

FISHMAN®

BRAND GUIDE

WHAT & WHY

& how to use this brand guide

Exacting standards, quality and consistency are key to the Fishman brand. This document helps to ensure that our partners, distributors and dealers are familiar with Fishman brand guidelines and use them appropriately.

Here you'll find correct use of the Fishman logos, colors, typography, and more. Follow these guidelines to ensure all advertising and collateral materials are approved.

! GET APPROVAL

All advertising, collateral, and translated materials must be approved by the Fishman Marketing Department prior to distribution:

Chris DeMaria
cdemaria@fishman.com
+1 978-253-5423

Please allow up to 2 weeks for review. Your cooperation to represent the Fishman brand accurately and authentically is deeply appreciated.

WHO IS THIS GUIDE FOR?

Everyone at Fishman and external partners who communicate on behalf of our brand.

01 DESIGNERS

Create on-brand visuals and graphics by applying our brand filter and usage notes to all expressions.

02 MARKETERS

Use this guide to understand how your teams can use and deliver brand-compliment assets.

03 PARTNERS

Follow these guidelines as the Fishman brand team would and get all materials approved by Fishman before publication.

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OUR BRAND

Get to know Fishman before you tell others about Fishman.

It's important to follow this guide to ensure that, wherever the Fishman is represented, it reflects the same excellence that is ***the standard of our company and our brand.***

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OUR BRAND

& the way it is portrayed is extremely important to us

We ask that it be important to you as well. We have provided the info in this guide so that our partners and vendors can work with us to ensure that, wherever the Fishman name or logo appears, it reflects the same excellence that is the standard of our company and our brand.



The Ultimate Blend

A new and improved flexible cardioid mic and microphone bass extension/roll-off switch are the latest updates to this popular, active soundhole pickup.

The easily accessible Mic/Pickup Blend control offers just the right blend at your fingertips. For unequalled sound quality and ease of use, it's hard to beat the performance of the Rare Earth Mic Blend.

CUT THE CORD, KEEP YOUR TONE

FITS MOST INSTRUMENTS WITHOUT ADAPTERS

UP TO 8 SIMULTANEOUS PAIRS

150' WIRELESS RANGE

9+ HOURS OF POWER



3 NEW MINI PEDALS

AcoustiComp Compressor, BlueChorus, and EchoBack Delay, *designed for acoustic*

Tailored specifically for acoustic guitars, Fishman AFX Mini Acoustic Pedals allow you to explore new textures, rhythms, and spaces without sacrificing your tone.



NEW FISHMAN FLUENCE TIM HENSON 7-STRING PICKUPS

TIM HENSON POLYPHIA



"I've played active and passive pickups in the past, Fishman Fluence are neither of those things but a combination of both. These pickups fill the space where a lot of traditional pickups seem to let me down. This is literally a new design that is taking off from a space where no other pickup has ever come from."

Tim Henson uses Fluence Signature Series 6, 7, and 8 String Humbuckers

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BRAND NAME

a family name

Named after founder Larry Fishman, the FISHMAN company name has become synonymous with stellar sound, innovation, and quality engineering.

! DO NOT USE

Incorrect nomenclature such as Fishman Electronics, Fishman Pickups, Fishman Audio, Fishman Acoustic, etc.

FISHMAN TRANSDUCERS, INC.

CORPORATE

Fishman Transducers, Inc. is our official business name. We use it in legal and business documents where it's necessary to use our full legal company name.

FISHMAN

F Fishman.com

f FishmanMusic

 FishmanMusic

 FishmanAcoustic

 Fishman Transducers

CONSUMER

Everybody calls us Fishman, and we like it that way. The Fishman name & logo are used on products, packaging, signage, and on certain communication materials. We strive to use it only once per surface, so that it doesn't appear repetitive.

BRAND ATTRIBUTES

Fishman is human, innovative, aspirational, creative, and intelligent

These five core characteristics should be **used as a filter to shape every interaction our brand has** with people, products, and communications. However, you can adjust the balance of our brand attributes to meet the needs of the specific application or target audience.

01 HUMAN

warm, personal, authentic

Focus on genuine connections and authentic experiences to resonate person to person, not just note to note.

02 INNOVATIVE

modern, evolving, state-of-the-art

Leaders in MI, continually advancing player sound through thoughtful, evolving technology.

03 CREATIVE

intriguing, artistic, harmonic

Blending art and engineering to inspire musical expression and explosive creativity across all styles of music.

04 ASPIRATIONAL

empowering, accessible, optimistic

Empowering every musician to achieve not only their best sound, but their best playing experience.

05 INTELLIGENT

intuitive, relevant, helpful

Dependable, intelligent solutions shaped by genuine insight from real musicians, making Fishman the effortless choice.

FISHMAN®

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CORE APPROACH

inspired performance technology

We make amazing products because we care about what we make and who we make it for.

INSPIRED

We love music, and we are continually inspired by musicians to create tools for them that in turn motivate us forward.

PERFORMANCE

We are always striving to perform at our highest levels, delivering value and quality, and respecting our customers' hard work and investment in our products.

TECHNOLOGY

Since the very beginning, Fishman has been about making intricate technologies workable for musicians. Harnessing them in ways that are functional, accessible, robust, and repeatable.

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BRAND BIO

proven industry leader

We're pretty proud of what we've accomplished in our endeavor to make every artist sound their absolute best. After 45 years, you have our promise that will never change.

45
YEARS

OF INSPIRED
PERFORMANCE
TECHNOLOGY

50+
PATENTS

FOR PROPRIETARY
INNOVATIVE
DESIGNS

100+
BRANDS

PARTNERED
WITH FISHMAN
OEM

500+
ARTISTS

ENDORSE
& PLAY
FISHMAN

14+
INSTRUMENTS

SUPPORTED BY
FISHMAN PRODUCT
LINES

Fishman is dedicated to helping musicians of all styles achieve the truest sound possible wherever and whenever they plug in.

Our ongoing commitment to professional sound and quality has helped our company grow to become an industry leader in pickups for acoustic and electric instruments, amplification, tone shaping, and MIDI guitar.

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LOGOS

LOGOS

It's important to understand how our logos, marks, lockups, and branded graphic elements work together—as well as with customer and partner logos—to **maintain a consistent, clear, and credible brand identity.**

MARKS

LOCKUPS

MATRIXINFINITY

AURA® | SPECTRUM_t
Acoustic Imaging + D.I.

LOUDE(**X**
Acoustic Instrument Amplifiers

FISHMAN FLUENCE™
Multi-Voice™ Pickups for Electric Guitars

RareEarth

FISHMAN®

PLATINUM PROEQ
Analog PreAmplification + D.I.

FLUENCE ACOUSTIC
Multi-Voice™ Pickups for Acoustic Guitar

AirLock® | GT

A(**F**)**X**

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PRIMARY BRAND MARK

bold, trustworthy, forward-moving

Our logo is our brand's most constant element.

It is a unique and bold signifier of the Fishman brand. The bold font with solid, italic forms supports our modern, forward-moving innovations.

FISHMAN®

DOWNLOAD ASSETS

OUR LOGO

Our primary logo, aka brand mark, must follow:

- ! MINIMUM SIZE 20 mm / .75 in / 60px
- ! MINIMUM CLEARANCE equal to Fishman F
- ! COLOR RESTRICTIONS

DO

- download and use the official Fishman logo
- center logo according to logo body *without* regard to registration or legal marks
- apply ample clearance around logo
- display logo in approved colors only

DON'T

- center the logo using program alignment tools (the legal marks cause the logo to be offset when using auto-alignment tools)
- modify the logo in any way or remove legal marks



FISHMAN®

FISHMAN®

FISHMAN®

LOGO COLOR

All Fishman logos and logomarks must be:

- ! CLEARLY LEGIBLE
- ! HIGH CONTRAST
- ! APPROVED COLORS

approved logo colors

FISHMAN[®]

FISHMAN[®]

FISHMAN[®]

FISHMAN[®]

● VINYL BLACK

RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100
HEX #000000
PMS BLACK

● CRESCENDO GRAY

RGB 128 / 130 / 132
CMYK 0 / 0 / 0 / 60
HEX #808284
PMS 430

● MUTED SILVER

RGB 167 / 169 / 169
CMYK 36 / 28 / 29 / 0
HEX #a7a9a9
PMS SILVER

● SHARP WHITE

RGB 252 / 252 / 252
CMYK 0 / 0 / 0 / 0
HEX #ffffff
PMS WHITE

FISHMAN[®]

FISHMAN[®]

FISHMAN[®]

FISHMAN[®]

● Metallic Silver Spot Color PMS 877C
Reserved for special promotions and packaging.

FISHMAN[®]

PLEASE AVOID

Our logo is our most sacred asset. Please treat it with the utmost respect. Thank you.

DO

- download and use the official Fishman logo
- use approved logo colors only
- ensure legibility and high contrast between logo and background
- darken background images and apply overlays for added contrast

DON'T

- use the logo over an image where you can't achieve high contrast
- modify the logo in any way



Do not squash or stretch the logo beyond its intended proportions.



Do not add a drop shadow or other visual effect.



Ensure the logo has sufficient contrast from its background.



Do not outline the logo.



Do not obscure the logo with any kind of graphic or type treatment.



Do not change the logo color beyond its primary specification.



Do not change the fonts of the logo.



Do not put the logo on a busy background.



Do not enclose the logo in a shape or box.



Do not bend or reshape the logo.



Do not change the opacity of the logo.



Do not add texture to the logo.

LOGO HIERARCHY

Using the correct logo for the application and audience builds brand recognition.

DO

- include product logos when applicable
- use logos as a supporting brand element, not the focal element
- contact the Fishman marketing team to request design support and lockup direction

DON'T

- create your own logos, logomarks, or lockups
- use logomarks or 'icons' as a replacement for the primary brand mark
- use product logos without the Fishman primary brand mark

PRIMARY LOGO BRAND MARK

The Fishman logo is the default choice when speaking to the broadest audience, at a corporate level, or in cross-product marketing promotions.



FISHMAN[®]

PRIMARY BRAND MARK + TAGLINE

The Fishman logo with Inspired Performance Technology is the preferred logo for...



FISHMAN[®]
Inspired Performance Technology[™]

PRODUCT FAMILY LOGOS

Product line specific logos should be used when promoting a specific product or product group, and in combination with the Fishman primary brand mark.



FISHMAN FLUENCE
Signature Series

LOGO LOCKUPS

OUR MARK + YOUR MARK

These guides outline how partner and product logos should be displayed in relation to the Fishman primary brand mark.

DO

- the Fishman logo should have equal visual weight to partner logos and greater visual weight than product logo
- center logo according to logo body without regard to legal marks
- apply ample clearance around all logos
- include the legal marks
- display logo in black, white, or dark gray only

DON'T

- center the logos using program alignment tools
- modify the logo in any way
- remove the registration mark or trademark
- display the logo in any other color combinations



PRODUCT & PRODUCT FAMILY LOGOS

each is part of a whole

Our product names and logos are important to treat correctly for consistency and clarity. Product logos are used on products, packaging, displays, website, sales collateral, and other marketing materials.

DO

- download the official product logos from our library of brand assets
- follow the same minimum sizing and spacing rules as the primary brand mark
- include product logos as standalone elements

DON'T

- use unapproved or unofficial logos
- modify product logos or logo colors in any way
- include logos as part of headlines or copy

Note: Logos are not available for all products, however they are available for many. When possible, use the correct product or product series logo.

MATRIXINFINITY

RareEarth

AURA® | SPECTRUM_t
 Acoustic Imaging + D.I.



LOUDE()**X**
 Acoustic Instrument Amplifiers

TriplePlay

FISHMANFLUENCE®
 Multi-Voice™ Pickups for Electric Guitars



FLUENCE®ACOUSTIC
 Multi-Voice™ Pickups for Acoustic Guitar



PLATINUM PROEQ
 Analog PreAmplification + D.I.

AirLock® | GT

PRODUCT FAMILY ICONS

family identification

Fishman uses color-coded icons to designate families of products. These colors and icons are used on packaging and catalogs as an organizational tool. They help consumers and dealers easily identify product families, and provide easier identification for warehousing and shipping.

These are for packaging, and merchandising and delineations only, not brand design or product marketing elements.

DO

- use for packaging
- use for internal dialogue

DON'T

- use for marketing
- include on the website

UNDERSADDLE PICKUPS



Matrix Infinity Series
AG-Series

SOUNDHOLE PICKUPS



Rare Earth Series
Neo-D Series
Blackstack

FLUENCE ACOUSTIC MULTI-VOICE PICKUPS FOR ACOUSTIC GUITAR



Fluence Acoustic Rock Icon
Fluence Acoustic Spotlight
Fluence Acoustic Nashville Legend

POWERTAP



PowerTap Earth
PowerTap Infinity

ELLIPSE PICKUP & PREAMP SYSTEMS



Ellipse Matrix Blend

STRINGS FAMILY PICKUPS



Concert Series for Cello, Violin, Viola
Classic Series for Upright Bass,
Cello, Violin, Viola

BLUEGRASS FAMILY PICKUPS



Nashville Series for Resophonic
Guitar & Mandolin
Classic Series for Resophonic Guitar,
Mandolin, Banjo

LOUDBOX ACOUSTIC AMPLIFIERS



Loudbox Performer
Loudbox Artist
Loudbox Mini
Loudbox Mini Charge
Loudbox Micro

AURA ACOUSTIC IMAGING



Aura Spectrum DI
Jerry Douglas Signature Series
Aura Imaging Pedal
Aura Pro Onboard Pickup System

MISC. ACOUSTIC PICKUPS



Powerbridge Series
SBT Series

PREAMPS



Platinum Series
ToneDEQ
Prefix Series
Presys Series

AFX ACOUSTIC EFFECTS



AFX Mini Acoustic Effect Pedals

FLUENCE MULTI-VOICE PICKUPS FOR ELECTRIC GUITAR & BASS



Fluence Multi-Voice Pickups
Fluence Signature Series
Fluence Custom Series
Fluence Legacy Series

AIRLOCK WIRELESS



AirLock Wireless GT

TRIPLEPLAY MIDI GUITAR CONTROLLERS



TriplePlay Express

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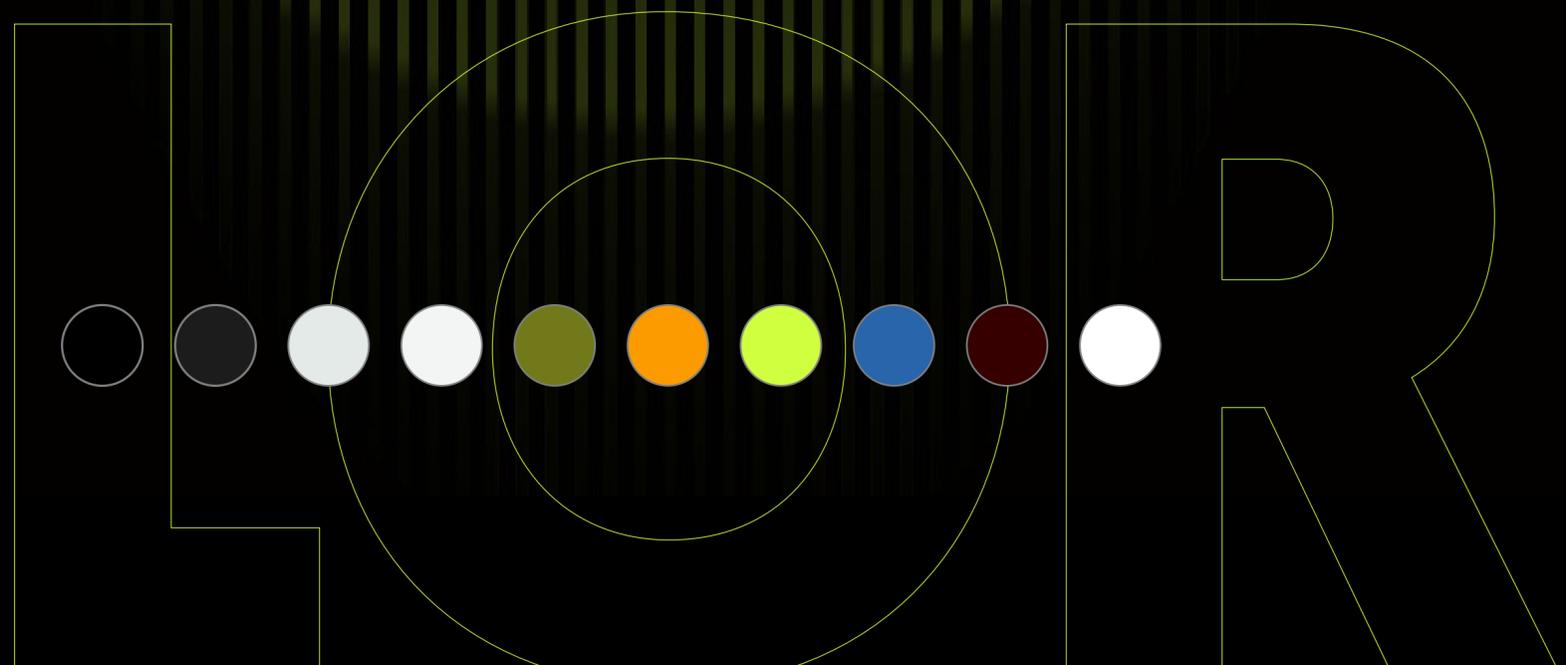
Photography

Examples

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The Fishman color palette is designed to allow *flexibility and authenticity in application.*



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OUR COLORS

Fishman’s broad color palette is carefully curated to support marketing to the appropriate audience and product type.

DO

- use acoustic colors for acoustic products and electric colors for electric products

DON'T

- use unapproved colors
- use unapproved tints, hues, or shades of official brand colors
- use unapproved transparency of official colors

DOWNLOAD ASSETS

ACOUSTIC
EARTHY & AUTHENTIC

ANALOG OLIVE
earthy, established

RGB 114 / 121 / 27
CMYK 56 / 36 / 100 / 17
HEX #72791b

AMPLIFIED AMBER
bright, crisp

RGB 251 / 155 / 0
CMYK 0 / 45 / 100 / 0
HEX #fb9b00

RICH MAHOGANY
extra bass

RGB 55 / 0 / 0
CMYK 51 / 80 / 71 / 76
HEX #370000

VINYL BLACK
solid, strong

RGB 0 / 0 / 0
CMYK 30 / 30 / 30 / 100
HEX #000000

GRAVEL GRAY
rich, layered

RGB 28 / 28 / 28
CMYK 0 / 0 / 0 / 90
HEX #1c1c1c

TEMPO GRAY
foundational, trustworthy

RGB 228 / 234 / 231
CMYK 9 / 3 / 7 / 0
HEX #e4eae7

REST NOTE WHITE
clean, fresh

RGB 243 / 245 / 244
CMYK 3 / 1 / 2 / 0
HEX #f3f5f4

VIBRATO GREEN
vibrant, energetic

RGB 208 / 255 / 63
CMYK not applicable
HEX #d0ff3f

RHYTHMIC BLUE
harmonic, stable

RGB 41 / 101 / 171
CMYK 87 / 62 / 3 / 0
HEX #2965ab

SHARP WHITE
high contrast

RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX #ffffff

ELECTRIC
BOLD & ENERGETIC

FISHMAN COLOR THEORY

The Fishman color palette is designed to allow flexibility and authenticity in application.

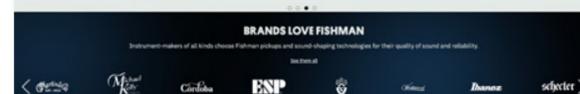
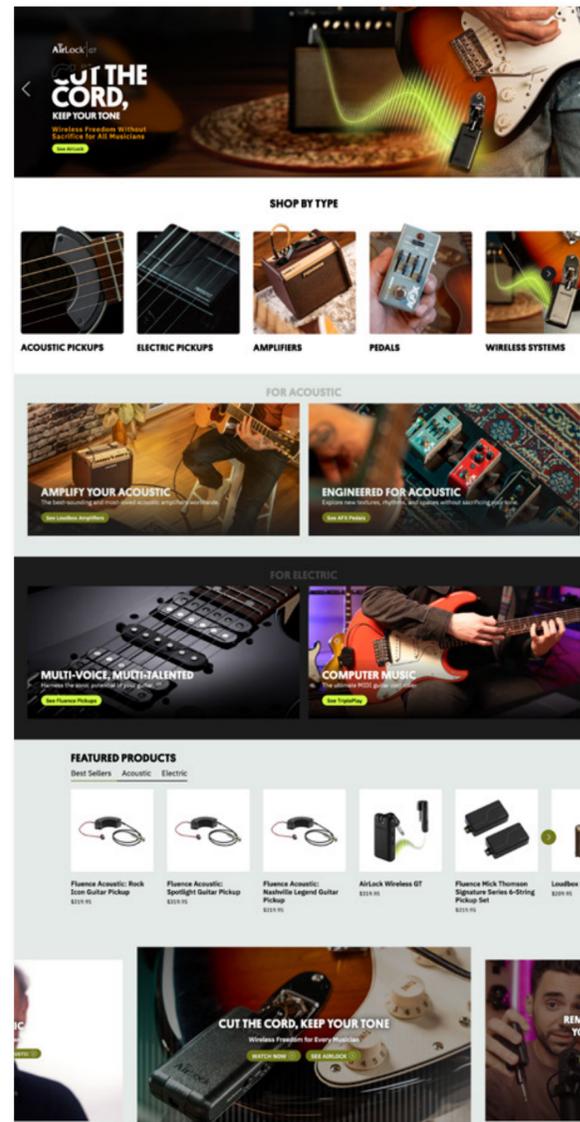
Our dedication to guitarists of all types and genres has led to a broad product line that requires color that is both true to the Fishman brand and the product type.

Therefore, Fishman has a diverse color palette with specific rules for use case. Please follow the color guidelines carefully to present all Fishman products appropriately.

DOWNLOAD ASSETS

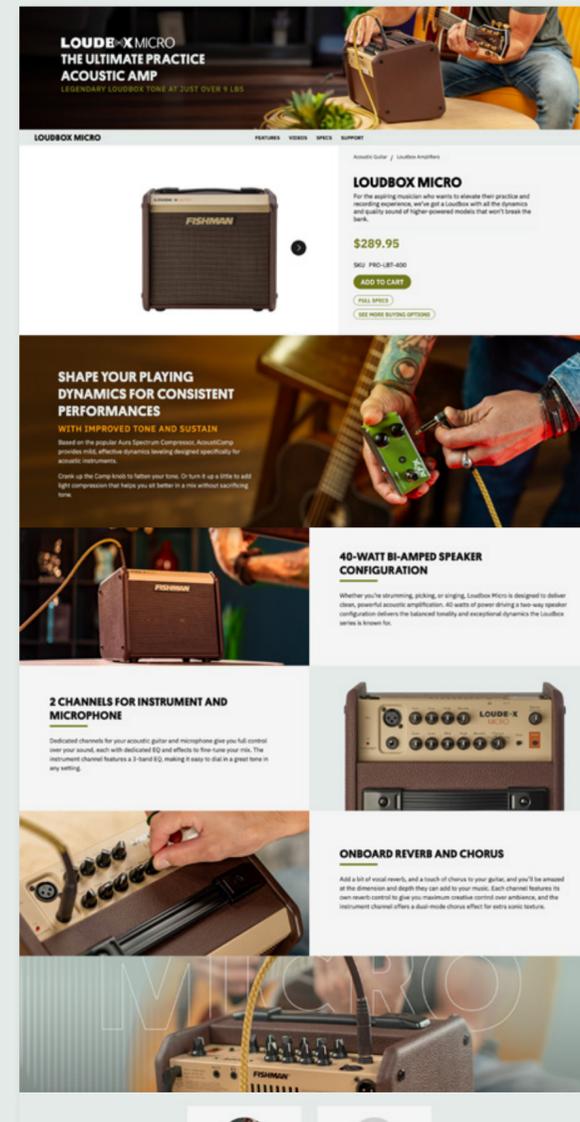
BRAND ELEVATED & EXPERT

- Smart & dependable
- Pros in MI
- Player-focused



ACOUSTIC EARTHY & AUTHENTIC

- Organic & warmer tones
- Natural richness
- Acoustic persona



ELECTRIC BOLD & ENERGETIC

- Edgy & darker tones
- High contrast
- Performer energy

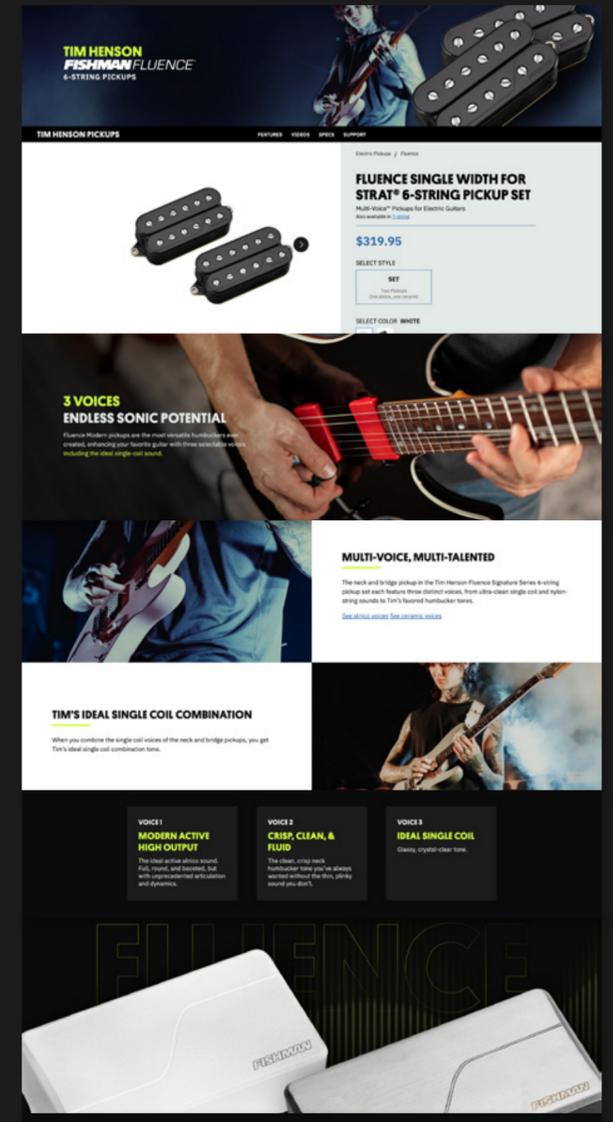


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ACOUSTIC COLORS

Earthy and warm color palette atuned to an acoustic-player persona

- ! EARTHY & WARM TONES
- ! ORGANIC & NATURAL RICHNESS
- ! AUTHENTIC, CREATIVE, & OPTIMISTIC

DO

- use acoustic colors for acoustic-branded marketing
- choose rich, warm-toned imagery
- use a primarily light theme for acoustic content
- use Rest Note White instead of white
- use Gravel Gray instead of black

DON'T

- use electric accent colors or unapproved colors
- use unapproved tints, hues, or shades of official brand colors

ANALOG OLIVE
earthy, established

RGB 114 / 121 / 27
CMYK 56 / 36 / 100 / 17
HEX #72791b

GRAVEL GRAY
rich, layered

RGB 28 / 28 / 28
CMYK 0 / 0 / 0 / 90
HEX #1c1c1c

RICH MAHOGANY
extra bass

RGB 55 / 0 / 0
CMYK 51 / 80 / 71 / 76
HEX #370000

AMPLIFIED AMBER
bright, crisp

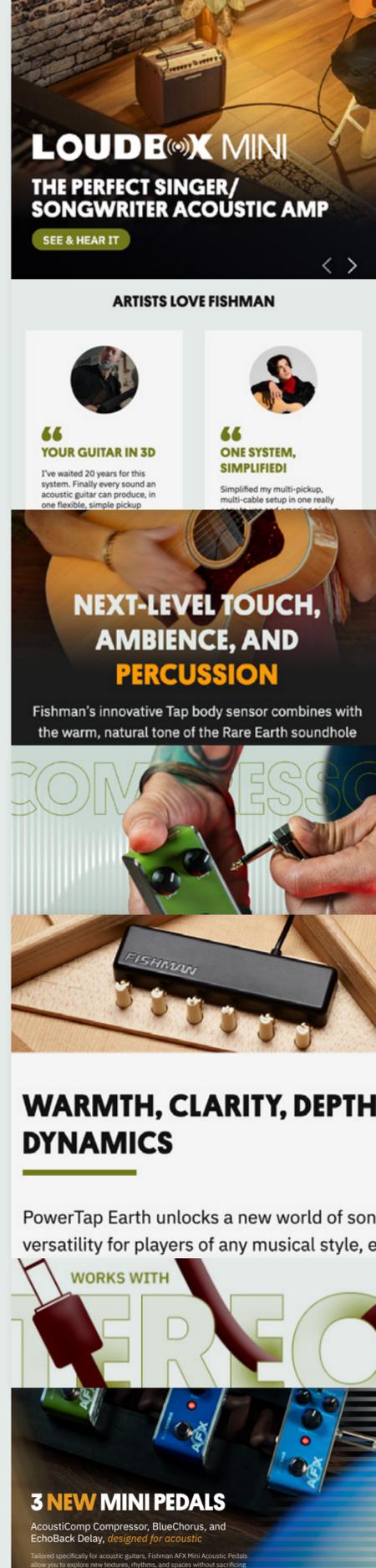
RGB 251 / 155 / 0
CMYK 0 / 45 / 100 / 0
HEX #fb9b00

TEMPO GRAY
foundational, trustworthy

RGB 228 / 234 / 231
CMYK 9 / 3 / 7 / 0
HEX #e4eae7

REST NOTE WHITE
clean, fresh

RGB 243 / 245 / 244
CMYK 3 / 1 / 2 / 0
HEX #f3f5f4



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ELECTRIC COLORS

Bold and energetic color palette aligned with an electric-player persona

- ! DARK WITH VIBRANT ACCENTS
- ! HIGH ENERGY PERFORMER VIBES
- ! EDGY, BOLD, & MODERN

DO

- use electric colors for electric-branded marketing
- choose bold, performance-inspired imagery
- use a primarily dark theme for electric content
- use Sharp White instead of soft grays
- layer Vinyl Black and Gravel Gray for tone-on-tone effect

DON'T

- use acoustic accent colors or unapproved colors
- use unapproved tints, hues, or shades of official brand colors

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VINYL BLACK

solid, strong

RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100
HEX #000000

GRAVEL GRAY

rich, layered

RGB 28 / 28 / 28
CMYK 0 / 0 / 0 / 90
HEX #1c1c1c

RHYTHMIC BLUE

harmonic, stable

RGB 41 / 101 / 171
CMYK 87 / 62 / 3 / 0
HEX #2965ab

TEMPO GRAY

foundational, trustworthy

RGB 228 / 234 / 231
CMYK 9 / 3 / 7 / 0
HEX #e4eae7

SHARP WHITE

high contrast

RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX #ffffff

VIBRATO GREEN

vibrant, energetic

RGB 208 / 255 / 63
CMYK *not applicable*
HEX #d0ff3f

NEW
FISHMAN FLUENCE
TIM HENSON
7-STRING
PICKUPS



MUSICALITY
POWER
EXPLOSIVENESS

POWERED BY THE
REVOLUTIONARY
FLUENCE CORE



MULTI-VOICE, MULTI-TALENTED

Harness the sonic potential of your guitar with Fluence Multi-Voice – get musicality, power, and explosiveness of humbuckers, plus the addition



COMPUTER MUSIC
The ultimate MIDI guitar controller

See TriplePlay



COMPANY COLORS

Elevating Fishman’s expertise and position as a leader in MI.

These select brand colors can be used for any Fishman communication that is not primarily acoustic or electric.

- ! ELEVATED & DEPENDABLE
- ! EXPERTS AND LEADERS IN MI
- ! AUTHORITATIVE, KNOWLEDGEABLE, & INNOVATIVE

DO

- lean toward neutral tones for company communications
- blend acoustic and electric branding as needed

DON'T

- use electric accent colors or unapproved colors
- use unapproved tints, hues, or shades of official brand colors

GRAVEL GRAY

rich, layered

RGB 28 / 28 / 28
 CMYK 0 / 0 / 0 / 90
 HEX #1c1c1c

RHYTHMIC BLUE

harmonic, stable

RGB 41 / 101 / 171
 CMYK 87 / 62 / 3 / 0
 HEX #2965ab

ANALOG OLIVE

earthy, established

RGB 114 / 121 / 27
 CMYK 56 / 36 / 100 / 17
 HEX #72791b

TEMPO GRAY

foundational, trustworthy

RGB 228 / 234 / 231
 CMYK 9 / 3 / 7 / 0
 HEX #e4eae7

VIBRATO GREEN

vibrant, energetic

RGB 208 / 255 / 63
 CMYK not applicable
 HEX #d0ff3f

REST NOTE WHITE

clean, fresh

RGB 243 / 245 / 244
 CMYK 3 / 1 / 2 / 0
 HEX #f3f5f4

VINYL BLACK

RGB 0 / 0 / 0
 CMYK 30 / 30 / 30 / 100
 HEX #000000
 PMS BLACK

CRESCENDO GRAY

RGB 128 / 130 / 132
 CMYK 0 / 0 / 0 / 60
 HEX #808284
 PMS 430

MUTED SILVER

RGB 167 / 169 / 169
 CMYK 36 / 28 / 29 / 0
 HEX #a7a9a9
 PMS SILVER

SHARP WHITE

RGB 255 / 255 / 255
 CMYK 0 / 0 / 0 / 0
 HEX #ffffff
 PMS WHITE

SPECIAL-USE COLORS

Supplemental colors that can be used for contrast, graphical and utilitarian purposes.

The colors on the website and all media should match and follow this guide. Use acoustic colors and branding for all marketing and products related to acoustic instruments. Use electric colors and branding for all marketing and products related to electric instruments. Occasionally there is need for colors that are similar to our official palette that can be used supplementally. These should be used only for ‘background’ purposes, and not as primary brand marketing.

DO

- use these colors on the website and other media for occasional color support when official brand colors are not sufficient for contrast, application, or variety
- use sparingly and only for supplemental purposes

DON'T

- use these colors in place of official brand colors

MEZZO GRAY

website links, backgrounds, gradients with lighter grays

#6f7a74

MATTE BLACK

website backgrounds

#0b0b0b

INKY BLACK

website text

#121212

BASS GRAY

website contrast

#363636

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TYPOGRAPHY

Typography and typefaces are integral to *creating effective informational hierarchy, context, and clarity* within Fishman's text-based content.

DOWNLOAD ASSETS

OUR TYPEFACES

Create context and clarity with informational hierarchy

This Fishman official brand typefaces and typographic hierarchy system was created to establish an order of importance within text-based content so readers can easily find the information they need and marketers can communicate the key messaging in a format that is effective.

01 PLATFORM BOLD

modern strength, creative edge

A bold, contemporary geometric typeface, Platform Bold conveys smart confidence and creative innovation, precisely capturing Fishman’s foundational focus on performance and forward-thinking engineering for musicians.

02 IBM PLEX SANS

precisions smarts, human touch

The clean, modern lines of IBM Plex Sans reflect the intelligence and precision of Fishman design, while the open, approachable letterforms add a personal and authentic touch for a harmonic balance of innovation and humanity. Like all Fishman products, this font’s versatility supports creative expression without losing clarity.

03 AVENIR / LATO

friendly, functional

Avenir and Lato are interchangeable typefaces used primarily for utilitarian and functional documentation.



PLATFORM BOLD

APPROVED WEIGHTS & STYLES

- bold, roman, all caps only
- slightly reduced line height
- set tracking to 25 for font sizes smaller than 20pt

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0

USE THIS FONT FOR

- all marketing communications
- all professional communications

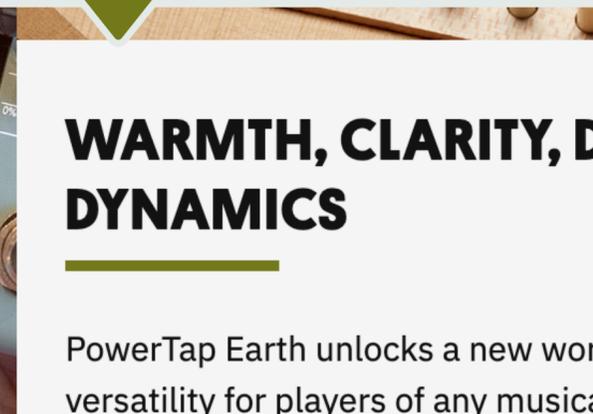
STYLIZED HEADLINES



PRIMARY HEADLINES



SUBHEADLINES



TYPOGRAPHY



DOWNLOAD FONT

IBM PLEX SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

APPROVED WEIGHTS & STYLES

- light, regular, medium, semi-bold, bold
- roman and italic
- normal capitalization
- all caps allowed when < 10 words

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0*

USE THIS FONT FOR

- all marketing communications
- all professional communications

SUBHEADLINES

POWERED BY THE REVOLUTIONARY FLUENCE CORE

The Fluence Core was the technical spark that ignited the development of Fluence pickups. The "Core" is our patented design that gives guitar players enhanced articulation, Multi-Voice capability and a rich, warm musical tone.

BODY COPY

LIGHTWEIGHT AND PORTABLE

Portability and convenience are priorities for our customers. The Fluence Core is designed to pack big acoustic sound into a small package. Weighing in at just over 20 lbs., Loudbox is delightfully easy to transport.

EMPHASIS

FITS MOST INSTRUMENTS WITHOUT ADAPTERS

UP TO 8 SIMULTANEOUS PAIRS

150' WIRELESS RANGE

UTILITY

Electric Pickups / Fluence

FLUENCE MODERN HUMBUCKER STRING PICKUPS

\$299.95

Multi-Voice™ Pickups for Electric Guitar
Also available in [7-string](#), [8-string](#), and [9-string](#)

DOWNLOAD ASSETS

AVENIR

DOWNLOAD FONT

APPROVED WEIGHTS & STYLES

- light, book, roman, medium, heavy, black
- roman and italic
- normal capitalization
- all caps allowed when < 10 words

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p
 q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0

LATO

DOWNLOAD FONT

APPROVED WEIGHTS & STYLES

- thin, regular, medium, bold, heavy
- roman and italic
- normal capitalization
- all caps allowed when < 10 words

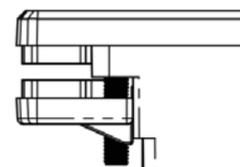
A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p
 q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0

USE THESE FONTS FOR

- product packaging
- manuals and technical guides
- fine print and functional documentation
- internal communications

MANUALS

Remove the pickup from the in...
 small flat-head jeweler's screw...
 correct polarity. Note that plus...
 the shell of the battery clip.



FINE PRINT



Will Adler uses Fluence Signature Series Humbuckers

INTERNAL



Custom Series Bridge Pickup features:
Vintage PAF: The ideal, calibrated vintage humbucker tone at the perfect output

Classic Hot Rod: The quintessential hot rodder humbucker tone without all the

Slightly Overwound Single Coil)

UTILITY

MAGNETIC MAT
MAGNETIC CIR
OUTPUT IMPED
POLE SPACING
CURRENT DRAI
BATTERY:
BATTERY LIFE:
OPTIONAL U
UNIVERSAL



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 3 Riverside Dr. Andover, MA 01810

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TYPOGRAPHY EXAMPLES

using type as a marketing tool

There are lots of amazing ways to mix these two typefaces for creative and effective marketing. Here are just a few examples.

DO

- use a blend of approved fonts and styles from the right
- limit styles to up to 4 per material to avoid designs looking cluttered or busy
- use color and select colors from color section of this guide
- only use all caps for short phrases
- stack headlines tightly
- increase body text leading slightly

DON'T

- use unapproved typefaces
- use >4 styles per material

IBM Plex Sans italicized for emphasis

PLATFORM BOLD HEADLINE

PLATFORM BOLD SUB HEADLINE
PLATFORM BOLD SUB HEADLINE

IBM PLEX SANS Sub Headline Lorem Ipsum
Dolor Sub Headline Lorem Ipsum Dolor

IBM PLEX SANS
SUB HEADLINE
LOREM IPSUM DOLOR

IBM Plex Sans body text lorem ipsum samem **bold for emphasis** dani audis nihil il min eos sanis et labor rumque num et labore cum do dani audis nihil il min eos sanis et labor rumque num et labore cum dolupta tiustiis.

PLATFORM BOLD SUB HEADLINE

IBM PLEX SANS SUB HEADLINE LOREM IPSUM DOLOR

IBM Plex Sans Sub Headline Lorem Ipsum Dolor Sub Headline Lorem Ipsum Dolor Sub Headline Lorem Ipsum Dolor

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GRAPHICS

Our branded graphic elements have been carefully designed and selected to support our communications **through aesthetic and authenticity.**

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FISHMAN SOUND WAVE

sound: visualized

The Fishman signature sound wave graphic symbolizes the energy and precision of sound—core to our identity as a creator of music gear and products.

Its smooth, rhythmic motion mirrors the natural flow of a guitar tone, while the vertical lines convey technical accuracy and craftsmanship.

DOWNLOAD ASSETS

FISHMAN SOUND WAVE

The signature Fishman Sound Wave is a graphic interpretation of ‘sound’ and is incorporated in Fishman marketing as a consistent branding element that adds aesthetic and visual interest.

- ! KEEP IT STRAIGHT
- ! KEEP IT SUBTLE
- ! ADAPTS TO LIGHT & DARK DESIGNS
- ! APPROVED FOR ACOUSTIC & ELECTRIC
- ! OPTIONAL ELEMENT

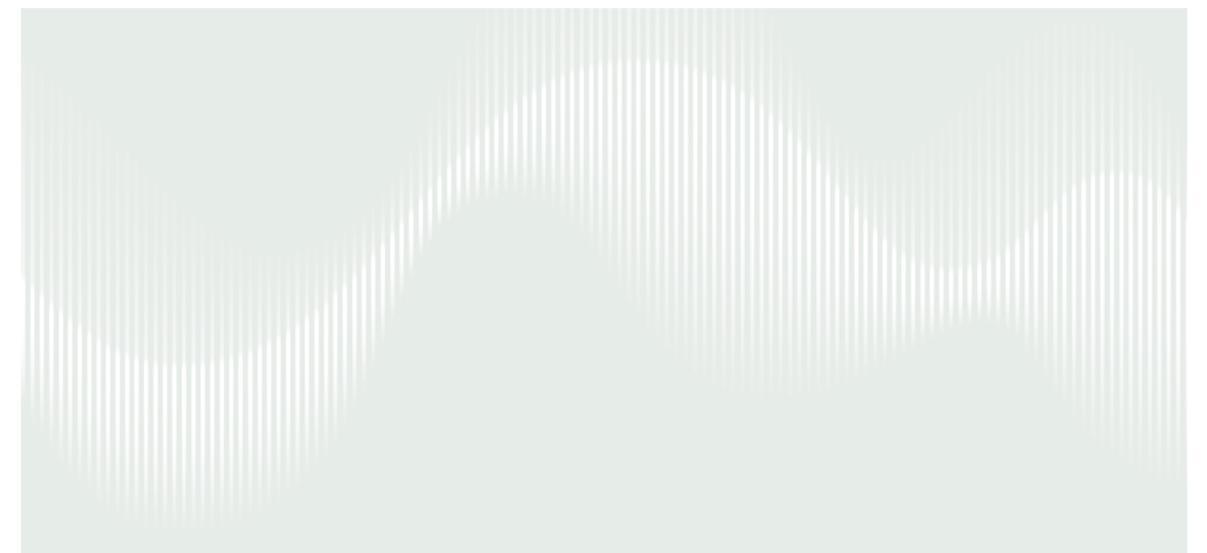
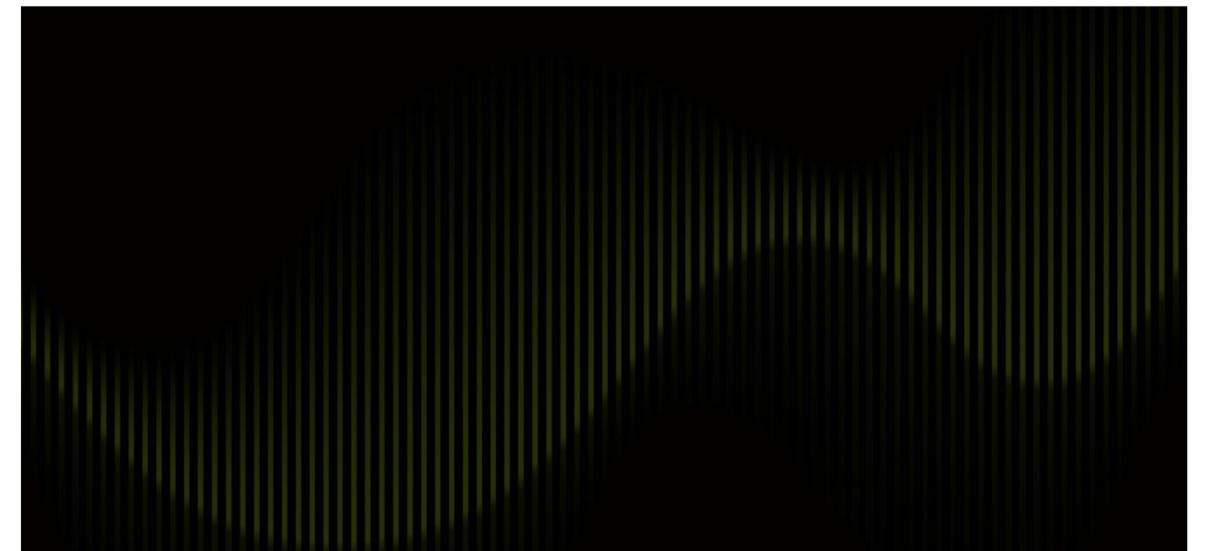
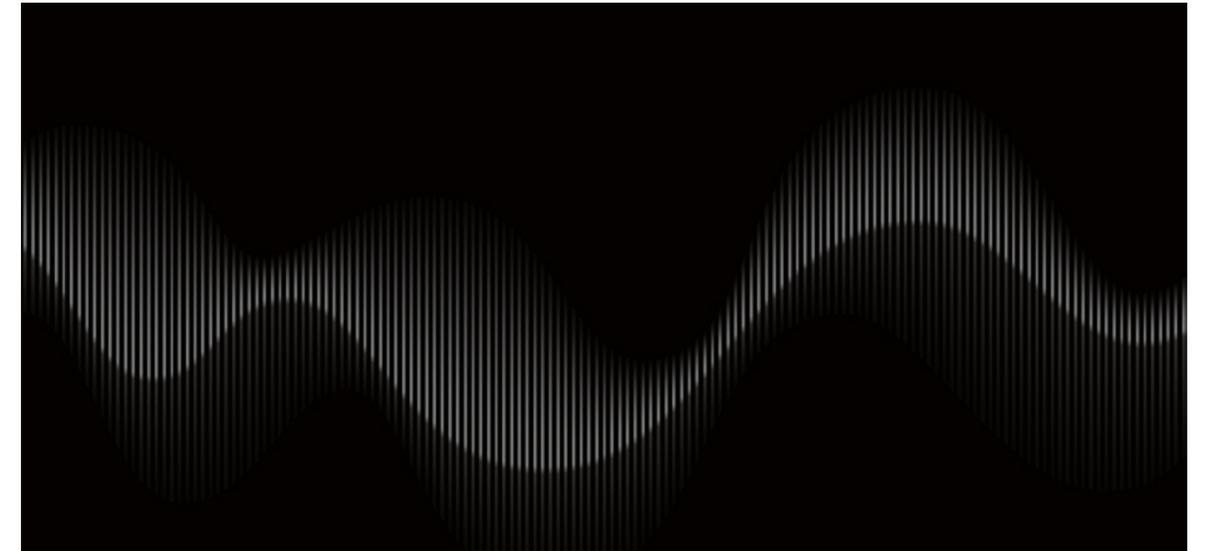
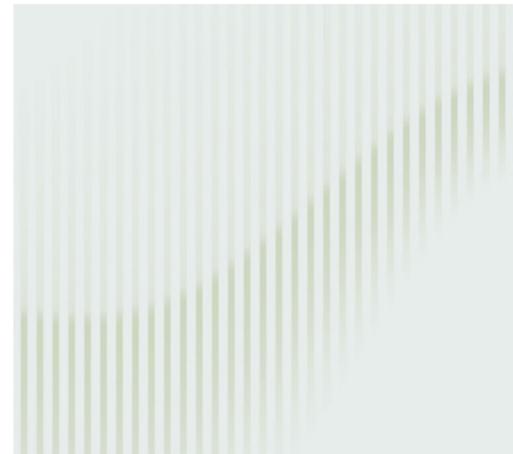


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SOUND WAVE EXAMPLES

using graphics as branding elements

The sound wave can be used in a variety of marketing types and applications, for all Fishman products and professional marketing.

USE SOUND WAVE FOR

- all marketing communications
- all professional communications

ELECTRIC BACKGROUNDS



ACOUSTIC BACKGROUNDS



GRAPHICS



LAYERING



DOWNLOAD ASSETS

PLEASE ADHERE

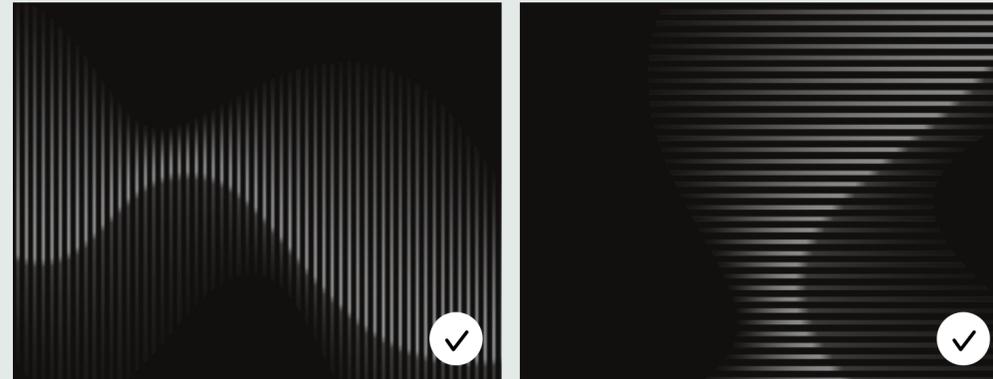
DO

- position sound wave horizontally or vertically (keep individual lines straight)
- flip and scale sound wave
- use all or a portion of the sound wave
- avoid positioning wave over Fishman product
- use approved colors and opacity
- review samples for examples of positioning and subtleness

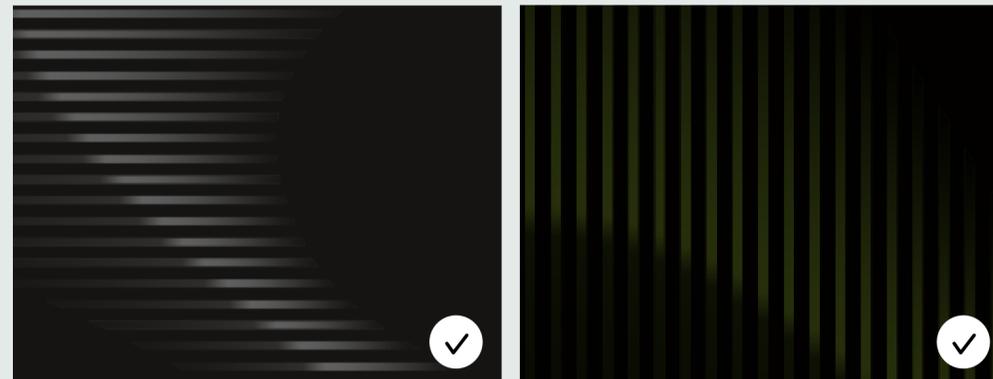
DON'T

- position or layer graphical elements in a way that obscurs Fishman product or copywriting
- rotate or angle the sound wave
- add effects to the sound wave
- scale sound wave unnecessarily large
- crop it to be unrecognizable as a sound wave

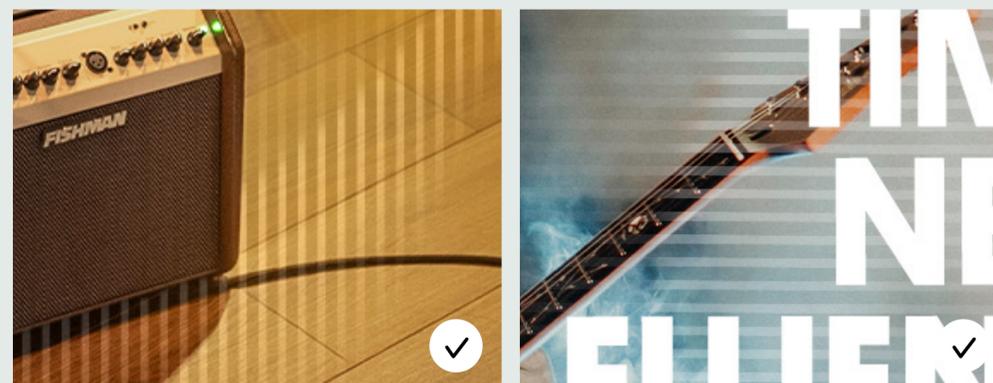
! KEEP IT STRAIGHT



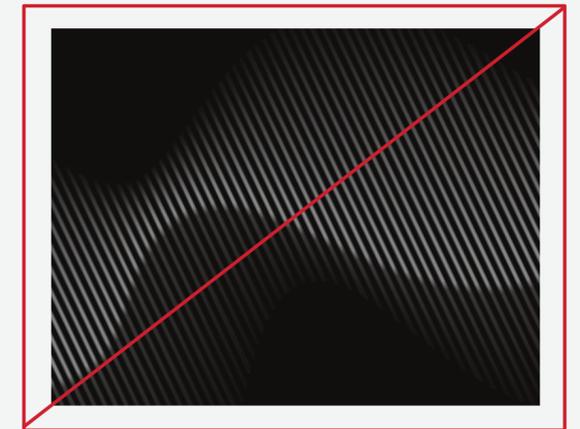
! KEEP IT SUBTLE



! KEEP IT TRANSPARENT



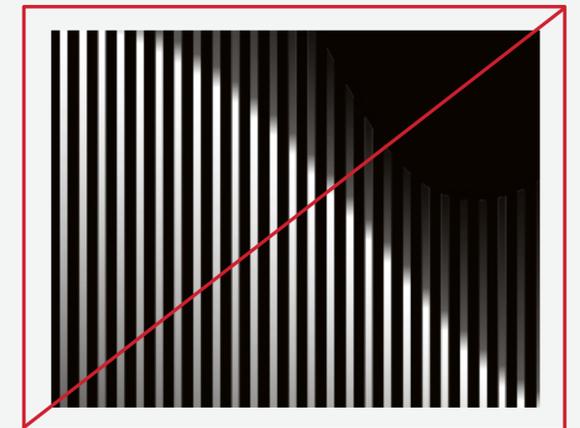
PLEASE AVOID



Do not angle or tilt the sound wave



Do not cover product



Do not use at full opacity

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PHOTOGRAPHY

Strong brand photography captures emotion, authenticity, and identity—turning our *visual presence into instant connection.*

Tune photography to acoustic or electric with our clear branding attributes.

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OUR PHOTOGRAPHY

From lifestyle imagery to detailed product photos, we strive for authenticity, depth, and realism.

Fishman offers a library of photography to capture the essence of our brand and the players who trust our products. The colors, lighting, contrast, and focus are important elements in how we express ourselves.



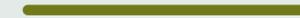
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ACOUSTIC PHOTOGRAPHY

Fishman's acoustic photography mimics the warmth and depth of a booming acoustic guitar and the natural richness of acoustic woods.

- ! WARM TONED LIGHTING
- ! NATURAL & AUTHENTIC
- ! ASPIRATIONAL ACOUSTIC PERSONA



Fishman photography should look natural, realistic and unposed, and must be authentic to a true player experience.

ENVIRONMENTAL



PRODUCT



PERFORMANCE



STUDIO

ACOUSTIC PHOTOGRAPHY ATTRIBUTES

the acoustic persona

Look for these attributes when shooting or selecting photography for Fishman acoustic marketing.

DO

- style set to look natural and unposed
- ensure products are installed and in-use correctly
- ensure the environment is appropriate: home/stage/studio
- talent should be familiar with proper playing techniques to ensure a realistic result

DON'T

- use very dark imagery for acoustic
- show other brands' logos
- use cool-toned photography

02 *warm lighting*
Warm lighting adds richness and adds consistency across entire photo library

04 *deep depth of field*
Out of focus background creates visible dimension and hierarchy

01 *mimics real use*
Products are positioned correctly, environment includes accurate recording setup, musician positions hands correctly

03 *gear is relevant*
Background gear is relevant to product, provides context rather than confusion



06 *candid & friendly*
Casual body language and joyous expression are relatable and aspirational

08 *form & function*
Product is clearly on and ready for real-use

05 *layered textures*
Textures add dimension and a human touch

07 *rich, earthy tones*
Aesthetic has an analog feel, inspired by acoustic woods and natural colors

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ELECTRIC PHOTOGRAPHY

Bold and energetic color palette aligned with an electric-player persona

- ! DARK WITH VIBRANT ACCENTS
- ! HIGH ENERGY PERFORMER VIBES
- ! EDGY, BOLD, & MODERN

Fishman electric photography should look edgy, candid, and mid-performance, and must be reflective of a true player experience.

ENVIRONMENTAL



STUDIO



PRODUCT



PERFORMANCE



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ELECTRIC PHOTOGRAPHY ATTRIBUTES

the electric persona

Look for these attributes when shooting or selecting photography for Fishman electric marketing.

DO

- style set to look natural and mid-performance
- ensure products are installed and in-use correctly
- ensure the environment is appropriate: home/stage/studio
- talent should be familiar with proper playing techniques to ensure a realistic result

DON'T

- use very light imagery for electric
- show other brands' logos

02 *dark vibes*

Rely on dynamic lighting and texture more than color for visual interest

04 *deep depth of field*

Out of focus background creates visible dimension and interest

01 *mimics real use*

Products are positioned correctly, amp is behind musician, musician positions hands correctly

03 *gear is relevant*

Background gear is relevant to product, provides context rather than confusion



06 *performer energy*

Bold body language and energetic expression are just as loud as the music

05 *layered textures*

Textures add dimension and an innovative touch

07 *stage lighting*

Lighting is indicative of environment (stage) and style (performance)

08 *form & function*

Product indicator lights are clearly on and ready for real-use

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Get inspired by a few of our favorite pieces,
a celebration of our brand & marketing.

EXAMPLES

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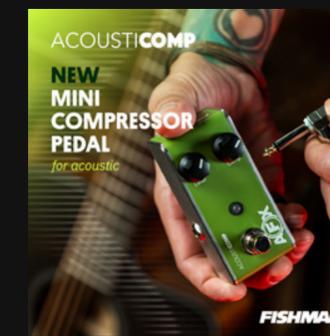
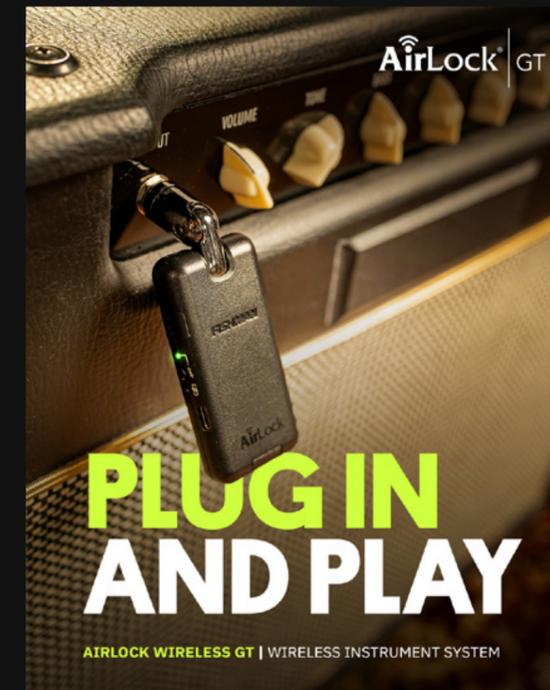
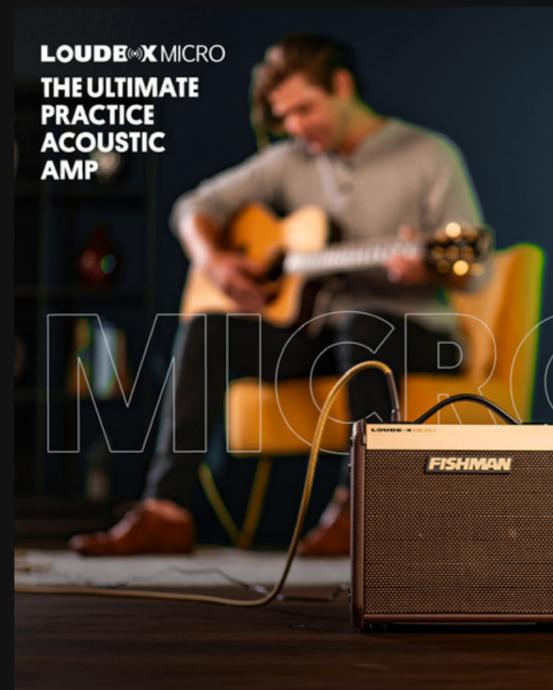
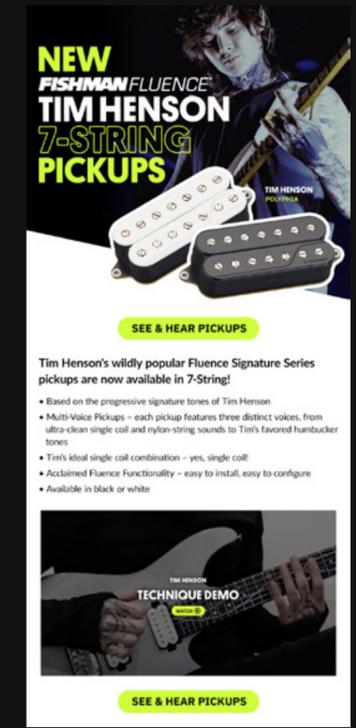
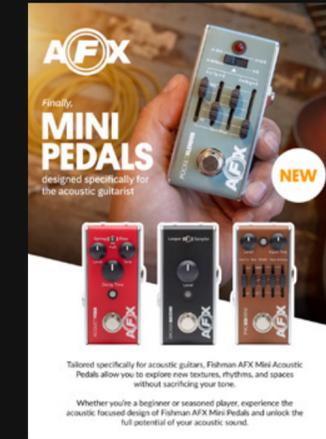
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DIGITAL EXAMPLES

modern marketing

Digital marketing includes social media ads, banner ads, and email marketing graphics.



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PRINT EXAMPLES

classic marketing

Full page and half page ads may be used for print publications as necessary. Fishman does not provide artwork smaller than a half page ad.

THE ULTIMATE PRACTICE ACOUSTIC AMP

FISHMAN

LOUDBOX MICRO

Loudbox Micro packs 40 Watts of clean acoustic power into a lunch-box-sized acoustic combo at just over 9 lbs.

Featuring two channels with Master Volume, Digital Reverb & Chorus, balanced XLR DI output, Aux input, and a headphone jack for quiet practice.

fishman.com/micro

FISHMAN AFX

ACOUSTICOMP **BLUECHORUS** **ECHOBACK**

3 NEW MINI PEDALS

AcustiComp Compressor, BlueChorus, and EchoBack Delay, *designed for acoustic*

THE ULTIMATE BLEND

A new and improved flexible cardioid mic and microphone bass extension/roll-off switch are the latest updates to this popular active soundhole pickup.

The easy accessible Mic/Pickup Blend control offers just the right blend at your fingertips. For unequaled sound quality and ease of use, it's hard to beat the performance of the Rare Earth Mic Blend.

FISHMAN
Inspired Performance Technology™

For more information visit fishman.com

The Fishman of Acoustic Preamps

Our Platinum Pro EQ and Platinum Stage universal preamps are designed for players looking for a pro-quality preamp/DI for their acoustic guitar, violin, cello, bass, resophonic guitar, banjo, mandolin or other acoustic instruments that may be too small or too precious to have an onboard preamp.

Class-A analog circuitry makes it a preamp... Great sound makes it a Fishman. Platinum Series Preamps from Fishman. For over 35 years, the world's #1 maker of acoustic instrument preamps.

For more information visit fishman.com/platinum

FISHMAN
Inspired Performance Technology™

CUT THE CORD, KEEP YOUR TONE

FISHMAN

NEW AIRLOCK WIRELESS GT WIRELESS INSTRUMENT SYSTEM

FITS MOST INSTRUMENTS WITHOUT ADAPTERS

UP TO 8 SIMULTANEOUS PAIRS

150' WIRELESS RANGE

ULTRA-LOW LATENCY

9+ HOURS OF POWER

Learn more at fishman.com/airlock

NEW FLUENCE SIGNATURE SERIES 6-STRING PICKUPS

MICK THOMSON SLIPKNOT

FISHMAN FLUENCE Signature Series

See & hear them at fishman.com/mick-thomson

Fluence

Multi-Voice™ Pickups for Electric Guitars

Nowhere are the intrinsic benefits of Fluence Technology more up front and apparent than when applied to the P90.

Noise, feedback, hum, and inductance issues caused by guitar cables, amps, and effect inputs are all eliminated, leaving pure, unadulterated, **Multi-Voice tone.**

FISHMAN

HSH

In response to demand from players, the Fishman Fluence line of Multi-Voice pickups continues to expand. The SSA is a feature-packed pickup that, when combined with two of our Humbuckers achieves a wide variety of sounds in an HSH configuration.

Original and totally re-imagined, Fluence pickups are the latest breakthrough technology from Fishman. Fluence pickups deliver the pure tone and unparalleled dynamics players love, while leaving the baggage behind; performance amplification solution is required.

FISHMAN FLUENCE

The 1st Real Advancement in Pickup System Design in Over 90 Years. For more information visit fishman.com/fluence

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ASSET LIBRARY

Take advantage of the Fishman asset library. Find marketing materials ready to support your efforts.

Find the latest Fishman product information, logos, photography, and marketing files.

To access the library go to:

[Fishman.com/brand-resources](https://fishman.com/brand-resources)

DOWNLOAD ASSETS

AVAILABLE BRAND ASSETS

OFFICIAL LOGOS

PRODUCT PHOTOGRAPHY

PRODUCT VIDEOS

READY-TO-USE ADS

CURRENT CATALOGS

ADDITIONAL ASSETS

DOWNLOAD ASSETS

! GET APPROVAL

All advertising, collateral, and translated materials must be approved by the Fishman Marketing Department prior to distribution:

Chris DeMaria

cdemaria@fishman.com

+1 978-253-5423

Please allow up to 2 weeks for review. Your cooperation to represent the Fishman brand accurately and authentically is deeply appreciated.

Fishman.com

Inside the US: 800.FISHMAN • International: +1 978.988.9199

Fishman, Fluence, AFX, TriplePlay, Aura, Loudbox, Loudbox Mini Charge, Loudbox Artist, Loudbox Performer, Platinum, Ellipse, Acoustic Matrix, Neo-D, Rare Earth Blend, BP-100, and Full Circle. are all trademarks, registered trademarks or tradenames of FISHMAN TRANSDUCERS.

Fishman products are covered by one or more of the following U.S. and European patents: 6278059B1, 6429367B2, 6677514B2, 6239349B1, 7247789B2, 6448488B1, EP1 1145219B1, 1145219, 60047420.8, US 9,280,964 B2, US 9,460,695 B2, US 9,355,630 B2, US 9,679,550 B2, US 9,384,722 B2, US 9,786,260 B2, US 9,685,148 B2, US 10,210,853 B2, US D759,745 S, US D746,253 S, ZL201330505069.6, ZL201030628349.2, ZL200930088309.0, ZL201030628384.4. Other patents may also apply or be pending.

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