

Tattoo Company

The operating system for tattoo businesses.



TATT00.CO / IDENTITY V1

[Skip to content](#)

Story

The operating system for tattoo businesses.

Tattoo Company is a tattoo-specific operating system and marketplace for professional tattoo artists and studios. One system for the work that used to live in DMs, payment apps and spreadsheets: profile, portfolio, client intake, messages and discovery.

Our mission

“To become the most trusted place in the world to discover, book, and experience tattoos.”

This is our long-term mission, not a claim that booking or payment functionality is available today. Do not promise deposits, payouts, refunds or booking protection.

Our origin

Great artists have been working around tools that were never built for their craft. Scattered messages and disconnected systems make the work around a tattoo harder than it needs to be. Tattoo Company was built to set a new standard of trust, for artists and clients alike. The problem is the tools, never the artists.

Who we build for

- **Artists.** Professionals who take their craft seriously and want to be found for their work, not their follower count.
- **Studios.** Shop owners running a roster, who want one standard across every artist and chair.
- **Clients.** People who want the right artist for their idea, and want to feel sure before they commit.

Two sides, one voice: warm to clients, respected by artists.

Five principles

These are our beliefs and editorial commitments, not a certification of current product behavior or operational guarantees.

1. **The right match beats the loudest voice.** Fit of style, skill and approach wins. We won't rank artists by followers, clout or paid placement.
2. **Trust is the product.** Every interaction should leave both sides more confident. No fake reviews. No hidden fees.
3. **Opportunity is earned, not bought.** A new artist can grow on the strength of their work. We don't sell ranking, featured spots or boosts.
4. **Protect the craft.** AI helps people find each other and explore ideas. The tattoo itself is human, drawn and applied by an accountable artist.
5. **Long-term relationships over short-term transactions.** We measure repeat clients, growing artists and well-healed tattoos, not checkouts.

[Skip to content](#)

Language

Six narrative threads

These are the source messaging themes. Keep them grounded in current evidence when adapting them to a campaign.

1. **Out of the DMs.** Tattooing runs on scattered messages and payment apps. We give it one system built for how tattoo work actually happens.
2. **Trust is the product.** Verified artists, real work, clear policies. Both sides walk in knowing what to expect.
3. **Curated, not crowded.** We hold artists to a professional standard. This isn't a marketplace for everyone.
4. **Earned, not bought.** No pay-to-rank. Visibility comes from the work.
5. **Human craft, modern tools.** Tech handles the admin. The artist owns the art.
6. **Reputation that travels.** An artist's profile and reputation follow them between studios and cities, or when they go independent.

Eight talking points

- Tattoo Company is the operating system for tattoo businesses.
- Built only for tattooing. Not a generic booking tool.
- Artists are discovered for their work, not their followers.
- We hold artists to a professional standard.
- Less admin, more tattooing.
- Your profile, portfolio and policies in one clean link. ([tattoo.co/yourname](#))
- Free tools for artists, even if you never apply.
- Tattoo artists: join Tattoo Company.

Check feature availability and the evidence behind any operational statement before publishing it.

Vocabulary

- **Artist.** A professional tattooer. Never "creator," "vendor" or "provider."
- **Studio / shop.** Where artists work. "Studio" in formal copy, "shop" is fine in casual copy.
- **Client.** The person getting tattooed. Prefer it to "customer" or "user."
- **Piece.** A tattoo, as a work. "Your next piece."
- **Style.** Black & gray, realism, neo-traditional, and so on. How clients search.
- **Placement.** Where on the body the piece goes.
- **Assigns an artist offers.**
- **Skip to content**
- **st working at another studio for a short stint.**
- **Healed.** How a piece looks after it settles. Healed work is proof of skill.

- **Appointment request.** What a client sends: concept, references, placement, size, preferred dates.
- **Shortlist.** A client's saved artists and studios.
- **Portfolio / profile.** An artist's public page.
- **The Tattoo Company Standard.** How we hold artists on the platform to a professional bar.
- **Curated network.** Our artists, as a group.

Voice & tone

- **Direct, not corporate.** Clear, confident, no filler.
- **Expert, not elitist.** We know the industry and never talk down to anyone.
- **Tattoo-savvy, not generic.** Real terms, how the industry actually works.
- **Warm to clients, respected by artists.** Approachable and professional.

Do

Use **Tattoo Company** in headings, press, metadata and docs. Reserve **Tattoo Co** for compact badges, buttons and labels. Keep domains and URLs as written: tattoo.co and tattoo.co/for-artists.

Write short sentences and active verbs. Lead with the artist and the work. Say "tattoo artist" or "artist." Artist-facing calls to action say **join** or **apply**. Client-facing language says **discover**, **explore**, **shortlist**, **start a conversation** or **send a request**.

Show real work from real artists. Label examples as examples. Get written permission before naming artists, studios or clients.

Don't

Do not run the brand name together, use the domain as the company name in prose, or call artists "creators." Skip "tattooist," "get inked" and "ink lovers." Never call tattoos "content."

Do not promise bookings, deposits, payouts, protection or refunds. Do not use "get booked," "get paid," "deposit-ready" or "book now." Those claims remain on hold until the payment fix is published and a real deposit is tested. Never guarantee income, results or bookings.

Do not invent member counts, reviews or earnings. No fake urgency: "limited" only if it really is. Avoid "bargain," "cheap," "deal" and "discount." Do not sell "boosts," "featured" positions or higher ranking. AI helps people find each other; artists make the art.

Brand and press requests: hello@tattoo.co.

[Skip to content](#)

Our mark. Unmistakably ours.

The original chrome gothic T connects this brand to Tattoo Company. Lead with chrome; flat marks are secondary, not replacement logos.

PRIMARY / ORIGINAL CHROME



Preserve the silhouette. Give it room.

[Source asset ↓](#)

Use the chrome primary wherever possible; use flat versions at small sizes.

The chrome artwork is a 250 × 250px raster. Use it at 250px or smaller at 1×, or 125px or smaller at 2×; do not upscale.

[Original chrome · 250px ↓](#)

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.

SINGLE INK

[Skip to content](#)

Use the chrome 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.

[Skip to content](#)

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.

Void	Obsidian	Carbon	Graphite
Iron	Ash	Smoke	Silver
Chrome Low	Chrome Mid	Chrome High	White
Primary	Red	Green	Amber

Color & shape rules

Use the --tc-* tokens below. Do not use the older zinc palette or system fonts.

Download design tokens ↓

[Skip to content](#)

Let the words do the work.

Made for the craft.

Inter Tight [↗](#)

Use with intention

Inter Tight is the single family. Use scale, weight and whitespace for hierarchy, not a second decorative font.

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.

[Skip to content](#)

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.

[Skip to content](#)

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 Company — raster-derived ASCII

40 columns



Tattoo Company

80 columns



Tattoo Company

[Download logo.txt](#) ↓

[Skip to content](#)

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.
