

Opinions on corporate and brand identity work.

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[New Logo and Identity for Fisher-Price by Pentagram](#)

[Reviewed](#)

[The Price is Right](#)



before

after

Reviewed Jan. 7, 2020 by Armin [Comments \(88\)](#)

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Established in 1930 by Herman Fisher, Irving Price, Margaret Evans Price, and Helen Schelle, [Fisher-Price](#) is a brand of educational toys for children and infants. Headquartered in East Aurora, NY, the company has produced — among more than 5,000 different toys over the decades — classics like the [Corn Popper](#), the [Chatter Phone](#), and the endless barrage of [Little People](#). If you have kids or were a kid (which you were) you have most likely gleefully played with (or had to endure) a Fisher-Price toy. Owned by Mattel since 1993, Fisher-Price remains a staple in kids toys and at the end of last year introduced a new identity designed by New York, NY-based [Pentagram](#) partner Emily Oberman.

The refreshed identity centers on the bright red “awning,” the iconic mark with scalloped edges that holds the company name. The updated logo simplifies the awning to three semicircles (from the previous logo’s four) and uses its clean, simple geometry as the basis for an expanded visual language. (Internally, the retooled awning also symbolizes the three founders of the company —Herman Fisher, Irving Price and Helen Schelle, as well as the intersection of parents plus kids.) The logotype has been redrawn in all lowercase, with letterforms that are slightly more refined than original but still quirky. The hyphen between the names is now a semicircle, echoing the scalloped edge as well as the smiles on the faces of the Little People.

[Pentagram project page](#)



fif



Logo.

The image shows a portion of the Fisher-Price logo. It features a red shield-like shape with a white lowercase 'fisher-' inside. The shield is positioned on a light blue background. The word 'fisher-' is in a white, lowercase, serif font. The shield's bottom edge is curved, and it appears to be part of a larger graphic that is partially cut off on the right side.

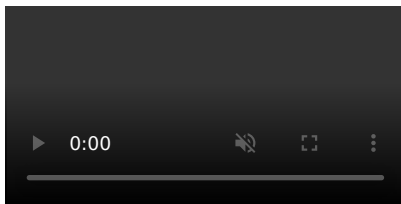
Logo with more color.

The old logo was pretty good with its funky serif and a holding shape that has become quite iconic (as well as very useful in packaging, aligning neatly to the top of the products). The new logo evolves both elements with the typography getting a lovely and playful lowercase treatment that yields a great “fi” ligature. The one problem with going lowercase is that it’s now missing the uppercase “P” that helped fill some of that vast red space inside the awning, which, in its evolution, now has a lot more vertical space to fill having changed from four half-circles to three. I personally liked the four version better as it created a more balanced shape but I don’t have any major qualms with the three version. The smile replacing the hyphen is a nice touch too.

The primary logo is joined by two monograms, a circular “bubble” and an abbreviated version of the awning called the “flag tag,” both with a redrawn lowercase “FP.” In applications, the red awning can be extended to fit the tagline or other copy (a device the designers refer to as the “red carpet”). By itself, the awning can be used as a simple graphic icon that can be placed anywhere—attached to the typography of the tagline, hidden in promotional photography, or used in packaging and store displays—instantly flagging it as Fisher-Price.



Monogram.



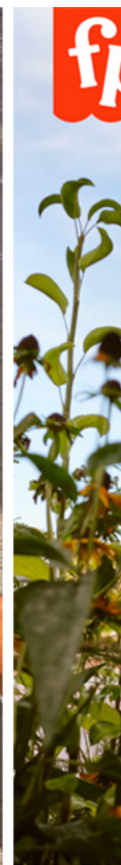
Monogram with animated squiggles.

The monogram is a solid and fun addition to the identity, keeping the exaggerated ball terminal of the “f”, which allows it to stack well with the angled “p” and I like how it can work inside either a circle or a squared version of the holding shape. I wonder if the monogram needed the hyphen in there as it’s such a key element of both the name and the brand. Still, I think with time it can become as easily associated with the brand as the full logo.

fisher-price®



Primary and secondary logos.



Logos with brand photography.



Logo pattern.

The Pentagram team researched early advertising and packaging in the company archives and saw the typeface Cheltenham was consistently used for everything, creating a smart, cheerful typographic tone of voice for the brand. The new wordmark influenced a full proprietary typeface called Let's Be Glyphs, a semi sans serif that nods to Cheltenham and the letterforms of the original Fisher-Price logotype, and a playful alternate, Let's Be Glyphs Bouncy, with rotated characters and an uneven baseline, both created with type designer Jeremy Mickel. Quotation marks and apostrophes appear as semicircles. Secondary type is set in the clean and modern sans serif Maax.

[Pentagram project page](#)

Let's Be Glyphs

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890"-+?!&*()

Benefits of Play

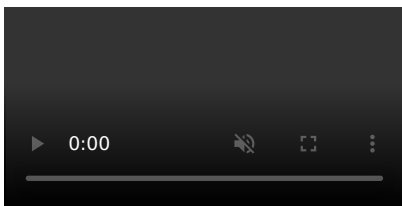
We don't act a day over five

Baby Gear

We're heading back to childhood

Let's
be kids

Let's
be kids



Tagline.

The custom type family, designed by Pentagram and finessed by [Jeremy Mickel](#) is as excellent, efficiently mixing a sense of old and new into this typeface. I'm not a huge fan of the bouncy version but I can see how it will be beneficial to the Fisher-Price team for adding some instant fun-ness to their communications.

The graphic elements can be combined into patterns and used to build "Play-moji," emoji-like illustrations inspired by the Little People faces on toys. The age-appropriate approach transitions from cute illustrations for babies to more "grown up" use of patterns for older kids. The joyful look and feel is carried throughout the branding, including print and digital advertising and retail merchandising.

[Pentagram project page](#)

fisher-price



01:08

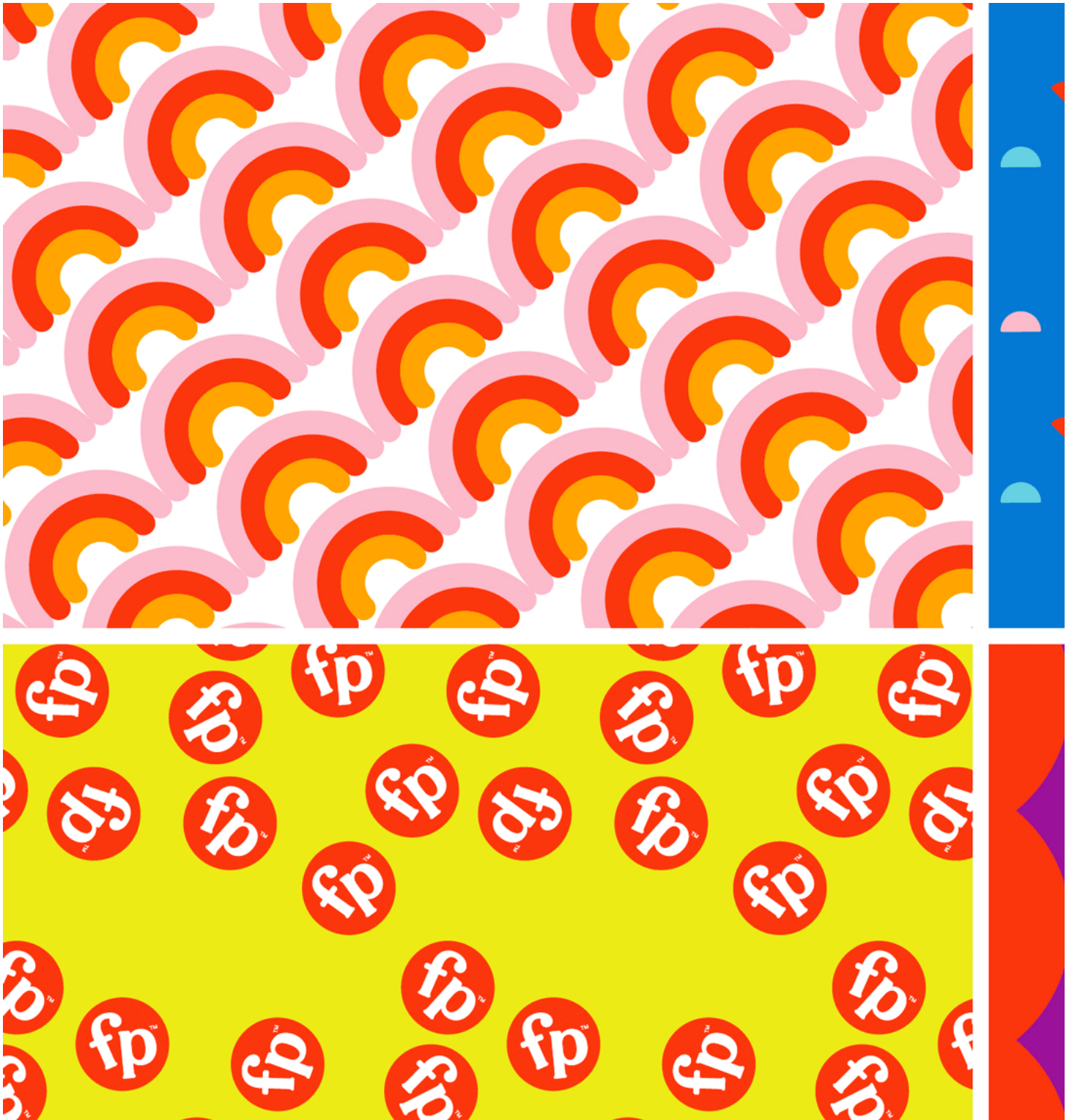


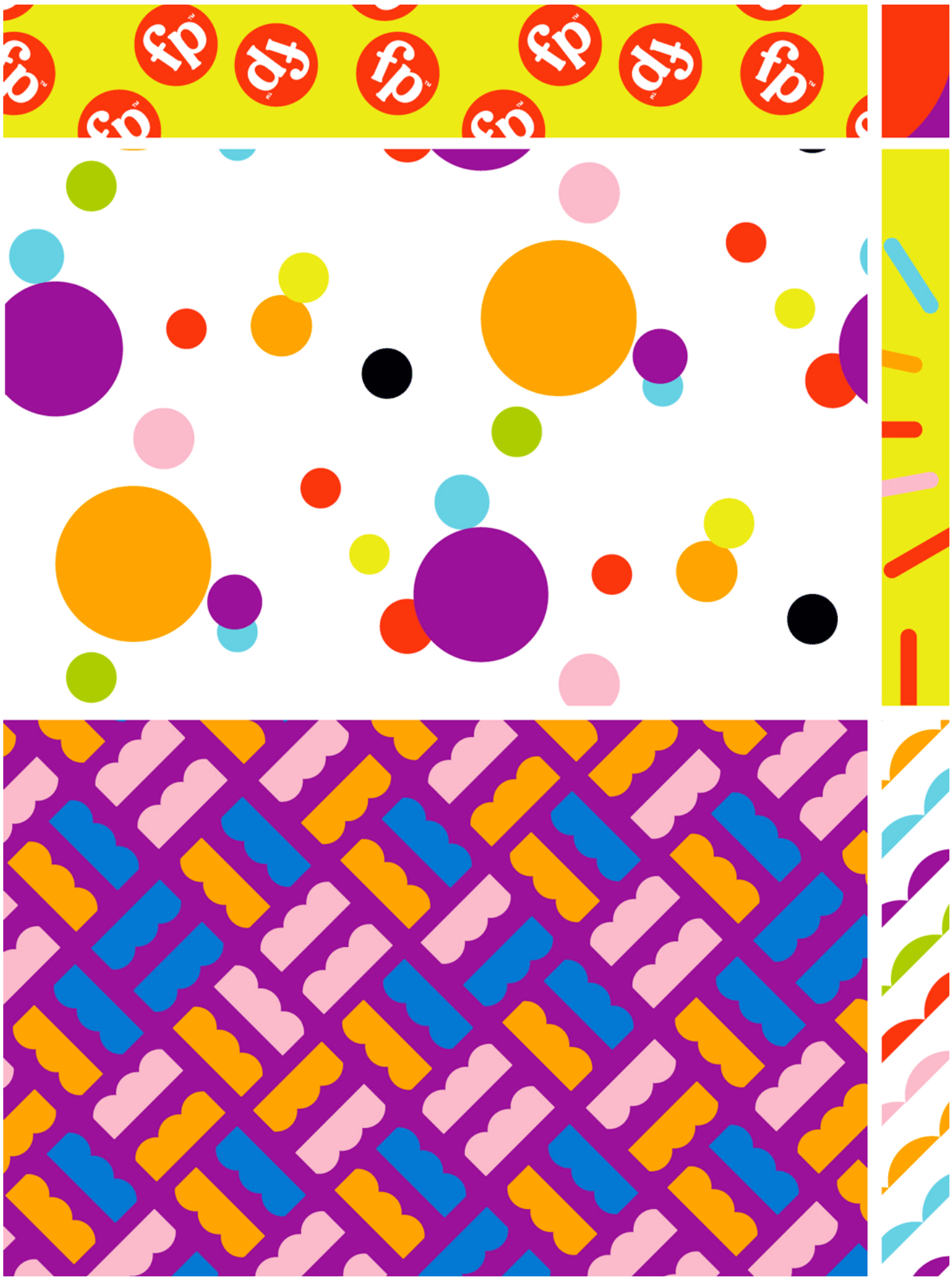
Identity presentation.





Younger-kid illustrations.





Older-kid patterns.

The illustrations and patterns have a great base in that they all stem from the shapes of the logo but there is something not quite there about them — I'm not sure if it's the overabundance of color or that they are not fully cohesive as a set. This has room to expand and evolve so maybe when they are put to use, it will settle a bit.



Notebook.



Mugs.



T-shirts.



Swing. Bonus points for convincing Photoshop job.



Account launch video on Instagram. (By Wieden+Kennedy.)

Not much in terms of application given that most of this will be implemented internally as new products are put into the market but the gist of it is that it’s fun, lively, and... effervescent. This isn’t a brand that needed a reinvention or a lot of graphic “muscle” since the toys themselves are what make up the core of the brand and this new identity efficiently supports that while breathing some fresh air into it as Fisher-Price continues its path into the century mark.

Thanks to Shane Richardson for the tip.

Your opinion...

On Logo Evolution

- ☐ Great
- ☐ Fine
- ☐ Bad

Total

vote

view results

close / back to vote

On Monogram

- ☐ Great
- ☐ Fine
- ☐ Bad

Total

vote

view results

close / back to vote

On Rest of Assets

- ☐ Great
- ☐ Fine
- ☐ Bad

Total

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Name



Somapix • 4 months ago

Superb from start to finish. That swing...

31 | 1 • Reply • Share >



Antoñete → Somapix • 4 months ago

Now I'll hear Duke Ellington in my head for the rest of the day...

| 1 • Reply • Share >



Morgun → Somapix • 4 months ago

Makes me wonder if Eccentrica Gallumbits had three butt cheeks, too. A perfect match that would be.

| • Reply • Share >



Tom Swinnen • 4 months ago

Other than that the smiling hypen seems a bit silly and like an afterthought, this is a real solid refresh.

7 | • Reply • Share >



Chris McGuinness • 4 months ago

Love the monogram! Really playful

| • Reply • Share >



Spencer Harding • 4 months ago

I'm glad that they've kept the 70s branding, if anything it's more retro than before, great update.

1 | • Reply • Share >



Ivan Filipov • 4 months ago • edited

Great update, indeed. Few years ago I saw this in a local retailer shop and I was horrified. I have no idea where it came from...

View — disq.us

6 | • Reply • Share >



duster → Ivan Filipov • 4 months ago

what did they do to poor Kabel?

2 | • Reply • Share >



just trying to keep up → Ivan Filipov • 4 months ago • edited

What's with the slanted cut at the bottom of all the letters [except the leg of the h, for no particular reason]?

2 | • Reply • Share >



E. Comabella • 4 months ago

I really like it. Great custom type and really appealing look overall. I'd love to see how it actually translates to toys and packaging.

3 | • Reply • Share >



Creative Master → E. Comabella • 4 months ago

probably fake

1 | 14 • Reply • Share >



Chris Colouryum • 4 months ago

Overall this is a solid evolution. There's a slight niggles with it all being lowercase, but I'll let that... swing since everything else is so damn tight! Well played.

4 ^ | v • Reply • Share >



Mindwave • 4 months ago

I'm still scared of that 'h'...

8 ^ | v 2 • Reply • Share >



Jasper • 4 months ago

A truly attractive design from Pentagram? 2020 is great so far! Normally I always find Pentagram designs super recognizable, but not very pretty. This is pretty and cute from start to finish!

5 ^ | v • Reply • Share >



Antoñete • 4 months ago

Really nice typography work. It does seem a bit of a shame to have the full wordmark in lowercase, but the monogram works so much better than it would in uppercase that it seems worth the sacrifice.

2 ^ | v • Reply • Share >



impositron • 4 months ago

All the brand extensions really elevate the brand. I have always seen it as a nicer, more slightly upscale kids brand, but in the age of Melissa and Doug take over the world, it's nice to see Fisher-Price standing its ground and getting more refined rather than cheapening itself to compete.

4 ^ | v • Reply • Share >



Michael McGrath • 4 months ago

Patterns aside, I love this. I think the all lower case works perfectly and is perfectly appropriate. The simplified shape. The illustrations. Typography. All a win. Yay kids!!!

2 ^ | v • Reply • Share >



Creative Master • 4 months ago

I'm digging that notebook, I totally get myself one, just to have it sitting on my shelves.

Besides... this is a super creative update, that little tags on the pictures are also really nice.

Anyone else stating to see this vintage-y style come back a little in a more modern clean way? or is it just me..

^ | v • Reply • Share >



Efren Castillo • 4 months ago

Very very good. Would have loved to see some toy packaging with the new logo.

^ | v • Reply • Share >



duster • 4 months ago

They could've gone sans-serif and I applaud them for not doing so

3 ^ | v • Reply • Share >



Scott Misner • 4 months ago • edited

Ugh, lowercase for proper names. Unnecessary. Everything else is lovely.

5 ^ | v 5 • Reply • Share >



TechLover → Scott Misner • 4 months ago

Typically I agree but I think the lowercase works well here. It's an extra place for them to show that they don't take themselves too seriously.

1 ^ | v • Reply • Share >



Scott Misner → TechLover • 4 months ago

Blah, I'm not convinced lowercase automatically says "playful." It's odd. Two founders' names hyphenated...but lowercase.

Totally unnecessary as you could still do something fun with a capital "F" & balance with a capital "P." However, did a nice job cleaning up the "s" and the "e."

1 ^ | v 1 • Reply • Share >



JohnnySocko → Scott Misner • 4 months ago

I'd swear that some earlier version of this logo also used lowercase, but I can't pin down the era. Maybe 1960s? Or else it's just a false memory...

1 ^ | v • Reply • Share >



Anthony Rodriguez • 4 months ago

What happened to Margaret Evans Price?

8 ^ | v • Reply • Share >



Laurent • 4 months ago

The brand's heritage is perfectly respected, developed and augmented. Great!

1 ^ | v • Reply • Share >

1 ^ | v • Reply • Share >



Drew Davies • 4 months ago

Brilliant all around. This is exactly what a brand refresh should be.

2 ^ | v • Reply • Share >



jessemaC • 4 months ago

I understand keeping the holding shape for packaging and equity reasons, but the wordmark on its own is so great.

^ | v • Reply • Share >



alex • 4 months ago

"let's be kids" sounds strange. "we're kids" fixed.

1 ^ | v 4 • Reply • Share >



OriginalAustin → alex • 4 months ago

"we're kids" implies that they are *already* kids. That misses the point.

To me, the tagline is to mean a transformation, "Hey - let's just have fun for a bit - let's play. Our regular old grind of life will still be there when we're done."

2 ^ | v • Reply • Share >



alex → OriginalAustin • 4 months ago

the regular old grind of an infant's life??

2 ^ | v • Reply • Share >



OriginalAustin → alex • 4 months ago

Haha, do you think they are marketing to infants?

It's all geared to the parents, you must be trolling me, but I did laugh *with* your comment

1 ^ | v • Reply • Share >



mintyy → OriginalAustin • 4 months ago

That copy reads as a brand for parents, and the rest of the expression reads as a brand for kids. Which is it? Unless there are some kids-parents brand strategy rules that I'm out of the loop on, the copy only adds confusion.

Some of the "let's be kids"-type messaging also looks to be internal material, which would make sense as cultural pillars that reminder everyone to live young at heart while working for FP.

1 ^ | v • Reply • Share >



BeeBladen → mintyy • 4 months ago

I don't think it's a bad idea to cater to parents. They're the ones buying the product off the shelf.

2 ^ | v • Reply • Share >



Jeffhalmos • 4 months ago

This will be in the very top at the end of the year.

3 ^ | v • Reply • Share >



Morgun • 4 months ago

Convincing Photoshop job (swing)? Come on, Armin, the seat should be as out of focus as her thighs, only the shoes are sharp. And the shadows are misplaced and not dark enough.

6 ^ | v 1 • Reply • Share >



jasper → Morgun • 4 months ago

stands out like a sore thumb :p

^ | v • Reply • Share >



JnM • 4 months ago

That custom font, stunning. I do prefer the 4 half-circle holding shape and old red color but overall is a nice evolution.

^ | v • Reply • Share >



ZACH • 4 months ago

this made me happy

1 ^ | v • Reply • Share >



jdancisin • 4 months ago

There's an awesome line in the Identity Presentation video, "You'll understand when you're younger."

Such a simple and meaningful twist of this phrase.

4 ^ | v • Reply • Share >



dalehrabi → jdancisin • 4 months ago

Yes, I thought that was a brilliant bit of copywriting. A classic reversal.

^ | v • Reply • Share >



Julianne • 4 months ago

Absolutely love. But....why the single story lowercase A? It sticks out like a sore thumb to me. Agh, this bothers me more than it should.



^ | v • Reply • Share >



Caspian levers → Julianne • 4 months ago

If I was art directing a typeface for kids I'd insist on single story 'a' as that's how we teach the letter shape to kids (despite the prevalence of double story a's in kids books). For me that 'a' makes sense.

^ | v • Reply • Share >



Julianne → Caspian levers • 4 months ago

Interesting...I never even considered that! That helps me see it differently. I do still think it looks a bit off, as the original (Cheltenham) uses a double story version, as well as most typefaces of that style/era.

^ | v • Reply • Share >



John Doe • 4 months ago

2020 is off to a great start with this.

^ | v • Reply • Share >



Dennis Bolt • 4 months ago

Did I miss the rationale behind making the red more orange? Overall Its fine/great.

1 ^ | v • Reply • Share >



Conan99 → Dennis Bolt • 4 months ago

I think it looks warmer and 'friendlier'. No ones mentioned it, but I think the colour choice was next level upgrade especially paired with the light blue. They had me applauding there.

1 ^ | v • Reply • Share >



Mr. Choi • 4 months ago

Wow. An amazing evolution. Solid thinking capitalizing on their brand equities and strengths. The playfulness of the logo elements, the attitude of the videos, the smile hyphen, all of it. Still unmistakably Fisher-Price -- maybe even more so than before. Fantastic!

1 ^ | v • Reply • Share >



ReBrandcouver • 4 months ago

I've always interpreted that red holding shape as a store awning. It feels odd and unnecessary applied vertically on that L, like Levi's Red Tab.

5 ^ | v • Reply • Share >



Conan99 → ReBrandcouver • 4 months ago

That was my only negative. As a fun element its cool, but sticking to the side of something? Its a tumour.

2 ^ | v • Reply • Share >

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true ventures

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The word "Truly" written in a fluid, black, cursive script font, centered on a light beige background.

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From Roy.

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News Corp

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Beam me up, Jim



BEFORE: AFTER:

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