Eats Everything
Brand Guidelines

Introduction

Few producers in the history of dance music have made such a rapid and far-reaching impact on the electronic music scene as **EATS EVERYTHING** aka Bristolian, **Daniel Pearce**. In a matter of years he has defined a whole new genre of forward-thinking underground house music that draws elements from classic house, UK bass music, Detroit techno, jungle and early rave, paying homage to everything from Randy Crawford and Ray Charles to Murk and MK.

EATS EVERYTHING is at the forefront of the new wave producers emerging from Bristol, the West Country's Bass Central and as his following increases, his brand develops. In 2013 **EATS EVERYTHING** gave birth to **edible**. A multi purpose brand that houses any project Daniel may under go next. Everything under the **edible** brand is a project linked to **EATS EVERYTHING**, whether its collaborating with 'friends' or holding parties in Ibiza - it all falls under the **edible** family name.

These brand guidelines have been created to support, maintain and reinforce the personality in our brand. And thus, should be followed when commissioning designing or delivering any EATS EVERYTHING branded communication. All materials should follow these guidelines.

Master Logo

Master logo to be used wherever possible.
Master logo to be used as brand stamp where needed.
Master logo should be used as the leading brand
element.
The Eats Everything logo font is custom made. No
attempt to replicate it should be made

Inline Logo

EATS EVERYTHING

Only to be used in situations where the master logo is not suitable.

The Eats Everything logo font is custom made. No attempt to replicate it should be made.

Black & White Logo

To be used in Black & White or Greyscale print designs.

Guidelines
For Logo Use

**The minimum recommended size for the logomark is
30mm wide (160 pixels online)**

1. Don't change the logo's orientation.
2. Don't change the logo colour.
3. Don't crop the logo in any way.
4. Don't present the logo in "outline only" fashion.
5. Don't place the logo on similarly colored or clashing
    backgrounds, use the inverted colour or the
    greyscale option.
6. Don't outline the logo.
7. Don't put a white box around the logo when placed
    on a dark or busy background
8. Instead use one of the alternate logos that suits.
9. Don't stretch or squeeze the logo to distort
    proportions.
10. Don't recreate elements or replace with
    something else.

# Colour Palette
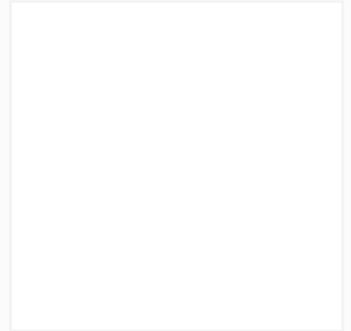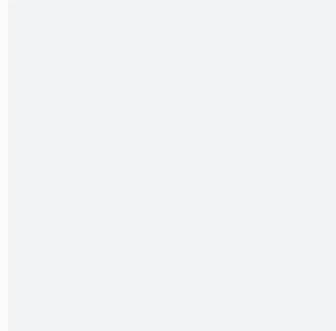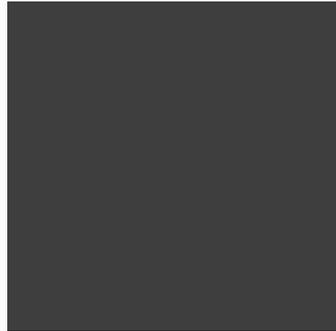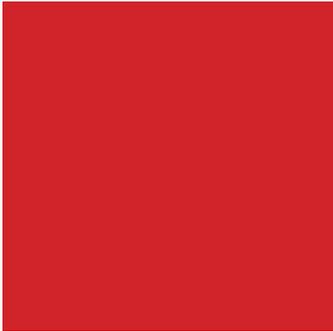
Blood Red
C 15
M 100
Y 100
K 0

R 210
G 35
B 42

Charcoal
C 0
M 0
Y 0
K 90

R 65
G 64
B 66

Light Grey
C 0
M 0
Y 0
K 5

R 241
G 242
B 242

White
C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Typography

The brand font is Gotham. Different cuts are used to create a clean and modern aesthetic and to maintain a distinct hierarchy.

The brand is should mirror Eats Everything's larger than life persona, so **make it big and make it bold**. Capslock for artist names is recomended.

Please keep the tracking tight.

Headings:

Gotham Ultra

Sub Headings:

Gotham Bold

Copy:

Gotham Light

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ben@grademanagement.com

Brand / Design questions?
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