

Tattoo.agency

A Tattoo Company sub-brand for tattoo artists and studios.



TATTOO.AGENCY / IDENTITY V1

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Story

Services built around tattoo businesses.

Tattoo.agency is the services brand in the Tattoo Company family. It speaks to tattoo artists and studio owners who need thoughtful creative and practical support for how they present their work.

This is an endorsed sub-brand, not a standalone identity. Use the Tattoo Company chrome monogram with the stacked **TATTOO / AGENCY** text lockup.

Purpose

Help the work read clearly. Let the artist's craft, the studio's character and the needs of the audience lead the creative. The tools and presentation should support that work, not turn it into generic marketing material.

Do not promise specific commercial outcomes.

Who it is for

Tattoo artists and studio teams who care about the quality of their presentation. Speak with the respect of a collaborator, not the certainty of someone selling a shortcut.

Principles

- **The artist is the brand.** In artist campaigns, lead with their work and identity. Agency attribution is not the subject.
- **Proof before promises.** Use work that can be shown with permission, and claims that can be substantiated.
- **Keep the craft intact.** Do not crop away the piece, distort its appearance or cover its focal point.
- **Make restraint visible.** Black and white carry the system. Accents have a specific role, not a decorative one.

Keep the theme.

The visual direction is pure black, white, Inter and a restrained Playfair Display italic accent. Signal green is for labeled status and proof ticks; audit red is reserved for the audit action. Neither color substantiates a result on its own.

Do not publish case-study numbers without a verifiable source. Do not make payment-related service claims.

Use the monogram favicon from the kit.

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Language

Confident about the work. Careful about the outcome.

Speak plainly about the service, the deliverable and the creative decision. Respect the studio's expertise. Do not sell certainty that cannot be demonstrated.

Narrative threads

- **Work worth looking at.** The tattoo—not an effect, badge or statistic—leads.
- **Presentation with purpose.** Explain what each piece of creative is intended to communicate.
- **A real collaboration.** The artist's identity and permission matter at every stage.

Naming & vocabulary

Use **Tattoo.agency** for this services brand and **Tattoo Company** for the parent. The stacked logo reads **TATTOO / AGENCY**. Do not introduce TattooOS as a replacement brand name in this guide.

Say **tattoo artist**, **studio**, **piece**, **campaign**, **creative**, **audience** and **deliverable** where appropriate. Describe a real scope of work instead of promising “growth” without context.

Do

- Lead with real work and a clear explanation of the service.
- Obtain written permission for client names, artwork and testimonials.
- Label illustrative mockups as examples.
- Keep claims specific, sourced and current.
- Follow the shared [Ads & Creative guide](#) for formats, safe zones and campaign restrictions.

Don't

- Publish unverified revenue, return-on-ad-spend or recovery statistics.
- Guarantee bookings, income, client volume or marketing performance.
- Promise payment collection, deposits or financing functionality.
- Use fake urgency, fabricated endorsements or placeholder contact information.
- ~~Put the agency mark~~ into an artist ad by default. Co-branding requires an explicit campaign decision.
- ~~Skip to content~~ a dramatic red number as a substitute for evidence.

Tone in practice

Use: "Creative for your studio's next campaign." **Avoid:** a guarantee that the campaign will fill every chair.

Use: a description of the actual work delivered. **Avoid:** publishing an unsupported performance statistic as proof.

Brand questions: hello@tattoo.co.

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Our mark. Unmistakably ours.

The supplied Tattoo Company monogram identifies the agency as an endorsed sub-brand. Use the supplied vector and favicon set.

PRIMARY MARK / SUPPLIED ARTWORK



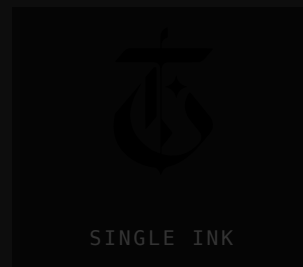
Preserve the silhouette. Give it room.

[Source asset](#) ↓

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.



Chrome artwork & favicon set.

Use the chrome app icons at 180, 192 and 512px. Tab icons at 16, 32 and 48px and favicon.ico use the flat white mark.

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Clear space: nail the monogram's width on every side, with a 16px minimum. Minimum mark size: 24px. Keep

Keep the character

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

wordmarks readable at the final size.

light, dark and mono variants.

Restraint is recognition.

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.

Background	Card	Elevated	Border
White	Body	Dim	Green
Green Alt	Red		

Color & shape rules

Use the pure-black theme with the parent monogram. Green is for status only; red is for audit calls to action only. Use the monogram favicon from the kit. Playfair Display starts at weight 400.

Download design tokens ↓

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Let the words do the work.

BODY, UI AND HEADINGS

300, 400, 500, 700

Made for the craft.

Inter ↗

ITALIC ACCENT; AT MOST ONE WORD PER HEADLINE

400 italic

Every detail matters.

Playfair Display ↗

Use with intention

Inter carries the system. Playfair Display italic may accent at most one word per headline. Keep the rest clear and restrained.

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.

Tattoo.agency – raster-derived ASCII

40 columns

[illegible]

Tattoo.agency

80 columns

[illegible]

Tattoo.agency

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.
