



## DESIGN GUIDE



By: Kay Evans-Stocks  
MDST 3350 2018

# OVERVIEW



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## 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 watercolour. Canvas' branding and design philosophy is focused on getting these ideas across.

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## 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.

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## 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.

The majority of photographs on the website will be line vectors including those of animals, plants, geometric shapes, and tiny objects. The focus on line vectors instead of photographs on the website matches Canvas' intricate tattoos; the vectors are examples of tattoo designs available to customers. There will also be a gallery to show actual photographs of past work done. For fonts, the body copy and heading font should be easy to read and simplistic. Therefore, sans serif will be used. A display font that is more handwritten will be chosen to match the overall modern and intricate aesthetic.

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## USER EXPERIENCE

Despite the young target audience, who are likely technically adept, the website will still follow a simplistic aesthetic and be easy to use. Elements such as a gallery and a carousel of reviews will have buttons and touch navigation to maximize usability. Since the pages will be long, there will be a back to top button to ensure the website is easy to navigate.

The overall structure of the website will be focused on the client and their needs. For example, the choice of pages in the navigation are for the benefit of the potential customer: the artists page allows them to become familiar with who is working at Canvas, the FAQs page gives them the chance to answer questions or concerns they may be having, and the gallery allows them to see past work so that they can decide whether Canvas is the best choice for them. Likewise, many of the links will have sublinks that come up on hover so that they can navigate the site quickly and easily.

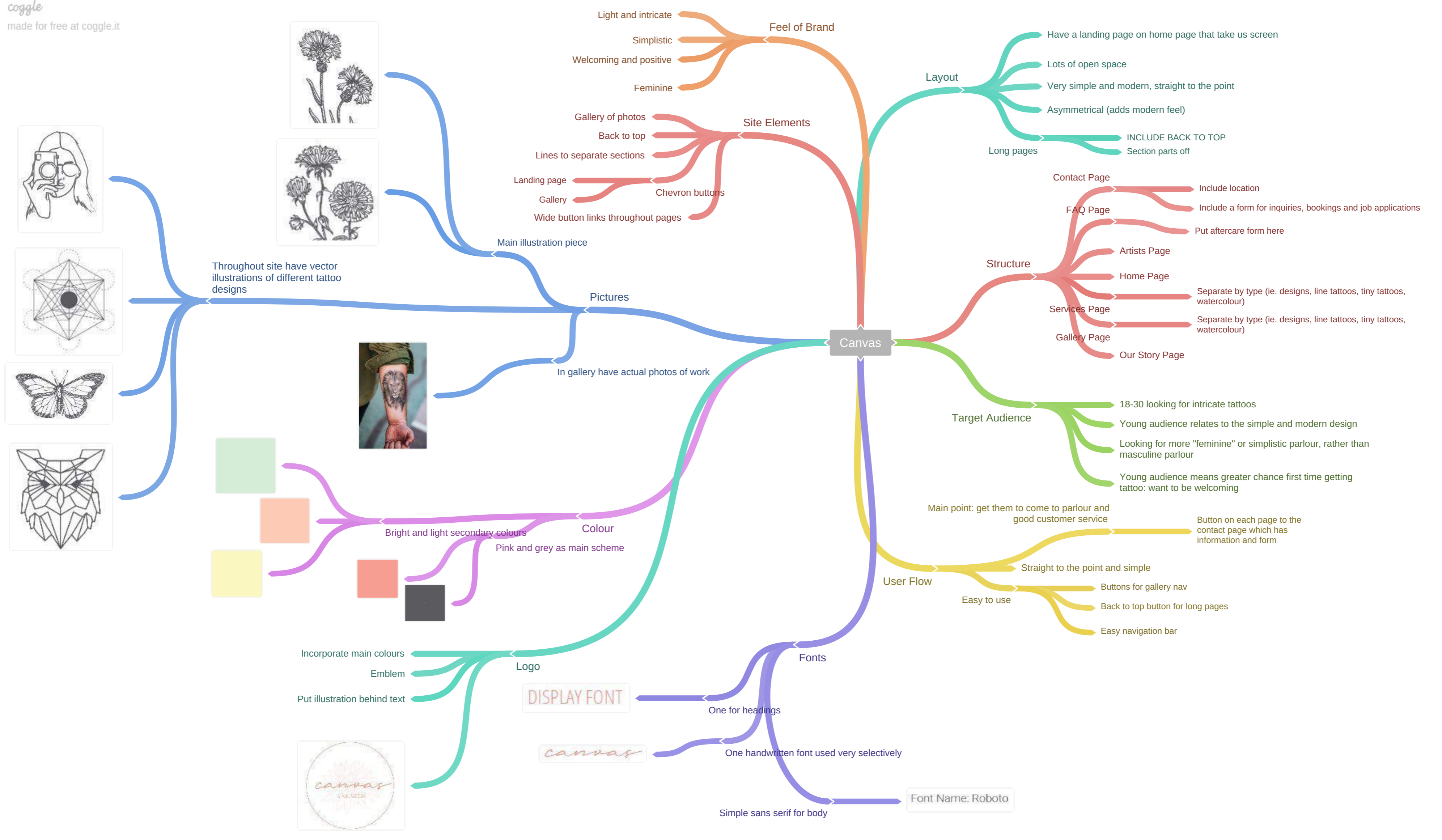
The main goal of the website is to funnel the customer to the contact page where there will be information on location and a form for them to fill out to either book, ask a question or even apply for a job. Therefore, on every page of the website there will be a link to the contact page to guide them to visit the parlour or book online.

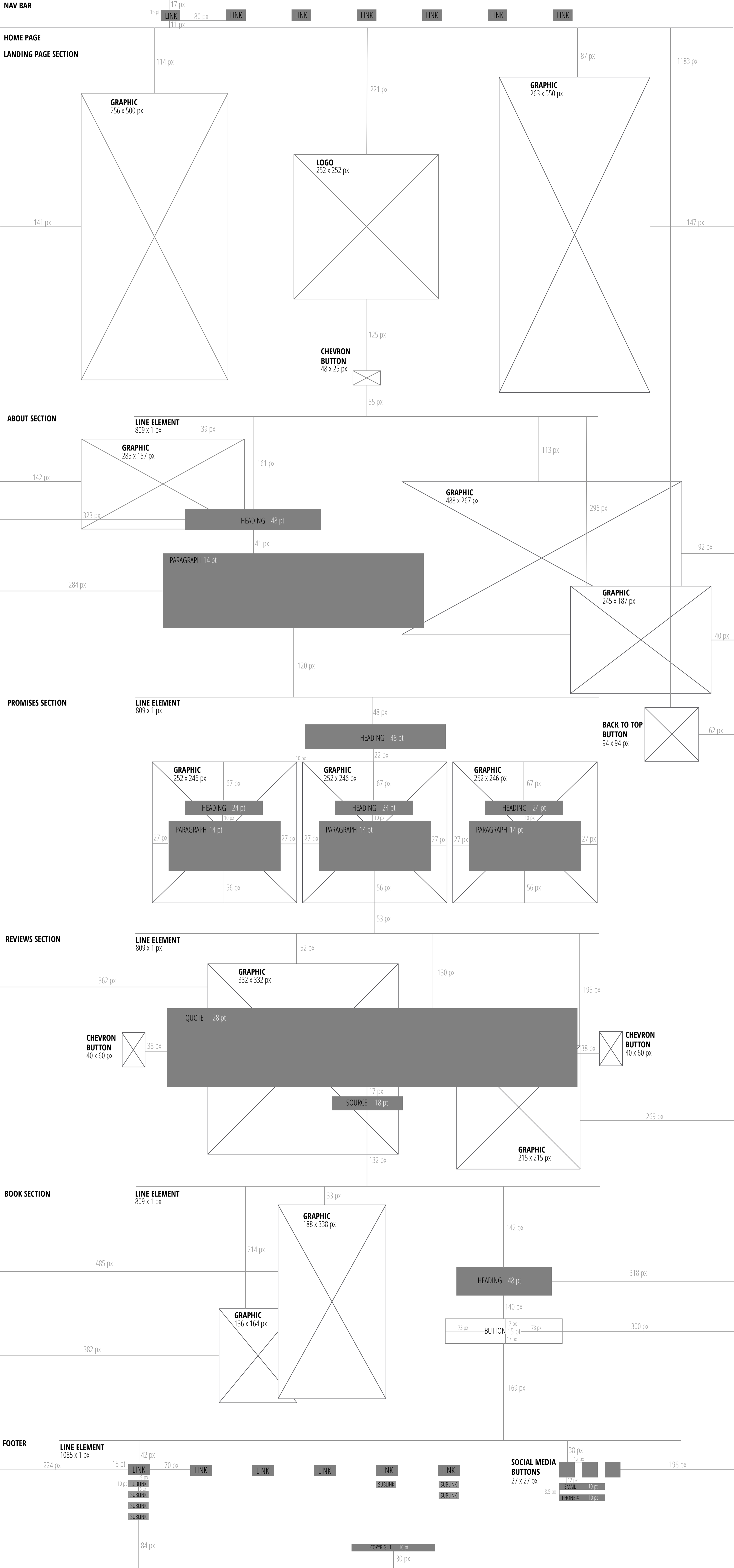
Canvas is devoted to making sure returning customers, and potential customers, feel welcomed and cared for. These values are seen in the elements and the structure of the website.

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## 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.



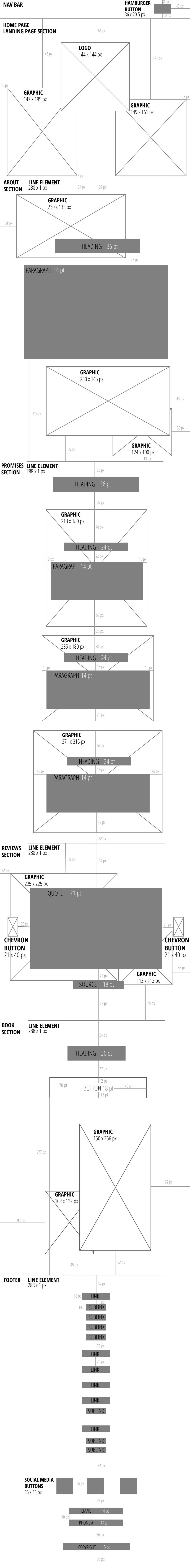




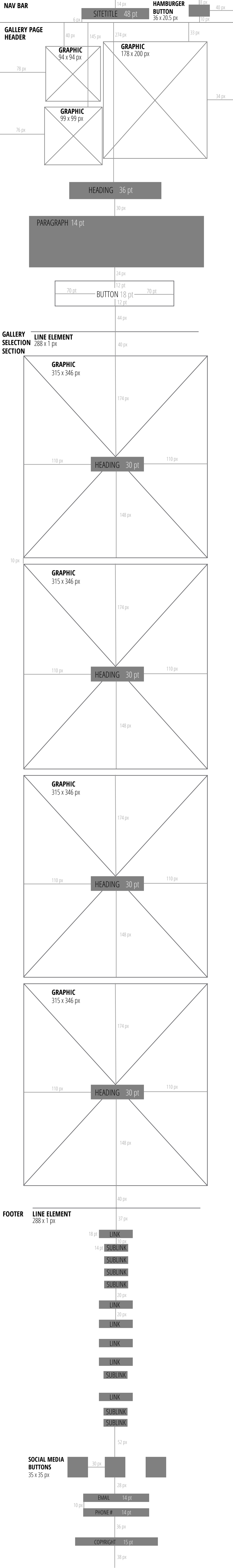


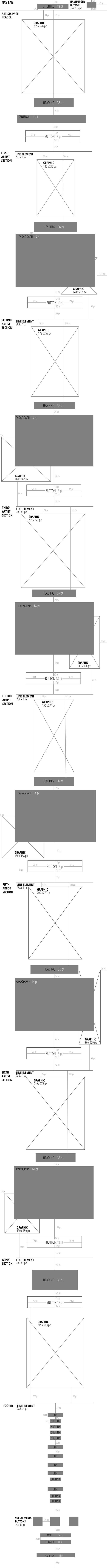


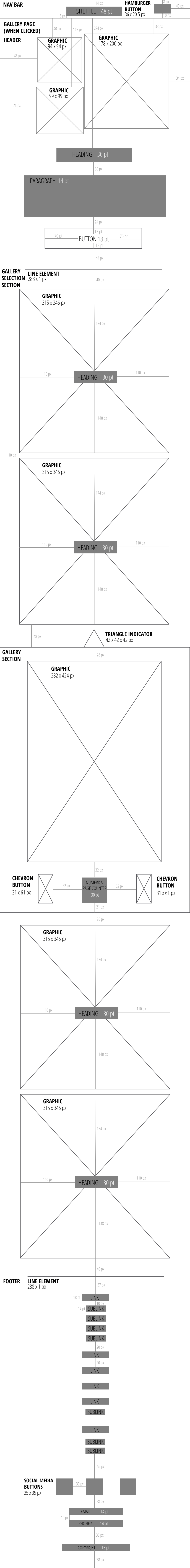
















## ABOUT CANVAS

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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

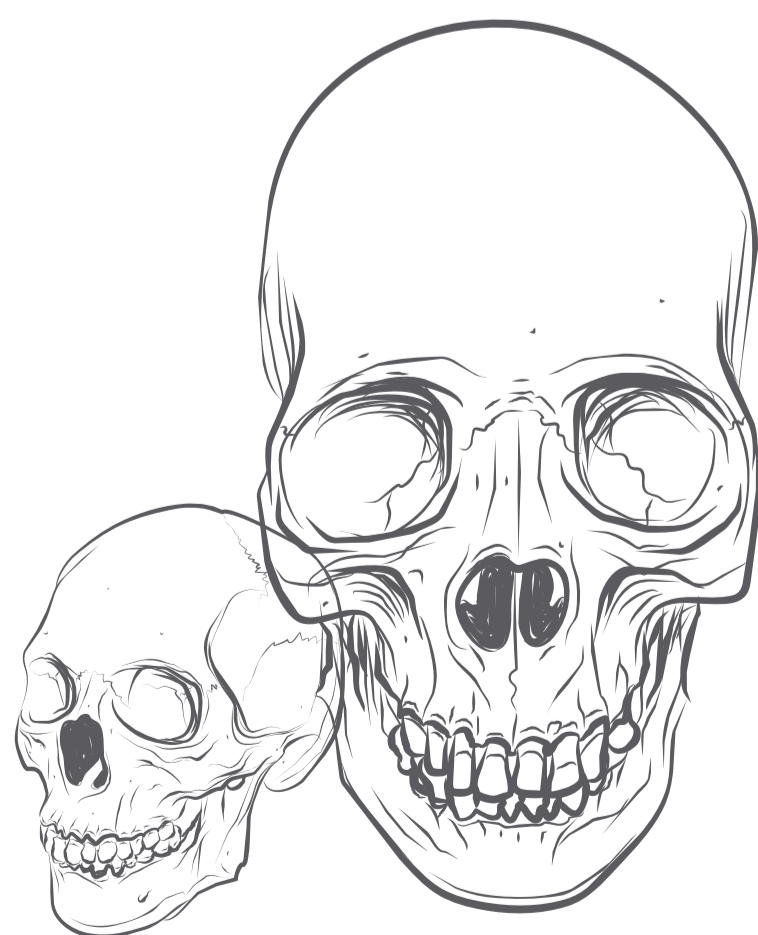
The safety of our clients and the making sure our parlour tools are sanitary is very important for us. We are committed to keeping everything clean and everyone healthy.

### 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!”

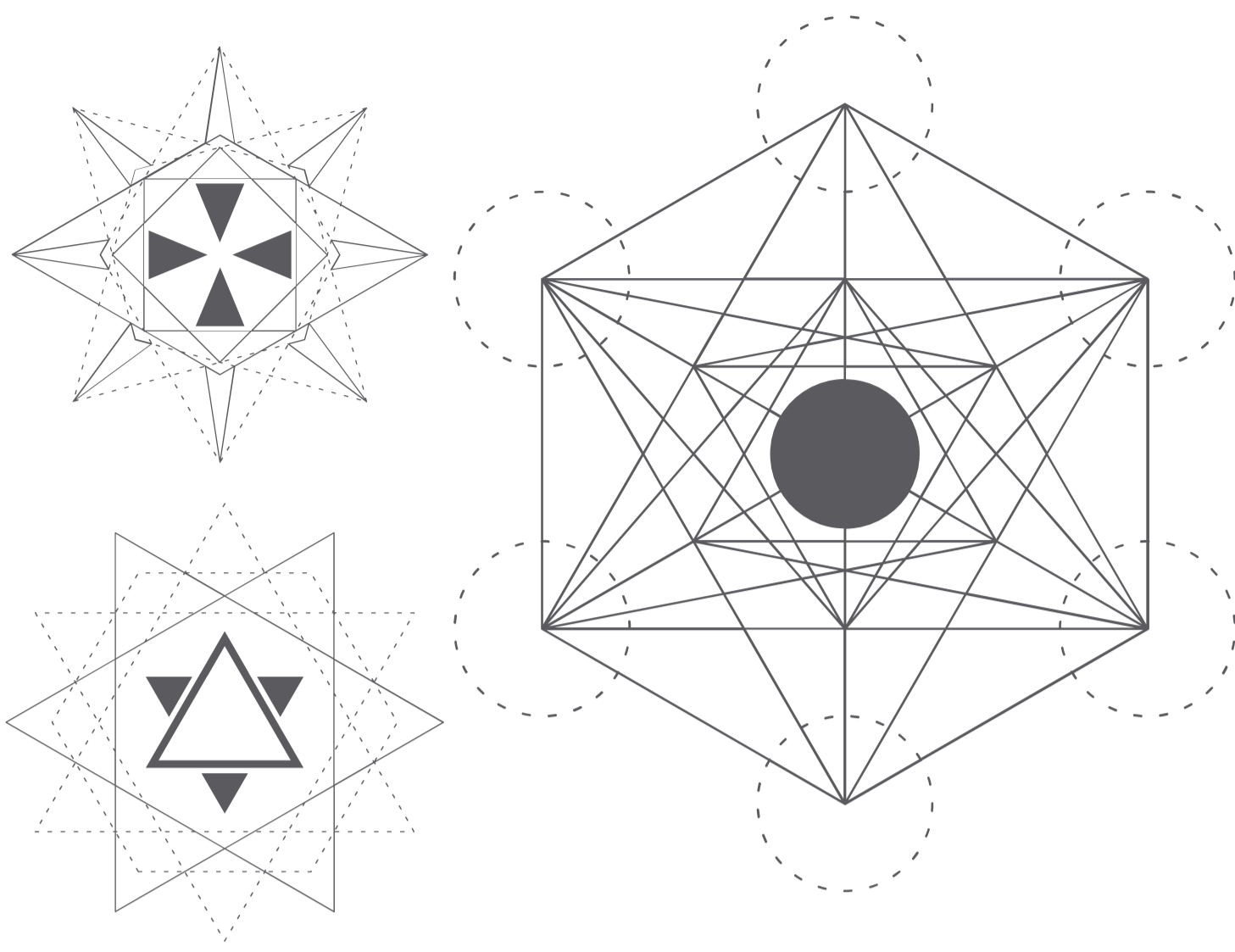
- Caitlin Buren



## INSPIRED?

BOOK NOW





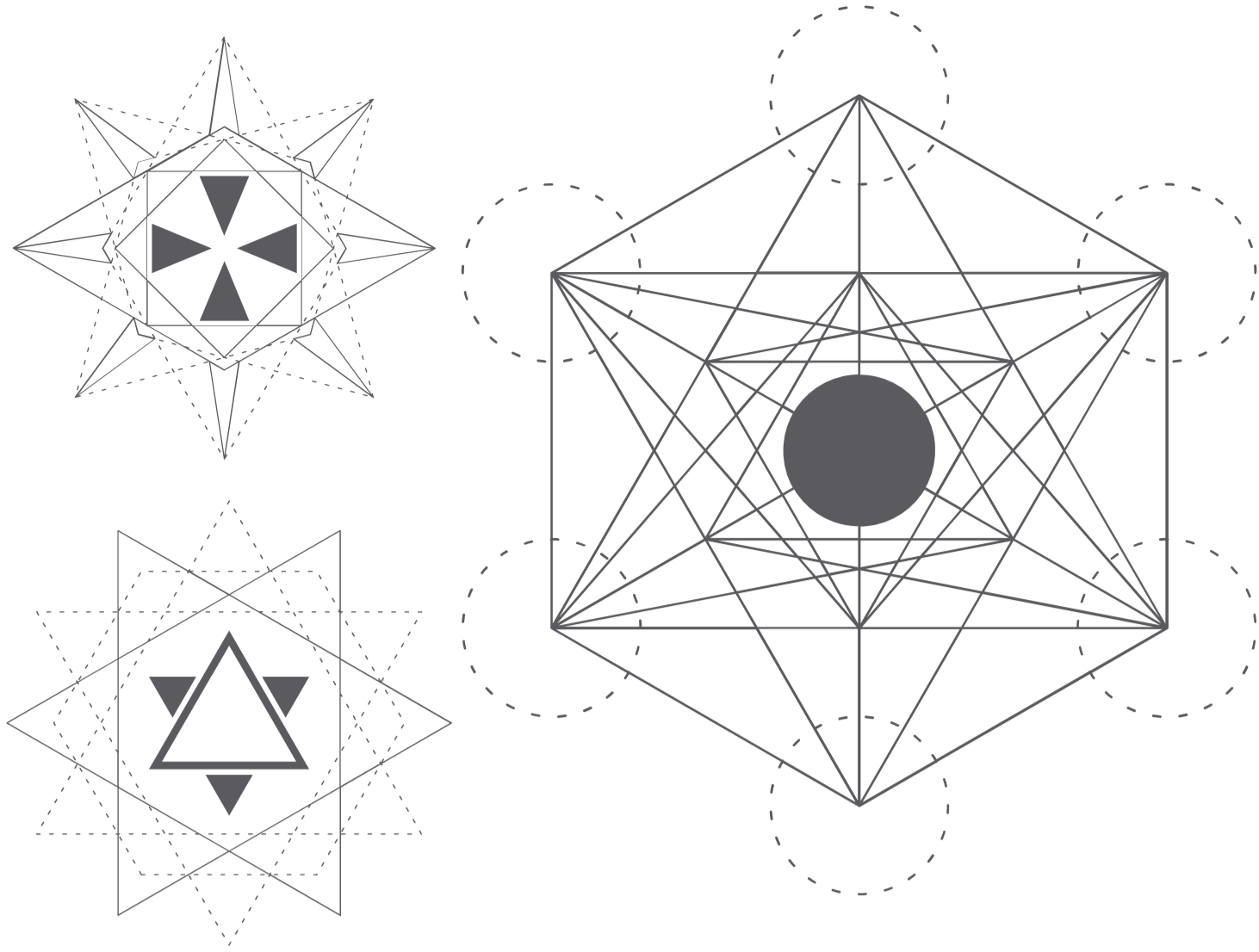
## OUR GALLERY

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



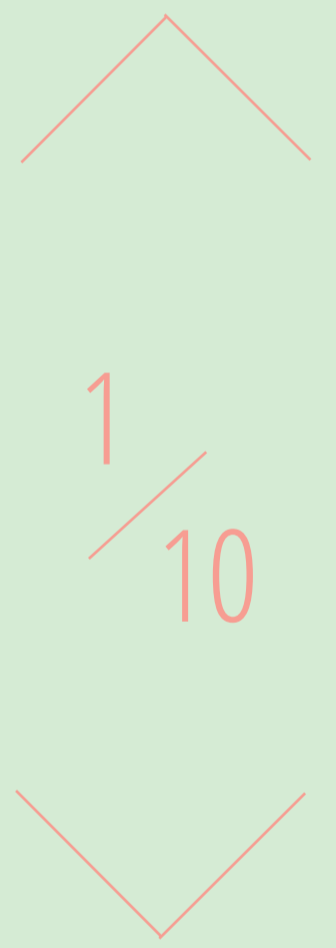




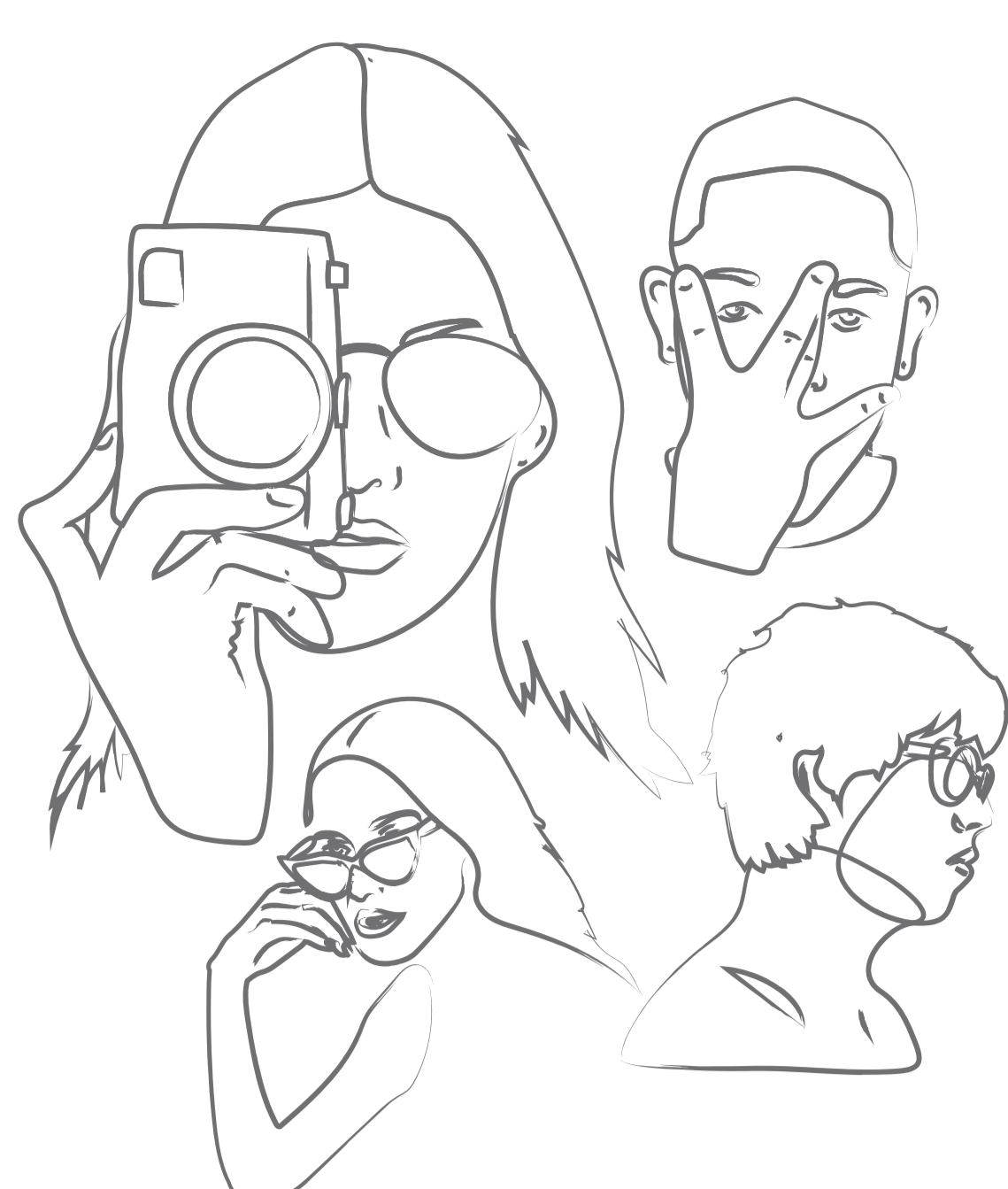
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## OUR ARTISTS

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

BOOK TODAY



### JEAN PADILLA

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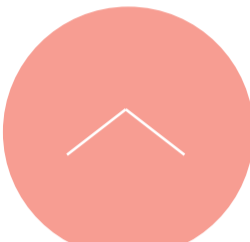
VIEW PORTFOLIO



### HEIDI GOMEZ

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VIEW PORTFOLIO



### SAMMY ROWE

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### TERRY ORTIZ

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### MARLON REYES

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### ERIN BARRETT

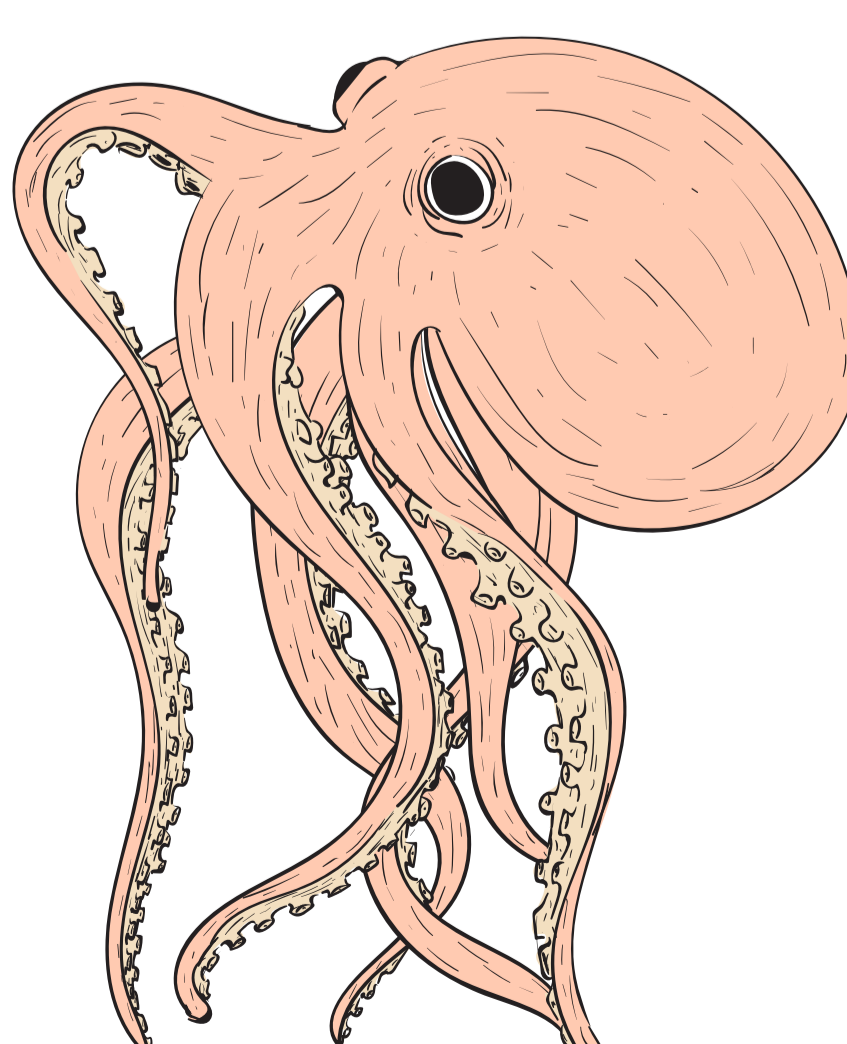
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## WANT TO JOIN OUR TEAM?

APPLY TODAY







## ABOUT CANVAS

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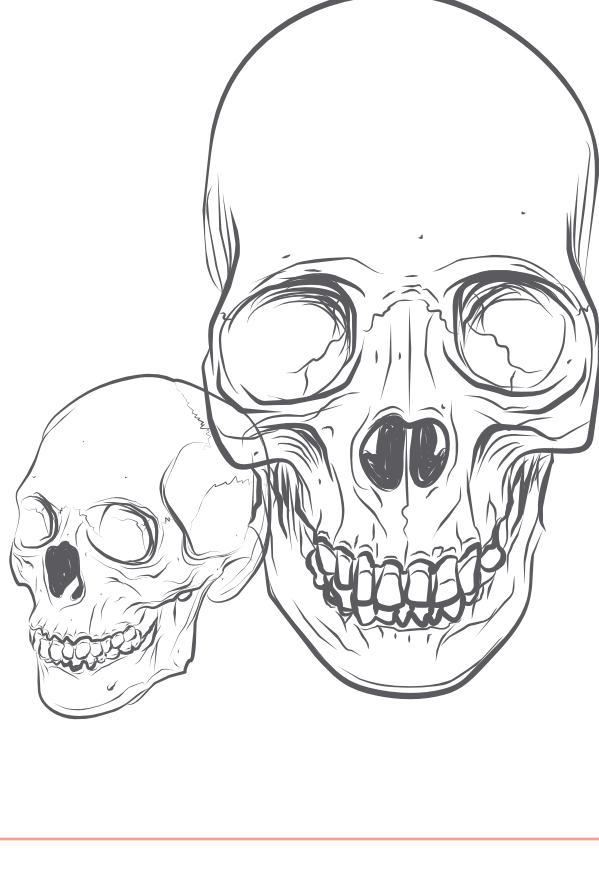
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## INSPIRED?

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- Design
- Line Tattoos
- Watercolour Tattoos
- Tiny Tattoos

### ARTISTS

### GALLERY

### OUR STORY

### FAQ

Aftercare

### CONTACT

Location

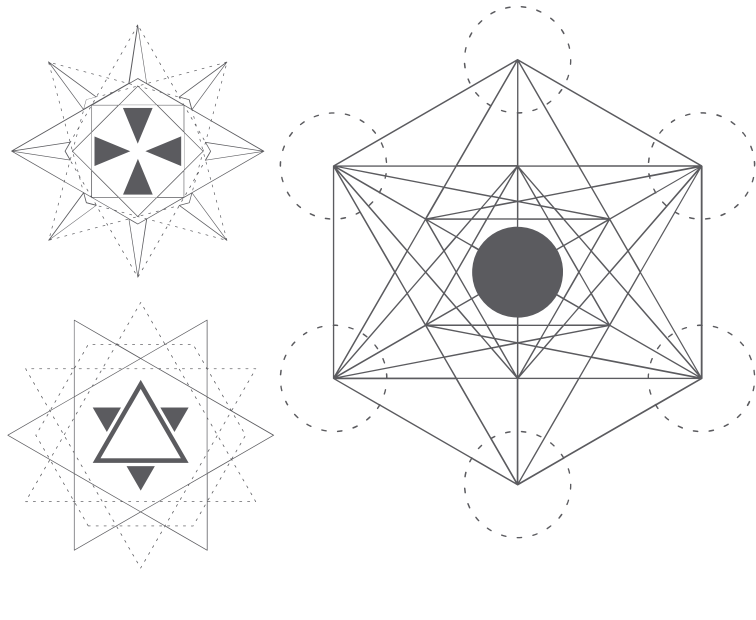
Inquiries



info@canvas.com

416-876-9078





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### DESIGNS



### LINE TATTOOS



### TINY TATTOOS



### WATERCOLOUR TATTOOS

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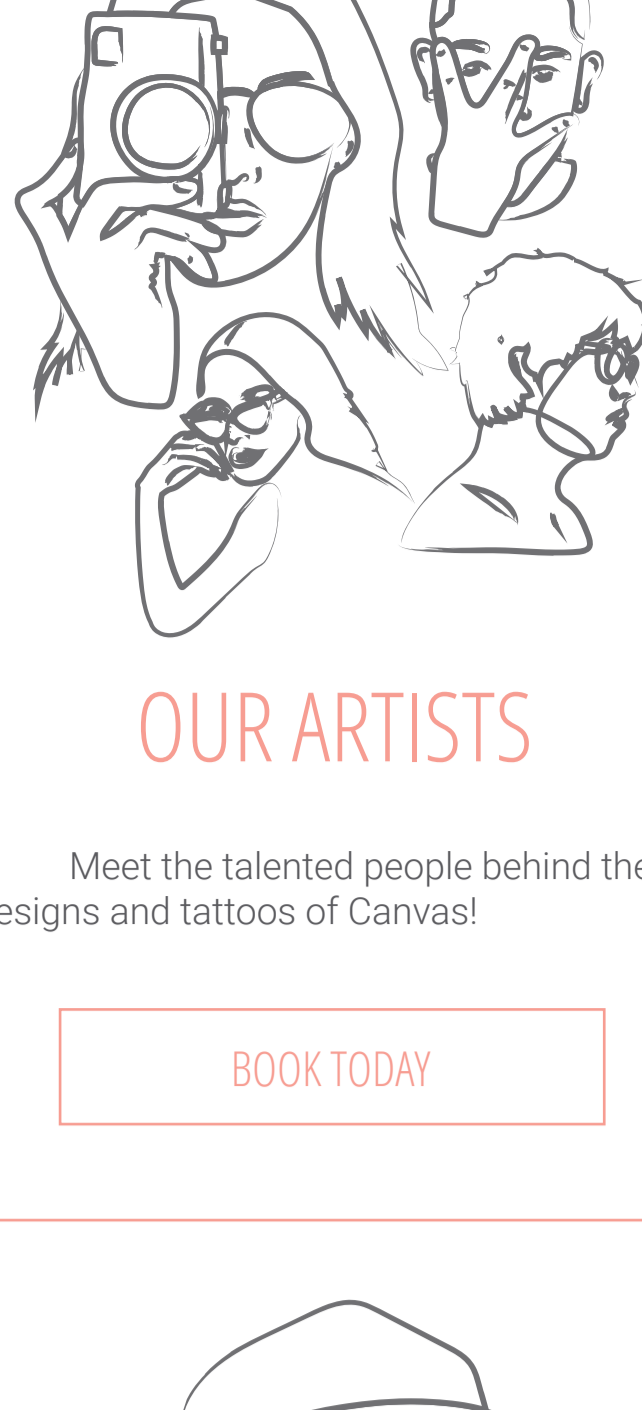
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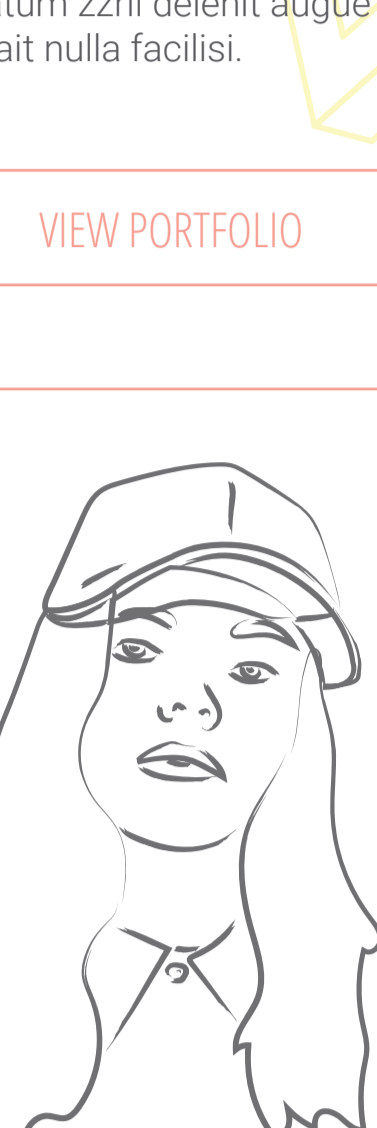




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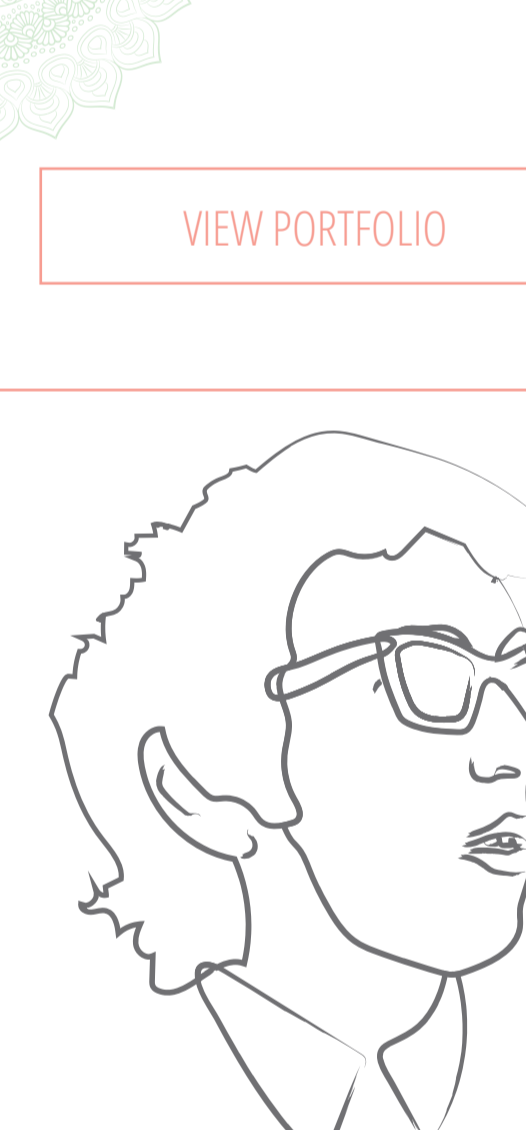
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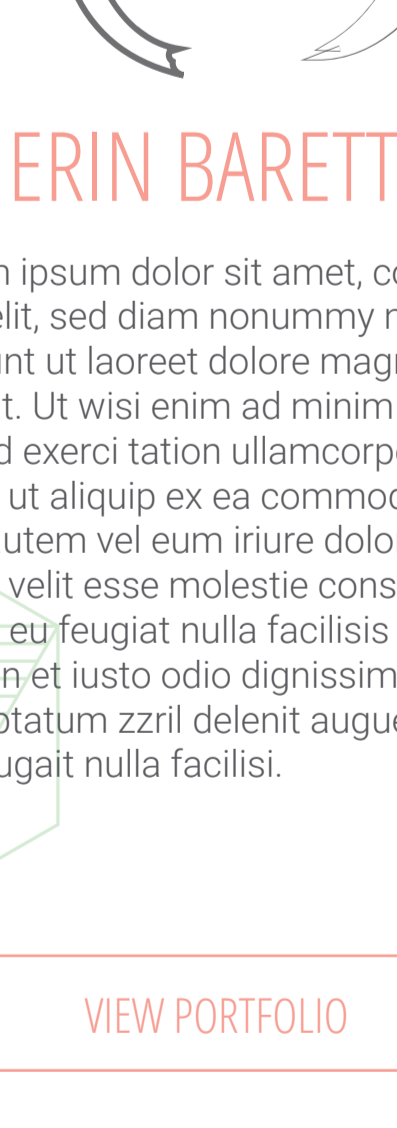
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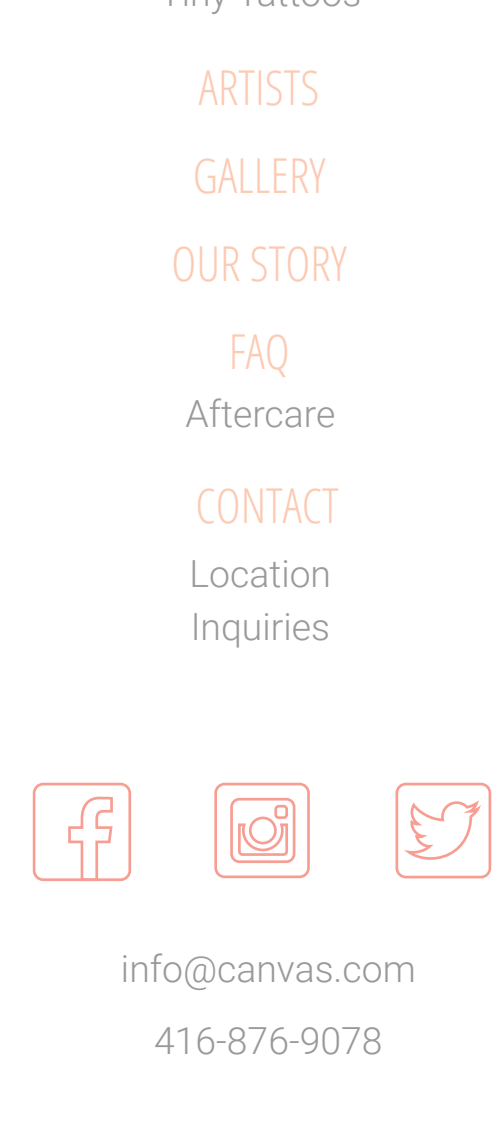
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### SERVICES

- Design
- Line Tattoos
- Watercolour Tattoos
- Tiny Tattoos

### ARTISTS

### GALLERY

### OUR STORY

### FAQ

- Aftercare

### CONTACT

- Location
- Inquiries



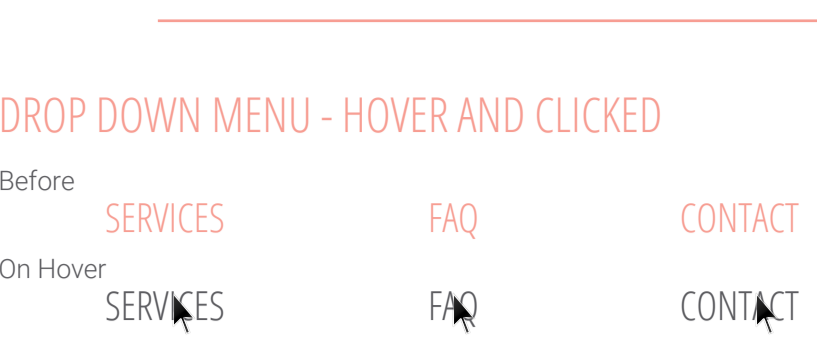
info@canvas.com  
416-876-9078



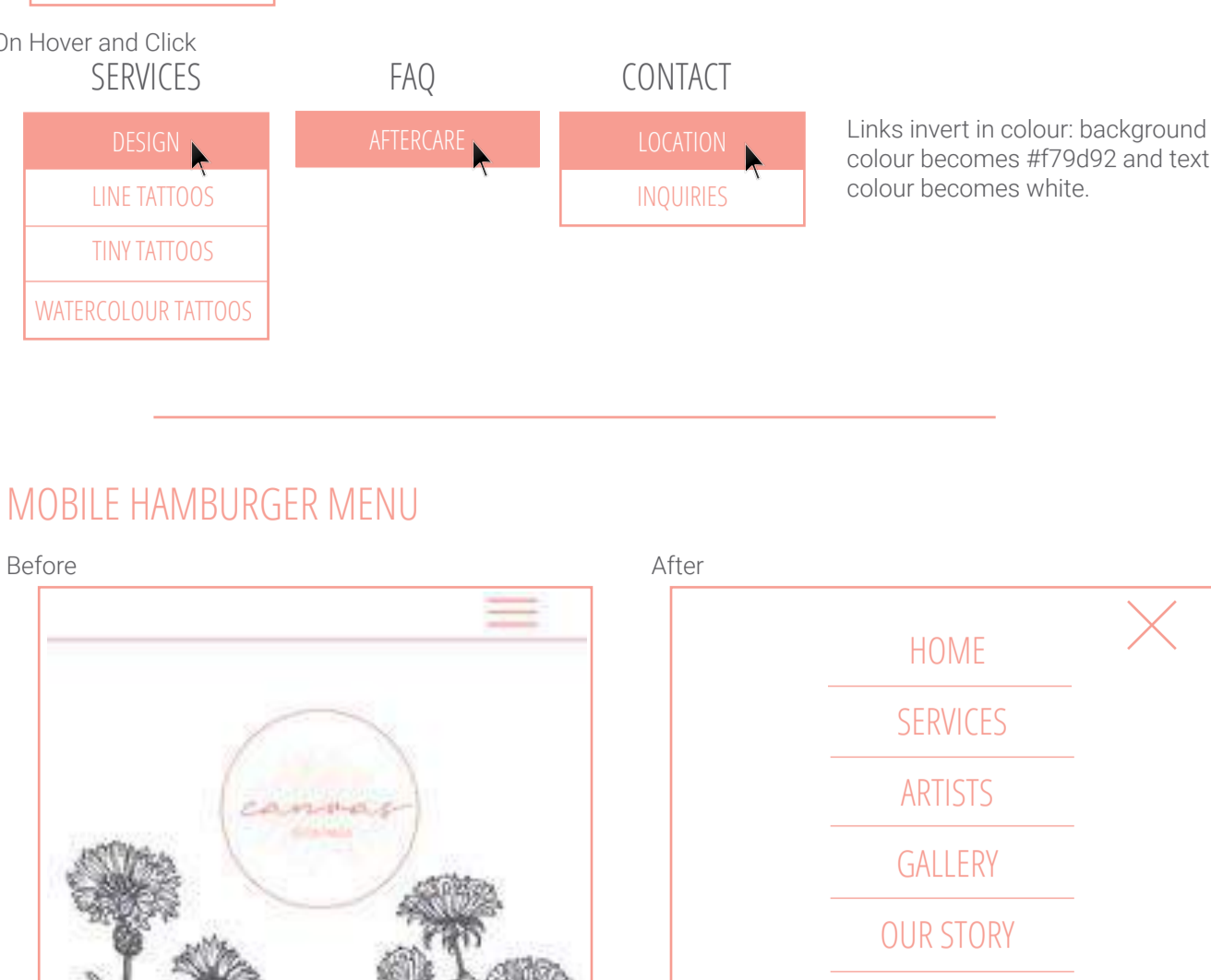
# COMPONENTS



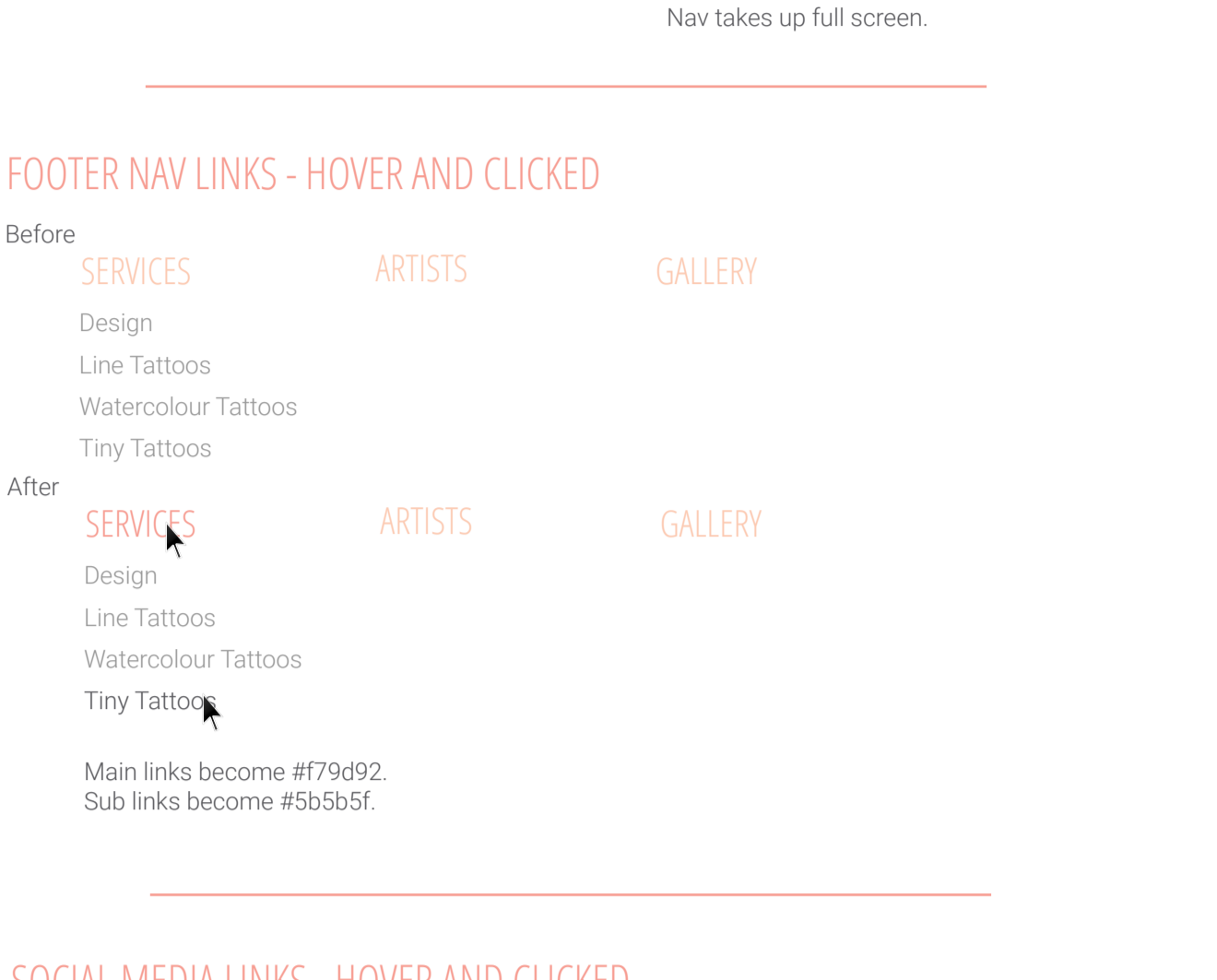
## MAIN NAV LINKS - HOVER AND CLICKED



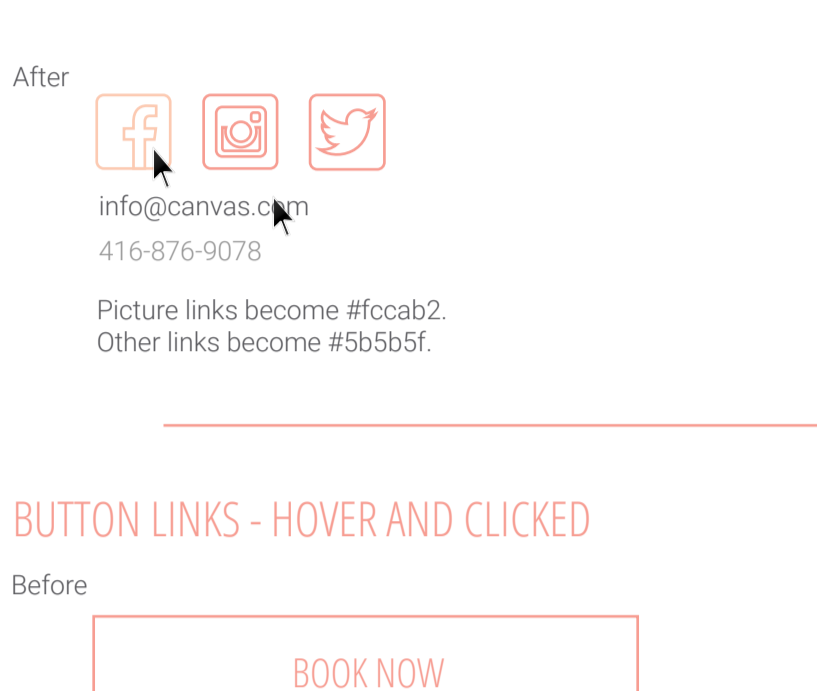
## DROP DOWN MENU - HOVER AND CLICKED



## MOBILE HAMBURGER MENU



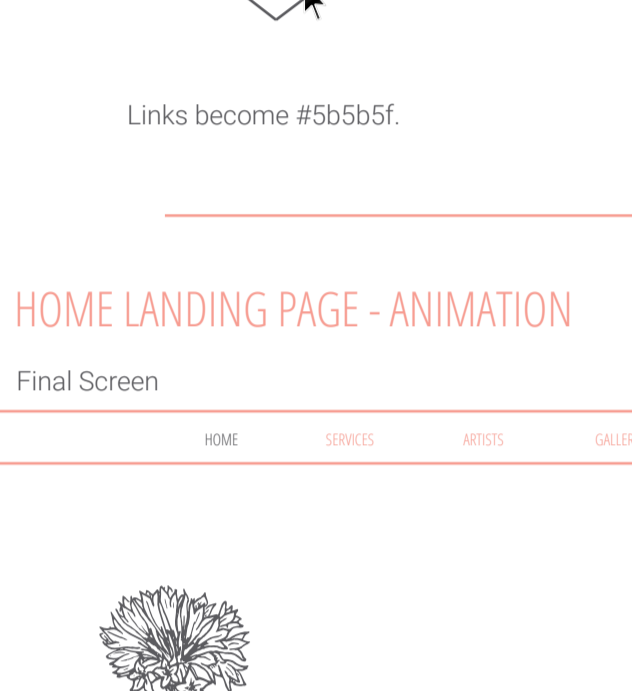
## FOOTER NAV LINKS - HOVER AND CLICKED



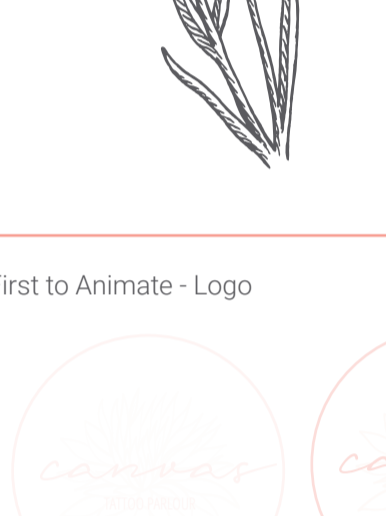
## SOCIAL MEDIA LINKS - HOVER AND CLICKED



## BUTTON LINKS - HOVER AND CLICKED



## CHEVRON LINKS - HOVER AND CLICKED



## HOME LANDING PAGE - ANIMATION



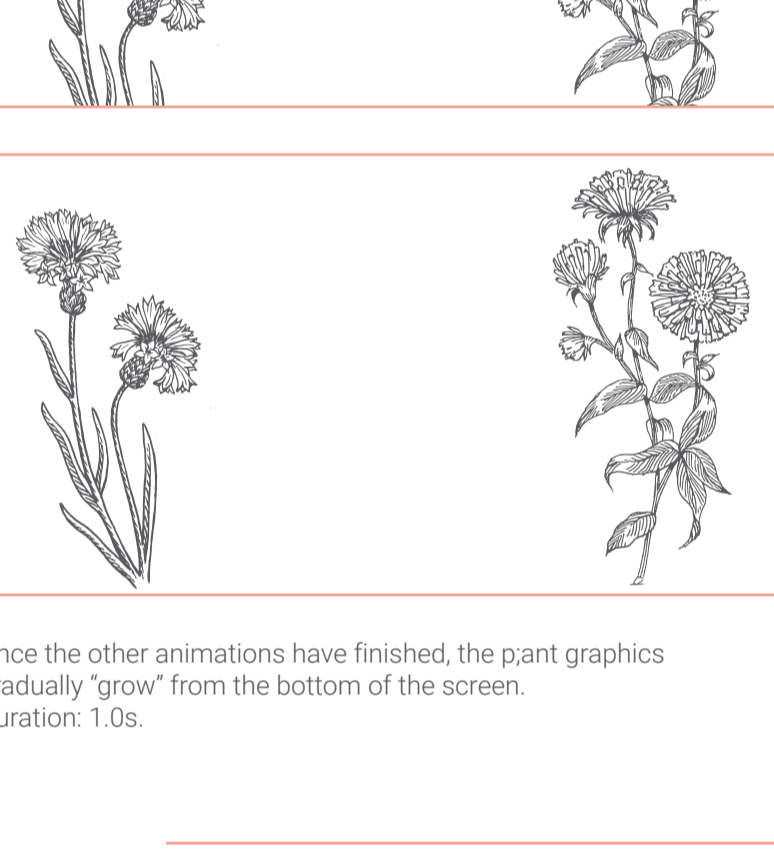
### First to Animate - Logo



### Second to Animate - Chevron Button

Once the logo's animation has finished, the chevron appears. Duration: 0.2s.

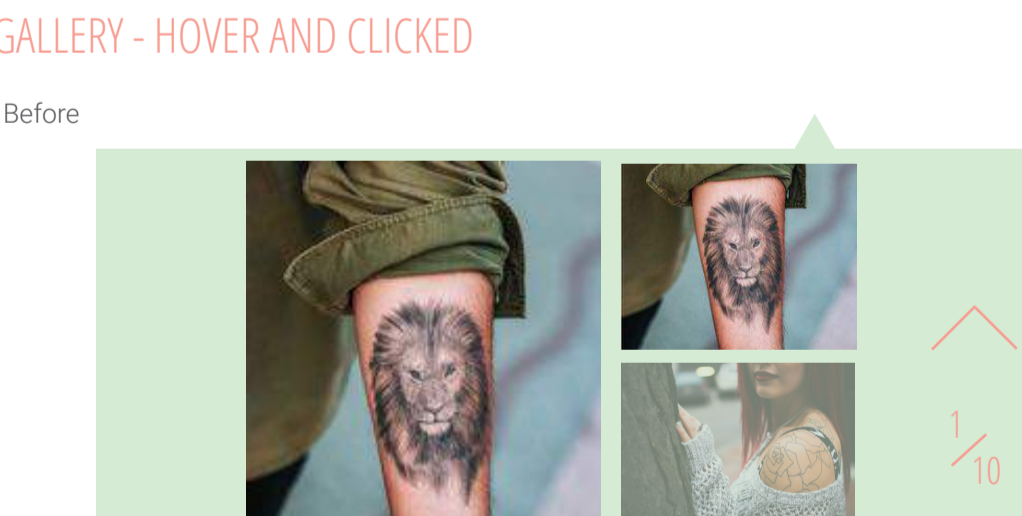
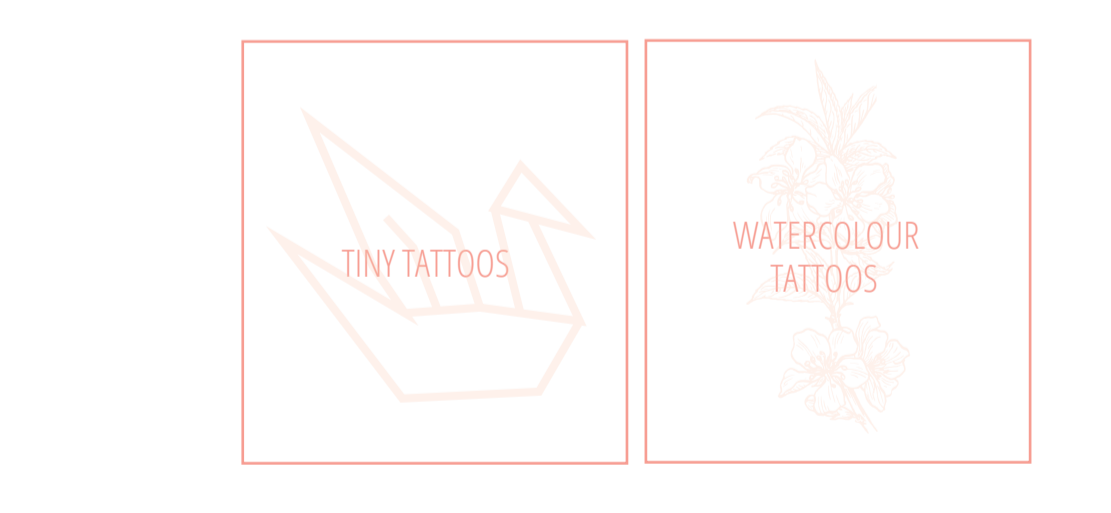
### Third to Animate - Plant Graphics



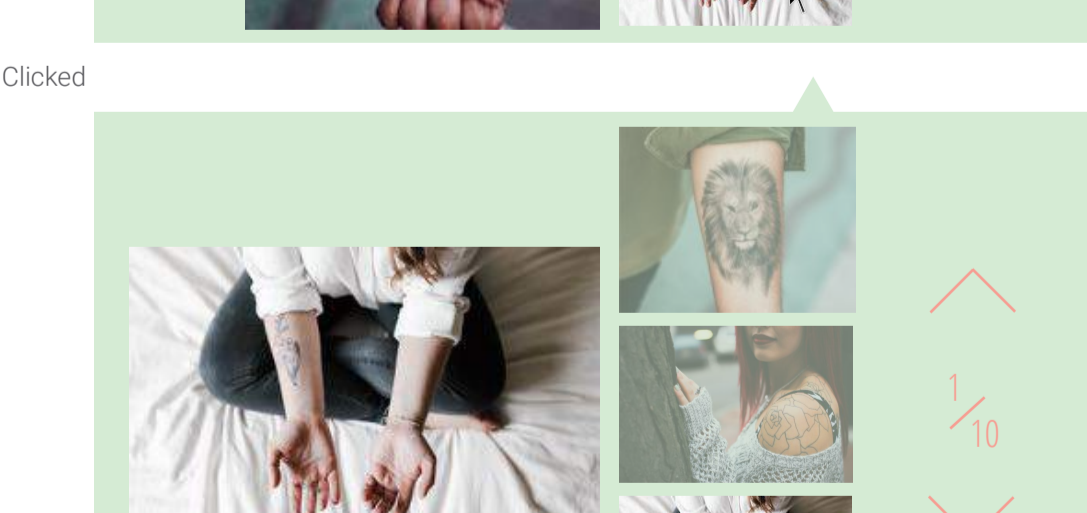
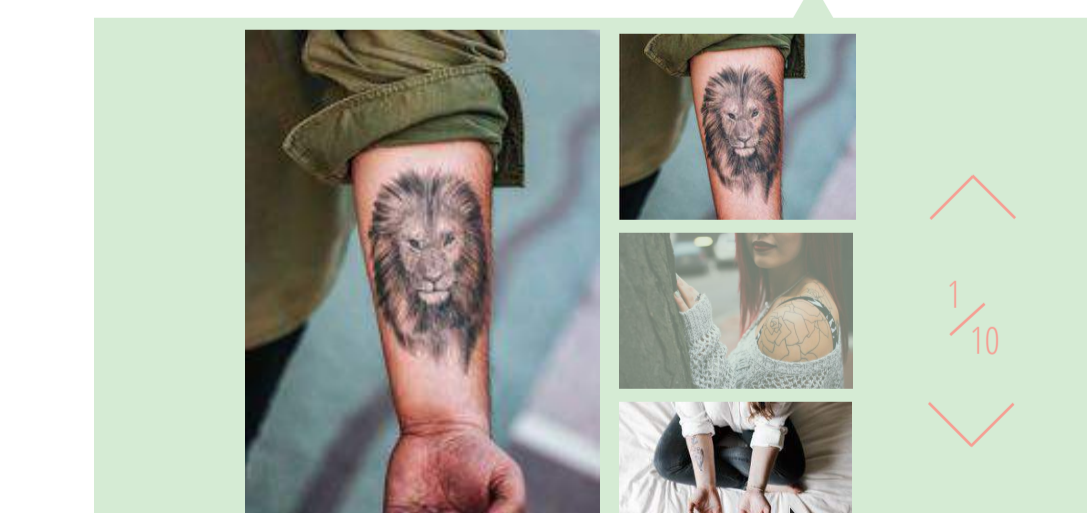
## GALLERY - CLICKED



Gallery split into 10 sets of 3 pictures. When chevron pressed, next 3 pictures slide up into place and number changes sequentially. 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.



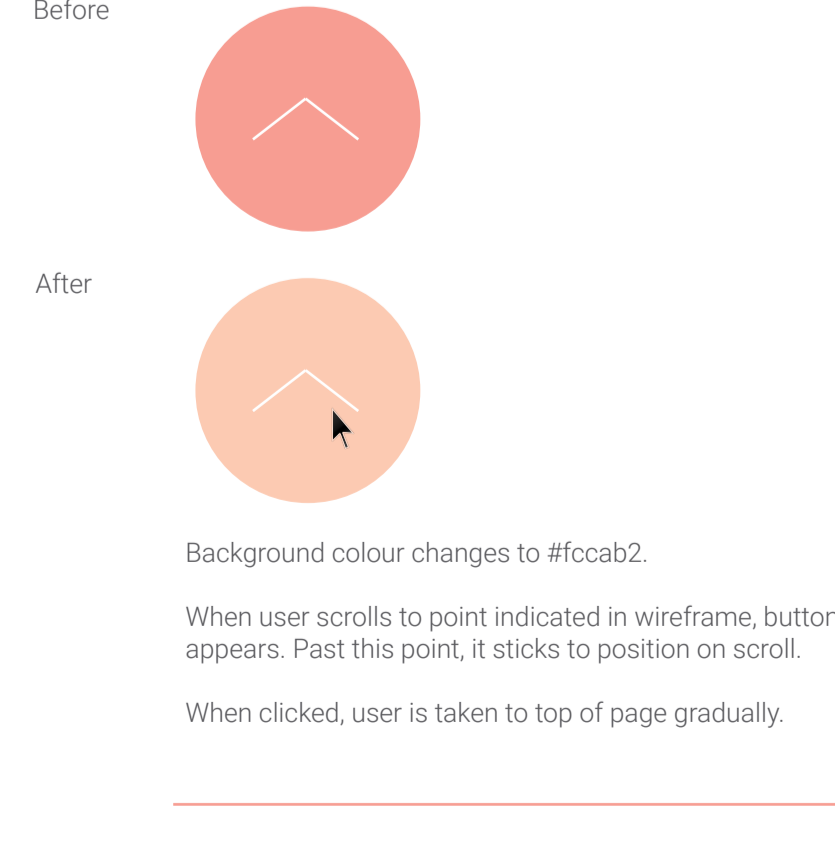
## GALLERY - HOVER AND CLICKED



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

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

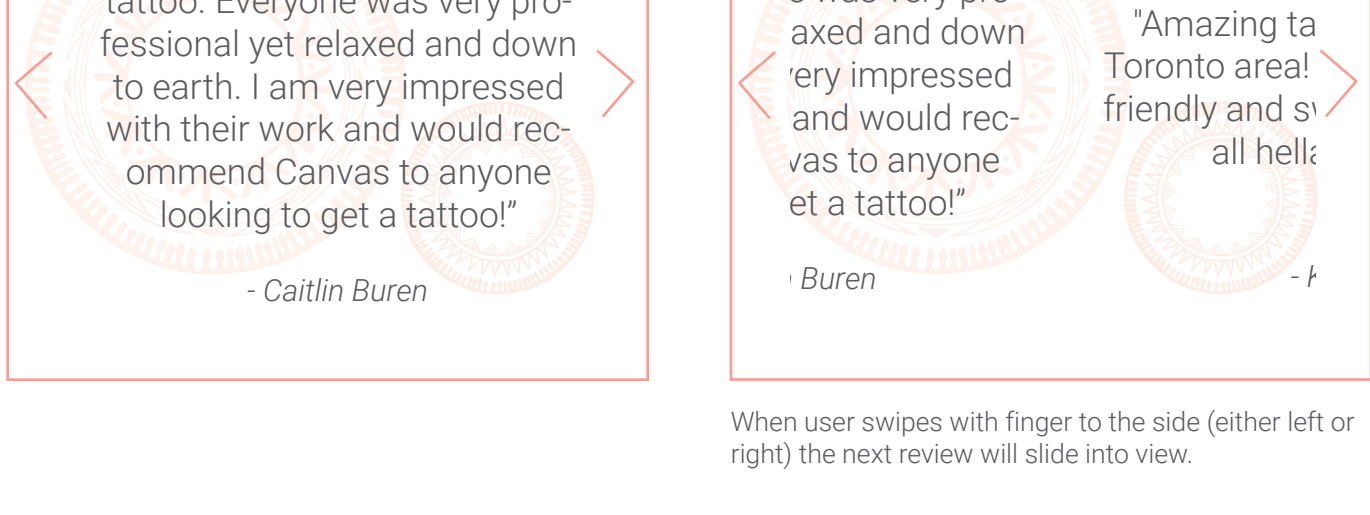
## BACK TO TOP BUTTON - HOVER AND CLICKED



## MOBILE NAV - ON SCROLL



## REVIEW SLIDER - MOBILE SWIPE







## STYLE GUIDE



# COLOUR SCHEME



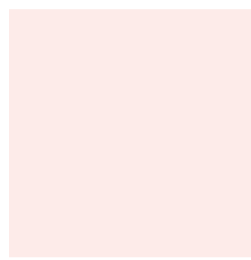
## PRIMARY COLOURS



#ffffff



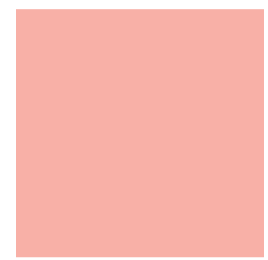
#f79d92



20%



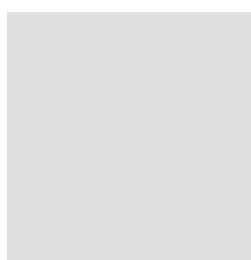
50%



80%



#5b5b5f



20%



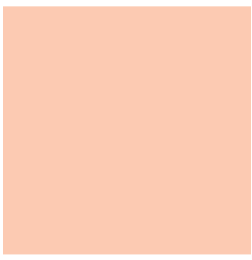
50%



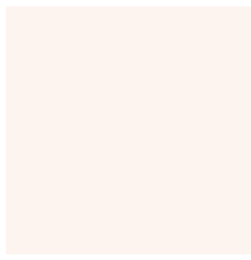
80%

## SECONDARY COLOURS

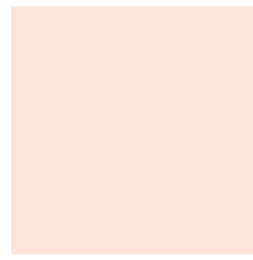
Colour used for footer nav links, various hovers and logo graphic.



#fccab2



20%

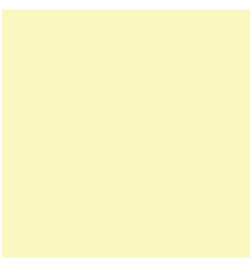


50%

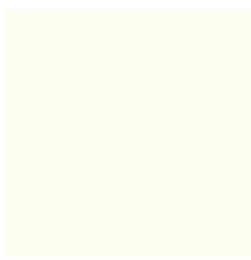


80%

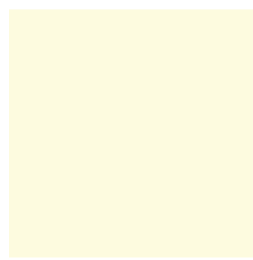
Colours used for background vector graphics.



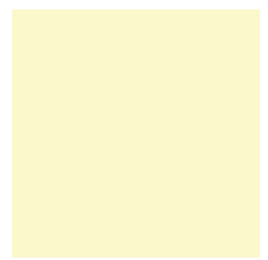
#fbf7c0



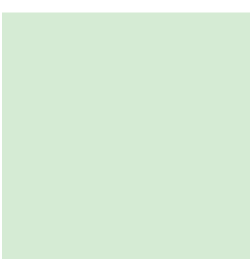
20%



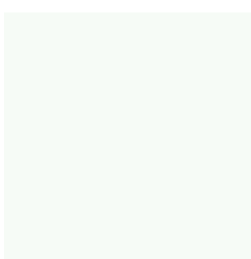
50%



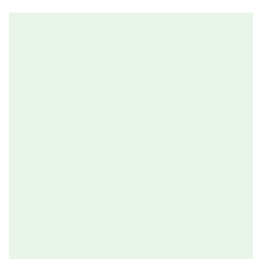
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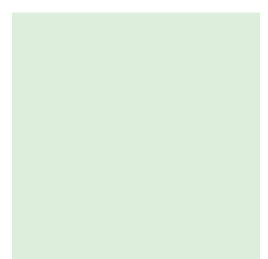
#d5ebd4



20%

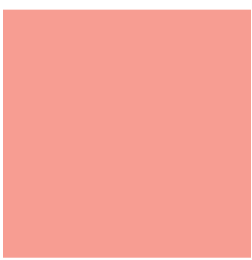


50%



80%

## COLOUR COMBINATIONS



#f79d92



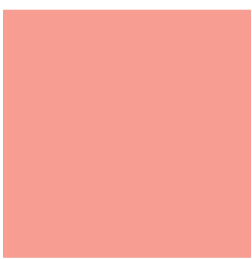
#5b5b5f



#f79d92



#ffffff



#f79d92



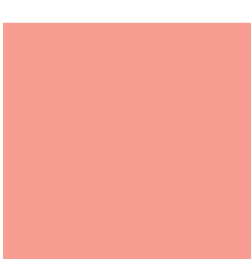
#fccab2



#f79d92



#ffffff



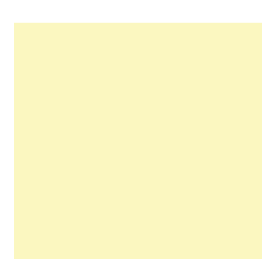
#f79d92



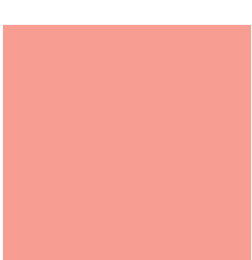
#fbf7c0



#f79d92



#fbf7c0



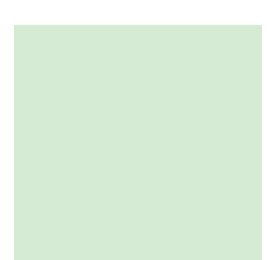
#f79d92



#d5ebd4



#f79d92



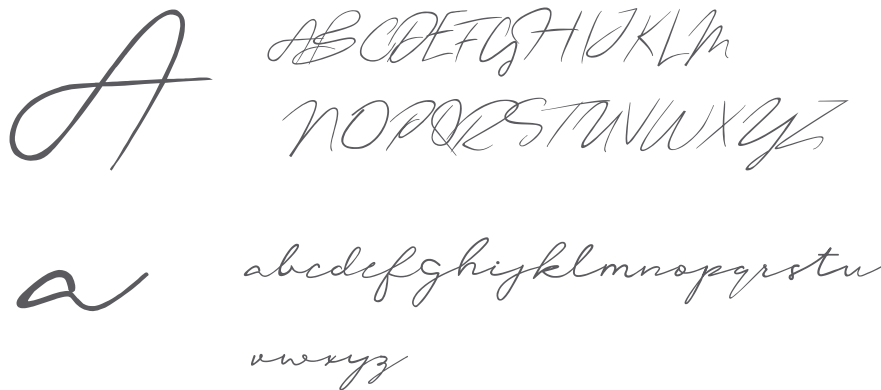
#d5ebd4

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



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.

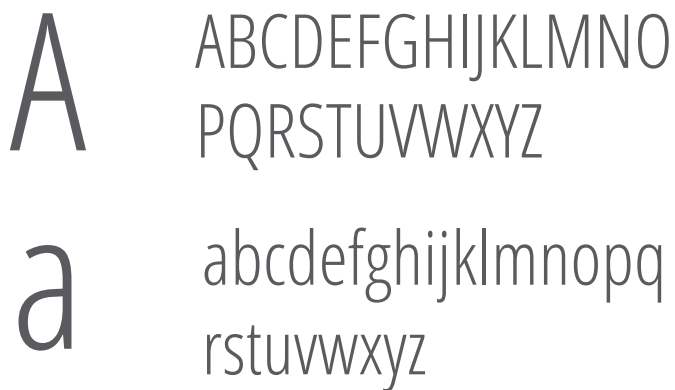
Font Size: For desktop, the site title should be 60px and 94px within the logo. For mobile, the site title should be 48px and 54 px within the logo.

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



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.

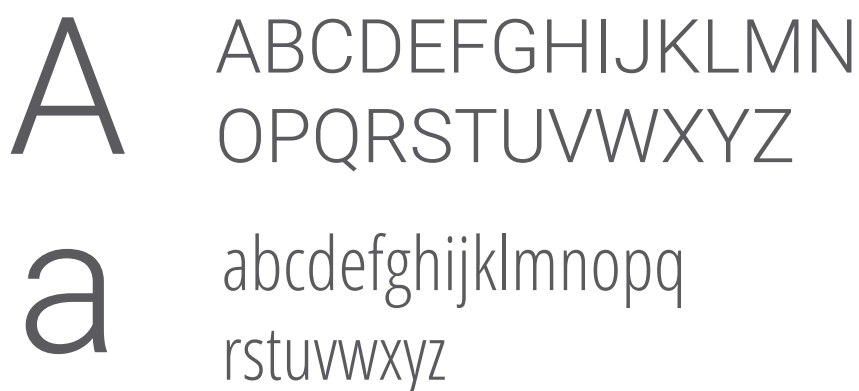
Font Size: For desktop, the logo subhead, button labels, copyright in footer and nav links should be 15px, the other subheads should be 24px, and the main headings should be 48px. For mobile, the logo subhead should be 8px, the other subhead should be 24px or 30px, the button labels and footer nav links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



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



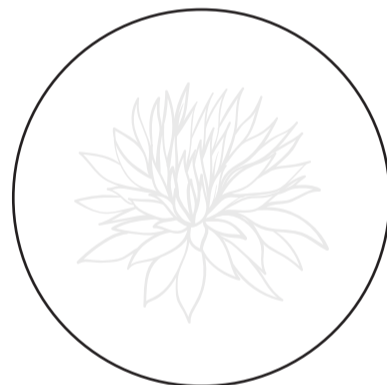
## VARIATIONS



For smaller use, use just the circle and graphic.

*canvas*

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



*canvas*

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.

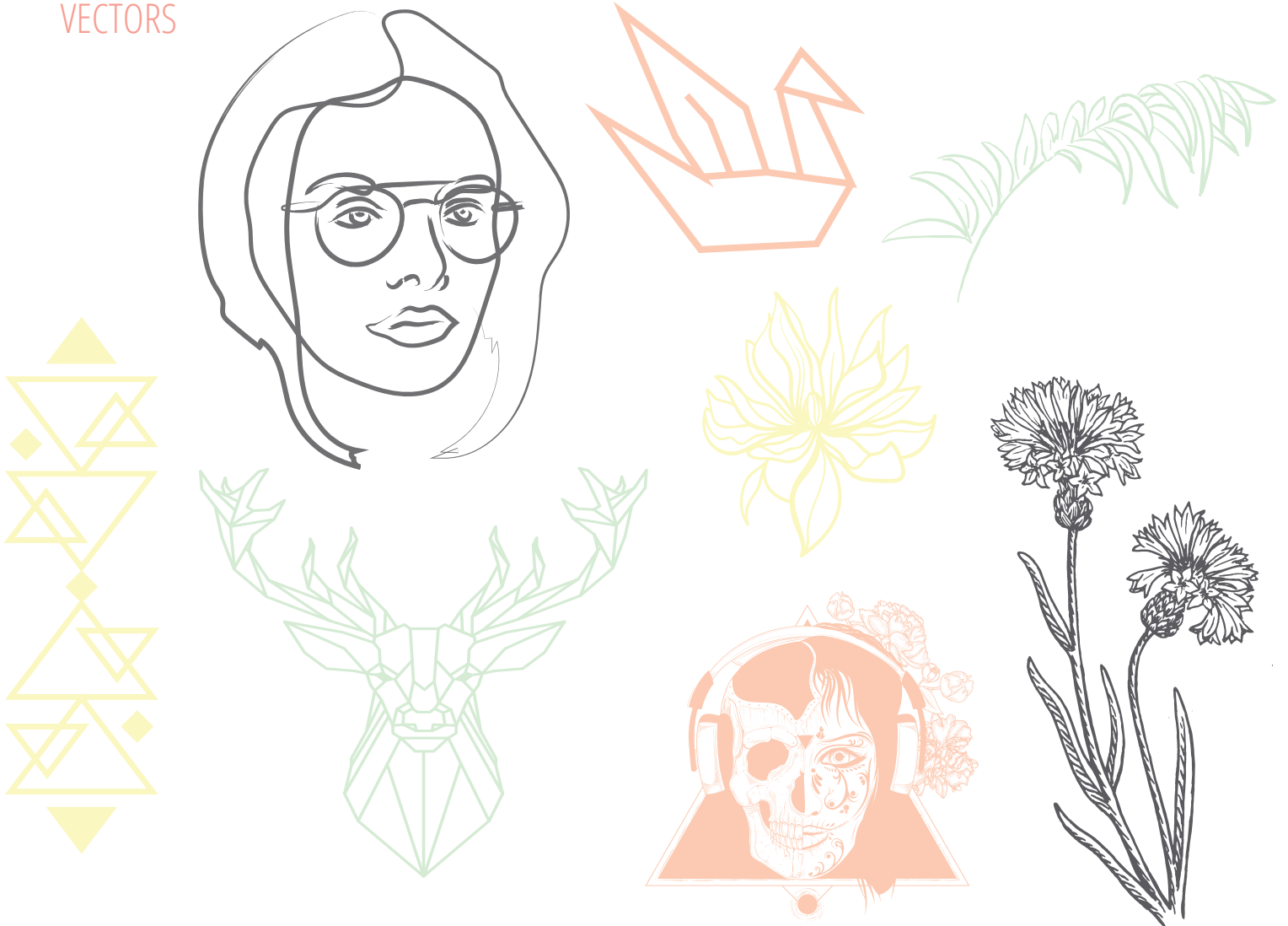


Do not change the colours of the elements to those in the secondary palette. The main colour is vital to our brand and ensures legibility.

# IMAGES

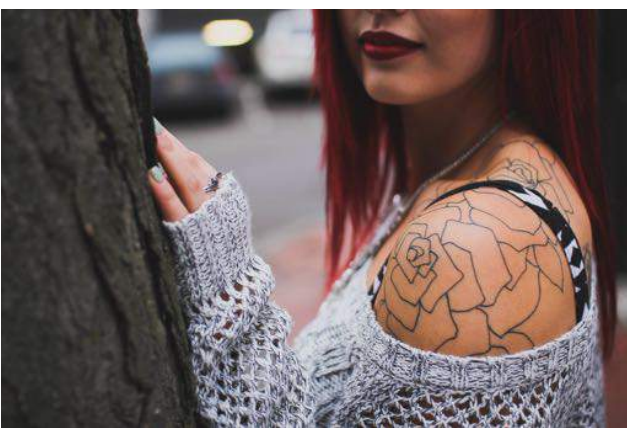


## VECTORS



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



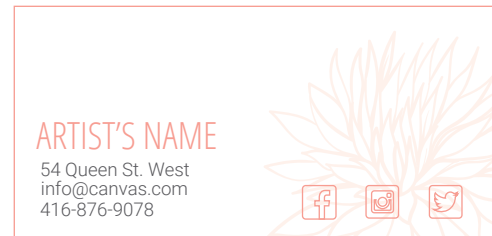
Back



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.