



Smarties Candy Updates Iconic Logo

Candy Brand Modernizes its Classic Logo for the First Time in Over a Decade

Union, NJ, October 2, 2018- For the first time in over a decade, Smarties Candy Company has changed its iconic logo. Since being appointed co-presidents of Smarties Candy Company in 2017, sisters, Jessica Dee Sawyer and Liz Dee, along with their cousin Sarah Dee, have given the almost 70-year-old company a complete brand lift. The company hopes to please both its steadfast and loyal fans while reflecting more modern aesthetics. It's a delicate balance that wasn't taken lightly by the three co-presidents, which is why they invested a year into research and development to the evolution of their iconic candy brand.



Old Smarties logo.



New Smarties logo.

“Changing a beloved logo is always risky, and we know some people are going to have a hard time accepting the Smarties logo evolution,” says co-President Jessica Dee Sawyer. “There are people who loved the old logo so much that they even got it as a tattoo! Our challenge was to preserve the Smarties essence while bringing the whole look and feel to the 21st century. It's both classic and contemporary at the same time.”

The new logo retains the red Smarties word mark within a colorful candy roll. Building from that time-honored foundation, the company updated the font, colors, roll design and silhouette.



Top: old candy wrapper.
Bottom: new candy wrapper.

“We dove deep into the ethos of the company to make sure our new logo communicated the heart and soul of Smarties. Smarties is a colorful, bright and joyful brand. It was important to us to stay true to our classic roots, but add a fresh elevated twist on the icon,” says co-President Sarah Dee.

“With our new logo, we leverage our authentic nostalgia with a present-day quality. The final composition was a clear winner because it successfully captured our beloved classic look and feel in a smart, modern way.” adds co-President Liz Dee.



In addition to the logo update, the company also rolled out a complete packaging update that is in stores starting fall 2018.



Top: new packaging.
Bottom: old packaging.



New packaging design.

With next gen leadership and an updated look, it's a new day for this 69 year old family business, creators of the iconic Smarties candy roll-- this time around with a fresh millennial twist.

Got a sweet tooth for more information on this story, or interested in learning [what else Smarties is up to?](#) Please contact Adri Suarez at Adri@Smarties.com, or by phone at 954-993-2244

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