



BRAND MANTRA

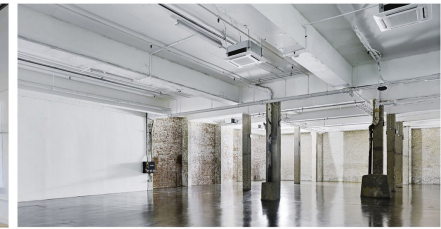
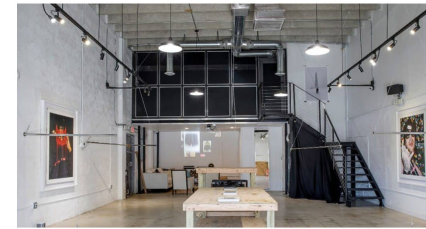
8 Count Tattoo exists to make our customers' bodies into the coolest piece of art they will ever own. This is a place for you to have fun creating something beautiful with an artist that is just as invested as you. A place where you will never want to leave.

Become the gallery for your most beautiful works of art.

BRAND EXPERIENCE

First impressions are everything, and we think we make a great one. 8 Count Tattoo provides a tattooing experience unlike any other, so it only makes sense that our building would be just as unique. Upon entering, you take immediate note of the open feel though there is much to fill the space. Off white walls lead up to the high ceilings and in the back of the building is a staircase leading up to a loft. In the loft is a white photo studio complete with professional lighting to allow customers to get the best possible photos of their new ink. Meanwhile, back on the ground floor, a cubicle-like layout provides privacy for customers while keeping the overall feel open. Wall spaces are covered with art by both in house tattooers and visiting artists. The neutral color scheme creates a spa-like feel to the space, while darker accent colors give it a heavier feel.

But let's take a step back. When you come to our shop, you are greeted by our welcome area. This is a large sitting area with large, plush, darkly colored couches and chairs to keep guests comfortable. A large, low, concrete table sits in front of the couches with art books and various decor to provide some inspiration should you need it. The reception area is very simple, just a desk and chair with a computer and scarcely anything else. The entire wall behind it is a gallery space for a visiting artist and while you admire the work you hear soft rock music playing and smell sage burning. Huge windows at the front of the shop allow natural light to pour into the area as you sink down into the dark green couch and wait for your artist to call you back.



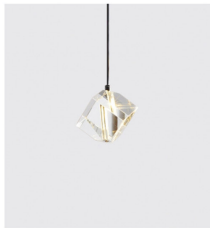
The open, bare warehouse will lend itself to be easily molded to fit the styles of various artists. The upstairs loft will be converted into a photo studio for customers to get photos of their new designs and for artists to add to their portfolios.



Lighting 1

Lighting 2

Geode Decor



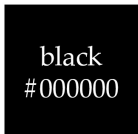
These features will all lend themselves to the neutral, spa-like feel of the shop. The cubicle set-up will create privacy for customers while they are getting inked, but will not completely close them off from the rest of the shop. Specific decor within the cubicles will be added by the artists to fit with their artistic styles. Comfort is a priority, and this will be reflected in the plush tables and blankets. The decor will primarily be gold and dark green to compliment the grey and off-white.



Flooring

Cubicles

Tables



The reception/welcome area of the shop will be designed using the surrounding elements. There will be an abundance of natural light from large windows located at the front. The primary purpose of this area is comfort. The large, plush furniture will serve as a place for guests to get ready for their appointments, while they read from art books should they need any inspiration. The concrete coffee table will give the area a heavier feel, along with the dark colors of the furniture which will match the overall color scheme of the shop. Walls in this area will be used as gallery space for visiting artists and in-house tattoos.