

# THE **FENDER** BRAND



2015 BRANDING GUIDELINES

*Fender*

# THE FENDER LOGO

**ONE OF THE MOST ICONIC  
BRAND MARKS IN THE MUSIC  
INDUSTRY, IT IS RECOGNIZED  
AROUND THE WORLD.**

Also known as the Spaghetti logo, it is our signature. Our defining mark. It represents all the defining qualities of our brand. It is powerful, recognizable and memorable. It should stand out proud on everything that we produce.

## THE FENDER "SPAGHETTI" LOGO

The Fender Logo has gone through countless iterations over the years, but we always come back to our original, "Spaghetti" logo. This is what we use to represent the company as a whole. Many individual products use various historical

logos for authenticity, but the spaghetti stands as the face of our company. This is *who* our audience should see when they think of Fender.



Fender®

## THE FENDER TAB

The Tab preserves the boldness of the Fender brand by consistently showcasing the Spaghetti mark within Fender Red.

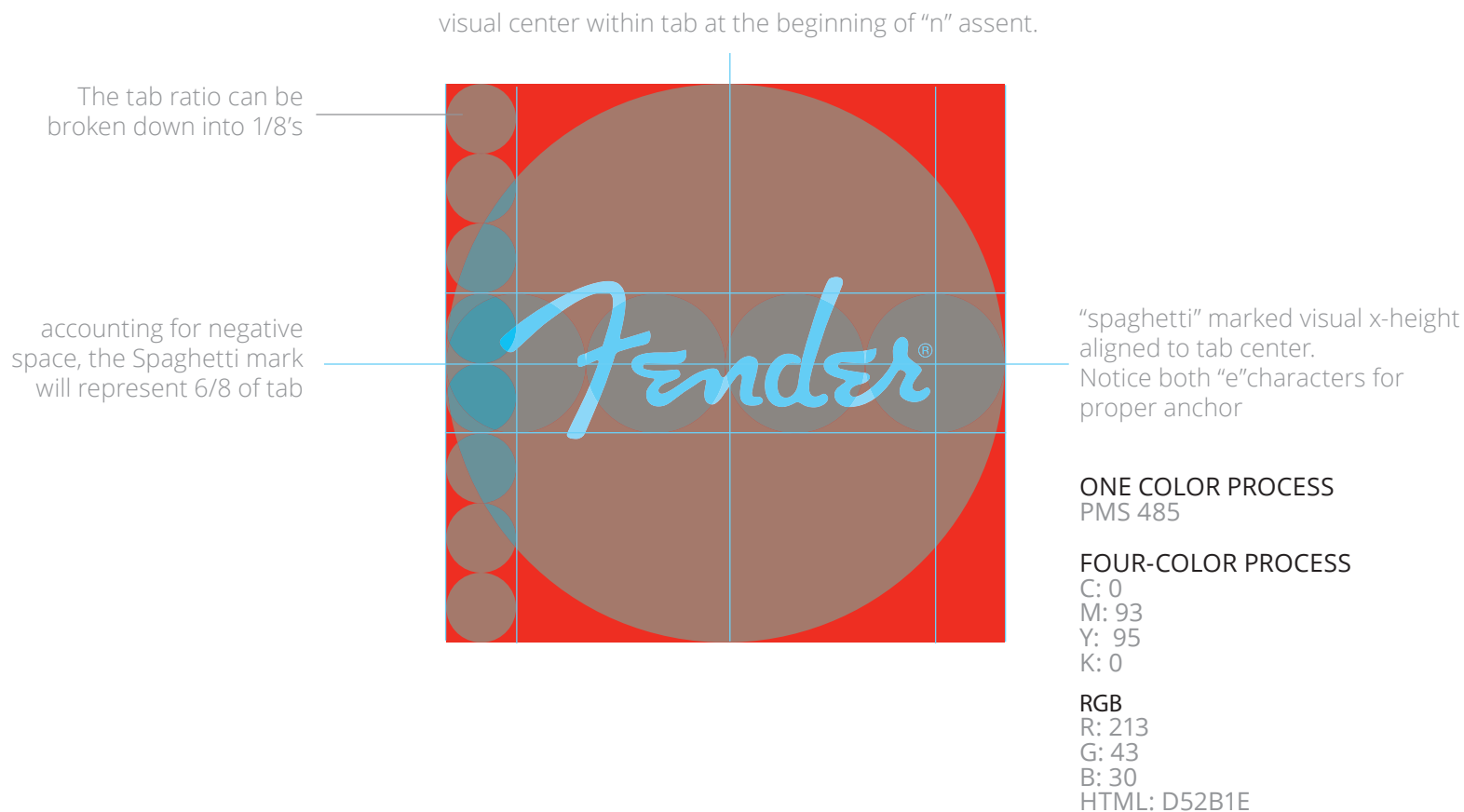
This tab, treated as the logo for all communications, allows our brand and our products to be both independent and collected. All under the mark of this one tab.



# THE FENDER TAB

When the tab is reduced, there becomes a point where it is ineffective. By establishing a minimum size, we ensure that the Tab is always readable and prominent.

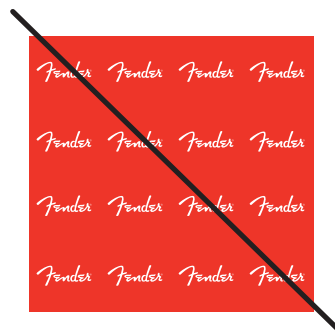
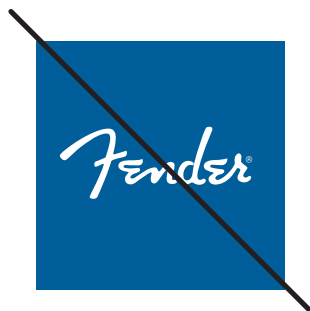
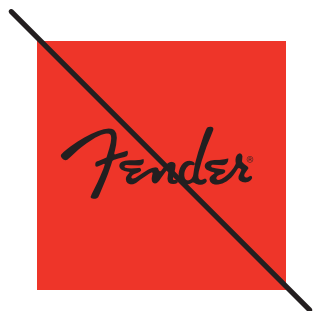
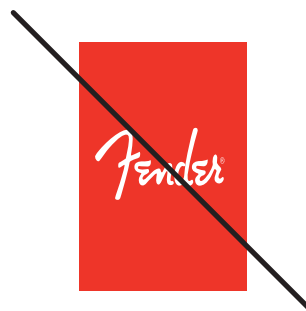
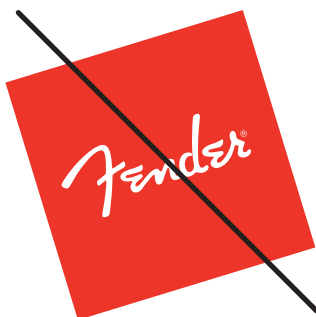
The Tab should never be reproduced smaller than 1 inch across. Never use more than one Tab on any piece of marketing communication surface.



# BRANDING DONT'S

Issues arise with having a recognizable and affable brand mark, it's tempting to misuse it – don't. It is our pride, treat our mark with respect by using in the manner outlined in the previous and proceeding pages.

Continually, all “don'ts” highlighted below apply to the Spaghetti Logo in-and-of itself.

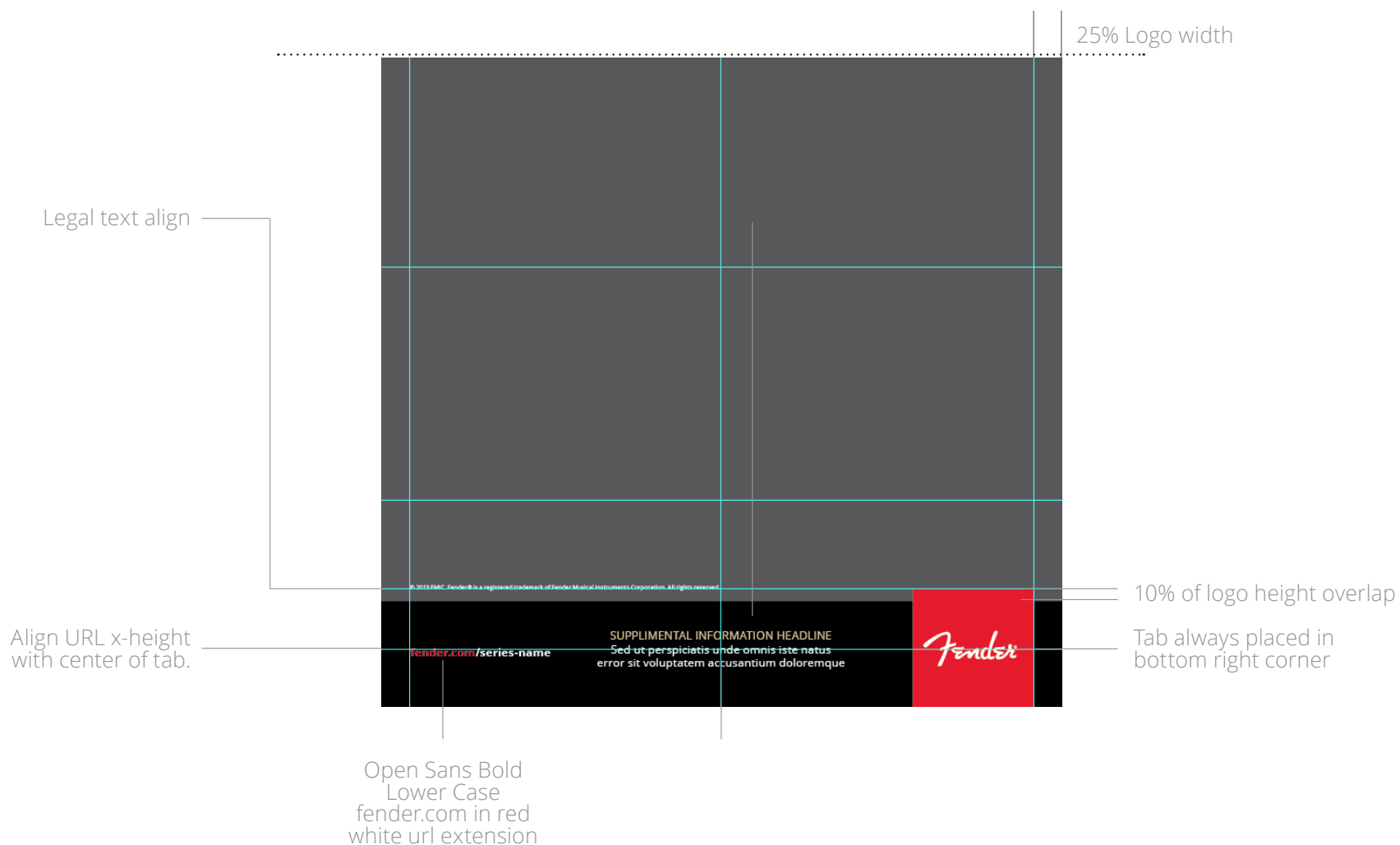




# BRANDING OUTWARD

In advertisement communication, the tab is used as either a greeting or a signature by placing our mark in the top-left or bottom-right of the space. This ensures that our content will shine and the mark signifies our seal of approval.

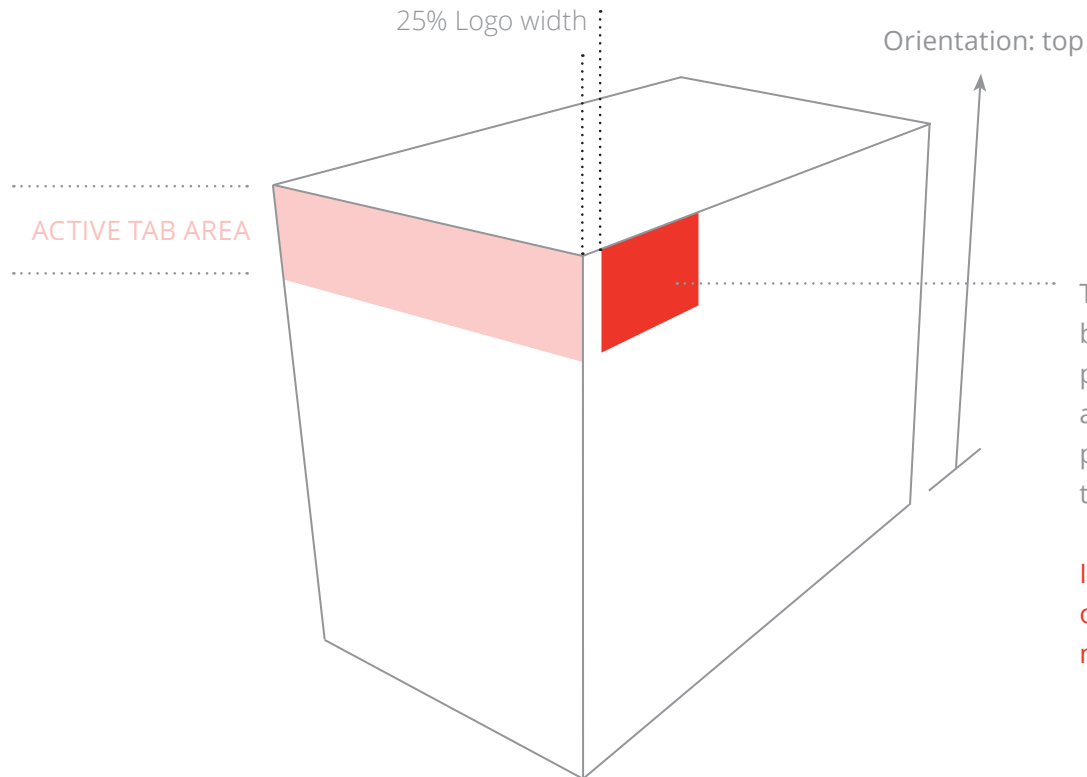
If used as a signature, the mark will accompany a black bar that is 90% of the tabs height. Specifications detailed below.



# BRAND PACKAGING

Our packaging is our handshake. This physical communication must be consistent, strong, and clear. Outlined below is the best-practice of our presentations.

The provided parameters are a guideline and subject to change, the maker must use their best judgment when applying the standards to any packaging.



The tab Must always be aligned **left or right** on primary panels and within the active tab area for supporting panels. The tab does not need to be present on every panel.

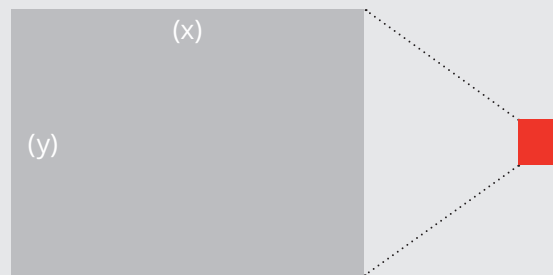
**If packaging requires multiple orientations, extra consideration must be met with tab usage.**

Tab ratio is determined by the package's lesser dimension

$$(y) < (x)$$

therefore

$$(z) = (y)$$



$$(z)(0.2) = th \quad \text{Tab height} = 20\% \text{ of box face height}$$



# THE COLORS OF FENDER

**RED IS FENDER.  
RED SYMBOLIZES POWER,  
ANGER, DANGER, DESIRE &  
PASSION. RED IS WHAT BRINGS  
THESE CHARACTERISTICS TO LIFE.**

Color is the most fundamental way of expressing our Brand Identity. Our strategic use of color will strengthen our image and solidify the perception of our brand.

# PRIMARY PALLETTE

Red, Black, White and Silver are the foundations of the Fender Color Palette. This palette is strong enough to support and distinguish our brand.

## RED

### PANTONE

PMS 485 C

### FOUR-COLOR PROCESS

C: 0

M: 93

Y: 95

K: 0

### RGB

R: 213

G: 43

B: 30

HTML: D52B1E

## SILVER

### PANTONE

PMS 877C

### RGB

R: 150

G: 157

B: 161

HTML: xxxxxxxx

## BLACK

### PANTONE

PMS 485 C

### FOUR-COLOR PROCESS

C: 100

M: 100

Y: 100

K: 100

### RGB

R: 213

G: 43

B: 30

HTML: D52B1E

## WHITE

### PANTONE

PMS 485 C

### FOUR-COLOR PROCESS

C: 0

M: 93

Y: 95

K: 0

### RGB

R: 213

G: 43

B: 30

HTML: D52B1E

# TYPOGRAPHY

**TYPOGRAPHY ILLUSTRATES  
OUR TONE AND PITCH.  
IT SPEAKS WITH A BOLD AND  
CONFIDENT VOICE.**

We should always be mindful that we are here to serve the artist. We do so both in product creation and attitude. Our typography should say what it needs to say with authority, but without getting in the way.

# TYPE FAMILIES

Our typography is the face to our Fender voice. Guidelines must be followed to maintain brand integrity. While there are countless situations that may arise, these guides provide a template that may adapt to any specific situation.

OPEN SANS EXTRABOLD  
ALL CAPS

# HEADLINES

OPEN SANS BOLD  
ALL CAPS

## SUB HEADLINE

OPEN SANS REGULAR  
ALL CAPS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam

# LEADING & KERNING

Our typography is the face to our Fender voice. Guidelines must be followed to maintain brand integrity. While there are countless situations that may arise, these guides provide a template that may adapt to any specific situation.

ENSURE THAT THE SPACING BETWEEN CHARACTERS IS CONSISTENT THROUGHOUT THE HEADLINE FOR LEADING AND KERNING.

# HEADLINES

ENSURE THAT THE SPACING BETWEEN CHARACTERS IS CONSISTENT THROUGHOUT THE SUB HEADLINE. AS A GUIDE WHEN SETTING SUB HEADLINE COPY, ENSURE THAT THE LEADING IS APPROX THE HEIGHT OF THE CHARACTERS FULL POINT.

## SUB HEADLINE

ENSURE THAT THE SPACING BETWEEN CHARACTERS IS CONSISTENT WHEN SETTING BODY COPY. AS A GUIDE ACROSS EACH PLATFORM ENSURE THAT LEADING IS SET SOLID AT ALL TIMES.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam

# BEST PRACTICES

Our typography is the face to our Fender voice. Guidelines must be followed to maintain brand integrity. While there are countless situations that may arise, these guides provide a template that may adapt to any specific situation.

**THE  
SOUNDS  
THAT  
CREATE  
LEGENDS**

**THE NEW  
FENDER MUSTANG  
AMPLIFIER**

Left alignment is the preferred us.

**THE  
WORLDS  
GREATEST  
ELECTRIC  
GUITAR**

**THE FENDER  
STRATOCASTER**

Right alignment is permissible if necessary.

**THE  
WORLDS  
GREATEST  
ELECTRIC  
GUITAR**

**THE FENDER  
STRATOCASTER**

Center alignment is permissible if necessary.

# BEST PRACTICES

Our typography is the face to our Fender voice. Guidelines must be followed to maintain brand integrity. While there are countless situations that may arise, these guides provide a template that may adapt to any specific situation.

**THE  
SOUNDS  
THAT  
CREATE  
LEGENDS**

**THE NEW  
FENDER MUSTANG  
AMPLIFIER**

Do use color appropriately to distinguish important characteristics of our communication and bring a visual hierarchy to the subject.

**THE  
WORLDS  
GREATEST  
ELECTRIC  
GUITAR**

**THE FENDER  
STRATOCASTER**

Do use color appropriately to emphasize a subheading in conjunction with the main heading, this should create a visual link between the two subjects.

**THIS  
IS THE  
SOUND**  
**THE NEWEST  
FENDER AMPLIFIER**

You know "The Fender Sound" when you hear a guitar played through a Fender amplifier. The clear, crystalline chime of a Twin Reverb, the overdriven saturation of a vintage Deluxe.

Do NOT use red as the primary typographical color in any circumstance. Furthermore, red is reserved for heading and sub headings only, do not use red for paragraph text.



# BEST PRACTICES

Our typography is the face to our Fender voice. Guidelines must be followed to maintain brand integrity. While there are countless situations that may arise, these guides provide a template that may adapt to any specific situation.

Multiple alignments

**OUR  
FOUNDATION**  
SUB  
HEADLINE

Our typography is the face to our Fender voice. Guidelines must be followed to maintain brand integrity. While there are countless situations that may arise, these guides provide a template that may adapt to any specific situation.

Different heading weights

STILL THE  
ONE

Unauthorized typefaces

THE SOUL  
OF TONE

Justify text

The new Fender® Mustang™ amplifier series raises the standard for modern guitar versatility and muscle. Driven by incredibly authentic amp models and a huge bank of built-in effects, Mustang™ amplifiers come equipped with USB connectivity and Fender® FUSE™ software, allowing your musical creativity and imagination to run wild.

Innapropriate sizes for context

The new Fender® Mustang™ amplifier series raises the standard for modern guitar versatility and muscle. Driven by incredibly authentic amp models and a huge bank of built-in effects, Mustang™ amplifiers come equipped with USB connectivity and Fender® FUSE™ software, allowing your musical creativity and imagination to run wild.

Unauthoized colors

**A NEW  
DIMENSION**

# LOGO USAGE IN VIDEO

The mediums in which we showcase our brand are a constantly shifting landscape. It is important that our tone is preserved throughout these instances.

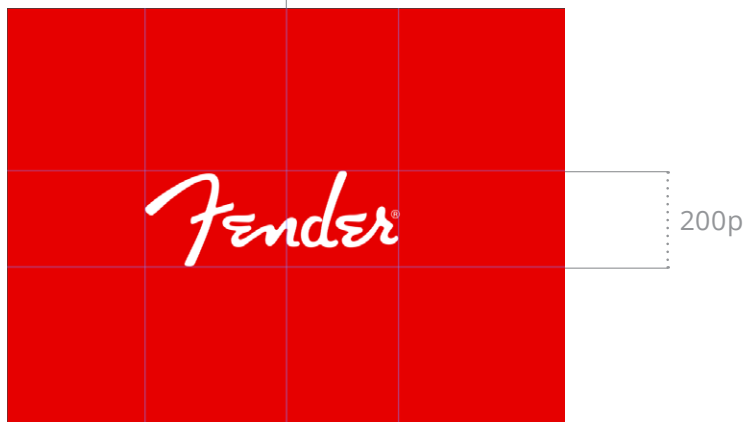
By following the recommendations below, we ensure that the Fender logo is prominently displayed in the same manner in any other format.

1080p



Align Visual Center

720p



Present the logo in white on Fender red. Doing so preserves the spirit of the Fender tab without constraining it to a literal translation.



RGB

R: 213

G: 43

B: 30

HTML: D52B1E

# VIDEO CALLOUT & TIMELINE

The mediums in which we showcase our brand are a constantly shifting landscape. It is important that our tone is preserved throughout these instances.

By following the recommendations below, we ensure that the Fender logo is prominently displayed in the same manner it would be in any other format.

Fender tab to appear centered on callout bar

Tab proportions to be 20% larger than bar

Bar to be 100% black at 50% opacity.

Align top of black bar to bottom third.



Opens Sans Bold - All Caps

Tab length adjustable

(5) seconds

(3) seconds

(x)

(7) seconds



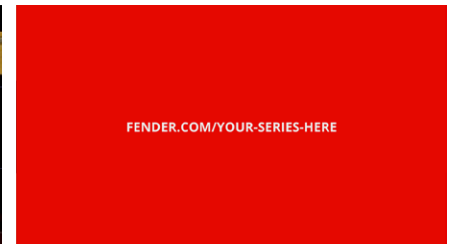
Logo animation intro



Intro fade



Video Content



Fender closing

# CLOTHING & COLLECTIBLES

**FENDER IS MORE THAN A  
BRAND, IT IS A LIFESTYLE.  
WEAR IT WITH PRIDE.**

It is our goal to work harmoniously with  
our brand partners to preserve the  
Fender brand with their unique vision.

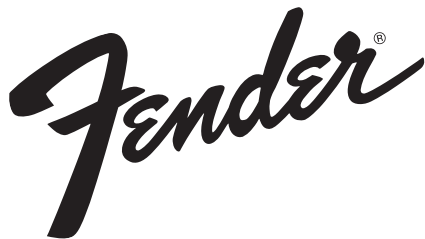
# LOGO USAGE & APPLIED ART

It is acceptable to present the Spaghetti logo outside of our “tab” format within clothing & collectible art context only. Additionally, we allow usage of the selected historical “Perine” Fender logo.

All applied art using the Fender brand must be appropriately approved by the responsible parties listed below.



“Spaghetti” Logo



Historical “Perine” logo

See “The Colors of Fender” for appropriate color use.

All Fender brand logos are distributed as an Encapsulated Postscript File (EPS) or in Tagged Image File Format (TIFF) and should never be recreated. Fender brand logos are not to be altered in any way. The use of any version of Fender brand logos, other than those designated here, will be in violation of Fender style standards and subject to review and corrective action.

The Fender logos and typefaces should never appear in any colors other than those specified. If the logo appears in any colors other than those designated in this guide, the branded item will be held in violation of the FMIC logo and style standards.

Please send art pending approval to:

## LICENSING

Brian Tedeschi

Director of Business Development

(480) 845-5453 | [btedeschi@fender.com](mailto:btedeschi@fender.com)

## BRANDING

Rich Siegle

Director of Branding

(480) 845-5574 | [rsiegle@fender.com](mailto:rsiegle@fender.com)

# MERCHANDISE

It is preferred that merchandise requiring Fender branded tags utilize a 2" square hangtag as a continuation of the tab logo.

The hang tag may be adapted to better suit the required item but is required to keep a 1:1 ratio at a minimum of 1".



Front



Back



# MERCHANDISE

It is preferred when merchandise, such as clothing, requiring the Fender brand, utilize the tab logo specified below.



Inner-collar-label should be screen printed 1-Color with KO logo. Supporting type to be located Secondary to tab logo.

Tab on lower left side  
3" from left middle seam  
100% Polyester  
White Embroidered Logo