

Global Tattoo Warehouse (GTW)

Brand & Logo Design Brief

1. Project Overview

Business Name: Global Tattoo Warehouse

Abbreviation: GTW

Industry: Tattoo Supply / Wholesale Distribution

Market: Australia (initial focus), scalable to global distribution

Global Tattoo Warehouse (GTW) is a specialist supplier to the professional tattoo industry. The company sources high-quality products from global manufacturers and delivers them to studios at highly competitive pricing. The core value proposition is premium service combined with industry-leading pricing — with a commitment to beating any advertised competitor pricing.

This brand must communicate:

Strength. Scale. Reliability. Industry Credibility. Value Leadership.

2. Business Positioning

Brand Positioning Statement

GTW is the professional's supply partner — delivering globally sourced, premium tattoo products at unmatched prices, backed by dependable service.

Core Brand Pillars

1. **Global Reach** – International sourcing power
 2. **Warehouse Strength** – Scale, inventory depth, supply reliability
 3. **Price Leadership** – “We beat any advertised price”
 4. **Service Excellence** – Fast response, industry understanding
 5. **Professional-Only Focus** – Built for studios, not hobbyists
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3. Target Audience

- Professional tattoo studios
- Tattoo artists (independent & studio owners)
- Cosmetic tattoo technicians
- Studio managers
- Industry wholesalers

Audience Characteristics:

- Practical decision-makers
 - Value-driven but quality-focused
 - Brand-aware and loyal when trust is earned
 - Prefer suppliers who understand the industry culture
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4. Brand Personality

The brand should feel:

- Bold
- Industrial
- Modern
- Confident
- No-nonsense
- Professional
- Trustworthy

Avoid overly playful, cartoonish, or hobbyist aesthetics.

5. Logo Objectives

The GTW logo must:

- Be highly legible at small sizes (box labels, invoices, website header)
 - Work in single colour (black/white) for packaging and print
 - Scale well for warehouse signage and trade show banners
 - Convey authority and industry dominance
 - Have strong typography for “GTW” with optional secondary line “Global Tattoo Warehouse”
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6. Logo Style Direction Options

Option A – Industrial Warehouse Strength

- Bold sans-serif typography
- Heavy weight lettering
- Subtle industrial or geometric structure
- Strong block-based composition
- Possible use of a grid or structural framing element

Visual feel: Corporate meets industrial supply chain.

Option B – Global Authority

- Globe icon integrated subtly into the logo
- GTW letters interacting with a spherical or circular form
- Clean, international aesthetic
- Emphasis on “Global” without being generic

Visual feel: International distributor with scale.

7. Icon Concepts to Explore

Avoid:

- Tattoo guns in the logo (too literal and common)
 - Skulls, flames, or generic tattoo flash imagery
 - Overly aggressive biker-style fonts
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8. Brand Messaging Elements

Potential Taglines:

- “Global Supply. Unmatched Value.”
 - “Industry Products. Industry Pricing.”
 - “Premium Supply. Better Pricing.”
 - “We Beat Any Advertised Price.”
 - “Supplying the Industry Worldwide.”
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9. Brand Applications to Consider

The logo must perform across:

- E-commerce website header
 - Social media
 - Shipping cartons
 - Product labels
 - Warehouse signage
 - Email signatures
 - Trade show booths
 - Apparel (caps, tees, workwear)
 - Stickers & promotional material
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10. Competitive Differentiation

The brand must feel:

More professional than boutique tattoo brands.
More industry-connected than generic wholesalers.
More aggressive on pricing than competitors.

This is a supply powerhouse, not an art brand.

11. Deliverables Required from Designer

- Primary logo
 - Secondary logo variation
 - Icon mark
 - Monogram (GTW standalone)
 - Black & white versions
 - Brand colour codes (HEX, CMYK, RGB)
 - Typography specification
 - Logo usage guidelines
 - Favicon version
 - Print-ready files (AI, EPS, SVG, PNG)
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12. Strategic Outcome

The GTW brand should position the company as:

The dominant supply partner for tattoo professionals — delivering global sourcing power with unbeatable pricing and dependable service.

This brand should feel scalable, serious, and built to lead the industry long term.