



WHY RE-BRAND?

THE PROBLEM + SOLUTION

Mattel is a declining toy and entertainment manufacturing company that was founded in 1945. The brand lacked the ability to adapt to the times by introducing new technology to their toys and compete with other companies. Mattel only made products that resonated with children, therefore their customer base was limited.

The intention of this re-brand is to transform Mattel into an innovative company that has the ability to grow with their customer base throughout the course of their life. Mattel will now be known as Mattel ERI or Mattel Extended Reality Interface.

WELCOME TO YOUR NEW REALITY

THIS IS MATTEL ERI

Mattel ERI is an innovative brand that inspires others to never outgrow their imagination. We combine creativity and intelligence to transform the idea of reality. What we give to you is an experience no other brand has to offer – the power of presence.

The ERI technology allows people to be wherever, whenever, with whoever. The extended reality interface has three different portals: Dexterity, Emulate, and Multivalent. Dexterity is the portal that the user will use to play games or participate in a sport. Emulate is where the user can practice skills, learn a new trade, and travel around the world. Lastly, Multivalent is the portal that the user will use to connect and spend time with others they cannot physically be with because of distance, quarantine, or other boundaries. Put on the suit and specs and start living your reality.

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VOICE

AUDIENCE + TONE

The audience of this brand is anyone who is willing to embrace their imagination and has the courage to roam within the extended reality interface. Mattel ERI is a lifestyle brand that grows with you through all stages of life. The audience is broad reaching anyone who wants to play, learn, share, travel, interact and more.

Mattel ERI speaks to the believers, the visionaries, the explorers, and the optimists. Our messaging speaks words of encouragement and empowerment. Our tone of voice is confident, informative, and intuitive.

LOGOS

MASTER LOGO

This is the master logo for Mattel ERI. This logo should be the first choice of logos as long as the background color and media size allows for it.

The logo was created to represent the characteristic of Mattel ERI that no other virtual reality has – haptic technology. This technology allows the user to not only see and hear, but they also have the ability to physically feel things. The hexagon represents the “sixth sense” as a call out to having an extra sensory addition. The detail inside the logo mark resembles human nerves when they are mended together. These two elements together represents the haptic technology while also humanizing the brand. The logo mark overall is meant to portray connection. Mattel ERI understands how important connection is and as a brand we strive to continuously bring people together.



PRIMARY USAGE

This logo is the first piece of visual identity that people will associate with Mattel ERI. This logo should be the first choice when representing the brand. The hero color logo can be used on both dark and light backgrounds in both digital and print media. The black logo should be used on light backgrounds and the inverse logo should be used on dark backgrounds. The silver logo can be used on dark backgrounds and occasionally light backgrounds as long as it passes readability.

This logo should not be manipulated or changed in any way, shape, or form.



ALTERNATE USAGE

This logo should be used when the media does not allow for a long horizontal logo lock up. The hero color logo and silver logo can be used on both light and dark backgrounds. The black logo should be placed on light backgrounds and the inverse logo should be place on dark backgrounds. The silver logo can be used on dark backgrounds and occasionally light backgrounds as long as is passes readability.

This logo should not be manipulated or changed in any way, shape, or form.



ALTERNATE USAGE

This logo should be used when the media requires a small logo mark or when the letters in the primary or alternate logos are not legible. The hero color logo mark can be used on both dark and light backgrounds. The black logo mark should be used on light backgrounds and the white logo mark should be used on dark backgrounds. The silver logo can be used on dark backgrounds and occasionally light backgrounds as long as it passes readability.

This logo should not be manipulated or changed in any way, shape, or form.



INCORRECT USAGE

INCORRECT USAGE

PRIMARY LOGO

Please do not change, warp, or rearrange the alternate logo in any way. The logo should not be separated, twisted, or flipped.



INCORRECT USAGE

ALTERNATE LOGOS



TYPOGRAPHY

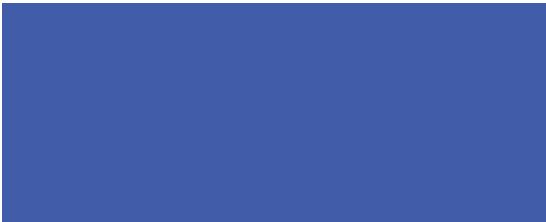
TYPOGRAPHY

The primary typeface for Mattel ERI is Helvetica Neue. This is a sans serif typeface. This should be used for all headlines, sub headlines, and body copy purposes. If there is a circumstance where a serif typeface is needed Source Serif Pro is what should be used.

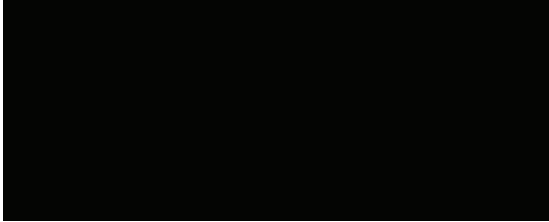
		Helvetica Neue – Sans Serif
Headlines + Sub Headlines	_____	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910 (!@#\$%&)
	_____	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910 (!@#\$%&)
		Source Serif Pro – Serif
Headlines + Sub Headlines	_____	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910 (!@#\$%&)
	_____	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910 (!@#\$%&)

COLOR PALETTE

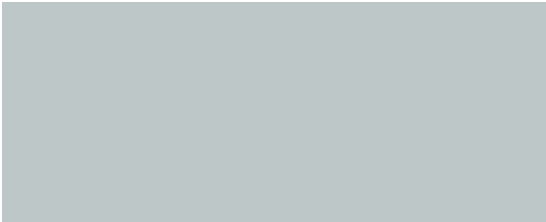
COLOR PALETTE



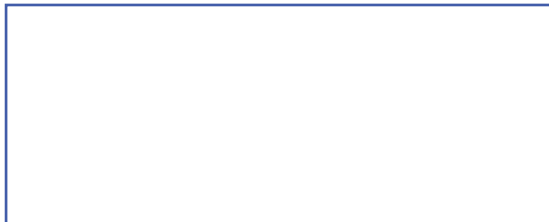
PANTONE: P 102-7 C
HEX#465CA9
RGB: 70 92 169
CMYK: 82% 71% 0% 0%



BLACK
HEX#000000
RGB: 0 0 0
CMYK: 75% 68% 67% 90%



PANTONE: P 175-2 C
HEX#BEC7C9
RGB: 190 199 201
CMYK: 25% 15% 17% 0%



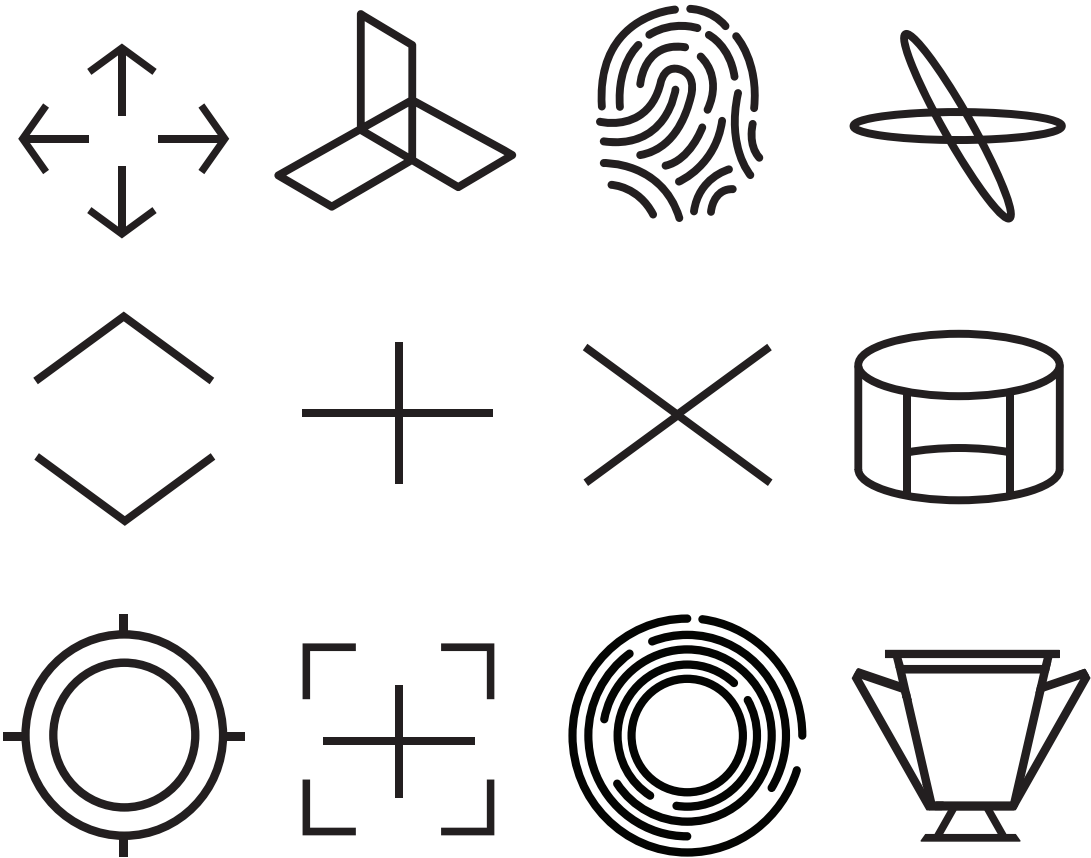
WHITE
HEX#FFFFFF
RGB: 255 255 255
CMYK: 0% 0% 0% 0%

VISUAL TREATMENT

ICONS

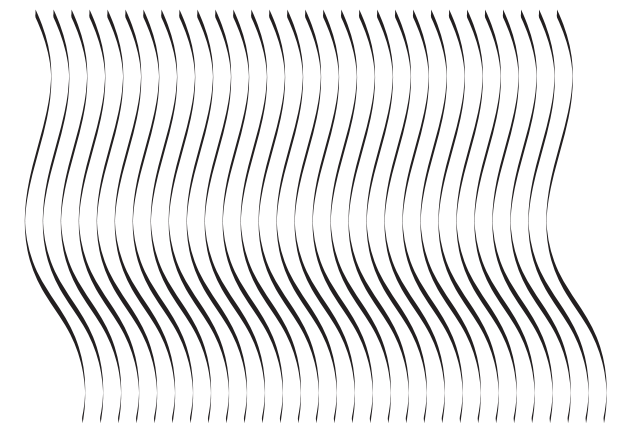
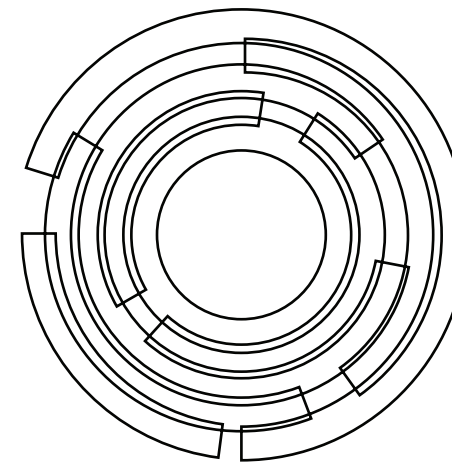
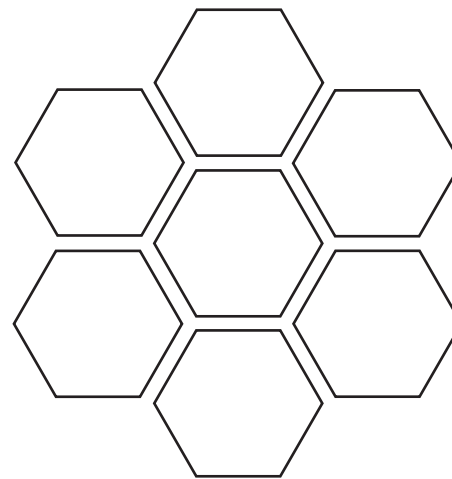
All Icons should be built using the logo. If they cannot be used from the structure of the shape then they should at least have the same line weight and spacing.

These icons will be used on the website and inside the extended reality interface technology.



PATTERNS

All patterns and textures should be made with a thinner line weight of 1pt to balance out the brand visuals. Patterns and textures should be made using shapes and structure from pre existing elements like the logo and other icons.



PHOTOGRAPHY

PHOTOGRAPHY

OUTSIDE OF THE TECHNOLOGY

Images that are used to portray people using the technology from the outside should resemble these. The images should capture people in motion, exploring, and interacting.

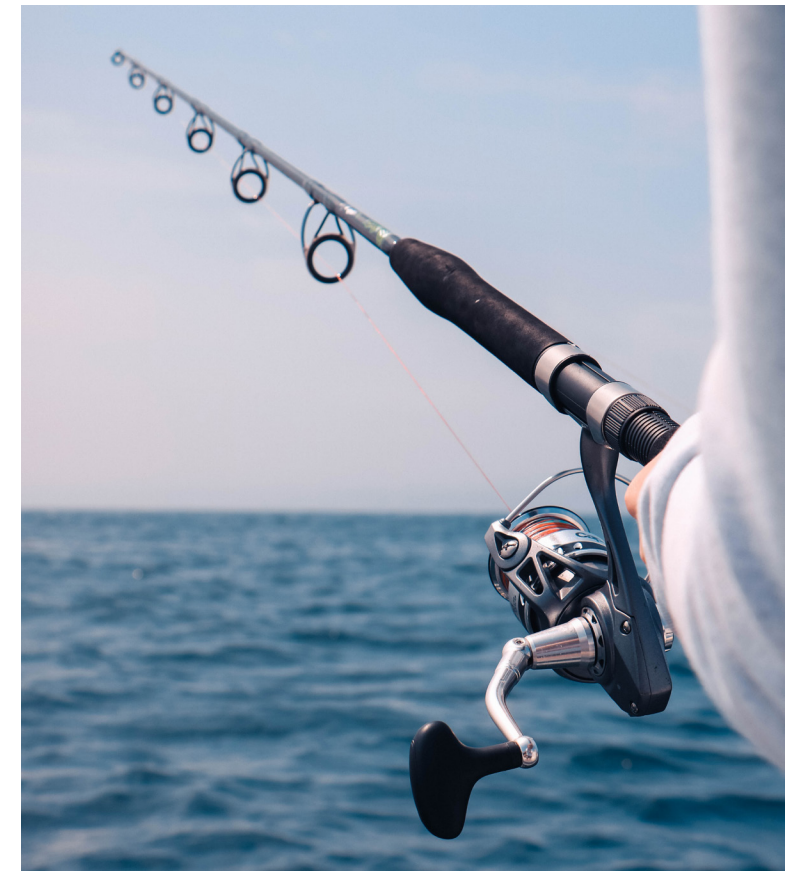
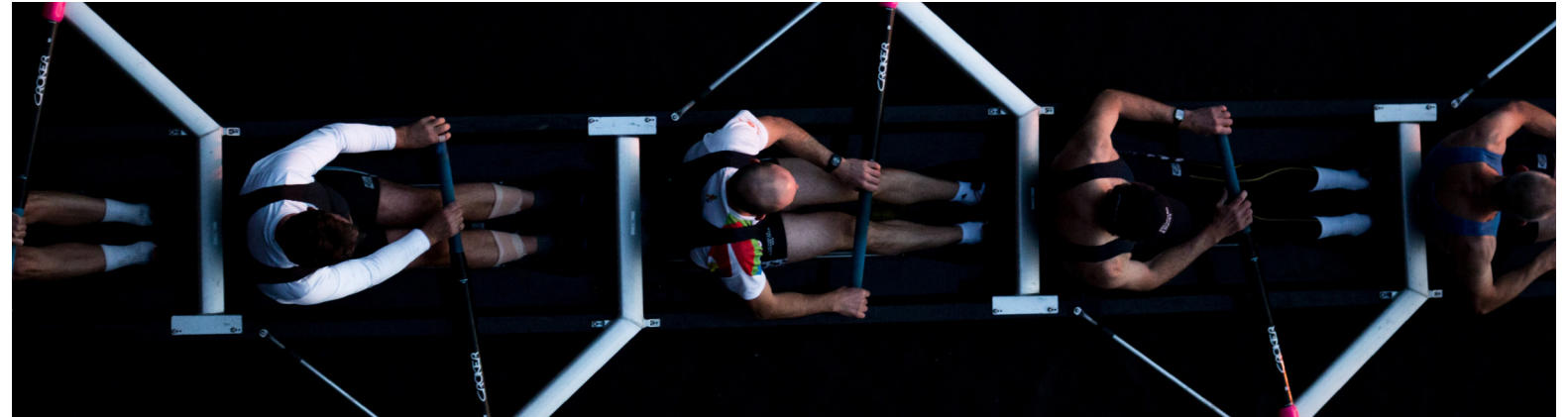
All images should include the subject in the ERI suit and specs.



PHOTOGRAPHY

INSIDE THE TECHNOLOGY

Imagery that is used to represent inside the extended reality interface should look similar to this style. The environment inside ERI is realistic showcasing actual places and objects. People will be shown as they normally dress, not in the ERI suit and specs.



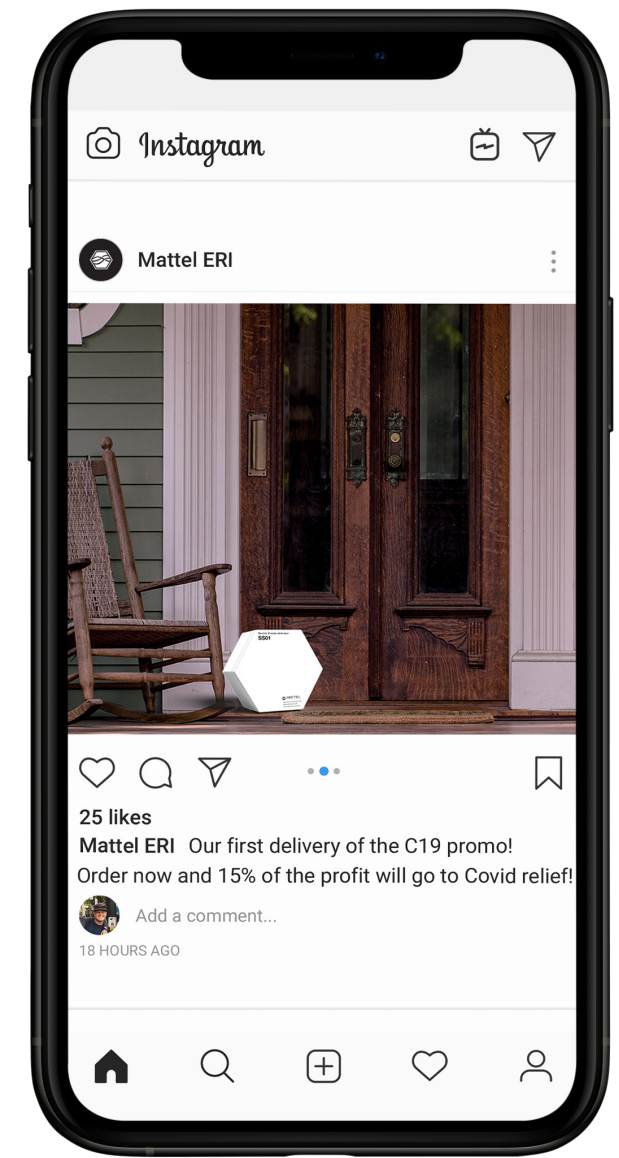
SOCIAL IDENTITY

SOCIAL IDENTITY

PLATFORMS

Mattel ERI will be on social platforms such as Snapchat, Instagram, Facebook and YouTube. Their social identity will help them gain awareness and loyal customers that can continuously follow them throughout this extended reality journey. These platforms allow the brand to reach an audience of all ages as Mattel ERI is a lifestyle brand.

These social platforms will also be used for brand promotion and advertising our social act campaign for Covid-19. During the pandemic we can release our first run of the technology and donate 15% of the profits to Covid-19 relief. We will also be using left over material from suits to make masks for the services workers during the global pandemic. The user can order their ERI suit and specs and have them delivered to their doorstep to test and review during quarantine.



DIGITAL PRESENCE

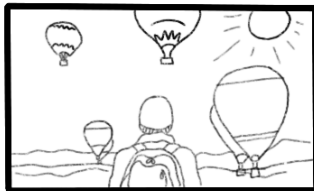
DIGITAL PRESENCE

COMMERCIAL (FMOT)

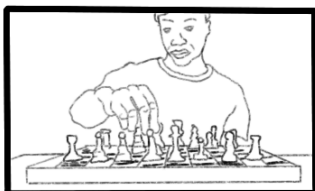
The commercial that will introduce Mattel ERI is focused around three senses that allow the technology to create a reality. These senses are sight, sound, and touch. Involving touch into ERI is what sets it apart from all the other virtual reality technologies. This commercial is meant to showcase our strengths while raising awareness for the brans.

The commercial starts out with three scenes that involve sight. They will pan from one scene to another and end with a blank slide that reads “sight”. There will be a transition to three scenes that involve sound. The viewer will hear the audio of the context of the scene as they smoothly cross over from one sound to the next. There will be a blank slide that reads “sound” to end this group. Next there will be three scenes that involve touch. The viewer will watch as people in the scene feel different things and watch how they react to it. There will then be a blank slide that reads “touch”. The commercial will come to an end with a slide of two people in the suit and specs meeting hands. followed by slides that have the logo, the tagline “What’s Your Reality?” and the website URL.

The goal for this commercial is to make the viewer see, hear and feel everything that the people in the commercial do. It is supposed to make them connect with the experience as if they are physically there. These feelings are what they can experience when they use our technology and that is what we want to show them.



Scene of a girl watching hot air balloons land.



Scene of a guy watching his friend make a move.



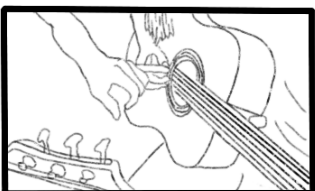
Scene of a guy watching his partner swing at him.



Slide re-enforcing what the past slides were showing.



Scene of a girl listening to her dad read a book.



Scene of a guy listening to his instructors directions.



Scene of a girl listening to the water crashing together.



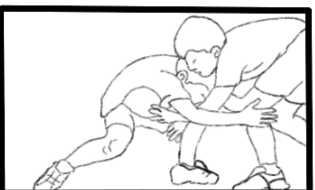
Slide re-enforcing what the past slides were showing.



Scene of a guy feeling the ocean for the first time.



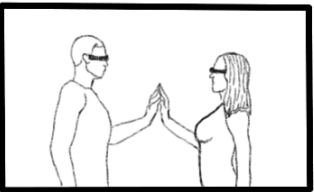
scene of a grandma feeling her granddaughter's hug.



Scene of a boy feeling the hit of a tackle.



Slide re-enforcing what the past slides were showing.



Scene of a man and woman meeting hands inside the ERI technology.



Slide showing the logo.



Slide showing the logo and the campaign tagline.



Slide showing the Mattel ERI website URL .

DIGITAL PRESENCE

DASHBOARD UI

This technology can also be paired with any gaming system because it is cross platform. The user has options on how they want to set up the system based on the devices they already have.

The digital presence it has for dashboard UI is very simple and clean. The image resonates with all three portals within the ERI technology. The image does reference to virtual reality but also feels realistic. The reason for this was to create an image that helps the user understand how they are connected and engaged inside ERI. It also encourages them to explore beyond their comfort zone of what they have always known as “reality”.



DIGITAL PRESENCE

KIOSK

This kiosk will be a major awareness asset. It will sit off the street in major cities grabbing thousands of people's attention every day.

The kiosk not only informs the user about Mattel ERI's three different portals, but it also allows the them to interact with it. The sidebar gives the user the ability to toggle between short information videos about the portals as well as a ERI suit breakdown. Another feature the kiosk has is it lets the user "put the suit on" so that they can envision themselves using the technology and experiencing the power of connectivity.



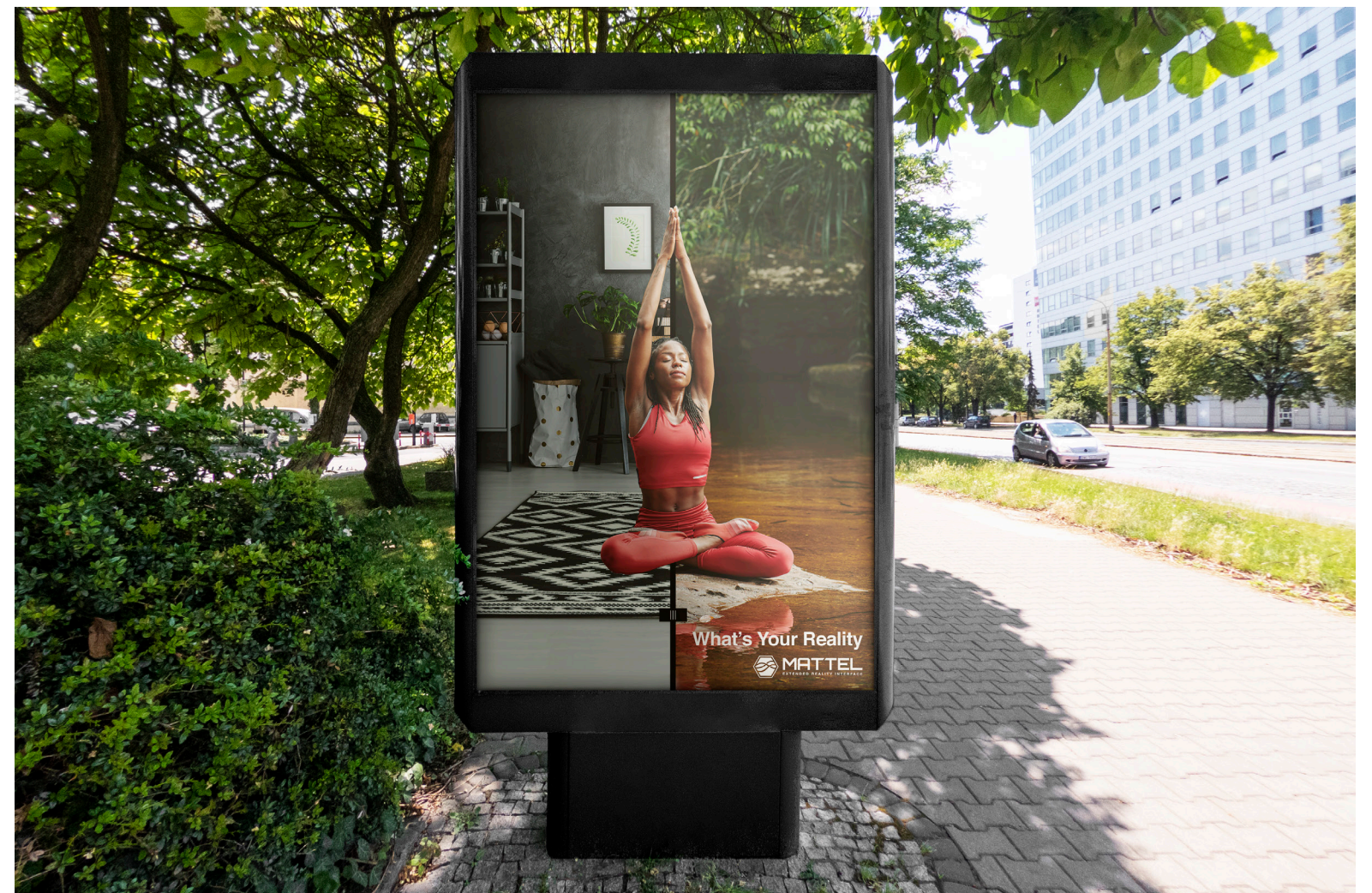
BRAND APPLICATION

WHAT'S YOUR REALITY CAMPAIGN

DIGITAL ADS

Digital ads like these will be stationed on sidewalks in cities and large, socially active buildings. These digital ads will be apart of the “What’s Your Reality” campaign that gains awareness for Mattel ERI.

The digital ads will inform the user but they also are interactive. The user is able to use the slider on the divider bar to move the person from one scene to the other. This demonstration illustrates how the technology allows you to be whenever you want while doing whatever you please.



WHAT'S YOUR REALITY CAMPAIGN

PRINT ADS

The print ads that will run in the “What’s Your Reality” campaign are translucent double spread ads. The left spread will be transparent paper showing what the subject is doing inside the technology. This side will lay on top so that when the reader flips the page they see the what the user looks like outside of the technology. This ad resembles the interactive digital ad that allows the viewer to flip between realities.



PROTOTYPES

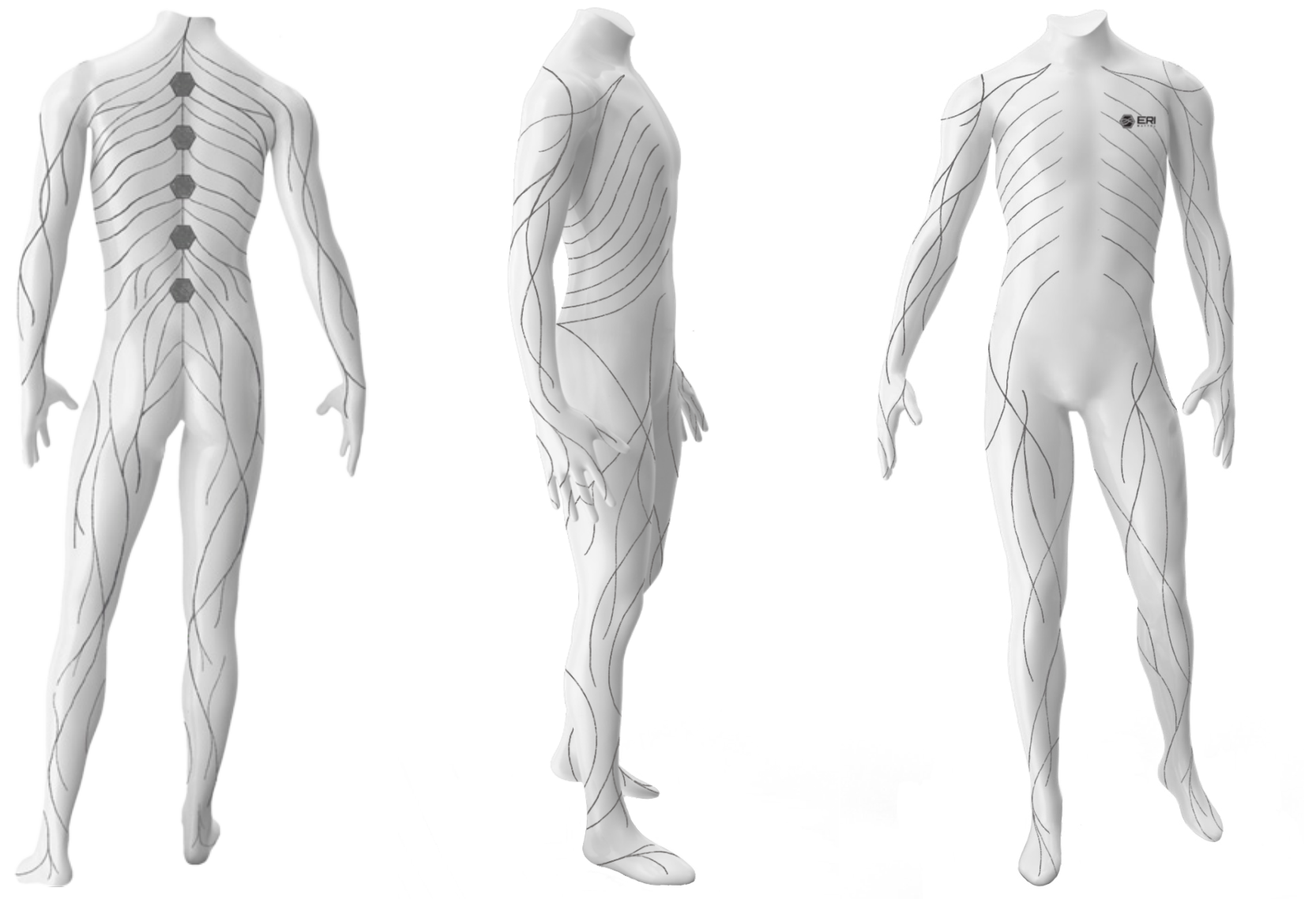
PROTOTYPES

ERI SUIT

The ERI suit is a full body suit that has haptic technology built into it. This technology resembles the nervous system of the human body. The hexagons on the back serve as hubs that store the haptic energy much like a human spinal cord.

The nerve-like design serves as individual tunnels that transfer the haptic vibration from the hub to the impacted area of the body. This design allows the haptic technology to reach the body from the neck down to the feet.

The suit has a minimal design with thin lines and a neutral color because the real experience is inside ERI, not what sits outside of it. The design was meant to foreshadow the differentiator of ERI's technology – the haptic vibrations. This design will establish anticipation amongst the target audience, influencing them to explore their extended reality.



PROTOTYPES

SPECS + PACKAGE DESIGN

Much like the suit, the ERI package design is also a neutral color with a minimal design. This package was designed with the same intentions of creating anticipation and intriguing the audience to see what's inside.

The specs are also minimalistic. The sleek and modern eyewear design allows the user to have less restrictions and a more aligned experience. These specs will allow the user to see and hear inside the technology with built in audio that will sit against the head right above the ears.



PROTOTYPES

INSIDE THE TECHNOLOGY

Inside the ERI technology the user will see a realistic environment as if it was actually in-front of them. They will see themselves and the people they are interacting with in normal clothing rather than in their suit and specs. The intention is to make the inside of the technology as realistic as possible.

The user will see a hexagon button in their bottom right corner. This is called the “hub”. This is where the user can access the control panel to select tools, change controls, move environments, control their suit settings and more. This interface will look the same for all three portals: Dexterity, Emulate, and Multivalent.

The example image of inside the technology shows what the user sees when they have the focus tool activated.



BRAND STRETCH

PRODUCT

To stretch the brand even further Mattel ERI will also be creating their own line of sports gear. All the gear that will be incorporated will have a haptic technology as well. The haptic technology in this gear will be different from the ERI suit because instead of heightening sensitivity this gear actually reduces impact of physical contact. The gear will include hockey gloves, knee pads, hand wraps, compression sleeves, baseball/softball gloves, boxing gloves, shin guards and more.



CONTACT

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