

Think

Design Language

THINK INK

Design Language System

Color

UI Elements

Language

Tone of Voice

Accessibility

Grids/Layouts

Typography

Iconography



Color

UI Elements

Language

Tone of Voice

Accessibility

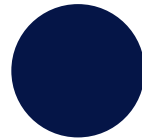
Grids/Layouts

Typography

Iconography

Colors

Think Ink uses a simple, dark color palette that is designed as a symbol of dark tattoo ink. Black-colored tattoos are one of the most basic and common tattoo styles — we added just a hint of blue to create our primary brand color. We strive to maintain a clean look by limiting colors, using plenty of white space, and maintaining just one complementary accent color.



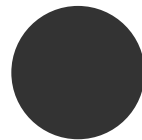
Primary Dark Blue (#051547)

Use for header/footer background colors, UI selected states, other instances where a very dark color is needed, and any branding opportunities.



Secondary Light Blue (#E9EAF5)

Use for background color of tiles/frames.



Dark Gray (#333333)

Use as secondary background color for headers/footers.



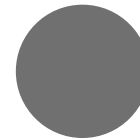
Cream Orange (#FACC83)

Use as the primary accent color and for important callouts only (buttons, hyperlinks, certain UI elements that need high contrast).



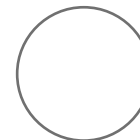
Light Gray (#EFEFEF)

Use as secondary CTA color and unselected state for navigation icons.



Mid Gray (#707070)

Use for disabled state of CTA buttons.



Basic White (#FFFFFF)

Use for all background/negative space and as the contrasting color with black, dark blue and dark gray.

UI Elements

Think Ink uses a set of standard UI elements that are designed for familiarity and ease-of-use.

Color

UI Elements

Language

Tone of Voice

Accessibility

Grids/Layouts

Typography

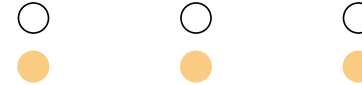
Iconography

Primary CTA Button

CTA LABEL

The default to use for most call-to-action links.

Progress Dots (empty/filled)



Use as indicators of progress when the user is swiping through screens of onboarding or other instructions.

Secondary CTA Button

CTA LABEL

An alternative style for less important CTAs, or ones that should have less visual attention.

Carousel Controls (dark/light)




Use on either side of the screen as signifiers that there is more content available by swiping left or right.


Dropdown CTA Button


CTA LABEL ▼

Use for CTAs that require multiple options (i.e., sorting options).

Input Fields

Name 

Email 


Password 

Use for form input, primarily with sign-up.

UI Elements

Think Ink uses a set of standard UI elements that are designed for familiarity and ease-of-use.

Filter Tag (unselected) Filter Tag (selected)



Filter Label Filter Label


Use for the filtering feature in the tattoo gallery.

Checkboxes

Option 1, unchecked
 Option 2, checked


Use for multi-select options within the app (i.e., article filter list).

Switch (off) Switch (on)



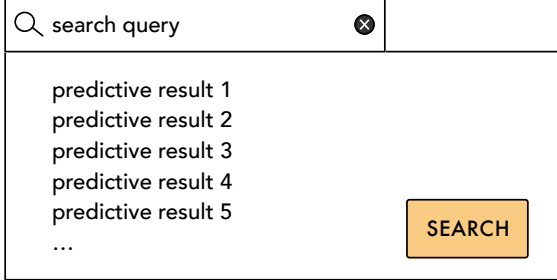
Use for on/off filtering of listings or search results.

Search Bars




Use for search query input across the app; depending on the section, it can be tailored for contextual results.

Predictive Search Results



These show up automatically as part of the built-in search functionality and allow the user to choose from a dropdown list of predictive options.

Navigation Bar



Persistent across the bottom of the app screen. Should not be altered or removed, but can be set to collapse downward as the user scrolls through content.

Think Design Language

Color

UI Elements

Language

Tone of Voice

Accessibility

Grids/Layouts

Typography

Iconography

Language

Think Ink uses language that is consistently straightforward and engaging. Stick to active voice, simple sentences, and common vocabulary on a 6th grade reading level.

Our goal is to be accessible to both seasoned tattoo enthusiasts and newcomers, so while we do encourage the use of tattoo-specific terminology, don't assume that every reader is knowledgeable on these terms. Whenever possible, include appropriate context, definitions, or links to more information when using insider language or discussing technical topics.

Our overall mission is to inform and enable people everywhere to understand tattoos, get inspiration and find the right artist for their perfect tattoo. All of our content and language should aim to achieve this mission.



Our AR feature can be utilized by anyone with an accordant mobile device that meets the technical specifications, allowing for the simulation of a tattoo design that is commensurate with the epidermal layer being targeted.



Users with a compatible mobile device can use our AR feature to simulate tattoo designs on sufficient areas of skin.

Color

UI Elements

Language

Tone of Voice

Accessibility

Grids/Layouts

Typography

Iconography

Tone of Voice

Think Ink’s tone is always friendly and appealing, while also aiming to be trendy and help stimulate creativity and artistic expression. We don’t speak down to tattoo newcomers or address them as outsiders — always strive for inclusion and acknowledge everyone as belonging to the same community. Tone may shift slightly when explicitly speaking to users of different experience levels, but as stated in the language guidelines, attempt to provide context or links to more information whenever possible to maximize accessibility.



It takes a certain kind of person to fully embrace the tattoo culture. If you are being constantly wishy-washy when it comes to making a decision on a tattoo, you may want to reconsider whether it’s something you really want or not.



Feeling hesitant or frequently changing your mind about a tattoo idea is a very common situation — even seasoned tattoo lovers can experience this. The key is to remember that there’s no rush. Take all the time you need! No one should make a snap decision when it comes to permanent body modification.

Accessibility

Think Ink strives to be accessible to all users, including those who may have visual, hearing, motor, or cognitive impairments. The following guidelines will help maintain maximum accessibility for our platform:

- Use only approved brand colors, and ensure that contrast is sufficient when overlapping elements. Wherever possible, pair color signifiers with another visual cue.
- Don't use text that is too small or font styling that is hard to read.
- Provide captions or transcripts for any video content.
- Keep the most important interactive elements toward the middle of the screen; avoid forcing the user to make long finger reaches on mobile or mouse movements on desktop.
- Make forms and input fields as easy to fill out as possible — include clear labels and don't force the user to type out extra information.
- Make CTA labels clear and action-oriented; avoid generic phrases.
- On desktop, include ALT text on all images.
- Keep it simple! Use clear language, concise sentences, aesthetically pleasing layouts and intuitive user interactions. Don't make people have to think too much or figure out what something means.

Think Design Language

Color

UI Elements

Language

Tone of Voice

Accessibility

Grids/Layouts

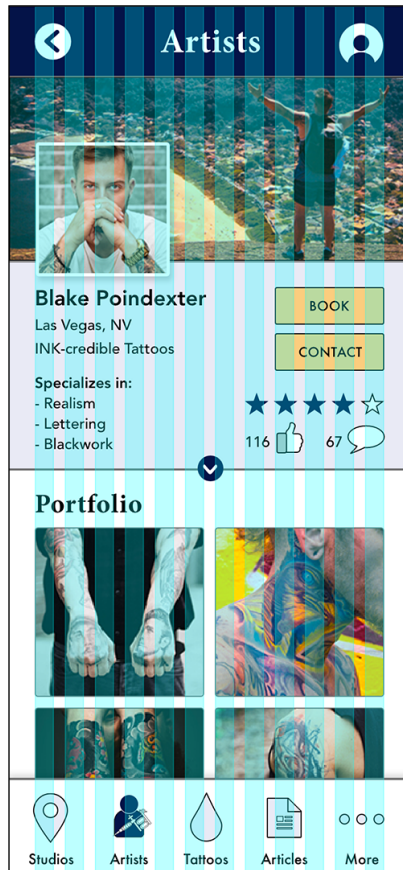
Typography

Iconography

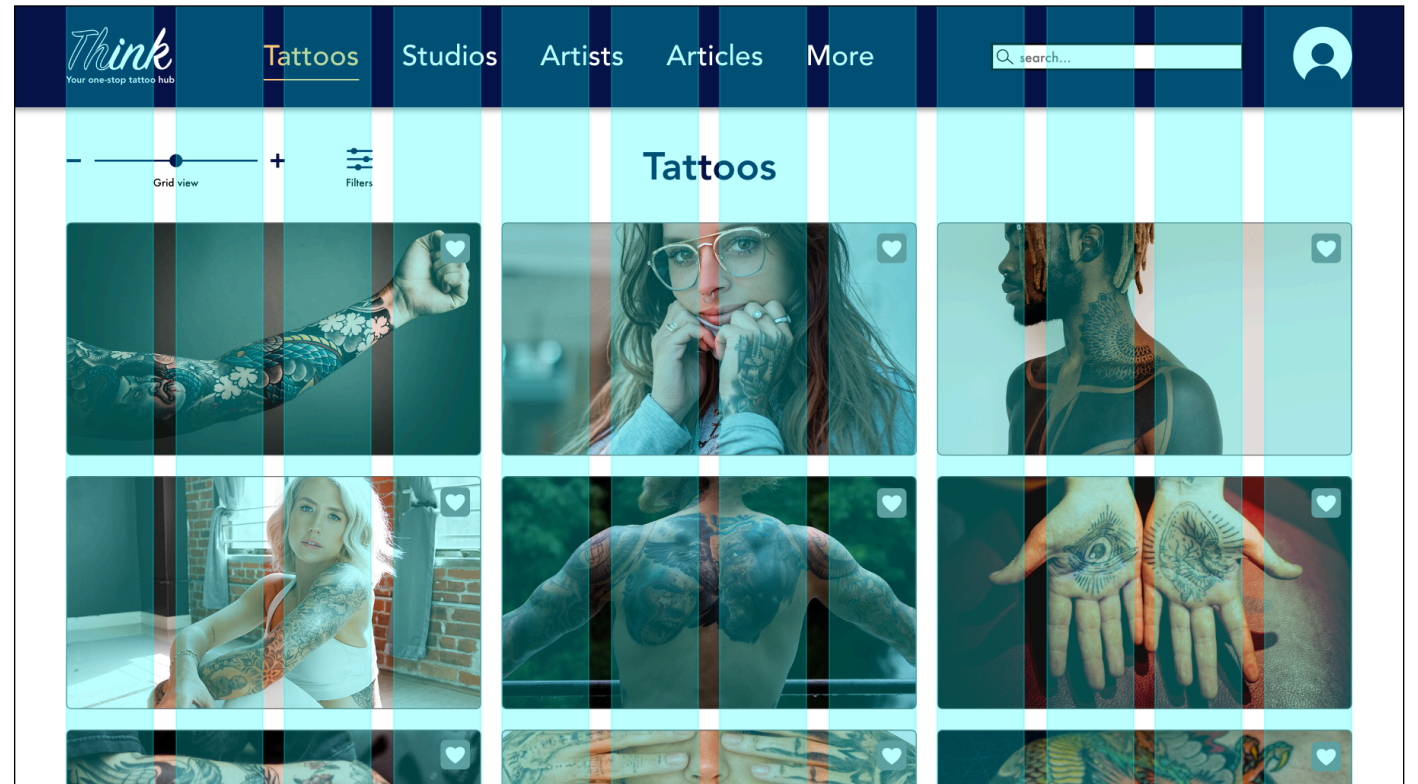
Grids/Layouts

Think Ink uses a 12-column grid based on the Bootstrap framework. This grid system allows for maximum flexibility with page and screen layouts across both desktop and mobile devices. This is especially important because our design takes advantage of multiple tiled layouts for imagery, including a customizable grid view that expands up to six tiles across on desktop.

12-column grid, mobile



12-column grid, desktop



Typography

Think Ink uses two typefaces — Avenir and Minion Pro — for primary typography. This combination of a sans serif and serif font showcases contrasting yet complementary styles that reflect the clean design of the user interface. Additionally, a third font family (Futura) is used in several specific instances to provide a slightly more stylized look.

Although tattoo designs present opportunities for exploring artsy or gimmicky lettering, avoid using any such fonts for the sake of simplicity and readability. The Think Ink logo is the only text approved to use a font outside of the standard three (Avenir, Minion Pro, Futura).

Typography color should be black or white only, depending on the background.

Minion Pro

Minion Pro: Use for headings and subheadings.

Avenir: Use for all body text, input field text, and input field labels.

Futura: Use for CTA button labels, filter tag labels, and mobile app navigation text labels only.

Heading 1

32 pt | Bold | 15 letter spacing

Heading 2

25 pt | Bold | 30 letter spacing

Heading 3

20 pt | Bold | 30 letter spacing

Heading 4

15 pt | Bold | 30 letter spacing

Avenir

Form field

18 pt | Medium

Onboarding

18 pt | Heavy

Search bars

16 pt | Medium

Main body copy

16 pt | Medium

Futura

Large button

26 pt | Medium

Medium button

20 pt | Medium

Small button

12 pt | Medium

Think Design Language

Color

UI Elements

Language

Tone of Voice

Accessibility

Grids/Layouts

Typography

Iconography

Iconography

Think Ink uses icons that are simple, familiar, and reusable. With the exception of third-party platform icons (i.e., Google and Facebook) all Think Ink iconography should limit colors to either white, gray, or primary dark blue. Icons may or may not be paired with a text label, depending on the need for clarity.



Your one-stop tattoo hub

Think Ink logo

Navigation icons (deselected)



Studios



Artists



Tattoos



Articles



More



Name



Email



Password



Bad input

Navigation icons (selected)



Studios



Artists



Tattoos



Articles



More



Google



Facebook



Like



Comment



Favorite



Share



Favorite
(gallery view)



Fullscreen



Exit fullscreen



Star rating (empty)



Star rating (filled)



Profile



Back



Grid view



Filter view



Close



Dropdown



Search



Clear search



Speech input



Audio play



Reading list