

# THE FISH CAN SING IDENTITY

THEFISHCA  
NSING

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HOW DO YOU VISUALISE A REVOLUTION? WITH a manifesto of course. And all-caps. And no spaces. That's just what Fibre did for The Fish Can Sing, a radical PR/marketing agency, which challenges the traditional industry rules by specialising in guerrilla moves and tactical interventions. Fibre's identity for the company is bold, simple – all one colour, with a classic, modern typeface but given a contemporary twist. THEFISHCANSING runs together so that with a line break in the middle of 'CAN', the identity plays on how language appears in our text message/e-mail literate world.

'FIBRE WERE ABLE TO CREATE SUCH A UNIQUE IDENTITY BECAUSE THEY HAVE A DEEP UNDERSTANDING OF WHAT WE DO AND HOW WE DO IT'

Howard Beale – The Fish Can Sing

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INTERNATIONAL CREATIVE PR & GUERRILLA MARKETING

OURMISSIONWHOAREWE?TRACKRECO  
RDWHATDOWEDO?OURSERVICESWHAT  
MAKESUSDIFFERENT?PHILOSOPHYOUR  
CLIENTSJOBSBIOGSWORKPRESSCONT  
ACTS

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