

***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:

**marketing@fishman.com**

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.

DOWNLOAD ASSETS



### 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.



## NEW FISHMAN FLUENCE TIM HENSON 7-STRING PICKUPS



## 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.



"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 Fluence Signature Series 6, 7, and 8 String Humbuckers

BRAND NAME

*a family name*

Named after founder Larry Fishman, the FISHMAN company name has become synomynous 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

-  Fishman.com
-  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

**MATRIX**inFINITY

AURA® | SPECTRUM<sub>t</sub>  
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**FX

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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:

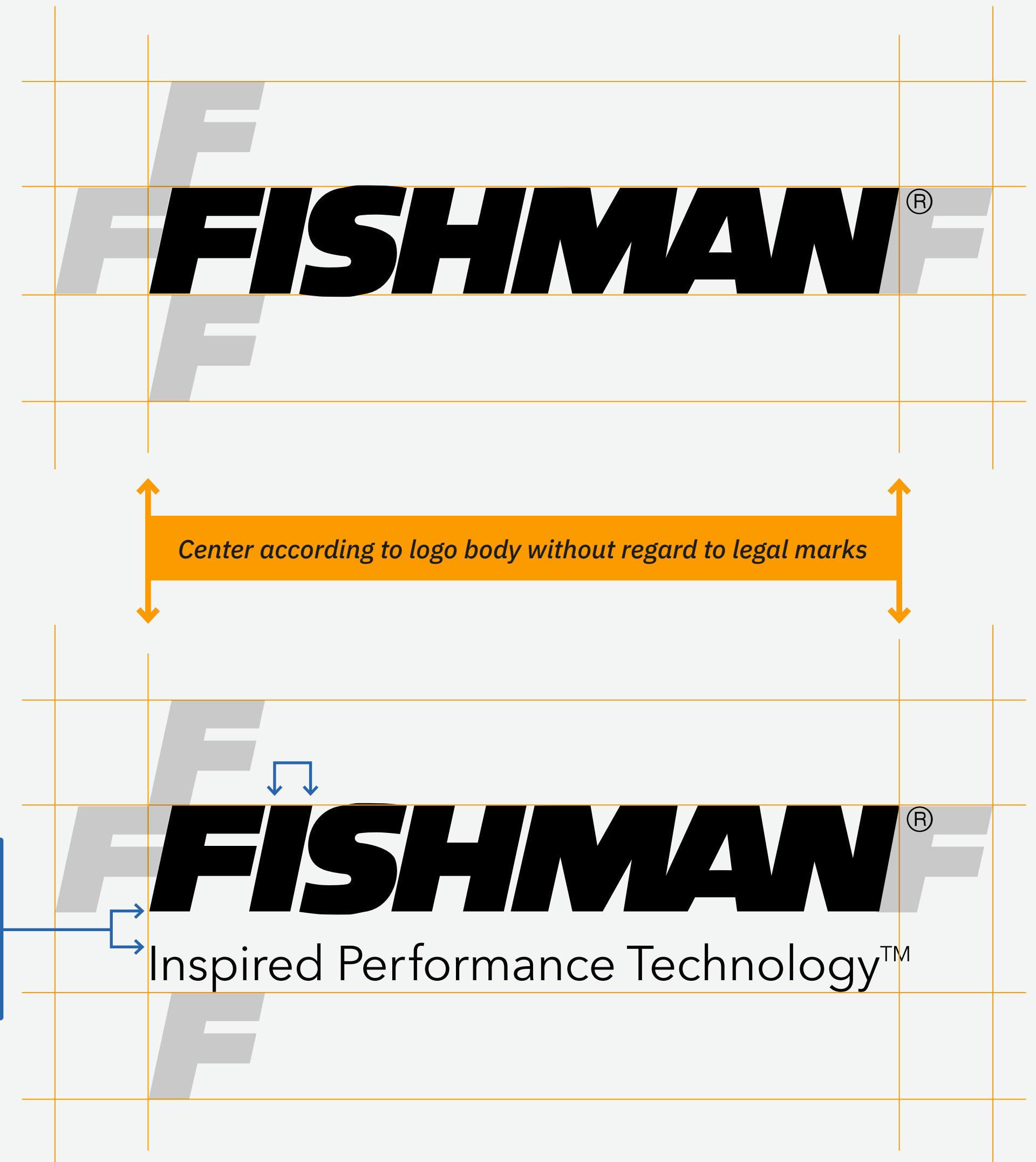
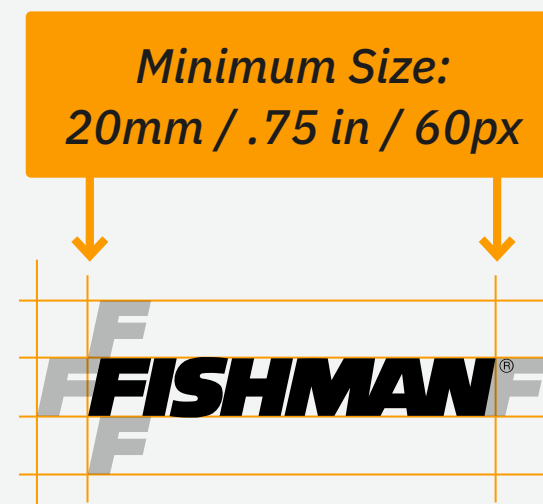
- ! MINIMUM SIZE 20 mm / .75 in / 60px
- ! MINIMUM CLEARANCE equal to Fishman F
- ! COLOR RESTRICTIONS

### 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



# 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.



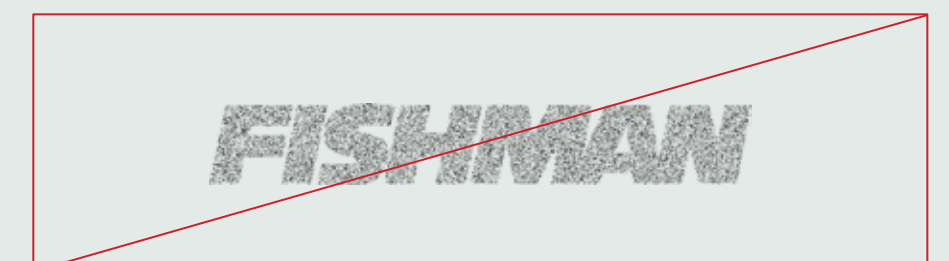
Do not enclose the logo in a shape or box.



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.



PRIMARY BRAND MARK + TAGLINE

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



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.



# 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

**FISHMAN**® *Partner*  
**LOGO**



**FISHMAN**®

*Partner*  
**LOGO**



# 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.



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 Acooustic 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

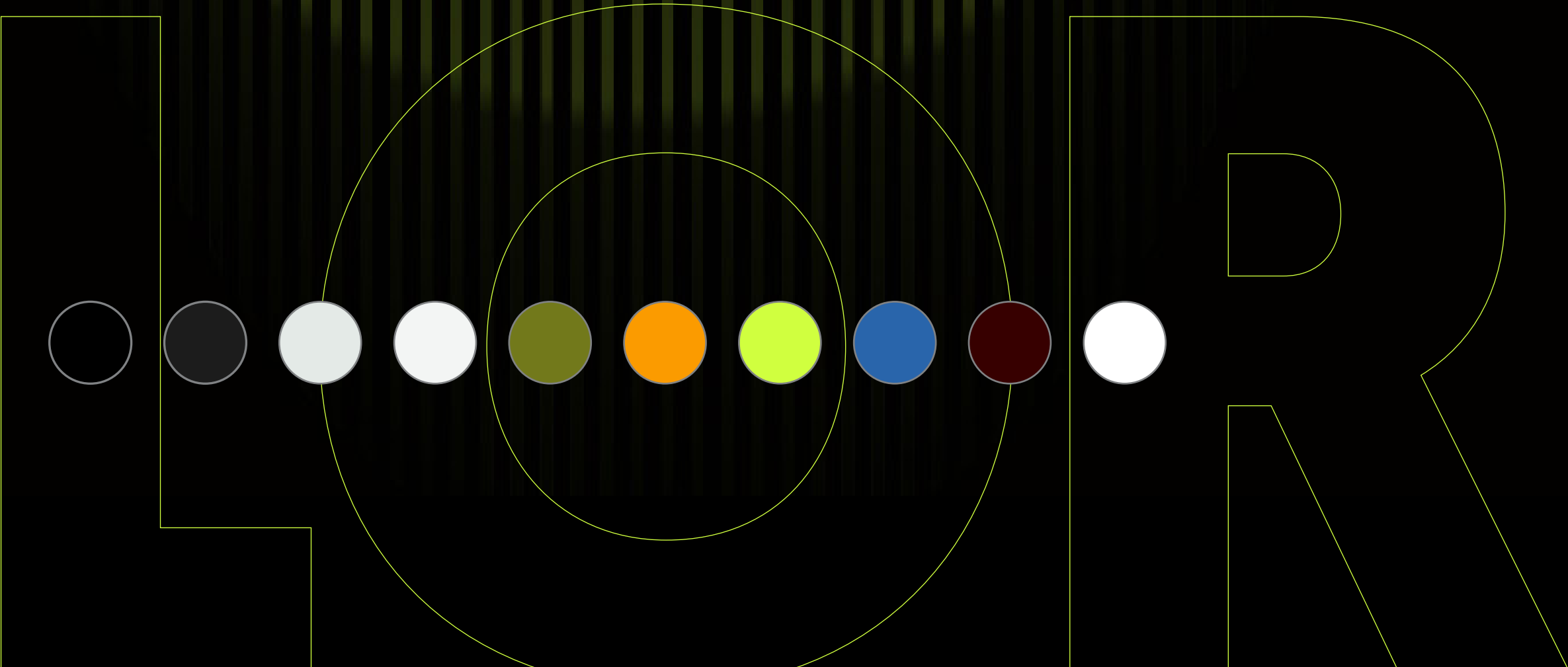


TriplePlay Express

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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

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

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# FISHMAN COLOR THEORY

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

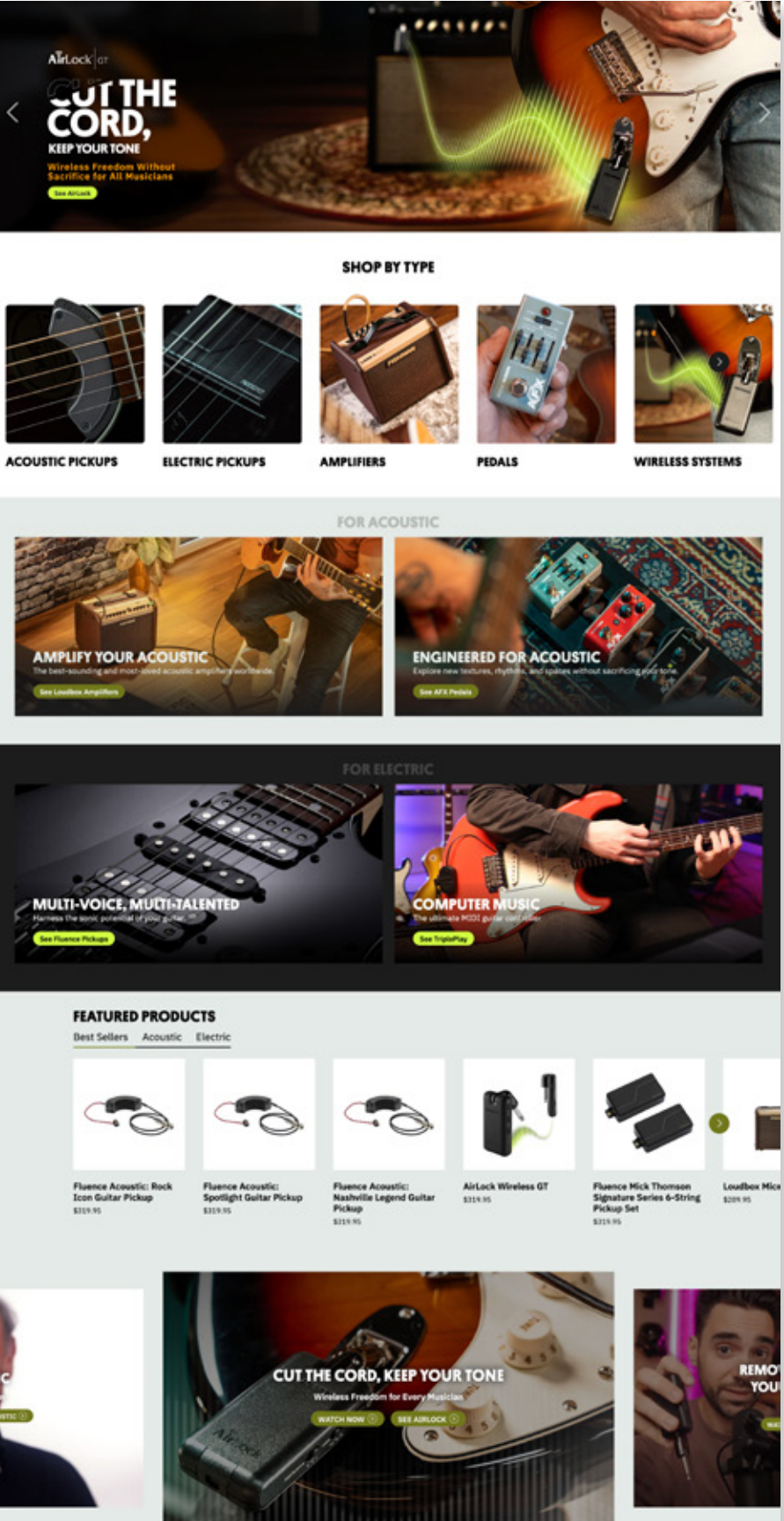
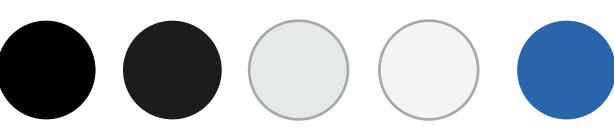
Our dedication to guitarists of all types and genres has led to a broad product line that requires color that is both true to the Fishman brand and the product type.

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.

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## 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



# 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

**LOUDBOX MINI**  
THE PERFECT SINGER/  
SONGWRITER ACOUSTIC AMP  
SEE & HEAR IT

ARTISTS LOVE FISHMAN

**“YOUR GUITAR IN 3D”**  
I've waited 20 years for this system. Finally every sound an acoustic guitar can produce, in one flexible, simple pickup.

**“ONE SYSTEM, SIMPLIFIED”**  
Simplified my multi-pickup, multi-cable setup in one really simple pickup.

**NEXT-LEVEL TOUCH, AMBIENCE, AND PERCUSSION**

Fishman's innovative Tap body sensor combines with the warm, natural tone of the Rare Earth soundhole

**COMPRESSION**

**WARMTH, CLARITY, DEPTH DYNAMICS**

PowerTap Earth unlocks a new world of sonic versatility for players of any musical style, e

WORKS WITH

**3 NEW MINI PEDALS**  
AcoustiComp Compressor, BlueChorus, and EchoBack Delay, *designed for acoustic*

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

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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

DOWNLOAD ASSETS

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



6-STRING >



7-STRING >

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



MUSICAL AND  
FACE-MELTING

My pickups were tuned in a  
studio and then tested on the



AMELIORATE THE  
ANGST OF  
HUMANITY

# 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 palatte 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 occassional 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.

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# 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

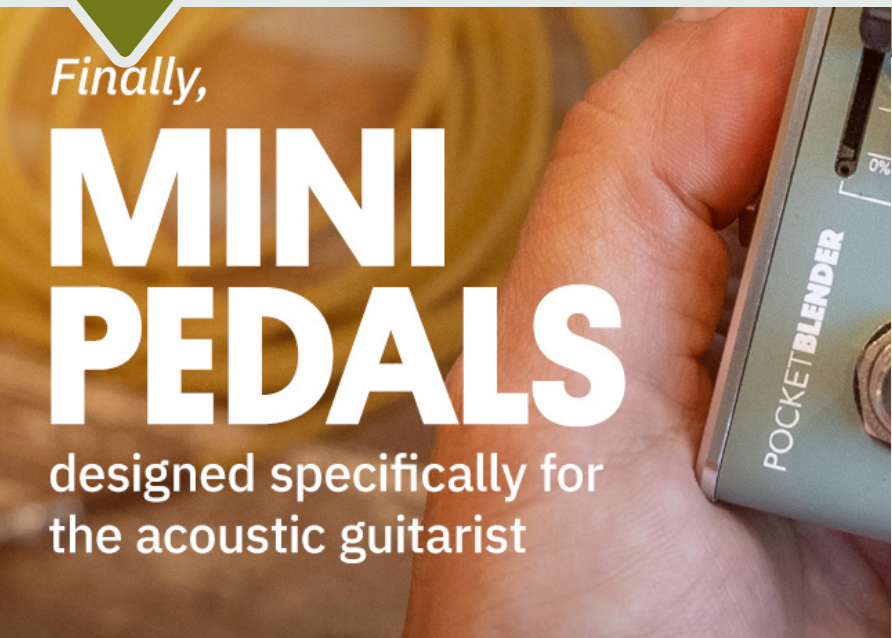
USE THIS FONT FOR

- all marketing communications
- all professional communications

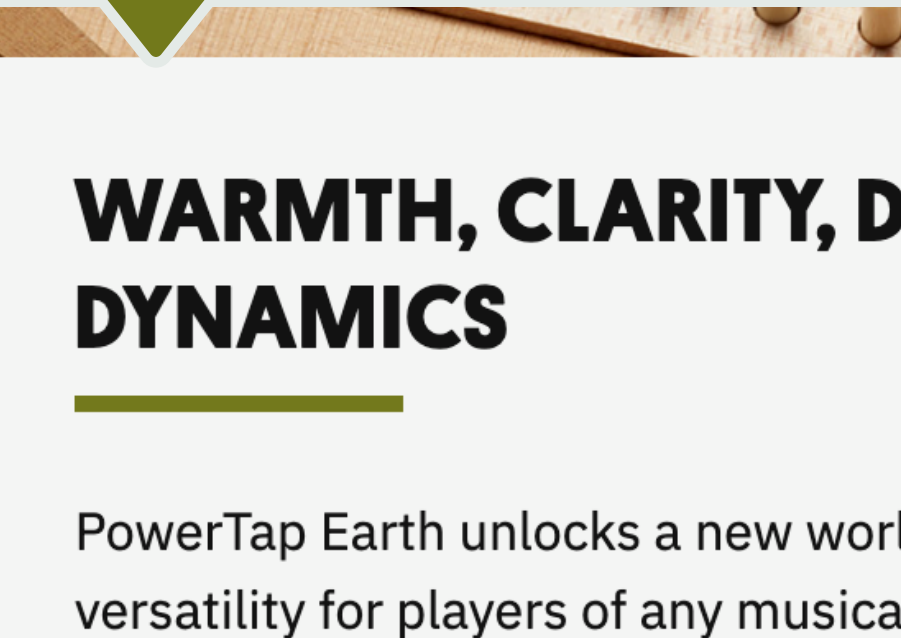
STYLIZED HEADLINES



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<br>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<br>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<br>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<br>1 2 3 4 5 6 7 8 9 0          |
| <i>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<br/>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<br/>1 2 3 4 5 6 7 8 9 0</i> | <i>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<br/>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<br/>1 2 3 4 5 6 7 8 9 0</i> |

USE THIS FONT FOR

- all marketing communications
- all professional communications

DOWNLOAD ASSETS

SUBHEADLINES

POWERED BY THE  
REVOLUTIONARY  
FLUENCE CORE

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

BODY COPY

LIGHTWEIGHT AND

Portability and convenience are priorities. The Fluence Core is designed to pack big acoustic sound into a compact body. 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](#)

# 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

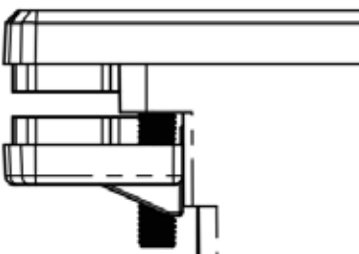
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

USE THESE FONTS FOR

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

MANUALS

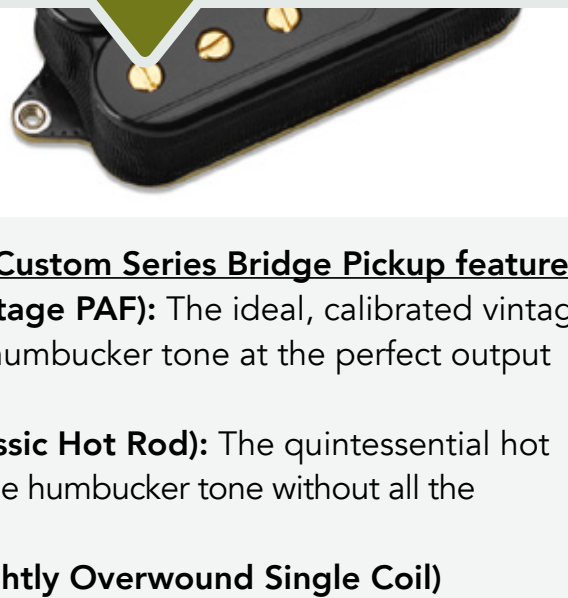
Remove the pickup from the in  
small flat-head jeweler’s screw  
correct polarity. Note that plus  
the shell of the battery clip.



FINE PRINT

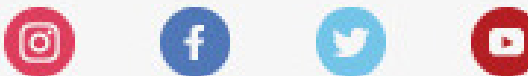


INTERNAL



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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You can [update your preferences](#) or [unsubscribe](#)

# 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

TABLE OF CONTENTS

- What & Why
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- Photography
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- Asset Library
- Approvals

# GRAPHICS

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

DOWNLOAD ASSETS

- What & Why
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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.

# 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

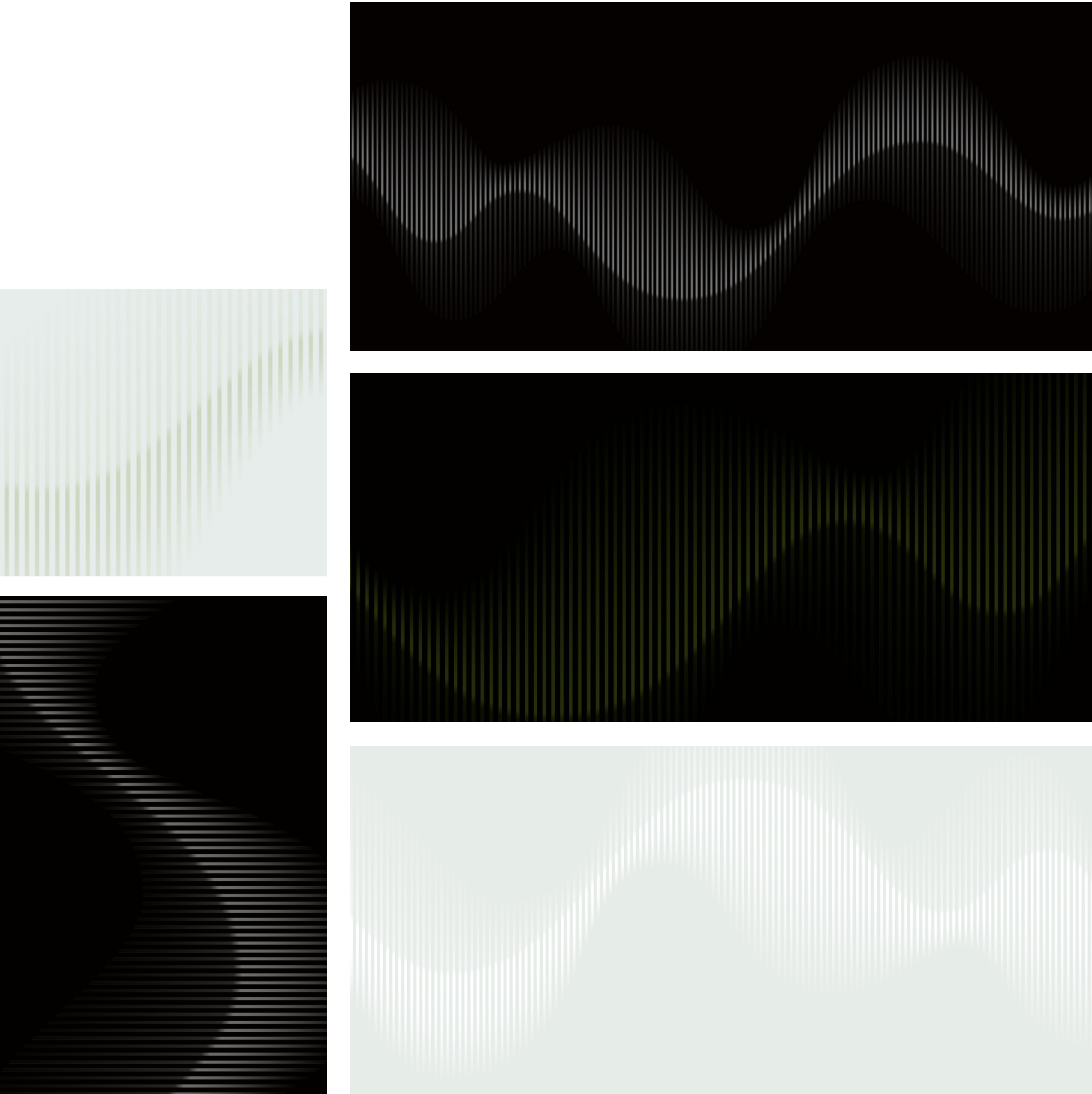


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SOUND WAVE EXAMPLES

*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



# PLEASE ADHERE

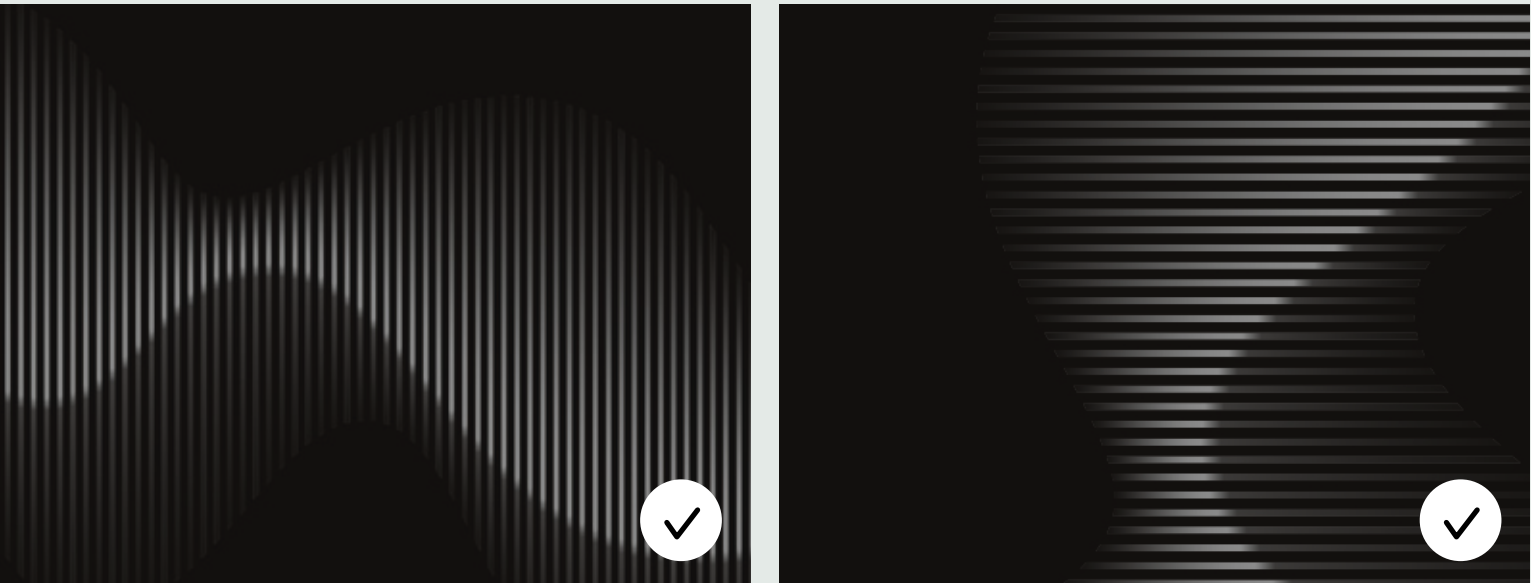
DO

- 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

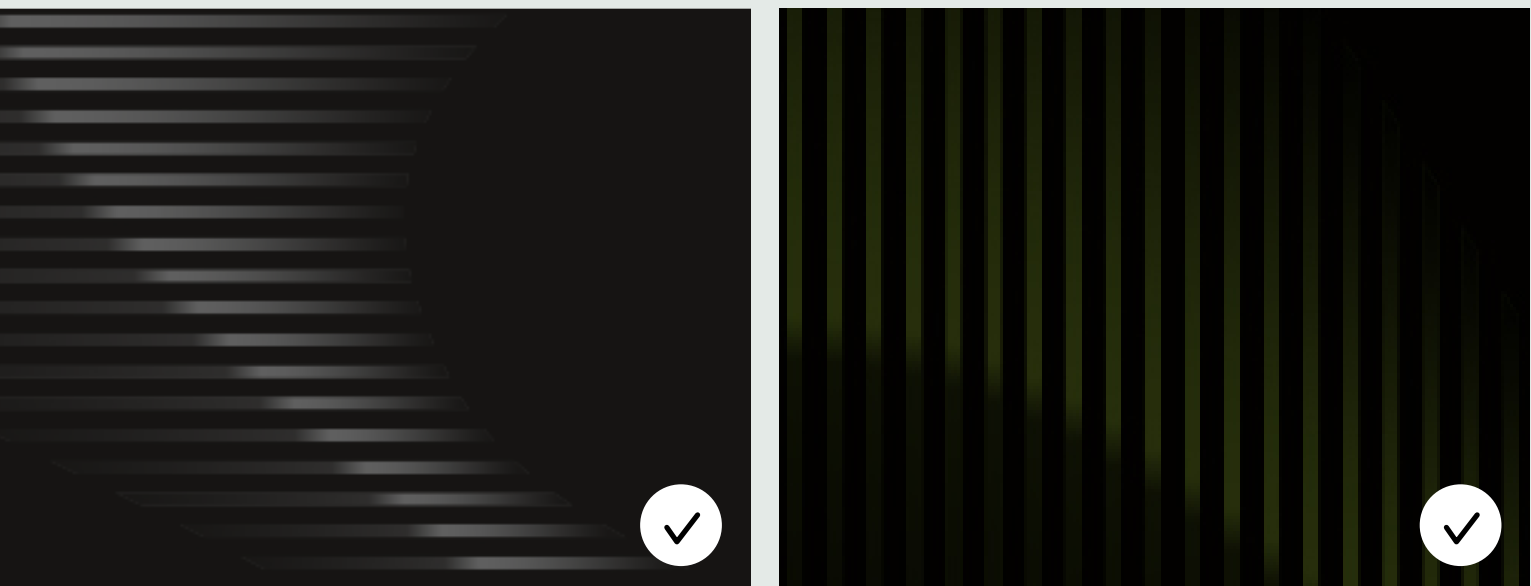
DON'T

- 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

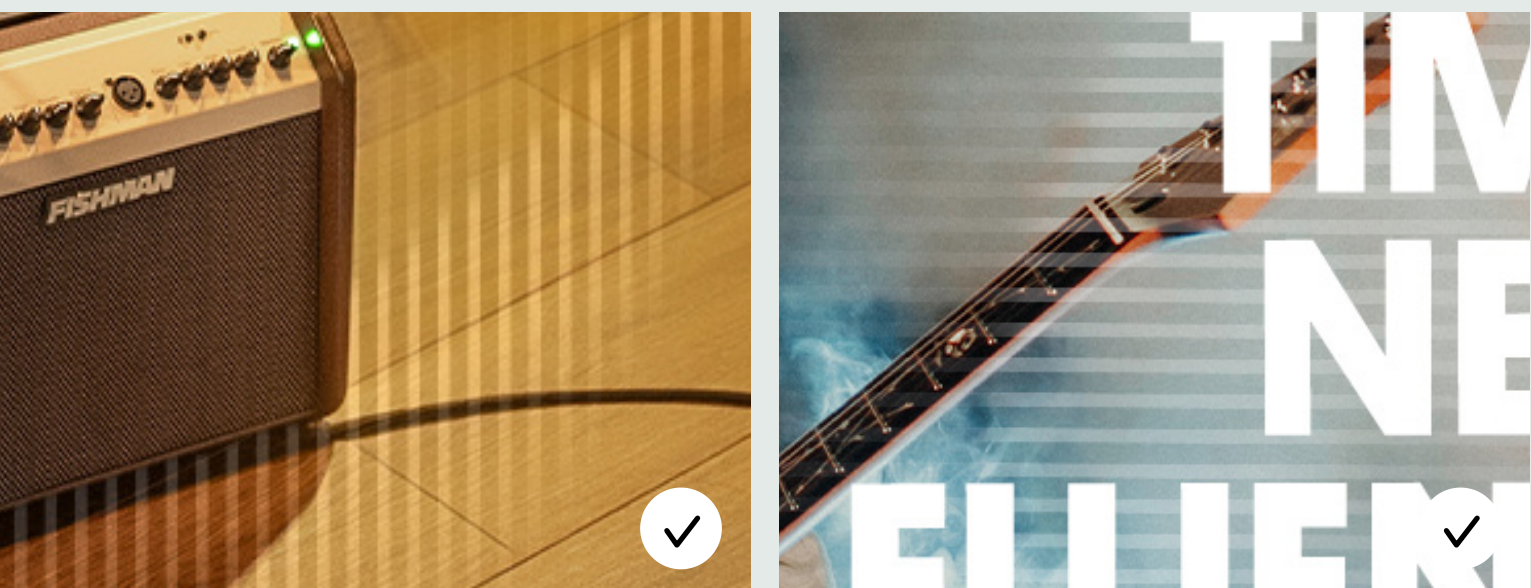
! KEEP IT STRAIGHT



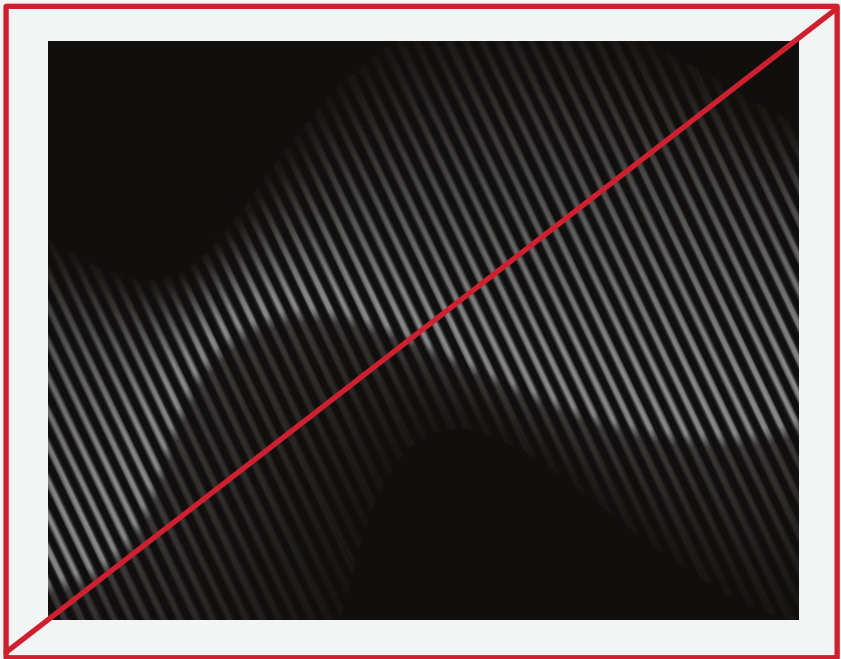
! KEEP IT SUBTLE



! KEEP IT TRANSPARENT



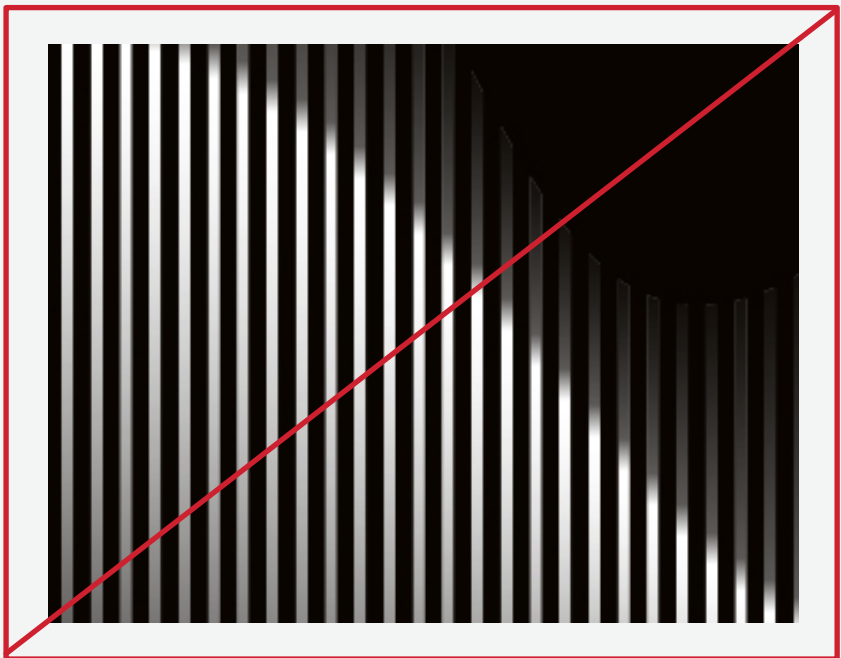
PLEASE AVOID



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.

DOWNLOAD ASSETS



# 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

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



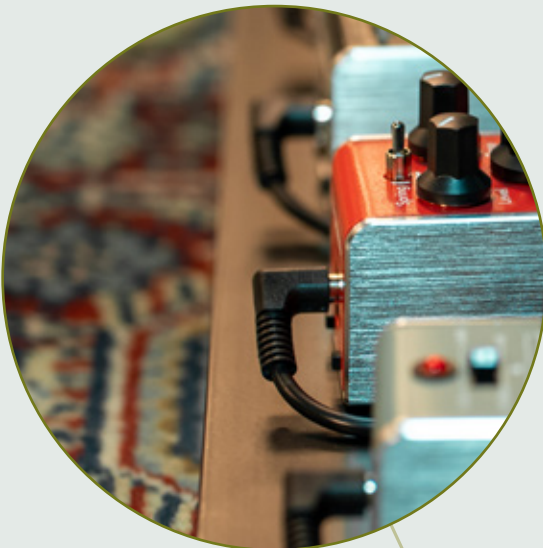
02 *warm lighting*  
Warm lighting adds richness and adds consistency across entire photo library



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



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



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

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

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

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

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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.

DOWNLOAD ASSETS

ENVIRONMENTAL



STUDIO



PERFORMANCE



PRODUCT

# 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

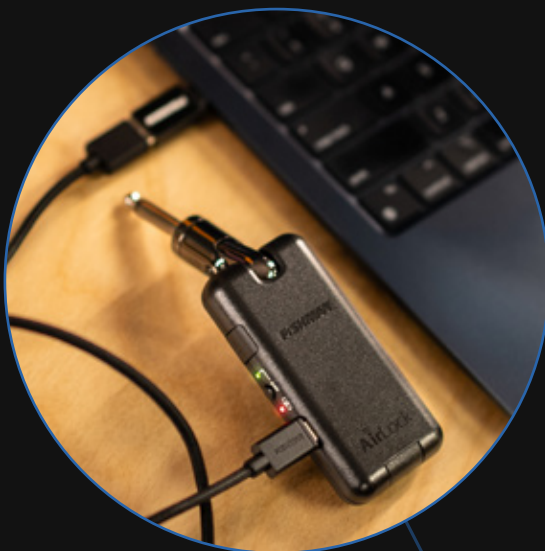
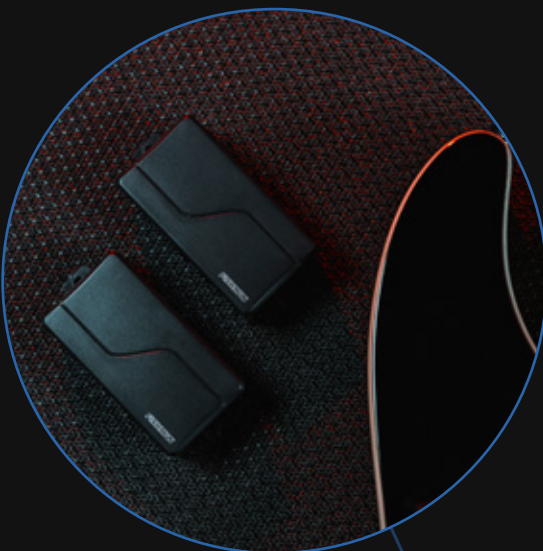
Out of focus background creates visible dimension and interest

### 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



### 05 layered textures

Textures add dimension and an innovative touch

### 06 performer energy

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

### 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

DOWNLOAD ASSETS

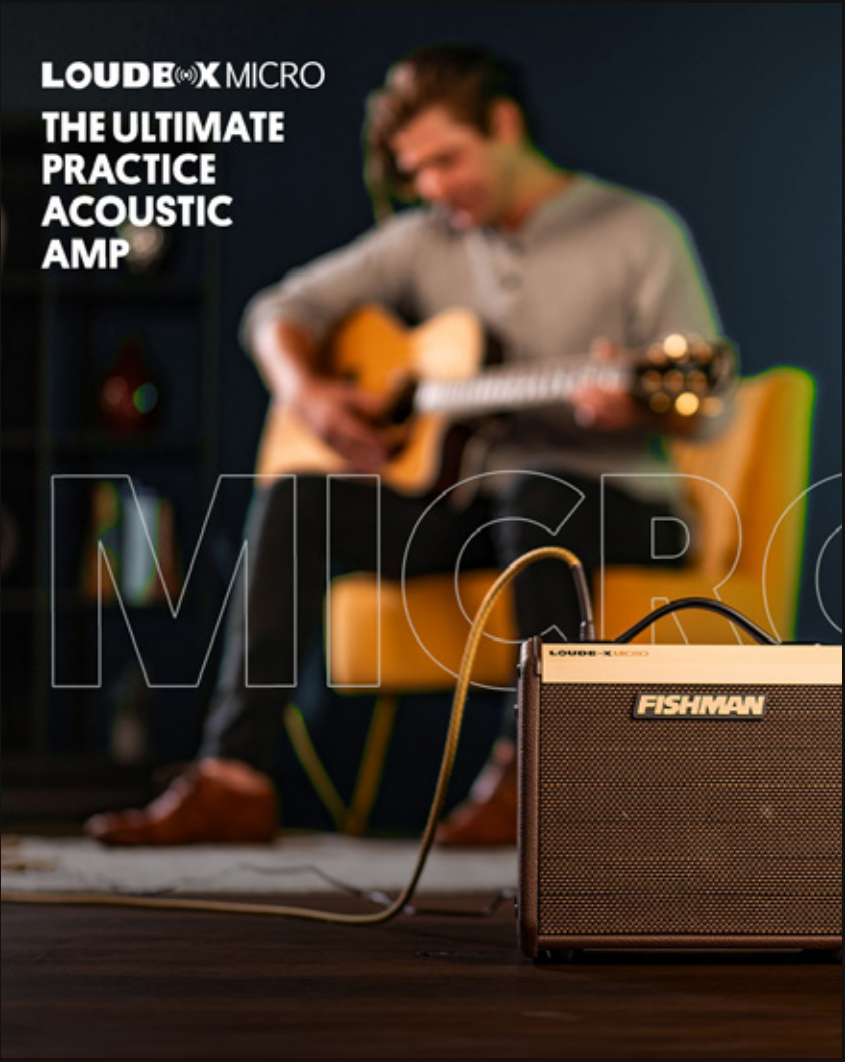
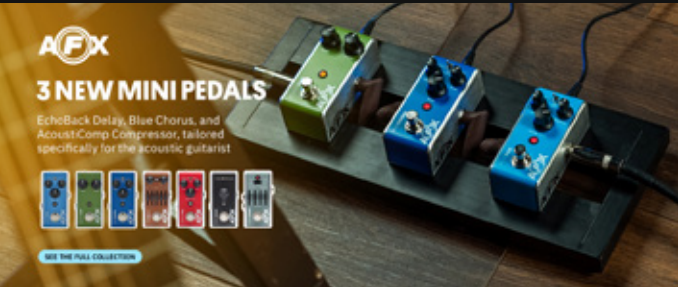
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DIGITAL EXAMPLES

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.

DOWNLOAD ASSETS

**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](http://fishman.com/micro)

**FISHMAN**

**AFX**

**ACOUSTICOMP**

**BLUECHORUS**

**ECHOBACK**

**3 NEW MINI PEDALS**

AcoustiComp 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 easily accessible Mic/Pickup Blend control offers just the right blend at your fingertips. For unequaled sound quality and ease of use. We had to test the performance of the Rare Earth Mic Blend.

**FISHMAN**  
Inspired Performance Technology™

For more information visit [fishman.com](http://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](http://fishman.com/platinum)

**FISHMAN**  
Inspired Performance Technology™

**CUT THE CORD, KEEP YOUR TONE**

FITS MOST INSTRUMENTS WITHOUT ADAPTERS

UP TO 8 SIMULTANEOUS PAIRS

150' WIRELESS RANGE

ULTRA-LOW LATENCY

9+ HOURS OF POWER

**NEW**

**FISHMAN**

Learn more at [fishman.com/airlock](http://fishman.com/airlock)

**AIRLOCK WIRELESS GT**

WIRELESS INSTRUMENT SYSTEM

**NEW**

**FLUENCE SIGNATURE SERIES 6-STRING PICKUPS**

**MICK THOMSON**

**SLIPKNOT**

**FISHMAN FLUENCE**  
Signature Series

See & hear them at [fishman.com/mick-thomson](http://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 keeping the baggage behind; performance amplification solution is required.

**FISHMAN FLUENCE**

The 1st Real Advancement In Pickup System Design In Over 80 Years.

For more information visit [fishman.com/fluence](http://fishman.com/fluence)

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ASSETS  
DOWNLOADS  
RESOURCES

DOWNLOAD ASSETS

Get ‘em all:

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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**

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:

**marketing@fishman.com**

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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