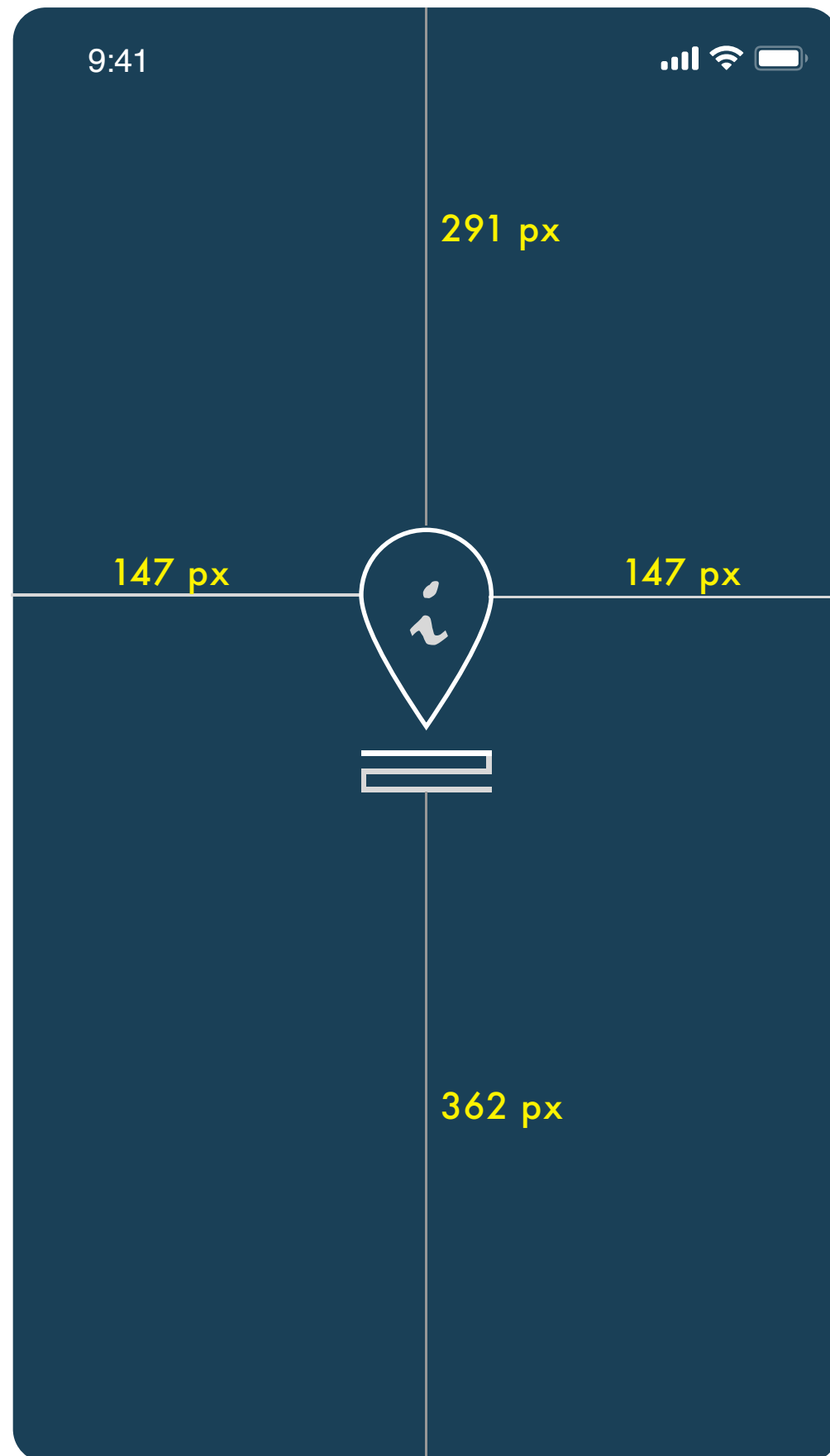


InkTank Logo & Typography .01

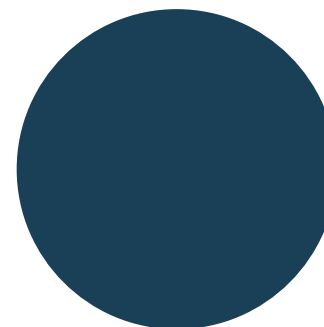


With most tattoo apps or resources on the market, numerous images are used throughout the product. I wanted InkTank to be different in that it has a simpler feel in nature so that the focus can be on the content itself.

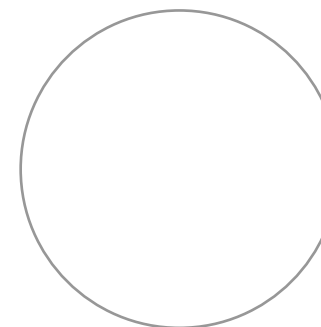
The logo was designed to represent a lightbulb where users can come and find inspiration for their potential body art. The “i” that looks like an abstract person that sit in teh middle of the bulb is actually an “i” from using the font Mistral.

Additionally, this logo can be scaled up or down without losing its integrity which is why I decided not to write out the entire inkTank title.

Colors Used on Launch Screen

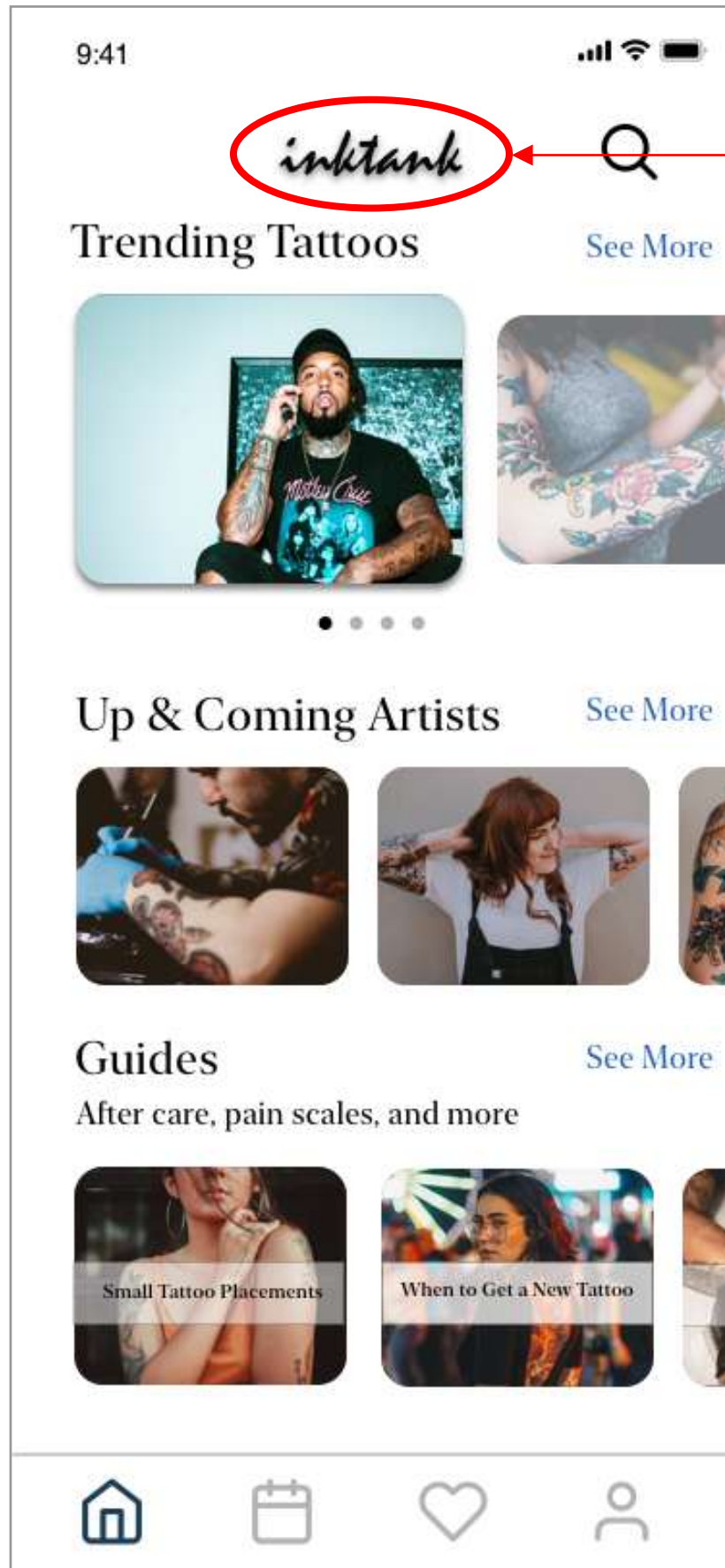


#1a4057



#FFFFFF

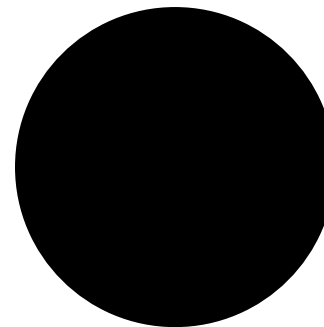
InkTank Logo & Typography .02



Instead of overusing the lightbulb logo, I wrote out the product's title in the Mistral font. This title is only really seen on the homepage as I did not want to overuse the name.

Additionally, I added a 2px shadow and a 4px blur to give it depth and to portray a freshly inked tattoo on a body.

Color for InkTank Title



#000000

Font

inktank

36 pt font

Font with Shadow
and Blur

inktank

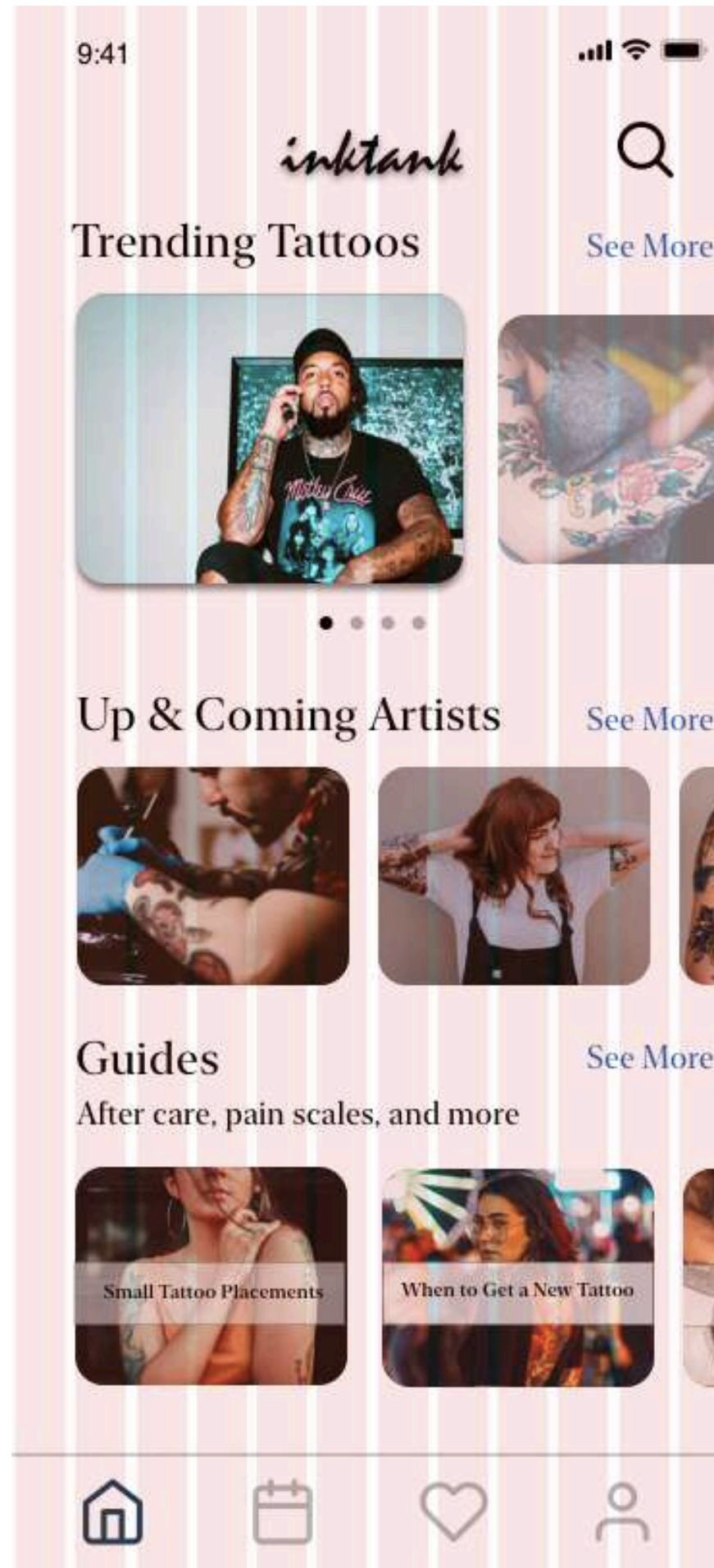
Placement on Home Screen

Logo is centered at the top
and 53 px from the top edge
of the screen

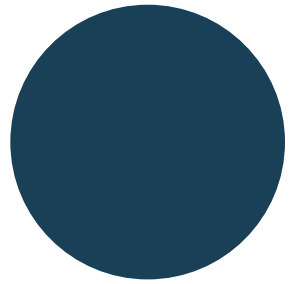
Grid & Layout

After designing wireframes of my prototype, I used a layout to make sure elements were properly aligned to have clean and well-balanced screens.

Columns: 12
Gutter Width: 5px



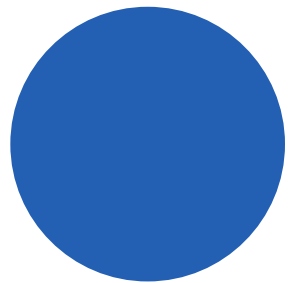
Color Palette & Typography



#1A4057

Used for:

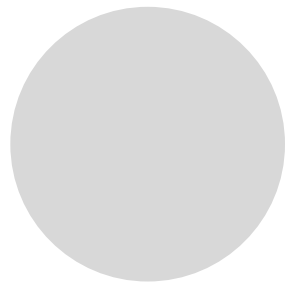
- Navigation icons in selected state
- CTA buttons in active state



#2360B4

Used for:

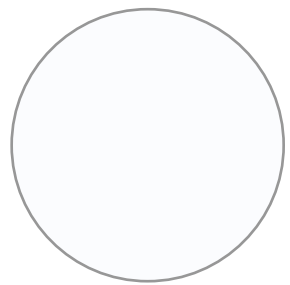
- Interactive elements - "See More" "Forgot Password"



#D8D8D8

Used for:

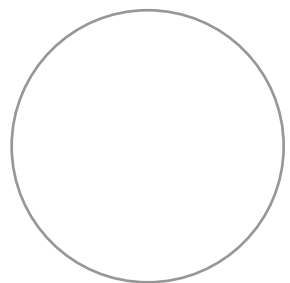
- Display text in form fields
- Border around form fields



#FBFCFE

Used for:

- Form fields to offset the white



#FBFCFE

Used for:

- Primary color throughout product
- Background color

Bold 16pt



Mistral

Used in logo on splash screen and home screen



New York Small

Heavy 28px
Label font for tattoo categories



New York Extra Large



#000000



#FFFFFF

Heading 1
Regular 24pt

Used for:
• Headers on screens



#000000

Heading 2
Regular 21pt

Used for:
• Onboarding captions



#000000



#2360B4



#D8D8D8

Heading 3
Regular 16pt

Used for:
• Display text
• Interactive elements
• Deselected navigation icons



#000000



#595757

Heading 3
Regular 14pt

Used for:
• Body text

Heading 3
Bold 16pt

Used for:
• Artist name on profile

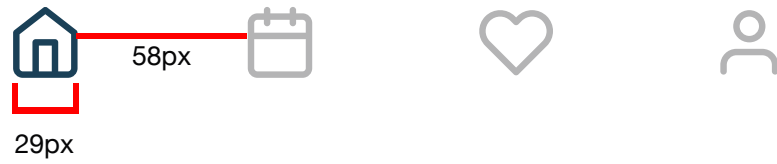
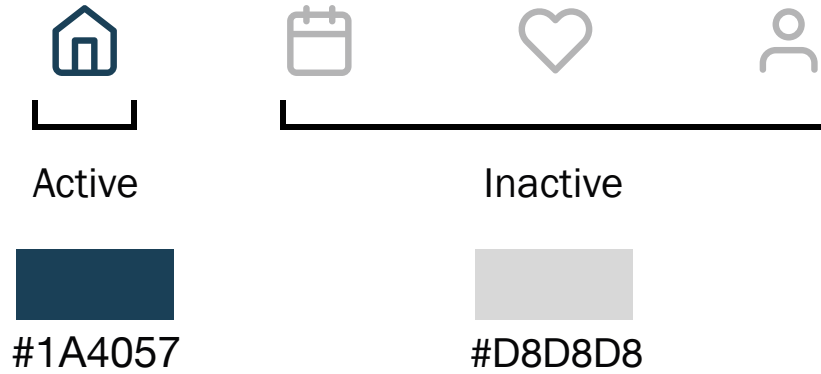
Heading 3
Bold 14pt

Used for:
• Artist name on card
• Reviewee names
• Section titles on profile



UI Elements

Navigation Bar



Additional Notes:

- Icons should be light and airy; no fill if possible
- Icons are 29px by 29px in size

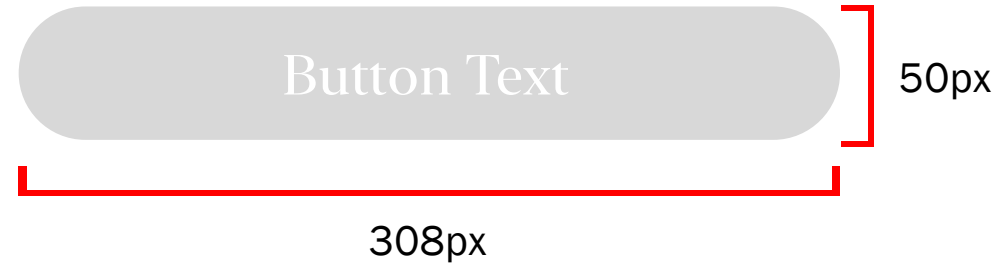
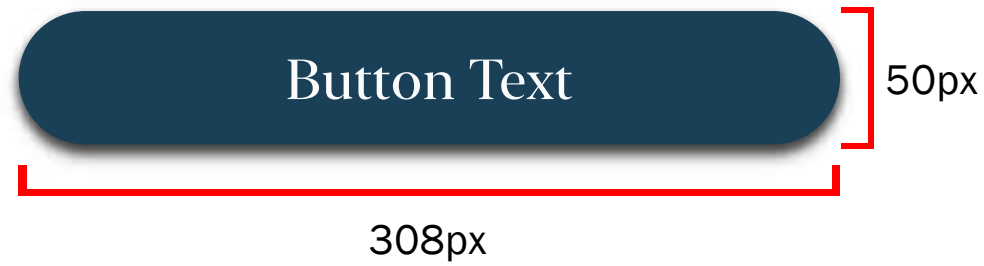
Search Icon

Additional Notes:

- Size 29px by 29px
- Located top right
- Aligned with InkTank logo title



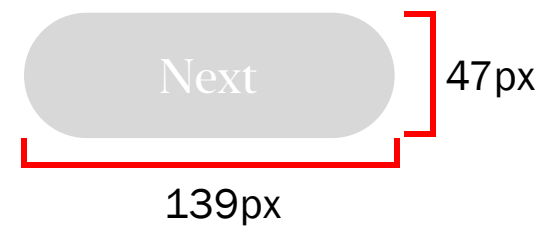
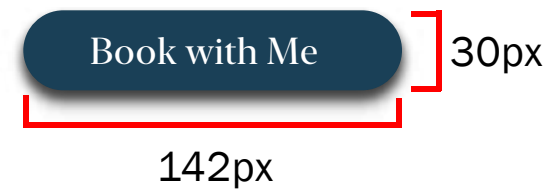
Buttons



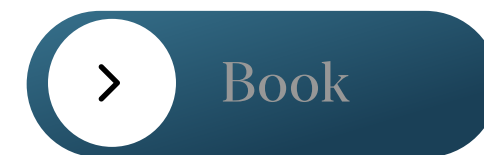
Button - Booking



Button - Artist CTA



Button - Submit Booking



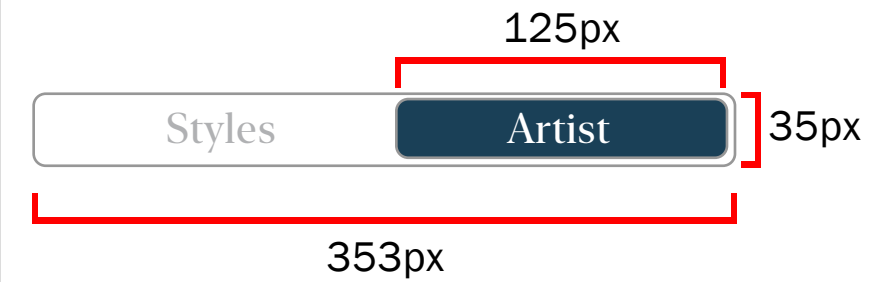
Linear Gradient

- Users slide white circle to submit their booking date/form

Colors Used



Tab Bar



Additional Notes:

- Search screen
- #1A4057 for selected tab



Additional Notes:

- Artist Account Page
- #1A4057 for selected tab

Switch - Inactive



Switch - Active



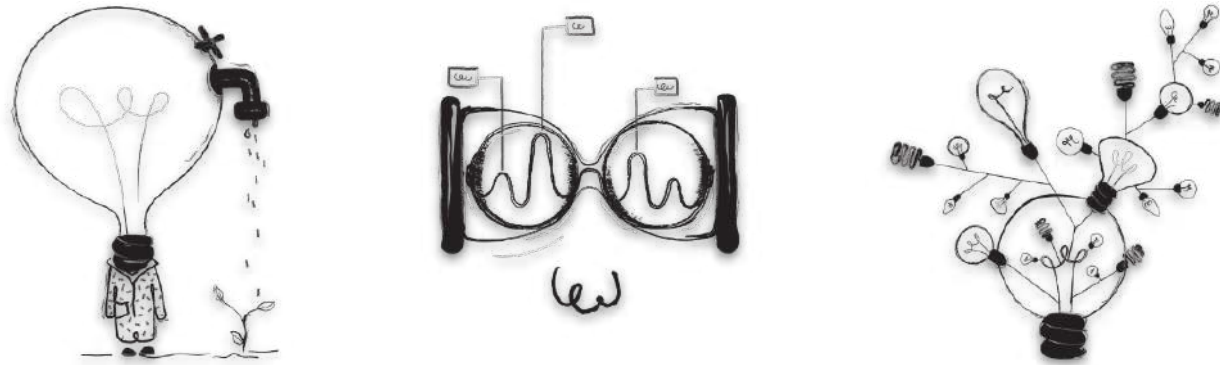
Image - Default State



The gray background is used to help contrast the white heart in the case that the image is too light

Images & Illustrations

Onboarding



Home Screen

New York Extra Large
10px



← Rounded Corners 15px

Content Title

← Opacity 50%

Content Category

New York Small
Heavy - 24px



16px

312 px

Search



Horizontal Padding 14px
Vertical Padding 17px

