



# Barbie Evolution

Safiyah Badahdah  
Fine 3415



**Brand Mission:** “We create innovative products and experiences that inspire, entertain and develop children through play.”

**Brand Purpose:** “We empower the next generation to explore the wonder of childhood and reach their full potential.”

## Value Statements

**Brand Quality:** “We put the consumer experience at the center of our innovation by creating products with purposeful play. We focus heavily on how our toys look, how they function, what materials they are made of, and how they are packaged. Our products are designed to deliver on their purpose and withstand the test of time.”

**Brand Values:** “We create innovative products that are accessible to many. Our commitment to our consumers is to make their investment worthwhile. We aim to ensure that parents and families get the most from their play budget by designing and building products that meet their expectations at the right cost.”

**Brand Safety:** “Our products are designed and developed to meet or exceed all applicable safety standards and are constructed with consumer safety in mind. When parents and families choose to buy our products, they can be assured that the safety and well-being of their children is a top priority.”

Barbie Barbie Barbie

1959

1975

1991

Barbie Barbie Barbie

1999

2004

2005

Barbie

2009 - now

Past  
Logos



# New Dolls



# New Barbie

**New Mission:** At Barbie, our mission is to inspire limitless potential in every child and celebrate their uniqueness through inclusive and diverse play experiences that empower them to imagine a world of possibilities.

**New Vision:** Our vision is to create a world where every child sees themselves reflected in our dolls and playsets, and feels empowered to pursue their dreams and ambitions, no matter their background or identity.

## New Value Statements

**Inclusivity:** We believe that every child deserves to see themselves represented in our products, and we are committed to creating a diverse range of dolls and playsets that reflect the world around us.

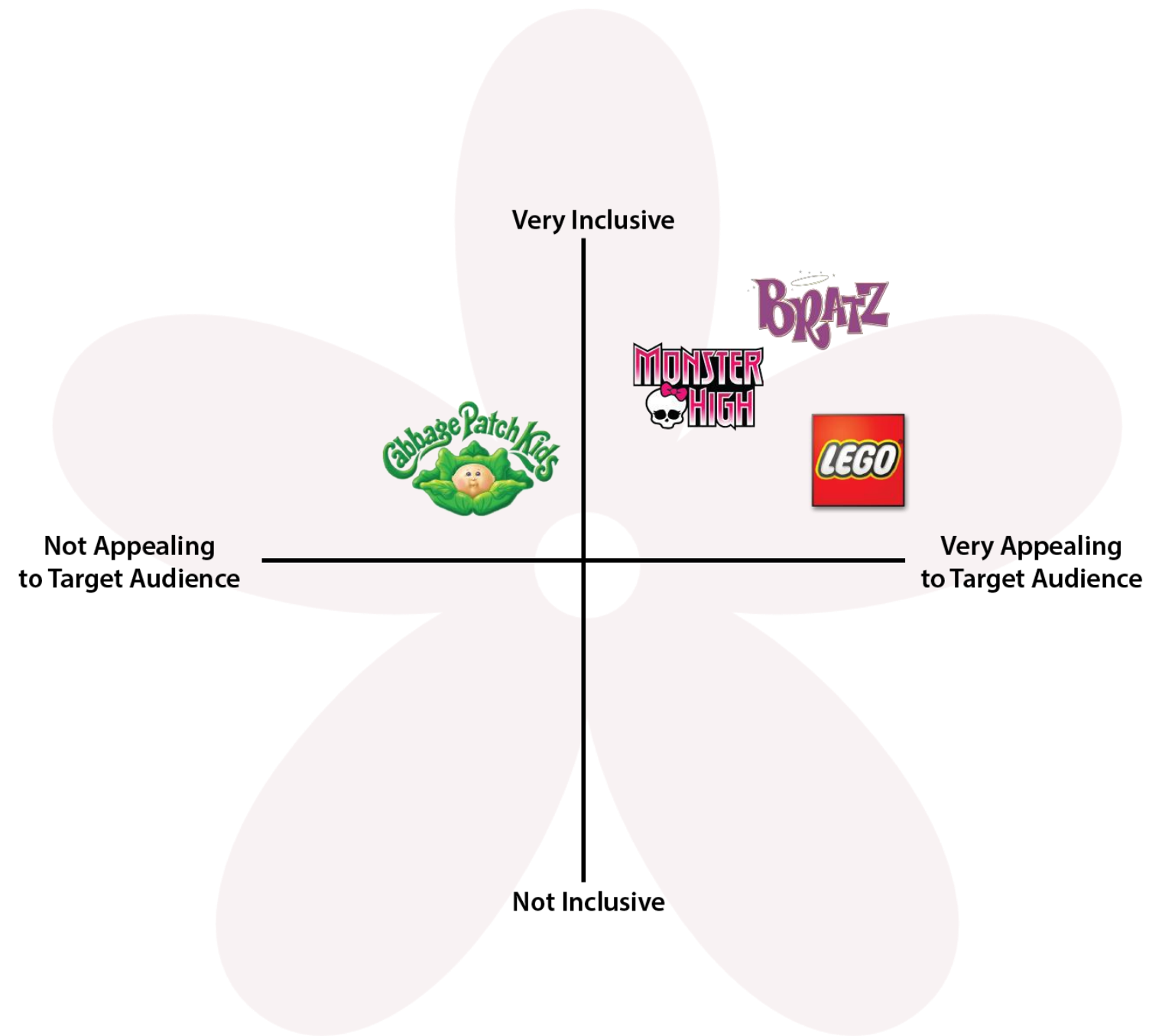
**Community:** We believe in the power of connection and the importance of building strong communities. We strive to foster a sense of belonging and inclusion through our products and initiatives, and to give back to the communities that support us.

**Quality:** We take pride in our commitment to creating high-quality products that stand the test of time and bring joy to children around the world.

**Innovation:** We are always pushing the boundaries of what's possible, from incorporating new technologies into our products to exploring new ways to promote sustainability and social responsibility.

**Empowerment:** We are dedicated to inspiring and empowering children to believe in themselves, pursue their passions, and achieve their goals, no matter how big or small.





# Competitive Analysis

# Main Persona

- **Name:** Ben & Beth
- **Age:** 10
- **Located:** Phoenix, AZ
- **Education:** Some Elementary School
- **Job:** Student
- **Hobbies:** Drawing, Coloring, Playing with friends





# Secondary Persona

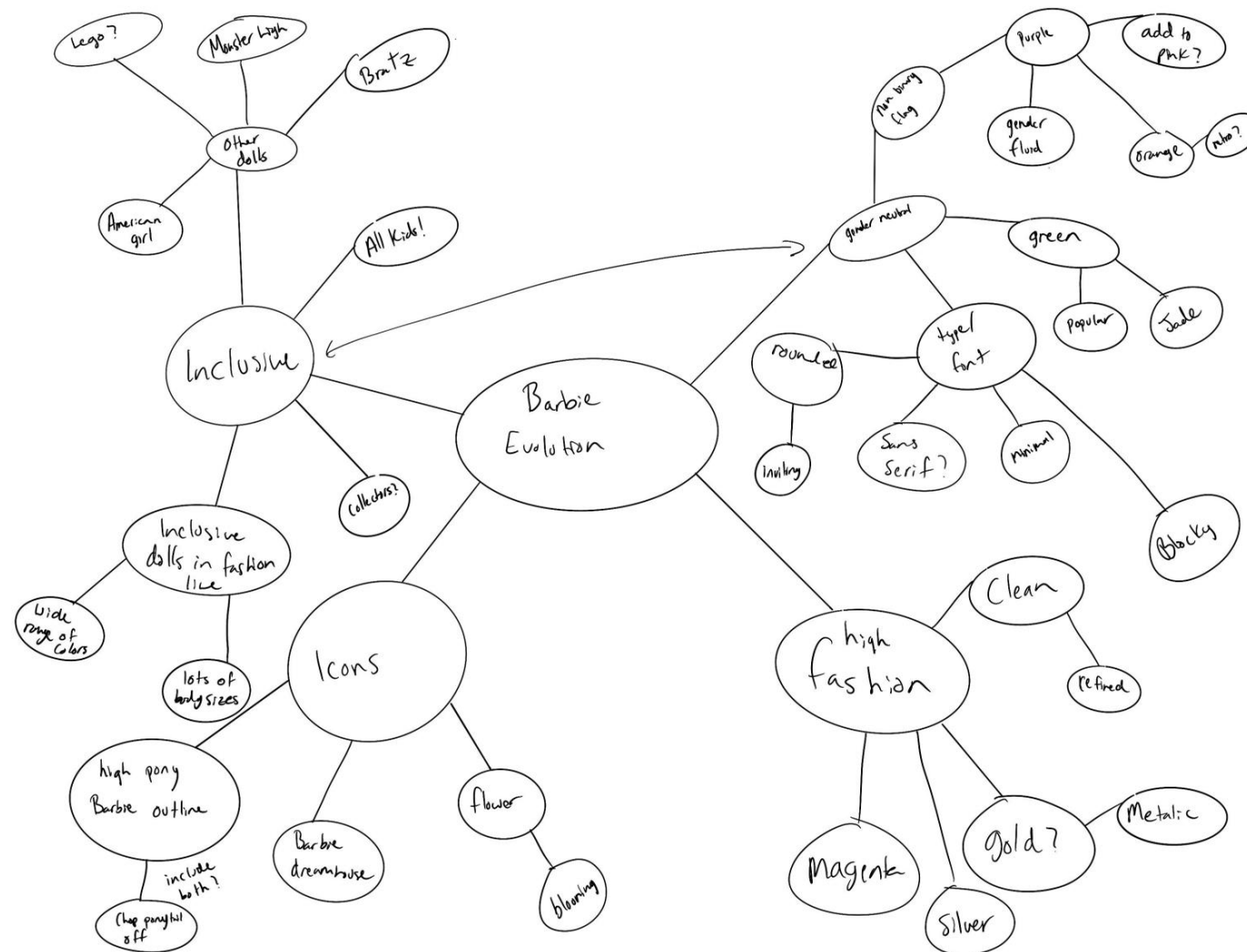
- **Name:** Kat
- **Age:** 26
- **Located:** Seattle, WA
- **Education:** Bachelors
- **Job:** Influencer
- **Hobbies:** Collecting, Painting, Photography



# Hidden Persona

- **Name:** Theresa
- **Age:** 46
- **Located:** San Francisco, CA
- **Education:** Bachelors
- **Job:** Insurance Agent
- **Hobbies:** Drinking wine with friends, Cooking, Yoga

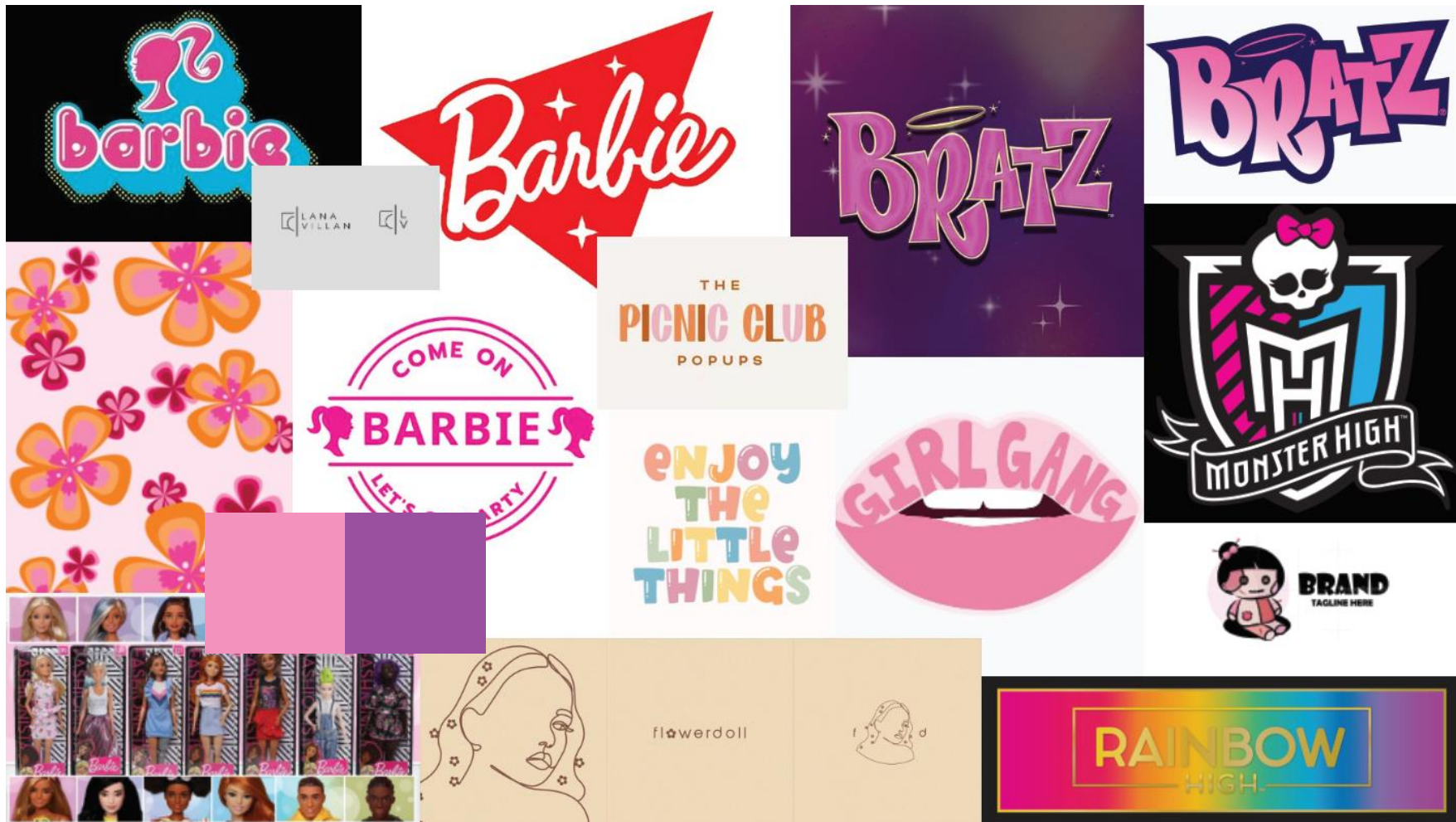




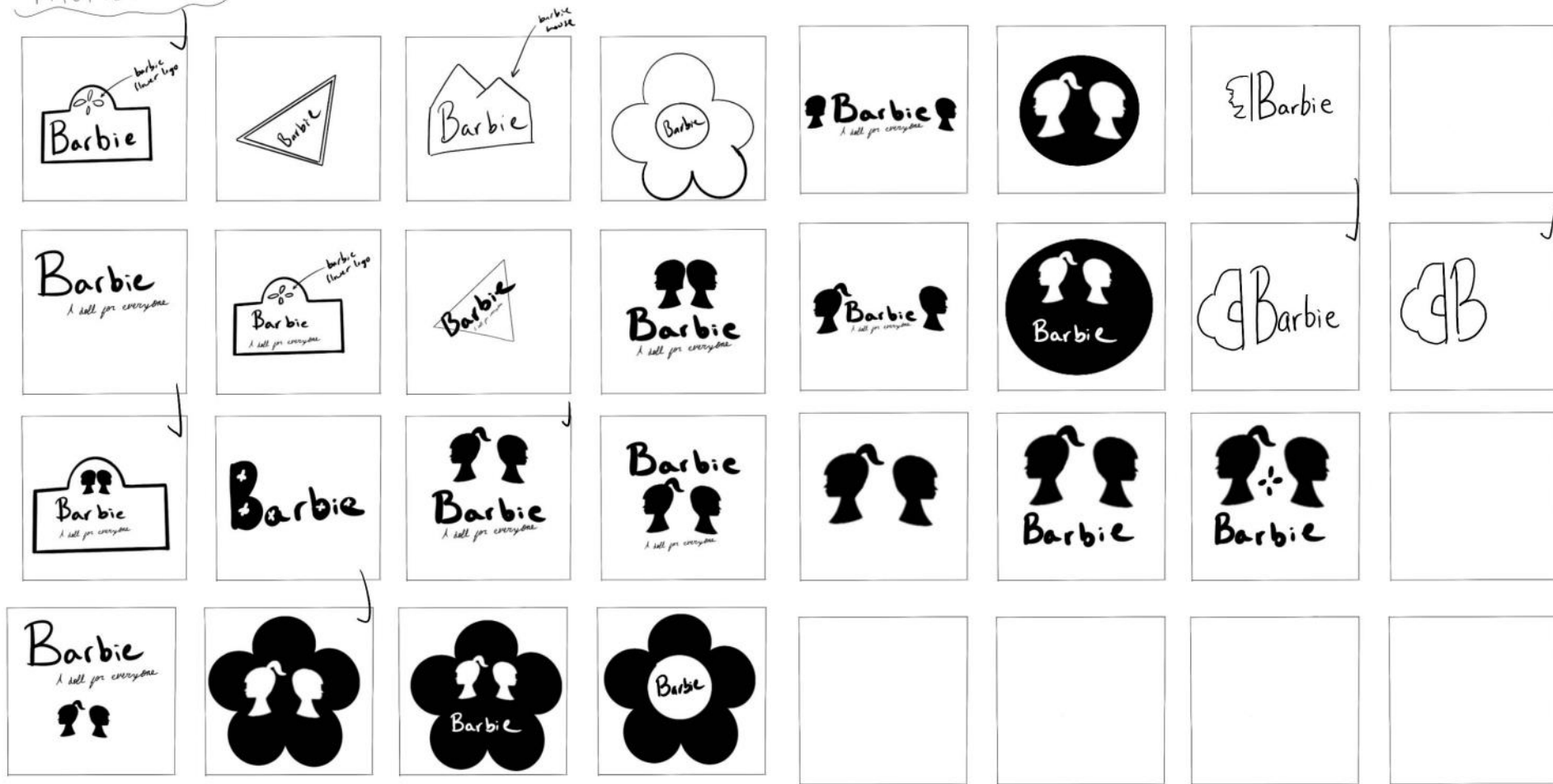
# Mind Map



# Mood Board



Thumbnails



# Thumbnail Sketches

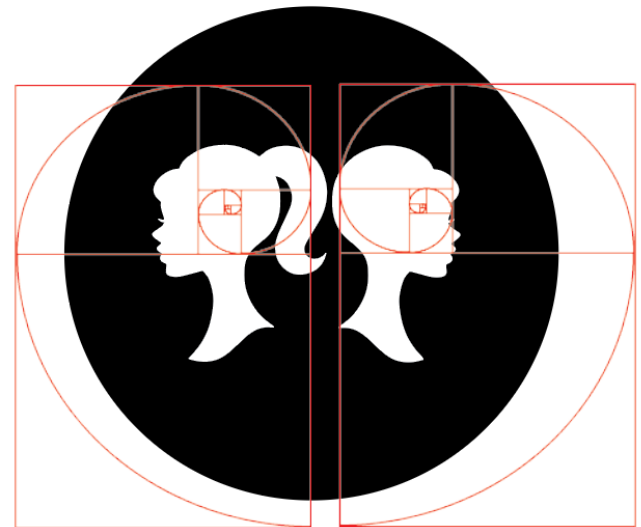


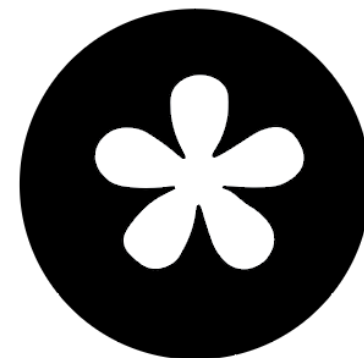
The background is a solid light pink color. Overlaid on this is a large, faint, stylized flower graphic. The flower has five petals, each formed by a large, rounded, teardrop-like shape. The petals are a slightly darker shade of pink than the background, creating a subtle watermark effect. The word "Roughs" is centered over the flower.

# Roughs

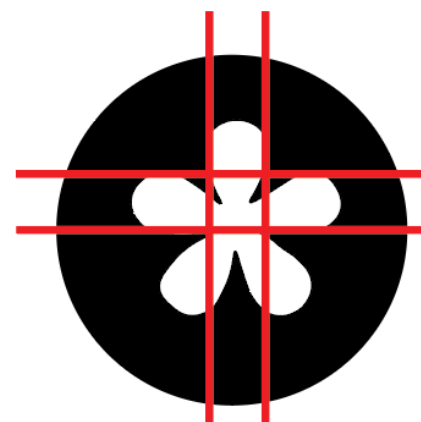


# Idea 1





Idea 2



# Idea 3

**\*B Barbie \***  
*a doll for everyone.*

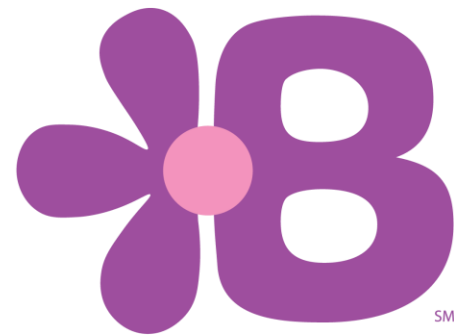




**Final Solution**

Full  
Color

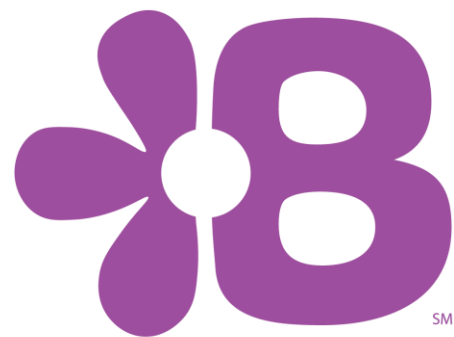
 Barbie<sup>SM</sup>  
*a doll for everyone.*





# Barbie<sup>SM</sup>

*a doll for everyone.*

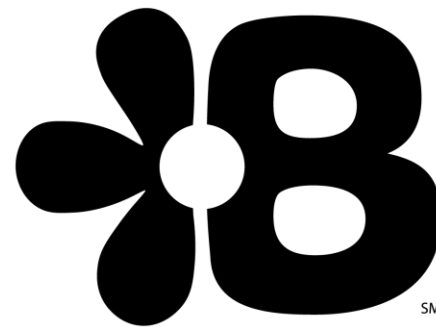


One  
Color



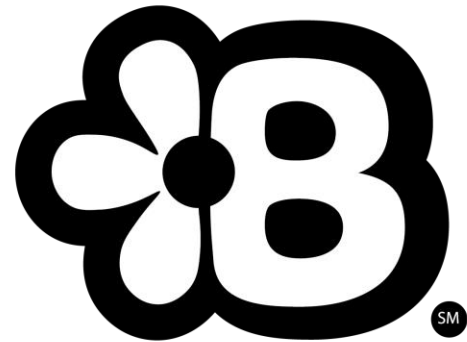
Black  
and  
White

 **Barbie**<sup>SM</sup>  
*a doll for everyone.*



**Barbie**<sup>SM</sup>

Inverted



The background is a solid light pink color. Overlaid on this is a large, stylized flower or star-like pattern. The pattern consists of several rounded, petal-like shapes that overlap each other, creating a central circular area. The petals are a slightly darker shade of pink than the background. The overall effect is a soft, decorative background.

# Touch Points

# Doll Box

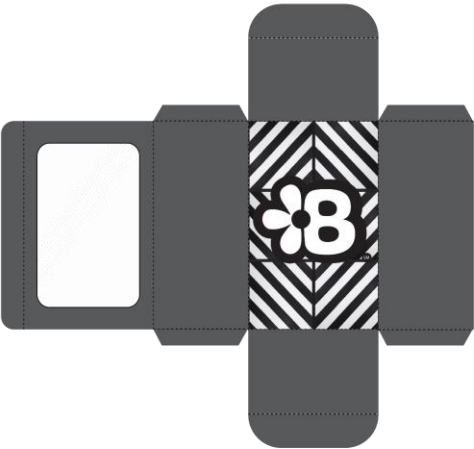
## Fashionistas Line



Outside of box

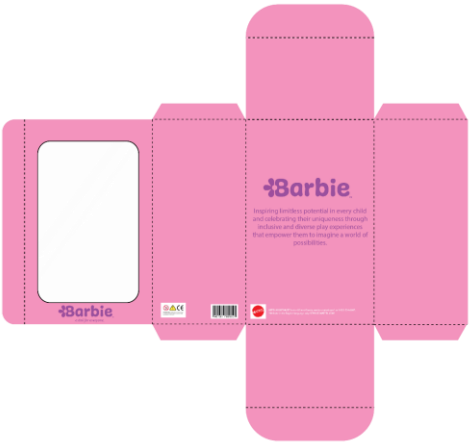


Inside of box

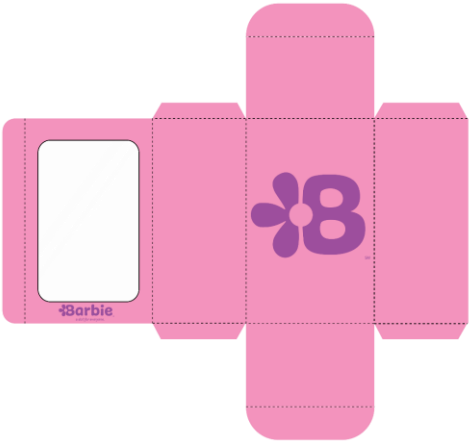


## Normal Line

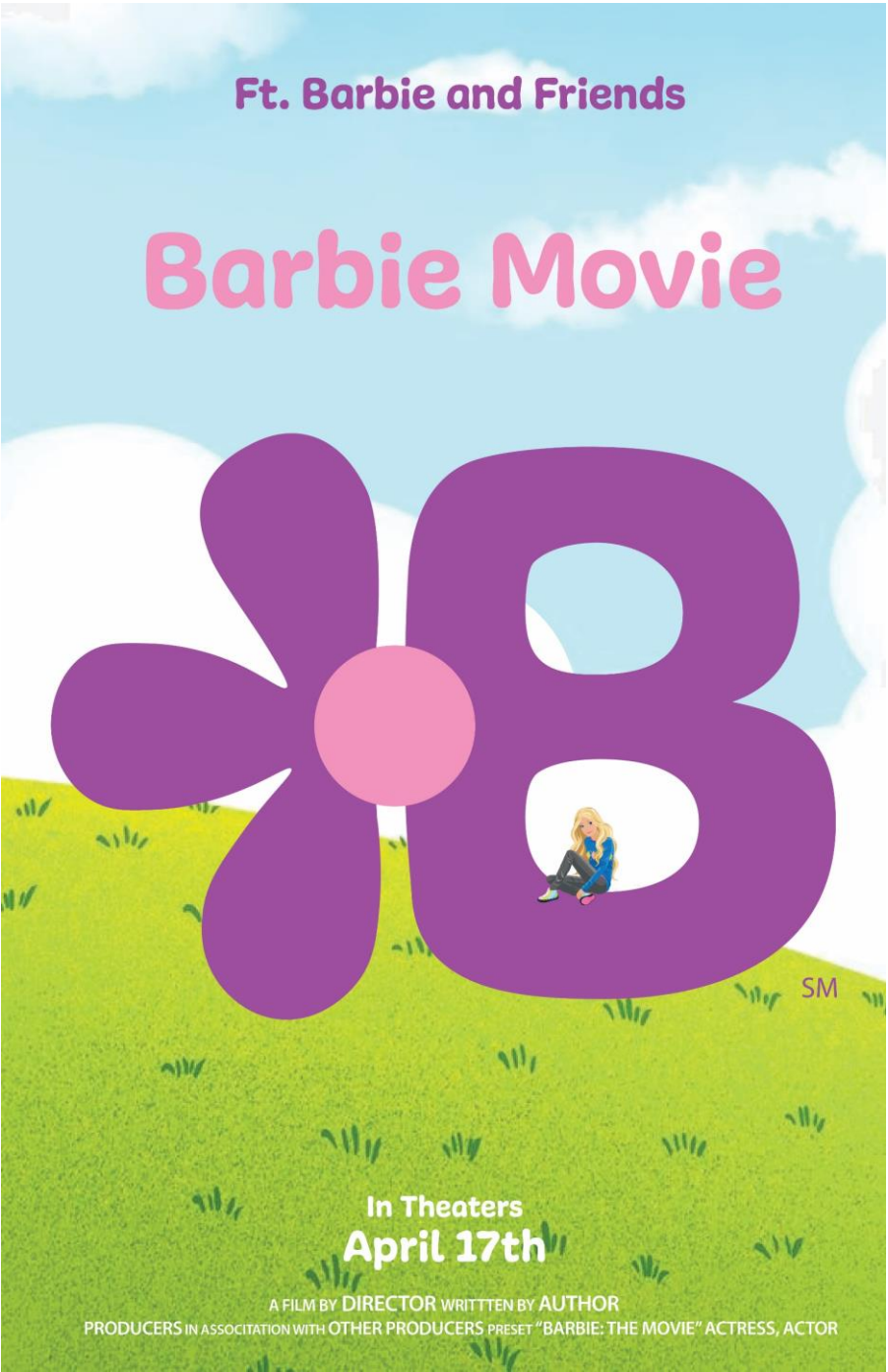
Outside of box



Inside of box







Movie  
Poster



# Business System

## Letterhead

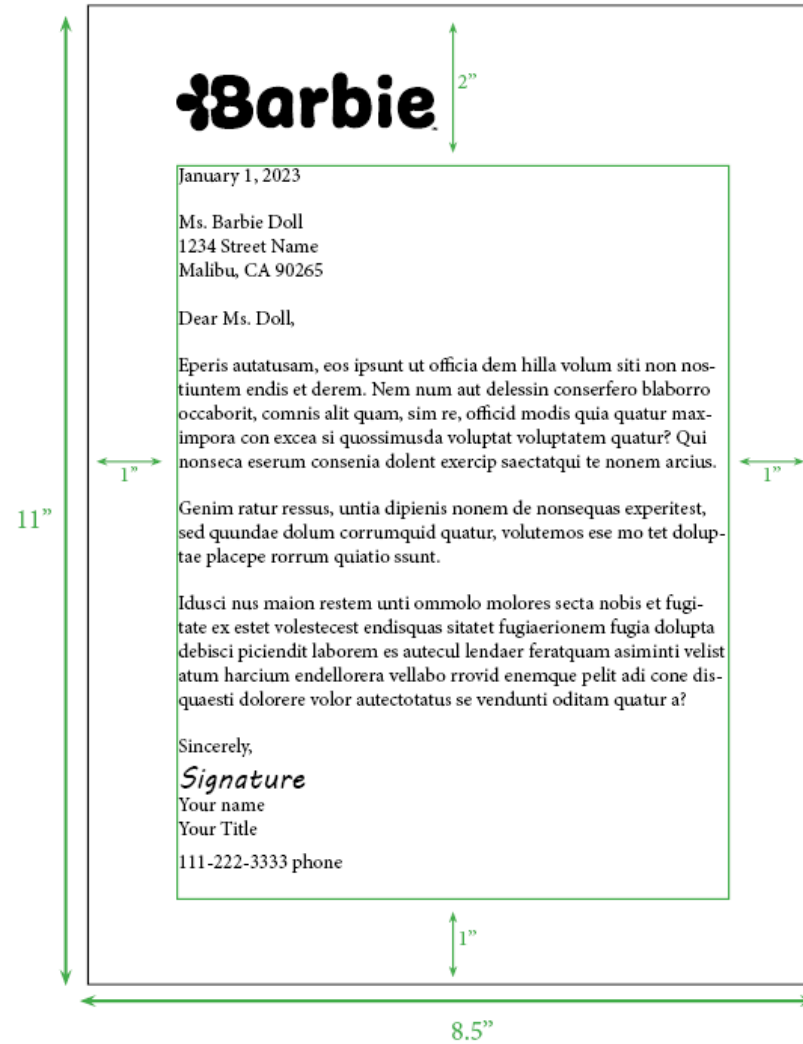


Diagram of a letterhead template with dimensions: 11" height, 8.5" width. The logo "Barbie" is at the top left, with a 2" vertical margin below it. The main content area is 1" from the left and right margins. The text content is as follows:

January 1, 2023

Ms. Barbie Doll  
1234 Street Name  
Malibu, CA 90265

Dear Ms. Doll,

Eperis autatusam, eos ipsunt ut officia dem hilla volum siti non nstuntent endis et derem. Nem num aut delessin conserfero blaborro occaborit, commis alit quam, sim re, officid modis quia quatur max-impora con excea si quossimusda voluptat voluptatem quatur? Qui nonseca eserum consenia dolent exercip saectatqui te nonem arcius.

Genim ratur ressus, untia dipienis nonem de nonsequas experitest, sed quundae dolum corrumquid quatur, volutemos ese mo tet dolup-tae placepe rorrum quiatio ssunt.

Idusci nus maion restem unti ommolo molores secta nobis et fugi-tate ex estet volestecest endisquas sitatet fugiaerionem fugia dolupta debisci piciendit laborem es autecul lendaer feratquam asiminti velist atum harcium endellorera vellabo rrovid enemque pelit adi cone dis-quaesti dolorere volor autectotatus se vendunti oditam quatur a?

Sincerely,  
*Signature*  
Your name  
Your Title  
111-222-3333 phone

## Envelope

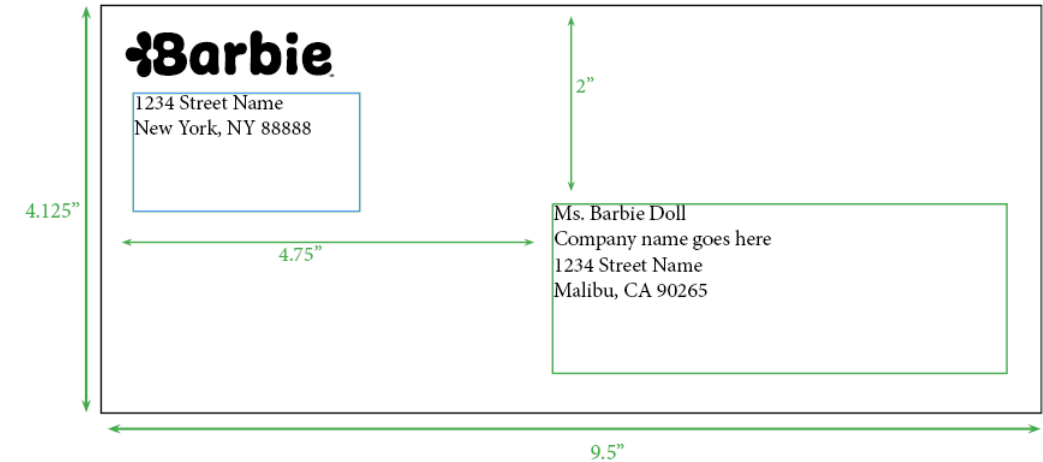


Diagram of an envelope template with dimensions: 4.125" height, 9.5" width. The logo "Barbie" is at the top left. The address box is 4.75" wide and 2" high, containing:

1234 Street Name  
New York, NY 88888

The return address box is 4.75" wide and 2" high, containing:

Ms. Barbie Doll  
Company name goes here  
1234 Street Name  
Malibu, CA 90265

## Business Card

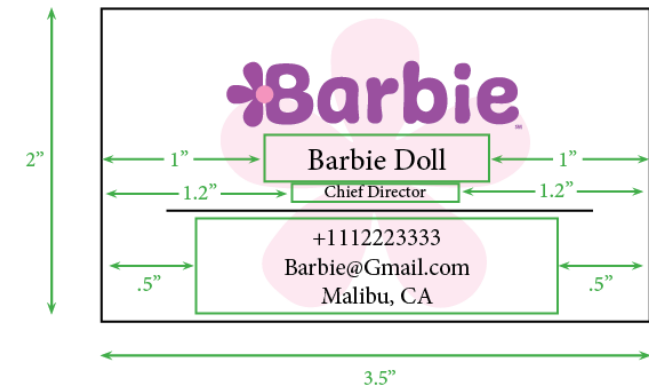


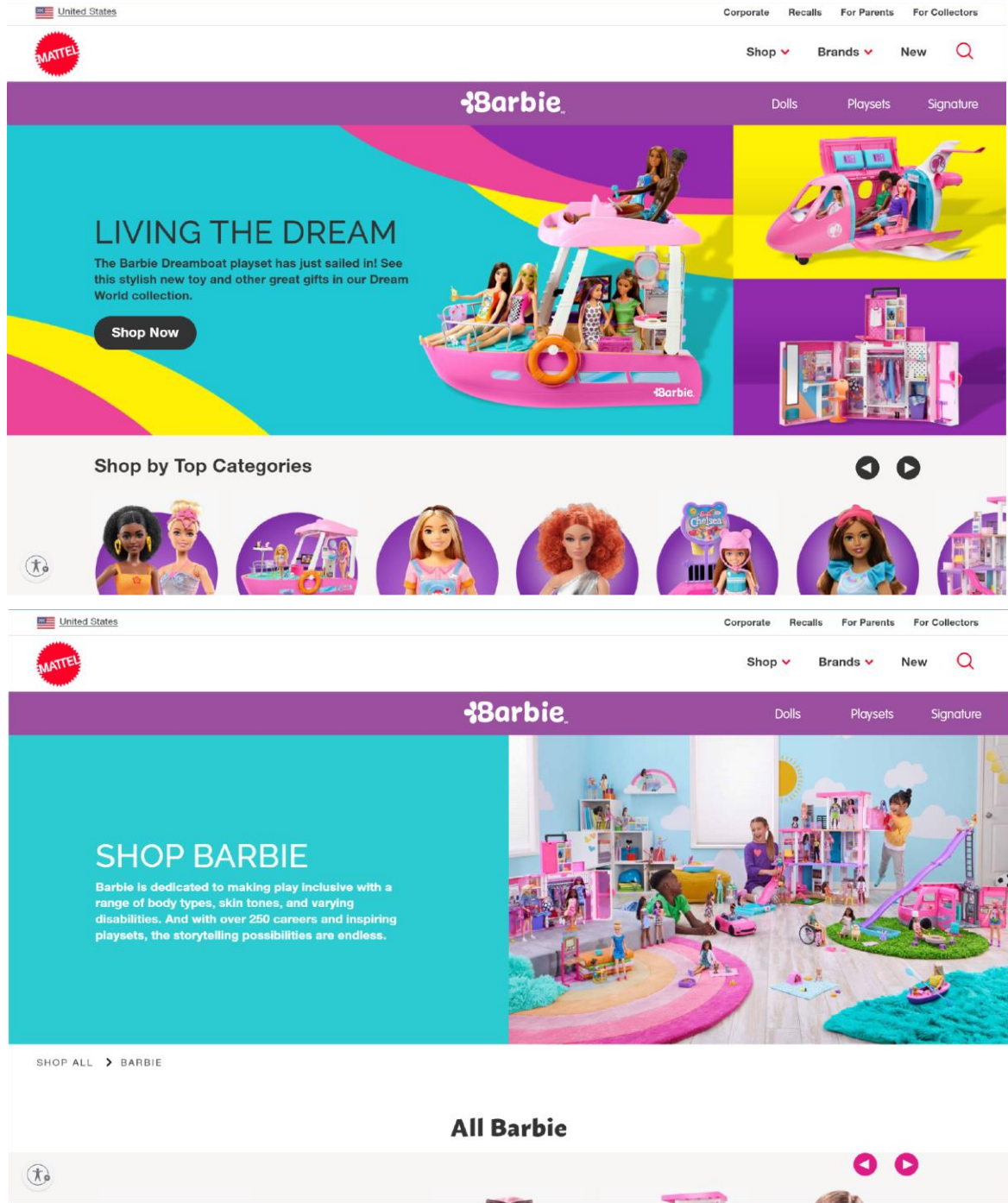
Diagram of a business card template with dimensions: 2" height, 3.5" width. The logo "Barbie" is at the top center. The contact information box is 1.2" wide and 1.2" high, containing:

Barbie Doll  
Chief Director

The bottom box is 1.2" wide and 1.2" high, containing:

+1112223333  
Barbie@Gmail.com  
Malibu, CA





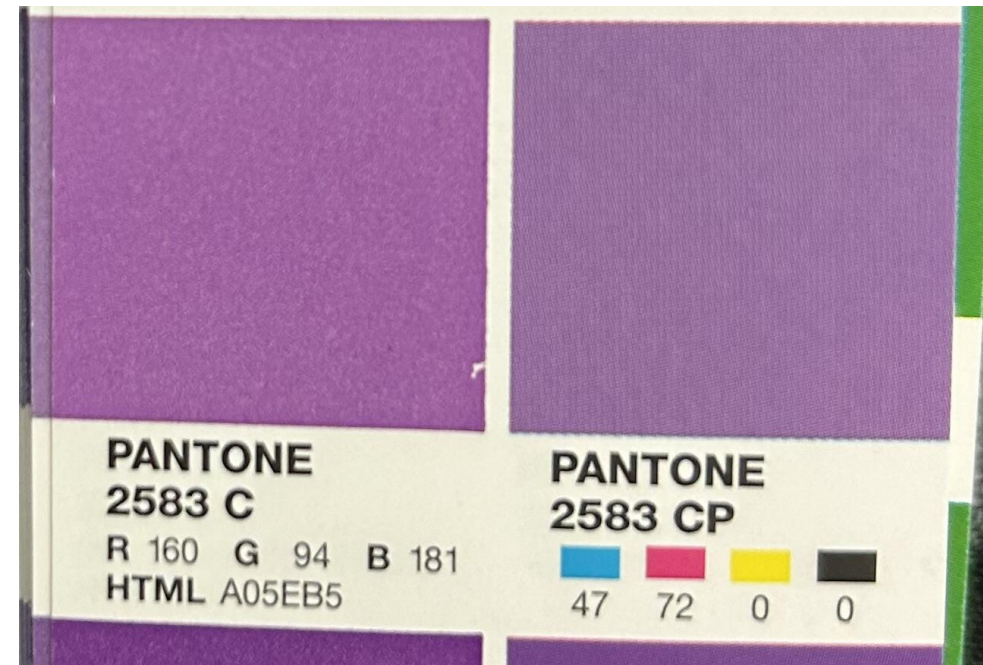
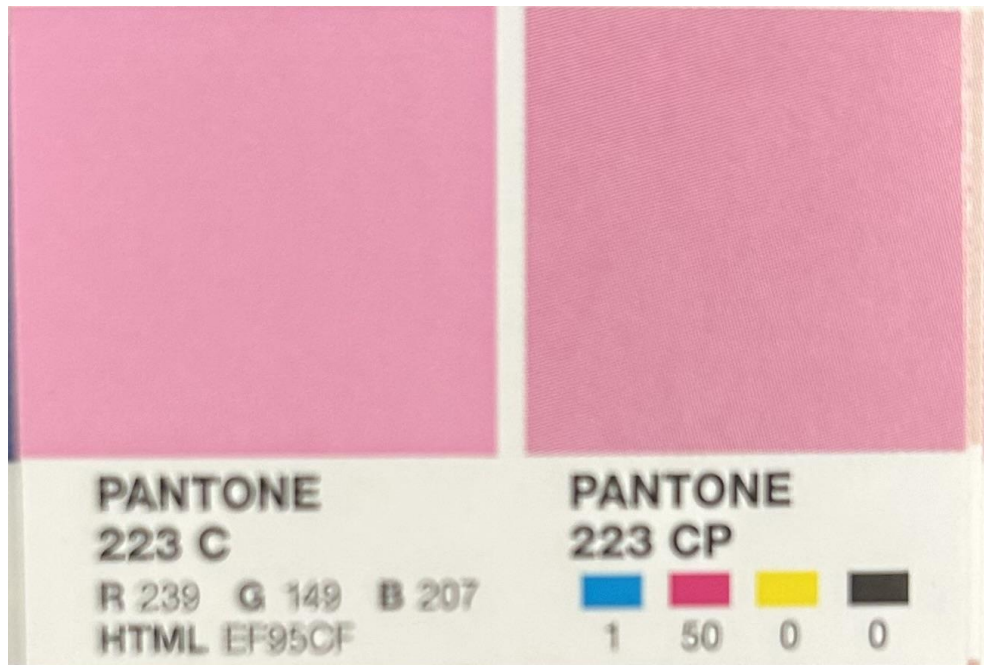
Digital  
Media





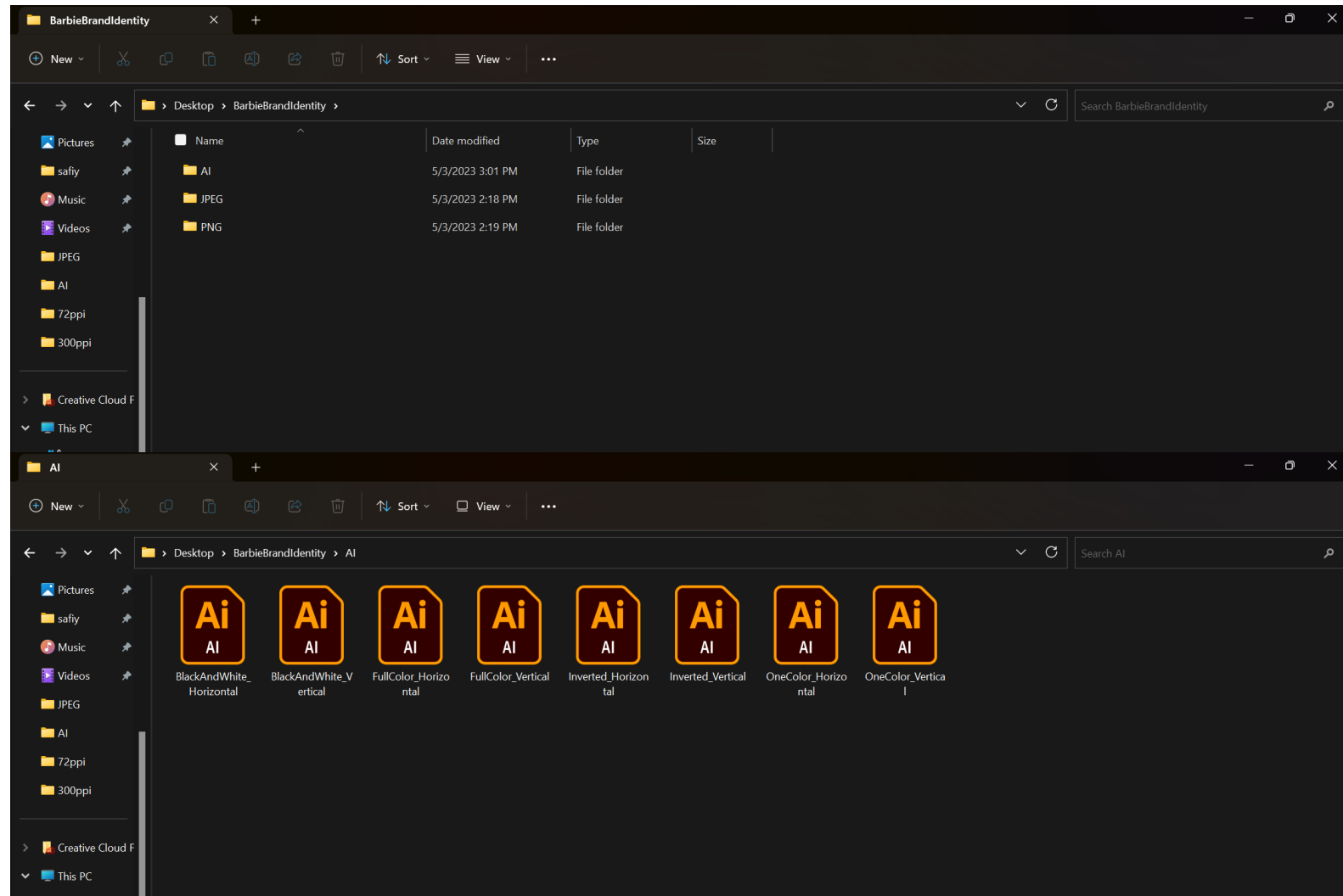
**Thank you!**

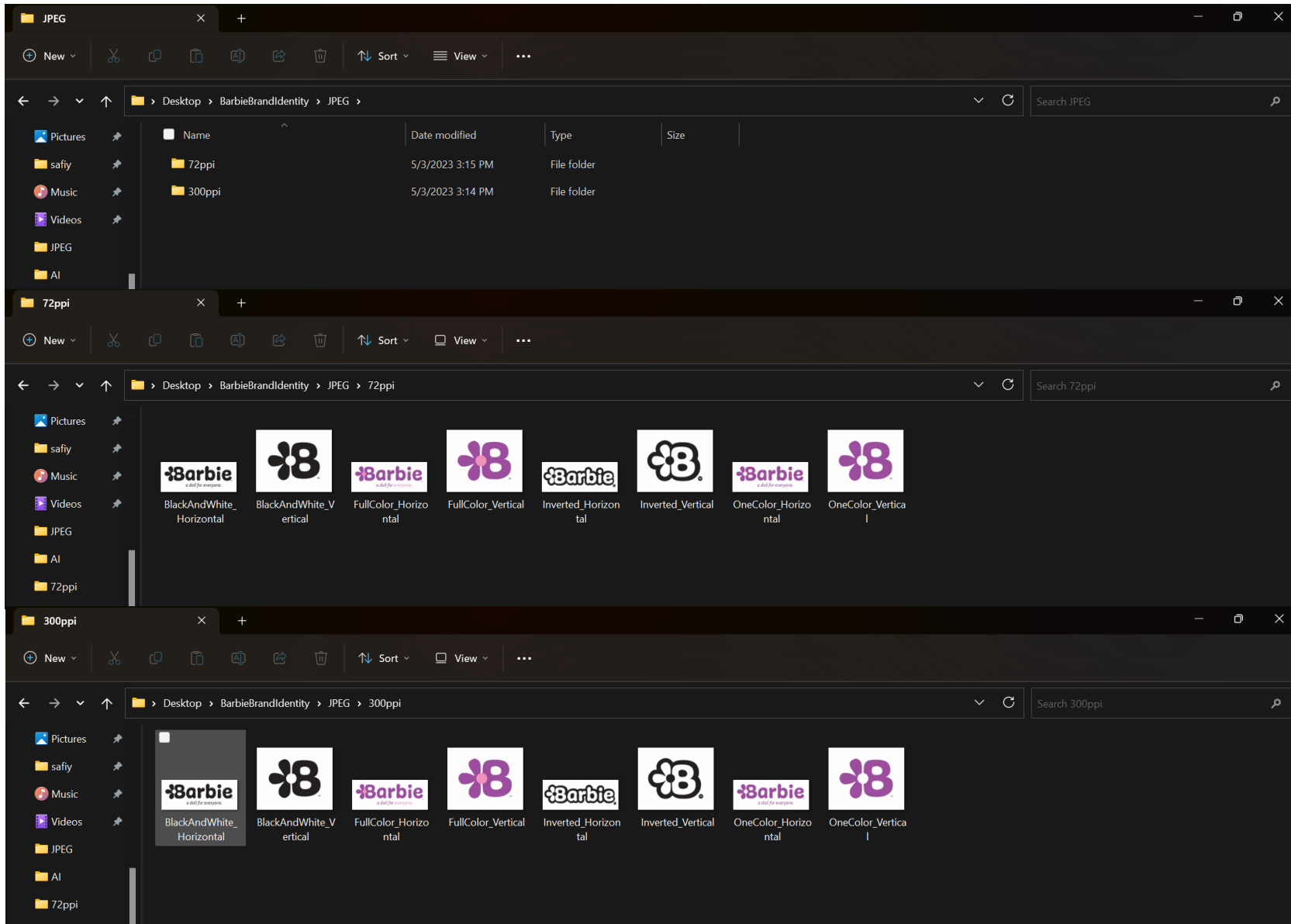
# Pictures of PMS Colors on paper





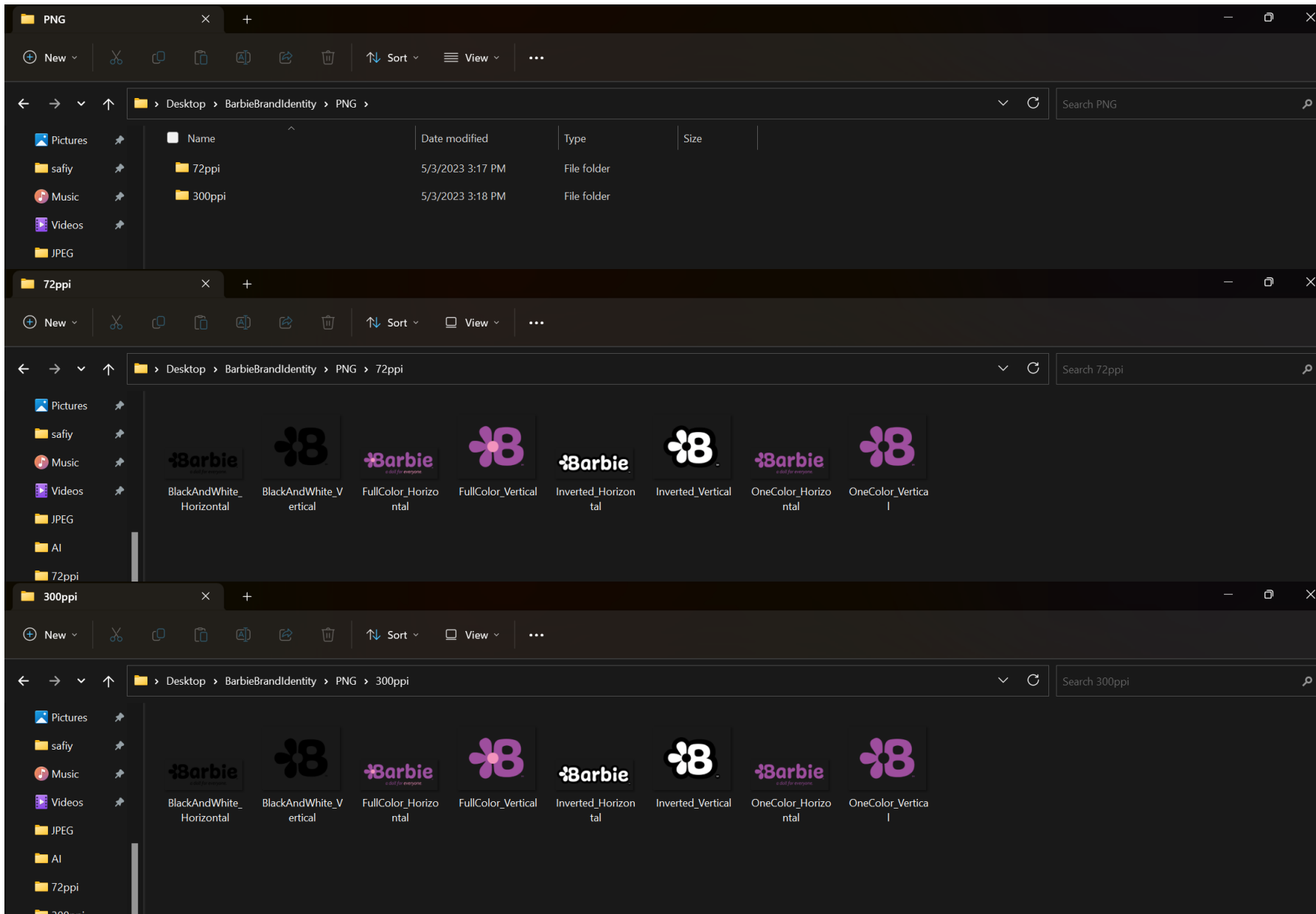
# Pictures of Logo Files





# Logo Files Cont.





# Logo Files Cont.



# Work Cited

Templates used for Brand Identity Guidelines were the Argento Brand Logo Guidelines and WHS Standards from the brand samples tab in the files on Canvas.

Template for Barbie Doll Box: [https://all-free-download.com/free-vector/download/paper box packaging template flat die cut symmetric shape 3d transparent box sketch 6926321.html](https://all-free-download.com/free-vector/download/paper-box-packaging-template-flat-die-cut-symmetric-shape-3d-transparent-box-sketch-6926321.html)

Barbie PNG found here: <https://www.freelogovectors.net/barbie-ai-file/>

Chat GPT was used to help create Brand Statements and about the brand

