

A large, bright yellow curved shape that starts from the top left corner and curves downwards and to the right, ending near the center of the page.

Visual Standards Guide

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01

Brand Introduction



Mission Statement

To empower parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn.



Brand Overview

The Fisher-Price rebrand aims to shift the company’s identity from a traditional toy manufacturer to a modern, conscious brand that supports both child development and parenthood. This new direction emphasizes sustainable, educational, and development-focused products that cater to Millennial and Gen Z parents who value minimalism, eco-friendliness, and meaningful play. The rebrand focuses on creating community and support through expanded product offerings, digital experiences, and expert-backed resources for parents and caregivers.

Rebrand Journey

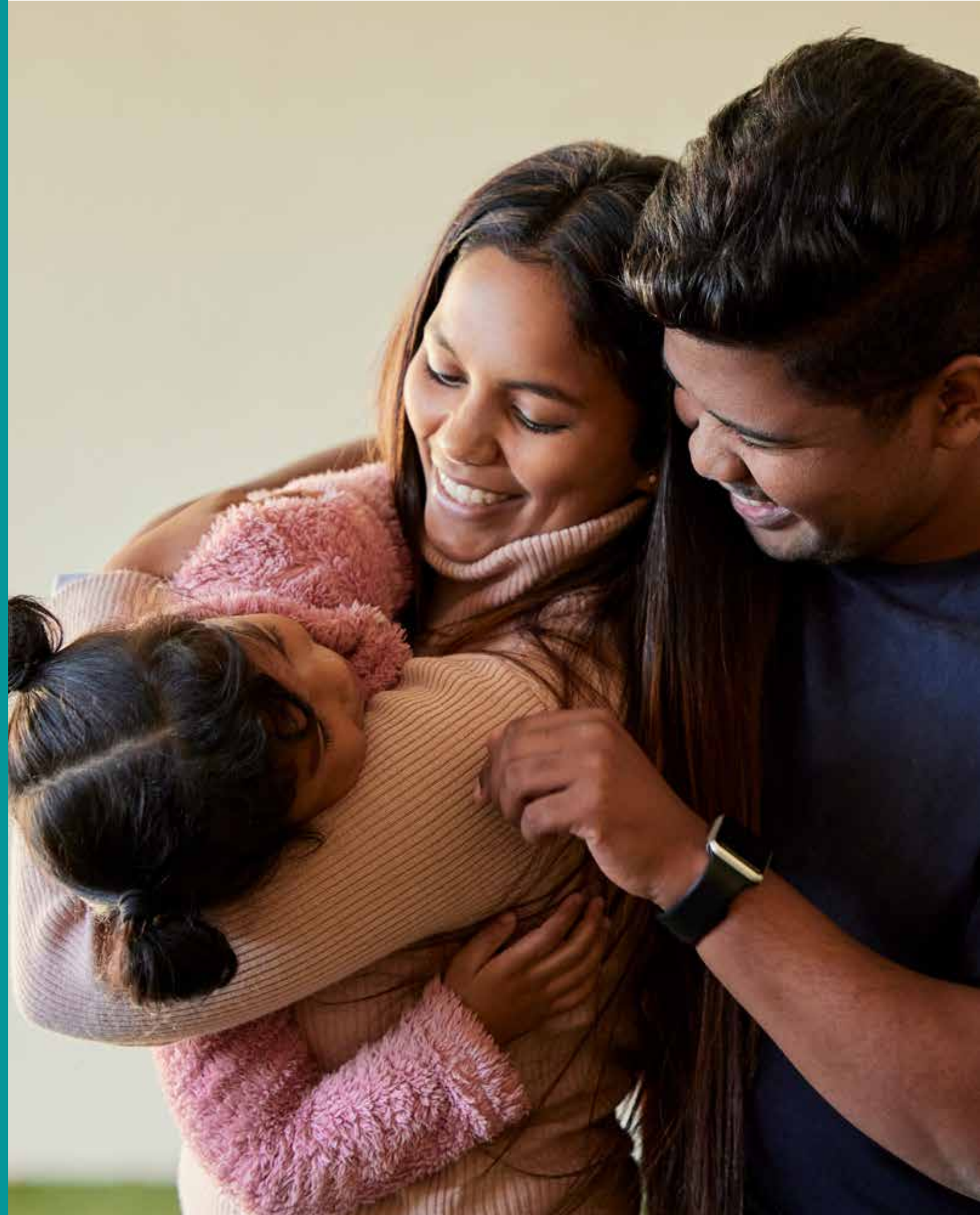
Book 1 - *The Visual Strategy Guide* introduces the need for Fisher-Price to evolve, highlighting its legacy in childhood development and its shift to meet modern trends in tech and eco-conscious parenting. It sets the foundation for a rebranding focused on values like Discovery, Support, and Trust.

Book 2 - *The Visual Development Guide* focuses on the visual aspects of the rebrand, this book outlines the creative process behind the new logo and design. It explores symbols like butterflies, stars, and paper airplanes, symbolizing the brand's core values and appealing to modern parents.

Book 3 - *The Visual Standards Guide* explores the implementation of the rebrand, focusing on consistency across all platforms. It highlights future brand extensions like educational content, sustainable products, and community initiatives, ensuring the brand's mission continues to empower parents and support child development.

02

New Identity



New Logo

About the Logo

This logo was chosen as the final design because it stood out as the strongest option. The bold, symmetrical typeface commands attention, while the star subtly embedded between the letters adds a clever and memorable touch. Its simplicity ensures versatility, making it adaptable across various mediums, both in print and digital formats.



STACKED

**FISHER
PRICE**

STACKED

**FISHER
PRICE**

STACKED

Alternate Logos



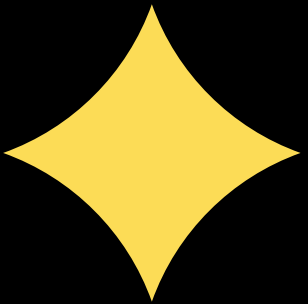
HORIZONTAL



STAR



HORIZONTAL



STAR

FISHER  **PRICE**

HORIZONTAL



STAR

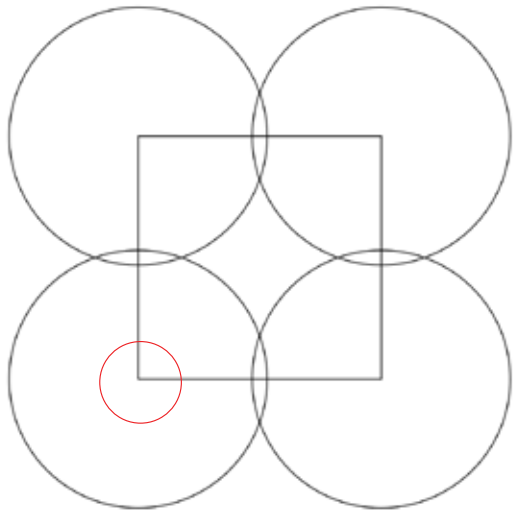
FISHER  **PRICE**

HORIZONTAL

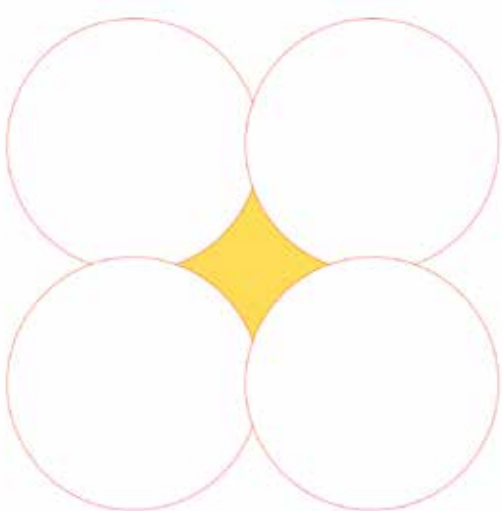


STAR

Logo Anatomy



CORNER OF
SQUARES PERFECTLY
ALIGNED WITH
CENTER OF CIRCLES



EDGES OF LETTERS
BARELY TOUCH



SPACING BETWEEN
LETTERS IS 1MM.























POINTS OF STAR
DO NOT GO PAST
THE SIDES

Logo Sizing

When to use

Each logo variation is designed for specific applications to ensure clarity and brand consistency. **The Stacked** logo is ideal for large-scale packaging and marketing materials, maintaining strong brand visibility. **The Horizontal** logo is intended for direct product application, ensuring seamless integration. **The Star** is used in subtle branding efforts, such as minimalist marketing campaigns and secondary brand placements.

VERSION	STACKED		HORIZONTAL			STAR	
ABOVE 1 IN.							
1 IN.							
1/2 IN.							
1/4 IN.							
		NOTHING BELOW 1/4 IN.					
							

Logo Do's



PLACED ON SOLID, CONTRASTING BACKGROUND



BIG ENOUGH TO SEE



GIVE ENOUGH SPACE AROUND THE CORNERS



USE WHITE LOGO ON TOP OF TEAL BACKGROUND

Logo Don'ts



WHITE OR BLACK ON YELLOW BACKGROUND



SKEWED LOGO



USE TEAL LOGO ON TOP OF DARK TEAL BACKGROUND



USE STAR LOGO AS DECORATION



CHANGE COLOR OF STAR



USE LOGO ON TOP OF ACCENT COLORS

Type Specs

Titles

Nitti Grotesk Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x
y z 0 1 2 3 4 5 6 7 8 9 ? ! . , : ; “
” ‘ ’ () [] { } @ & % # \$ € £ ¥
© ® ™

“Lorem Ipsum Dolor”

Subtitles

Nunito Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g
h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ? ! . , : ; “ ” ‘ ’ ()
[] { } @ & % # \$ € £ ¥ © ® ™

“Lorem Ipsum Dolor”

Body Text

Nunito Regular

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u v
w x y z 0 1 2 3 4 5 6 7 8 9 ? ! . , : ; “ ” ‘ ’ () [] {
} @ & % # \$ € £ ¥ © ® ™

“Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incid-
idunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercita-
tion ullamco laboris nisi ut aliquip ex ea com-
modo consequat.”

Special Text

Comfortaa Bold

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p
q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ? ! . , : ;
“ ” ‘ ’ () [] { } @ & % # \$ € £ ¥ © ® ™

“Lorem ipsum dolor sit amet, consectetur.”

Main ID Colors

About the Color Palette




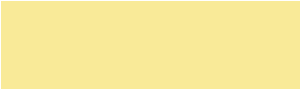

This color palette was chosen to reflect the balance of trust, growth, and joy. The deep teal brings a sense of support and stability, the aqua feels fresh and modern, and the yellow adds warmth and playfulness. Together, they create a friendly, approachable look that speaks to both kids and parents.

The teals should be used for text and/or backgrounds while the yellow should be used as accent colors.

The accent and web colors should be used in moderation to balance the design if the primary colors are too strong.

Do Not

- ✗ Overuse one single color
- ✗ Use the yellow as text on white background
- ✗ Overuse yellow as text color
- ✗ Use all three colors equally in one layout
- ✗ Use yellow as the background in large areas
- ✗ Alter hues and brightness of colors

Primary	Pantone	CMYK	RGB	HEX
	7710 C	C89 M46 Y44 K16	R16 G104 B117	#106875
	3265 C	C81 M22 Y41 K1	R17 G150 B153	#119699
	7404 C	C2 M10 Y78 K0	R252 G220 B85	#fcdc55
Accent & Web				
	600 C	C3 M4 Y49 K0	R249 G234 B152	#f9ea98
	631 C	C52 M0 Y22 K0	R115 G203 B205	#73cbcd

Stationery

