

Our logo.
Our promise.

A Smile is Universal.



IT IS THE MOST universal form of communication in the whole wide world. Whatever your language, whatever your culture, a smile says friendliness, happiness, humor and fun.

AND THAT'S WHAT HASBRO is all about. Every day, of every year, with everything we do – We try to bring fun to everyone: our customers, consumers, employees and shareholders. In short, we try to make the world smile.

That's our logo,
and that's our promise.