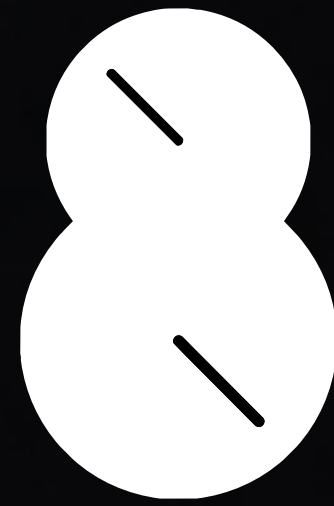




EIGHT TRACK

EIGHT TRACK
RECORDING STUDIO

BRAND
BOOK

AUGUST 2026
VERSION 1.0

DESIGNED BY
HEMANTH KUMAR

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BRAND BOOK INFORMATION

DOCUMENT

EIGHT TRACK BRAND BOOK

PUBLICATION

2026

BRAND OWNER

EIGHT TRACK RECORDING STUDIO, DUBAI (UAE)

VERSION

1.0

STATUS

Master Identity System

BRAND IDENTITY & CREATIVE DIRECTION

HEMANTH KUMAR (MESH & MYTH STUDIO, INDIA)

Confidential brand document. Intended for Eight Track and authorized partners. All identity assets, specifications and applications should be reproduced in accordance with the standards defined in this book.

HOW TO USE THIS BOOK

This book defines how Eight Track should look, sound and behave across every touchpoint. Use the principles first, the rules consistently, and the applications as guidance rather than limitation.

01

PRINCIPLES

The strategic ideas behind the brand. When a specific rule is not defined, return to these principles before making a decision.

02

STANDARDS

The mandatory rules governing logo, color, typography, imagery, language and other core identity elements.

03

APPLICATIONS

Examples showing how the identity behaves in context. They demonstrate the system without restricting every future execution to one template.

04

GOVERNANCE

Ownership, approvals, asset control and update procedures that keep the identity coherent as Eight Track grows.

WHEN IN DOUBT

Protect clarity, restraint, consistency and the integrity of the work. Exceptions should strengthen the system, never weaken it. For more information, contact brand@eighttrack.com

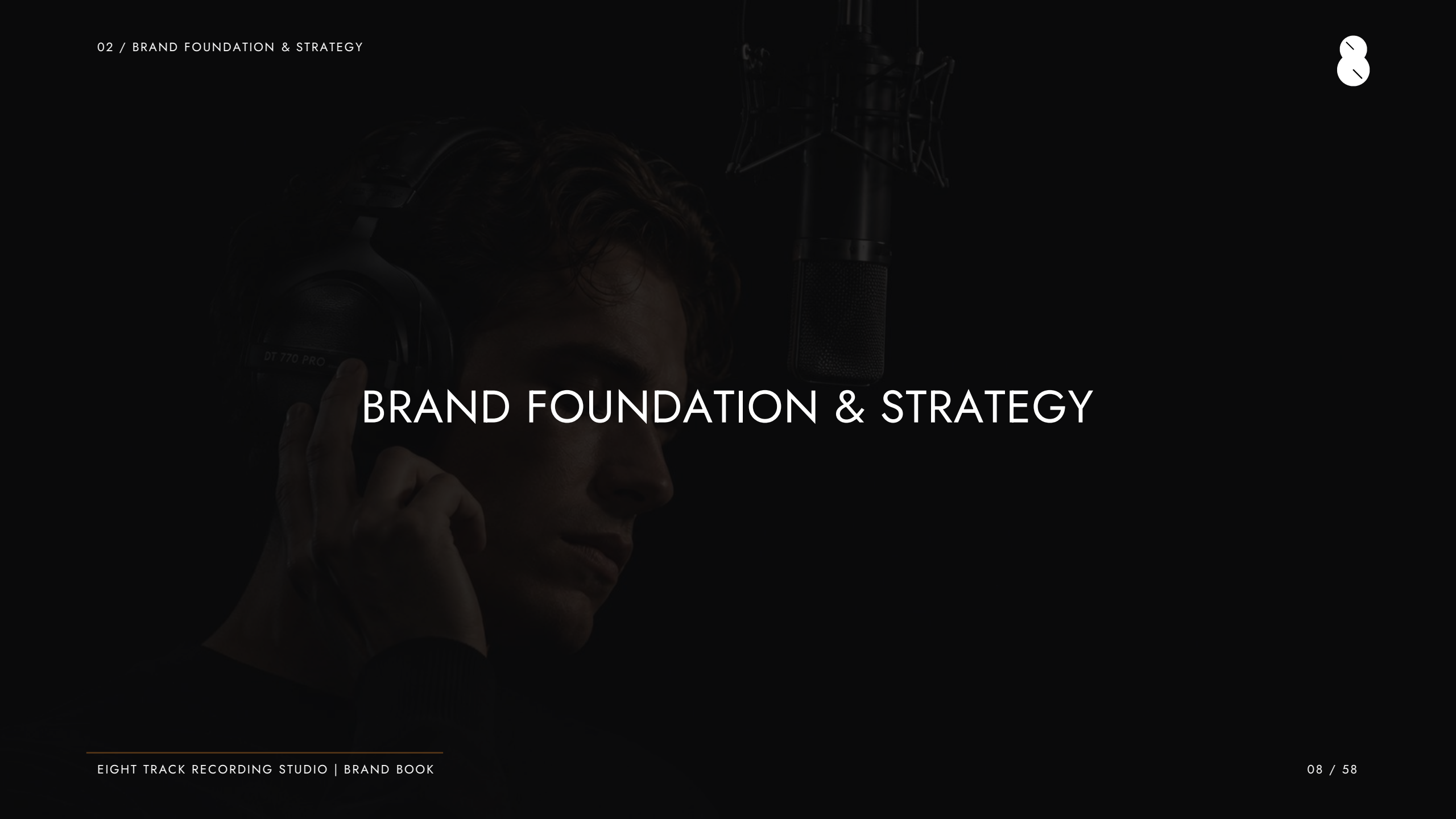
BRAND GOVERNANCE

The Eight Track identity should only be reproduced using approved brand assets. Any new application that falls outside the standards defined in this document should preserve the principles of clarity, restraint, consistency and recognition established throughout the system.

Core identity assets - including logos, typography, color specifications, iconography, imagery references and approved templates - should be maintained within the official Eight Track Asset Library. Alterations to master assets should only be made with approval on the brand owner or appointed creative partner.

As the brand evolves, new applications may be introduced without changing the fundamental identity system. Updates to these guidelines should be documented through controlled versioning to ensure all partners are working on the current standards.



A dark, moody photograph of a person with curly hair wearing large headphones and a professional microphone in a recording studio. The person's hand is visible near the headphones. The text 'DT 770 PRO' is visible on the side of the left headphone cup.

BRAND FOUNDATION & STRATEGY



WHERE SOUND FINDS ITS SPACE.

DUBAI · UNITED ARAB EMIRATES

Eight Track Recording Studio is designed as a space where creativity, technical precision and atmosphere work together. Located in Dubai, the studio brings artists, producers and engineers into an environment built for focus, collaboration and exceptional sound.

The brand reflects this balance - expressive yet controlled, contemporary yet timeless, and premium without feeling excessive.

THE ORIGIN

Eight Track Recording Studio was created around a simple belief: great sound begins with the right environment.

Based in Dubai, Eight Track brings together carefully designed spaces, professional recording technology and an atmosphere that allows artists, producers and engineers to focus entirely on the creative process.

Every detail of the studio - on its acoustic treatment and recording spaces to its lighting, materials and workflow - is considered with purpose. The result is an environment that feels technically precise without becoming clinical, and premium without becoming excessive.

Eight Track is a place for ideas to be explored, performances to be captured and sound to be shaped with clarity, character and intent.



BUILT AROUND SOUND.

DUBAI · UNITED ARAB EMIRATES



MEANING OF EIGHT

Eight is not a decorative device. It represents a way of working: listen carefully, choose deliberately, and make every decision count.

The name connects the discipline of early multitrack recording with a contemporary belief in thoughtful creative restraint. It also appears physically in the studio itself, which is organized around eight principal spaces.

THE IDEA BECOMES PHYSICAL

Eight principal spaces shape the architecture of the studio.

Main Room · Reference Room · Writing Room · Immersive Room ·
Vocal Room · Isolation Room · Edit Room · Listening Lounge

01 / HERITAGE

EIGHT TRACK RECORDING STUDIO

A reference to an era when limited tracks demanded preparation, commitment and confident decisions.

02 / DISCIPLINE

MAKE EVERY SIGNAL COUNT

Limitation taught careful listening. More technology should create possibility without removing judgement.

03 / BALANCE

PRECISION WITH INSTINCT

The best work comes on balancing engineering accuracy with creative intuition, preparation with spontaneity.

04 / CONTINUITY

WORK THAT ENDURES

Eight also suggests continuity: the ambition to create sound and relationships that extend beyond a single session or moment.



THE FOUNDER

The environment behind the work.

RIYAZ ABDUL

Founder, Eight Track Recording Studio

With a background in business, marketing and events - and a lifelong connection to music - Riyaz saw an opportunity to rethink what a recording studio could feel like.

Not simply a room with excellent equipment, but an environment where artists feel understood, comfortable and taken seriously.





THE PURPOSE

To create the space where great sound can happen.

Eight Track exists to give artists, producers and engineers an environment where creativity can take priority. By bringing together thoughtful spaces, professional technology and an atmosphere designed for focus, the studio removes unnecessary barriers between an idea and its final expression.

Our purpose is not simply to record sound, but to create the conditions in which meaningful work can be made.

VISION

To become a creative destination where distinctive sound, talent and culture come together.

Our vision is for Eight Track to become one of Dubai's most trusted and distinctive recording environments - a studio recognized as much for the quality of its creative experience as for the sound it produces.

We aim to build a space that attracts artists, producers and collaborators on different backgrounds, encourages ambitious work and contributes meaningfully to the evolving music and creative culture of Dubai.



MISSION

To give every artist the space, tools, and support to turn an idea into sound with clarity and intent.

Eight Track brings together thoughtfully designed recording spaces, professional technology and experienced creative support to make the recording process focused, comfortable and productive.

From the first idea to the final session, our role is to create an environment where artists, producers and engineers can work with confidence, experiment freely and concentrate on what matters most - the music.

CREATE THE RIGHT ENVIRONMENT

Spaces designed for comfort, focus and creative flow.

WORK WITH PRECISION

Every technical decision is approached with care, consistency and attention to detail.

ENABLE GREAT PERFORMANCE

Professional tools and thoughtful workflows that support the artist rather than interrupt the process.

MAKE COLLABORATION NATURAL

An atmosphere that allows artists, producers and engineers to work openly and effectively together.



BRAND POSITIONING

For artists, producers and creative professionals who value both exceptional sound and the environment in which it is created, Eight Track Recording Studio is a premium recording destination in Dubai that combines technical precision, thoughtfully designed spaces and an artist-first experience - creating the conditions for focused, collaborative and distinctive work.

PRECISE IN SOUND.

INTENTIONAL IN EXPERIENCE.



BRAND POSITIONING

WHO WE SERVE

Artists, producers, engineers and creative professionals who expect quality without sacrificing comfort or creative freedom.

WHAT WE OFFER

A professionally equipped recording environment built around thoughtful acoustics, efficient workflows and a premium studio experience.

WHAT MAKES US DIFFERENT

The balance between technical precision and creative atmosphere - where neither the equipment nor the environment overwhelms the artist.

WHERE WE BELONG

A contemporary, internationally relevant recording destination within Dubai's growing music and creative landscape.





TARGET AUDIENCE

Eight Track is built for people who take sound seriously - on artists shaping their next release to producers, engineers and creative teams bringing ideas into production.

While their roles may differ, they share a common expectation: a professional environment that supports the creative process without getting in the way of it.

DIFFERENT ROLES.

SHARED EXPECTATIONS.

Professional sound. Creative freedom. A space designed to work.



TARGET AUDIENCE CATEGORIES

01 RECORDING ARTISTS

Solo artists and performers looking for a professional, comfortable and creatively focused environment in which to record and develop their work.

02 MUSIC PRODUCERS

Producers who need a reliable studio environment where technology, acoustics and workflow allow them to work efficiently with artists.

03 AUDIO ENGINEERS

Recording, mixing and mastering professionals who value technical consistency, accurate monitoring and well-designed working spaces.

04 BANDS & ENSEMBLES

Groups requiring flexible recording spaces, dependable infrastructure and an environment that supports collaborative performance.

05 LABELS & MANAGEMENT

Music-industry professionals looking for a trusted studio partner capable of delivering a polished and professional recording experience.

06 CREATIVE & MEDIA TEAMS

Advertising agencies, production houses, filmmakers, voice talent and content teams requiring professional audio production, voice recording or sound-related services.





LOGO CONSTRUCTION & GUIDELINES



LOGO ANATOMY

The Eight Track identity is composed of two core elements: the Symbol and the Logotype. Together, they form the complete logo system.

The Symbol is the primary visual mark - a simplified, geometric representation of the number eight. Its circular construction and diagonal cuts create a distinctive form that is bold, minimal, and instantly recognizable.

The Logotype is the custom typographic expression of the name EIGHT TRACK. Its extended, geometric letterforms complement the structure of the symbol and reinforce the brand's modern, technical, and contemporary character.

When used together, the symbol and logotype create the complete Logo. Their proportions, spacing, and alignment are fixed and should always be reproduced on the approved artwork. Neither element should be redrawn, distorted, repositioned, or altered independently.

Logo Components:

Symbol - the standalone visual mark

Logotype - the custom "EIGHT TRACK" wordmark

Logo - the complete combination of symbol and logotype





SYMBOL CONSTRUCTION

The logo is built around a simple geometric relationship that preserves balance, legibility, and visual consistency across every application. Its proportions should remain fixed and must never be stretched, compressed, or altered.

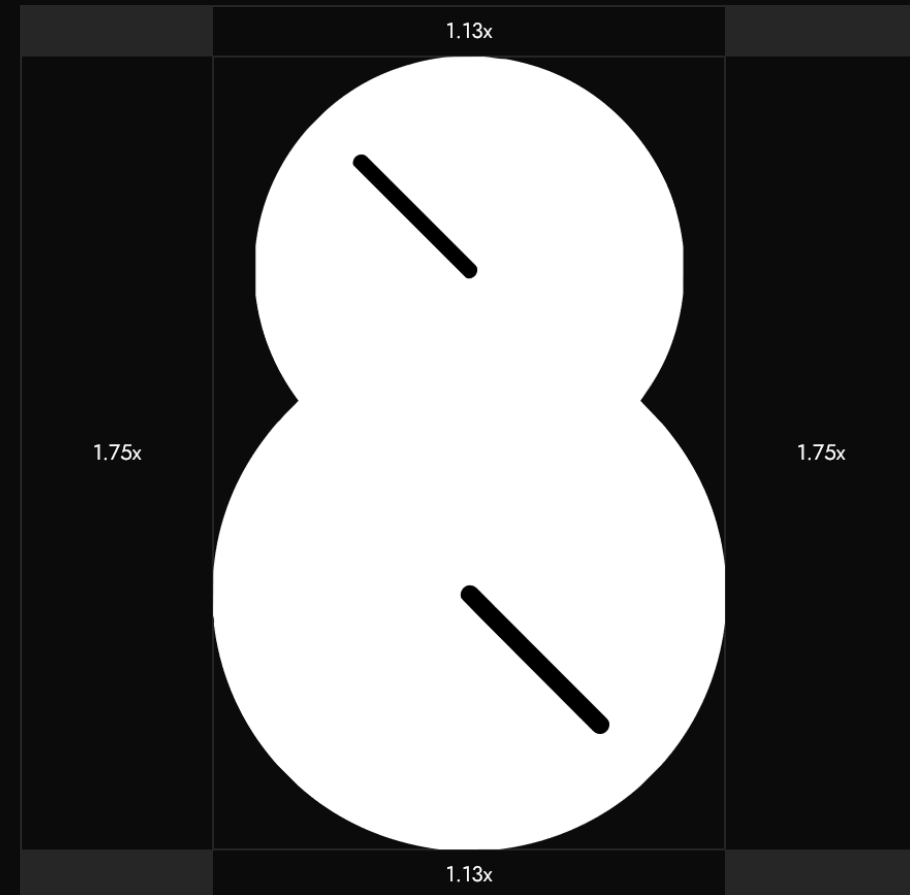
The clear space surrounding the mark is derived on the x-unit system shown in the construction diagram. A minimum horizontal clearance of 1.75x should be maintained on both the left and right sides, while a minimum vertical clearance of 1.13x should be maintained above and below the logo.

This protected area ensures the mark remains visually distinct on typography, imagery, borders, or other graphic elements. No content should enter this space.

Clear Space:

Left: 1.75x | Right: 1.75x | Top: 1.13x | Bottom: 1.13x

Always scale the logo proportionally, with the clear-space ratios scaling alongside it.



WORDMARK CONSTRUCTION

The wordmark follows a structured proportional system designed to preserve its distinctive geometry, spacing, and visual balance across all applications. Its construction should remain consistent, and the artwork must never be stretched, compressed, rearranged, or modified.

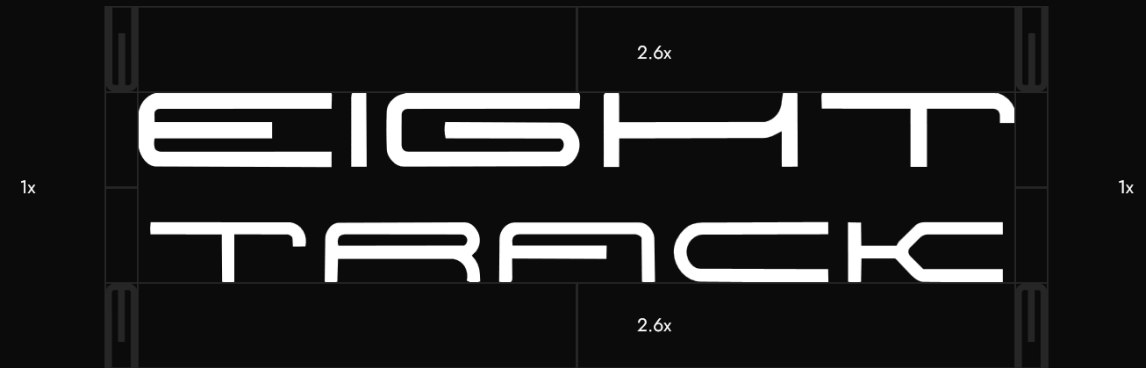
The surrounding clear space is defined using the x-unit system shown in the construction diagram. A minimum clearance of 1x should be maintained on both the left and right sides of the wordmark, while 2.6x should be maintained above and below.

This protected area ensures the wordmark remains clearly separated on surrounding typography, imagery, borders, and other graphic elements.

Clear Space:

Left: 1x | Right: 1x | Top: 2.6x | Bottom: 2.6x

Always scale the wordmark proportionally, ensuring the defined clear-space relationship scales with it.



PRIMARY SYMBOL

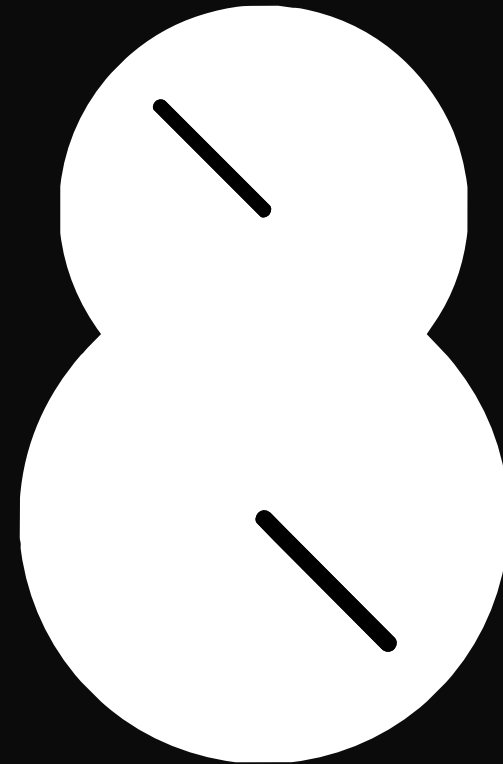
The Eight Track symbol is the primary expression of the brand identity. Built on two connected circular forms, it creates a distinctive interpretation of the number eight—simple, bold, and immediately recognizable.

The diagonal cuts introduce a sense of rhythm and movement, giving the mark a subtle connection to sound, timing, and musical structure. Its minimal geometry allows the symbol to remain strong and legible across both large-format applications and compact digital environments.

As the brand's primary logo, the symbol may be used independently without the wordmark wherever recognition has been established. It should always be reproduced on the approved artwork and must never be redrawn, stretched, rotated, distorted, or modified.

Primary Logo - Symbol:

- Represents the core visual identity of Eight Track
- Designed for strong recognition across all brand touchpoints
- May be used independently as the principal brand mark
- Must always retain its original proportions and construction



VERTICAL LOGO

The vertical logo is a stacked configuration of the Eight Track identity, combining the primary symbol above the logotype in a centered arrangement. This version is designed for applications where a more compact, balanced, or portrait-oriented format is required.

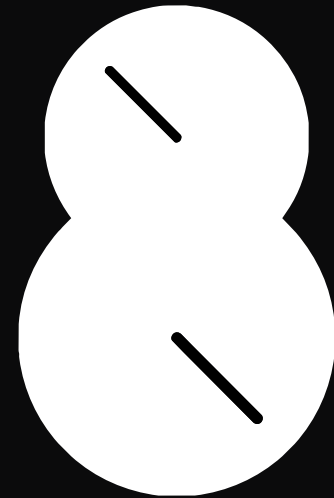
By placing the symbol above the wordmark, the vertical lockup creates a strong sense of hierarchy while preserving the brand's distinctive visual character. The symbol acts as the focal point, while the logotype reinforces the name in a clean and structured way.

This configuration is especially effective in formats where horizontal space is limited, such as social media profiles, signage, packaging, posters, and branded collateral with vertical layouts.

Vertical Logo:

- Combines the primary symbol and logotype in a stacked format
- Designed for portrait or space-restricted applications
- Maintains strong recognition and visual balance
- Should always be used on approved artwork only

The proportion, alignment, and spacing between the symbol and logotype are fixed. The vertical logo must never be stretched, compressed, rearranged, or altered in any way.



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HORIZONTAL LOGO

The horizontal logo is the primary lockup of the Eight Track identity, combining the symbol and logotype in a side-by-side arrangement. In this configuration, the symbol appears on the left, and the logotype is positioned to the right, creating a clear, balanced, and highly adaptable visual system.

This version is designed for applications where horizontal space is available and is typically the preferred logo format across most brand touchpoints. Its structure allows the identity to read clearly and confidently while maintaining a strong visual relationship between the symbol and the wordmark.

The horizontal lockup offers excellent legibility and presence, making it suitable for use across digital platforms, website headers, signage, presentations, print collateral, and branded communications.

Horizontal Logo:

- Combines the primary symbol and logotype in a side-by-side format
- Serves as the preferred primary logo lockup
- Ideal for wide-format and general brand applications
- Ensures strong visibility, clarity, and brand recognition
- Must always be used on approved artwork only

The proportion, spacing, and alignment between the symbol and logotype are fixed. The horizontal logo must never be stretched, compressed, rearranged, or altered in any way.





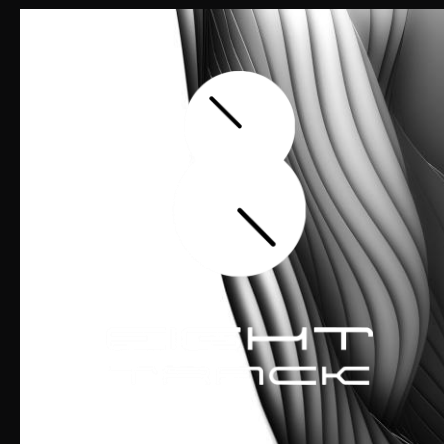
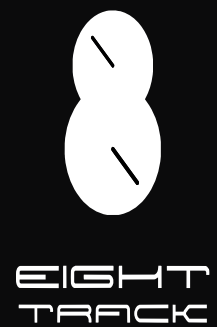
INCORRECT USAGE OF LOGO

To protect the integrity and consistency of the Eight Track identity, the logo must always be used exactly as supplied in the approved artwork. Avoid any treatment that alters its proportions, clarity, contrast, or visual character.

Do not:

- Stretch, compress, or distort the logo in any direction.
- Change the approved proportions between the symbol and logotype.
- Apply unapproved colors or place the logo on colors outside the brand palette.
- Add shadows, glows, outlines, bevels, or other effects to the logo.
- Alter the scale relationship between the symbol and logotype.
- Reposition or rearrange individual elements of the logo.
- Place the logo over busy or low-contrast backgrounds that reduce legibility.
- Modify the typography, spacing, or construction of the logotype.
- Redraw, recreate, or stylize any part of the logo.

Consistent application ensures the identity remains recognizable, distinctive, and professional across every brand touchpoint.

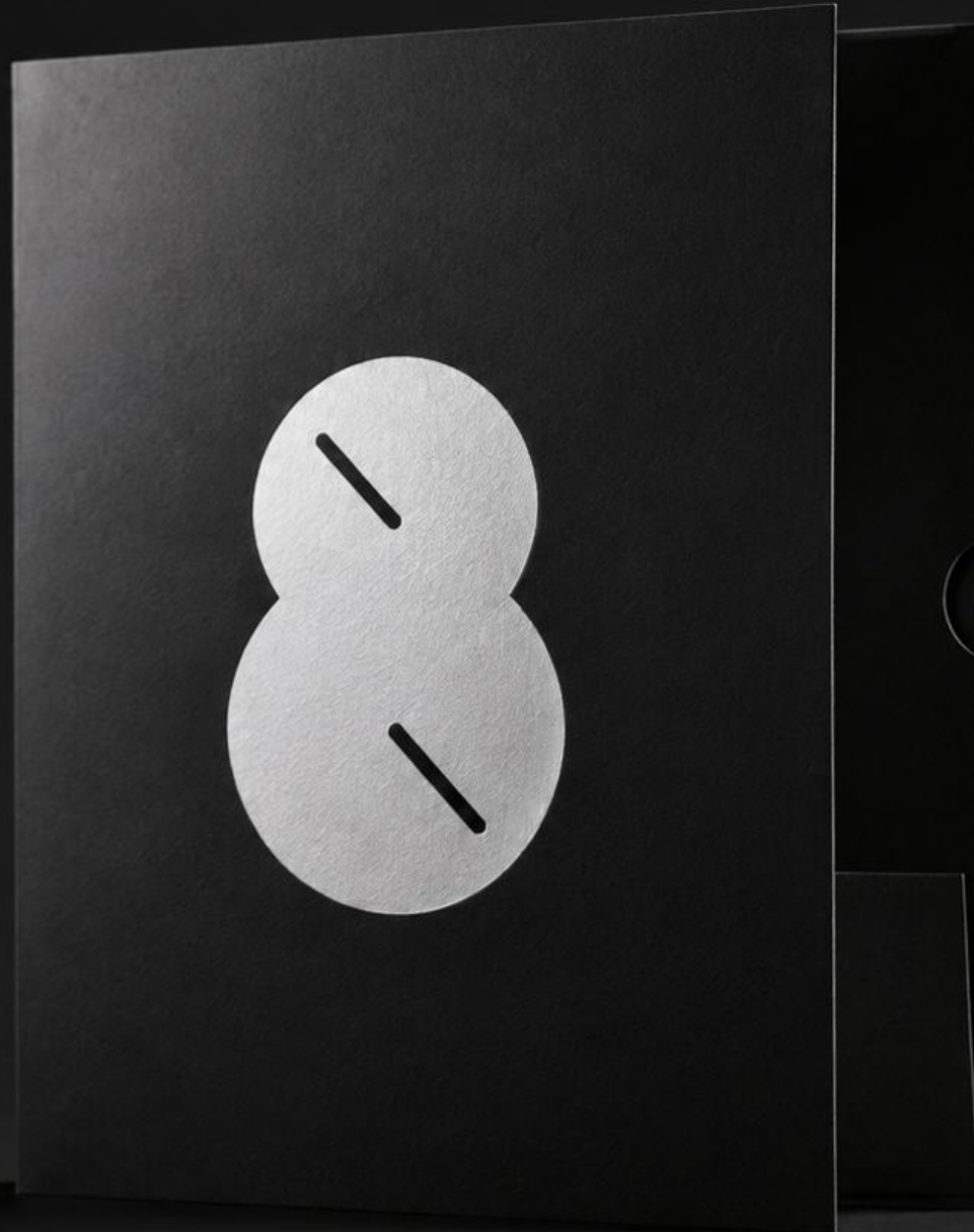




LOGO MOCKUPS













BRAND COLOR PALETTE



CORE NEUTRALS & WARM ACCENTS

BLACK
HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100
PANTONE: Black C

WHITE
HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
PANTONE: Not applicable

WARM ORANGE
HEX: #CE8946
RGB: 206 / 137 / 70
CMYK: 0 / 33 / 66 / 19
PANTONE: 722 C

DEEP BROWN
HEX: #553617
RGB: 85 / 54 / 23
CMYK: 0 / 36 / 73 / 67
PANTONE: 4625 C

WARM BEIGE
HEX: #E2BC96
RGB: 226 / 188 / 150
CMYK: 0 / 17 / 34 / 11
PANTONE: 4675 C



GRAY SYSTEM

NEAR BLACK
HEX: #171717
RGB: 23 / 23 / 23
CMYK: 0 / 0 / 0 / 91
PANTONE: Neutral Black C

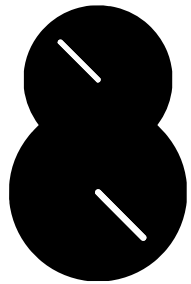
DARK GRAY
HEX: #3A3A3A
RGB: 58 / 58 / 58
CMYK: 0 / 0 / 0 / 77
PANTONE: 447 C

MEDIUM GRAY
HEX: #7F7F7F
RGB: 127 / 127 / 127
CMYK: 0 / 0 / 0 / 50
PANTONE: 416 C

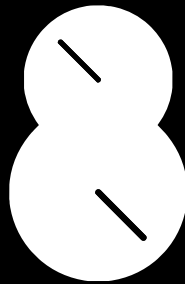
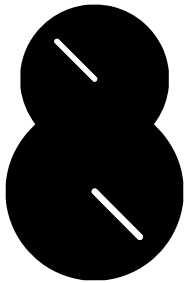
LIGHT GRAY
HEX: #A6A6A6
RGB: 166 / 166 / 166
CMYK: 0 / 0 / 0 / 35
PANTONE: Cool Gray 6 C

A dark, moody background image of a person with curly hair wearing headphones and holding a microphone, with a professional studio microphone visible in the foreground.

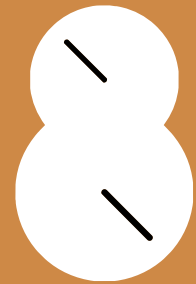
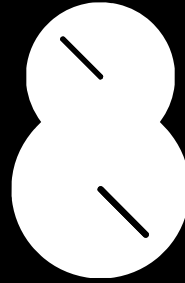
APPROVED LOGO VARIATIONS



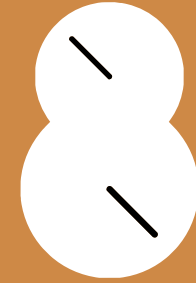
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TYPOGRAPHY & HIERARCHY

JOST REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=+;'[]/?.,`~

JOST LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=+;'[]/?.,`~

JOST MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_-=+;'[]/?.,`~

DISPLAY

35 - 40 PT

H1

30 - 35 PT

H2

25 - 30 PT

H3

20 - 25 PT

BODY

15 - 20 PT

CAPTION

10 - 15 PT

MICRO

7.5 - 10 PT



ICONOGRAPHY



ICONOGRAPHY GUIDELINES

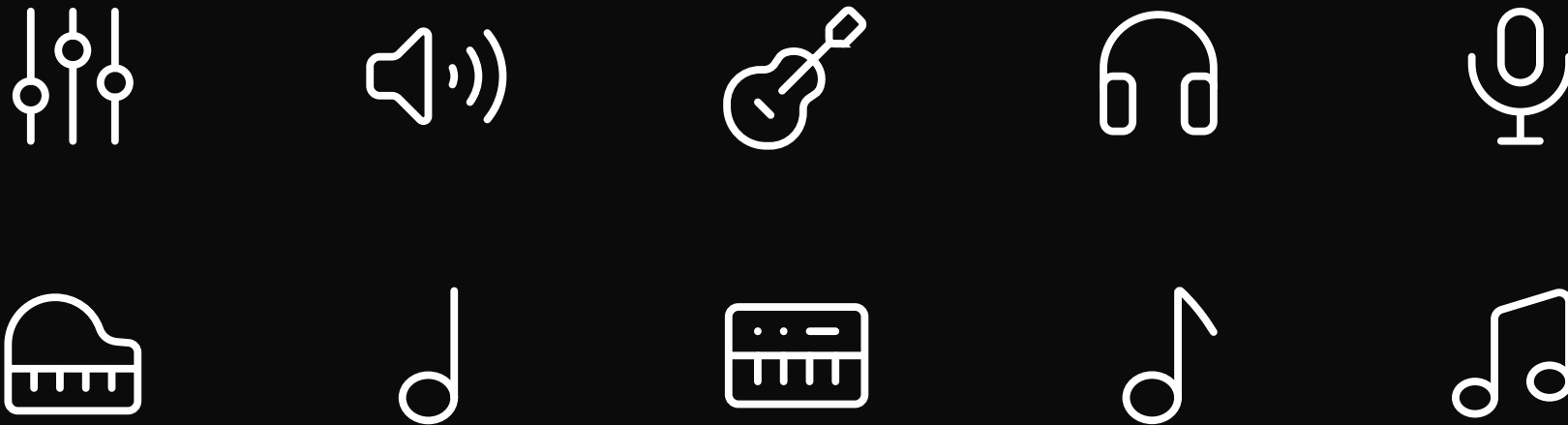
Eight Track's iconography should follow the same visual principles as the wider identity: minimal, precise, and contemporary. Icons should use clean geometric forms with soft, rounded edges, avoiding sharp, overly detailed, or decorative constructions.

All icons should be rendered in white to maintain consistency with the brand's primary visual language and to ensure strong contrast across dark or colored backgrounds. Line weight, corner radius, scale, and visual density should remain consistent across the full icon set so that each symbol feels like part of one unified system.

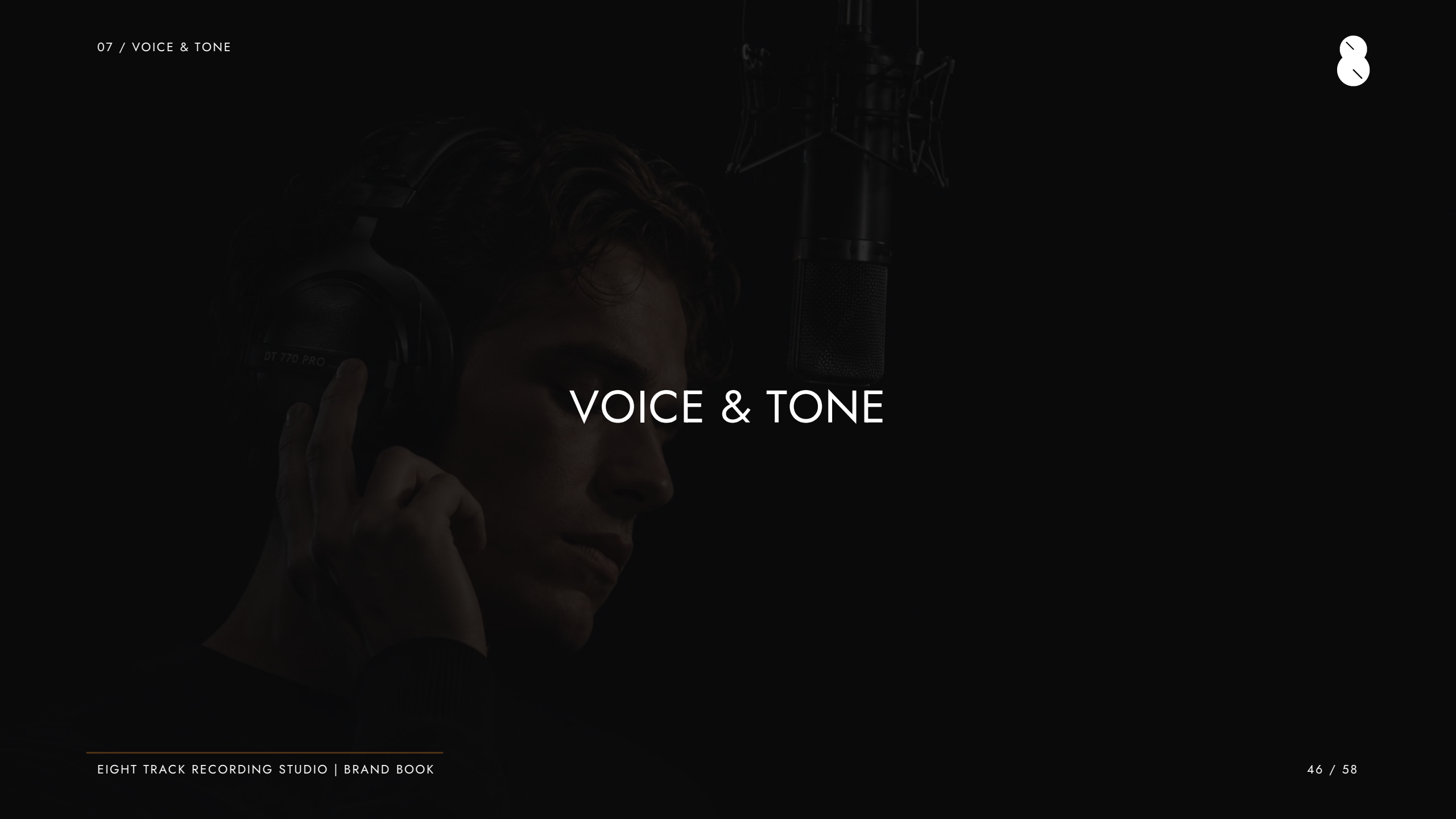
Icons should communicate their function quickly and clearly, using the fewest possible elements without becoming ambiguous. Wherever possible, forms should feel balanced, symmetrical, and visually calm.

Avoid overly complex illustrations, thin inconsistent strokes, sharp angular styles, filled pictograms that feel visually heavy, gradients, shadows, outlines in multiple colors, or icon styles that do not align with the rounded geometric character of the Eight Track identity.

The objective is to create an icon system that feels functional, refined, and instantly recognizable, supporting the brand without competing with the primary visual elements.



All icons, patterns & wallpapers are available in the “Eight Track Recording Studio - Asset Library”



VOICE & TONE



A DISTINCTIVE VOICE. A FLEXIBLE TONE.

Eight Track speaks with clarity, intention and confidence. The language should feel considered rather than performative, technically credible without becoming clinical, and premium without excess.

The brand voice remains consistent across every touchpoint. It is calm, direct and artist-first, reflecting the same balance that defines the studio itself: expressive yet controlled, contemporary yet timeless.

Tone may shift depending on context, but the character should not. Whether speaking to an artist, describing equipment, announcing a launch or presenting technical information, Eight Track should always sound purposeful, human and assured.

- CLEAR Simple, direct language with no unnecessary complexity.
- CONSIDERED Every word should feel intentional and relevant.
- CONFIDENT Assured and credible without sounding loud or boastful.
- ARTIST-FIRST Speak to people and their creative process, not at them.
- HUMAN Technically informed, but never cold or overly corporate.
- RESTRAINED Avoid hype, slang, gimmicks and exaggerated claims.



TONE SLIDERS

EXPRESSIVE



CONTROLLED

TECHNICAL



EMOTIONAL

APPROACHABLE



EXCLUSIVE

ENERGETIC



CALM

FORMAL



CONVERSATIONAL

BOLD



UNDERSTATED



IMAGERY GUIDELINES



OVERVIEW

Eight Track imagery should feel intentional, focused, and refined. Every photograph must communicate the precision and atmosphere of a professional recording environment without unnecessary visual noise. Composition should remain controlled, allowing the subject, equipment, and environment to be understood immediately.

Studio instruments, recording equipment, consoles, microphones, speakers, and other technical elements should be presented as important parts of the visual story. When artists, producers, or engineers appear in an image, they should remain the clear focal point, captured naturally within the recording process rather than lost within a busy composition.

Images should favor clean framing, strong subject separation, purposeful lighting, and balanced negative space. The overall mood may be cinematic, atmospheric, or expressive, but it should never become visually chaotic or distracting.





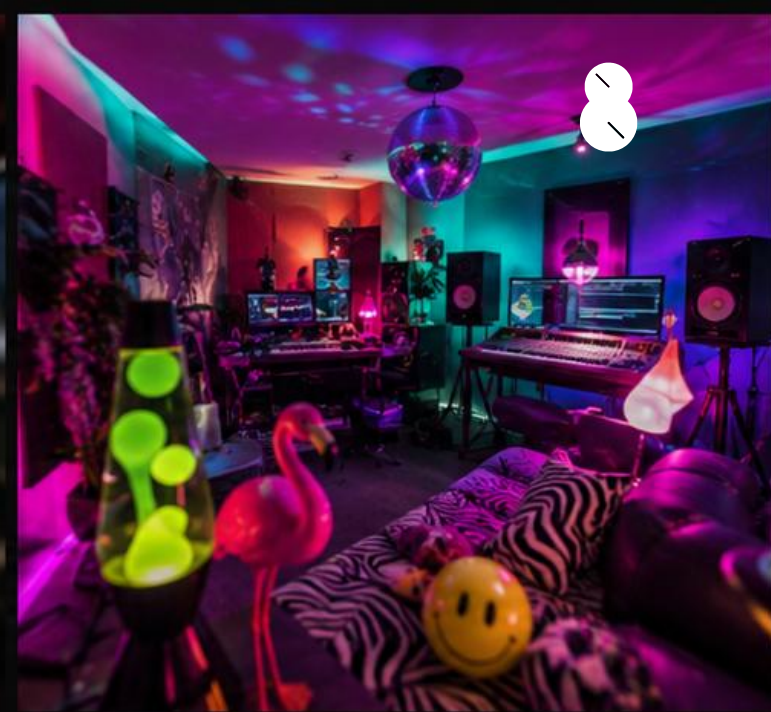




AVOID

- Cluttered or chaotic compositions
- Random or excessive arrangement of studio equipment
- Funky, gimmicky, or overly playful imagery
- Distorted, stretched, warped, or artificially manipulated photographs
- Images where the main subject is unclear
- Overcrowded frames with too many competing visual elements
- Heavy visual effects that compromise realism
- Awkward crops that cut off important instruments, equipment, artists, or engineers
- Decorative imagery that does not relate directly to music, sound, recording, or the studio environment

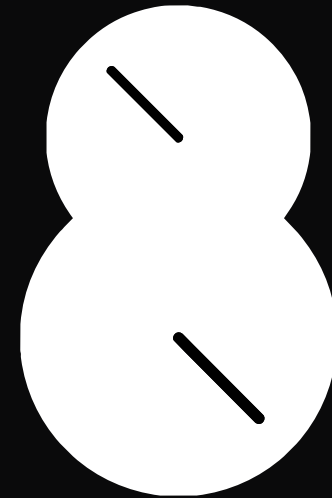
The objective is to create a visual language that feels premium, authentic, technical, and immersive. Every image should reinforce the experience of Eight Track as a focused creative space where artists, sound, and equipment take priority.



DESIGN MATTERS

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our communications will be stronger for it.

Brand Tools has additional resources and guidance on the entire Eight Track brand. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact brand@eighttrack.com



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DESIGN PARTNER - MESH & MYTH STUDIO



Mesh & Myth is a global creative studio based in Bengaluru, India, focused on building distinctive and cohesive brand experiences. Its core services span logo design, branding and visual identity systems, website design, and managed digital infrastructure, allowing businesses to shape both how they are seen and how they operate across digital touchpoints.

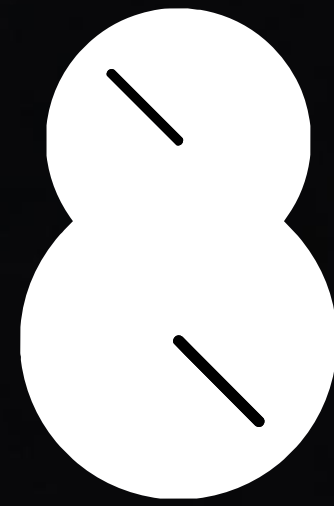


Eight Track Recording Studio, based in Dubai, collaborated with Mesh & Myth to develop its branding and visual identity guidelines. The project focused on creating a clear, recognizable, and contemporary identity that reflects the studio's character, environment, and creative ambition. On the core visual language to the rules governing logo usage, typography, color, imagery, and brand application, the identity system was designed to give Eight Track a consistent and confident presence across physical and digital platforms.

The resulting visual identity provides Eight Track Recording Studio with a structured brand foundation that can scale across signage, social media, promotional material, digital experiences, studio collateral, and future communication. The collaboration brings together Mesh & Myth's strategic design approach with Eight Track's creative vision, translating the atmosphere of a modern recording studio into a focused and adaptable brand system.



HEMANTH KUMAR
FOUNDER & CREATIVE DIRECTOR



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