NO NOTHING MANIFESTO

**A RECORD LABEL BUILT AROUND ARTISTS,
NOT AROUND THE OLD RULES.**

18 PRINCIPLES. NO FINE PRINT.

01 NO EXPLOITATION OF ARTISTS

Every deal must be fair, transparent, and designed for mutual growth - not corporate gain.

02 NO HIDDEN CLAUSES OR FINE-PRINT TRAPS

Contracts should be written in clear language, with terms artists can fully understand.

03 NO CREATIVE CONTROL THEFT

The artist's voice, sound, and vision belong to them - not the label.

04 NO CULTURAL APPROPRIATION

Respect the origins and communities behind the music you profit from.

05 NO DISCRIMINATION

Zero tolerance for racism, sexism, homophobia, transphobia, ableism, or any other form of prejudice.

06 NO FALSE MARKETING

Don't manipulate audiences or misrepresent artists for clout or clicks.

07 NO DATA MISUSE

Protect the privacy and personal information of artists, employees, and fans.

08 NO GHOSTING ARTISTS AFTER SIGNING

Provide consistent communication, mentorship, and follow-through on promises.

09 NO SHORT-TERM THINKING

Build careers, not just viral moments. Invest in longevity, not just metrics.

10 NO EXPLOITATION OF YOUTH OR INEXPERIENCE

Offer guidance and education to emerging artists, not manipulation or false promises.

11 NO CREATIVE GATEKEEPING

Embrace diversity in genre, culture, and perspective. Every voice has value.

12 NO ENVIRONMENTAL NEGLECT

Commit to sustainable production, packaging, touring, and merch practices.

13 NO TOXIC WORK ENVIRONMENTS

Maintain safe, respectful, and inclusive spaces for all artists and staff.

14 NO COLLABORATION WITH UNETHICAL PARTNERS

Choose distributors, brands, and sponsors who align with the label's principles.

15 NO ERASURE OF CREDIT

Producers, songwriters, engineers, and session musicians deserve recognition and royalties.

16 NO MANIPULATION OF STREAMING OR CHARTS

Success should come from real listeners, not artificial inflation.

17 NO TOLERANCE FOR HARASSMENT OR ABUSE

Protect artists and staff with clear policies, reporting channels, and accountability measures.

18 NO COMPLACENCY

Always question, improve, and evolve the label's ethics and practices.