I'm going to create a tattoo design company. The brand is Lucky Mutt Design Co. We create custom tattoo designs. The audience is people looking to get a tattoo but want a design they can hand to their artist without the pressure of a consultation. The work that will be available will be american traditional and neo traditional style artwork. The color scheme will be black, white and red. I will use sans serif typefaces. I will include at least 10 designs.

