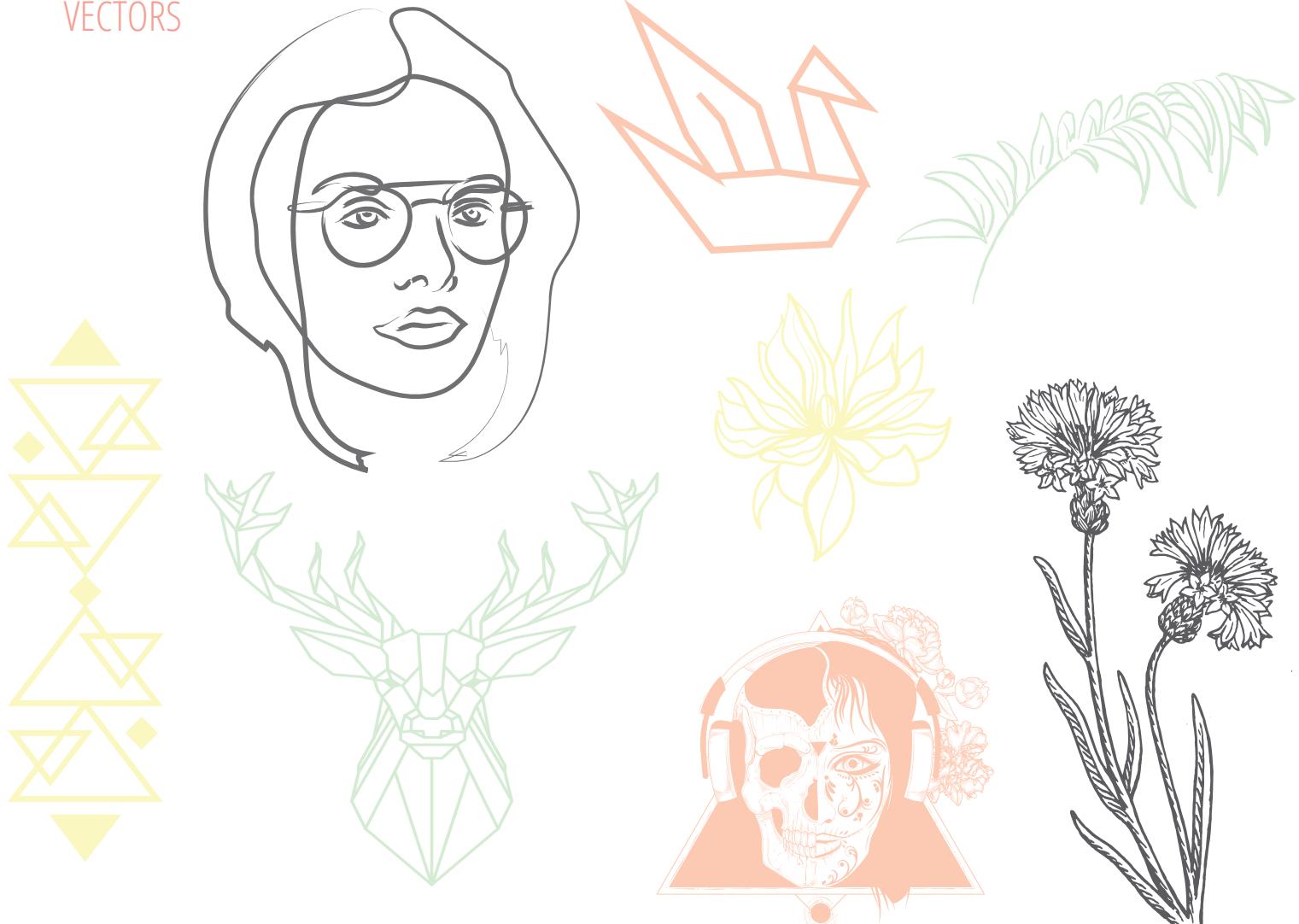


Do not change the colours of the elements to those in the secondary palette. The main colour is vital to our brand and ensures legibility.

IMAGES

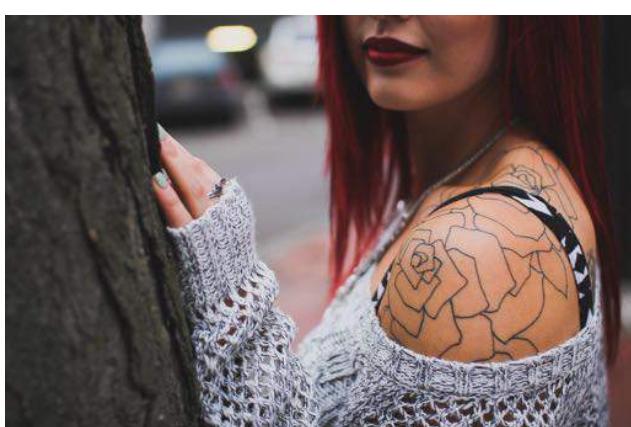


VECTORS



Here are a collection of some of the vector graphics used throughout the website. They show the range and variety of designs available at Canvas. This style is intricate and delicate which fits with the brand. Vector graphics and images along this line should be the primary photos used in branding. The colours should be selected from the secondary colour palette or the grey from the primary palette. The opacity can be changed when layered behind text.

PHOTOS



Here are a collection of some of the photographs used in the gallery. They show the past work of Canvas. These "real" should only be used in the gallery or on Canvas' instagram feed. Otherwise, try to stick to vectors.

OTHER



BUSINESS CARDS

Front



Back



Front



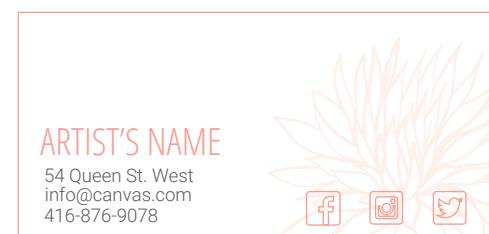
Back



Front



Back



These are examples of business cards for the tattoo artists or the parlor as a whole. These same concepts and designs could be implemented into other stationary as well.

STORE WINDOW DECAL



This is how the store logo would be put onto the store front window.