

For a bright future...

Helping to break the mould when it comes to tattoo care delivery.

A bit of background...

Alice Nicholls is an award-winning tattoo artist with over a decade of experience in both aesthetic and clinical artistry. She is also an educator and a dedicated skin specialist. Four Tattoo Care is a small range of premium, vegan friendly, 100% natural skin care products.

What was the challenge?

Alice came to us with her idea: feminine focused tattoo care products. She wanted our solution to brake the current norm when it came to portraying her balms. To brake that link between tattoos and heavy bold gothic typefaces. She asked us to focus more on the beauty side of the market. To create branded packaging that looked just as at home in a salon or spa as they would in the studio. The added challenge was that her identity had just been redeveloped, so we needed to be mindful of what already existed.

Our thinking and solution?

We started by identifying where best to position the new balm range. The results, balanced with the already existing colour pallet and fonts, took us to look at both the secondary and primary packaging.

To connect to the premium nature of the brand, glass and bamboo were proposed as packaging materials. We also created a bespoke pack solution to give a larger on shelf impression.

The illustrations helped create a strong visual language used on the balms alone, allowing the brand colours to sing and build a consistent style across the range. Whilst visually separating the different skin types (dry, sensitive, oily and mature) and scents.

Every face of the pack was considered, building elegance and a strong brand language which works both on and off pack. The final solution, a delicate balance of strong graphics and a muted colour pallet help deliver the initially sought premium brand.

What we did

- naming
- brand extension
- structural packaging
- branded packaging
- illustrations
- literature

