

The logo for FISH! is a purple rounded square with a white border. Inside, the word "FISH!" is written in a bold, yellow, sans-serif font. The letters "I" and "H" have small orange fish icons above and below them, respectively. A registered trademark symbol (®) is located at the top right of the logo.

**FISH!**

**BE THERE™**

*is about Best Practices*

**“What is your favorite  
piece of advice, and why?”**

**fishphilosophy.com**

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**FISH!**

**PLAY**™

*is about Teamwork*

**“What would you try,  
if you knew you could not fail?”**

**[fishphilosophy.com](http://fishphilosophy.com)**

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**FISH!**

**MAKE THEIR  
DAY™**

*is about Celebration*

**“What is the best thing that’s  
happened to you, so far today?”**

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# CHOOSE YOUR ATTITUDE™

*is about Authenticity*

**“What is your attitude,  
and how is it serving you today?”**

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