



# Gibson®

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## M2M

MADE 2 MEASURE  
OPTIONS OVERVIEW

[FOR INTERNAL USE ONLY]

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ES / ELECTRIC SPANISH

BASE MODEL

BODY

NECK

HARDWARE

ELECTRONICS

# MODEL TEMPLATES

## OVERVIEW



ES-330

The new 2018 Gibson ES-330 is designed with historic hollow-body features at heart.



ES-335

The 2018 Gibson ES-335 DOT is designed with the working musician in mind and pairs innovative thinking with time-honored tradition



ES-345

The ES-345 was originally introduced as a 'next step' from the ES-335 with additional appointments - the 2018 version is no different



ES-355

The 2018 ES-355 is a stunning instrument featuring modern design enhancements for premium reliability and playability.



ES-275

The 2018 Gibson ES-275 Custom in Sunset Burst finish is a reinvented classic archtop designed with the modern player in mind. Honoring the long tradition of Gibson's great jazz guitars in looks, tone and feel,



1958 ES-335

Gibson Memphis captures that original "dot neck" version to a "T" in the 1958 ES-335 VOS. Historically correct details include the correct "Mickey Mouse ears" body shape and the lack of fingerboard binding as on the very first ES-335s produced.



1959 ES-330

The introduction year version of this fully hollow classic



1959 ES-335

The ES-335 evolved quickly in its first few years and the 1959 ES-335 represents the second stage of this seminal guitar. A bound joins other historically correct details such as the correct "Mickey Mouse ears" body shape



1961 ES-330

The "dot neck" ES-330 of the early '60s is the most coveted thinline hollowbody electric guitar of all time, and Gibson Memphis re-creates it in the 1961 ES-330TD Figured VOS. Historic Specs throughout such as hide glue, rolled neck binding, period-correct plastics, the iconic "Mickey Mouse ears" body shape, '50s-style MHS P-90 pickups, upgraded wiring and tone pots deliver the closest thing to owning an extremely rare figured 1961 ES-330.



1961 ES-335

Transition year with regards to the neck profile, a perfect balance of 50s and 60s styles



1963 ES-330

The premiere thinline hollowbody of all time, this Historic-spec ES-330 is captured in an iconic year when countless jazz, rock and blues players were using Gibsons for the tones that made them famous



1963 ES-335

Although the ES-335 kicked off with the "dot neck" in 1958, many players have always preferred the "block neck" version of the early '60s. The beautifully re-created 1963 ES-335TD includes the correct body shape with narrower horns and rolled fingerboard binding for a soft playing feel.

# DEXTERITY

## RIGHT HANDED

## LEFT HANDED



1964 ES-345

The 1964 ES-34 is a historically accurate re-creation of this much loved semi. Split parallelogram fingerboard inlays and period-correct plastics, hot hide glue neck and body construction, matched potentiometer sets, rolled fingerboard binding and a great set of MHS humbuckers for true PAF tone.



"LATE SIXTIES" ES-335

By the late 1960s, Gibson's flagship semi-solidbody featured a slimmer, narrower neck offering fast action and easy playability, and came with durable, tarnish resistant chrome hardware



# BODY SHAPE



CORE

The modern evolution of the classic ES body shape



1950'S (MOUSE EAR)

Historically accurate 50s body shape complete with 'mouse ears'



1960'S

Historically accurate body shape and style from the 1960's

BASE MODEL

BODY



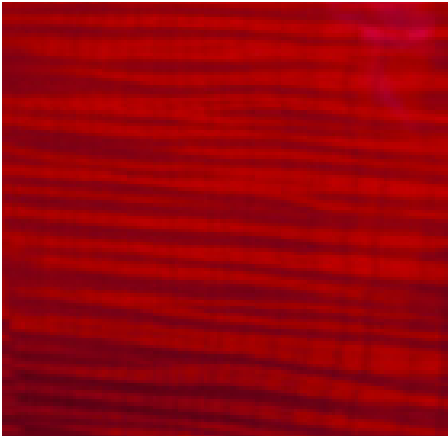
BODY VENEER

PLAIN

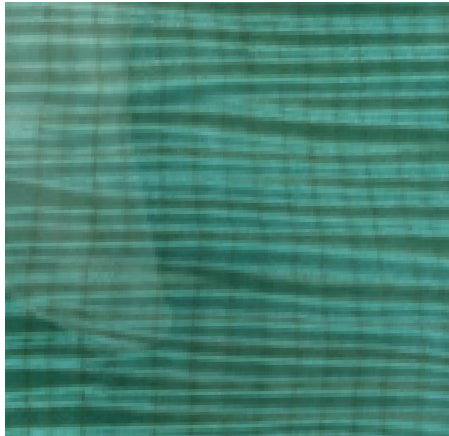
FIGURED



PLAIN



GRADE 1 AAA



GRADE 2 AAAAA

BINDING



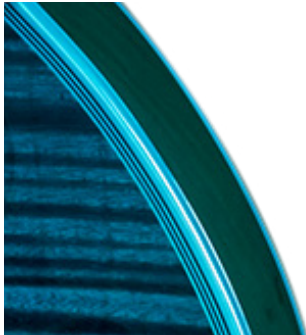
1 PLY



3-PLY (W-B-W)



7-PLY (W-B-W-B-W-B-W)



OTHER (CUSTOM ORDER)

BINDING COLORS



BLACK



TAN



WHITE



CREAM

CENTERBLOCK



MAPLE

Historical accurate centre block with no weight relief to replicate those classic ES tones.

MAPLE WEIGHT-RELIEVED

weight relieved Maple centre block giving a balanced blend of resonance and tone.

MAPLE THERMALLY ENGINEERED

ultimate tone and resonance through a thermally engineered maple centre block.

MAPLE THERMALLY ENGINEERED WEIGHT-RELIEVED

Thermally engineered weight-relieved Maple centre block giving historical tones and resonance.

NONE

Totally Hollow ES guitar - certain pick ups may need a centre block for installation.

BRACING



SPRUCE

Donec volutpat sodales erat a cursus. Quisque eleifend lobortis dui, sed eleifend libero ultricies eget. Fusce hendrerit.

ADIRONDACK SPRUCE

Ut eget libero sit amet felis viverra laoreet. Vestibulum pretium porttitor pellentesque. Nullam et velit enim.

THERMALLY ENGINEERED ADIRONDACK SPRUCE

Donec volutpat sodales erat a cursus. Quisque eleifend lobortis dui, sed eleifend libero ultricies eget. Fusce hendrerit.

# NECK SHAPE



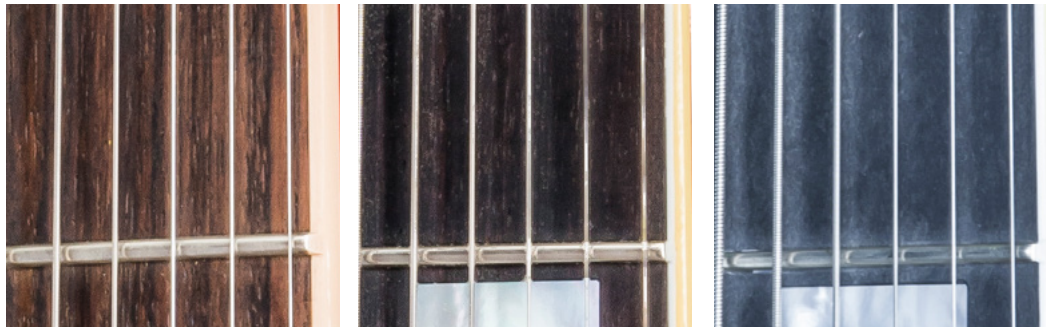
ROUNDED “C”	1959	1961	1963
Thickness at Fret 1: 21.59 mm / .850” Thickness at Fret 12: 24.13 mm / .950”	Thickness at Fret 1: 22.86 mm / .900” Thickness at Fret 12: 25.40 mm / 1.000	Thickness at Fret 1: 20.574 mm / .810” Thickness at Fret 12: 24.638 mm / .970”	Thickness at Fret 1: 20.82 mm / .820” Thickness at Fret 12: 24.38 mm / .960”
LATE 60’S			
Thickness at Fret 1 : 20.447 mm / .805” Thickness at Fret 12 : 22.987 mm / .905”			

# NUT MATERIAL



BONE	NYLON	BLACK CORIAN	WHITE CORIAN
Tone, volume and sustain are all qualities resulting from a Bone nut.	The nut found on coveted 1950s ES guitars - hard wearing and provides a full, resonant tone	a great balance of Tone and Volume can be achieved with a Corian nut which also provides great stability	a great balance of Tone and Volume can be achieved with a Corian nut which also provides great stability

# FINGERBOARD MATERIAL



ROSEWOOD	DARK ROSEWOOD	RICHLITE
The original fret board tone wood to feature on the ES-335	the same high quality tone wood with a darker, richer appearance	Stable, reliable, resonant and black in appearance. An amazing fretboard for your dream machine

# PHF INLAY

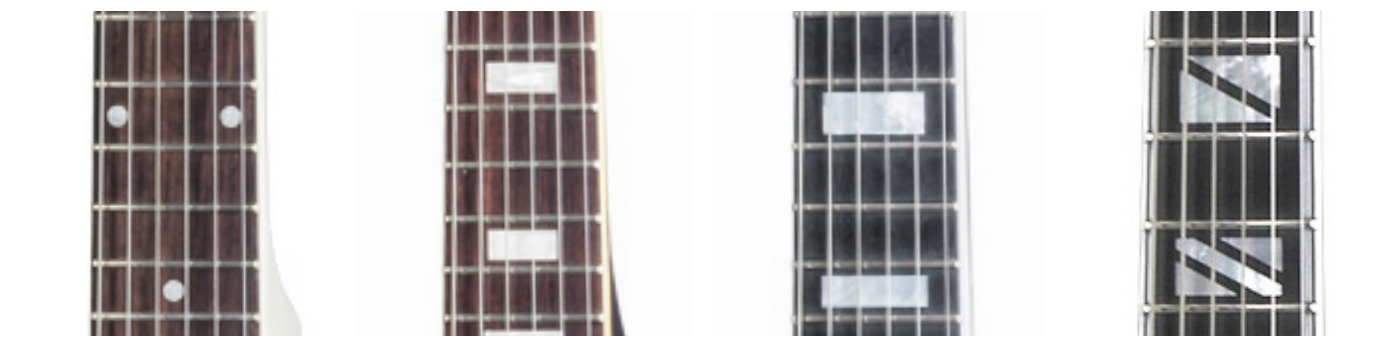


GIBSON MOTHER OF PEARL WITH CROWN	GIBSON MOTHER OF PEARL NO CROWN	GIBSON CUSTOM	OTHER CUSTOM ORDER
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GIBSON MOTHER OF PEARL SCRIPT LOGO NO CROWN

# FINGERBOARD INLAY



DOT	SMALL BLOCK	FULL BLOCK	SPLIT BLOCK
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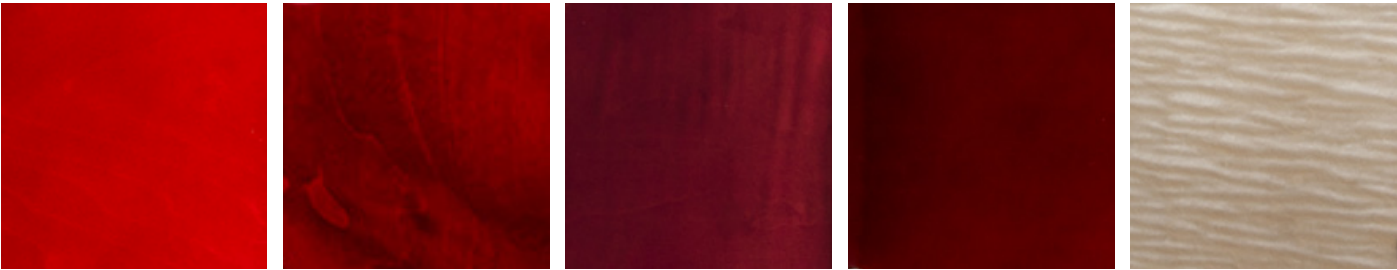


SPLIT PARALLELOGRAM	SPLIT DIAMOND	TRAPEZOID
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COLOR

OVERVIEW



CHERRY

Original Cherry finish

SIXTIES CHERRY

Historic accurate cherry finish from the 60s

FADED CHERRY

Deeper shade of cherry used on pre-2014 reissues

WINE RED

Deep, luscious red with that classic vintage feel

NATURAL

When you have a stunning top why not show it off



VINTAGE NATURAL

Based on the coveted 1958 ES-335

WALNUT

Get those classic 70's vibes with a Walnut finish es model

EBONY

Simple and sophisticated

ALPINE WHITE

Clean, Crisp and classy

CLASSIC WHITE

A subtle white finish



PELHAM BLUE

Original 60's Firebird finish

EMERALD GREEN

This green will truly be the jewel in the crown of any collection

OLIVE DRAB

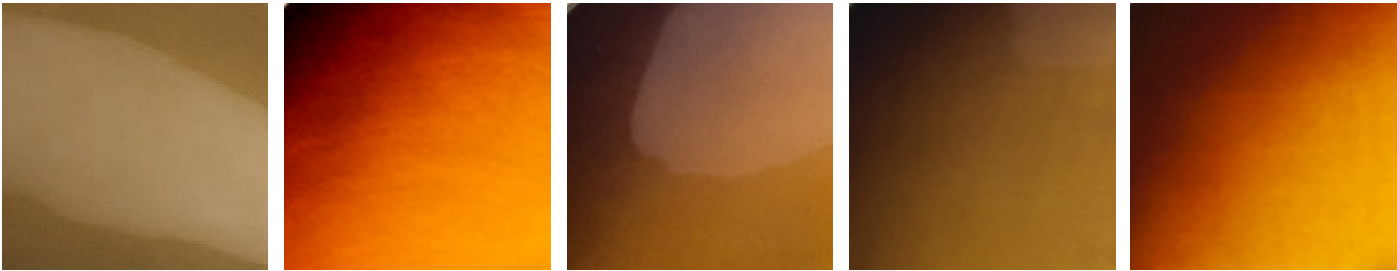
A new classic from Gibson - first introduced on the Chris Cornell ES-335

WOOD ROSE

A fetching shade in the same vein as the classic firebird colors of the 60s

GOLDTOP

Classic Gold Finish originally presented on 50's Les Pauls



GOLD

A brighter golden finish for those times when you just need to shine!

SUNSET BURST

A modern take on the classic sunburst

VINTAGE BURST

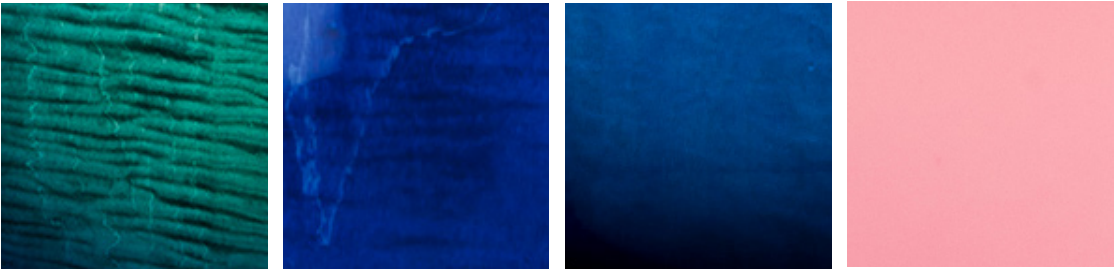
As close to the original bursts as you will get - truly stunning

HISTORIC BURST

THE traditional ES sunburst

FADED LIGHT BURST

The original light burst but with a faded overtone



AQUAMARINE

Create an impressive visual individuality.

BLUE STAIN

A deep blue finish for those deep blue tones

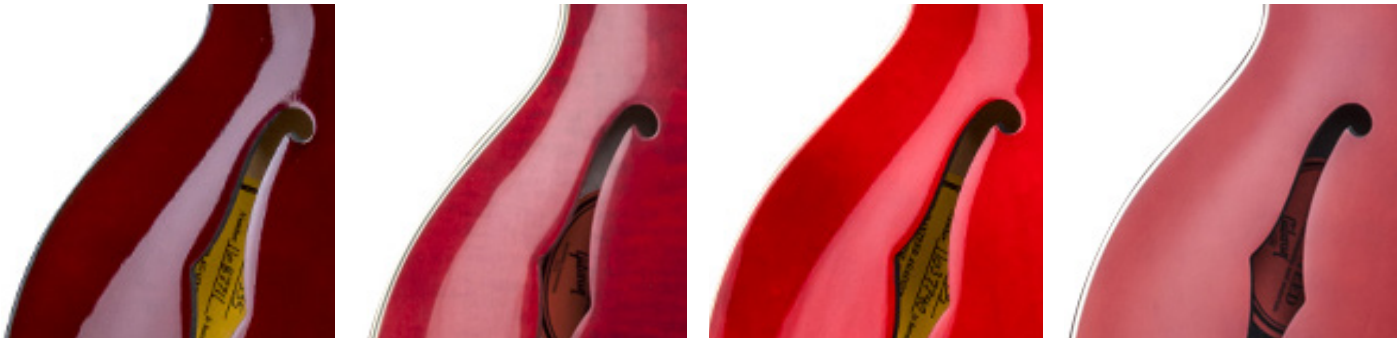
BLUES BURST

Created to celebrate the home of Memphis Blues, Beale Street

OTHER - CUSTOM COLOR

Please provide as much information and examples as possible

FINISH



GLOSS

Full gloss version of your dream guitar.

VOS (Vintage Original Spec)

A VOS finish is applied to your guitar to give it that well loved yet vintage feel.

ANTIQUE

An antique guitar maintains a shine while also allowing you to get those vintage vibes from your dream guitar.

SATIN

A satin, non gloss finish.

BODY

# | NECK PICKUP



MHS HUMBUCKER  
“RHYTHM”

57 CLASSIC  
HUMBUCKER

490R  
HUMBUCKER

BURSTBUCKER 1  
HUMBUCKER

BURSTBUCKER 2  
HUMBUCKER

The first historically based “Patent Applied For” pickup designed specifically to enhance the acoustic qualities of our thinline, semi-solid body design. Classic Gibson ES tones are on tap thanks to an Alnico 3 magnet paired with mismatched under-wound coils and no wax-potting. When paired with a Memphis Tone Circuit, you can expect a clearer signal to your amplifier with balanced response and slightly airy tones.

The 57 Classic Pickup is manufactured to the same specs of the original PAF pickups, including Alnico II magnets for that “vintage” sweetness, but the coils are wound evenly to provitone that the original winding machines could not produce consistently. The Super 57 Classic owes its high output to overwound balanced coils, exactly like the late-50s PAFs that accidentally received a few additional turns of wire.

The 490R (rhythm/neck pickup) and 490T (treble/bridge) pickups are modern classics that resurrect the tonal characteristics of the legendary PAF pickups. They include the same Alnico II magnets used in the PAFs for a “vintage” sound with a sweet mid-range, a “singing” overdrive tone, and no high frequency brittleness. The 490R and 490T are designed specifically to complement each other.

The Burstbucker 1 is the most authentic reproduction possible of the original PAF pickup. Using Alnico II magnets for truly vintage tone, the Type 1 features a lower output, making it an ideal choice for the neck position. Like the original PAF, the Type 1 features the PAF’s characteristically airy and full tone. Type 2 is the “middle ground” of Alnico II-based, PAF-style pickups, with a medium-to-hot output level.

The Burstbucker 1 is the most authentic reproduction possible of the original PAF pickup. Using Alnico II magnets for truly vintage tone, the Type 1 features a lower output, making it an ideal choice for the neck position. Like the original PAF, the Type 1 features the PAF’s characteristically airy and full tone. Type 2 is the “middle ground” of Alnico II-based, PAF-style pickups, with a medium-to-hot output level.



BURSTBUCKER PRO  
RHYTHM HUMBUCKER

DIRTY FINGERS  
HUMBUCKER

MHS P90 NECK  
“DOGEAR” ALNICO 3

The Burstbucker Rhythm Pro enhances the vintage “edge” of Gibson’s Burstbuckers by replacing the Alnico II magnets used in traditional PAF pickups with Alnico V magnets. This provides fatter, meatier tones with more drive and attack—ideal for more attitude in a neck pickup. The Burstbucker Lead Pro + adds more coil windings to the Alnico V magnet to produce the highest output of any Burstbucker pickup, as well as deliver more drive.

The Gibson “Dirty Fingers” humbucker is an accurate replica of the famous super-hot humbucker introduced by Gibson in the 1970s. Appropriately named, the Gibson “Dirty Fingers” pickup is manufactured with three powerful ceramic magnets to produce massive output for maximum in-your-face output without compromising the original tone of your guitar in any way.

Expect more tonal balance and sustain from this slightly under-wound P90 single coil pickup. With an Alnico 3 magnet and no wax-potting of the pickup, we have achieved more clearly defined overtones and harmonics with less dampening of the string vibrations. Available in Black Plastic or Nickel “Dogear” style covers.

# | BRIDGE PICKUP



MHS HUMBUCKER  
“LEAD”

57 CLASSIC  
HUMBUCKER

57 CLASSIC PLUS  
HUMBUCKER

BURSTBUCKER 2  
HUMBUCKER

BURSTBUCKER 3  
HUMBUCKER

The first historically based “Patent Applied For” pickup designed specifically to enhance the acoustic qualities of our thinline, semi-solid body design. Classic Gibson ES tones are on tap thanks to an Alnico 2 magnet paired with mismatched under-wound coils and no wax-potting. When paired with a Memphis Tone Circuit, you can expect a clearer signal to your amplifier with balanced response and slightly airy tones.

The 57 Classic Pickup is manufactured to the same specs of the original PAF pickups, including Alnico II magnets for that “vintage” sweetness, but the coils are wound evenly to provide a balanced, rich tone that the original winding machines could not produce consistently. The Super 57 Classic owes its high output to overwound balanced coils, exactly like the late-50s PAFs that accidentally received a few additional turns of wire.

The 57 Classic Plus is similar to the 57 Classic, but more coil windings give a “hotter,” brighter output in the bridge position.

The Burstbucker 1 is the most authentic reproduction possible of the original PAF pickup. Using Alnico II magnets for truly vintage tone, the Type 1 features a lower output, making it an ideal choice for the neck position. Like the original PAF, the Type 1 features the PAF’s characteristically airy and full tone. Type 2 is the “middle ground” of Alnico II-based, PAF-style pickups, with a medium-to-hot output level.

The Burstbucker 3 has the highest output level of the three, along with exceptional high-frequency definition, making it a solid choice for the bridge position. The pickups respond similarly in both the Explorer and Flying V.



BURSTBUCKER PRO LEAD  
HUMBUCKER

490T  
HUMBUCKER

DIRTY FINGERS  
HUMBUCKER

MHS P90 BRIDGE “DOGEAR”  
ALNICO 3 (Reverse Polarity)

MHS P90 BRIDGE  
“DOGEAR” ALNICO 2

The Burstbucker Rhythm Pro enhances the vintage “edge” of Gibson’s Burstbuckers by replacing the Alnico II magnets used in traditional PAF pickups with Alnico V magnets. This provides fatter, meatier tones with more drive and attack—ideal for more attitude in a neck pickup. The Burstbucker Lead Pro + adds more coil windings to the Alnico V magnet to produce the highest output of any Burstbucker pickup, as well as deliver more drive.

The 490R (rhythm/neck pickup) and 490T (treble/bridge) pickups are modern classics that resurrect the tonal characteristics of the legendary PAF pickups. They include the same Alnico II magnets used in the PAFs for a “vintage” sound with a sweet mid-range, a “singing” overdrive tone, and no high frequency brittleness. The 490R and 490T are designed specifically to complement each other.

The Gibson “Dirty Fingers” humbucker is an accurate replica of the famous super-hot humbucker introduced by Gibson in the 1970s. Appropriately named, the Gibson “Dirty Fingers” pickup is manufactured with three powerful ceramic magnets to produce massive output for maximum in-your-face output without compromising the original tone of your guitar in any way.

Expect more tonal balance and sustain from this slightly under-wound P90 single coil pickup. With an Alnico 3 magnet and no wax-potting of the pickup, we have achieved more clearly defined overtones and harmonics with less dampening of the string vibrations. Reverse polarity offers a modern take on vintage tone, with hum-canceling capabilities in the middle position on the pickup selector. Available in Black Plastic or Nickel “Dogear” style covers.

Vintage P90 tone in this Alnico 2 equipped single coil pickup. Slightly under-wound with standard polarity. Available in Black Plastic or Nickel “Dogear” style covers.



MHS P90 BRIDGE “DOGEAR”  
ALNICO 2 43AWG (Rev. Pol.)

Available in Black or Cream Plastic Covers (ES-Les Paul model only), under-wound (1000 less turns), higher output, not potted.



# | TAILPIECE



STOPBAR DIECAST ZINC

STOPBAR LIGHT-WEIGHT ALUMINUM

STOPBAR TP-6 FINE TUNE

BIGSBY B-6



BIGSBY B-7

BIGSBY WITH CUSTOM MADE  
PLATE (STOPBAR BUSHINGS)

BIGSBY WITH GROUND STUD  
(STOPBAR BUSHINGS)

MAESTRO



TRAPEZE

THREE-BAR TRAPEZE (ES-275)

# | TRUSS ROD COVER



MEMPHIS F-HOLE ENGRAVED

VINTAGE

SINGLE-PLY BLACK

OTHER CUSTOM ORDER

# | TUNERS



KLUSON SINGLE RING  
TULIP BUTTON

KLUSON DOUBLE RING  
TULIP BUTTON

KLUSON WAFFLE BACK

KLUSON WHITE OVAL BUTTON



VINTAGE "GREEN KEY"  
(BOLT BUSHING)

GROVER 102N ROTOMATICS

GROVER "MILK BOTTLE"  
ROTOMATICS

GROVER "MILK BOTTLE" ROTO-  
MATICS W/KEYSTONE BUTTONS



GROVER IMPERIALS

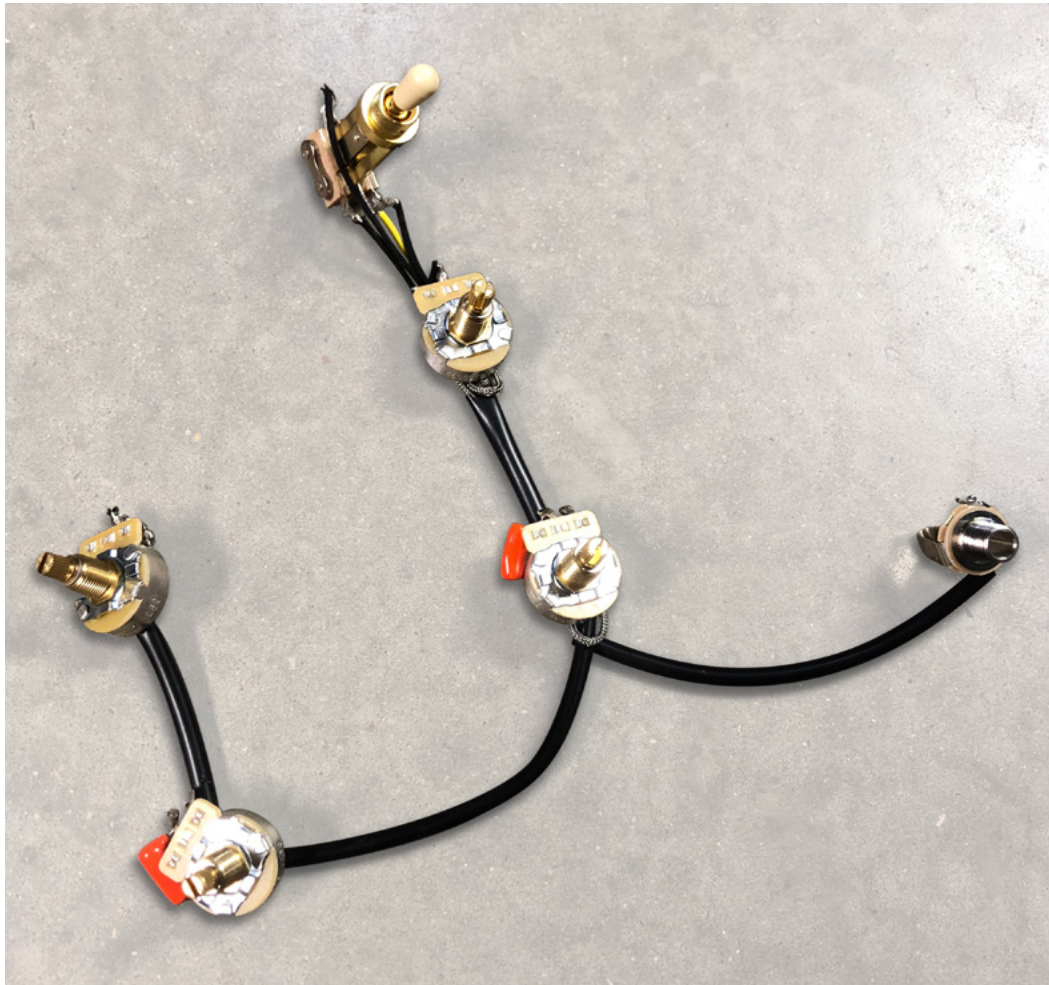
SCHALLER M6



# | HARDWARE FINISH



# | CONTROL ASSEMBLY



MEMPHIS TONE CIRCUIT	MEMPHIS TONE CIRCUIT PLUS	MEMPHIS TONE CIRCUIT PREMIERE	MEMPHIS TONE CIRCUIT HISTORIC
CTS 500K Pots, Ceramic Capacitors.	CTS 500K Pots, Orange Drop Capacitors.	Matched CTS 550K Pots, Orange Drop Capacitors.	Matched CTS 550K Pots, Bumble Bee Capacitors (1950's) or Black Beauty Capacitors (1960's).
MEMPHIS TONE CIRCUIT MONO VARITONE	MEMPHIS TONE CIRCUIT STEREO VARITONE		
MTC Premiere CPA with Mono Varitone based on original 1950's schematics.	MTC Premiere CPA with Stereo Varitone based on original 1950's schematics.		

# | BRIDGE



# | CONTROL KNOBS





| PICK GUARD



5-PLY BLACK & WHITE



5-PLY BLACK & CREAM



BOUND TORTOISE SHELL



OTHER CUSTOM ORDER



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