

Permanent

Considered tools for the daily work of a tattoo studio.



Permanent

TEXTPERMANENT.COM / IDENTITY V1

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Story

A quieter system for studio operations.

Permanent is the studio operations product in the Tattoo Company family. Its brand should feel considered, useful and close to the everyday work of a studio—not like another feed asking for attention.

The name stays **Permanent** in copy. `textpermanent.com` is the domain, not a substitute product name. Do not imply that particular workflows are available.

Who it is for

Write for tattoo artists and the people keeping a studio running. Respect their time, their relationships with clients and the concentration the work requires. The product should be understandable without a new vocabulary of productivity jargon.

Principles

- **Clarity before decoration.** Make the next step easy to understand. Keep the studio's work in focus.
- **Calm is useful.** Quiet surfaces and measured language should reduce noise, not add it.
- **Respect the record.** Treat names, messages, IDs and timestamps as information, not texture.
- **Be honest about readiness.** Describe demonstrated behavior. Do not use brand copy to imply a launch.

These are editorial principles, not operational guarantees.

Design system

Use Instrument Serif for the product name and large titles, Public Sans for everything else, and Geist Mono for IDs and timestamps only. Controls use a 4px radius and panels a 6px radius. Warm canvas, ink and the restrained red-brown action accent define the identity.

iMessage imagery may retain Apple's system font and iMessage blue as product UI context. Neither becomes Permanent's brand typography or action color.

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Language

Clear, warm, unhurried.

Use everyday language for everyday studio work. Be concise without becoming cold. Let the interface explain what happened and what someone can do next.

Narrative threads

- **Room for the work.** Studio operations should support the artist's attention.
- **Useful information, in context.** Show the relevant detail without making every detail compete.
- **Continuity over noise.** The brand should feel steady across a message, a record and a full page.

Vocabulary

Say **studio**, **artist**, **client**, **message**, **record** and **next step** when those are the accurate terms. Use the actual feature name rather than inventing a grander one. Keep IDs and timestamps literal and distinguish examples from real records.

Do

- Name the task before explaining the tool.
- Write short instructions and useful empty states.
- Respect client privacy in screenshots and sample conversations.
- Label any fictional studio, message or record as an example.
- Keep the product name in Instrument Serif and supporting copy in Public Sans when creating brand materials.

Don't

- Promote signup or imply features that are not available.
- Invent a founding story, customer count, testimonial or feature release.
- Promise bookings, deposits, payments, payouts or guaranteed time savings.
- Turn a studio's clients into "leads" in general product copy.
- Borrow iMessage blue as a brand accent, or use Geist Mono for general body copy.

Tone in practice

Use Skip to content " **Avoid:** "Put your entire studio on autopilot."

Use: a specific description of an available task. **Avoid:** claims that the system handles everything for every studio.

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Our mark. Unmistakably ours.

The chrome primary leads this brand. Use it on dark backgrounds only. Flat marks are the one-color versions for small sizes.

PRIMARY MARK / SUPPLIED ARTWORK



Use the chrome primary on dark backgrounds only.

[Source asset](#) ↓

Use the chrome primary on dark backgrounds only.

Do not place it on the cream brand canvas. On light backgrounds, use the flat versions.

SECONDARY ARTWORK

One-color / small-size / single-ink use

Use the flat versions for favicons, embroidery, stamps, tiny sizes and one-color print. Choose black or white for contrast; use supplied gold only where the brand permits it. These are not the primary chrome logo.



[Skip to content](#) primary wherever possible; use flat versions at small sizes.

Use the files in the kit as supplied. Do not redraw or recompose the mark.

Room to breathe

Clear space: half the monogram's width on every side, with a 16px minimum. Minimum mark size: 24px. Keep wordmarks readable at the final size.

Keep the character

Do not stretch, rotate, add a glow or redraw the mark. Do not place it over busy photography. Use the supplied light, dark and mono variants.

04 / PALETTE

Warmth, without noise.

Every swatch below comes from this brand's token file. Semantic colors describe states; they are not permission to add decoration.

Choose a format. Click a value to copy.

Canvas	Surface	Ink	Muted
Line	Accent	Success	Warning
Info	Danger		

Color & shape rules

Use Public Sans with 4px controls and 6px panels. Danger is #7A3328. Spacing steps are 4/8/12/16/24/32/48px, with 1px borders. iMessage blue and Apple system type appear only in product imagery; they are not brand colors or type.

Download design tokens ↓

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Let the words do the work.

PRODUCT NAME AND BIG PAGE TITLES ONLY

400

Made for the craft.

Instrument Serif ↗

BODY AND ALL OTHER UI

100–900

Every detail matters.

Public Sans ↗

IDS AND TIMESTAMPS ONLY

100–900

ID 0042 / 09:41

Geist Mono ↗

Use with intention

Instrument Serif is for the product name and big page titles only. Public Sans handles everything else. Geist Mono is reserved for IDs and timestamps.

Avoid

No substitute display fonts, artificial stretching or decorative effects. Preserve readable line lengths and at least 4.5:1 contrast for body text.

Fonts are self-hosted on this site. Kit font documentation links to Google Fonts and SIL Open Font License sources.

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The work comes first.

PHOTOGRAPHY PRINCIPLE

Real work.
Honest detail.
Human craft.

Use only licensed portfolio imagery.

Do

Show the whole piece. Use natural detail and honest skin tones. Show healed work when available, with artist and client permission. Keep labels outside the image.

Icons

Use simple, consistent line icons. Label unfamiliar actions. The monogram is a brand signature, never a generic interface icon.

Don't

Do not generate fake tattoo work, reshape a piece, over-retouch skin or imply permission. Avoid blood, raw-skin close-ups and medical claims.

Data visualization

Use neutral values first. Reserve semantic colors for labeled states, never color alone. Use only sourced data; clearly label illustrative examples.

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Identity, at the prompt.

A raster-derived text interpretation for terminals, READMEs and plain-text environments. 40- and 80-column versions travel in the kit.

Permanent – raster-derived ASCII

40 columns

```

: # :
# :
- . - + + + + + + - . - + + + + = :
# :
- + :
# * # :
- + - : - % % - - . = # : - + @ :
% . - + : % % = : % * - - : % % :
@ - : + : = : - : - : # # = :
@ : + = - : = : - : - + + = :
+ - : # # = : - + + + + - .
: = = : + + + :
- * = : + : .
- . - : + + + :
* - = * + + :
. . + : = :
- =
- =
- =

```

Permanent

80 columns

[illegible]

Permanent

Download logo.txt ↓

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Everything, in one place.

Vector and raster variants, favicons, social canvases, design tokens, font references, ASCII and printable guidelines.

Questions, permissions or production artwork: hello@tattoo.co.
