

FENDER

Visual Standards Guide

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Introduction

This Visual Standards Guide outlines the foundational elements of the Fender brand, including its concept, logo usage, and visual system, to ensure clarity and consistency across all touchpoints.

It also establishes a forward-looking framework, demonstrating how the identity can evolve through future applications and creative exploration.

Brand Concept

Building on its legacy as one of the most influential instrument makers in music history,

While staying true to its roots, the new Fender focuses on empowering people to create, share, and shape culture through sound.

Where we started

The beginning

Fender's story began with Leo Fender, a self-taught electronics enthusiast who believed music should be accessible to everyone. In the late 1940s, he designed instruments that were easy to play, repair, and afford, solving practical problems musicians faced.

Founded in 1946 in Fullerton, California, Fender quickly became a catalyst for a new sound, embracing experimentation over tradition. From garages to global stages, the brand grew from the belief that innovation and creativity should be within reach of anyone willing to pick up a guitar.

“I wasn’t trying to follow tradition or impress purists; I wanted to solve problems for players, to make instruments that worked better, sounded better, and gave more people the chance to express themselves.

– Leo Fender



Where we went

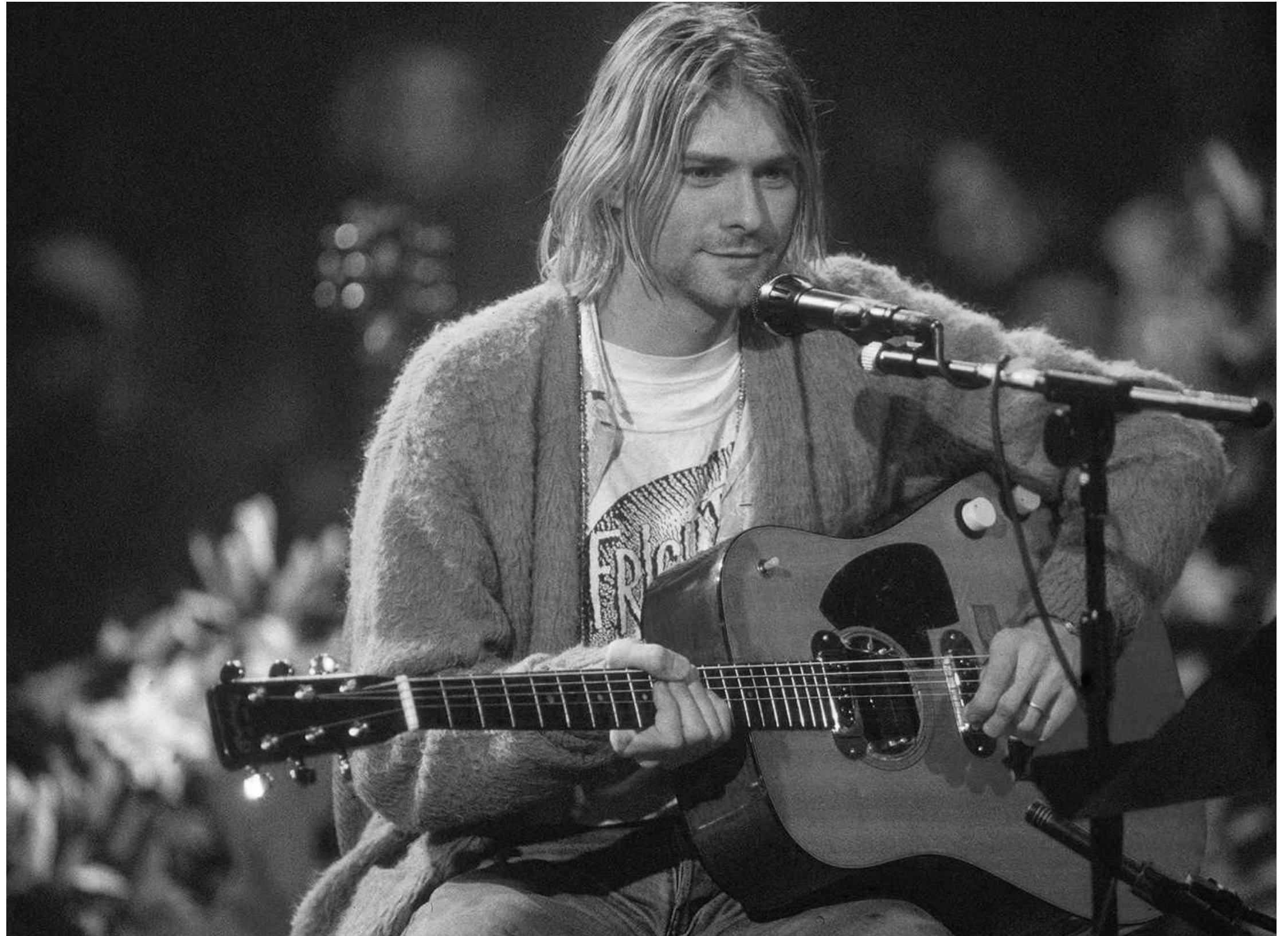
How we grew

Fender grew by listening to musicians and responding with practical innovation. In the 1950s, Leo Fender and his team introduced the Telecaster and Stratocaster—simple, modular designs that were easy to repair and adapt.

These guitars quickly reached working musicians, garage bands, and early rock 'n' roll pioneers. Over time, Fender became a cultural icon, shaping genres and inspiring musicians across generations.

“I’m left-handed, and it’s not very easy to find reasonably priced, high-quality left-handed guitars. But out of all the guitars in the whole world, the Fender Mustang is my favorite.”

– Kurt Cobain





Where we are

Highlights

Fender is still guided by the belief that music should be accessible, expressive, and personal. The Stratocaster, Telecaster, and Precision Bass remain at the heart of the brand, shaping music across genres and generations.

While staying true to craftsmanship and sound, Fender has evolved with technology and culture through Fender Play, artist collaborations, and community content. This approach honors its legacy while keeping the brand relevant for today's creators.

“To lead Fender is the honor of a lifetime ... I’m committed to ensuring Fender continues to empower players everywhere, from beginners picking up their first guitar to the artists shaping the sound of today and tomorrow.”

– Edward “Bud” Cole, Current CEO of Fender

Timeline

KEY DATES AND EVENTS

1946

Leo Fender founded Fender Electric Instrument Company in Fullerton, California.

1950

Released the Broadcaster, later renamed the Telecaster.

1954

Introduced the Stratocaster, which became an iconic guitar design.

1965

Fender began international distribution, expanding into Europe and Asia.



1948

Introduced the first commercially successful electric bass to the market, the Precision Bass.



1951

Fender developed its first custom amplifiers for musicians.



1959

Leo Fender sold Fender Electric Instrument Company to CBS.



1970

CBS modernized production, introducing new models and mass manufacturing.

1975

Fender started artist endorsement programs, partnering with famous musicians of the time.



1985

Launched Fender Japan, bringing high-quality instruments at accessible prices.



2007

Expanded Fender Play, an online learning platform for beginners.



2020

Launched Fender Next initiative, focusing on community, digital, and creative experiences.



1981

CBS sold Fender to a group of employees, creating Fender Musical Instruments Corporation (FMIC).

1991

Introduced Fender American Standard series, modernizing the classic designs.

2010

Partnered with major artists to create signature guitar series.

Today

Evolved from an instrument manufacturer into a creative empowerment platform.

MISSION STATEMENT

We empower people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world.



Logo Standards

Adhering to these standards is essential to maintaining the clarity and consistency of the Fender logo.

This section outlines its proper construction, appearance, and usage, providing clear visual guidelines to ensure accurate application and establish a strong foundation for the overall visual system.

Logo standards

THE NEW LOGO

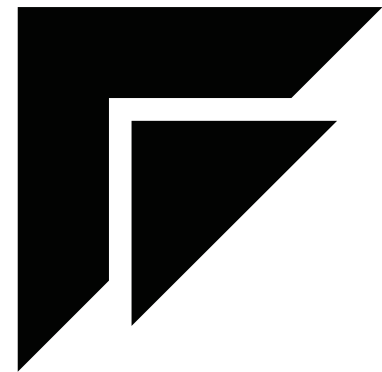


The final logo uses abstract minimalism to create a dynamic mark that subtly references the letter “F.” Its simple geometric form ensures scalability across platforms, while the triangular shapes suggest a play button, symbolizing music creation and forward momentum. Their upward movement reinforces a sense of optimism and progress.

The logotype has been carefully refined with a taller x-height to improve legibility and create a more open, optimistic presence. Set in an uppercase sans-serif typeface, it conveys clarity, stability, and a contemporary character that aligns with Fender’s evolving identity.

Logo alternate versions

BLACK AND WHITE



F E N D E R

The horizontal logo is the preferred primary mark for most applications.

The monolithic icon is balanced by the Art Nouveau-inspired typography, creating a contrast between bold structure and fluid expression that reflects the brand's blend of stability and creativity.

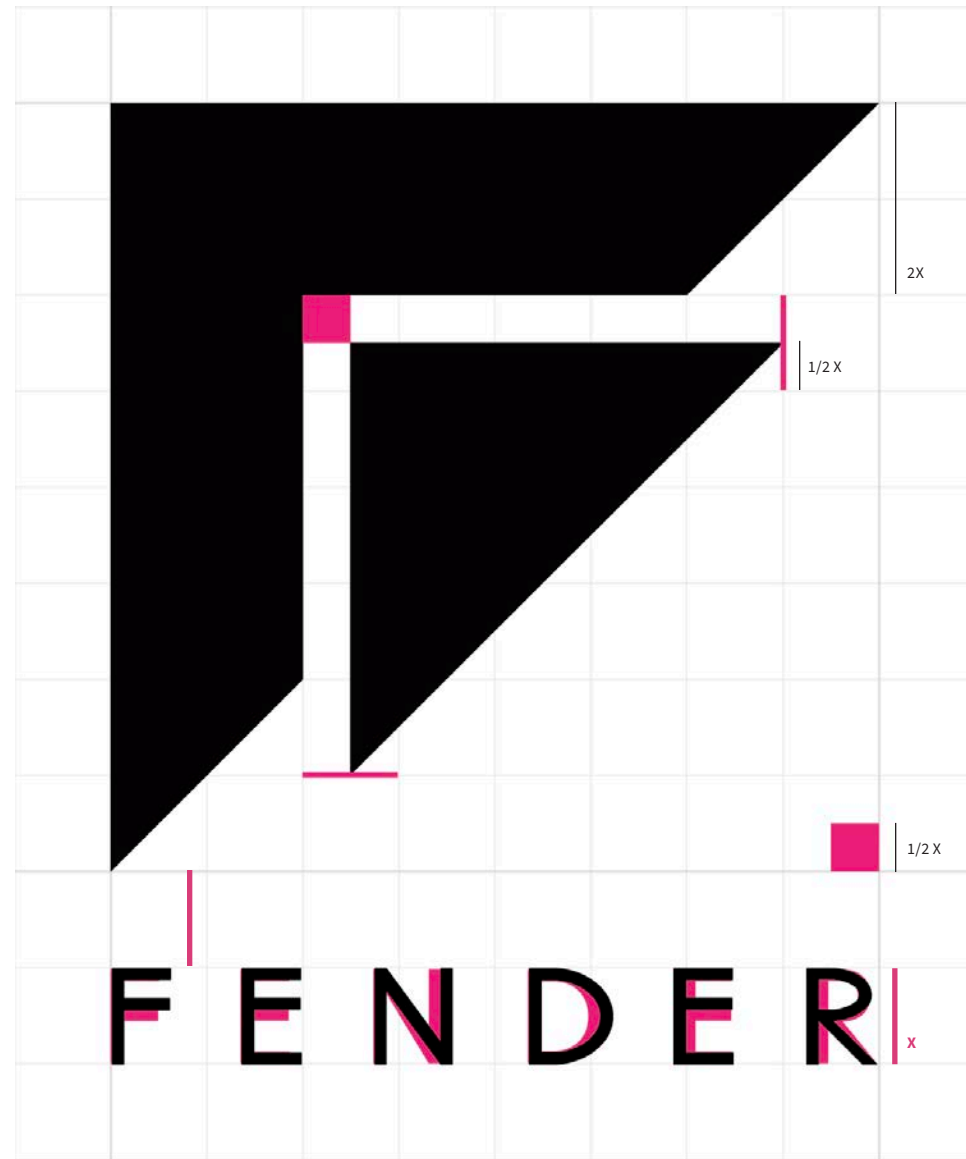


Black and white logos should be used in situations where clarity, contrast, and versatility are essential, ensuring the mark remains legible and consistent across a wide range of applications and backgrounds.



Logo anatomy

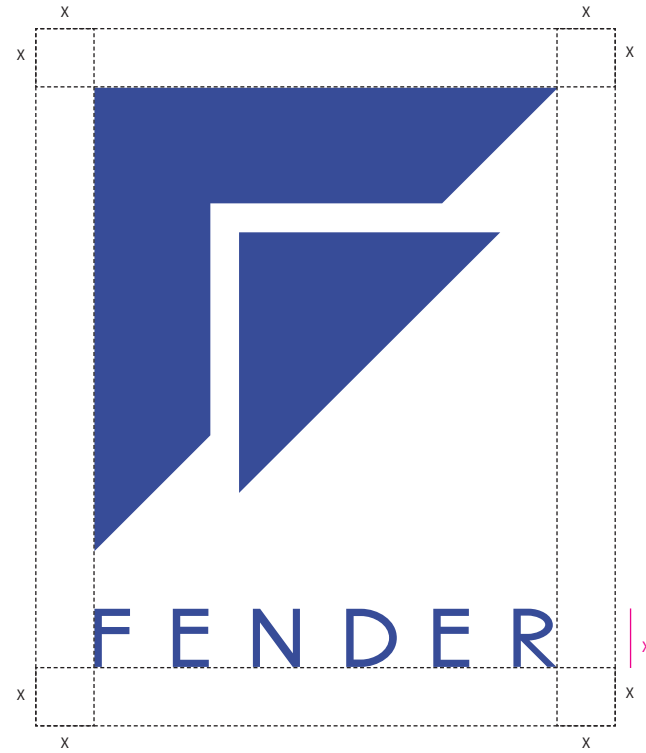
COMPONENTS



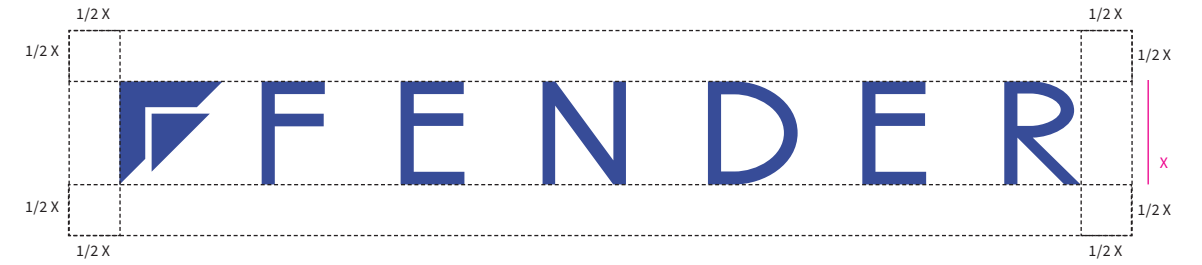
The logo relies on a grid system to align each element and allow for sufficient spacing. The logo type has been hand set to increase the x-height and character width. When designing for larger or smaller spaces, the logo should always maintain this optical alignment.

Clear space

DISPLAYING THE LOGO PROPERLY



For the stacked version of the logo, the clear space around the logo should be $1x$, where x is the height of the logotype.



For the horizontal version of the logo, the clear space around the logo should be $1/2 x$, where x is the height of the logotype.

Logo size chart

ENSURE LEGIBILITY

A logo must adapt to different scales to maintain clarity, legibility, and visual impact across all applications.

This chart outlines which logo variation should be used at specific collateral widths, ensuring the mark remains recognizable whether viewed at large or small sizes.

Following these guidelines helps preserve the integrity of the brand across all touchpoints.

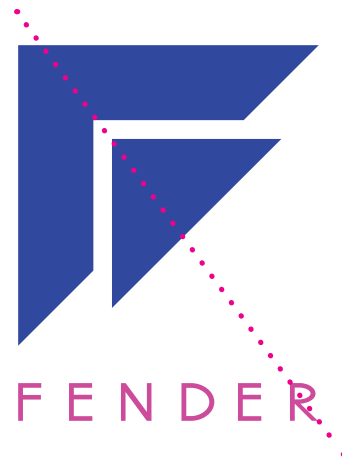
| Icon | Horizontal | Stacked | Logo version |
|-------------------------------------|------------|---------|--------------|
| | | | 48 inches+ |
| | | | 24 inches |
| | | | 18 inches |
| | | | 12 inches |
| | | | 1 inch |
| | | | 1/4 inch |
| Do not set the logo below 1/4 inch. | | | Width |

Logo don'ts

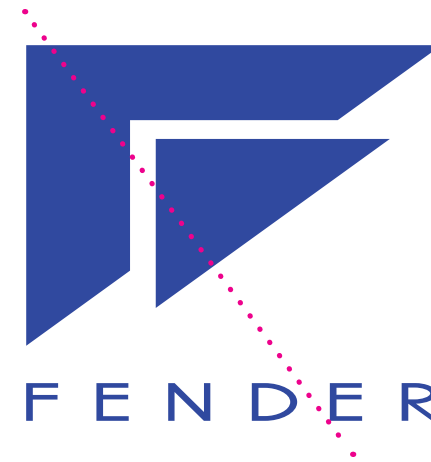
GUARDRAILS



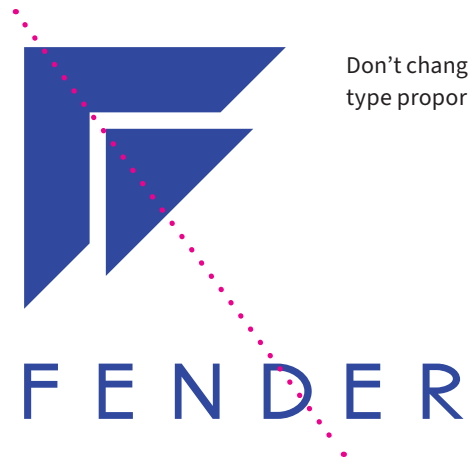
Don't colorize different parts of the logo icon.



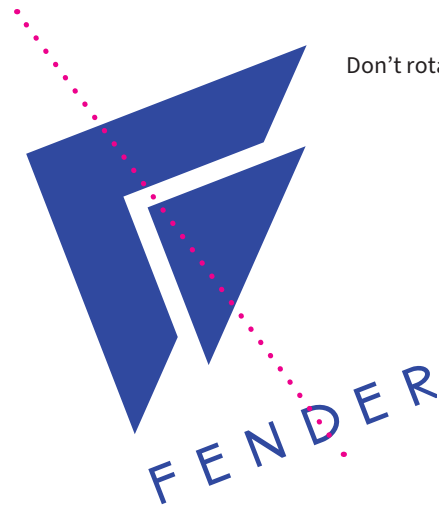
Don't colorize the logotype to be different from the logo icon.



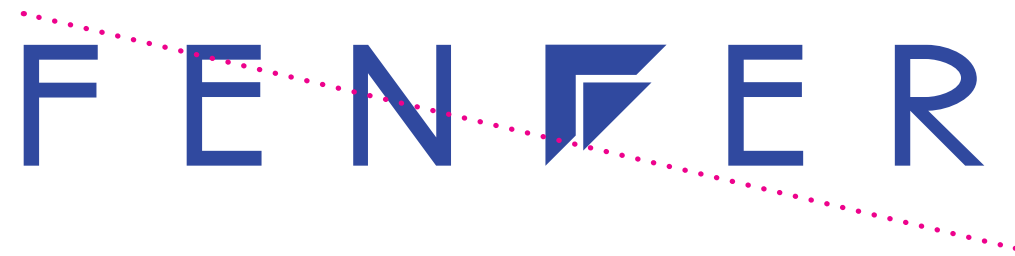
Don't stretch the logo.



Don't change the logo icon or type proportions.



Don't rotate the logo.



Don't use the logo icon as a replacement for letters.

Visual System

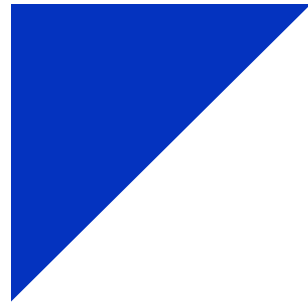
The Fender brand is expressed not only through its logo, but through a cohesive visual system that reinforces its identity across all touchpoints.

This section outlines the approved typography, color palette, and design elements to ensure a consistent and unified look and feel.

Color palette

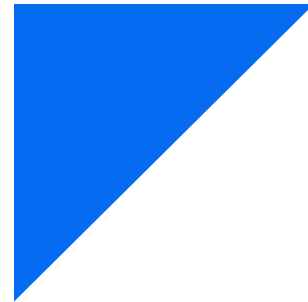
APPROVED COLORS

COLOR



JAZZ

CMYK: 94, 84, 0, 0
RGB: 46, 73, 158
Hex: #0433BF
Pantone: 286 C



NEW WAVE

CMYK: 81, 59, 0, 0
RGB: 5, 108, 242
Hex: #056CF2
Pantone: 285 C



FUNK

CMYK: 1, 54, 74, 0
RGB: 243, 141, 82
Hex: #F28D52
Pantone: 715 C

The following are the approved system colors for Fender, and usage should remain within this defined palette. Blue and bright blue serve as the primary colors, representing creativity and energy, while orange adds a sense of expression and momentum; black and grey provide balance, grounding the system with clarity and versatility.

NEUTRALS



TECHNO

CMYK: 75, 67, 66, 84
RGB: 13, 13, 13
Hex: #0D0D0D
Pantone: Black 6 C



AMBIENT

CMYK: 4, 2, 2, 0
RGB: 241, 243, 244
Hex: #F2F2F2
Pantone: 663 C

Typography

SOURCE SANS 3 Source Sans 3

Source Sans 3 is a clean, modern sans-serif typeface that offers strong legibility and versatility across digital and print applications. Its simplicity and openness make it well-suited for Fender’s evolving identity, supporting clear communication while complementing the brand’s focus on accessibility and creative expression.

TYPEFACE WEIGHTS

Source Sans 3 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ! ? ; , \$ &

Source Sans 3 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ! ? ; , \$ &

HIERARCHY

Header

Subhead

Body

Body bold

Caption

Business stationery



Future Prospects

With Fender's visual standards established, this section explores the brand's future prospects—all grounded in its mission to empower creative expression through sound.

The new universe 1/5

ENV1 - EXPERIENCE

FENDER FIRST NOTE

Onboard beginners into music creation immediately.

Fender First Note is all about helping beginners take their first real steps into making music. Through guided workshops, hands-on tutorials, and structured sessions, it turns that initial intimidation into confidence. Learners get to create right away, feeling the joy of music while building a foundation they can keep exploring and expressing themselves on.

MISSION/ FOCUS

Fender First Note reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing beginner-friendly workshops that turn curiosity into actionable creativity.

SIMILAR IDEAS

Yousician, GarageBand lessons, local music workshops

DIFFERENTIATORS

Unlike typical online tutorials, First Note mixes clear guidance, real instrument play, and community support—whether in person or in a hybrid setting—so you're never learning alone.

LINKS TO

Fender Mod Kits, Fender Creator Kit

SRV1 - SERVICE

FENDER CIRCLES

Connect small groups of musicians for creative collaboration.

Fender Circles is a subscription platform where musicians come together in small creative groups to collaborate, give feedback, and grow their skills together. With guided prompts, shared projects, and handy digital tools, music-making becomes an ongoing, social experience. Circles create a space for peer-to-peer learning and experimentation, all within a safe and structured environment.

MISSION/ FOCUS

Fender Circles reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by facilitating ongoing collaboration and shared musical experiences.

SIMILAR IDEAS

Meetup, Discord music communities, Soundtrap

DIFFERENTIATORS

What sets Circles apart is how it blends guided prompts, goal-driven projects, and tiered skill levels to keep your creativity moving forward—so you're always learning and creating with support.

LINKS TO

Fender Jazz Club

ENV2 - ENVIRONMENT

FENDER SOUND LABS

Hybrid physical spaces for music creation and learning.

Fender Sound Labs bring together studio, classroom, and community all in one place, giving people the space to create, record, and experiment with sound. Packed with instruments, recording gear, and collaborative spaces, these labs make hands-on learning fun and spark creative exchange for musicians of all skill levels.

MISSION/ FOCUS

Fender Sound Labs reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing physical spaces for exploration, collaboration, and skill-building.

SIMILAR IDEAS

WeWork makerspaces, local music studios, community centers

DIFFERENTIATORS

What makes Sound Labs different from a traditional studio is how they mix collaborative learning, workshops, and accessible instruments—so everyone can jump in and start making music.

LINKS TO

Fender Pop-Up Sound Labs

PROD1 - PRODUCT

FENDER FLOW

A modular digital-physical instrument system.

Fender Flow is a flexible instrument system that works for any skill level. With modular digital and physical components, it lets you experiment with sound intuitively. Designed to make music-making accessible, Flow gives everyone—from beginners to seasoned musicians—the freedom to explore, compose, and perform seamlessly.

MISSION/ FOCUS

Fender Flow reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing an accessible, adaptable instrument system that encourages continuous creativity.

SIMILAR IDEAS

Ableton Push, Roli Seaboard, modular synths.

DIFFERENTIATORS

What sets Flow apart is how it bridges physical and digital play, letting you create and experiment in a way that fits your skill level and style.

LINKS TO

Fender Mod Kits, Fender Circles

The new universe 2/5

EDU1 - EDUCATIONAL

FENDER OPEN SOURCE MUSIC SCHOOL

Free, global access to music education.

Fender Open Source Music School offers interactive lessons, creator-led tutorials, and collaborative challenges that let anyone learn, experiment, and dive into music culture—no matter where they are or how much experience they have. It extends Fender beyond instruments, giving people everywhere the chance to explore music as a form of cultural expression.

MISSION/ FOCUS

Fender Open Source Music School reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by giving universal access to structured music education.

SIMILAR IDEAS

Coursera, YouTube tutorials, Berklee Online

DIFFERENTIATORS

What makes it different from other platforms is how it blends collaboration, live guidance, and carefully curated content, all rooted in Fender’s community and culture.

LINKS TO

Fender Masterclass Series

EVT1 - EVENT

FENDER CULTURE SESSIONS

Live and digital events for musical collaboration.

Fender Culture Sessions bring musicians, creators, and communities together through live and online events. They celebrate diverse voices and show how music connects us all, offering performances, workshops, and jam sessions that highlight the many ways music shapes culture.

MISSION/ FOCUS

Fender Culture Sessions reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by facilitating collaborative, high-impact events that make music culture participatory.

SIMILAR IDEAS

NPR Tiny Desk, SXSW Music events, local open mics

DIFFERENTIATORS

What sets them apart from typical music events is how they combine in-person and virtual access with community-focused workshops and curated opportunities to participate and connect.

LINKS TO

N/A

ENV3 - ENVIRONMENT

FENDER STUDIO HUBS

Co-working spaces for musicians.

Studio Hubs are hybrid co-working spaces where creators can compose, record, and connect. With flexible workspaces, instruments, and collaborative zones, they give both amateur and professional musicians room to experiment and create in real-world environments.

MISSION/ FOCUS

Fender Studio Hubs reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by offering spaces that merge professional music creation with collaborative learning.

SIMILAR IDEAS

WeWork studios, band rehearsal rooms, creative incubators

DIFFERENTIATORS

What makes them different from a typical rehearsal room is the mix of mentorship, accessible instruments, and built-in collaborative programming that keeps creativity flowing.

LINKS TO

N/A

SRV2 - SERVICE

FENDER JAM CLUB

Virtual and in-person jam sessions.

Jam Club gives musicians weekly chances to connect and collaborate, whether online or in person. Every session encourages experimentation, peer feedback, and skill-building, all while helping participants feel part of a global music community.

MISSION/ FOCUS

Fender Jam Club reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by creating accessible opportunities for collaboration and creative expression.

SIMILAR IDEAS

BandLab Sessions, Zoom jams, local music meetups

DIFFERENTIATORS

What makes it different from typical jam sessions is how it combines structured prompts, mentorship, and hybrid access so everyone can join in and grow together.

LINKS TO

Fender Circles

The new universe 3/5

PROD2 - PRODUCT

FENDER MOD KITS

DIY modular instrument kits for personal customization.

Fender Mod Kits give musicians modular components to build, tweak, or expand their own instruments. They make it easy to experiment with sound, spark creativity, and craft a setup that truly reflects your personal style.

MISSION/ FOCUS

Fender Mod Kits reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by enabling personalized creativity through flexible instrument customization.

SIMILAR IDEAS

Korg DIY kits, Moog modular synths.

DIFFERENTIATORS

What sets them apart is how beginner-friendly and scalable they are, while also connecting seamlessly with Flow and Circles for even more ways to play and create.

LINKS TO

Fender Flow, Fender Creator Kit

EDU2 - EDUCATIONAL

FENDER MASTERCLASS SERIES

Creator-led classes for skill advancement.

The Fender Masterclass Series brings professional musicians and educators to guide learners through live or pre-recorded sessions. Covering technique, composition, and production, these classes give practical experience while turning inspiration into real skills.

MISSION/ FOCUS

Fender Masterclass Series reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by delivering actionable skills from accomplished musicians to foster participation and creativity.

SIMILAR IDEAS

MasterClass, YouTube tutorials, online workshops

DIFFERENTIATORS

What sets them apart is how they combine community discussions, project-based learning, and Fender-specific tools—so you're not just watching, you're actively creating and growing.

LINKS TO

Fender Open Source Music School

EVT2 - EVENT

FENDER POP-UP SOUND LABS

Experiential events for music exploration.

Pop-Up Sound Labs are temporary event spaces where participants can explore instruments, try out modular systems, and join workshops. They put Fender's tools, creativity, and collaborative experiences front and center in fun, hands-on environments.

MISSION/ FOCUS

Fender Pop-Up Sound Labs reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by bringing Fender's instruments and community experiences directly to audiences in immersive environments.

SIMILAR IDEAS

Apple Experience Stores, local music festivals, pop-up exhibits

DIFFERENTIATORS

What makes them different from typical events is their focus on hands-on creation, guided discovery, and collaborative workshops that let everyone jump in and make music together.

LINKS TO

Fender Sound Labs

PROD3 - PRODUCT

FENDER CREATOR KIT

A ready-to-play set for music exploration.

The Fender Creator Kit comes with compact instruments, software access, and easy-to-follow instructional content so beginners and intermediate players can start making music right away. Designed to work seamlessly with Fender Flow and Circles, it makes music accessible and encourages early hands-on engagement with music culture.

MISSION/ FOCUS

Fender Creator Kit reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing all-in-one tools for creation, collaboration, and early participation.

SIMILAR IDEAS

LEGO Music kits, Yamaha Starter Packs

DIFFERENTIATORS

What sets it apart is how it plugs into Fender's ecosystem (Flow, Circles, and the Open Source Music School); giving users a multi-channel way to explore, create, and connect.

LINKS TO

Fender Flow, Fender Mod Kits

The new universe 4/5

SRV3 – SERVICE

FENDER TRACK EXCHANGE

A digital platform for sharing and remixing original music.

Fender Track Exchange allows musicians to upload, share, and remix each other's tracks in an open creative environment. It encourages collaboration through stems, loops, and layered contributions, turning individual ideas into collective creations.

MISSION/ FOCUS

Fender Track Exchange reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by making collaboration and music-sharing seamless and accessible.

SIMILAR IDEAS

SoundCloud, BandLab, Splice.

DIFFERENTIATORS

What sets it apart is its focus on structured collaboration, allowing users to build on each other's work intentionally rather than simply posting finished tracks.

LINKS TO

Fender Circles, Fender Flow, Fender Virtual Stage

EVT3 – EVENT

FENDER OPEN MIC NETWORK

A global series of live and virtual open mic events.

Fender Open Mic Network connects local and global communities through recurring open mic events hosted both in-person and online. It gives musicians a platform to perform, share their work, and engage with audiences in a low-pressure, inclusive setting.

MISSION/ FOCUS

Fender Open Mic Network reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by creating accessible opportunities for performance and community engagement.

SIMILAR IDEAS

Local open mics, Sofar Sounds, Twitch live streams.

DIFFERENTIATORS

What sets it apart is its hybrid model and integration with Fender's ecosystem, allowing performers to move from Circles and Jam Club directly into live performance.

LINKS TO

Fender Jam Club, Fender Virtual Stage, Fender Sound Labs

MEDIA1 – MEDIA

FENDER SIGNAL

A content platform exploring music, creators, and culture.

Fender Signal is a digital media platform featuring stories, interviews, and documentaries about musicians and the cultural impact of music. It highlights emerging voices and explores how sound shapes identity and community.

MISSION/ FOCUS

Fender Signal reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by amplifying stories that influence and define music culture.

SIMILAR IDEAS

NPR Music, Pitchfork, Rolling Stone.

DIFFERENTIATORS

What sets it apart is its focus on participation over observation, encouraging audiences to move from consuming stories to creating their own.

LINKS TO

Fender Culture Sessions, Fender Open Source Music School

ENV4 – ENVIRONMENT

FENDER CULTURE LABS

Spaces dedicated to exploring music's cultural impact.

Fender Culture Labs are immersive environments where music intersects with art, technology, and community. Through exhibits, workshops, and collaborative installations, they explore how sound shapes identity, movements, and cultural expression.

MISSION/ FOCUS

Fender Culture Labs reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by creating spaces that explore and influence cultural expression.

SIMILAR IDEAS

Museum of Pop Culture, interactive art exhibits, cultural centers.

DIFFERENTIATORS

What sets it apart is its blend of creation and cultural exploration, turning audiences into participants within evolving artistic experiences.

LINKS TO

Fender Sound Labs, Fender Culture Sessions, Fender Signal

The new universe 5/5

SRV4 – SERVICE

FENDER COLLAB CHALLENGES

Timed creative prompts that bring musicians together to co-create.

Fender Collab Challenges are recurring, time-bound creative prompts where musicians respond individually or in teams, remixing, building, or completing shared musical ideas. These challenges encourage experimentation, collaboration, and rapid creativity in a structured, engaging format.

MISSION/ FOCUS

Fender Collab Challenges reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by encouraging collaborative creativity through shared prompts and community interaction.

SIMILAR IDEAS

Inktober, TikTok challenges, Splice remix contests.

DIFFERENTIATORS

What sets it apart is its integration into Fender’s ecosystem, allowing users to move from structured prompts into Circles, Jam Club, or Track Exchange for continued collaboration.

LINKS TO

Fender Circles, Fender Track Exchange, Fender Flow

MEDIA2 – MEDIA

FENDER ARCHIVE

A digital archive celebrating the evolution of music and sound.

Fender Archive is an interactive digital library that documents iconic sounds, instruments, performances, and cultural moments in music history. Users can explore timelines, deconstruct tracks, and understand how music has shaped identity and culture over time.

MISSION/ FOCUS

Fender Archive reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by preserving and contextualizing the cultural impact of music.

SIMILAR IDEAS

Google Arts & Culture, Rock & Roll Hall of Fame archives, Spotify retrospectives.

DIFFERENTIATORS

What sets it apart is its interactive, creator-focused lens—encouraging users not just to consume history, but to learn from it and apply it to their own creative work.

LINKS TO

Fender Signal, Fender Culture Sessions, Fender Open Source Music School

Brand chart

EXPERIENCES/ ENVIRONMENTS

ENV1 - Fender First Note

ENV2 - Fender Sound Labs

ENV3 - Fender Studio Hubs

ENV4 - Fender Culture Labs

SERVICES

SRV1 - Fender Circles

SRV2 - Fender Jam Club

SRV3 - Fender Track Exchange

SRV4 - Fender Collab Challenges

PRODUCTS

PROD1 - Fender Flow

PROD2 - Fender Mod Kits

PROD3 - Fender Creator Kit

EDUCATIONAL

EDU1 - Fender Open Source Music School

EDU2 - Fender Masterclass Series

EVENTS

EVT1 - Fender Culture Sessions

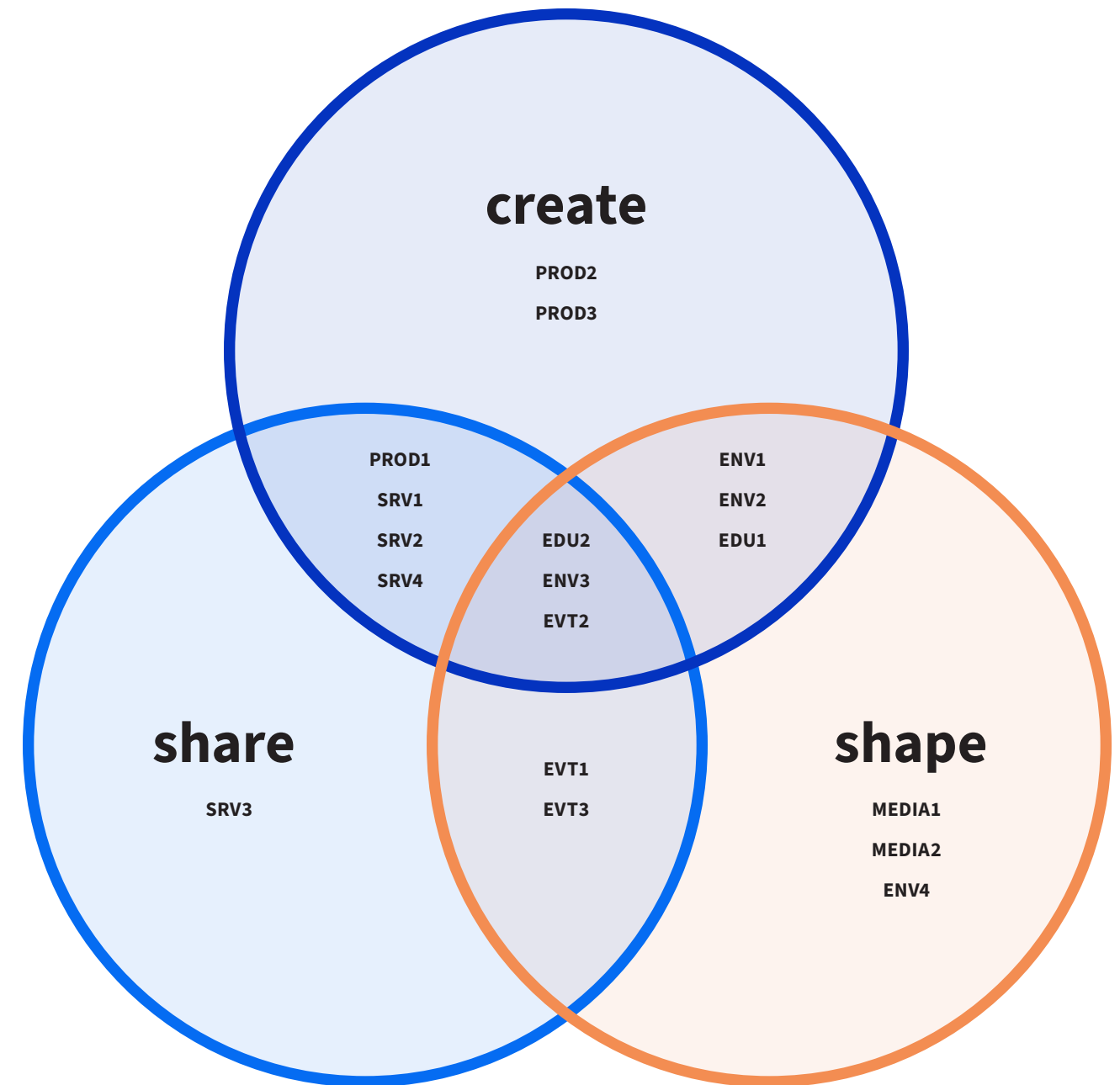
EVT2 - Fender Pop-Up Sounds Labs

EVT3 - Fender Open Mic Network

MEDIA

MEDIA1 - Fender Signal

MEDIA2 - Fender Archive



FENDER FIRST NOTE

Onboard beginners into music creation immediately.

Fender First Note is all about helping beginners take their first real steps into making music. Through guided workshops, hands-on tutorials, and structured sessions, it turns that initial intimidation into confidence.

Learners get to create right away, feeling the joy of music while building a foundation they can keep exploring and expressing themselves on.



Fender First Note helps beginners take their first real steps into making music.



MISSION FOCUS

Fender First Note reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing beginner-friendly workshops that turn curiosity into actionable creativity.

Learners can keep exploring and expressing themselves through structured sessions.



Through guided workshops, learners feel the joy of music and get to create right away.

SIMILAR IDEAS

Yousician, GarageBand lessons, local music workshops

DIFFERENTIATORS

Unlike typical online tutorials, First Note mixes clear guidance, real instrument play, and community support—whether in person or in a hybrid setting—so you’re never learning alone.

LINKS TO

Fender Mod Kits, Fender Creator Kit

FENDER CIRCLES

Connect small groups of musicians for creative collaboration.

Fender Circles is a subscription platform where musicians come together in small creative groups to collaborate, give feedback, and grow their skills together.

With guided prompts, shared projects, and handy digital tools, music-making becomes an ongoing, social experience. Circles create a space for peer-to-peer learning and experimentation, all within a safe and structured environment.



Fender Circles creates a space for peer-to-peer learning and experimentation.



MISSION FOCUS

Fender Circles reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by facilitating ongoing collaboration and shared musical experiences.

Shared projects and handy digital tools turn music-making into an ongoing, social experience.



Shared projects and handy digital tools turn music-making into an ongoing, social experience.

SIMILAR IDEAS

Meetup, Discord music communities, Soundtrap

DIFFERENTIATORS

What sets Circles apart is how it blends guided prompts, goal-driven projects, and tiered skill levels to keep your creativity moving forward—so you're always learning and creating with support.

LINKS TO

Fender Jazz Club

FENDER SOUND LABS

Hybrid physical spaces for music creation and learning.

Fender Sound Labs bring together studio, classroom, and community all in one place, giving people the space to create, record, and experiment with sound.

Packed with instruments, recording gear, and collaborative spaces, these labs make hands-on learning fun and spark creative exchange for musicians of all skill levels.



Fender Sound Labs bring together studio, classroom, and community all in one place.



Labs are packed with instruments, recording gear, and collaborative spaces.

MISSION FOCUS

Fender Sound Labs reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing physical spaces for exploration, collaboration, and skill-building.



People have a space to create, record, and experiment with sound.

SIMILAR IDEAS

WeWork makerspaces, local music studios, community centers

DIFFERENTIATORS

What makes Sound Labs different from a traditional studio is how they mix collaborative learning, workshops, and accessible instruments—so everyone can jump in and start making music.

LINKS TO

Fender Pop-Up Sound Labs

FENDER FLOW

A modular digital-physical instrument system.

Fender Flow is a flexible instrument system that works for any skill level. With modular digital and physical components, it lets you experiment with sound intuitively.

Designed to make music-making accessible, Flow gives everyone—from beginners to seasoned musicians—the freedom to explore, compose, and perform seamlessly.

Fender Flow works for any skill level—
from beginners to seasoned musicians.





Modular digital and physical components let you experiment with sound intuitively.

MISSION FOCUS

Fender Flow reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by providing an accessible, adaptable instrument system that encourages continuous creativity.



Flow makes music-making accessible; as a flexible instrument system that works for any skill level.

SIMILAR IDEAS

Ableton Push, Roli Seaboard, modular synths.

DIFFERENTIATORS

What sets Flow apart is how it bridges physical and digital play, letting you create and experiment in a way that fits your skill level and style.

LINKS TO

Fender Mod Kits, Fender Circles

FENDER OPEN SOURCE MUSIC SCHOOL

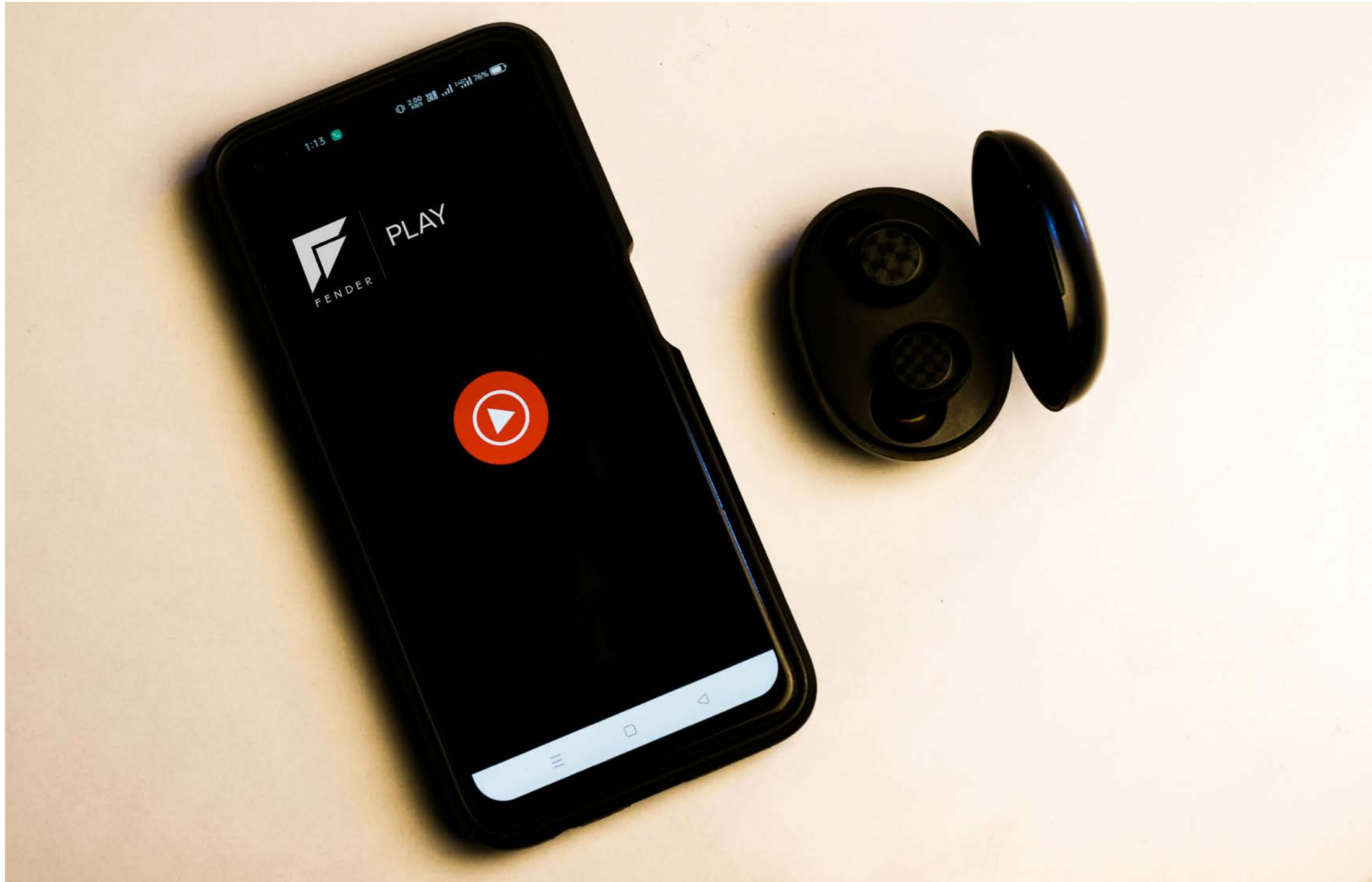
Global access to music education.

Fender Open Source Music School offers interactive lessons, creator-led tutorials, and collaborative challenges that let anyone learn, experiment, and dive into music culture—no matter where they are or how much experience they have.

It extends Fender beyond instruments, giving people everywhere the chance to explore music as a form of cultural expression.



Fender Open Source Music School offers interactive lessons that let anyone learn and experiment.



MISSION FOCUS

Fender Open Source Music School reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by giving universal access to structured music education.

Creator-led tutorials and collaborative challenges let anyone learn—no matter their experience.



Open Source Music Schools extends Fender beyond instruments, giving people everywhere the chance to explore music.

SIMILAR IDEAS

Coursera, YouTube tutorials, Berklee Online

DIFFERENTIATORS

What makes it different from other platforms is how it blends collaboration, live guidance, and carefully curated content, all rooted in Fender's community and culture.

LINKS TO

Fender Masterclass Series

FENDER CULTURE SESSIONS

**Live and digital events for
musical collaboration.**

Fender Culture Sessions bring musicians, creators, and communities together through live and online events. They celebrate diverse voices and show how music connects us all, offering performances, workshops, and jam sessions that highlight the many ways music shapes culture.



Fender Culture Sessions bring musicians, creators, and communities together.



Culture Sessions offers performances that highlight the many ways music shapes culture.

MISSION FOCUS

Fender Culture Sessions reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by facilitating collaborative, high-impact events that make music culture participatory.



Live and online jam sessions celebrate diverse voices and show how music connects us.

SIMILAR IDEAS

NPR Tiny Desk, SXSW Music events, local open mics

DIFFERENTIATORS

What sets them apart from typical music events is how they combine in-person and virtual access with community-focused workshops and curated opportunities to participate and connect.

LINKS TO

N/A

FENDER STUDIO HUBS

Co-working spaces for musicians.

Studio Hubs are hybrid co-working spaces where creators can compose, record, and connect.

With flexible workspaces, instruments, and collaborative zones, they give both amateur and professional musicians room to experiment and create in real-world environments.

Fender Studio Hubs give both amateur and professional musicians room to experiment.





Studio Hubs are hybrid co-working spaces where creators can compose, record, and connect.

MISSION FOCUS

Fender Studio Hubs reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by offering spaces that merge professional music creation with collaborative learning.



Flexible workspaces, instruments, and collaborative zones help musicians create in real-world environments.

SIMILAR IDEAS

WeWork studios, band rehearsal rooms, creative incubators

DIFFERENTIATORS

What makes them different from a typical rehearsal room is the mix of mentorship, accessible instruments, and built-in collaborative programming that keeps creativity flowing.

LINKS TO

N/A

FENDER JAM CLUB

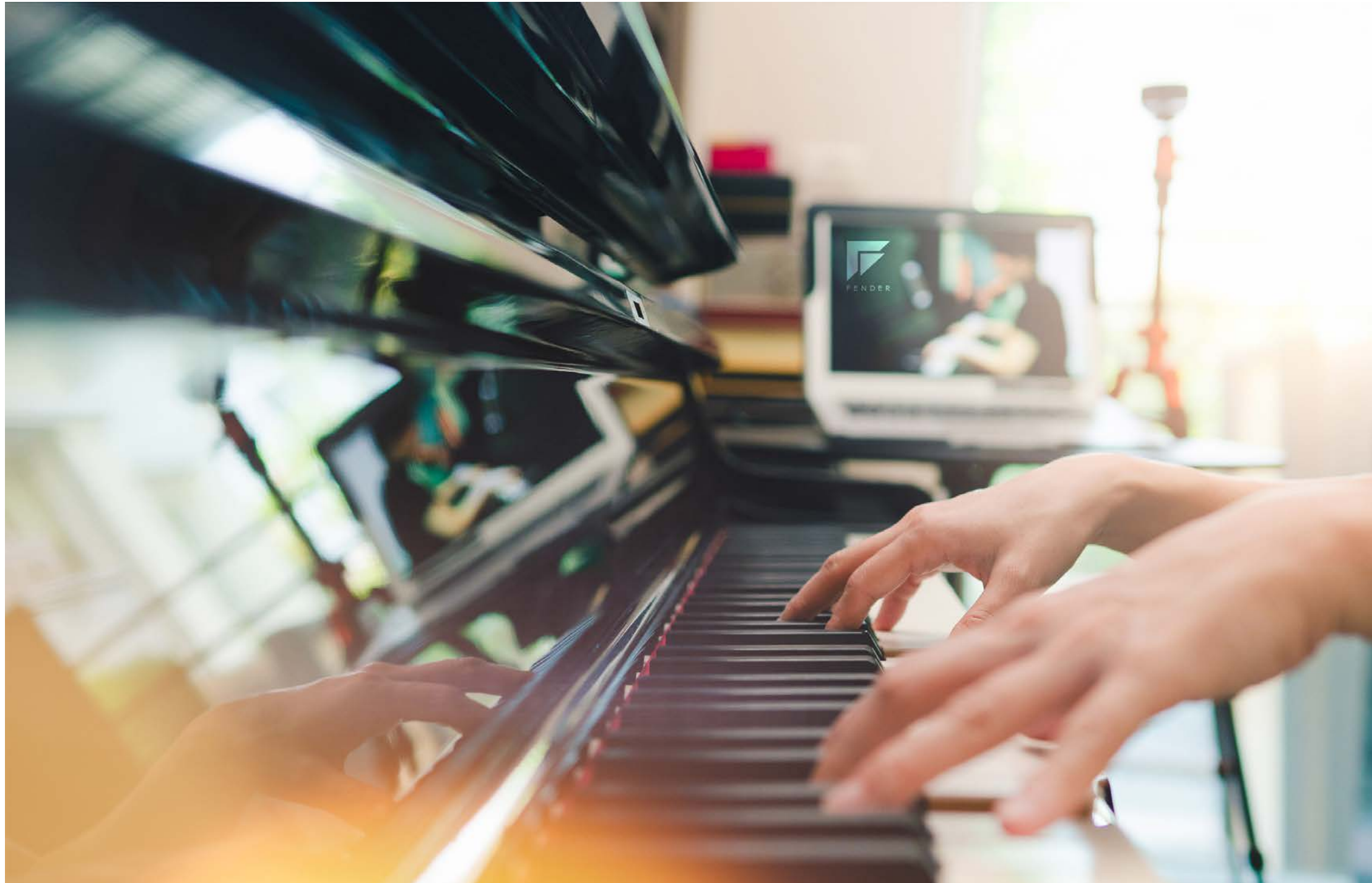
Virtual and in-person jam sessions.

Jam Club gives musicians weekly chances to connect and collaborate, whether online or in person.

Every session encourages experimentation, peer feedback, and skill-building, all while helping participants feel part of a global music community.

Fender Jam Club encourages experimentation, peer feedback, and skill-building.





MISSION FOCUS

Fender Jam Club reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by creating accessible opportunities for collaboration and creative expression.

Jam Club helps participants feel part of a larger global community.



Musicians get weekly opportunities to connect and collaborate with music.

SIMILAR IDEAS

BandLab Sessions, Zoom jams, local music meetups

DIFFERENTIATORS

What makes it different from typical jam sessions is how it combines structured prompts, mentorship, and hybrid access so everyone can join in and grow together.

LINKS TO

Fender Circles

FENDER MOD KITS

DIY modular instrument kits for personal customization.

Fender Mod Kits give musicians modular components to build, tweak, or expand their own instruments. They make it easy to experiment with sound, spark creativity, and craft a setup that truly reflects your personal style.



Fender Mod Kits give musicians modular components to expand their own instruments.



Mod Kits make it easy to craft a setup that truly reflects personal style.

MISSION FOCUS

Fender Mod Kits reinforces our mission of **empowering people everywhere to create, share, and shape culture through sound, because music connects us and inspires us to build a more expressive and participatory world** by enabling personalized creativity through instrument customization.



DIY kits make it easy to experiment with sound and spark creativity.

SIMILAR IDEAS

Korg DIY kits, Moog modular synths.

DIFFERENTIATORS

What sets them apart is how beginner-friendly and scalable they are, while also connecting seamlessly with Flow and Circles for even more ways to play and create.

LINKS TO

Fender Flow, Fender Creator Kit

Website overview

The website was developed through a series of wireframes and iterative design drafts to translate the brand strategy into a clear digital experience. This process allowed me to test structure, hierarchy, and flow early, ensuring the final site effectively communicates Fender's shift toward a more participatory creative ecosystem.



ROOTED IN CLARITY

The website was built through a structured process that began with a sitemap to define content hierarchy and user flow. From there, wireframes were developed to translate the strategy into a clear, functional layout before any visual styling was applied.

This approach ensured the experience stayed rooted in clarity and intention, supporting Fender's broader shift toward a more connected and participatory creative ecosystem.

Site map

CONTENT STRATEGY



Sound shapes culture

| | |
|---|----------------------|
| This is a student project (link to project) | Rebranding objective |
| New mission statement | History timeline |
| Keywords | Rebranding process |
| Brand grid | New identity |
| Book 1-3 | Key phrases |
| | Brand chart and list |

Create

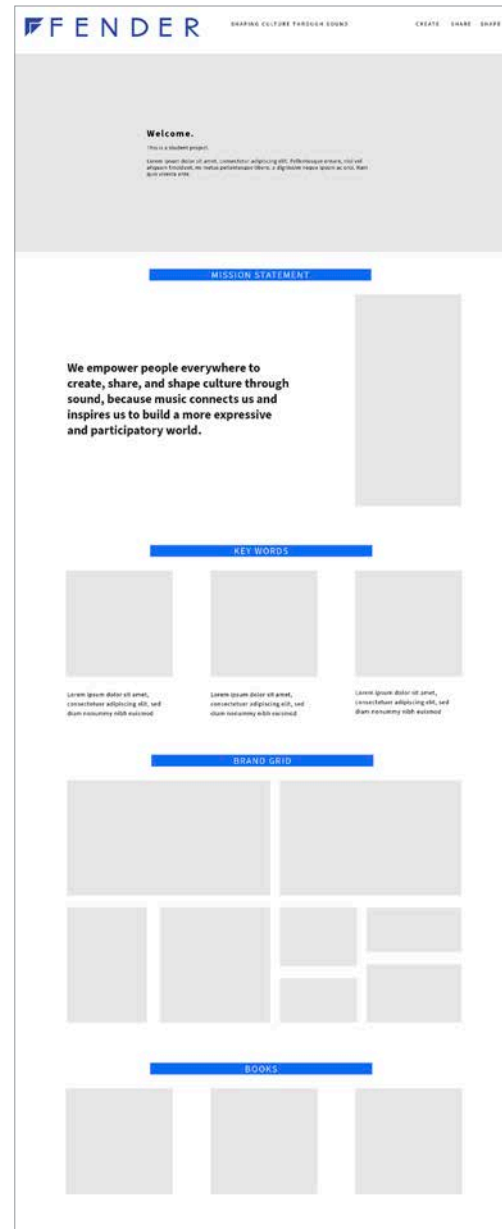
Share

Shape

| | | |
|-----------------------|----------------------|----------------------|
| Introduction | Introduction | Introduction |
| Create chart and list | Share chart and list | Shape chart and list |
| Extension 1 | Extension 1 | Extension 1 |
| Extension 2 | Extension 2 | Extension 2 |
| Extension 3 | Extension 3 | Extension 3 |

Wireframe

LAYOUT

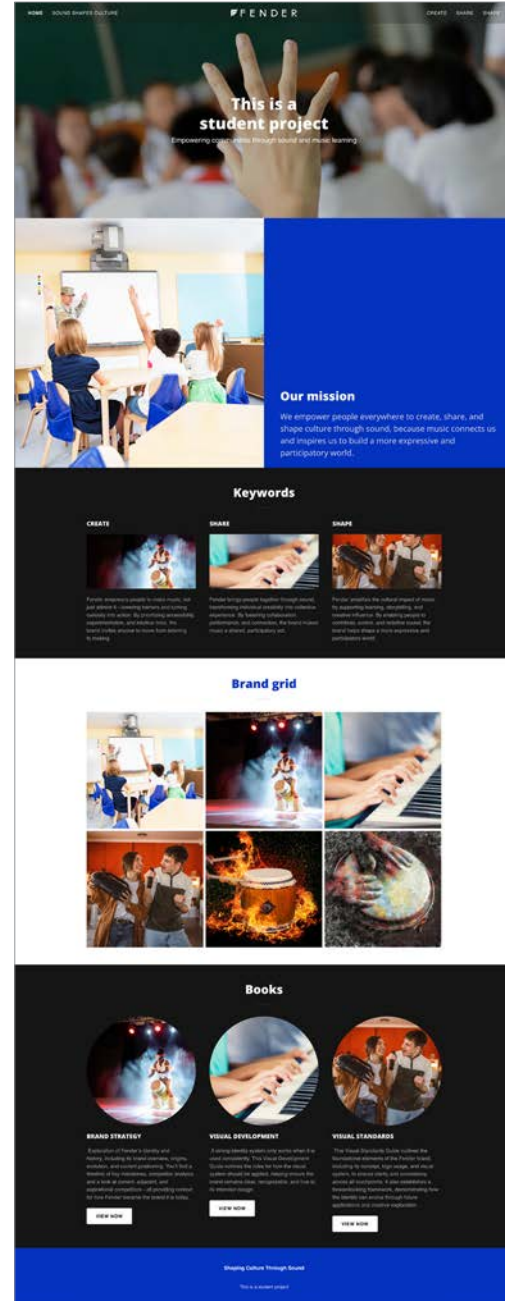


Website drafts

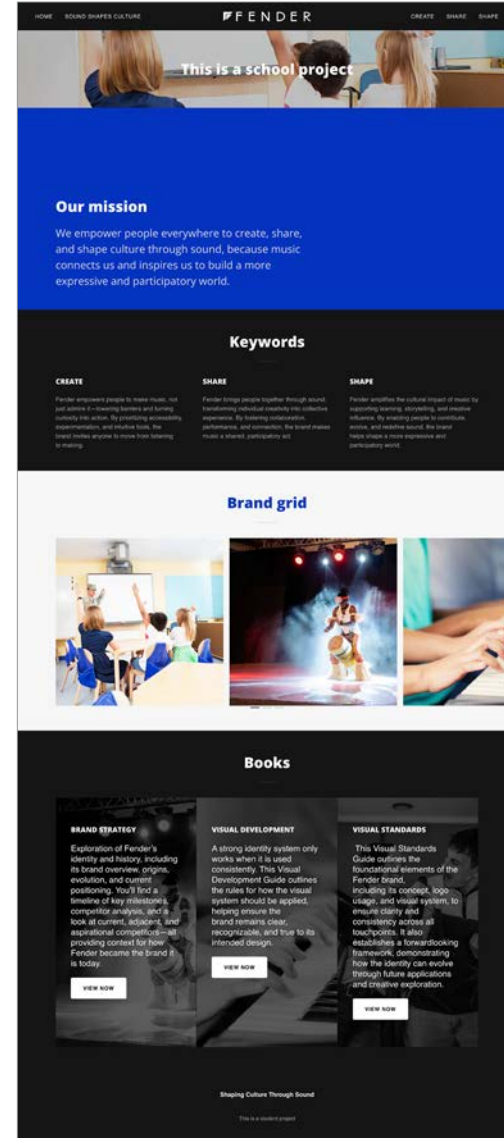
Live site: shapingculturethroughsound.com

HOME PAGE

Option A

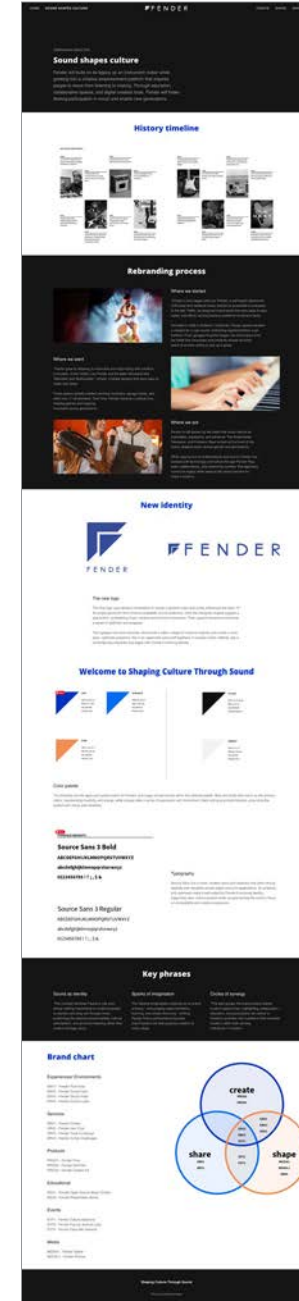


Option B

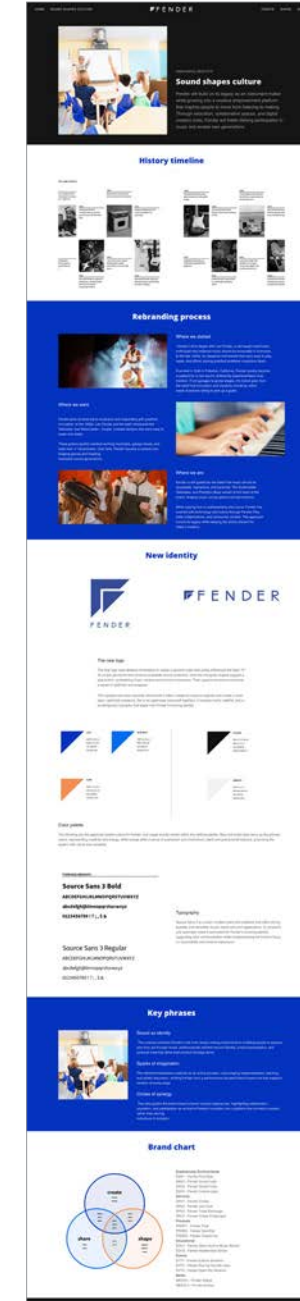


SOUND SHAPES CULTURE PAGE

Option A

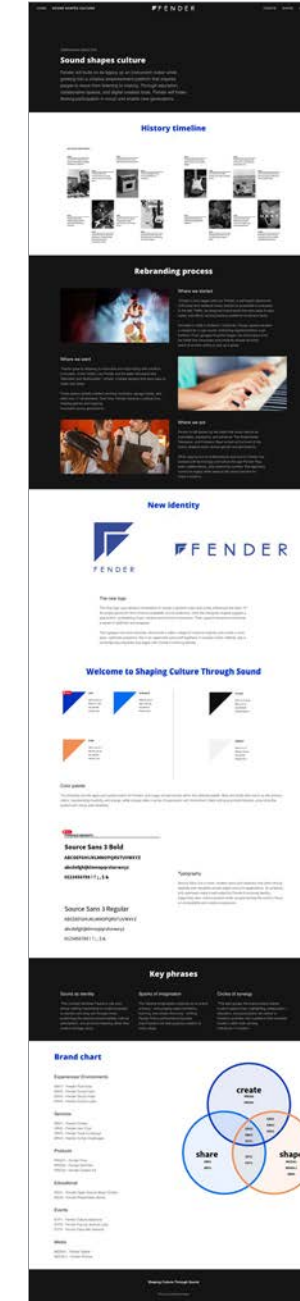


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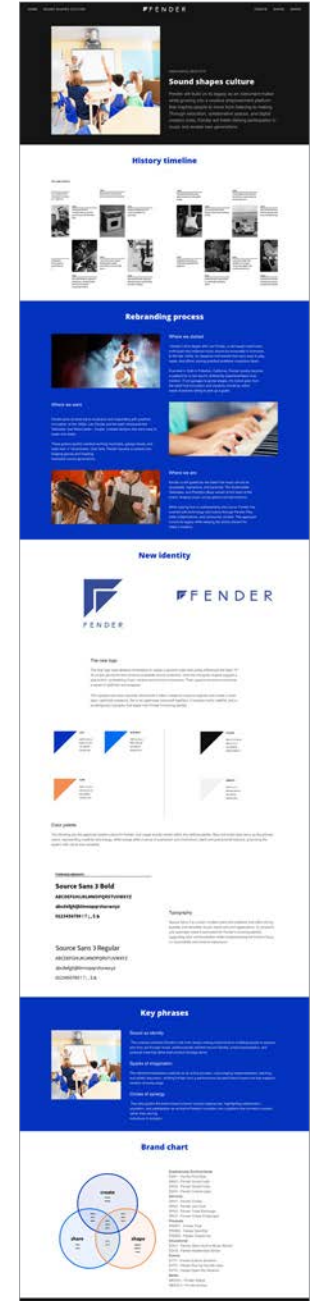


EXTENSION PAGE

Option A



Option B



Website drafts

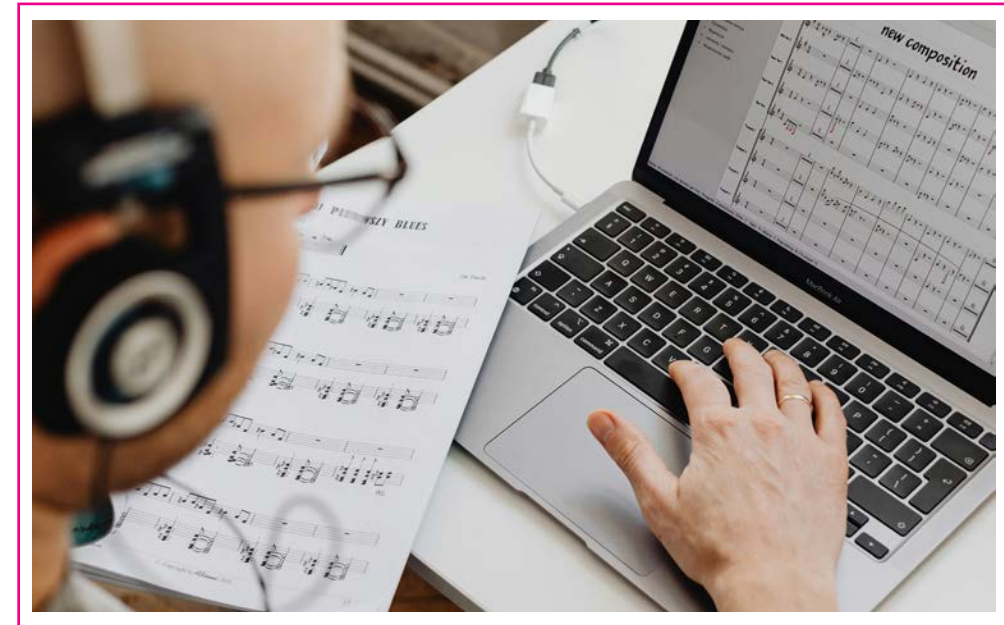
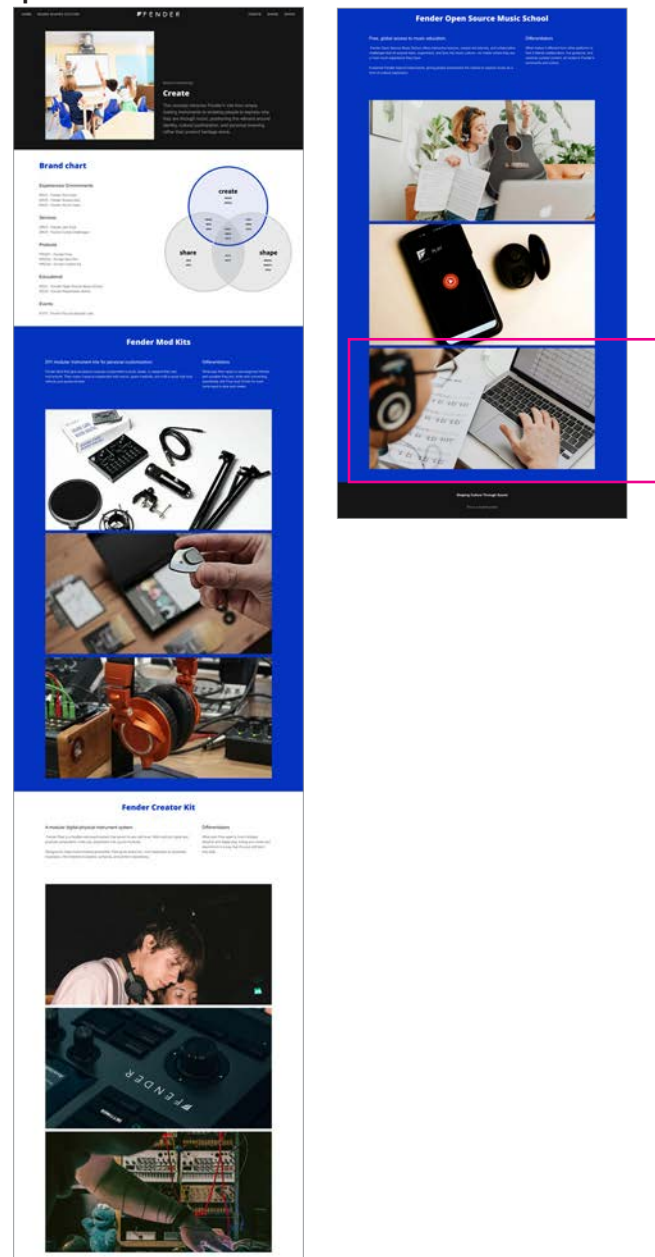
Live site: shapingculturethroughsound.com

EXTENSION PAGE

Option A



Option B

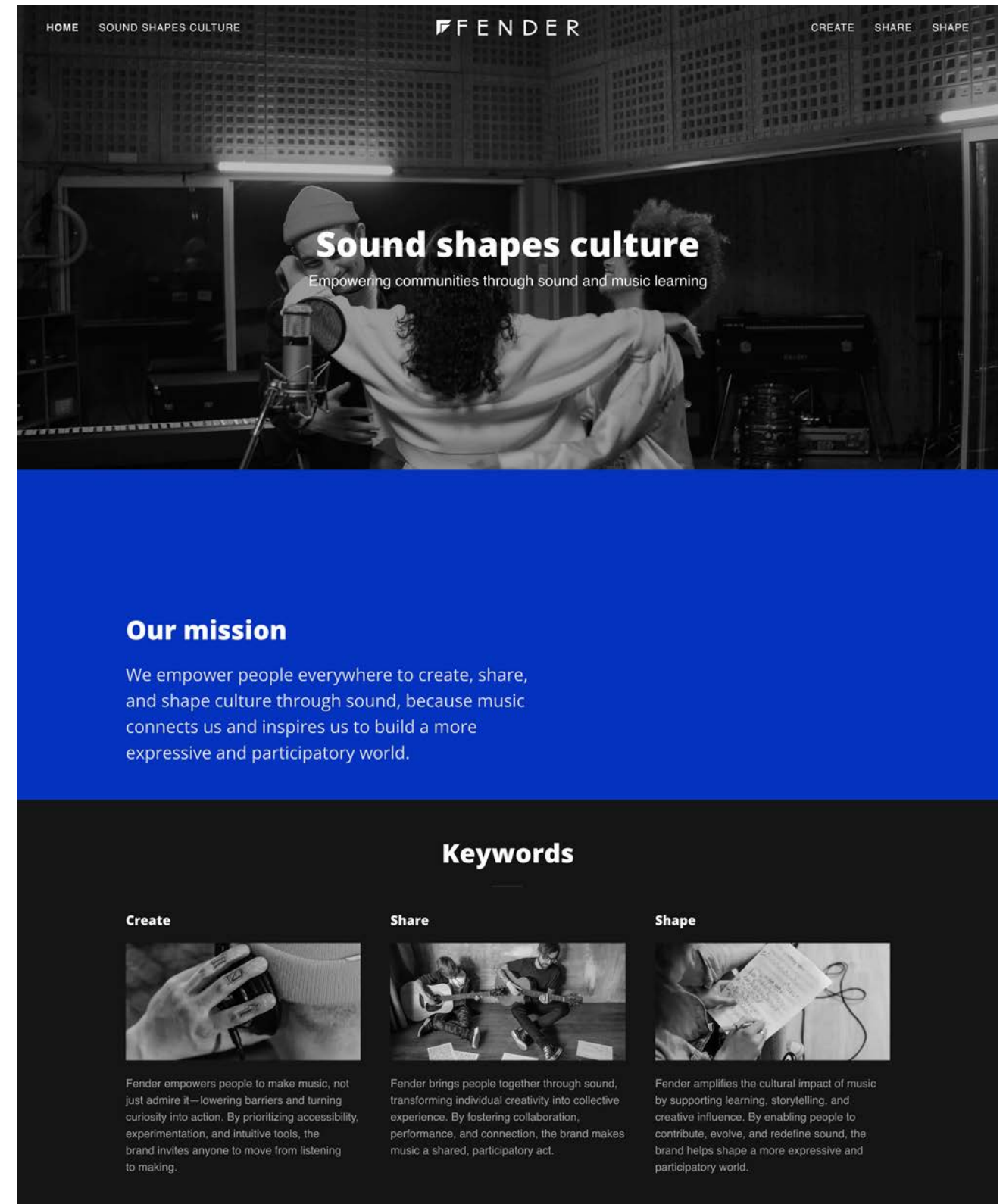


Website final

Live site: shapingculturethroughsound.com

The final website, “Sound shapes culture”, brings the new Fender strategy to life in a way that feels clear, intentional, and forward-looking.

Rather than centering only on instruments, the site frames Fender as a brand that helps people create, share, and shape culture through sound, using the visual system, mission, and ecosystem of brand extensions to show how that vision can scale.





A COHESIVE DIGITAL EXPRESSION

Built from a clear sitemap and refined through wireframes, the site reflects a deliberate focus on structure, hierarchy, and user experience before visual styling was introduced.

This process ensured that every section of the website directly supports the brand strategy and reinforces Fender's shift toward a more participatory creative ecosystem. Together, the strategy and execution create a cohesive digital expression of how Fender moves from making instruments to enabling culture through sound.

Fender

Visual Standards Guide

2026