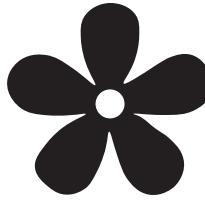




\*Barbie<sup>SM</sup>

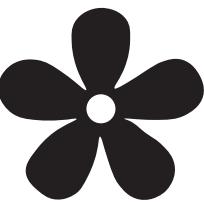
# Brand Identity Guidelines

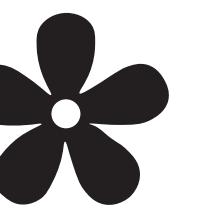
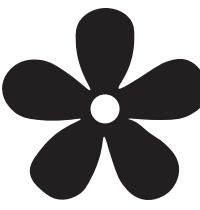


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# Our Brand

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At Barbie, we believe in the power of imagination and creativity to inspire children to explore and learn about the world around them. For over 60 years, we have been a trusted brand for children of all genders, promoting values such as diversity, inclusion, and empowerment.

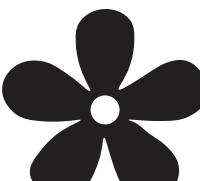
To ensure that our brand stays true to these values, we have established a set of identity standards that guide our visual identity and messaging across all touch points. These standards are designed to ensure that every interaction with the Barbie brand reflects our core values and resonates with our audience.

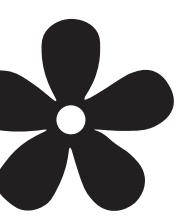
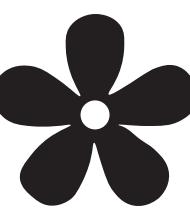
Our identity standards cover everything from our logo and color palette to our tone of voice and imagery. By adhering to these guidelines, we create a consistent and recognizable brand that speaks to the hearts and minds of children and parents around the world.

Our identity standards promote the use of diverse models in our imagery and messaging, and provide guidelines for portraying a range of skin tones, body types, and abilities. We believe that representation matters, and strive to create a brand that is inclusive and welcoming to all.

In addition to our visual identity, our tone of voice is also an important part of our brand. We communicate in a way that is positive, empowering, and inclusive, inspiring children of all genders to dream big and be themselves.

By following our identity standards, we ensure that every interaction with the Barbie brand is consistent, authentic, and meaningful. Together, we can continue to inspire all children to be anything they want to be.





# Brand Identity Elements

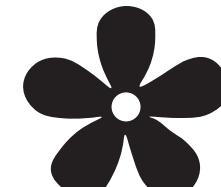
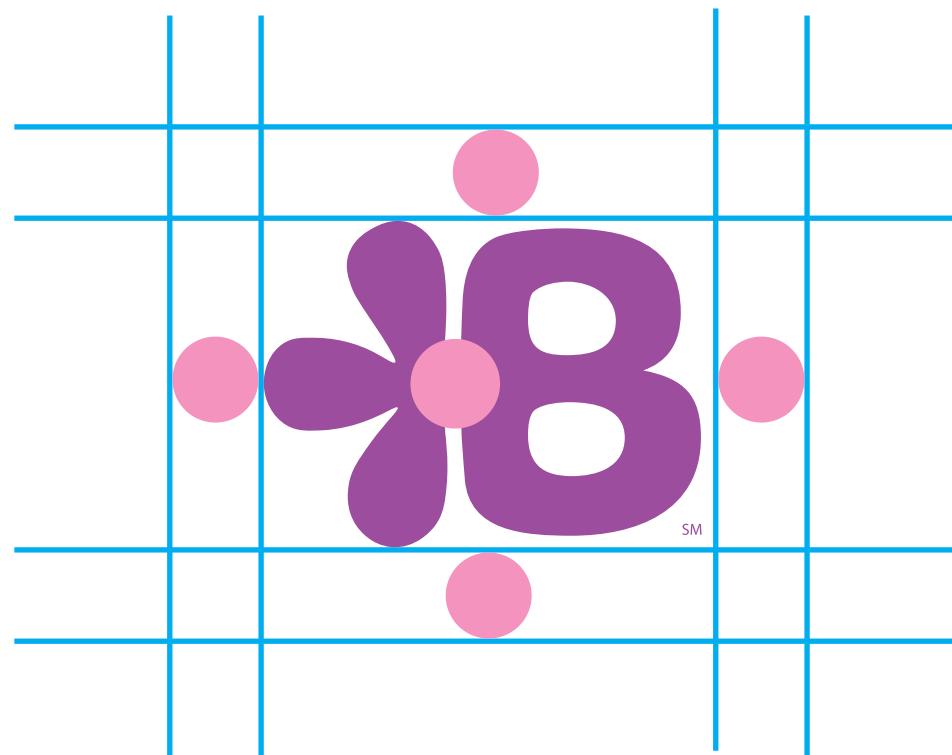
Primary Logo - Horizontal



Clear Space



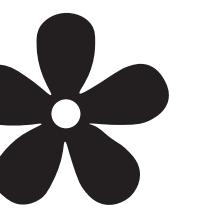
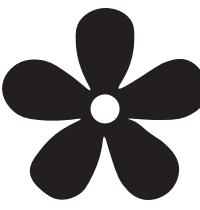
Secondary Logo - Vertical



# Brand Identity Elements

Primary Logo signature breakdown - Horizontal





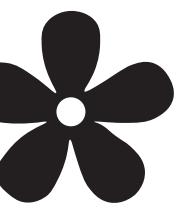
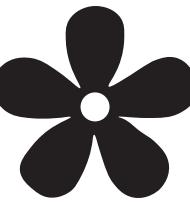
# Brand Identity Elements

Primary Logo Black and White Version - Horizontal



Secondary Logo Black and White Version - Vertical



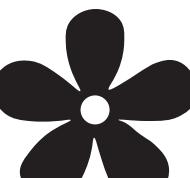
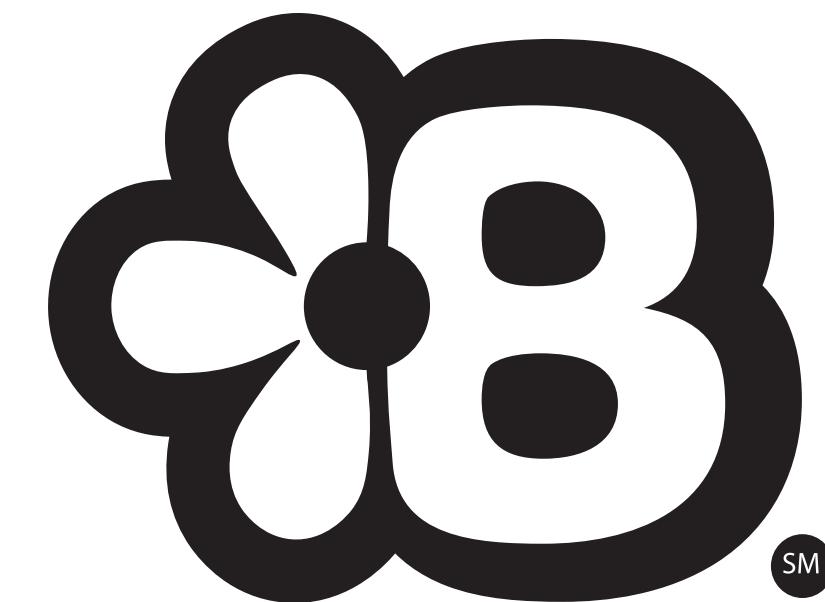


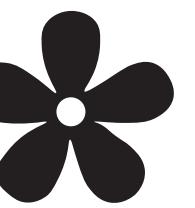
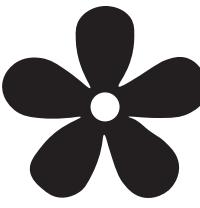
# Brand Identity Elements

Primary Logo Black and White Version (Inverted) - Horizontal



Secondary Logo Black and White Version (Inverted) - Vertical



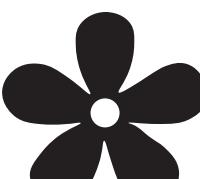
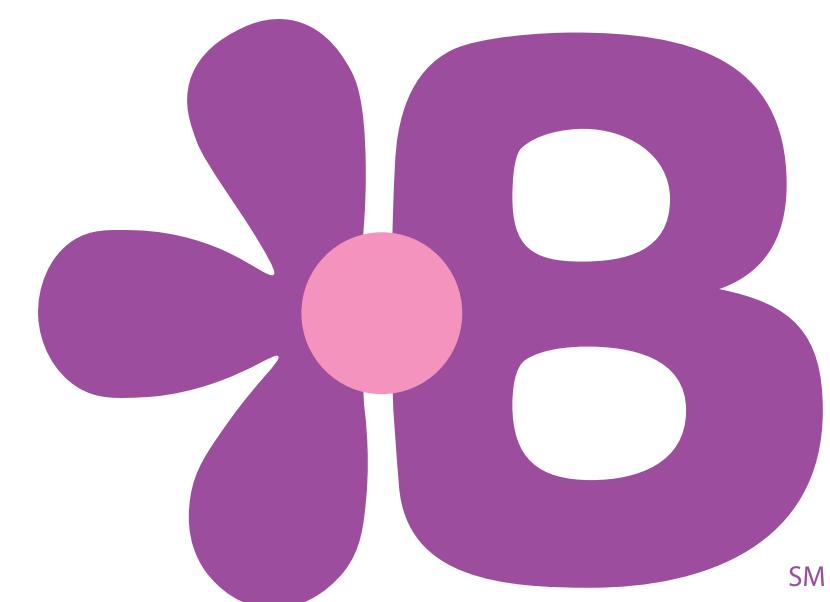


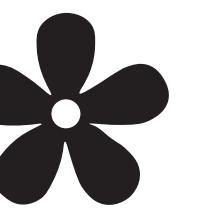
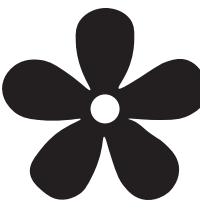
# Brand Identity Elements

Primary Logo Full Color - Horizontal



Secondary Logo Full Color - Vertical



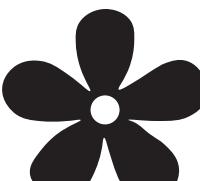


# Brand Identity Elements

Primary Logo One Color - Horizontal



Secondary Logo One Color - Vertical



# Logo Don'ts



Don't resize logo disproportionately.



Don't place full color logo on a heavily patterned background.



Don't use logo at an angle.



Don't put tagline above logotype.



Don't change font of logo.



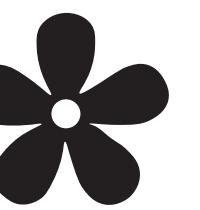
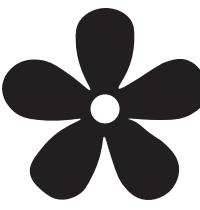
Don't change letter or line spacing of logo.



Don't put black and white logo on really dark background.



Don't use colors on the signature that aren't in the brand colors.



# Brand Colors

Primary Colors - To be used with full and one color Logos.



PMS - 2583 C  
C: 47% R: 160%  
M: 72% G: 94%  
Y: 0% B: 181%  
K: 0%

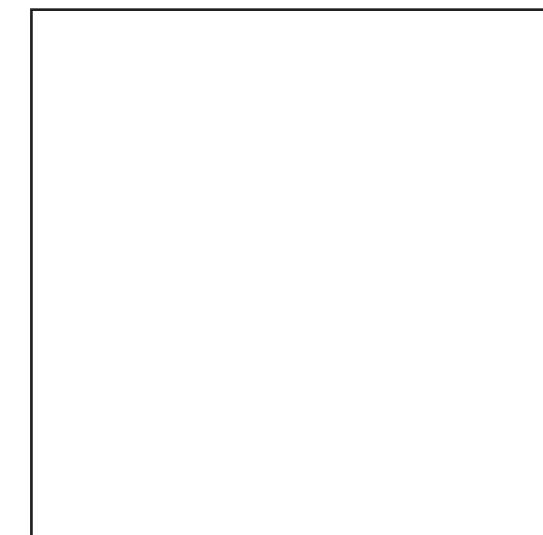


PMS - 223 C  
C: 1% R: 239%  
M: 50% G: 149%  
Y: 0% B: 207%  
K: 0%

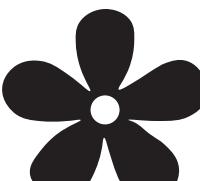
Secondary Colors - To be used with black, white, and inverted Logos.

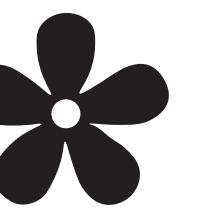
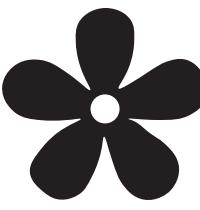


Black  
C: 0%  
M: 0%  
Y: 0%  
K: 100%



White  
C: 0%  
M: 0%  
Y: 0%  
K: 0%





# Brand Typography

For the logotype use Freud Regular, capital B and the rest lowercase.

**Fruede**

For the tagline use Corbel Italic, all lowercase.

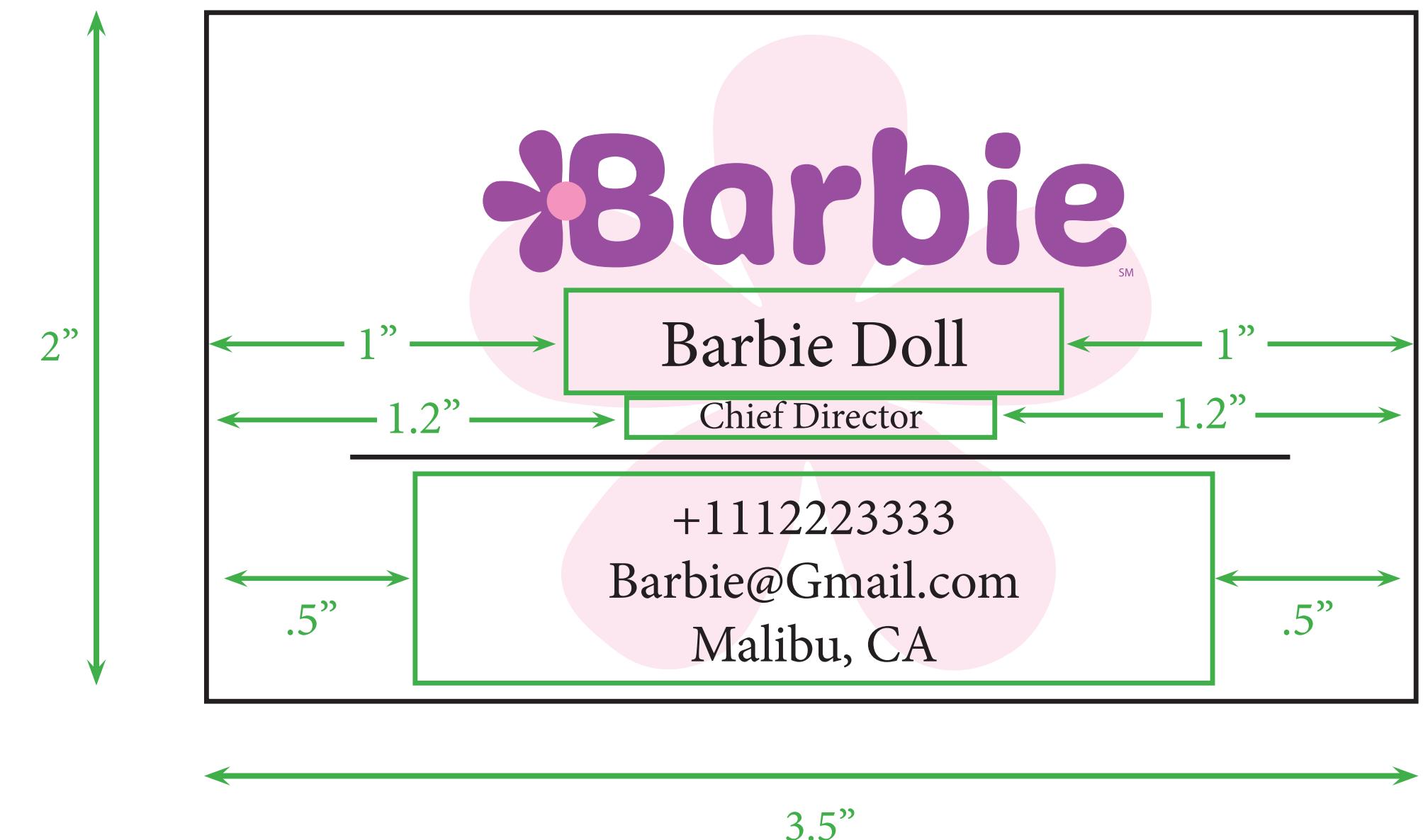
*corbel*

# Business System

Standard Business Card:

Standard Business cards are personalized with name, title, phone number, email, city, and state. It should be printed on a standard business card (3.5" x 2"). The ink used for the normal text should be printed in 100% black or the brand primary colors. The flower will be printed with the primary pink color in brand colors with an opacity of 22%.

The sizing and spacing is outlined on the side.

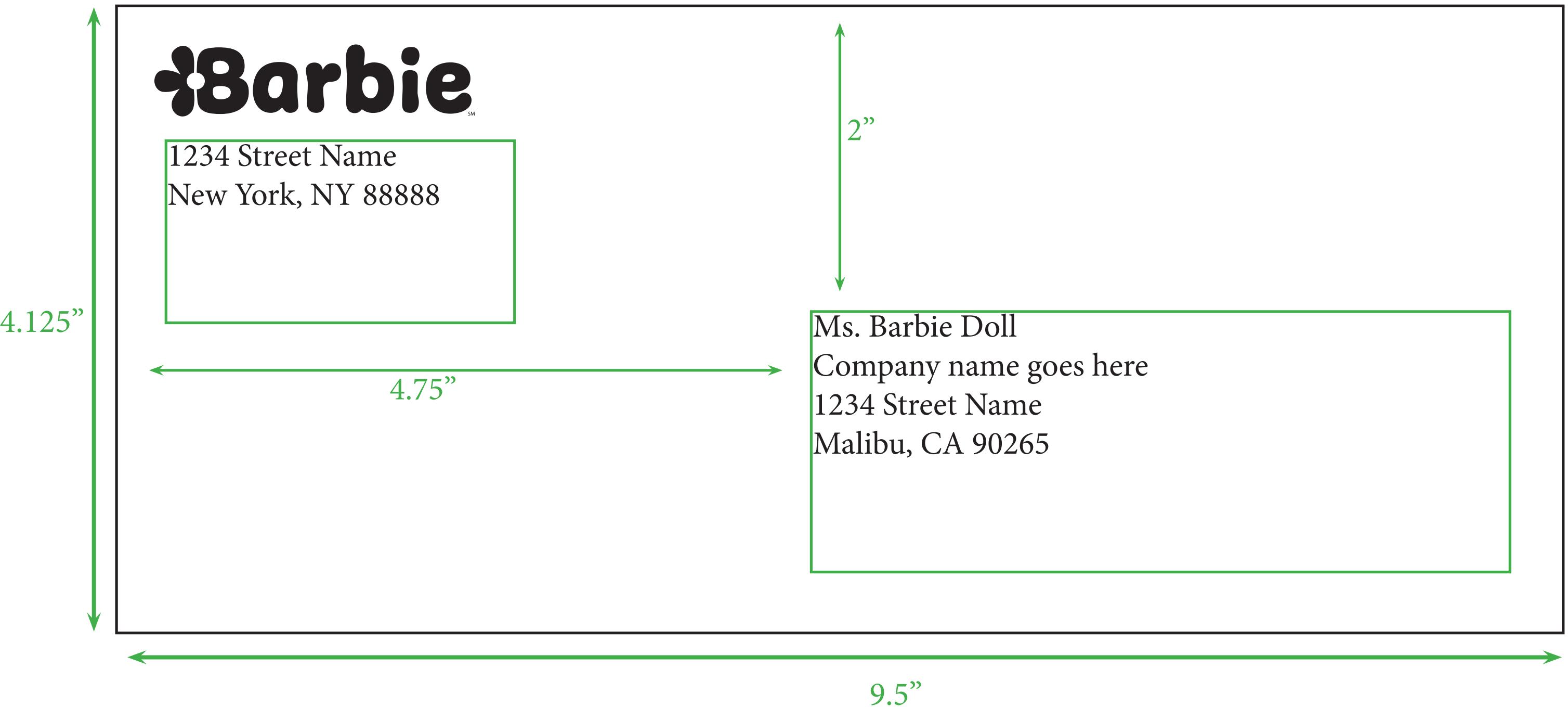


# Business System

## Standard Business Envelope:

The standard business envelope should be printed on a standard envelope sized paper (9.5" x 4.125"). The ink used for the text should be 100% black.

The sizing and spacing is outlined on the side.

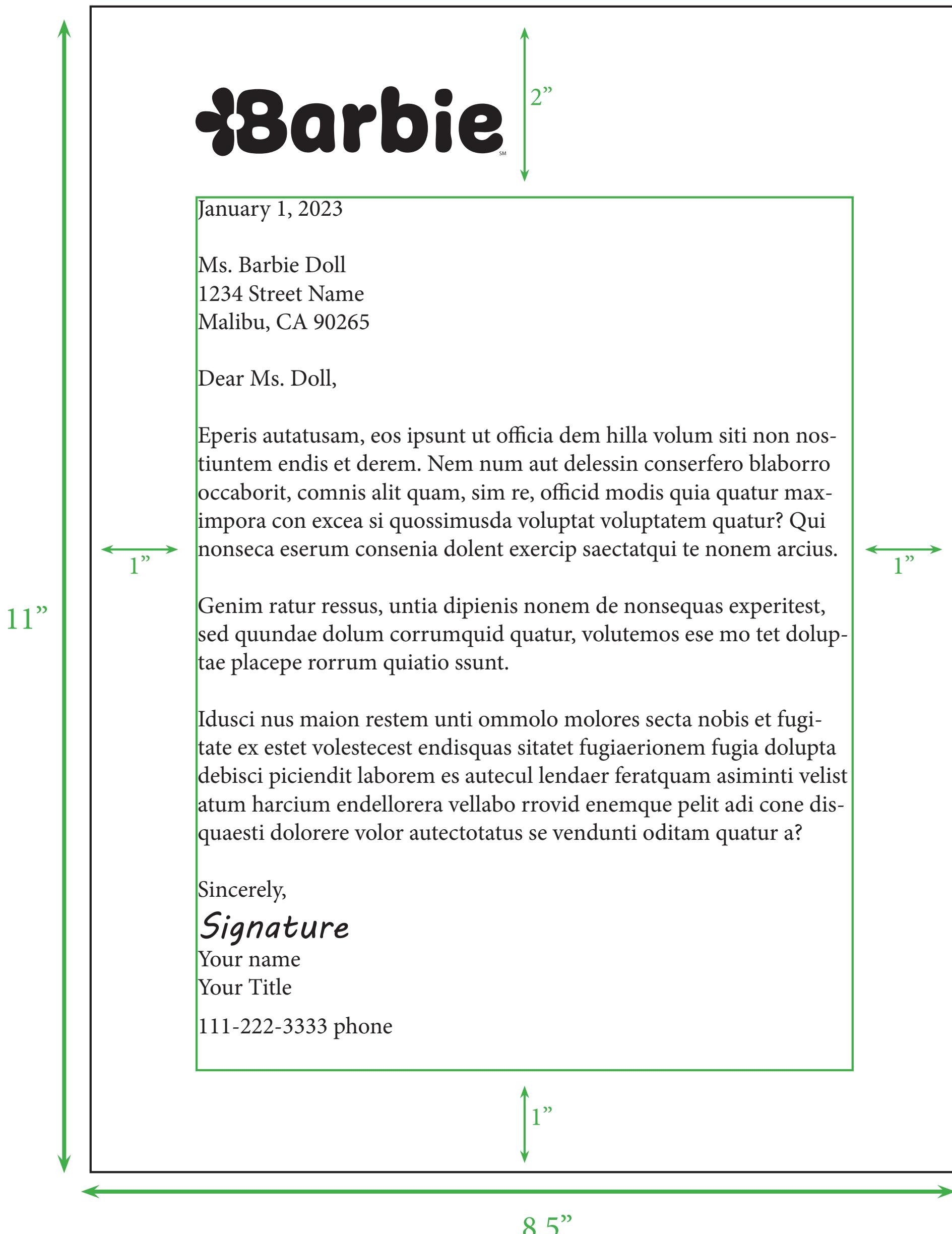


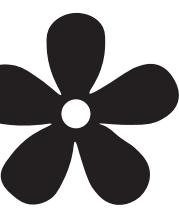
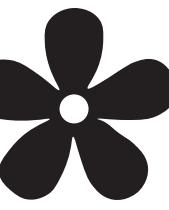
# Business System

Standard Business Letterhead:

The standard business letterhead should be printed on a standard sized letter paper (11" x 8.5"). The ink used for the text should be 100% black.

The sizing and spacing is outlined on the side.





# Digital Media

Main Web page on Mattel

United States

Corporate Recalls For Parents For Collectors

MATTEL

Shop ▾ Brands ▾ New Q

**Barbie™**

Dolls Playsets Signature

**LIVING THE DREAM**

The Barbie Dreamboat playset has just sailed in! See this stylish new toy and other great gifts in our Dream World collection.

**Shop Now**

Shop by Top Categories

◀ ▶

# Digital Media

Secondary Web page on Mattel

The screenshot shows a secondary web page for Mattel, specifically for the Barbie brand. The top navigation bar includes links for "United States", "Corporate", "Recalls", "For Parents", and "For Collectors". A red "MATTEL" logo is visible on the left. The main header features the "Barbie" logo and navigation links for "Dolls", "Playsets", and "Signature". A large central image depicts a vibrant playroom filled with various Barbie doll sets, including a multi-story house, a car, and a boat. Below this image, a teal-colored sidebar on the left contains the text "SHOP BARBIE" and a descriptive paragraph about Barbie's commitment to inclusivity. At the bottom of the page, there is a "All Barbie" section with a small video player showing a person's face.

United States

Corporate Recalls For Parents For Collectors

MATTEL

Shop Brands New Q

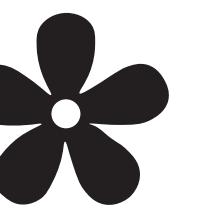
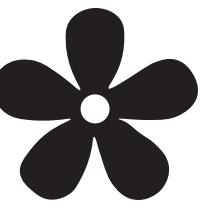
Barbie Dolls Playsets Signature

SHOP BARBIE

Barbie is dedicated to making play inclusive with a range of body types, skin tones, and varying disabilities. And with over 250 careers and inspiring playsets, the storytelling possibilities are endless.

SHOP ALL > BARBIE

All Barbie



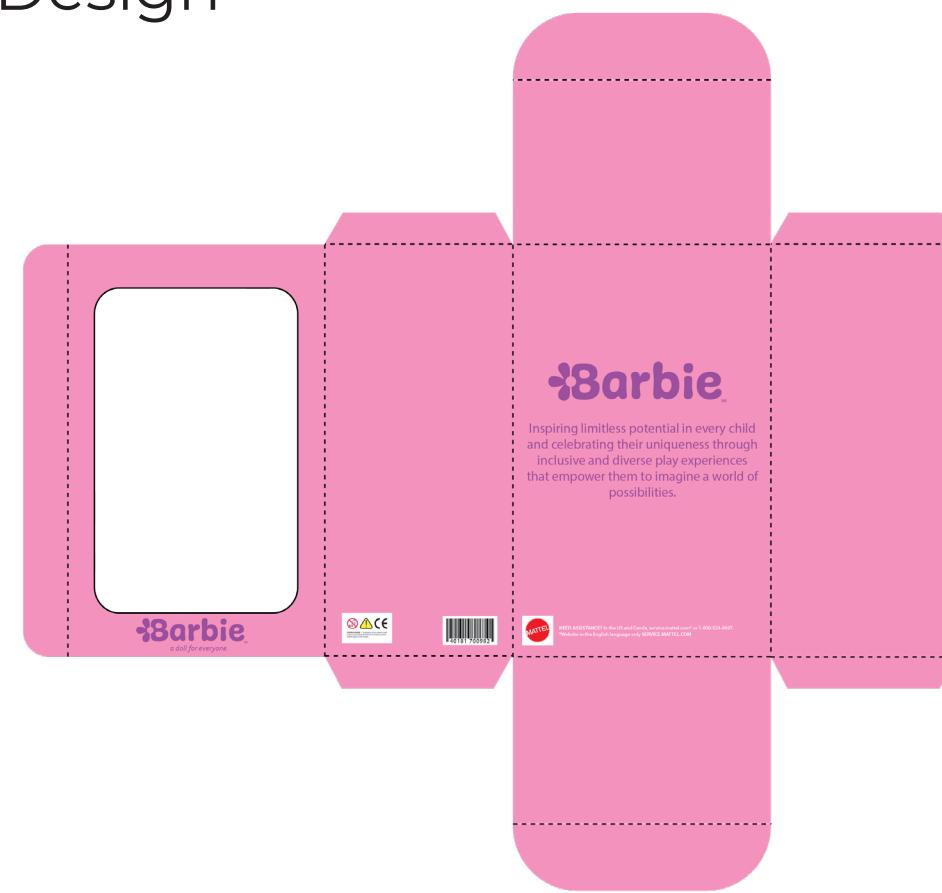
# Additional Touch Points

\*Doll boxes should be made out of recycled material. The standard measurements of the box is 9”L x 9”W x 18”H.

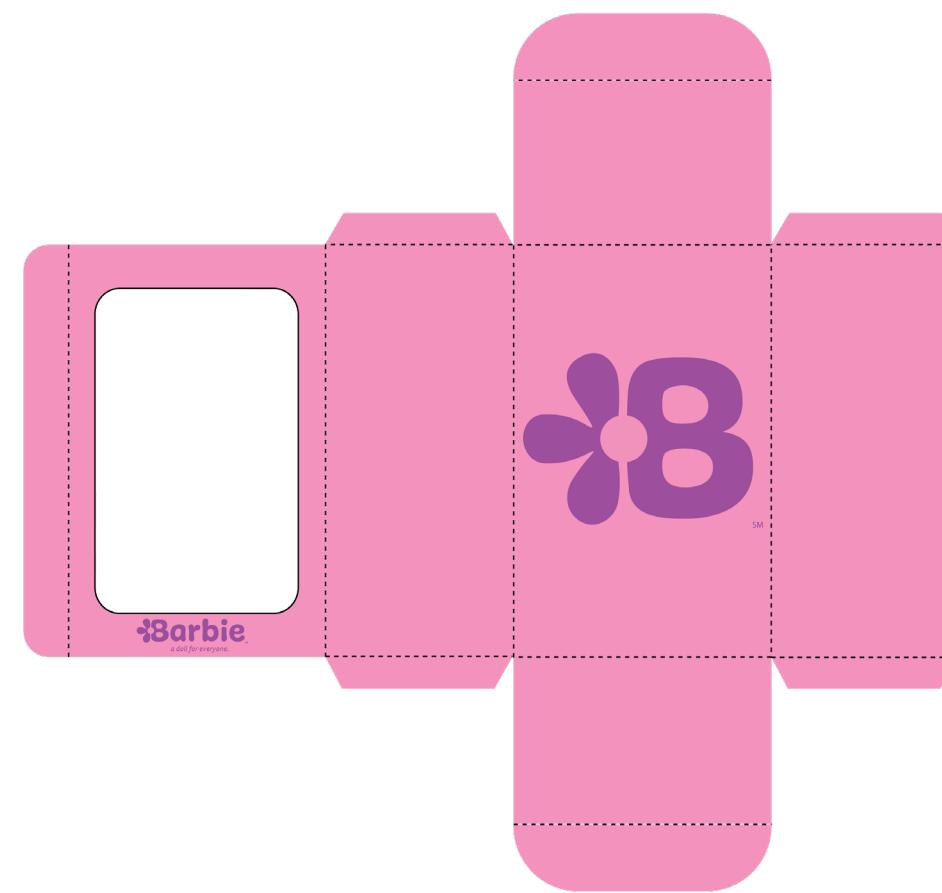
Logo on Barbie Doll Box - Basic Design



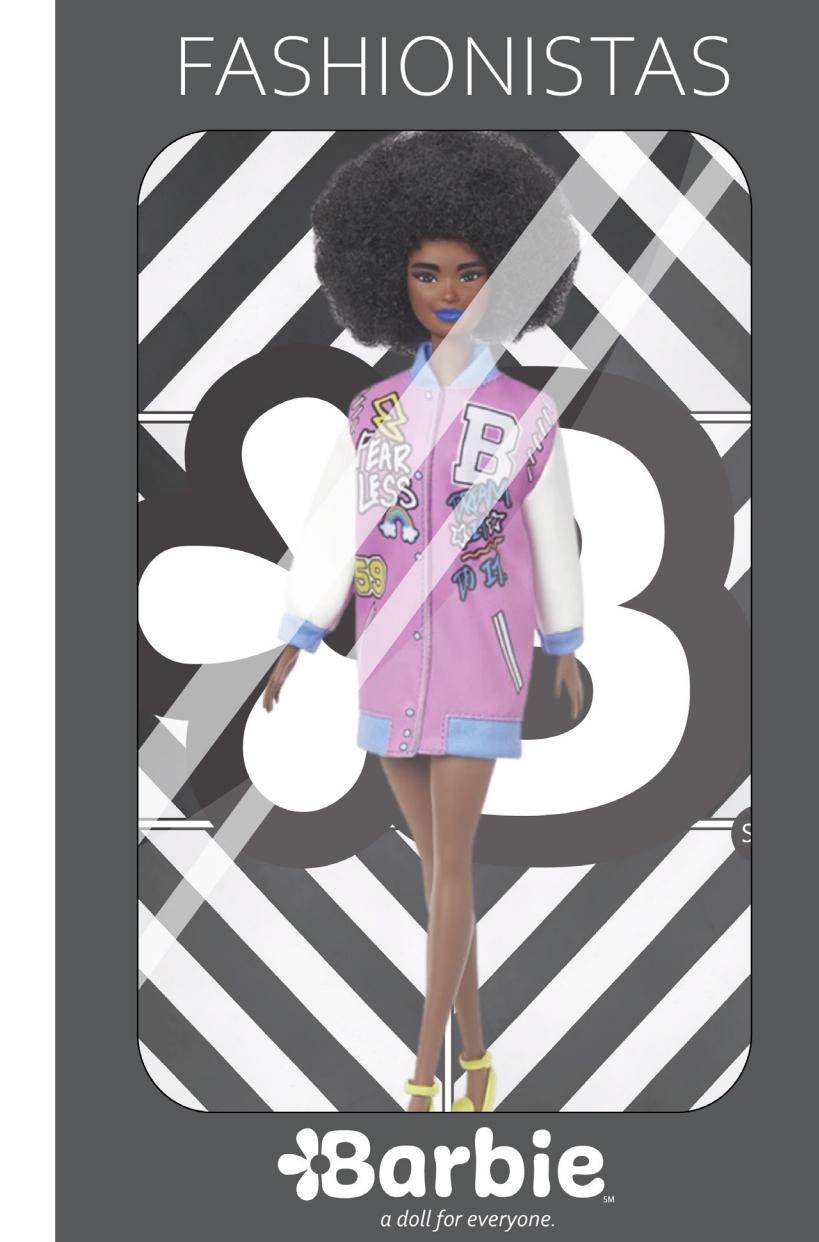
Outside of box



Inside of box



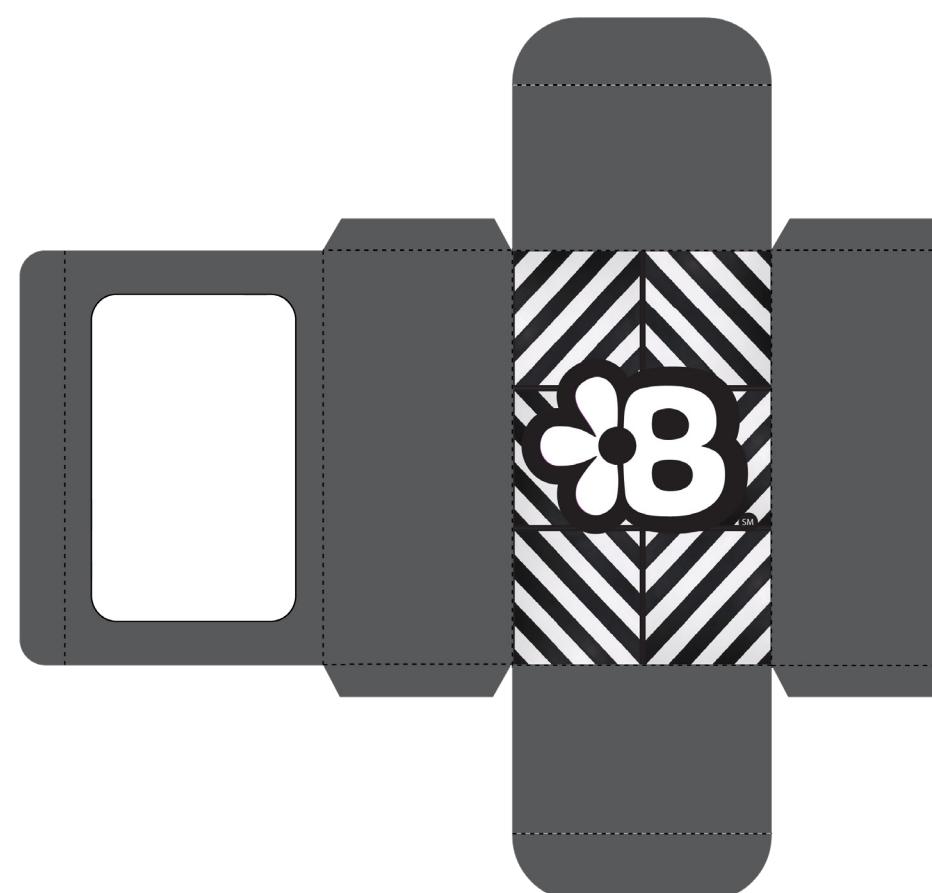
Logo on Barbie Doll Box - Fashionistas Design



Outside of box



Inside of box



# Additional Touch Points

Logo on Movie Poster

