



At fishpond, we believe...  
that every individual should embrace  
the ideals of sustainability. Our  
brand was born from the shared  
goals of our customers who are  
passionate about our wild lands and  
water, and as friends of ecological  
balance, we encourage every person  
to engage in a cause that makes a  
difference..  
None of us can do everything, but  
each of us can do something.



Dim = 2.25" x 3.5"  
Hole for hang tag = .125"  
Rear image = rock, desaturated  
Logo = orange text, drop shadow  
Text body = larger leading, larger font  
UPC box = smaller

