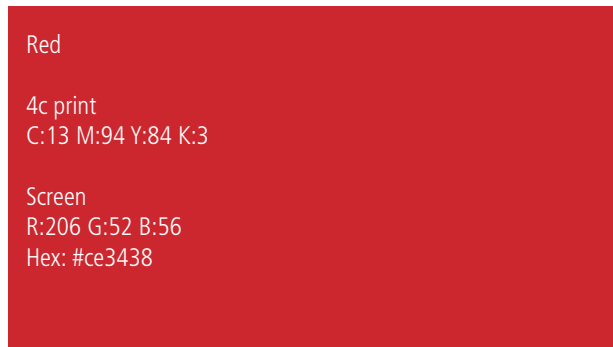
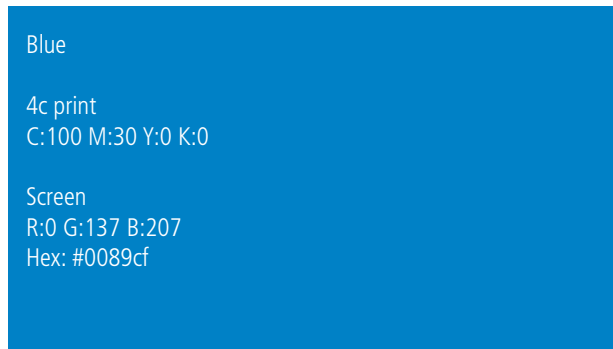
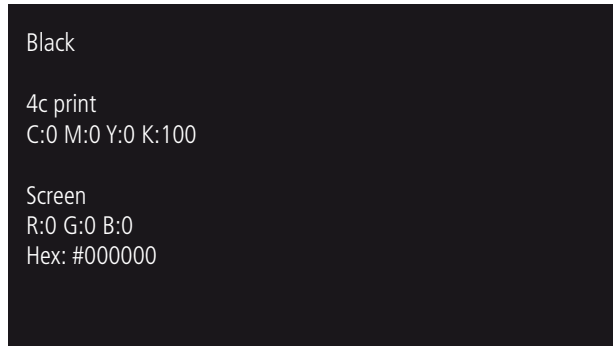


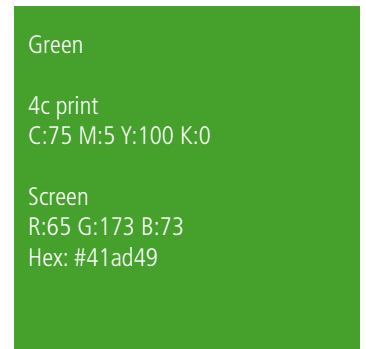
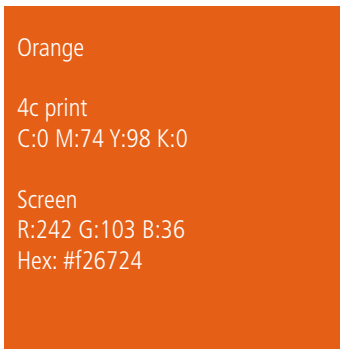
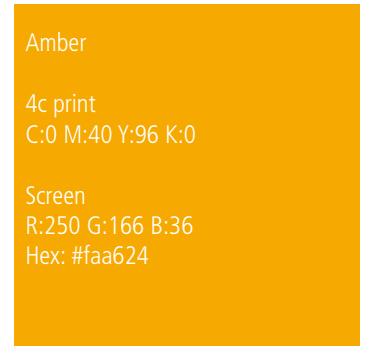
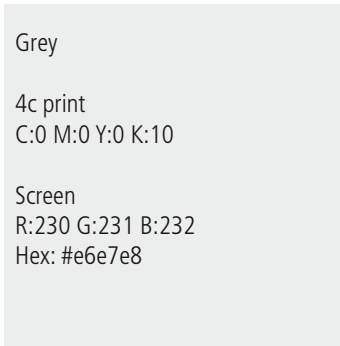
COLORS

The main colors of BluGuitar are white, black, blue and red. Grey (Black with 10% opacity) should be used as a background color for a black font. The colors amber, orange, green and magenta should be only used rarely - for example to explain wiring to the products.

PRIMARY COLORS



SECONDARY COLORS



HOW TO USE

The colors will be chosen for usage and appearance for each media. The primary use should be dark background with a bright font. The secondary using is a use bright background with dark font.

USING COLORS EXAMPLE 1

EXAMPLE NO. 1

WHITE HEADLINE

WHITE SUBHEADING

White text

EXAMPLE NO. 2

BLUE HEADLINE

WHITE SUBHEADING

White text

EXAMPLE NO. 3

WHITE HEADLINE

BLUE SUBHEADING

White text

Blue caption

EXAMPLE NO. 4

WHITE HEADLINE

BLUE SUBHEADING

White text

RED 2ND SUBHEADING

White text

USING COLORS EXAMPLE 2

EXAMPLE NO. 5

BLACK HEADLINE

BLACK SUBHEADING

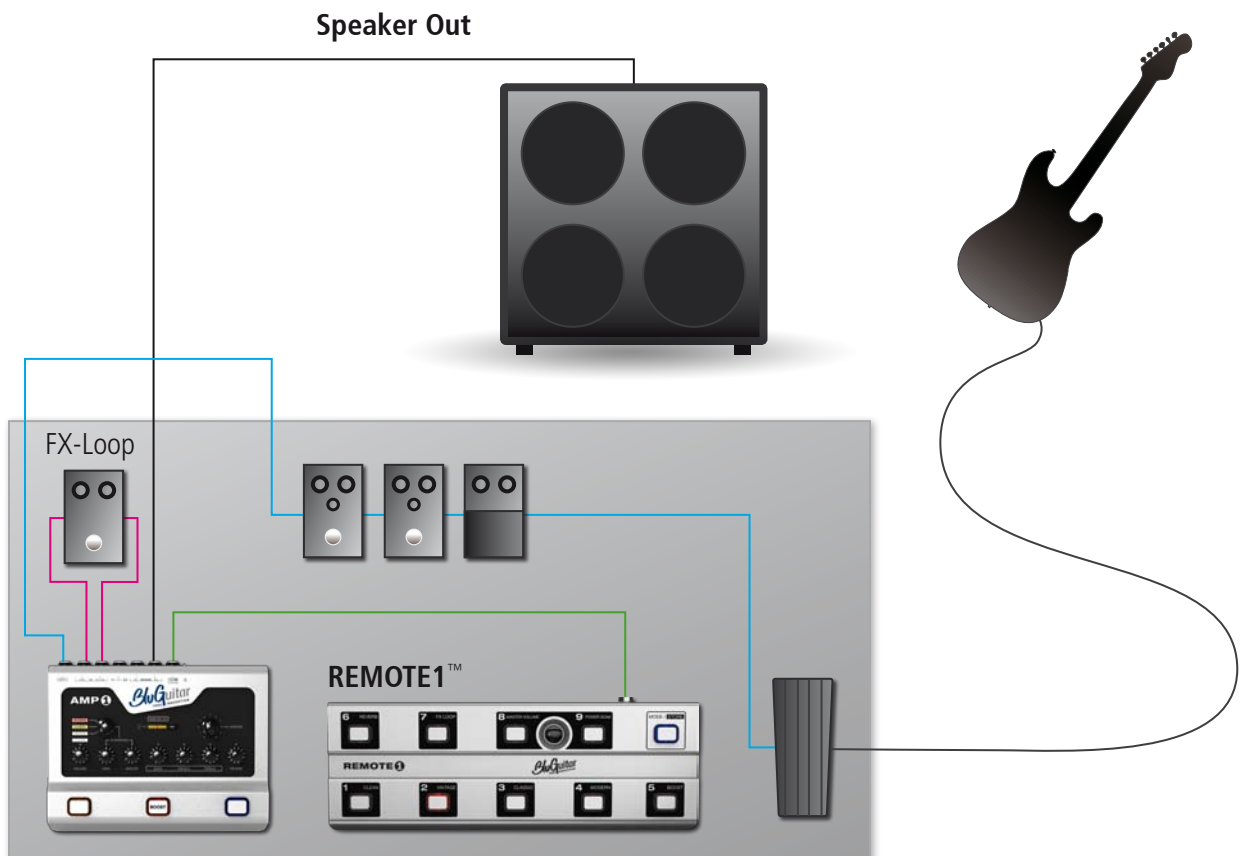
Black text

EXAMPLE NO. 6

RED HEADLINE

Black text

EXAMPLE USING SECONDARY COLORS



TYPOGRAPHY

The main fonts are Frutiger Condensed and Helvetica. Usually the Helvetica will be used in headlines in uppercase. Additionally the Helvetica is the font on the products of BluGuitar and product names (AMP1, Mercury Edition etc.).

HEADLINES

HELVETICA 83 EXTENDED HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUBHEADLINES

FRUTIGER 77 CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

INTERNET

Roboto Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TEXT

Frutiger 47 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternative Typography

Helvetica normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fonts in e-mails oder newsletters must be available at the receiver. If you're using a font which isn't installed at the receiver the font cannot be shown. For example, the font "Helvetica" is not installed at all Windows-Systems. To solve this problem you can use the font "Arial" - this is very similar to the Helvetica and should be installed on most systems.

Alternative Typography Internet

Arial normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Companyname, products and features of the products are marked in the text.

COMPANYNAME

BluGuitar (Italic, Frutiger 67 Condensed - Bold)

FEATURE PRINTED ON PRODUCT

MASTER (Uppercase, Frutiger 67 Condensed - Bold)

PRODUCT

EASYLOCK (Uppercase, Frutiger 67 Condensed - Bold)

FEATURE NOT PRINTED ON PRODUCT

Custom Controls (Frutiger 67 Condensed - Bold)

Products in headlines are shown in its own font (Helvetica).

EASYLOCK (Helvetica 83 Extended Heavy)

MERCURY EDITION (Uppercase, Helvetica 35 Thin, Tracking +100)

USING FONTS

A unified use of the sizes is not fixed. As a rule, a size of 9.5 pt is to be selected for all printed products for the continuous text. A mix of fonts should be avoided.

UPPERCASE HEADLINE AND HELVETICA 83

UPPERCASE SUBHEADLINE AND FRUTIGER 67

Der Fließtext ist in Frutiger 47. In der Regel wird auf Blocksatz verzichtet und ein Flattersatz verwendet. Die Schriftgröße beträgt in der Regel 9,5 pt.

Bildunterschriften sind in der selben Größe wie der Fließtext

The body text is in Frutiger 47. As a rule, block-type is avoided and a ragged-right alignment is used. The font size is usually 9.5 pt.

Captions are the same size as the text.

Always write headlines in capital letters

Subheadline in Frutiger 47 without capital letters

This main text is in Helvetica. If the Frutiger family is present these fonts should not be mixed. All text parts must remain in the same font.

Caption example Frutiger 47

DO NOT ADD FONTS

THE FONT ROBOTO IS ONLY FOR THE APPLICATION TO THE WEB SITES

Again, the fonts should not be mixed. Helvetica and Arial are very similar. You can tell the difference by the lower case "a".

EXAMPLES

SWITCHING OPTIONS FOR AMP 1

CLEAN → OVERDRIVE
Boost + Reverb



Clean / Overdrive

Standard Mode

3 FAVOURITE SOUNDS / CHANNELS

- Example:
- 1 Clean, Boost, Reverb
 - 2 Vintage, no Boost, no Reverb
 - 3 Classic, no Boost, Reverb



Clean Crunch Lead

Preset Mode

SWITCHING ALL 4 CHANNELS AND BOOST



Clean Boost Vintage Classic Modern

Preset Mode + external footswitch

REMOTE 1 - FULL CONTROL

Direct Access Mode: 4 Channel + Boost + Reverb + FX Loop + 2nd Master + Power Soak

Preset Mode: Gain + 36 Presets / 4 Banks + LOOPERKIT (4 programmable loops for pedals)



AMP 1 MIDI SYSTEM

4 Channel + Boost + Reverb + 2nd Master + Power Soak + Gain

128 Presets, 4 cable method with pre effects and post effects



MIDI Learn



AMP 1™ MERCURY EDITION

EXPERT FEATURES

With my personal experience of thousands of gigs playing my beloved AMP 1™, listening to players' needs, as well as getting tons of constructive customer feedback, I was inspired to create a new and even more versatile version. After extensive research and development, endless tweaking, benchmarking against many of the most respected and recognizable amp sounds on the planet, I am really proud to say that with the new AMP 1™ Mercury Edition, the original got even better.

If you suffer from the same nerdy tendencies as I do and you want to know about every detail of the new AMP 1™ Mercury Edition, you can check out some amazing expert features here:



BluGuitar.com/me-expert



BluGuitar.com

#NANOTUBE

ACADEMY OF TONE

22.09.2018 - 12.00 UHR
KLOPPMANN ELECTRICS
Alter Postweg 64 - 28816 Stuhr

26.09.2018 - 18.30 UHR
MUSIKHAUS MÜLLER
Steinbockstraße 13 - 54550 Daun

10.11.2018 - 12.00 UHR
HARDLINE-MUSIC
Friedrich-Engels-Allee 4 - 42103 Wuppertal

KOMM UND HÖRE AMP 1™ MERCURY EDITION

WELCOME TO BLUGUITAR



I am Thomas Blug, professional musician, developer and owner of **BluGuitar**®. It was always my dream to conceive and engineer practical but innovative solutions for today's guitarists. The search of **BluGuitar**® provided the platform for a no-compromise pooling of my know-how, my experience as a guitarist and my passion as an artist to create products. **BluGuitar**® is now the specialist for handy-sized but powerful professional equipment providing modern, smart solutions.

All our products undergo continuous testing live and in the studio, both by myself and numerous of my performing artist colleagues. This leads to ongoing further development and fine tuning.

With lean structures and short processes **BluGuitar**® is able to implement new ideas quickly and efficiently. I am proud of our achievements and look forward to transforming more of my ideas into innovative product solutions in the future.



AMP 1™ SYSTEM

ANALOGUE INDIVIDUALITY FOR THE 21ST CENTURY

What was previously taken to be a mission impossible, **BluGuitar**® has now turned into reality with **AMP 1™**. A guitar amp which meets the stringent demands of professional guitarists for volume, sound and handling but is still so small and light that it can be with them anytime, be it in a gig bag, on stage or in the studio, offering an extensive range of top quality sounds from jazz to metal with the characteristics of tube valve amps and without compromise. The pure concept contains all the essential components while leaving out unnecessary features, satisfying purists and programming freaks alike.

Combining **BluGuitar**® with **REMOTE 1™** creates a fully programmable system which is also capable of controlling external MIDI units, and now there is no reason to leave out those beloved FX pedals, as the **LOOPERKIT™** extension allows these to be programmed into your system presets and called up as required.

For **AMP 1™** we have compact and light weight cabs capable of producing truly powerful sounds. 60 watts of drive in **NANOCAB™** can even be packed away in a suitcase for all your flight gigs, while the 1x12 **FATCAB™** recalls the great tones of old 4x12s.

And to capture perfect mic'd-up sounds we have created **BLUBOX™**. This speaker simulator uses state of the art **CONVOLUTION TECHNOLOGY**, and allow the guitar amp to be plugged straight into the desk without having to mic up at all. **BLUBOX™**'s sound quality goes beyond all but the most elaborate of mic work. In addition to simulations of **BluGuitar**®'s **NANOCAB™** and **FATCAB™** the **BluBOX™** offers the choice of an additional 14 of the classic cabinets that wrote history.

With the **AMP 1™** system by **BluGuitar**® your limitations disappear!

