

FOR IMMEDIATE RELEASE

## SMARTY PANTS UNVEILS NEW FAMILY-FOCUSED COMPANY LOGO

**New York, NY – January 20, 2010 – Smarty Pants®** youth and family research and consulting firm introduced today a new company logo and visual identity system. The movement from the Smarty Pants® “boy” logo to a family-centric system reflects the evolution of the youth marketing landscape as well as the company’s continued focus on young consumers and parents.

“While we loved our previous brand logo, we feel that the shift in visual identity better reflects our areas of expertise, client needs, and contemporary models of family decision making and marketing,” says Smarty Pants founder and president, Wynne Tyree.

The “family” logo – which includes a sister, mother and father for Smarty Pants’ boy icon – was introduced at the company’s fifth birthday celebration earlier this month.

“The re-branding comes at the perfect time. The consumer marketplace has evolved, and our identity needed to as well. The family imagery speaks directly to our talents and focus without sacrificing the youthful visual equity we’ve built over the past five years,” adds qualitative research director, Stephanie Retblatt.

The identity system also includes individual logos for each of the four family members. The new logos will be used on all company communications beginning January 25, 2010.

Brand Logo 2005-2009



New Company Logo



### About Smarty Pants:

Smarty Pants, LLC ([www.asksmartypants.com](http://www.asksmartypants.com)) is a youth and family research and strategy firm with offices in New York, Los Angeles, Chicago, Atlanta, Myrtle Beach, SC, and Johnson City, TN. The firm conducts qualitative and quantitative research with children, tweens, teens, parents and influencers and guides marketers on brand positioning, new product development and consumer lifestyles and trends. Clients include Electronic Arts, Hasbro, Nickelodeon, Warner Bros., Cartoon Network, Sesame Workshop, Konami, American Eagle, General Mills, Kraft Foods, Aramark, and Girl Scouts of the USA.

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