

GOATHEAD

Brand Guidelines



One company. Clear signatures.

Each identity has a specific job. Keep those jobs separate.

01

GOATHEAD

Music wordmark

For music-related communication only.

02

GOATHEAD RECORDS

Restricted artist mark

For signed artists and music only.

03

GRAVEPARK

Product identity

A Goathead property with its own visual world.

GOATHEAD wordmark

Two executions only. White on dark. Black on light.



GOATHEAD

01 WHITE



GOATHEAD

02 BLACK

GOATHEAD wordmark

Reserved for music-related use.

USE FOR

Music releases, artists, label services and music partnerships.

POSITION

Prefer a corner. Center only as the main message.

FINISH

Flat, monochrome and high contrast.



Goathead Records

White goat inside the black circle. One approved version.

RESTRICTED USE

Both conditions are required:

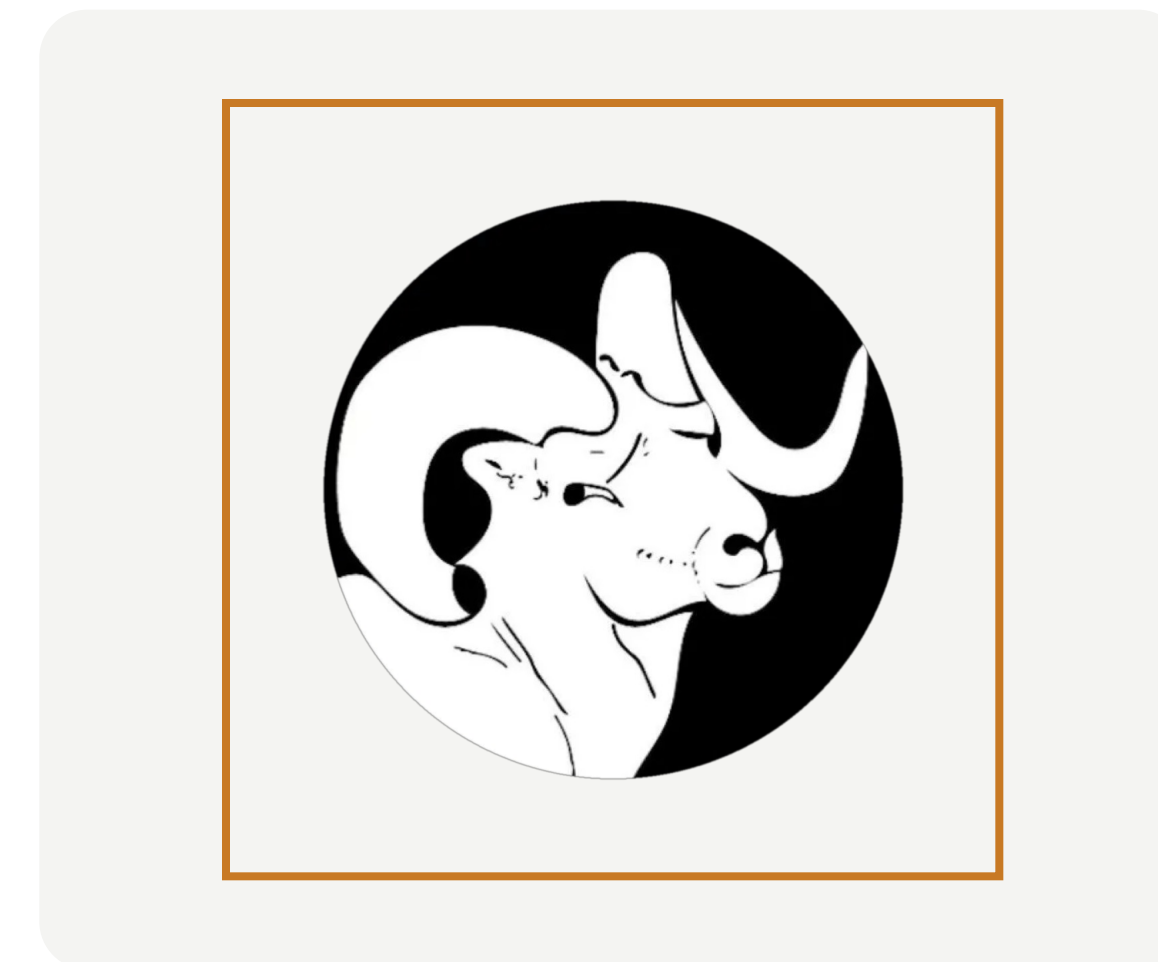
- 1. Active signed Goathead Records artist.
- 2. Directly related to music or an official release.

Services, coverage or collaboration do not authorize this mark.



Space and scale

Keep every mark clear and isolated.



Clear space: at least the height of the G in GOATHEAD.

Minimum digital size: wordmark 120 px wide / emblem 56 px wide.

Keep it exact.

Use supplied artwork exactly.



Do not stretch

Change proportions



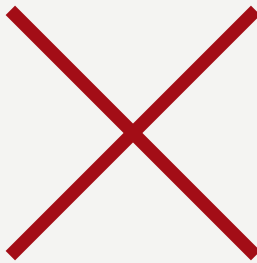
Do not recolor

Add gradients or effects



Do not rebuild

Retype or redraw



Do not contain

Add shapes or frames



Do not combine

Attach partner marks



Do not imply

Suggest Records status

A GOATHEAD PROPERTY

GravePark

Comedy horror with cinematic restraint.

Dark, atmospheric and premium. Humor lives inside the world, never in novelty styling.

The title art never replaces the GOATHEAD wordmark.



GOATHEAD'S
GRAVEPARK

Product signature

Use the supplied title artwork as one lockup.



APP ICON

Use supplied artwork only.

World palette

Dark first. Bone and lantern guide attention. Red stays rare.

NIGHT
#03070D

FOG
#18283C

BONE
#E5D6B4

LANTERN
#C87924

BLOOD
#A30D16

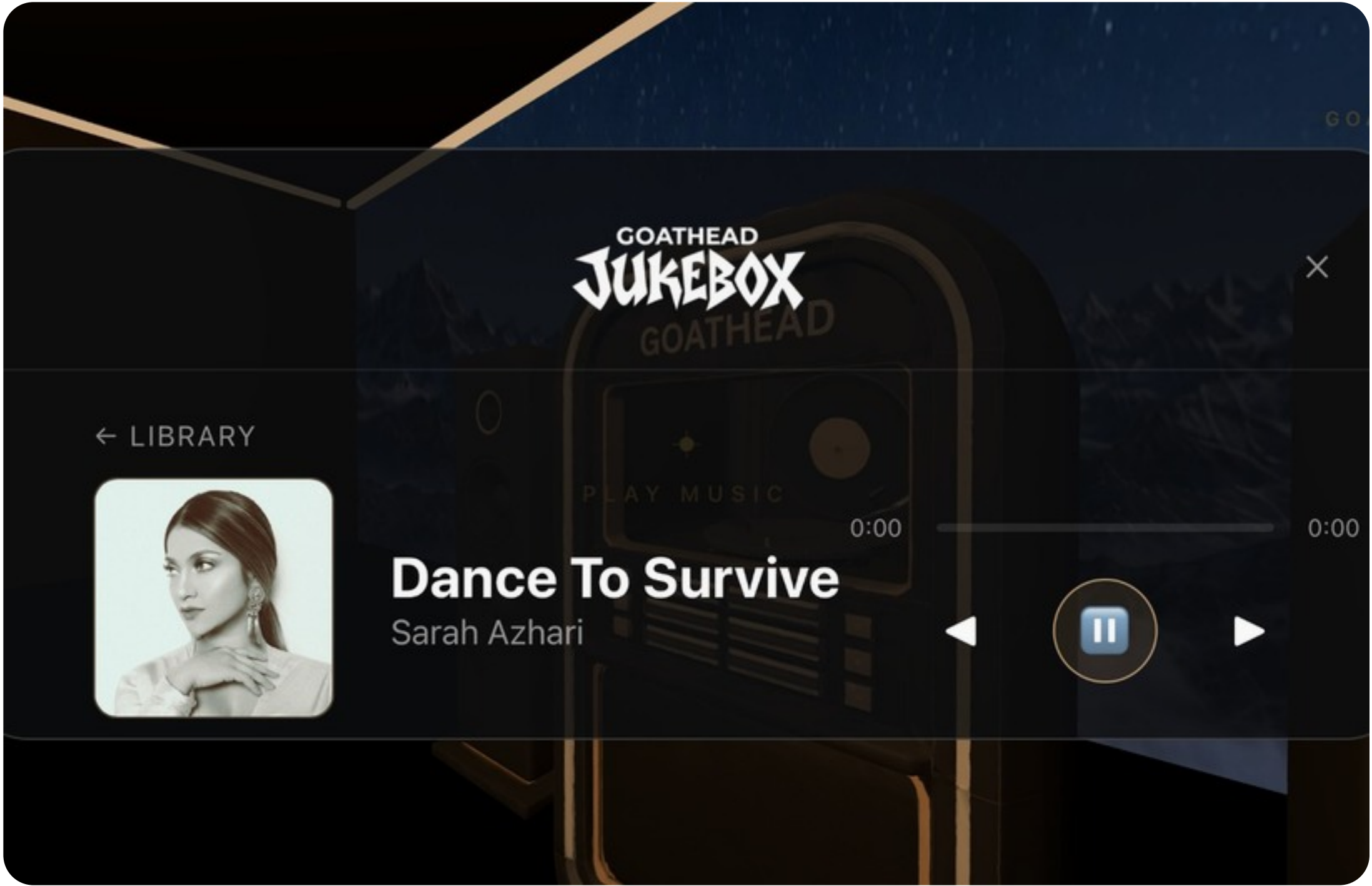
Company: black and white. GravePark: this palette only.

Visual direction

Cinematic. Dark. One clear focal point.



ENVIRONMENT



INTERFACE

Build around the world.

01 LIGHT

Low-key scenes. Preserve shadow detail.

02 COMPOSITION

Wide framing. One focal point.

03 TEXT

Short copy. Never cover characters or title art.

04 EFFECTS

Fog and glow must preserve legibility.



Identity separation

Music marks stay with music. GravePark stands on its own.

MUSIC ONLY

GOATHEAD



GAME IDENTITY



Do not use GOATHEAD or GOATHEAD RECORDS on general game material. Use either mark only when the communication is specifically about music.

Before release

- ☐ Correct identity for the subject
- ☐ Clear space remains intact
- ☐ Records mark: signed artist and music
- ☐ Partner marks do not imply ownership
- ☐ GOATHEAD use is music-related
- ☐ No stretching, recoloring or rebuilding
- ☐ GravePark title art is supplied artwork
- ☐ Final use has internal approval

GOATHEAD

Contact

BRAND APPROVALS + SUPPORT

info@goatheadecords.com

All external logo use requires approval before publication.

GOATHEAD