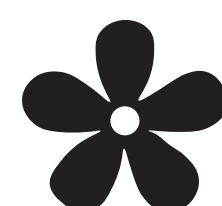
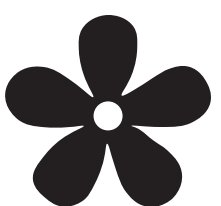


 **Barbie**SM

Brand Identity Guidelines



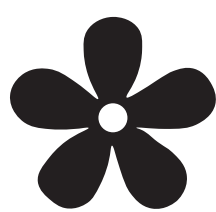
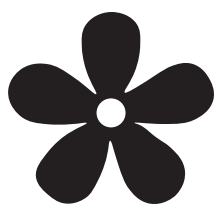
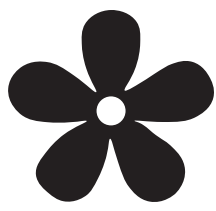
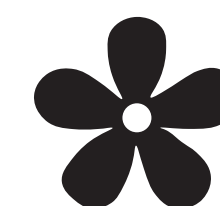
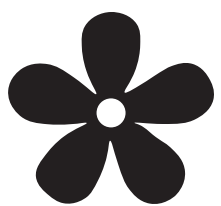


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Our Brand

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.

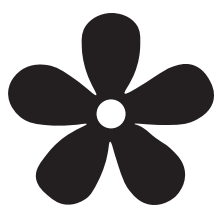
To ensure that our brand stays true to these values, we have established a set of identity standards that guide our visual identity and messaging across all touch points. These standards are designed to ensure that every interaction with the Barbie brand reflects our core values and resonates with our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

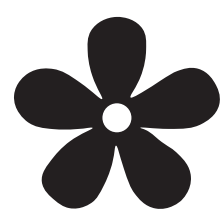
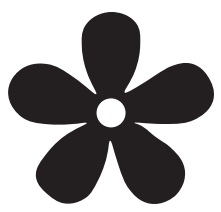
Our identity standards cover everything from our logo and color palette to our tone of voice and imagery. By adhering to these guidelines, we create a consistent and recognizable brand that speaks to the hearts and minds of children and parents around the world.

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

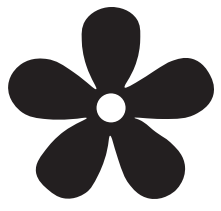
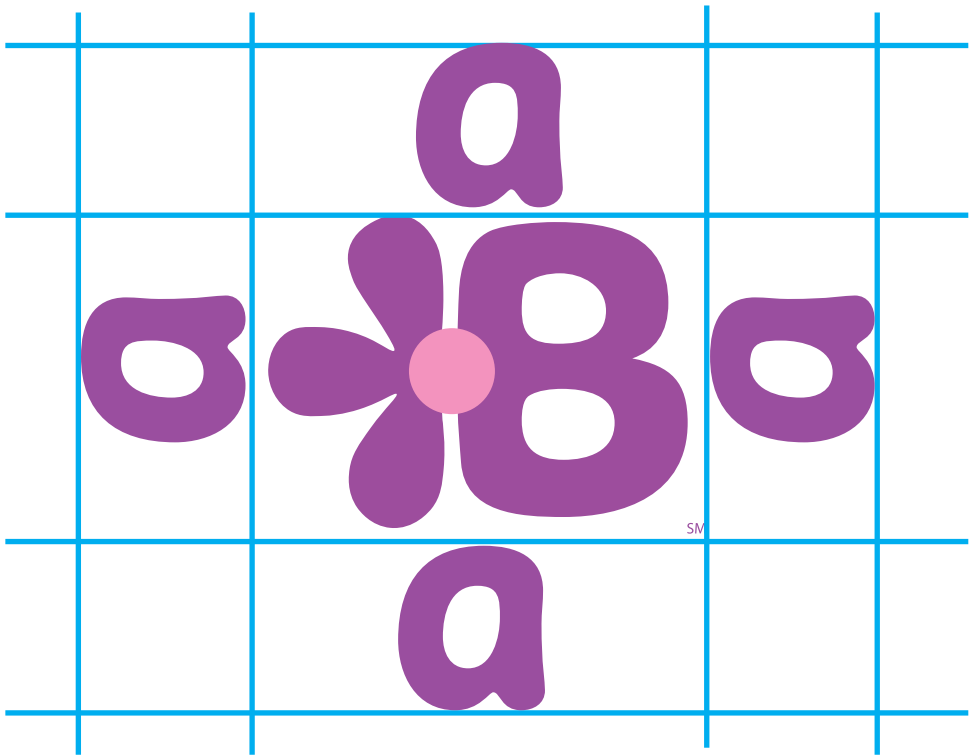
Primary Logo - Horizontal

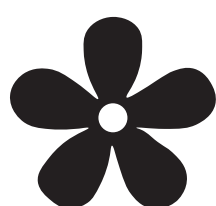
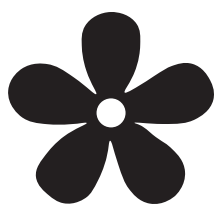


Secondary Logo - Vertical



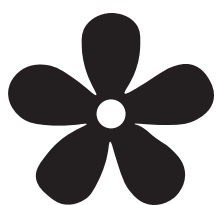
Clear Space

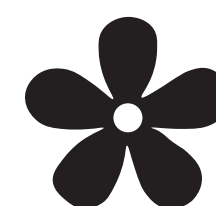
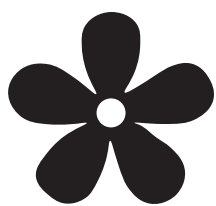




Brand Identity Elements

Primary Logo signature breakdown - Horizontal



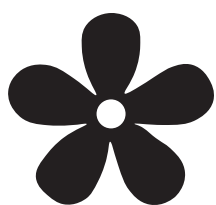


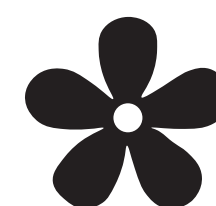
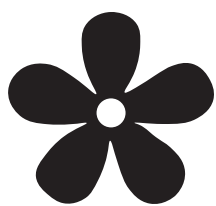
Brand Identity Elements

Primary Logo Black and White Version - Horizontal



Secondary Logo Black and White Version - Vertical



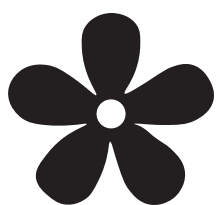


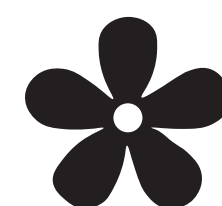
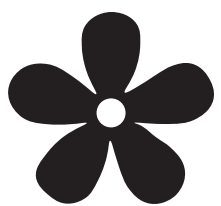
Brand Identity Elements

Primary Logo Black and White Version (Inverted) - Horizontal



Secondary Logo Black and White Version (Inverted) - Vertical



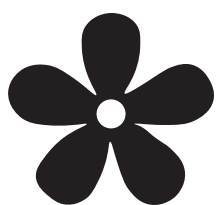


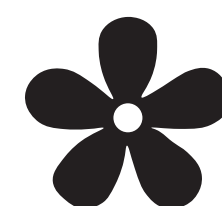
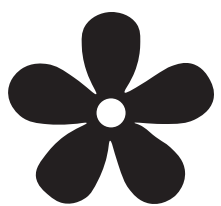
Brand Identity Elements

Primary Logo Full Color - Horizontal



Secondary Logo Full Color - Vertical



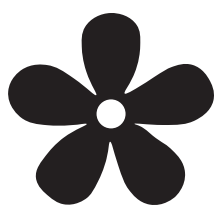


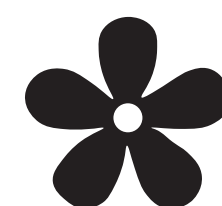
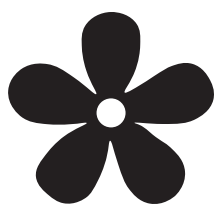
Brand Identity Elements

Primary Logo One Color - Horizontal



Secondary Logo One Color - Vertical

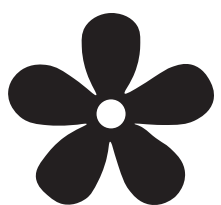
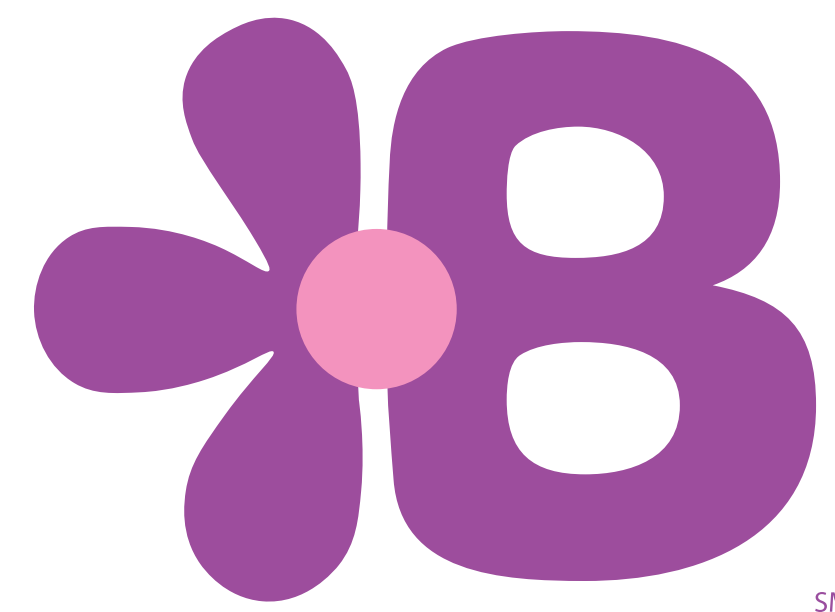


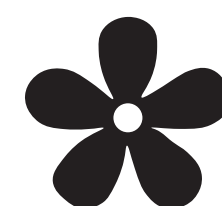
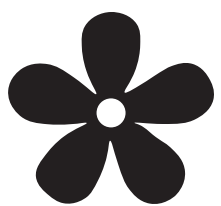


Logo Dos and Don'ts

Dos :

- * Do use vector logo when resizing is needed.
- * Do swap use either primary colors (in brand colors) in one color logo.
- * Do use tagline in signature when appropriate.





Logo Dos and Don'ts

Don'ts:



Don't resize logo disproportionately.



Don't place full color logo on patterned background.



Don't use logo at an angle.



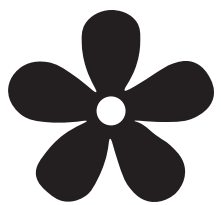
Don't change font of logo.

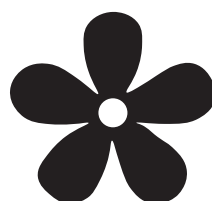
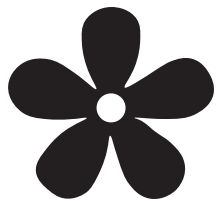


Don't change letter or line spacing of logo.



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





Brand Colors

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



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

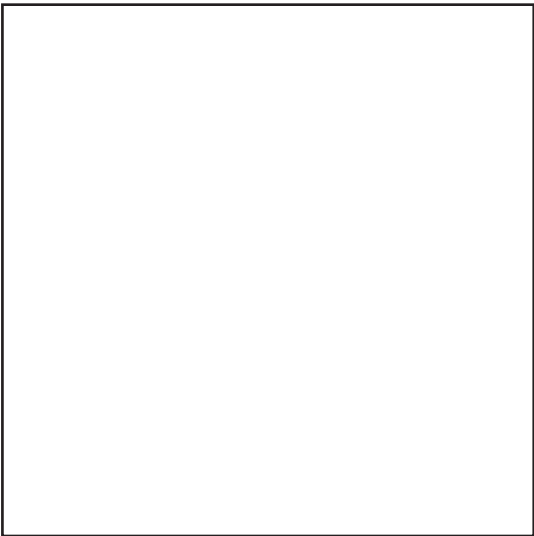


PMS - 223 C
C: 1%
M: 50% R: 239%
Y: 0% G: 149%
K: 0% B: 207%

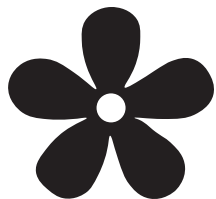
Secondary Colors - To be used with black, white, and inverted Logos.

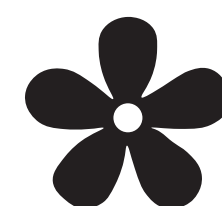
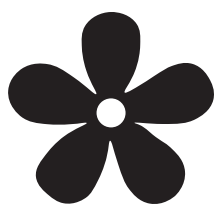


Black
C: 0%
M: 0%
Y: 0%
K: 100%



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





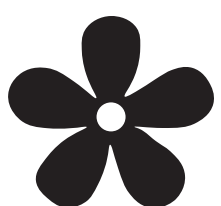
Brand Typography

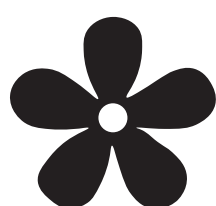
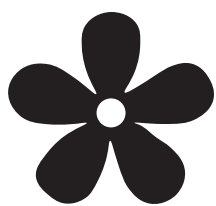
For the logotype use Freude Regular, capital B and the rest lowercase.

Fruede

For the tagline use Corbel Italic, all lowercase.

corbel



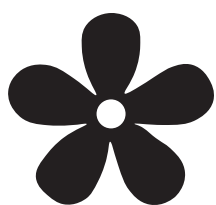
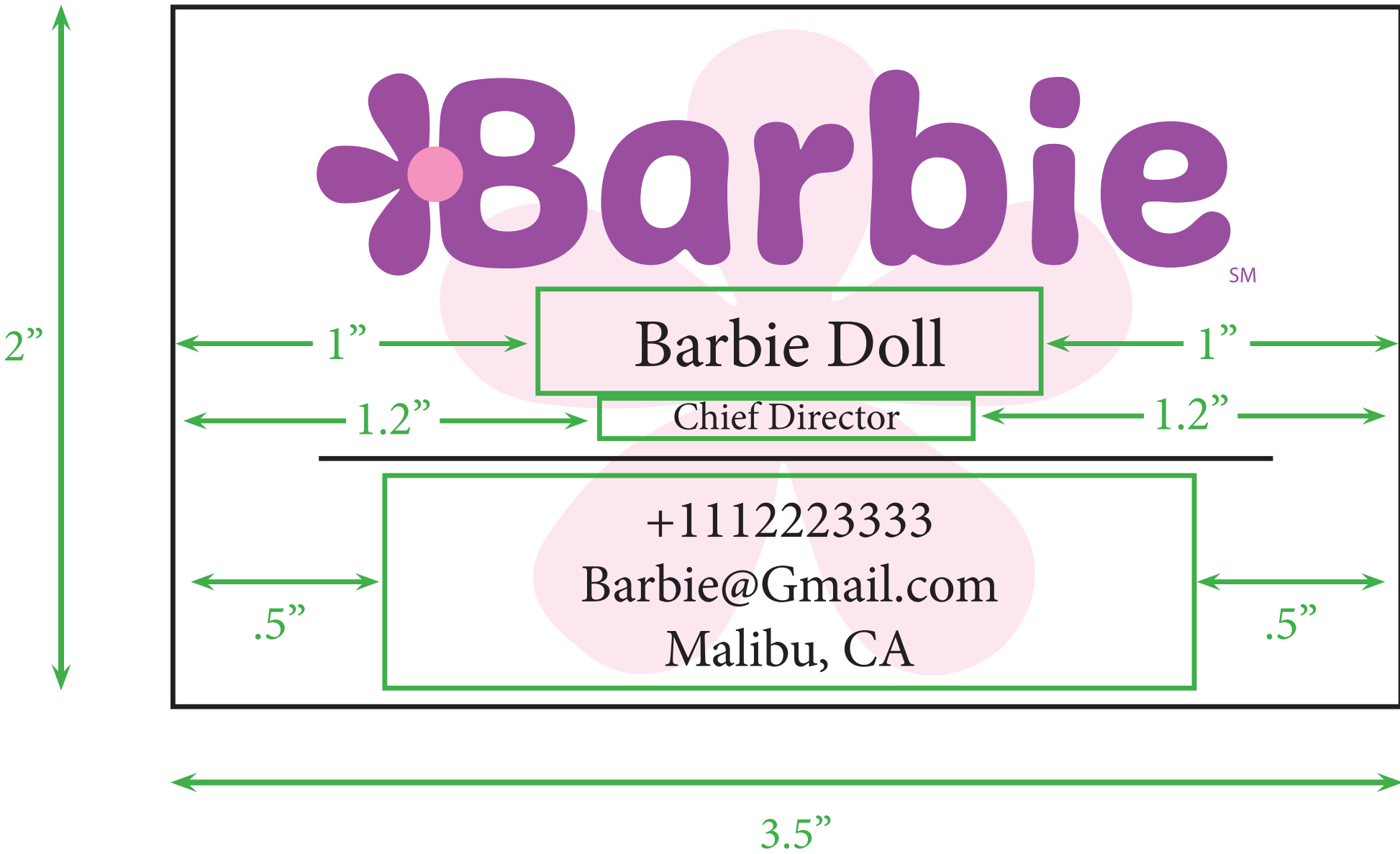


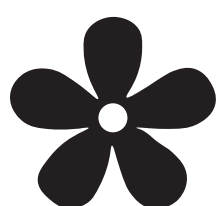
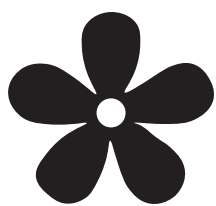
Business System

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.



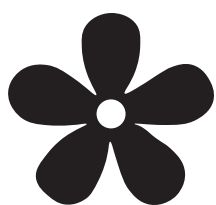
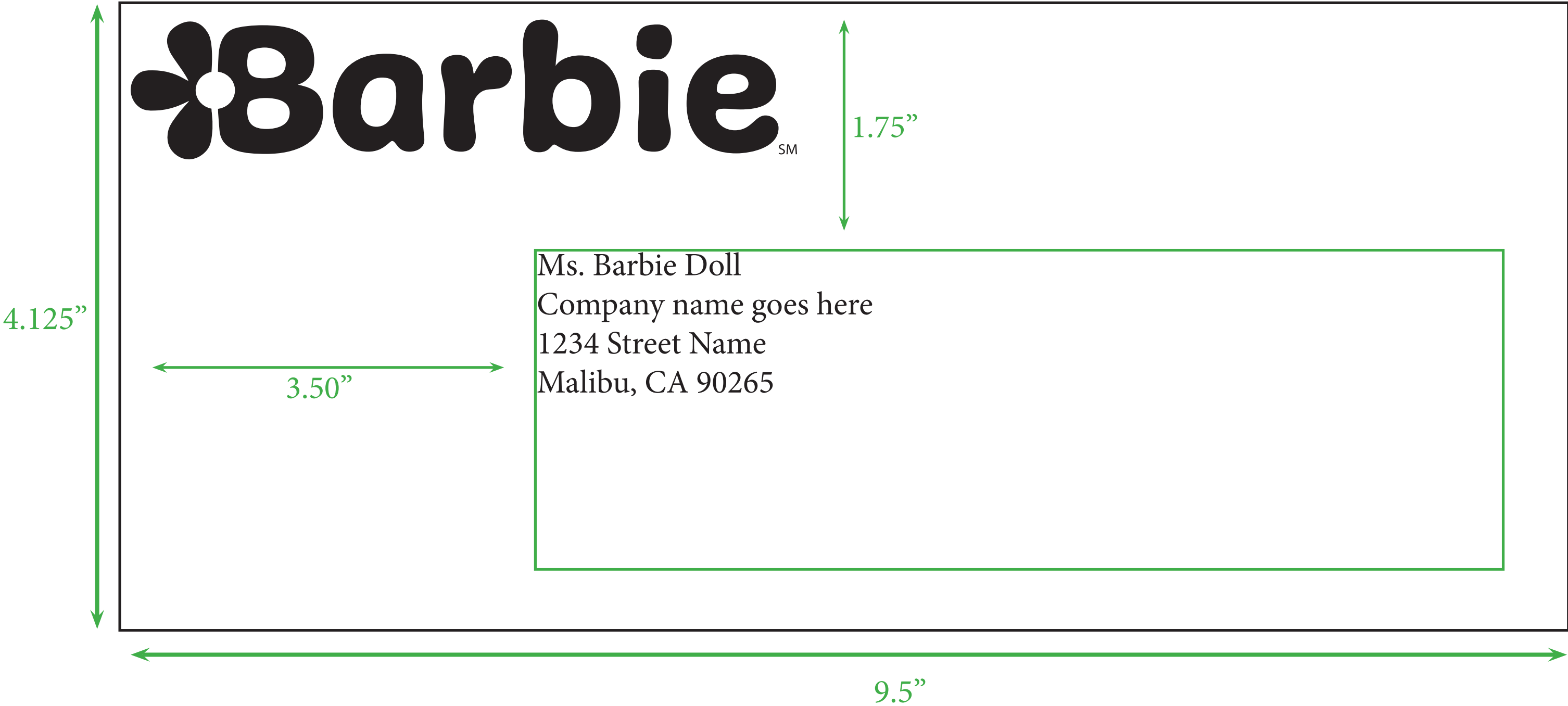


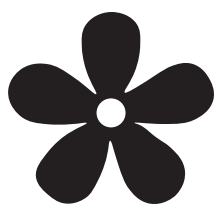
Business System

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.



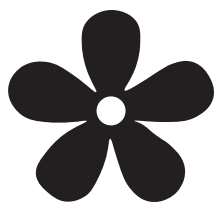
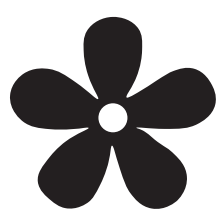
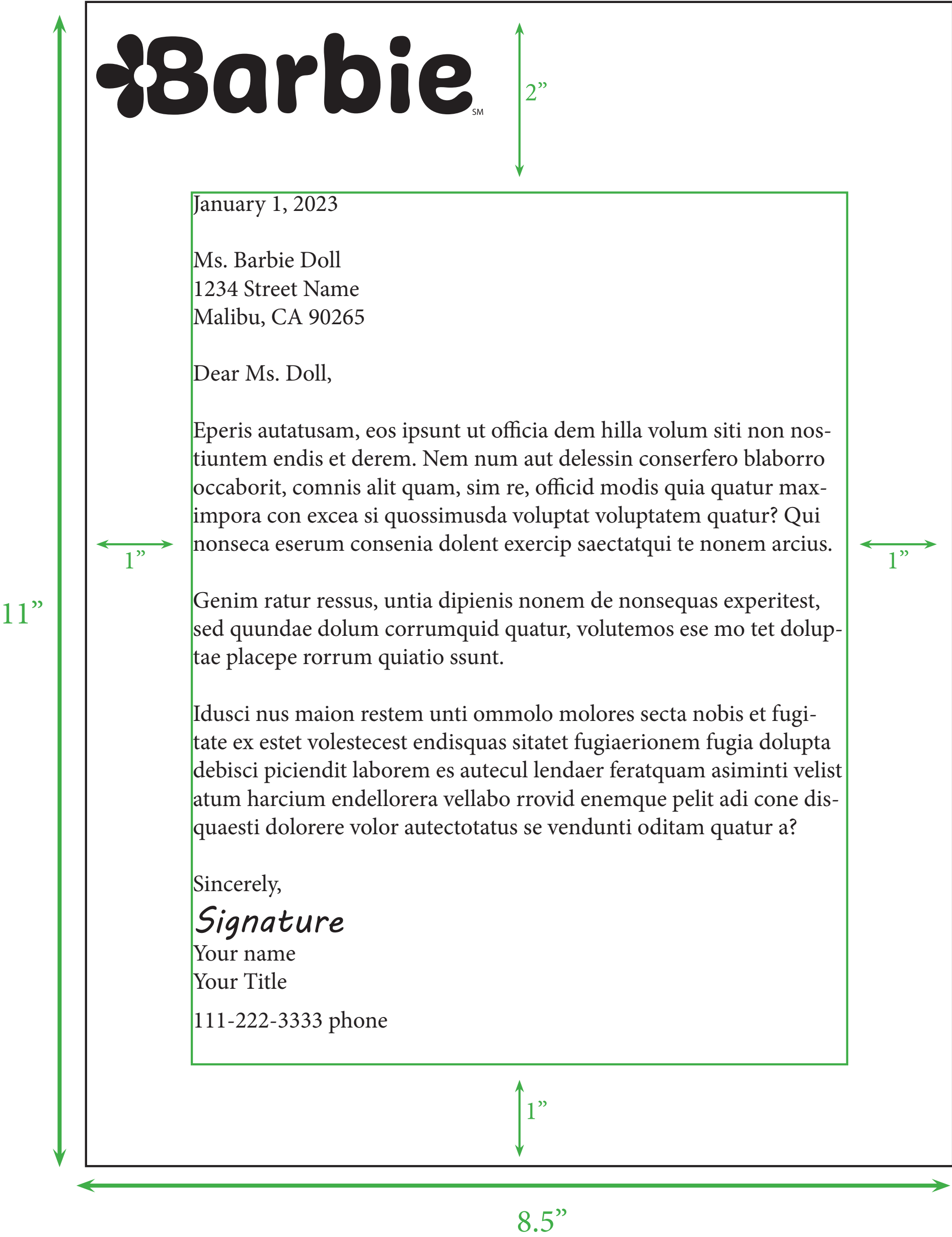


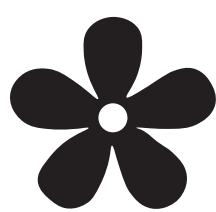
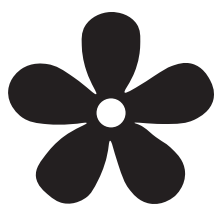
Business System

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.

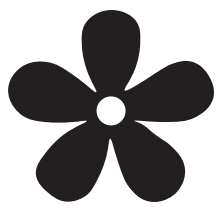
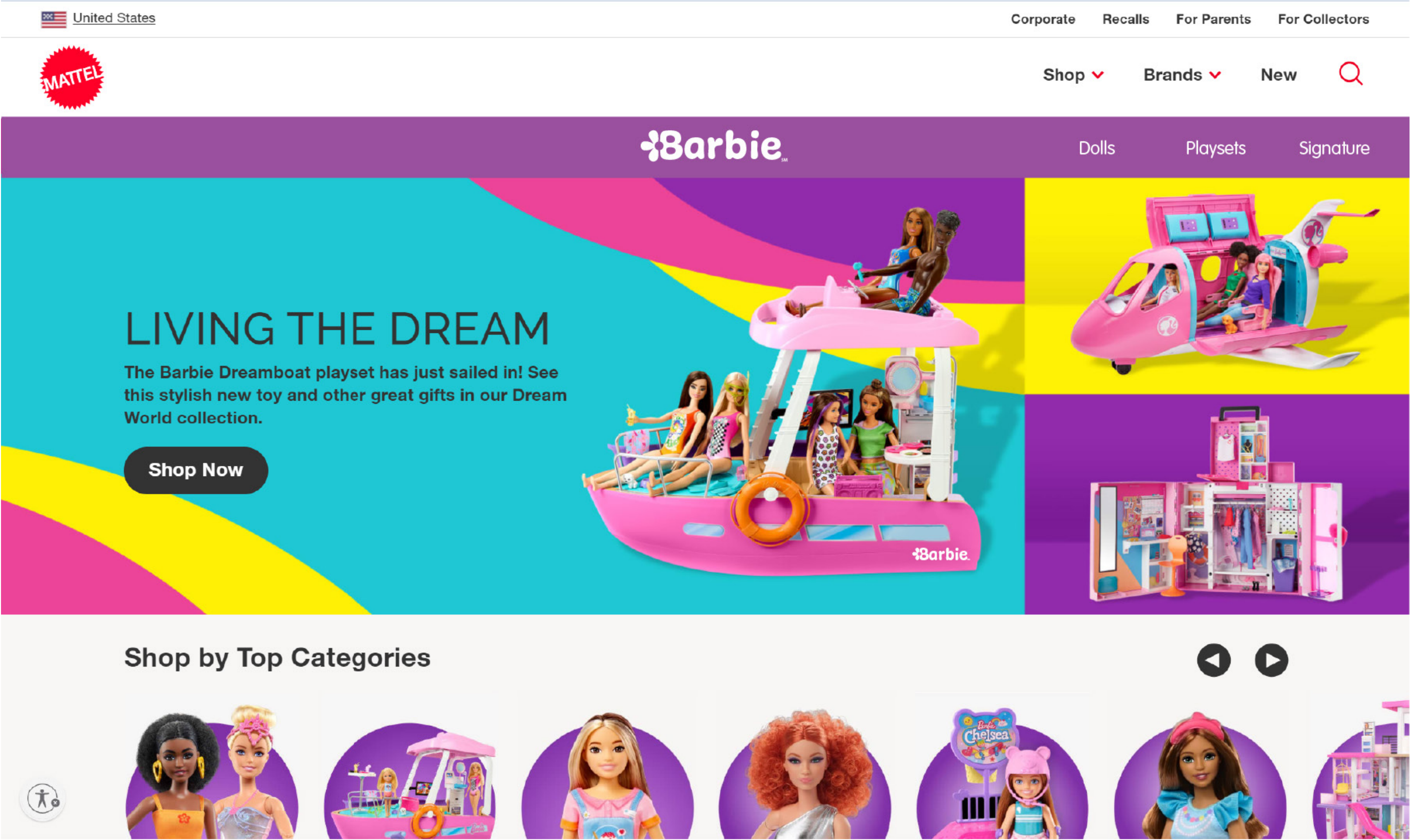
The sizing and spacing is outlined on the side.

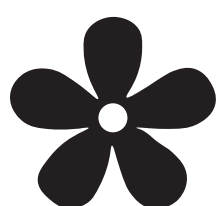
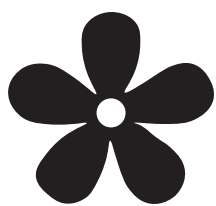




Digital Media

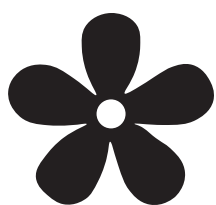
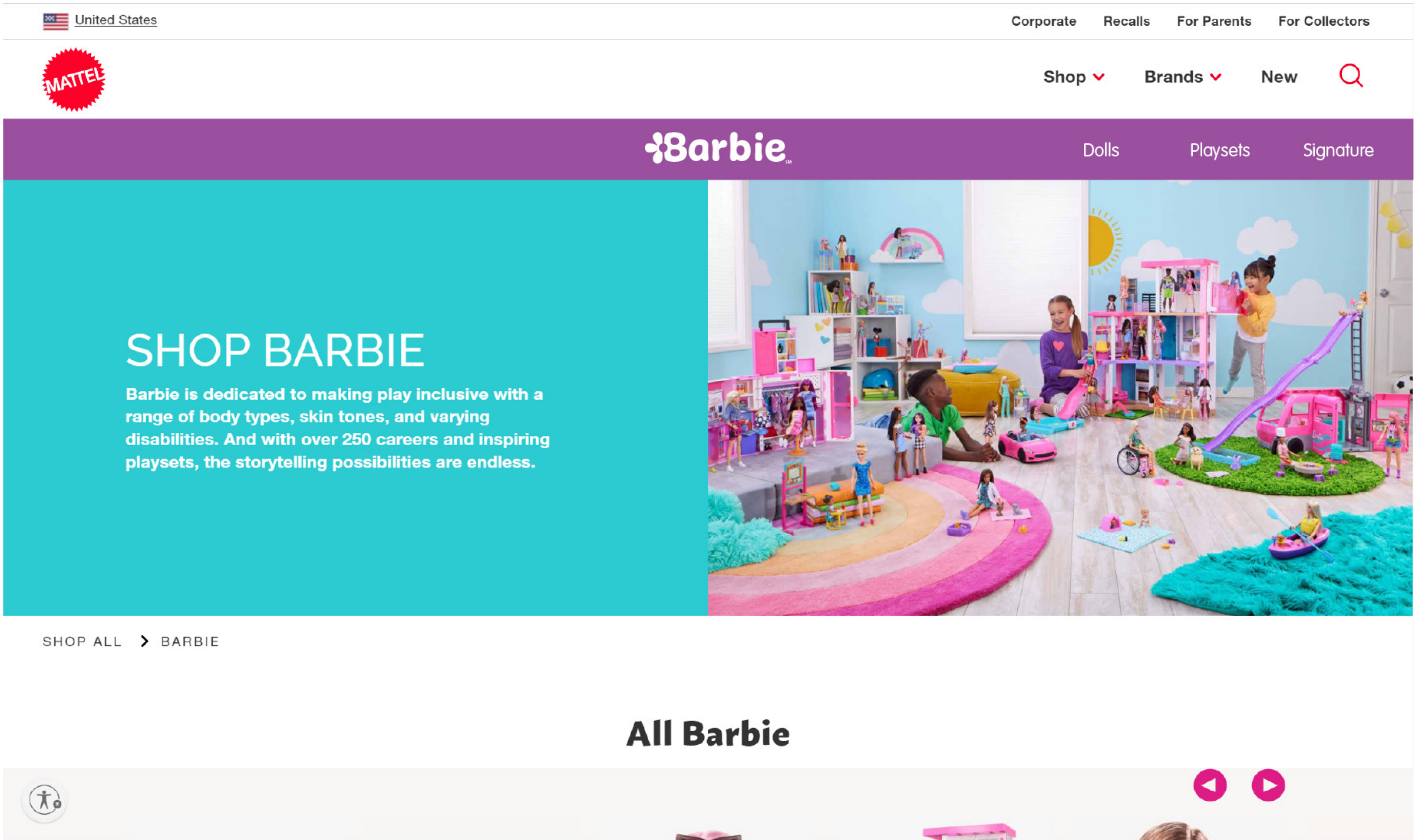
Main Web page on Mattel

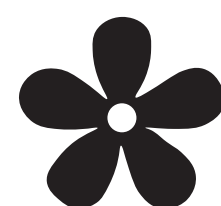
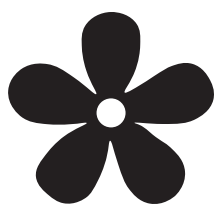




Digital Media

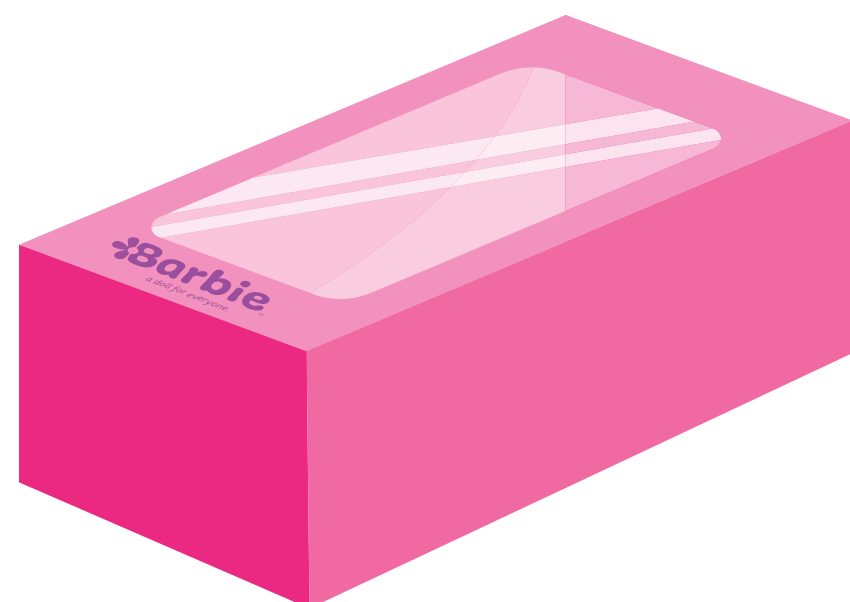
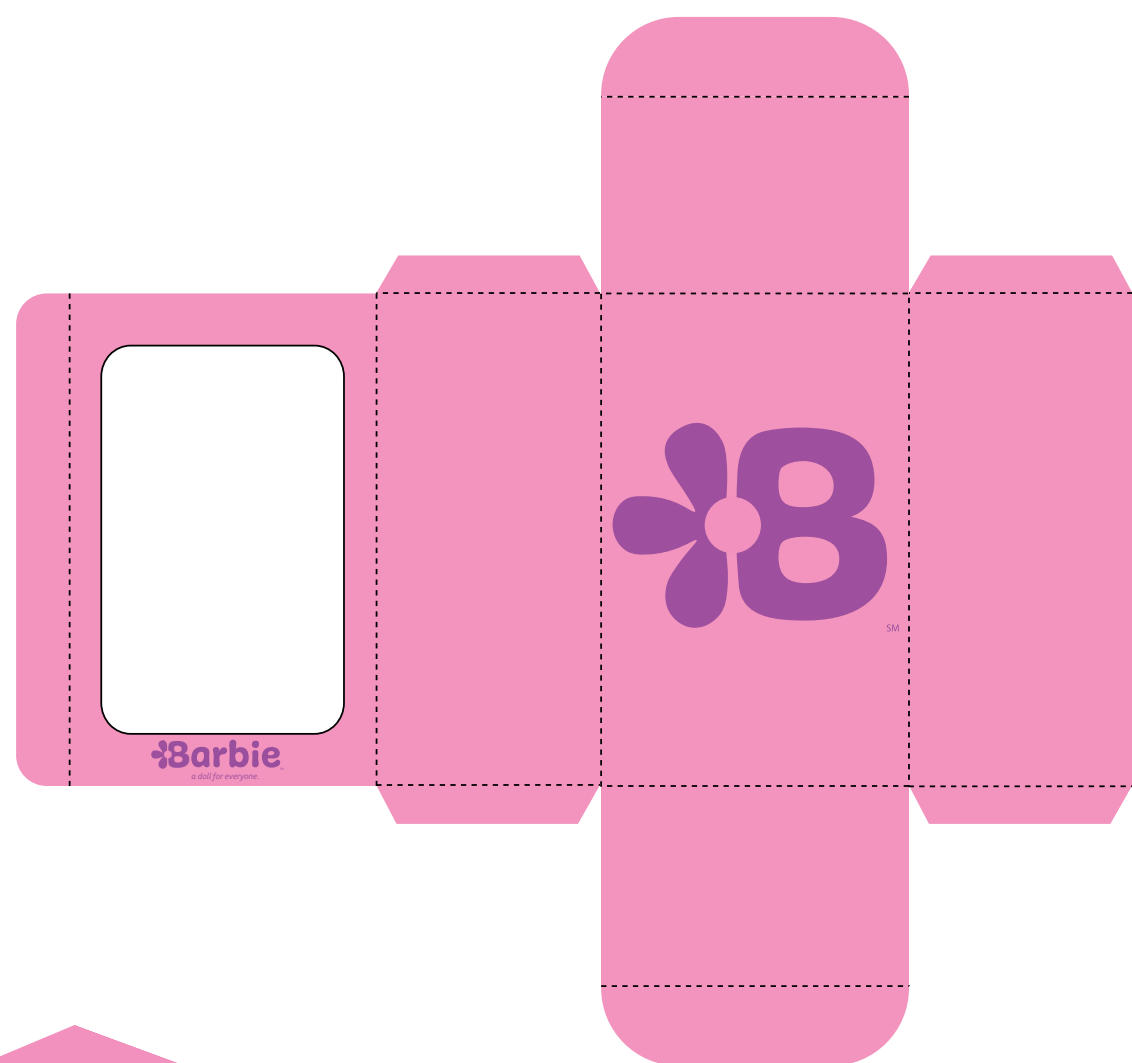
Secondary Web page on Mattel



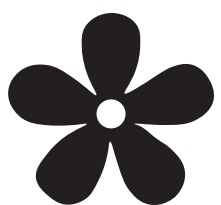
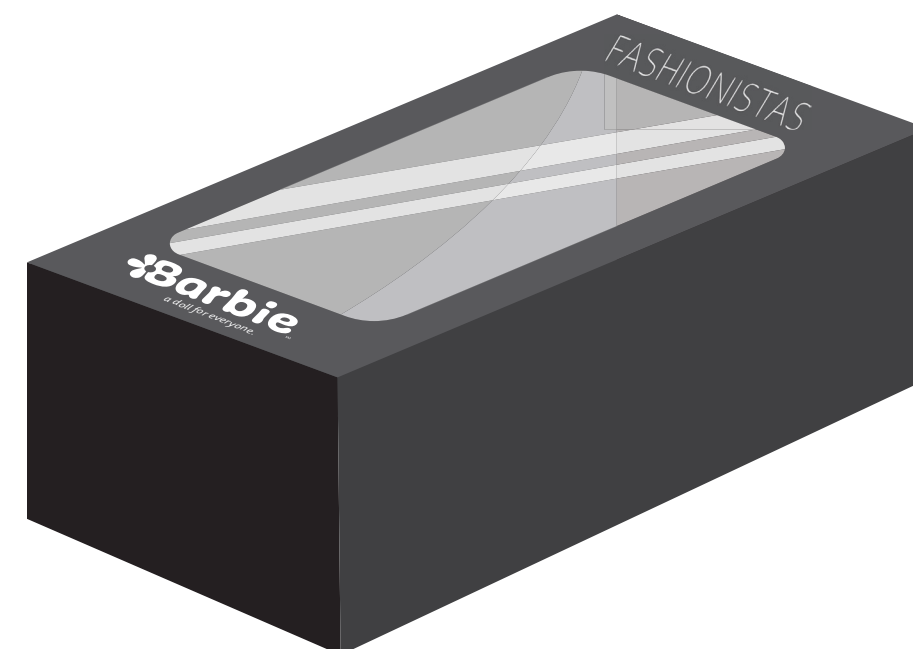
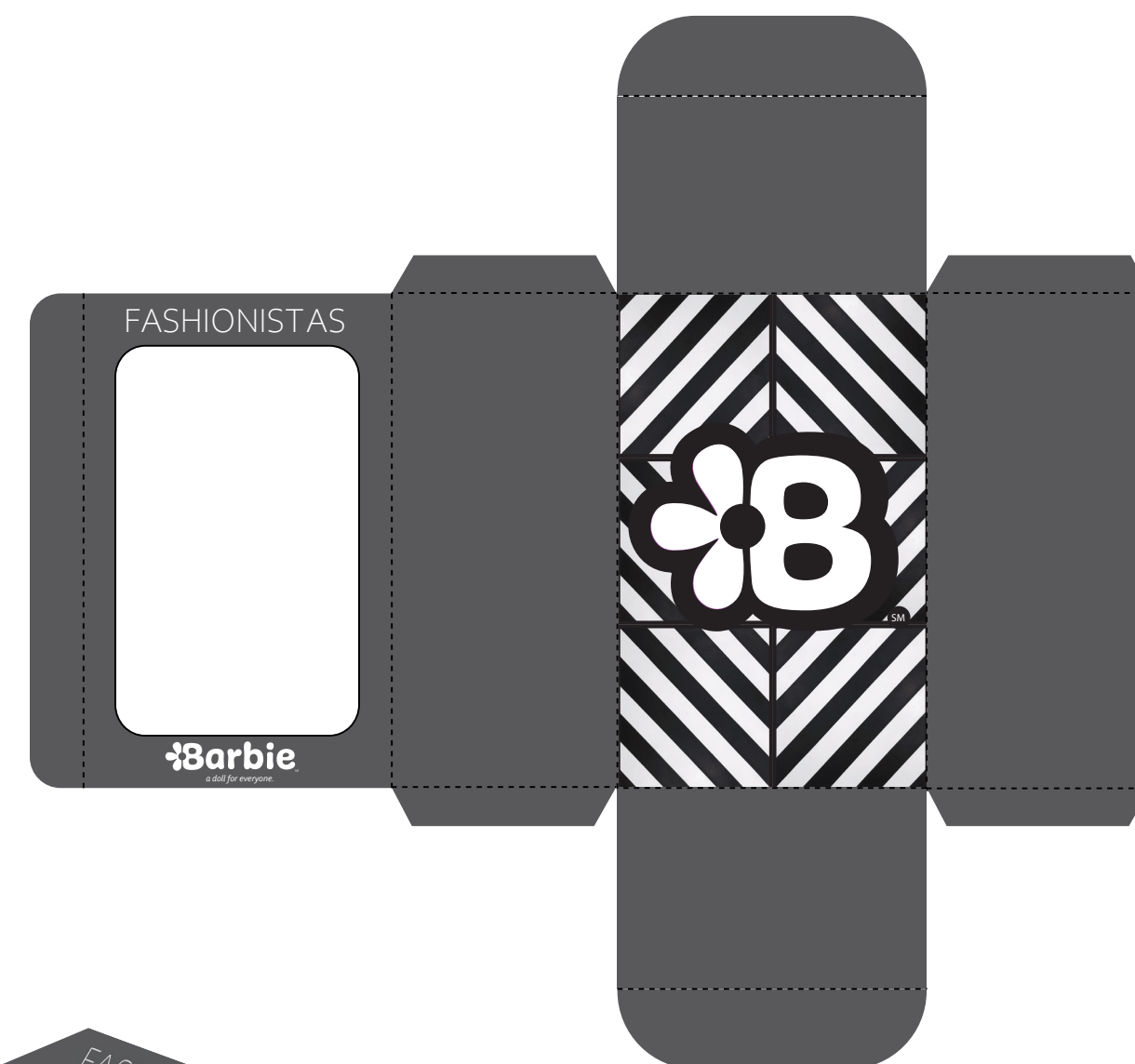


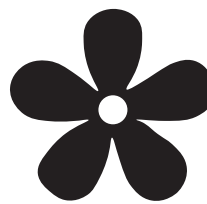
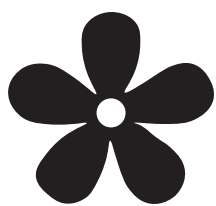
Additional Touch Points

Logo on Barbie Doll Box - Basic Design



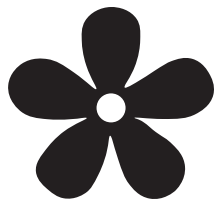
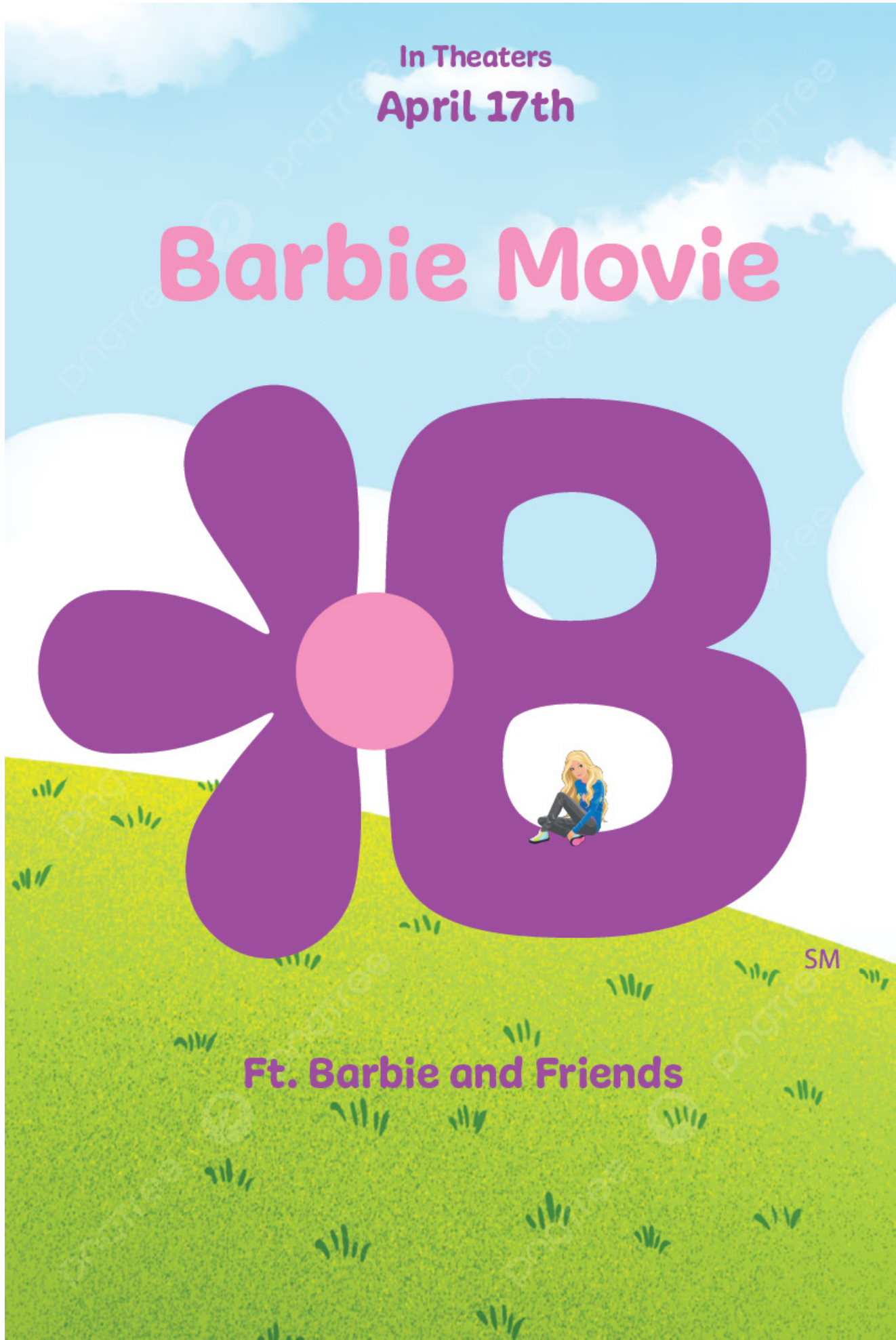
Logo on Barbie Doll Box - Fashionistas Design

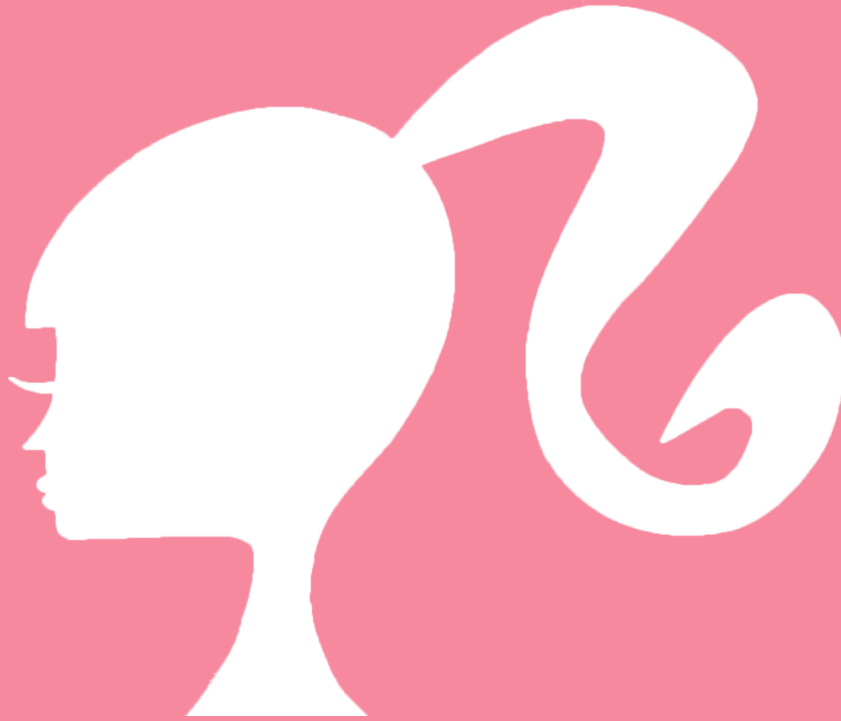




Additional Touch Points

Logo on Movie Poster





Barbie Evolution

Safiyah Badahdah
Fine 3415



Mattel's Mission

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

Mission Statement

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.

Mattel's Vision

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

Brand Promise: “Trust is foundational to everything we do. Our relationship with our people, consumers, customers, business partners, and communities is built on their belief that we will do the right thing and live up to our commitments. We take our heritage as a trusted partner to parents and families very seriously. This requires that we act as a responsible corporate citizen, pursue social, economic, and environmental sustainability, and promote diversity, equity, and inclusion. We earn trust by operating with integrity and transparency and being true to our mission and purpose. This is essential for our reputation, competitive advantage, and long-term success.”

Vision Statement

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.

Mattel's Values

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.”

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.”

Value Statements

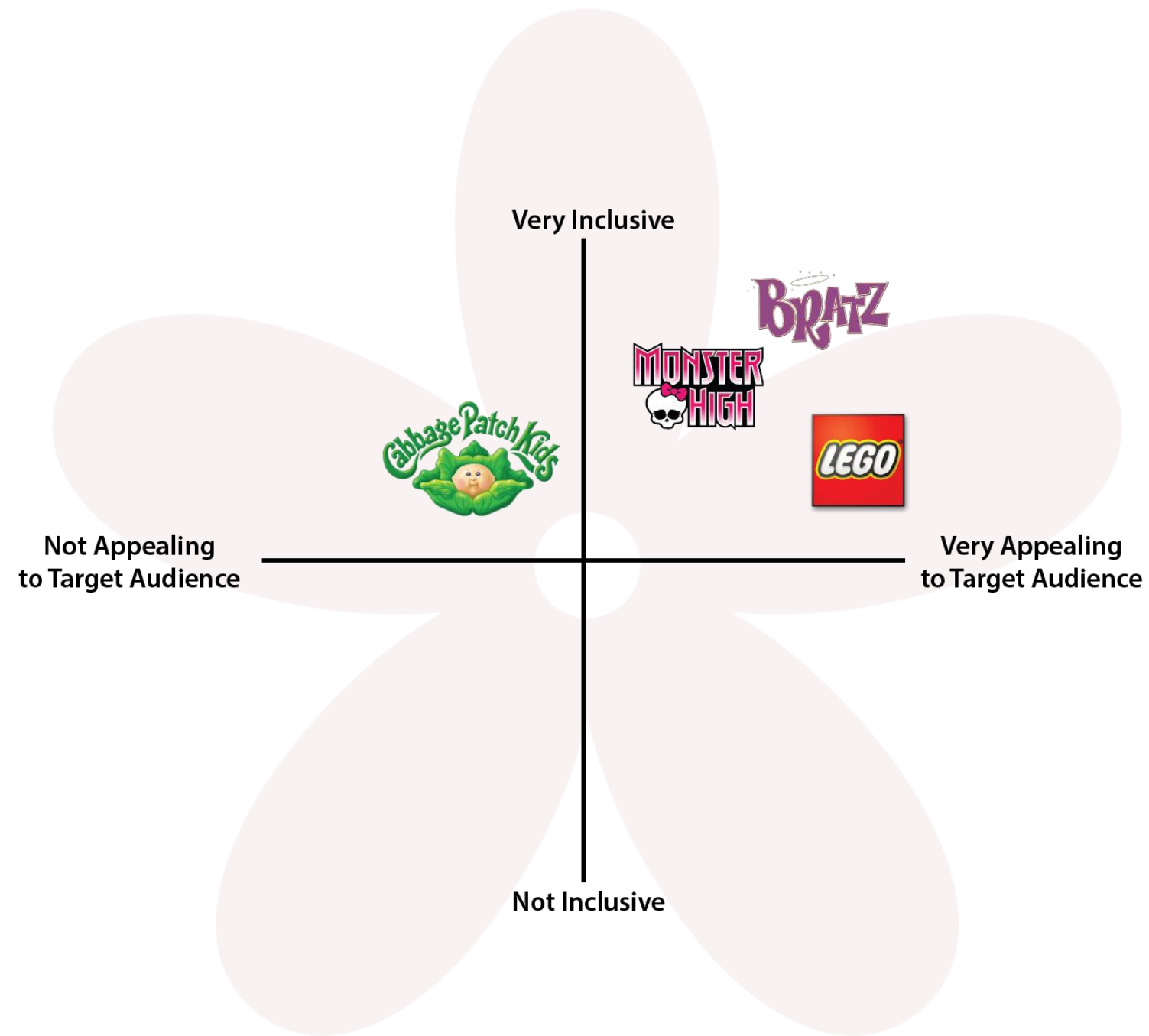
Inclusivity: We believe that every child deserves to see themselves represented in our products, and we are committed to creating a diverse range of dolls and playsets that reflect the world around us.

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.

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.

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.

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.



Competitive Analysis

Main Persona

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





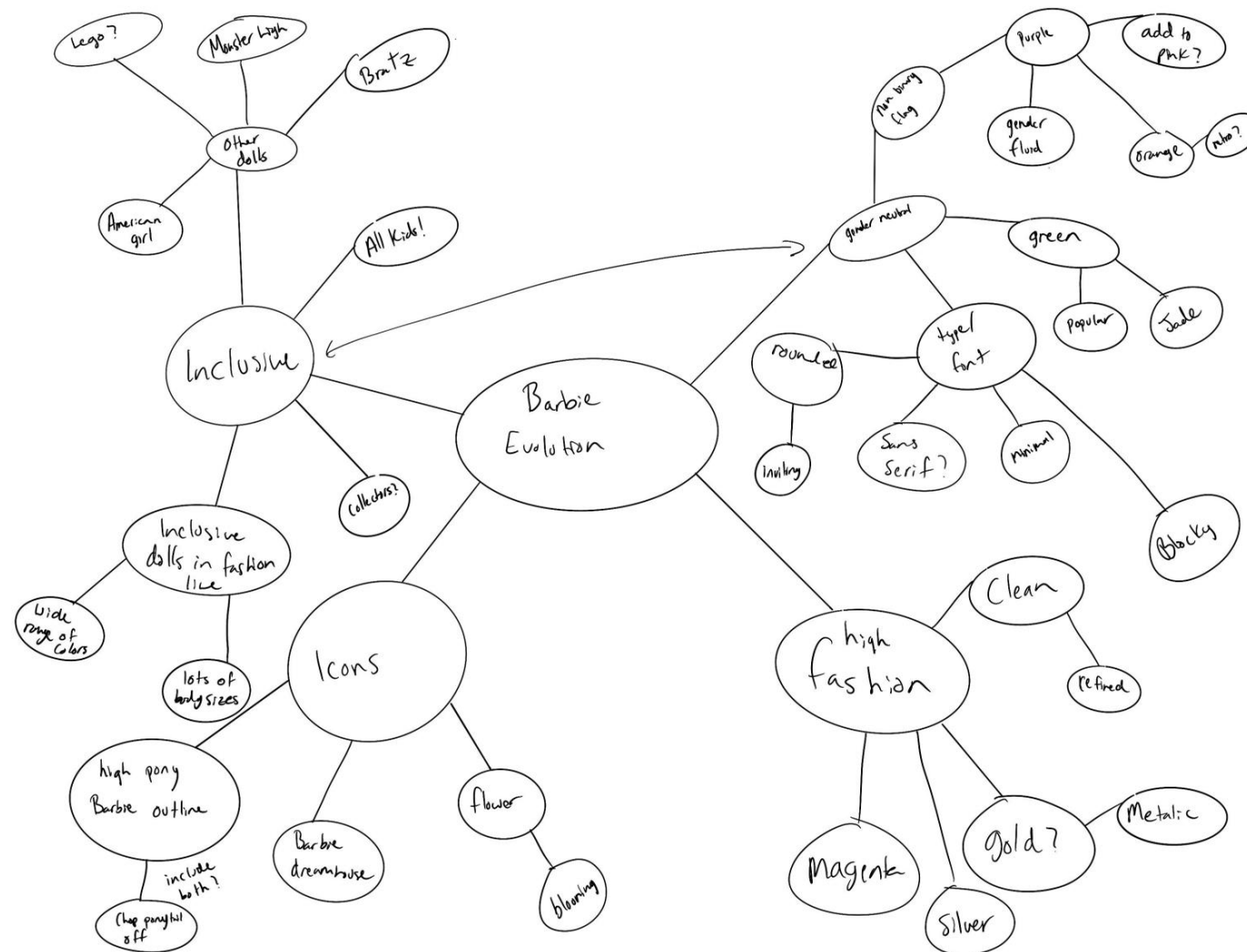
Secondary Persona

- **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

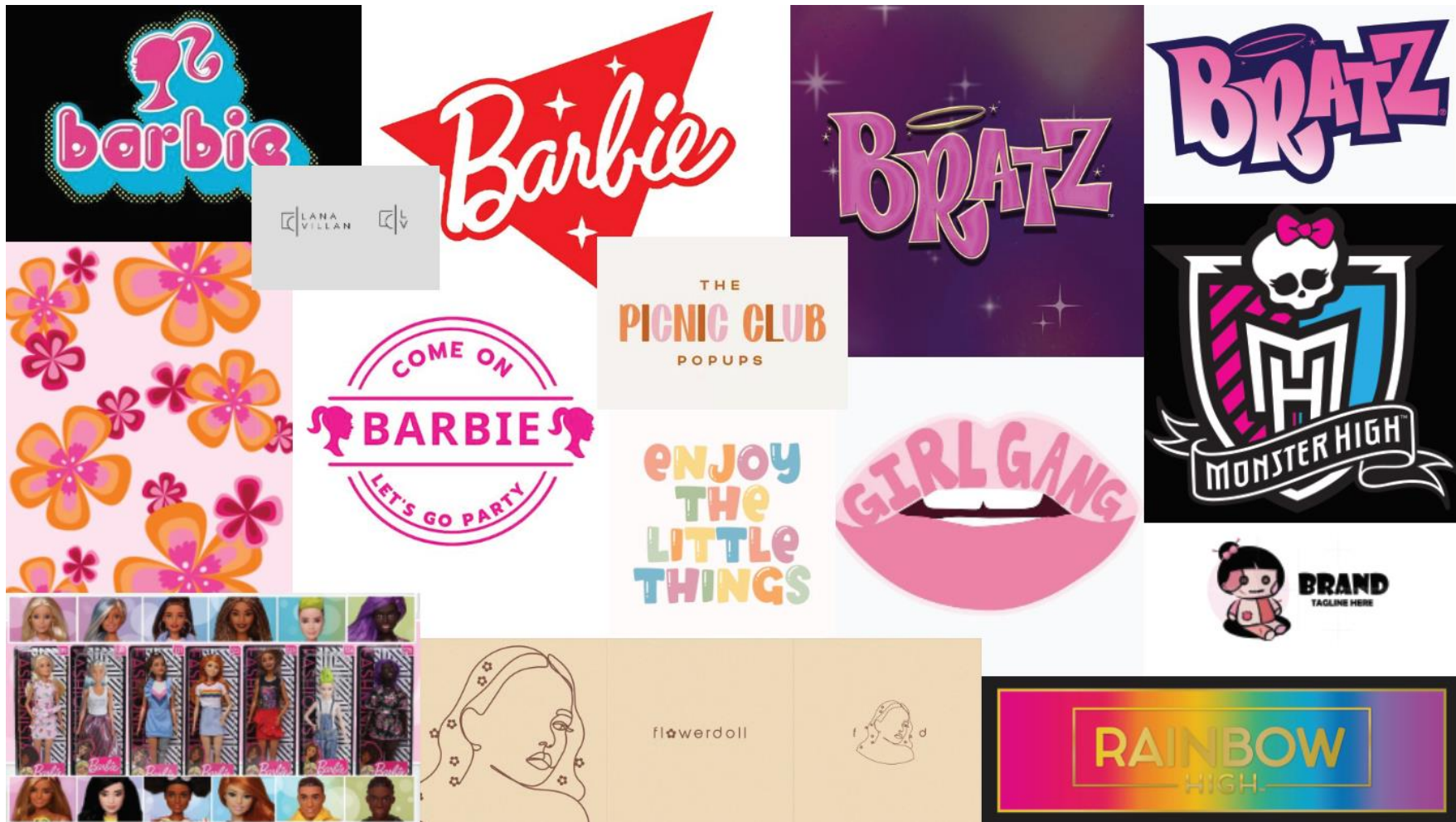




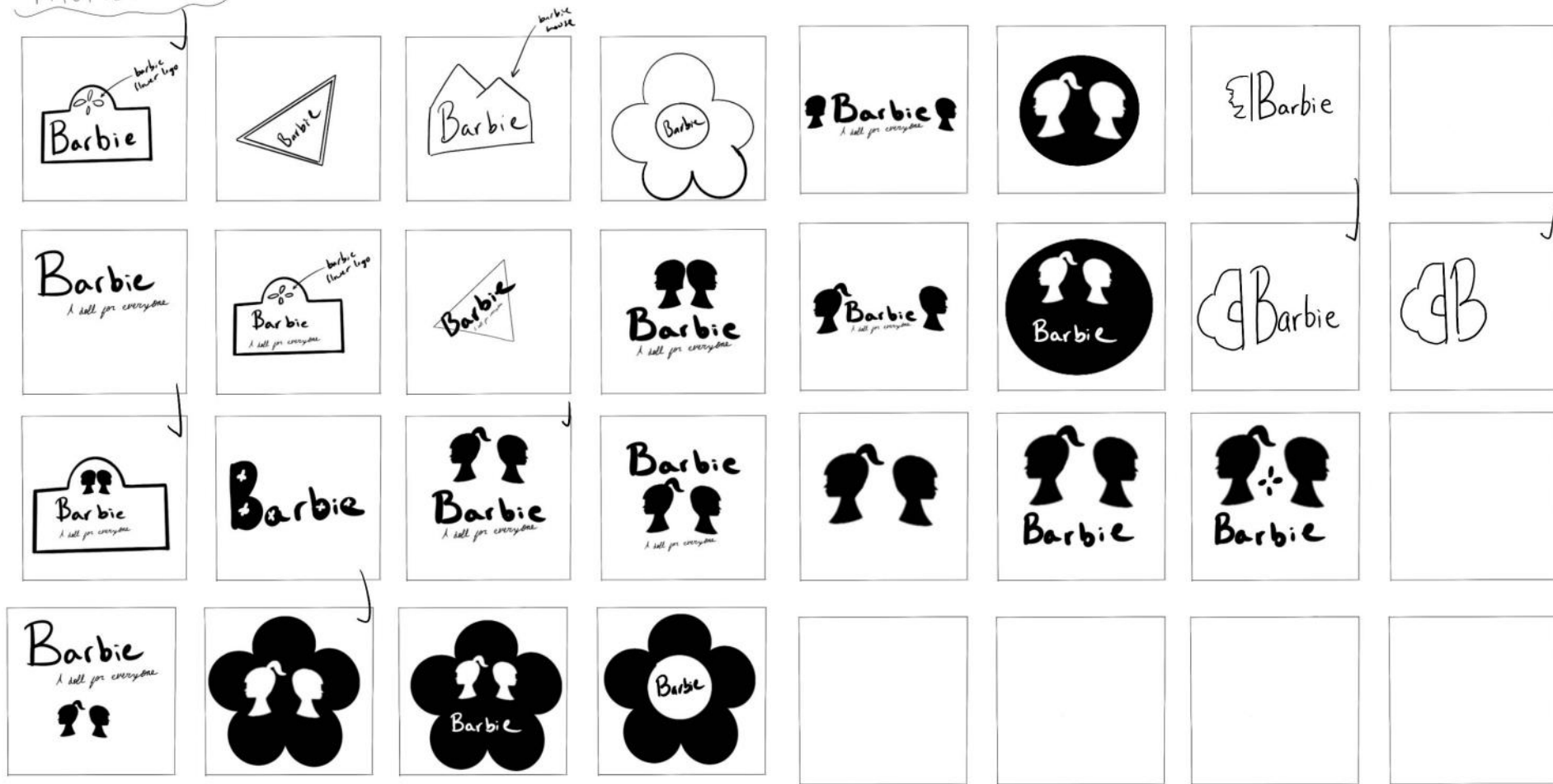
Mind Map



Mood Board



Thumbnails



Thumbnail Sketches

Barbie Barbie Barbie

1959

1975

1991

Barbie Barbie Barbie

1999

2004

2005

Barbie

2009 - now

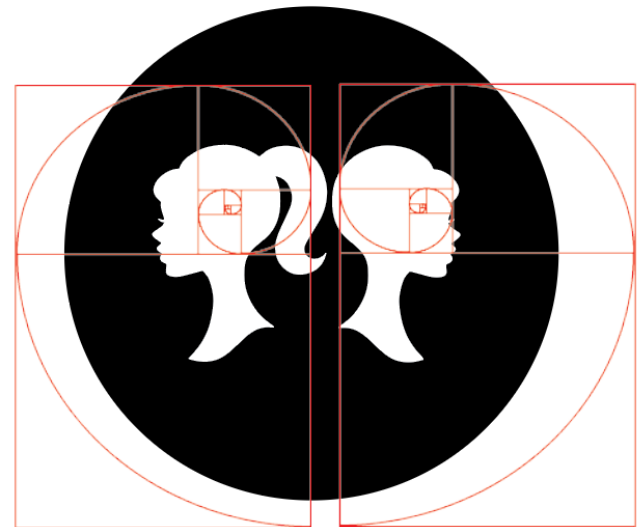
Past
Logos

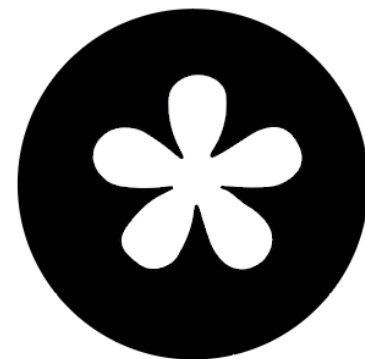


The background is a solid light pink color. Overlaid on this is a large, faint, stylized flower graphic. The flower has five petals, each with a rounded, slightly pointed shape. The petals are a slightly darker shade of pink than the background, creating a subtle watermark effect. The word "Roughs" is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

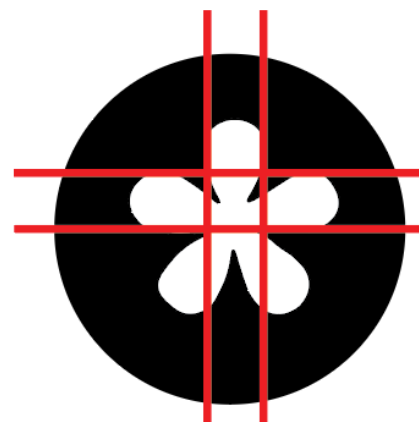
Roughs

Idea 1





Idea 2



Idea 3

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



Touch Points

- Letterhead
- Envelop
- Business card
- Barbie Doll box
- Barbie Movie/Show Title screen

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 text "Thank you!" is centered over the flower.

Thank you!