

## LOGO USAGE

**Ink Tank** logo is designed with typography in mind by selecting two styles that represent the art of *getting ink*, which in the slang of the enthusiastic artists means getting a tattoo in your body. The two font styles represent the freestyle when writing and a details type that represent the texture of any tattoo creation. I'm adhere to strict standard to ensure the logo is applied appropriately and consistently.

### Stacked Logo

(Preferred presentation)



Red (PMS 1795) Black



Positive (black)



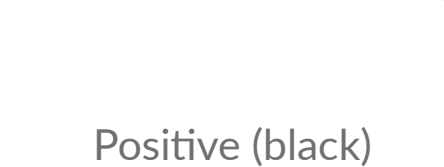
Reverse (white)

### Horizontal Logo

(Use when space is limited)



Red (PMS 1795) Black



Positive (black)



Reverse (white)

## STONE OF VOICE

**Ink Tank** voice is a bridge between the services and our audience. It encompasses the characteristic you expect to find in a trusted friend, such as courageous, honesty, devotion, knowledge and approachable.

Our tone is how we adjust to our audience according to their needs, special is the audience is expecting a specific style or technique, but our voice always remains the same. Some considerations when choosing a tone: your audience already had tattoo and is looking for a new art, when their is the first time the client is getting a tattoo, or the one that is indecisive and might want to do more research.

## TYPOGRAPHY

**Ink Tank** uses one typeface- Lato \_ for primary typography. This is a humanist san-serif typeface, that allows the content of the app being easier to use.

### Mobile

#### Heading 1

**Lato / Bold / Black / 28px**

#### Heading 2

**Lato / Bold / Black / 20px**

#### Heading 3

**Lato / Bold / Black / 18px**

#### Body Bold

**Lato / Bold / Medium Gray / 16px**

#### Body

**Lato / Regular / Medium Gray / 16px**

#### LARGE BTN

**Lato / Bold / ALL CAPS / Black / 20px**

#### SMALL BTN

**Lato / Bold / ALL CAPS / Black / 16px**

### Desktop

#### Heading 1

**Lato / Bold / Black / 48px**

#### Heading 2

**Lato / Bold / Black / 32px**

#### Heading 3

**Lato / Bold / Black / 24px**

#### Body Bold

**Lato / Bold / Medium Gray / 18px**

#### Body

**Lato / Regular / Medium Gray / 18px**

#### SMALL BTN

**Lato / Bold / ALL CAPS / Black / 20px**

## COLOR

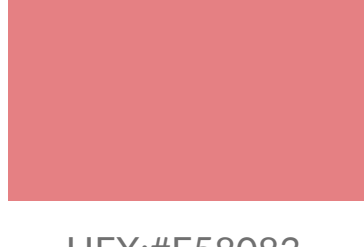
Our color palette consists of a primary color, supporting color, neutrals and accent colors.

### Primary Color

The most prominent color in the Ink Tank which is used to convey the strength of the app.



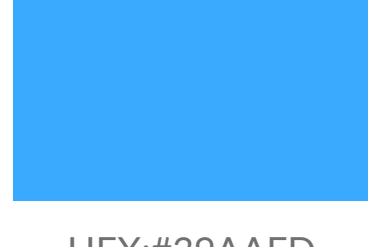
HEX: #E81E25  
R232 G30 B37



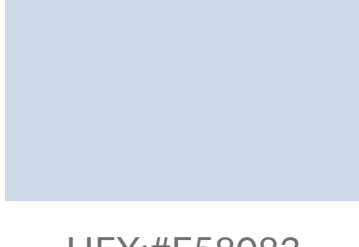
HEX: #E58083  
R229 G128 B131

### Secondary Color

The color that support the brand, to bring a differentiation from the most prominent color, so it can stand by itself.



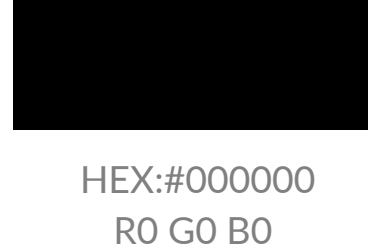
HEX: #39AAFD  
R57 G170 B53



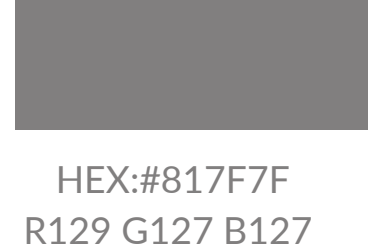
HEX: #E58083  
R206 G218 B231

### Neutral Color

Neutral colors play a supporting role. While white is our preferred background color. Grays and Black play a support role for typography and borders.



HEX: #000000  
R0 G0 B0



HEX: #817F7F  
R129 G127 B127



HEX: #9D9C9C  
R157 G156 B157



HEX: #CECFD0  
R206 G207 B208

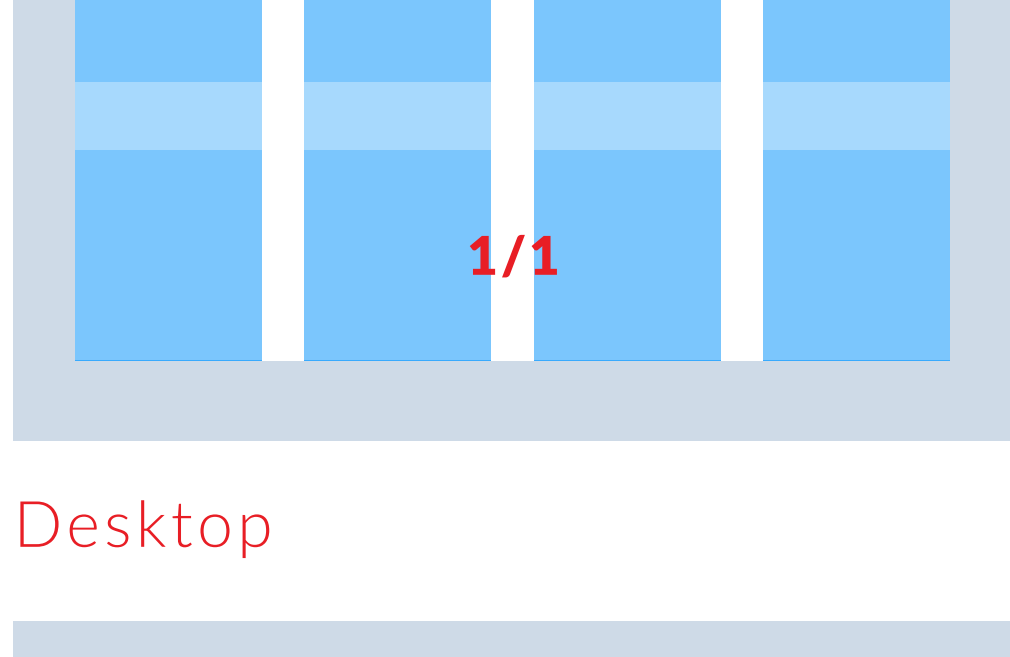


HEX: #FFFFFF  
R255 G255 B255

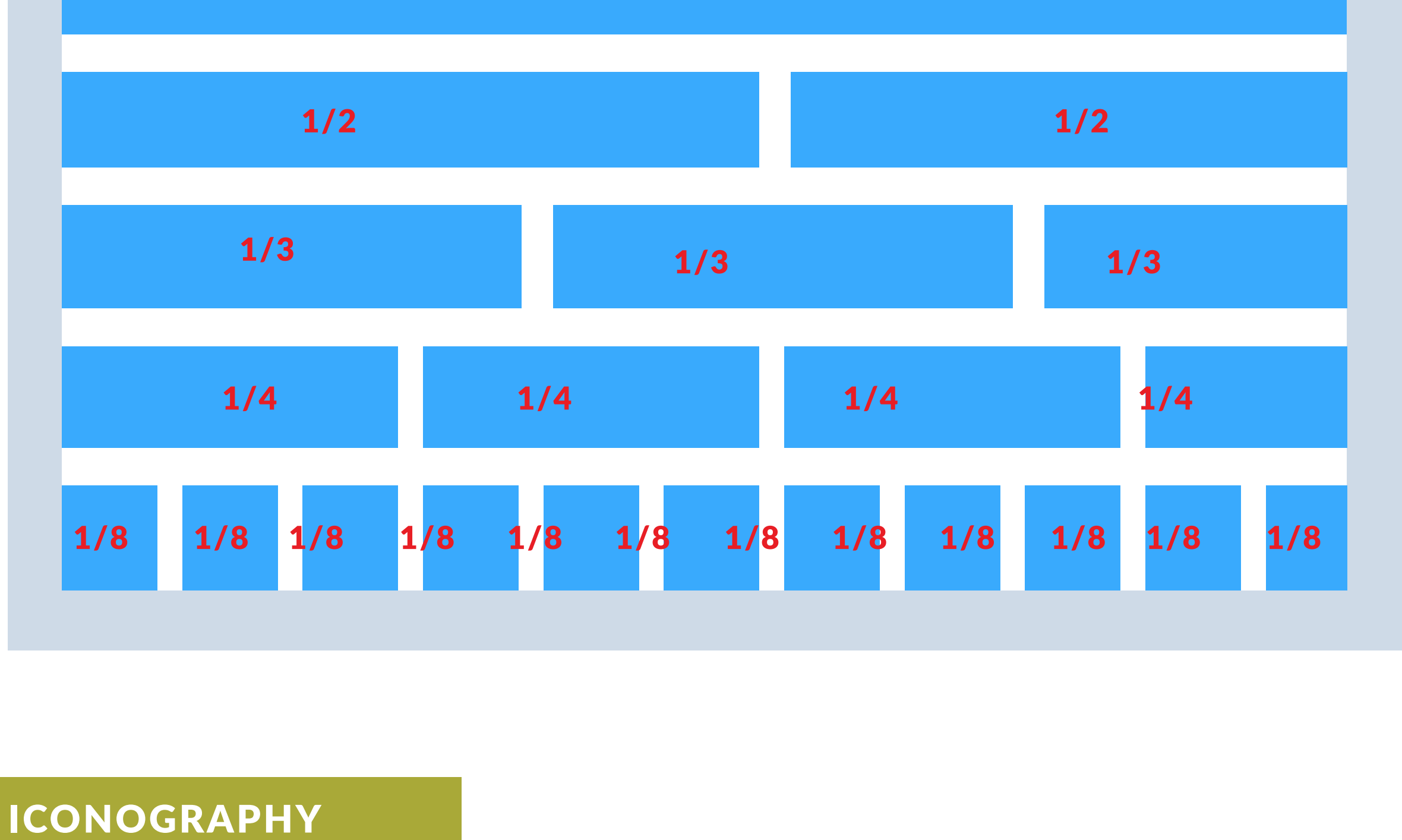
## GRID/LAYOUTS

Our grid system is composed of 12 flexible columns with a gutter between columns of 16px. We apply border-box for mobile of 30,23,30,23 and for desktop 138 all around.

### Mobile

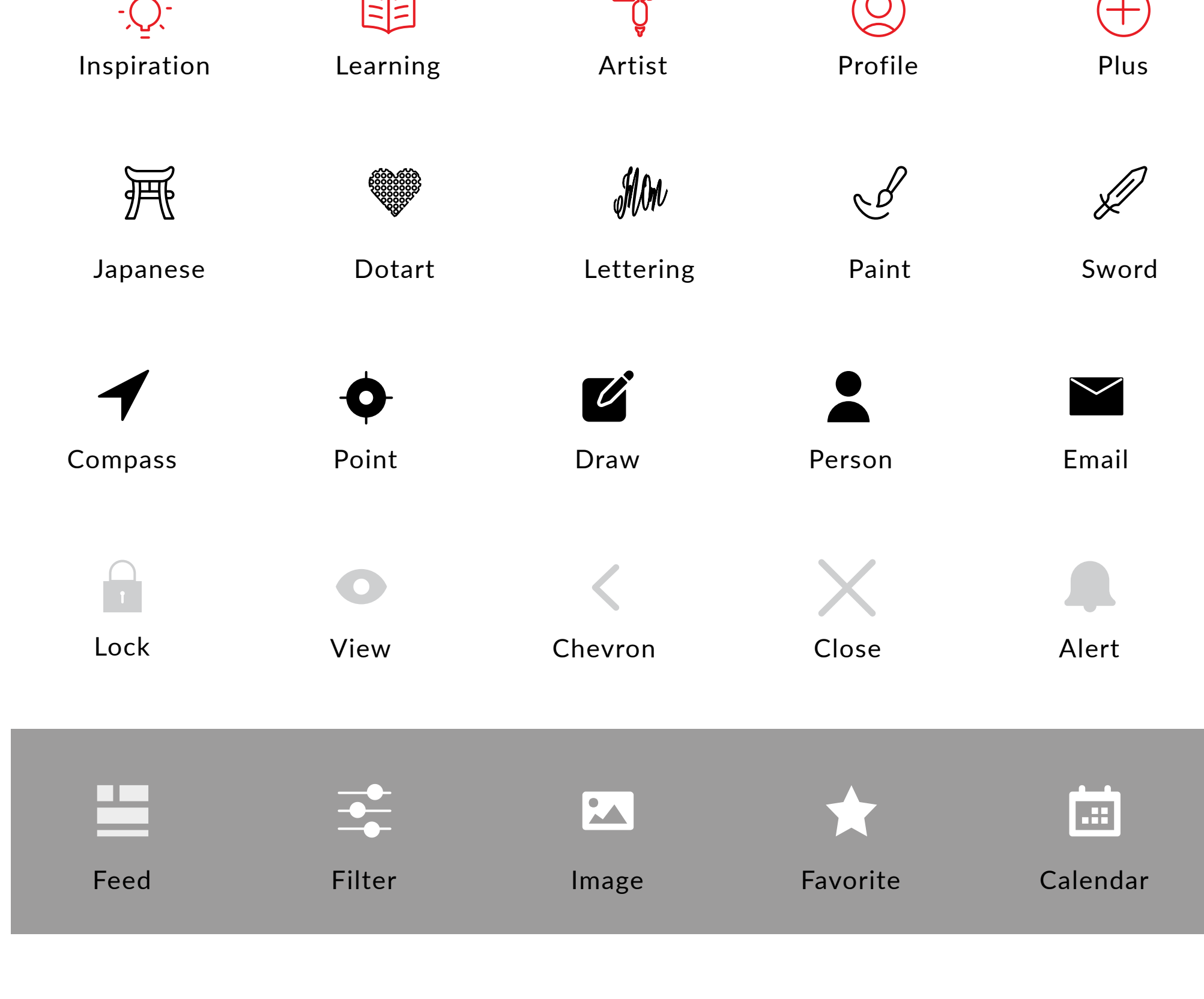


### Desktop



## ICONOGRAPHY

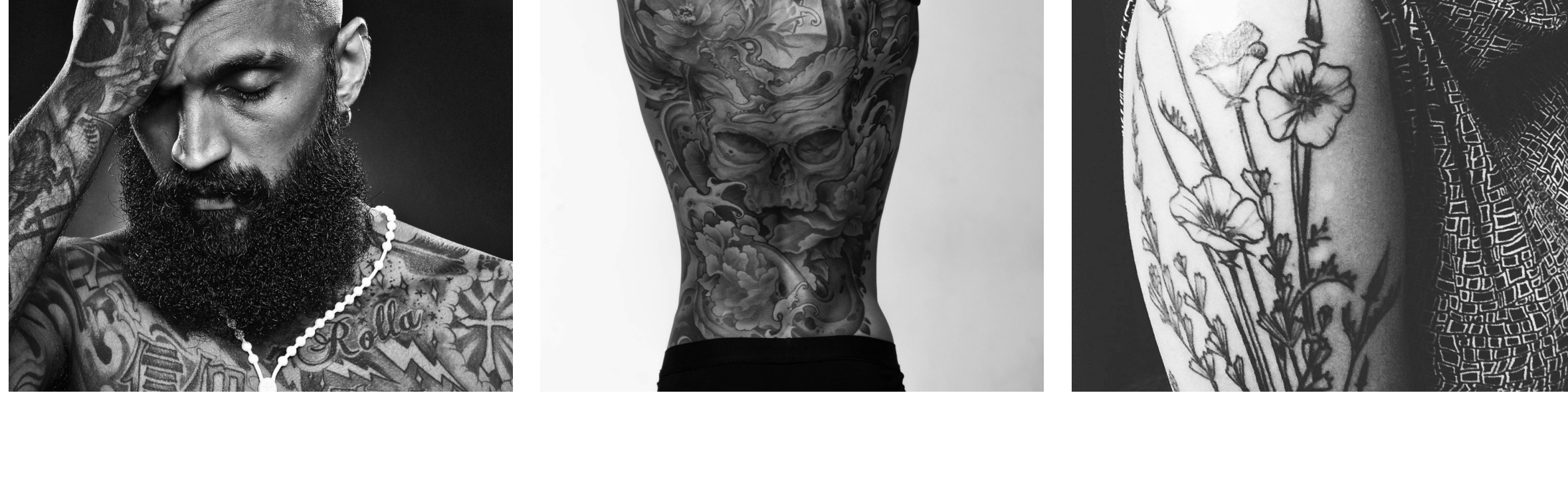
The iconography is supportive elements used to highlight content and to help tell the story. They can be used to break down information, establish a hierarchy and make content easy to scan. The size of the line should always be 1.5, and the icons should be outline or fill with **red**, **red lighter**, medium gray, white and **black**.



## IMAGERY

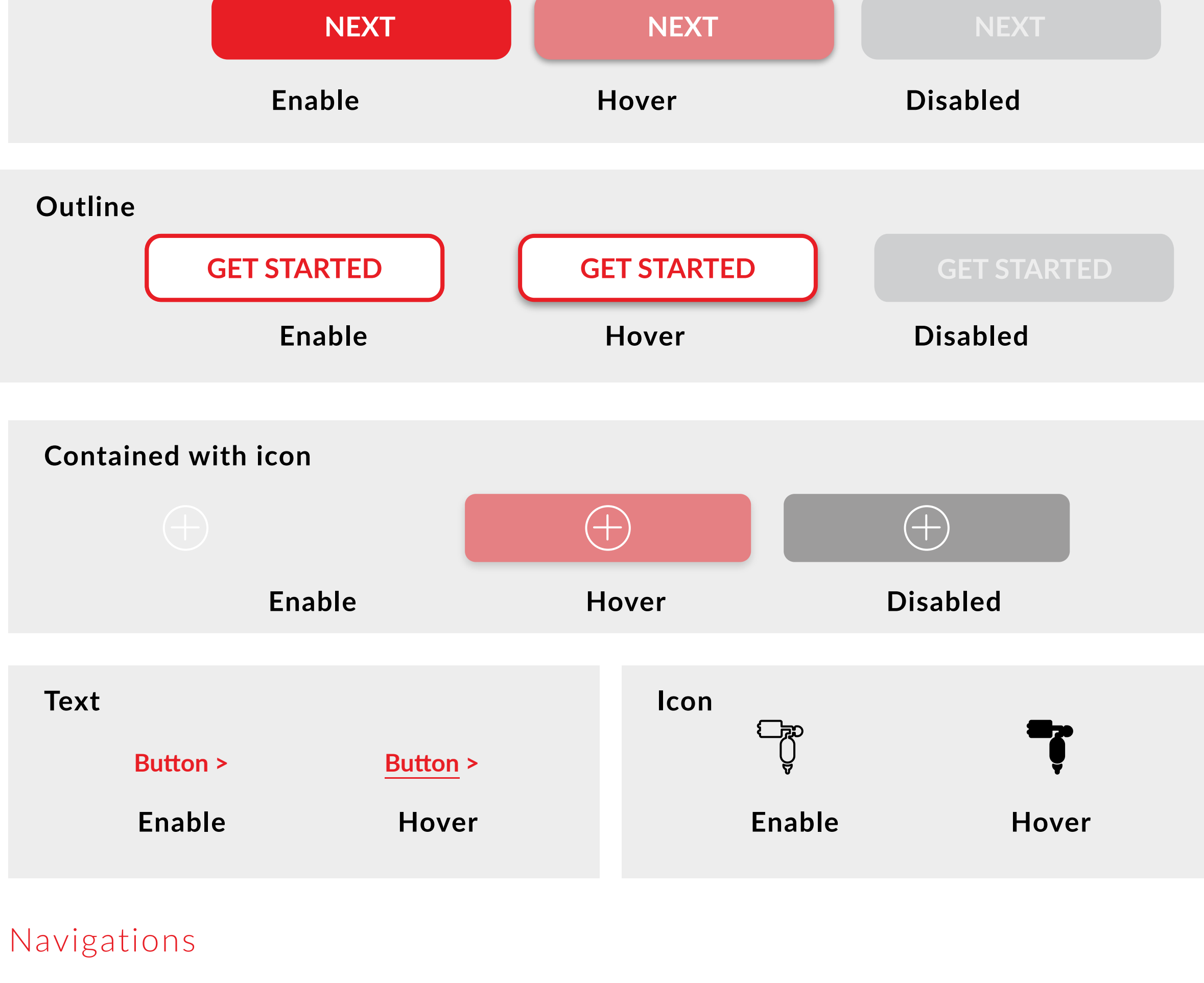
Photography is the most emotional and impactful component of our visual style and is crucial to covering a high quality of submission from artist, when creating their portfolio. However, for the main images we should be neutral, personal, diverse and present great design.

The main photography that is placed in the app should always be in grayscale to contrast with the main color black.

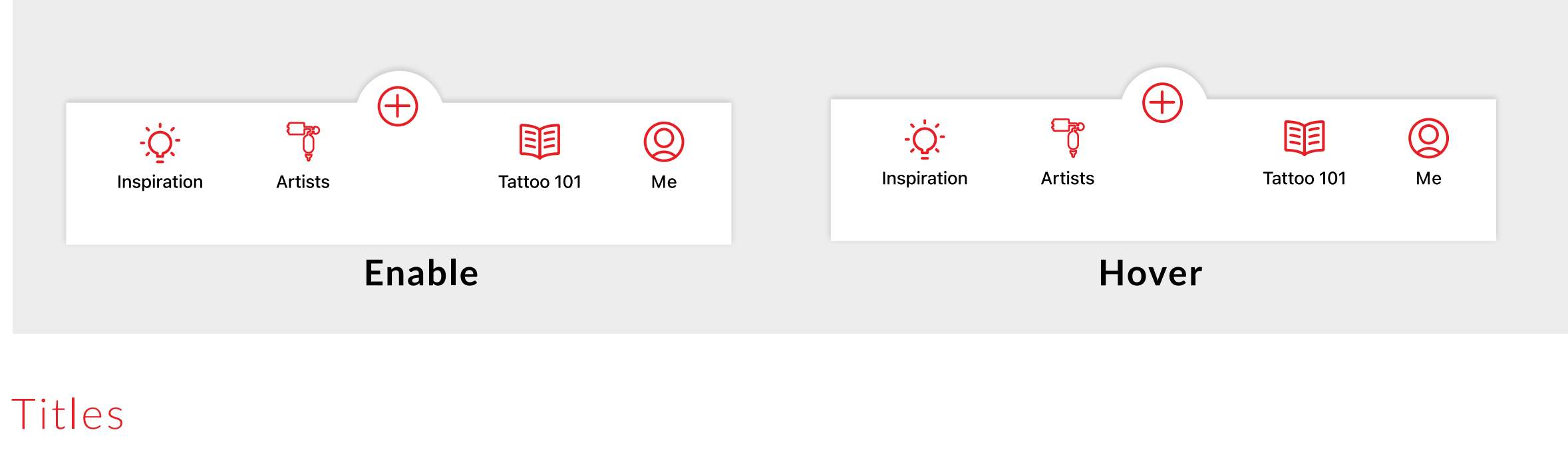


## UI ELEMENTS

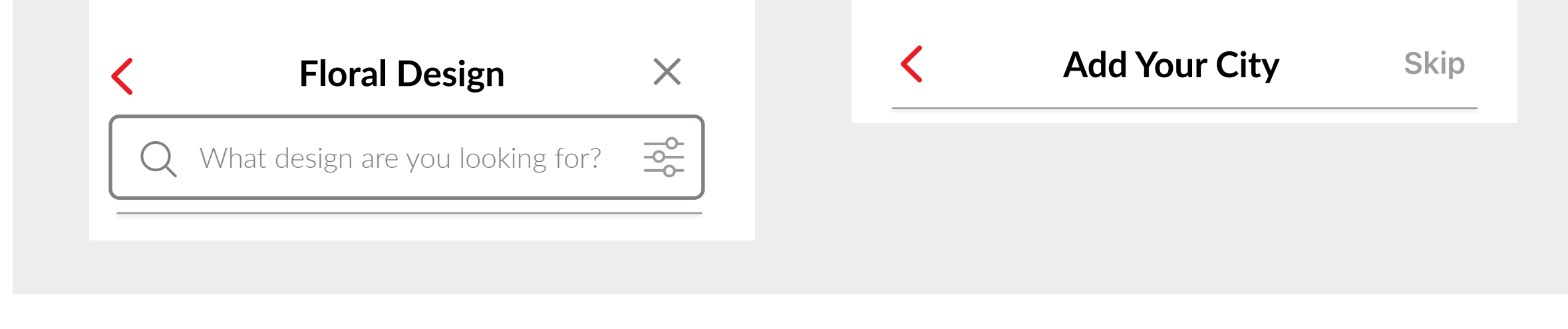
### Buttons



### Navigations



### Titles



## ACCESSIBILITY

To be accessible follow this guidelines that will maintain our service app and site available for all users

- Don't use text that is too small or font styling that is hard to read. Font minimum size should always be 16px minimum.
- Provide captions or transcripts for any video content.
- Keep the most important interactive elements toward the middle of the screen; avoid forcing the user to make long finger reaches on mobile or mouse movements on desktop.
- Make forms and input fields as easy to fill out as possible.
- Make CTA labels clear and action-oriented; avoid generic phrases.
- On desktop, included ALT text on all images.
- Below are the contrast and color accessibility with the app color palette with the verification of what color are visual accessible and which are not for the web certification WCAG/WebAIMAA.

Foreground										
		#E81E25	#E58083	#39AAFD	#CEDAE7	#000000	#817F7F	#9D9C9C	#CECFD0	#FFFFFF
Background	#E81E25		Fail	Fail	Fail	Pass	Fail	Fail	Fail	Pass
	#E58083	Fail		Fail	Fail	Pass	Fail	Fail	Fail	Fail
	#39AAFD	Fail	Fail		Fail	Pass	Fail	Fail	Fail	Fail
	#CEDAE7	Fail	Fail	Fail		Pass	Fail	Fail	Fail	Fail
	#000000	Pass	Fail	Pass	Pass		Pass	Pass	Pass	Pass
	#817F7F	Fail	Fail	Fail	Fail	Pass		Fail	Fail	Fail
	#9D9C9C	Fail	Fail	Fail	Fail	Pass	Fail		Fail	Fail
	#CECFD0	Fail	Fail	Fail	Fail	Pass	Fail	Fail		Fail
	#FFFFFF	Pass	Fail	Fail	Fail	Pass	Fail	Pass	Fail	