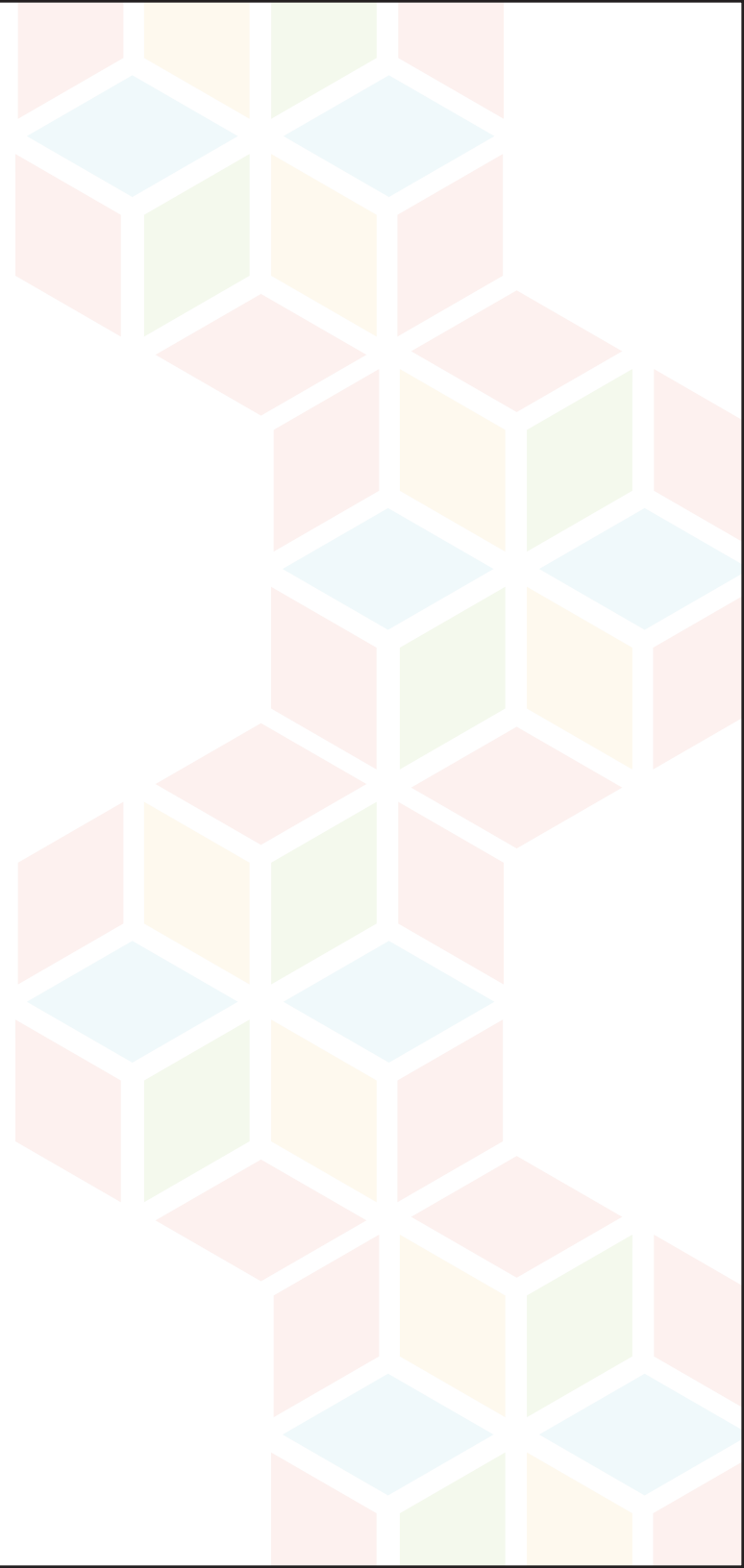




mattel

Mattel, Inc.
Brand Identity Manual



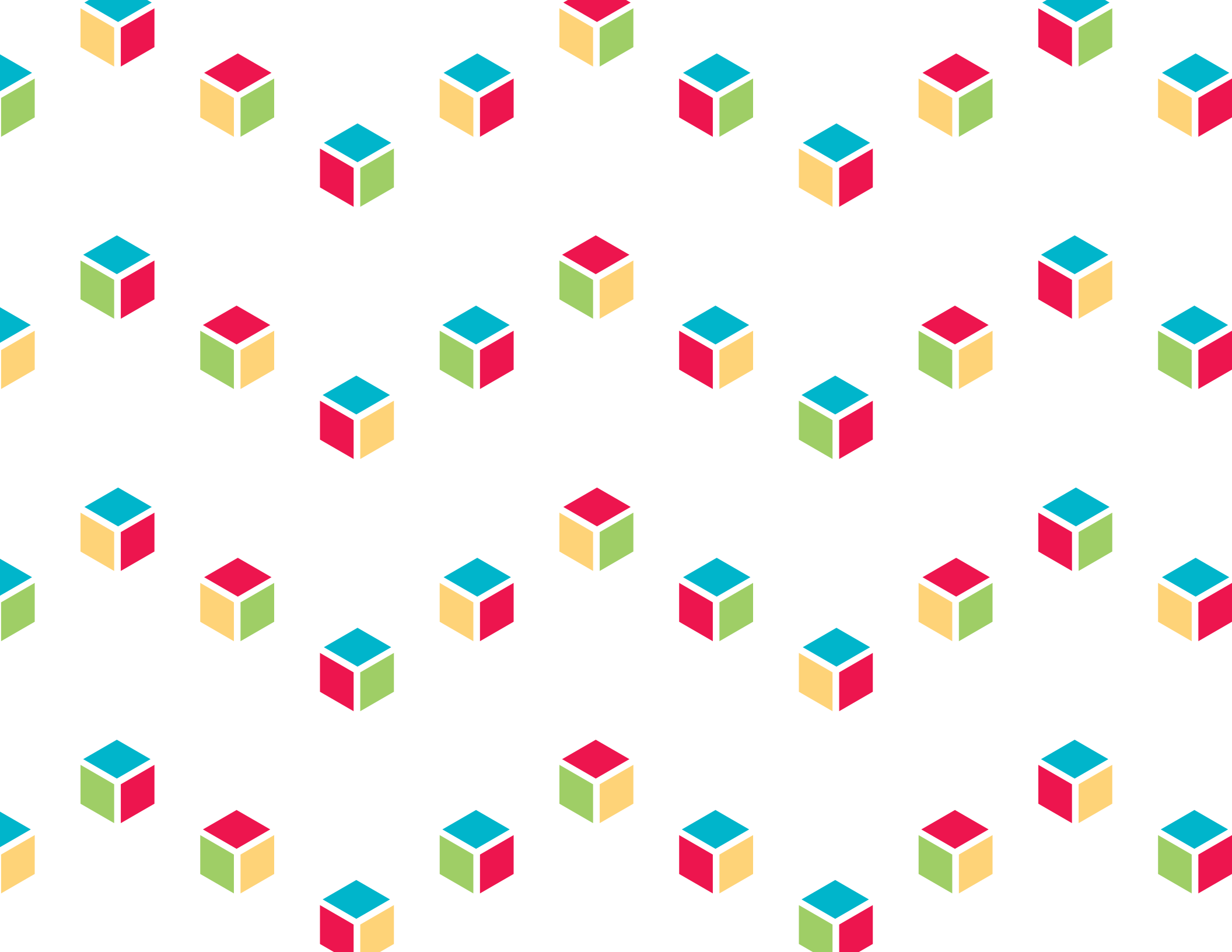


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Introduction

The overall image and redesign of Mattel’s brand identity is conveyed by using family friendly elements that are colorful and fun. The colorful elements will evoke playfulness and the main colors that used are red, yellow, green, and blues with accents of gray. These colors are intended to represent the company’s exuberance in toy making.

The company communicates an image that is both engaging and fun to emphasize the company’s main objective, which is to entertain and provide children with toys, games, and books around the globe. The use of eye catching colors and shapes play a role in conveying the overall brand identity. Consistency in the company’s varying identity applications also assists and provides a foundation of the overall image. The redesign of Mattel’s logo communicates the building blocks of a child’s future while also presenting a playful and fun six pointed star.

Mattel’s History

Mattel was born in 1945 and was founded by Ruth and Elliot Handler and Harold “Matt” Matson. The company started as the name Mattel out of a garage workshop in Southern California. Mattel begun as a picture frame making business, but Elliot soon developed doll house furniture out of the picture frame scraps that were left over. Because of the success of the doll furniture, the company decided to put more of an emphasis on toy manufacturing.

In 1955, Mattel began to advertise its toy lines through the “Mickey Mouse Club” show on television, which in turn revolutionized the way toys were being marketed. By 1959, Barbie made her way to hundreds of little girls’ homes. The original Barbie doll was Ruth Handler’s idea and was named after her daughter’s nickname. The Ken doll (Barbie’s one and only boyfriend) was later developed in 1961, which was named after the Handlers’ son.

The sixties was a success for Mattel, which became a publicly owned company. By the mid 1960’s, Mattel launched its very popular educational toy named “See ‘N Say,” and in 1968 Mattel rolled out the Hot Wheels toy vehicles.

By the 1990’s, Mattel acquired several different toy and game companies, making it one of the largest toy manufacturers in the world. Among them were International Games, Inc, Fisher-Price, Kransco, JW Spear & Sons, and the Cabbage Patch Kids doll line. In addition to acquiring toy companies, Mattel obtained a master toy license that covered the rights to all programming on Nickelodeon. By 1997, Mattel merged with the third-largest toy company, Tyco Toys.

MATTEL’S FIRST LOGO



MATTEL’S CURRENT LOGO



Positioning Satement

Mattel is a toy manufacturing company that provides families and children around the globe with a vast array of toys, books, and games. Our award-winning recognition, family-oriented, and versatile company is the largest toy manufacturer in the world with almost 70 years of experi-ence that delivers educational and innovative products based upon a rich legacy of playful inspiration.

Brand Strengths & Weaknesses

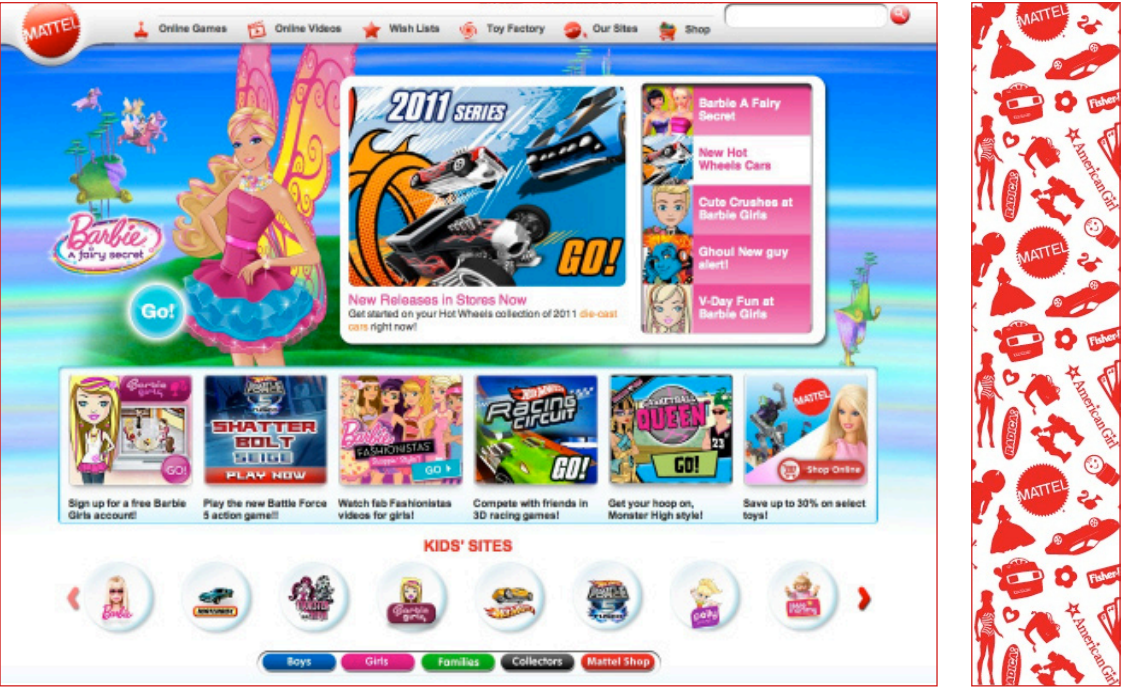
STRENGTHS

Mattel’s current brand identity is quite recognizable. The use of the red seal as their logo is quite simple and bold. The Mattel logo projects a bit of playfulness by incorporating the logotype on an angle. The Mattel logo also differenti-ates the brand from other competitors. It seems that the logo and overall brand identity is applied consistently. The brand itself has a unique personality, which can evoke emotional and warm characteristics.

Mattel brand contains a rich history and a visionary promise to their customers that creates a friendly quality. The brand appeals to a wide range of children for its longevity and history throughout many generations.

WEAKNESSES

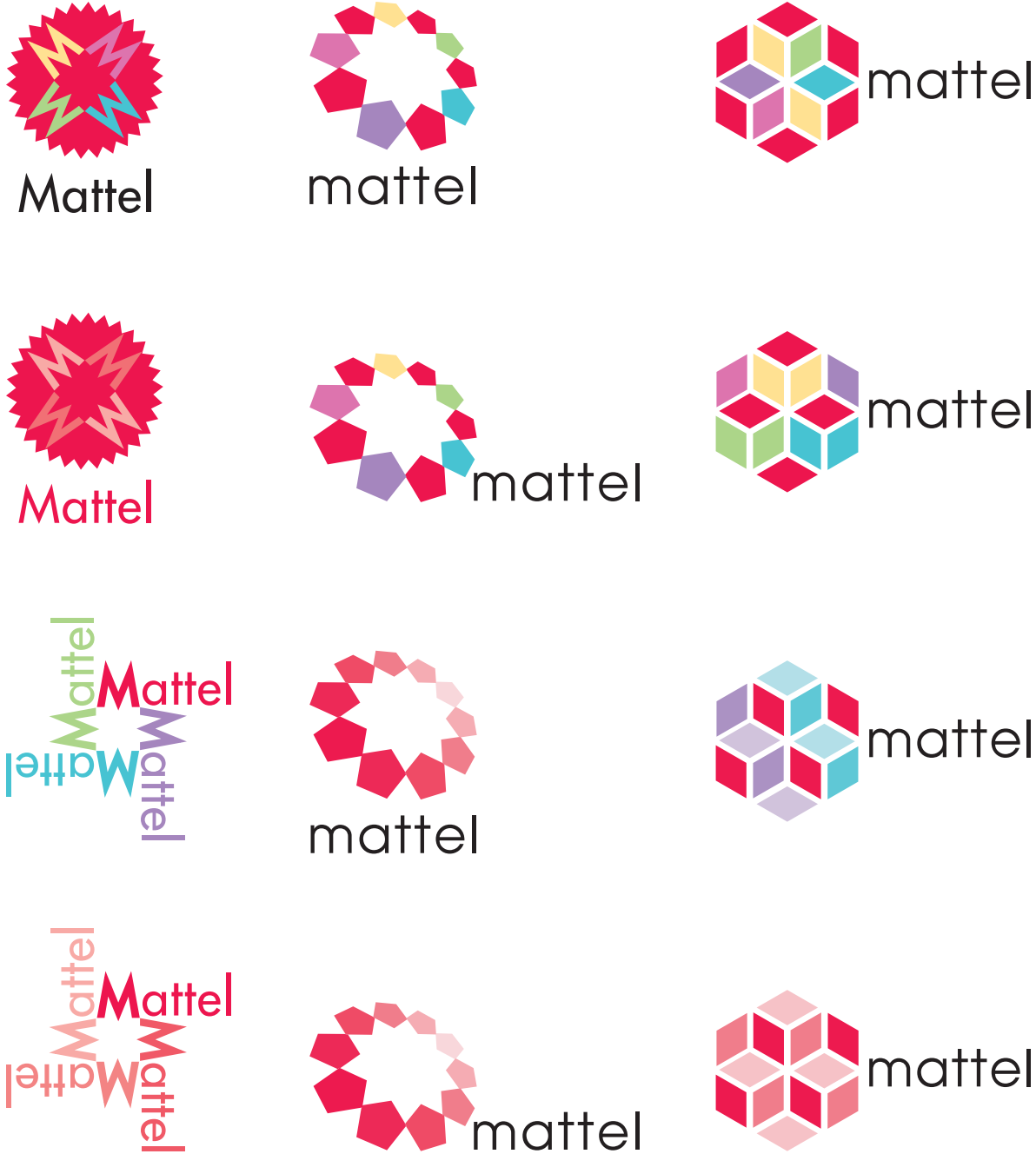
Though Mattel has a long history in terms of its logo, the logo itself lacks the excitement and playfulness. It is simple, but the shape is not at all colorful, eye catching, or visually appealing. The use of just red creates a dull look and feel. Since it is a toy making company that entices young audi-ences, the overall brand identity should be more lively and embraceable through the use of color and shape. Though the logo seems to be used consistently throughout the com-pany’s identity, the overuse of red with accents of gray, black, and white downplays the overall image and vision of the company. The current color scheme seems more appro-priate for a more mature audience. In addition, it seems they use a variety of different typefaces throughout their website and print



The Logo

DEVELOPMENT

The updated Mattel logo underwent a series of developmental variations. The redesign of the logo should embraced playfulness and vibrant colors, which is something that the old logo lacked. While in the developing stages, I wanted to create a logo that represented what the company is all about, which is entertaining children around the world of varying ages with toys and games. Mattel’s current logo lacked fun and excitement, so incorporating colorful and fun shapes that are visually interesting as well as engaging was an element that was a vital key in the development of the new logo.



The Logo

REFINEMENTS

The selection of the new logo was made and it was decided that the first developments and color palette contained too many colors. The refinement of the new logo still contains the famous red of the old logo as well as eliminated two other colors. In addition, the word mark in regular type and in black seemed too stark and was changed to a bold type in a cool gray. The colors and size of the symbol in the first refinement were not quite right. For the second and final refinement, the symbol was reduced, the shapes repositioned more accurately, and a new and more appropriate color palette was applied.

REFINEMENT 1



REFINEMENT 2



The Logo

FINAL LOGO DESIGN

The final logo was selected based upon its friendly and inviting nature as well as the shapes of representing the building blocks of a child’s future. The final logo along has the ability to become a strong and fun branding element. As seen by the before and after of the old logo versus the new logo, the redesign contains a very fun and approach-able personality.



BEFORE: OLD LOGO



AFTER: NEW LOGO



Brand Identity Elements

LOGO IN BLACK & WHITE



LOGO IN GRAY SCALE



LOGO IN FULL COLOR



COLOR PALETTE



PANTONE®
199 C



PANTONE®
1225 C



PANTONE®
375 C



PANTONE®
3125 C



PANTONE®
Cool Gray 9 C

TYPOGRAPHY

Atilla Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ~!@#\$\$%^&*()-_+=+{()}\\|;:’”<.>/?

Atilla Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ~!@#\$\$%^&*()-_+=+{()}\\|;:’”<.>/?

Atilla Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ~!@#\$\$%^&()-_+=+{()}\\|;:’”<.>/?*

CLEAR SPACE



The clear space that surrounds the logo is equal to the height and width of the diamond shape within the logo.

Brand Identity Applications

STATIONERY SYSTEM

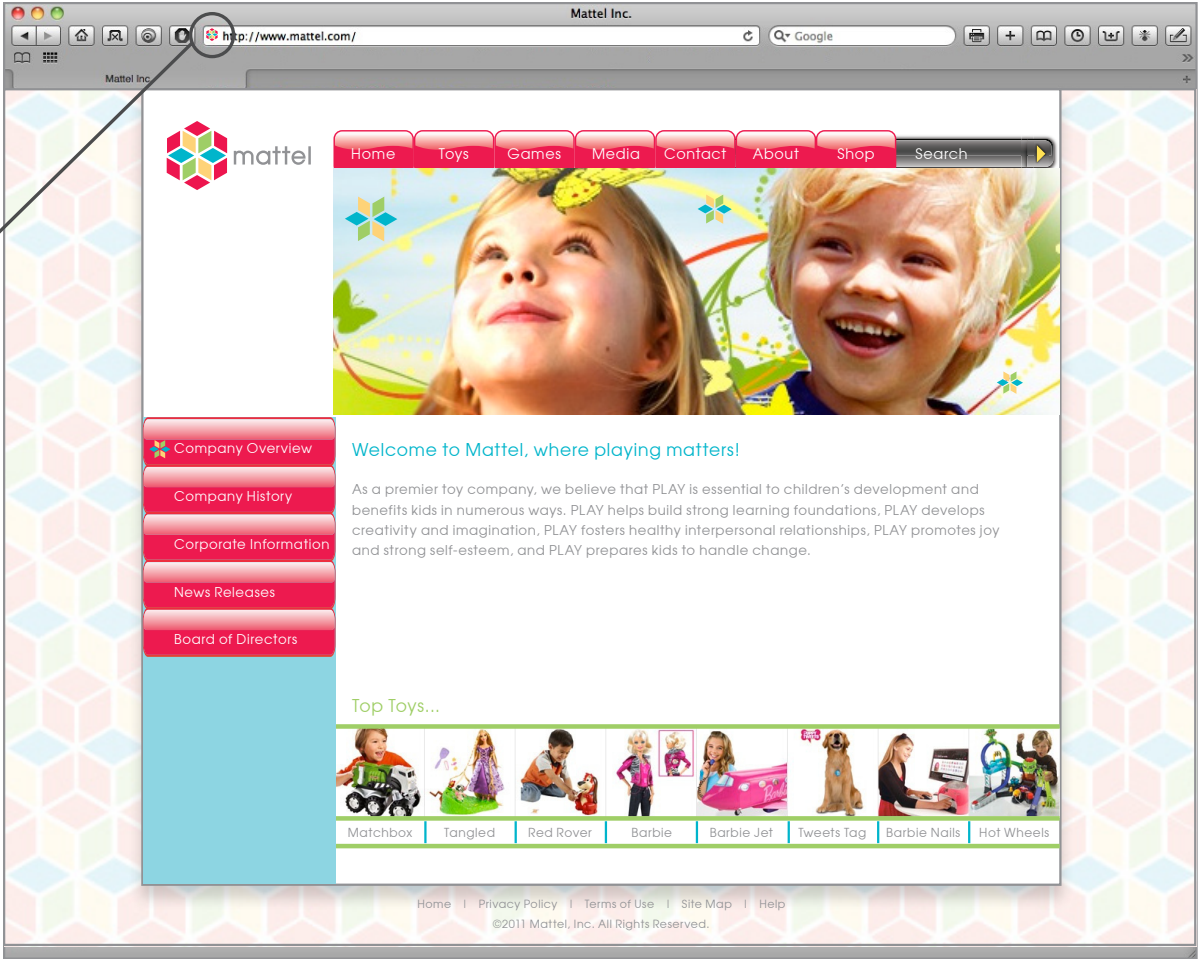
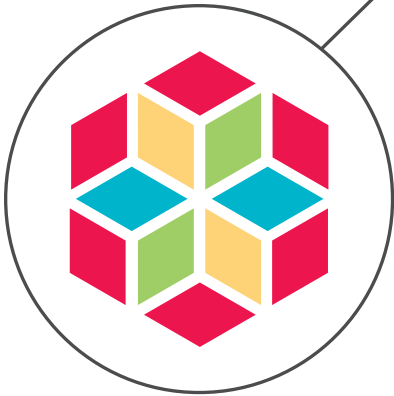
For the stationery system, the paper specs for the letter-head and envelope are Mohawk Navajo Brilliant White (smooth) at 80 lb text weight. The paper specs for the business card is Mohawk Navajo Brilliant White (smooth) at 110 lb cover weight.



Brand Identity Applications

WEBSITE HOMEPAGE & FAVICON

The redesign of Mattel’s website homepage and favicon gives the overall feel a strong brand identity, improves order, is cleaner and bolder, and also remains consistent.



Brand Identity Applications

E-MAIL SIGNATURE

To adhere to the new brand identity, the e-mail signature will appear in each employee’s e-mail that works within corporate headquarters. Please note: This particular sample has been enlarged to show detail.



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Brand Identity Applications

T-SHIRTS

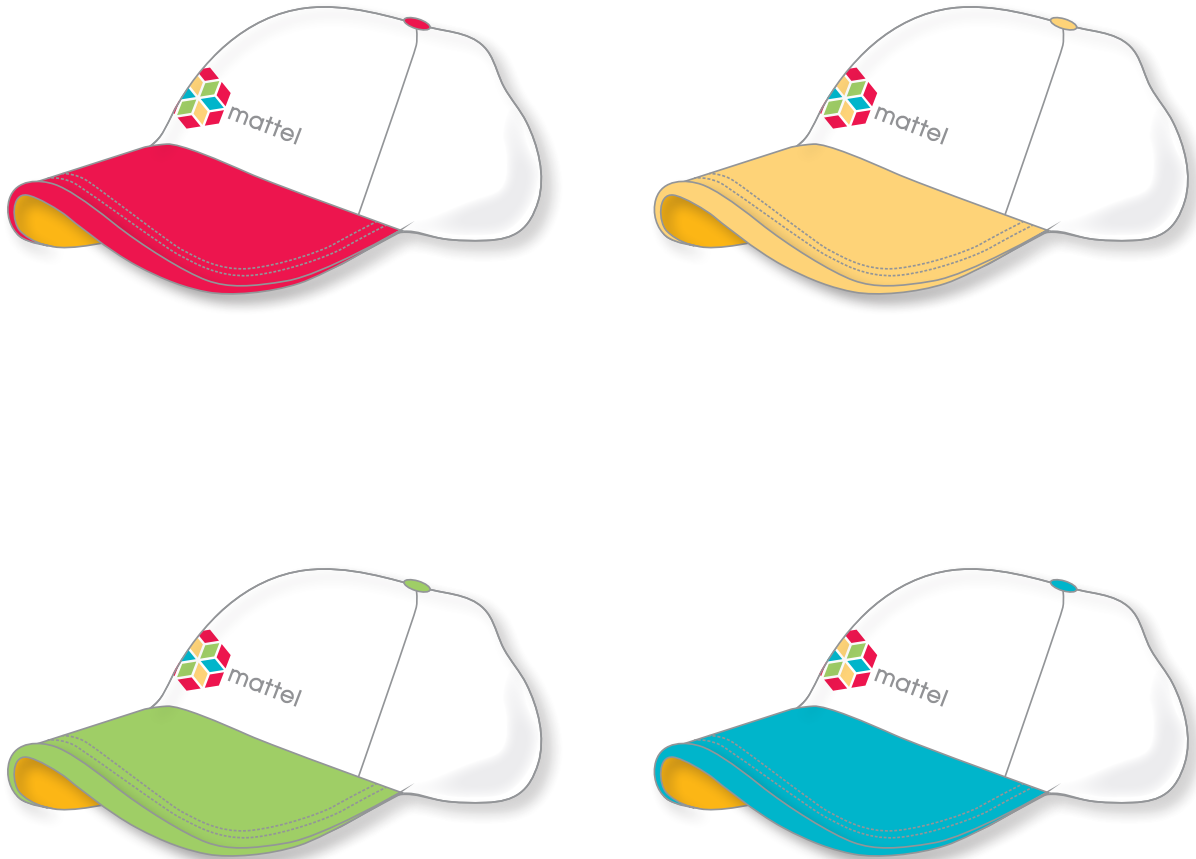
The t-shirts are for men and women and come in the following sizes: extra small, small, medium, large, and extra large.



Brand Identity Applications

HATS

The hats come in the vibrant branding identity colors of Mattel and are adjustable for a conformable fit.



Brand Identity Applications

COFFEE MUGS

The coffee mugs come in Mattel's signature colors with a screened back pattern of the logo inside each mug.



Brand Identity Applications

PENS

The gel pens come in a variety of colors. The ink of the pens also write in each of the corresponding colors.



Brand Identity Applications

BAGS

The bags come in the company colors and match perfectly with Mattel’s t-shirts and hats.



Brand Identity Applications

BILLBOARD

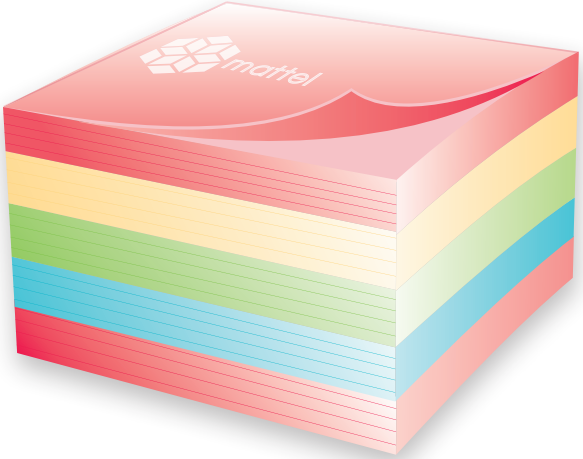
This billboard will be on display beside a highway near you!
Its vibrant colors and imagery is eye catching and fun.



Brand Identity Applications

POST-IT NOTES

These post-it notes come in tinted company colors and form a cube when stacked to mimic the Mattel logo's shapes.



Brand Identity Applications

NAME/ID BADGES

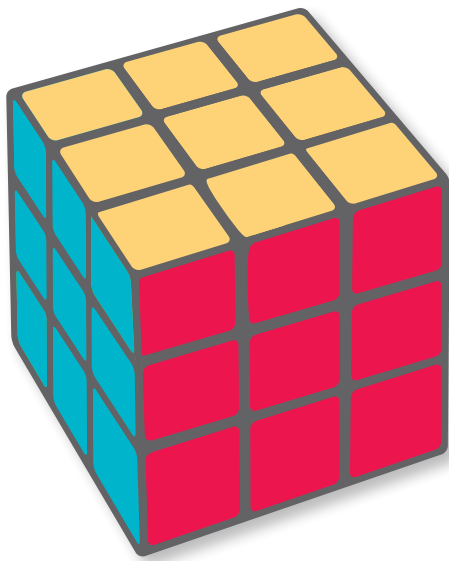
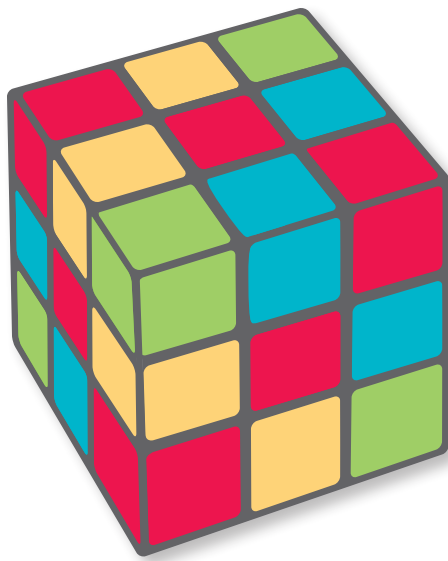
These are name badges for employees who work at the corporate headquarters and must be worn at all times while on site. Employees have the option to select their favorite signature color.



Brand Identity Applications

RUBIK'S CUBE

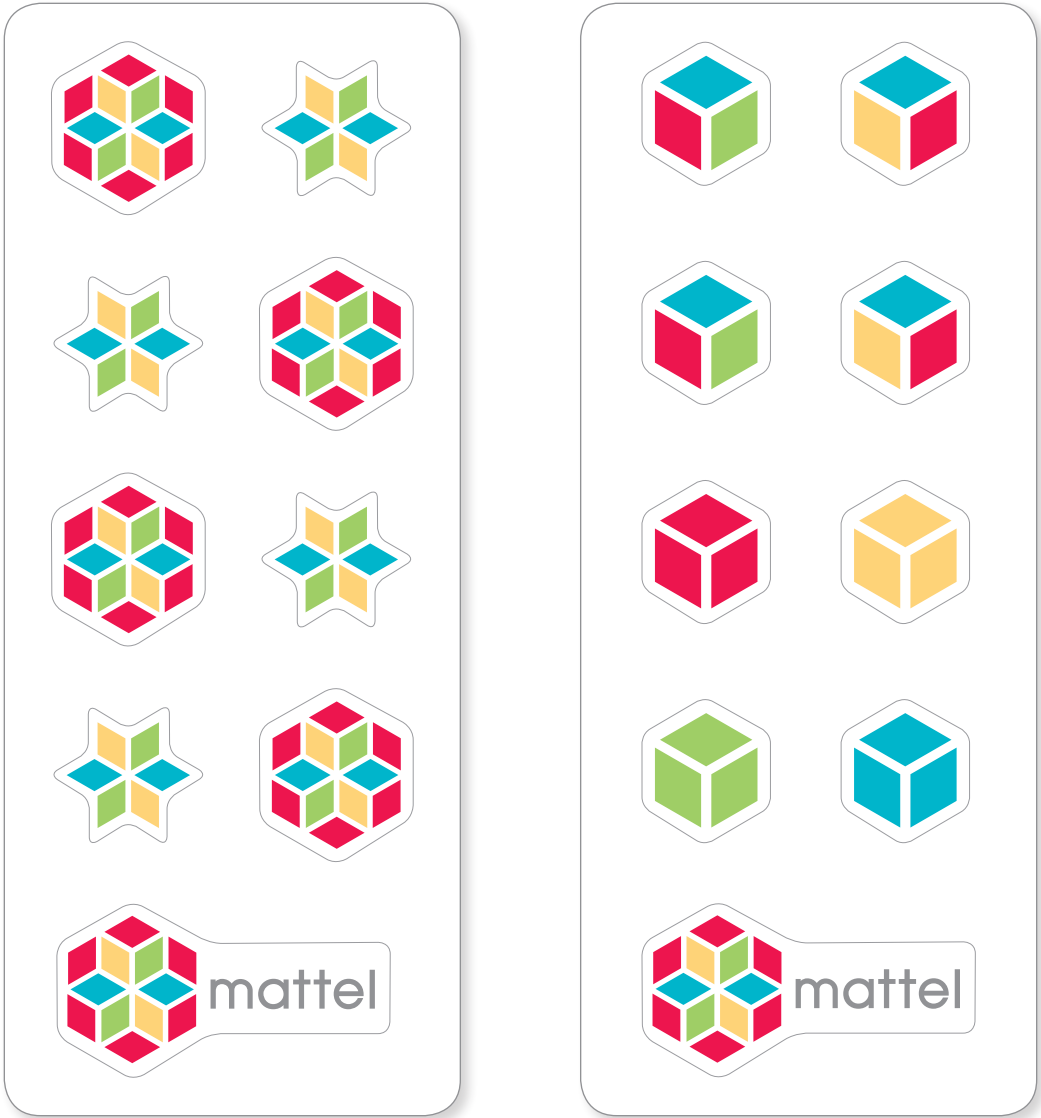
The Rubik's cube includes Mattel's company colors and provides a fun way to showcase the company's new branding identity while also providing entertainment. The cube itself mimics the shapes of Mattel's logo.



Brand Identity Applications

STICKERS

The stickers are fun and colorful and include the best elements of Mattel’s new logo.



Brand Identity Applications

3-D PICTURE FRAME

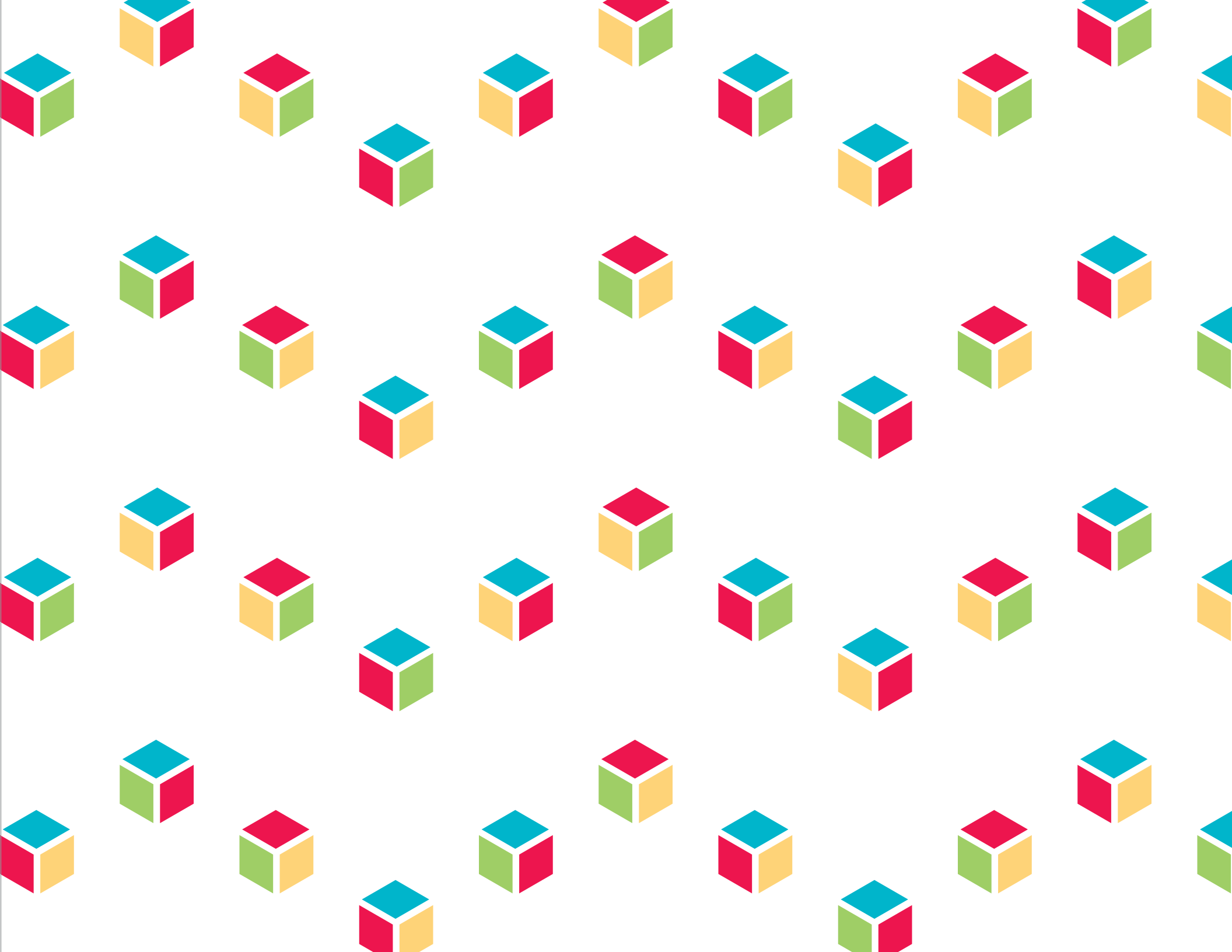
To convey Mattel’s family friendly fun, this three dimensional picture frame cube is available. Once again, the cube shape plays off the shapes and elements of the new logo.



Brand Identity Summary

Since Mattel is a large and global company that already established a strong brand identity system that is both recognizable and distinct, I found that redesigning the brand identity was challenging yet fun. In discovering the weaknesses of the existing brand, I was able to bring together an identity system that included more consistent color applications and integrated elements that emphasize creativity, playfulness, liveliness, boldness, and simplicity. The company’s longevity and history also assisted in the overall concept of the brand identity while still being able to revitalize its look and feel.

The incorporation of a more colorful and vibrant color palette contributes to the new branding identity for Mattel by communicating a more exuberant impression, which makes it more engaging and approachable for children of all ages. In addition, the new logo provided elements and branding assets that created a foundation to establish new identity avenues that was not present within Mattel’s current brand identity.



Where playing matters.



mattel

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Components of this manual have been designed,
written, and compiled by Jessica George.

