



M2M

MADE 2 MEASURE
OPTIONS OVERVIEW

[FOR INTERNAL USE ONLY]

ACOUSTIC

BASE MODEL

BODY

NECK

HARDWARE

ELECTRONICS

MODEL

OVERVIEW



J-45 STANDARD

The J-45 is Gibson's best-selling acoustic of all time. Nicknamed "The Workhorse" and first introduced in 1942, this iconic acoustic has become the cornerstone of its round-shoulder, dreadnought line. World renowned for its full, balanced expression, warm bass and excellent projection, the J-45 has been refined to carry this legacy to new heights. This 2018 model delivers a sound with incredible dynamic range, warm mids, and a tight punchy bass.



J-200

From its inaugural appearance in 1937, Gibson's SJ-200 set an unmatched standard. The 2018 SJ-200 continues a legacy of the world's most famous acoustic guitar, and certainly one of the most popular. The Super Jumbo has been the "Artist's Choice" for all styles of music, from rock to country. This iconic model is capable of a rich, full sound with a deep bass and crystal clear highs.



HUMMINGBIRD

Much of the Hummingbird's appeal lies in its versatility. However you attack this flat-top, it pumps out rich, deep tones, and is equally at home strumming first-position chords as it is taking the spotlight for picking lead lines. Its spacious mahogany body and sweet, select Sitka spruce top are more than capable of nailing down the rhythm in the hands of a rock and roll sideman, or accompanying the most nuanced performance under the fingers of today's alternative singer-songwriter.

PROFILE

RIGHT HANDED



LEFT HANDED



CUTAWAY

(NOT HUMMINGBIRD)



YES

A cutaway allows easier access to the higher fret range for those soloist moments - Currently not available on the Hummingbird



NO

FINISH

OPTIONS



ANTIQUE NATURAL

The best way to show off a gorgeous top



VINTAGE SUNBURST

The infamous and original acoustic burst



HERITAGE CHERRY SUNBURST

A burst synonymous with Hummingbirds can be yours through Made 2 Measure

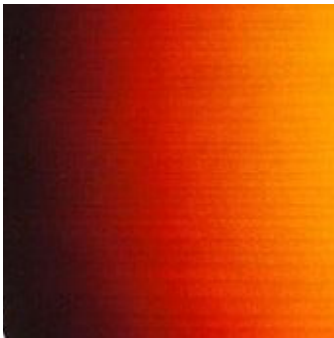


HONEYBURST

A rich brown yellow burst, classy and understated

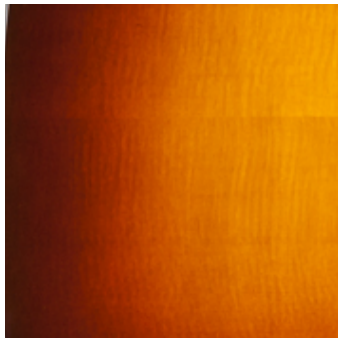


DOUBLE ANTIQUE NATURAL



TRIBURST

3 step sunburst - lush dark edge leading into glorious bright centre



AUTUMNBURST

A rich sunburst capturing those gorgeous Montana autumn days



VINTAGE CHERRY SUNBURST

A vintage take on a cherry sunburst which would be seen on Hummingbirds of the 60s



EBONY

Simple and sophisticated



CHERRY

Original Cherry finish



WINE RED

Deep, luscious red with that classic vintage feel



ALPINE WHITE

Clean, Crisp and classy

TOP WOOD



SITKA SPRUCE

The stable top wood - this species of Spruce has been used on Gibson acoustic instruments for decades



MAHOGANY

Durable, attractive and resonant - a very distinct sounding, balanced tone wood



ENGLEMAN SPRUCE

Lighter in appearance and lighter wood grain result in more control of the output



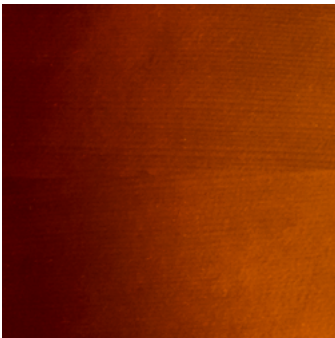
RED SPRUCE

Wider grain results in a stronger, louder sounding guitar



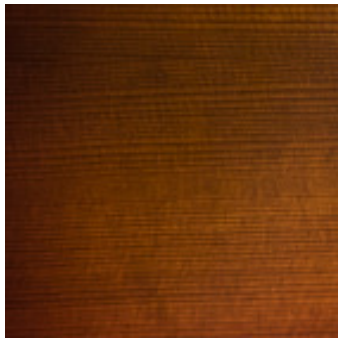
KOA

A very balanced tone wood which sets itself out from the crowd with its stunning looks



THERMALLY AGED SITKA SPRUCE

The thermal aging process gives sitka spruce even more resonance and tone and it will give the tonal dynamic of a vintage instrument



THERMALLY AGED RED SPRUCE

The ultimate in sound and resonance and it will give the tonal dynamic of a vintage instrument

SPECIAL TOP TRIM



ABALONE ROSETTE



HERRINGBONE TRIM



ABALONE TRIM

BODY

| SPECIAL BRACING



HIDE GLUED BRACING

Historically accurate bracing allowing for the ultimate resonance and tonal transfer through the top

| BACK AND SIDES WOOD



MAHOGANY

The dense nature of the wood results in warm, woody tones



FLAMED MAPLE

The perfect 'live' tonewood - bright and loud with focus on little overtone presence



INDIAN ROSEWOOD

A strong clear presence across the frequencies - striking highs and controlled lows



BIRDSEYE MAPLE

Named for its distinct looks Birdseye Maple shares the same tonal characteristics as flamed and quilt versions



QUILT MAPLE

Gorgeous, swirling figuring to finish off your dream acoustic perfectly



FIGURED ROSEWOOD

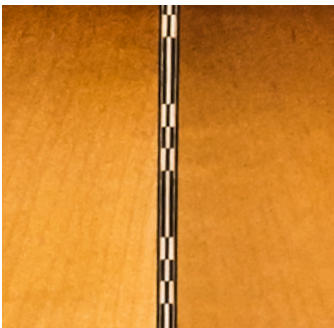
No compromise is made to tone and frequency on this figured version of rosewood



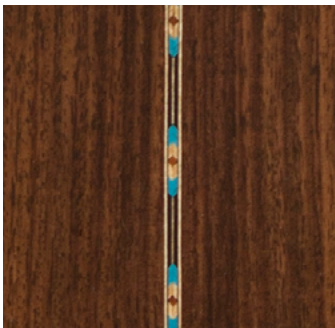
KOA

Initially bright this tone wood mellowes with playing

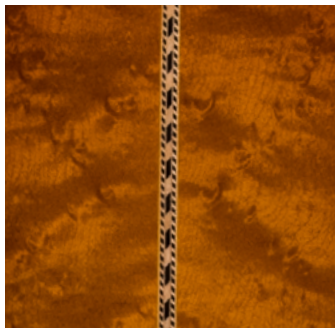
| SPECIAL BACK AND SIDES TRIM



CHECKERBOARD BACK MARQUETRY



CHEVRON BACK MARQUETRY



3-ROPE BACK MARQUETRY



ABALONE BACK TRIM

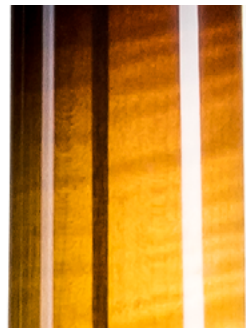


ABALONE SIDE TRIM

| NECK WOOD



MAHOGANY



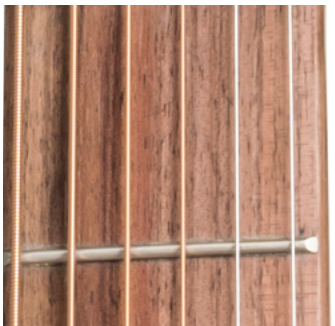
2-PIECE MAPLE

| FRETBOARD & BRIDGE WOOD



INDIAN ROSEWOOD

An open pore fingerboard which produces the ultimate in warmth and tone



WALNUT

Gibson has been using Walnut on fretboards for a number of years - a tried and tested tone wood



GRENADILLO

Similar to rosewood with keen-eared players claiming it to be slightly brighter



RICHLITE

Stable, reliable, resonant and black in appearance. An amazing fretboard for your dream machine

| NECK DESIGN



BOUND FINGERBOARD



UNBOUND FINGERBOARD



BONE NUT/SADDLE



NARROW 1.68" NUT
(J-45 ONLY)



WIDE 1.77" NUT
(J-45 ONLY)

| SPECIAL HEADSTOCK | FRETBOARD INLAY MATERIAL



BOUND PEGHEAD



ABALONE INLAY



MOTHER OF PEARL



ABALONE

| FRETBOARD INLAY



1/4" DOTS



DIAMOND FLAKE



PARALLELOGRAMS



CROWNS



BLOCKS



SPLIT BLOCKS

| BRIDGE DESIGN



BELLY UP



BELLY DOWN



SONGWRITER



OPEN SLOT



AG MODERN



MOUSTACHE

| HARDWARE



NICKEL



GOLD

BODY

NECK

TUNERS



GROVER (Nickel or Gold)



OPEN BACK (Nickel or Gold)



VINTAGE WHITE BUTTON (Nickel Only)



IMPERIALS (Gold Only)



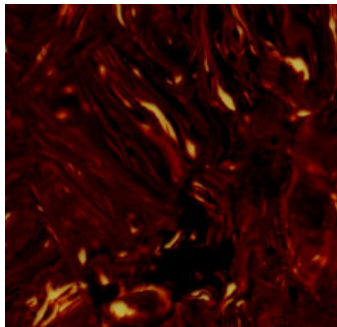
WAVERLY (Nickel or Gold)



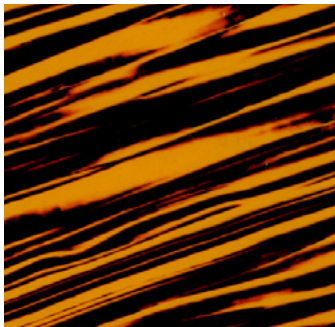
VINTAGE KEYSTONE (Nickel or Gold)

PICKGUARDS

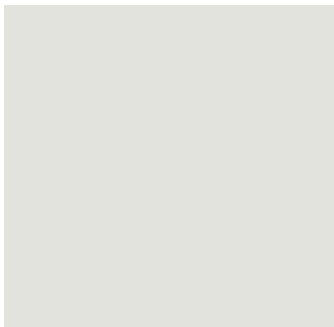
MATERIALS AVAILABLE ON ALL 3 MODELS



TORTOISE



FIRESTRIPE



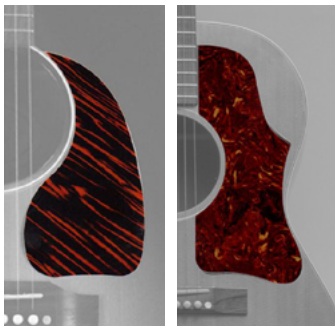
WHITE



BLACK/WHITE BEVEL



NO GUARD



J-45 SHAPES AVAILABLE

Teardrop

50's Profile



HUMMINGBIRD SHAPES AVAILABLE

Traditional Hummingbird
(Design only avialble on tortoise and black)



SJ-200 SHAPES AVAILABLE

Traditional Traditional SJ-200
(Design only avialble on tortoise and black)

PICKUPS



NONE

Gibson acoustic guitars are the best sounding acoustic instruments in the world - pickups are not always required!



BAGGS ELEMENT

Unlike typical undersaddle acoustic guitar pickups that are dependent on string compression for their sound, the Element was engineered to mirror the soundboard's actual movement as you play



BAGGS ELEMENT VTC

Clear, transparent Fishman-Quality tone and dynamic string response have been combined with numerous new design features and performance enhancements. A redesigned, sealed enclosure for the soundhole-mounted Volume and Tone control module allow players to effortlessly make adjustments to their sound



BAGGS LYRIC

There's no argument that a microphone is the best way to capture the sound of an acoustic guitar, but until now, using a microphone for most live performances has been an elusive dream. Lyric, the next step in TRU•MIC technology, is the long overdue realization of this dream. Without a pickup, Lyric's microphone accurately transports your guitar's actual voice to a live audience for the most realistic and inspiring sound you will ever experience



BAGGS ANTHEM

The Award-winning Anthem series, featuring patented TRU•MIC technology, seamlessly combines a proprietary condenser microphone with our acclaimed Element pickup to deliver the warmth and fidelity of a studio-mic'd guitar anywhere you perform



TRANCE AUDIO AMULET M

The New Amulet M™ has distilled the wisdom gained from our many years of experience working with top-flight acts into a new system that retains the same exacting standards and performance you've come to expect



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