



Puffin Children's Books changes its logo for the first time in 40 years

Puffin is the largest children's publisher in the UK and in much of the English-speaking world. It is also one of the few children's publishers that is a household name. Puffin means great children's books to children, parents, teachers, booksellers and librarians.

The list is home to Roald Dahl; the UK's Children's Laureate Anne Fine; Dick King-Smith's *BABE THE SHEEP-PIG*; Janet and Allan Ahlberg; EB White's *CHARLOTTE'S WEB*; Eric Hill's *SPOT*, Raymond Briggs' *THE SNOWMAN* and to *ANGELINA BALLERINA* and Eric Carle's *THE VERY HUNGRY CATERPILLAR*. Puffin publishes the largest, most comprehensive list of children's classics, but also contemporary bestsellers like the hugely popular *ARTEMIS FOWL* and the controversial teenage novel *JUNK* by Melvin Burgess.

Puffin, a division of Penguin Group, was established in 1941 to publish affordable, quality children's books in paperback format. Since that time its logo has become instantly recognisable. There have been many different incarnations especially during the first twenty years or so. The last major change was in 1963 and after forty years a new look has been designed for the 21st Century.

The new logo has been created for Puffin by Pentagram, the leading international design consultancy.

The new Puffin logo is markedly different from its predecessor. It remains recognisably linked to the past, but now bears a stronger resemblance to its ornithological roots. It is a softer more curvy design and the lozenge and the tone of the colour version tie it much more strongly to the Penguin logo. Smart and confident, it reflects the publishing at Puffin. It is a striking new bird for the future.



The new logo will begin to appear on books published in the autumn. But to launch the new look to the public Puffin will be running throughout the summer holidays *The Great Puffin BookJam*. This will involve a programme of author and book related events in bookshops and at Festivals around the UK.

NOTE TO THE PRESS:

Puffin is the children's division of the Penguin Group, one of the largest publishers in the UK. Allen Lane set up Penguin Books in 1935 as one of the first ever paperback publishing houses. Allen Lane knew that the traditional hardback book was completely unaffordable for most people, so he decided to specialise in a relatively rare but extremely affordable new format – the sixpenny paperback. In doing so, he gradually ensured that most of the world's greatest books were made available to all.

Puffin was established to create good quality, affordable paperbacks for children in 1941. It became the leading name in children's books in the 1960s and 1970s under the leadership of Kaye Webb. It was Kaye Webb who created the legendary Puffin Club in 1967.

Today the Penguin Group is one of the largest publishers in the world and Puffin is the leading children's publisher in the UK and wherever children read books in English.

For further information please contact Adele Minchin in Puffin Publicity
Tel: 020 7010 3072 or email adele.minchin@penguin.co.uk

