

lego duplo logo history

****The Evolution of the LEGO DUPLO Logo: A Colorful Journey Through Time****

lego duplo logo history is a fascinating topic that reflects not only the brand's growth but also its commitment to engaging the youngest builders in a creative and fun way. Since its inception, LEGO DUPLO has been a beloved line of construction toys designed specifically for toddlers and preschoolers. The logo's evolution mirrors the changing design trends and the brand's dedication to clarity, playfulness, and safety. Let's dive deep into the story behind the LEGO DUPLO logo, exploring its origins, transformations, and what it symbolizes today.

Understanding LEGO DUPLO: More Than Just a Logo

Before delving into the logo itself, it's important to understand what LEGO DUPLO represents. Launched in 1969 by the LEGO Group, DUPLO bricks are essentially twice the size of standard LEGO bricks. This size difference makes them safer and easier for small hands to handle, targeting children aged 1½ to 5 years. The brand quickly became synonymous with early learning, creativity, and endless play possibilities.

Given its specific audience and mission, the branding and logo needed to communicate safety, fun, and trustworthiness. The LEGO DUPLO logo history is intertwined with these values, evolving over decades to stay relevant while maintaining a recognizable identity.

The Origins of the LEGO DUPLO Logo

The First Logo: Simple and Functional

When LEGO DUPLO was introduced in 1969, its logo was straightforward and practical. The earliest logos were often just the word "DUPLO" in bold, colorful letters that appealed to young children and their parents. The colors were bright, reflecting the vibrant bricks themselves, with red, yellow, and blue dominating the palette.

At this stage, the logo didn't have the iconic LEGO red square that we now associate with the brand. Instead, it focused on the "DUPLO" name, which was a clever nod to the bricks' size—"duplo" means "double" in several languages, highlighting the bricks' larger dimensions compared to standard LEGO pieces.

Why the Early Logo Was Important

This initial design was crucial for establishing brand recognition among parents shopping for safe, educational toys. The logo's clear, colorful typography was designed to be friendly and approachable,

essential for a product aimed at toddlers. It communicated that DUPLO was a distinct but connected part of the larger LEGO universe.

Integration with the LEGO Brand Identity

The Emergence of the LEGO Red Block

By the late 1970s and early 1980s, LEGO began to standardize its branding across all product lines. The famous red LEGO brick with the white, bold, uppercase “LEGO” text became a central element of all logos, including DUPLO. This move helped unify the brand’s image and strengthened consumer trust.

The LEGO DUPLO logo started incorporating the classic LEGO red square, usually positioned above or beside the “DUPLO” name. This integration was more than aesthetic; it reinforced that DUPLO was part of the trusted LEGO family, known for quality and creativity.

Typography and Color Choices

Over time, the font used for the “DUPLO” wordmark evolved to become more rounded and playful. This change was intentional, designed to resonate with toddlers and preschoolers. The colorful letters often included shades of red, blue, green, and yellow, mirroring the bricks’ colors and maintaining visual excitement.

The combination of the LEGO red block and the colorful “DUPLO” letters became a signature look, instantly recognizable on packaging, advertisements, and product manuals worldwide.

Modernizing the Logo: Keeping Up with the Times

Logo Redesigns in the 2000s

As design trends shifted toward cleaner, minimalist aesthetics in the early 21st century, the LEGO DUPLO logo also underwent subtle refinements. The company aimed to maintain its playful spirit while ensuring the logo looked crisp and modern across digital platforms.

Key changes included:

- Refining the letter shapes for better legibility
- Simplifying colors to fewer shades for consistency

- Adding subtle shadows or outlines to make the logo pop on screens

These updates ensured that the logo remained appealing to children but also professional enough to reassure parents and educators of its quality.

Introducing the Friendly Elephant

One of the most charming additions to the LEGO DUPLO branding in recent years is the friendly blue elephant mascot. While not always a formal part of the logo, this character has become synonymous with DUPLO's identity. The mascot appears on packaging and marketing materials, emphasizing the brand's focus on early childhood development and fun.

This mascot helped humanize the brand and created an emotional connection with young children, encouraging imaginative play.

Why Logo Evolution Matters for LEGO DUPLO

Balancing Tradition and Innovation

The LEGO DUPLO logo history highlights how a brand can evolve without losing its core identity. For a toy line focused on toddlers, it's vital to strike a balance between familiarity and freshness. Parents want to recognize the brand they trust, while children respond to bright, engaging visuals.

By carefully updating the logo to reflect modern design standards while keeping key elements intact, LEGO DUPLO has managed to remain both timeless and contemporary.

Adapting to Digital and Global Markets

With the rise of online shopping and digital advertising, logos need to be versatile and scalable. The LEGO DUPLO logo's evolution includes adapting to these new demands. Whether it's a tiny app icon or a large billboard, the logo remains clear and memorable.

Moreover, because LEGO DUPLO is sold worldwide, the logo's universal appeal transcends language barriers, making it an effective symbol in diverse markets.

What the LEGO DUPLO Logo Tells Us About the Brand

The logo is more than just a visual mark—it's a story. The bright colors, bold fonts, and playful elements all communicate the brand's mission: to inspire creativity, support learning, and provide

safe, engaging toys for young children.

The consistent use of the LEGO red block signals reliability and quality, reassuring parents. Meanwhile, the colorful and friendly “DUPLO” typography invites children into a world of imagination and fun.

Tips for Recognizing Authentic LEGO DUPLO Products

In a market flooded with imitation toys, the official LEGO DUPLO logo can help buyers identify genuine products. Here are some tips:

- Look for the classic red LEGO square with white lettering.
- Check for the playful, colorful “DUPLO” text, often rounded and friendly in appearance.
- Watch for the presence of the friendly elephant mascot on packaging, especially for newer sets.
- Verify packaging quality—authentic LEGO DUPLO boxes use high-quality printing and consistent branding.

Recognizing the authentic logo ensures you get the high-quality, safe, and creative experience that LEGO DUPLO promises.

Final Reflections on the LEGO DUPLO Logo History

Exploring the lego duplo logo history reveals how a simple brand mark can evolve alongside a company’s mission and audience. From its humble beginnings as a colorful wordmark to its integration with the iconic LEGO red block and the addition of charming mascots, the logo reflects the brand’s journey.

More than just a symbol, the LEGO DUPLO logo encapsulates the joy of building, learning, and growing. It’s a beacon for parents seeking trusted educational toys and a playful invitation to children eager to explore the world of creativity.

As LEGO DUPLO continues to innovate and inspire, its logo will undoubtedly keep evolving—always staying true to the spirit of fun and imagination that has defined it for over half a century.

Frequently Asked Questions

What is the origin of the LEGO DUPLO logo?

The LEGO DUPLO logo was created to represent the DUPLO brand, a sub-brand of LEGO designed for

younger children, and it incorporates playful, rounded typography to appeal to its target audience.

When was the LEGO DUPLO logo first introduced?

The LEGO DUPLO logo was first introduced in 1969 when the DUPLO product line was launched.

How has the LEGO DUPLO logo evolved over time?

The LEGO DUPLO logo has retained its core elements, such as the bold red and white color scheme and rounded font, but it has been modernized with cleaner lines and updated typography to keep up with design trends.

What colors are predominantly used in the LEGO DUPLO logo?

The LEGO DUPLO logo predominantly uses red and white, which are consistent with the main LEGO branding, often accompanied by bright, child-friendly colors in marketing materials.

Does the LEGO DUPLO logo differ significantly from the main LEGO logo?

While the LEGO DUPLO logo shares the iconic red and white color scheme with the main LEGO logo, it features a more rounded, playful font and sometimes includes imagery like an elephant to appeal to younger children.

Why does the LEGO DUPLO logo feature rounded letters?

The rounded letters in the LEGO DUPLO logo are designed to appear friendly and approachable, reflecting the brand's focus on toddlers and preschool-aged children.

Has the LEGO DUPLO logo ever included a mascot or character?

Yes, the LEGO DUPLO logo has sometimes been accompanied by a mascot, such as a friendly elephant, which helps reinforce the brand's appeal to young children.

What is the significance of the elephant in the LEGO DUPLO logo?

The elephant in the LEGO DUPLO logo symbolizes fun, playfulness, and the gentle nature of the brand's products, which are designed to be safe and engaging for toddlers.

Where can one find official information about the LEGO DUPLO logo history?

Official information about the LEGO DUPLO logo history can be found on the LEGO Group's corporate website, in their brand guidelines, and through historical product catalogs and marketing archives.

Additional Resources

****The Evolution of the LEGO DUPLO Logo: A Historical Overview****

lego duplo logo history traces the visual identity of one of the most recognizable brands in children's toys. As a sub-brand of the LEGO Group, DUPLO caters to younger children aged 1½ to 5 years, offering larger bricks designed for safety and ease of use. Over the decades, the logo of LEGO DUPLO has undergone several transformations that reflect broader trends in branding, marketing strategies, and the company's evolving focus on early childhood development. Understanding this logo history provides insight not only into the brand's visual evolution but also into how LEGO DUPLO communicates its values and appeals to both children and parents.

The Origins of LEGO DUPLO and Its Initial Branding

The LEGO DUPLO line was introduced in 1969 as a response to a growing market need for safe, age-appropriate building toys for toddlers. The name "DUPLO" itself derives from the Latin word "duplus," meaning "double," referring to the bricks' size being twice that of standard LEGO bricks. This distinct feature required a logo that could visually distinguish DUPLO from the traditional LEGO product line while maintaining brand cohesion.

Early Logo Design: 1969 to 1980s

The earliest LEGO DUPLO logos were simple and functional, emphasizing clarity and easy recognition. The initial logo usually featured the word "DUPLO" in bold, rounded letters, often paired with the iconic LEGO red and white color scheme in the background or nearby. During this period, the logo was primarily monochromatic or used minimal color, reflecting the era's design sensibilities and the practical focus on toy packaging.

Key characteristics of the early LEGO DUPLO logos included:

- Blocky, sans-serif typography that echoed the building block concept.
- Minimalistic design highlighting the wordmark rather than symbolic imagery.
- Use of primary colors to attract young children's attention.

This design approach aligned with DUPLO's emphasis on early learning through play, where the logo needed to be both approachable and educationally relevant.

Transition and Modernization: 1990s to Early 2000s

By the 1990s, LEGO DUPLO underwent a significant branding refresh, coinciding with broader changes

in the LEGO Group's marketing strategy. The logo evolved to become more vibrant and playful, mirroring the company's increasing focus on creativity and imagination in early childhood development.

Incorporation of the Elephant Icon

One of the most notable changes in the LEGO DUPLO logo history was the introduction of the elephant mascot. The elephant symbolized strength, gentleness, and friendliness—qualities that resonated well with parents and children alike. The DUPLO elephant became a beloved brand mascot and was often integrated into the logo or packaging design.

This period's logo showcased:

- Bright, multicolored lettering, often in shades of red, yellow, blue, and green.
- The elephant icon positioned adjacent to or above the DUPLO wordmark.
- A softer, more rounded font that enhanced the logo's playful tone.

The addition of the elephant helped LEGO DUPLO stand out in a competitive market, where character-driven branding was becoming increasingly important.

Typography and Color Palette Adjustments

Alongside the elephant, the typography of the DUPLO logo shifted from blocky shapes to more fluid, child-friendly fonts. The colors used in the logo also became more saturated and inviting, reflecting both advances in printing technology and an understanding of color psychology in children's branding.

Contemporary LEGO DUPLO Logo: 2010s to Present

In the last decade, the LEGO DUPLO logo has undergone further refinement, balancing modern design aesthetics with brand heritage. The current logo maintains the recognizable red backdrop associated with the LEGO brand while incorporating elements that emphasize DUPLO's unique identity.

Minimalism Meets Playfulness

The latest iteration of the LEGO DUPLO logo embraces a cleaner, more minimalist style. While the elephant mascot remains a key visual element in marketing materials, the logo itself often features a simplified representation or none at all, focusing instead on typography and color.

Notable features of the current logo include:

- The “DUPLO” wordmark in a bold, rounded font that is easy to read and approachable.
- A consistent use of the LEGO signature red color as the background, reinforcing brand unity.
- Subtle use of shadows or highlights to add dimension without overwhelming simplicity.

This approach aligns with contemporary design trends favoring simplicity and versatility, ensuring the logo adapts well across digital platforms, packaging, and advertising.

Integration with Digital and Global Marketing

As LEGO DUPLO expanded its global reach and embraced digital media, the logo had to be versatile for various digital applications—from websites to mobile apps. The streamlined modern logo ensures legibility and brand recognition on small screens and diverse cultural contexts.

Comparative Insights: LEGO DUPLO Logo Versus LEGO Classic Branding

Analyzing the LEGO DUPLO logo history alongside the classic LEGO logo reveals strategic branding decisions aimed at differentiation and cohesion. While the classic LEGO logo—characterized by its bright red background and white, bold letters with a black outline—remains largely consistent, DUPLO’s logo exhibits more flexibility and adaptation to its target audience.

- **Target Audience Consideration:** DUPLO’s softer fonts and colorful elements cater specifically to toddlers and their parents, whereas the classic LEGO logo appeals to a broader age range.
- **Iconography:** The elephant mascot is unique to DUPLO, providing a friendly symbol that is absent in the classic LEGO logo.
- **Design Evolution:** DUPLO’s logo shows greater evolution to reflect changing educational philosophies and marketing trends focused on early childhood.

These differences underscore LEGO’s strategic approach to brand architecture, maintaining a unified identity while allowing sub-brands like DUPLO to express their unique values.

The Role of the LEGO DUPLO Logo in Brand Perception and Market Success

Throughout its history, the LEGO DUPLO logo has played a critical role in shaping consumer perceptions. For parents, the logo signals safety, quality, and developmental appropriateness. For children, its colorful, approachable design invites engagement and play.

Pros and Cons of LEGO DUPLO Logo Evolution

- **Pros:** The evolving logo has kept the brand relevant, appealing to new generations while preserving core values. The introduction of the elephant mascot added emotional appeal. Simplification in recent years supports digital adaptability.
- **Cons:** Frequent changes risk confusing consumers, especially nostalgic parents familiar with earlier designs. Over-simplification might reduce distinctiveness in crowded toy markets.

However, LEGO's careful balance of innovation and tradition in the DUPLO logo history has largely mitigated these risks.

Conclusion

The LEGO DUPLO logo history is a fascinating journey that mirrors the brand's commitment to innovation, child development, and market adaptability. From its early utilitarian designs to the playful elephant-enhanced logos of the 1990s and the sleek modern typography of today, the logo has continually evolved to meet the needs of children and parents worldwide. This evolution not only reflects changing aesthetic trends but also strategic efforts to maintain LEGO DUPLO's position as a leader in early childhood construction toys. Understanding this history enriches appreciation for the brand's visual identity and its role in fostering creativity and learning among the youngest builders.

[Lego Duplo Logo History](#)

lego duplo logo history: LEGO Minifigure A Visual History Updated and Expanded DK, 2025-09-02 Kindly note: this edition does not include a minifigure. Celebrate the epic journey of the LEGO® minifigure throughout history, now updated with five years' worth of new minifigures. Enter the world of LEGO minifigures with this fully updated and expanded edition. The first minifigure was created in 1978, and today the entire minifigure population could circle the globe more than five times! This exciting new edition of the fan-favourite LEGO Minifigure: A Visual History features more than 2,500 of the most popular and rarest minifigures from the collectible LEGO® Minifigure series. Meet iconic LEGO minifigures from across the decades: Features more than 2,500 minifigures from throughout history, with 5 years' worth of new entries including LEGO®

Minecraft®, LEGO® Animal Crossing™, and more Minifigures categorised by decade, with detailed annotations that provide insights to delight fans and collectors. An incredible LEGO gift for kids and adults. Inside, fans and collectors can find entries for themes including LEGO® City, LEGO® NINJAGO®, LEGO® DREAMZzz™, LEGO® Star Wars™, LEGO® Harry Potter™, LEGO® Minecraft®, LEGO® Animal Crossing™, and many more. From astronauts and ghosts to Super Heroes and video game characters, feast your eyes on the most awesome minifigures from every decade! © 2025 The LEGO Group.

lego duplo logo history: LEGO® Minifigure A Visual History New Edition Gregory Farshtey, Daniel Lipkowitz, Simon Hugo, 2020-10-13 Celebrate the epic journey of the LEGO® minifigure. Enter the world of minifigures with this fully updated edition. The first minifigure was created in 1978, and today the entire minifigure population could circle the globe more than five times! Starring more than 2,000 of the most popular and rarest minifigures from the LEGO® Minifigure Series and themes including LEGO® NINJAGO®, THE LEGO® MOVIE™, LEGO® Star Wars™, LEGO® City, LEGO® Harry Potter™, and many more. From astronauts and vampires to Super Heroes and movie characters, feast your eyes on the most awesome minifigures of every decade! ©2020 The LEGO Group.

lego duplo logo history: Everything Is Awesome: A Search-and-Find Celebration of LEGO History (LEGO) Simon Beecroft, 2021-09-28 A uniquely illustrated search-and-find format, perfect for LEGO® fans young and old! Find hidden toys, pirates, ghosts and more in fantastic scenes based on classic LEGO® playsets. This full-color hardcover activity book will entertain LEGO® fans ages 6 to 8 as they pour over the highly detailed scenes! With its focus on the iconic toy's history, this book will make a great gift for LEGO® fans and collectors of all ages. LEGO, the LEGO logo, the Brick and Knob configurations, and the Minifigure are trademarks of the LEGO Group. ©2021 The LEGO Group. Manufactured by AMEET Sp. z o.o. under license from the LEGO Group.

lego duplo logo history: LEGO Timelines Simon Hugo, 2024-10-22 Celebrate more than 90 years of LEGO® play through 100 illustrated timelines. LEGO® Timelines takes you on an epic tour through ten decades of history - from before the iconic LEGO brick to today's amazing sets and beyond! Pore over pages packed with fascinating facts, stunning images, and amazing details, and discover a treasure trove of iconic LEGO sets, minifigures, accessories, and more. 75 illustrated timelines bring LEGO history to life like never before! From the early days of LEGO Town, LEGO Castle, and LEGO Space to LEGO Pirates, LEGO Star Wars, and LEGO NINJAGO, the timelines provide a fun visual overview of much-loved LEGO themes. Other fascinating timelines include the history of LEGO minifigures, minifigure accessories, how a LEGO set is made, and much more. ©2023 The LEGO Group.

lego duplo logo history: Building a History Sarah Herman, 2012-07-09 The story of these beloved bricks and the people who built an empire with them. From its inception in the early 1930s right up until today, the LEGO Group's history is as colorful as the toys it makes. Few other playthings share the LEGO brand's creative spirit, educational benefits, resilience, quality, and universal appeal. This history charts the birth of the LEGO Group from the workshop of a Danish carpenter and its steady growth as a small, family-run toy manufacturer to its current position as a market-leading, award-winning brand. The company's growing catalogue of products—including the earliest wooden toys, plastic bricks, play themes and other building systems such as DUPLO, Technic, and MINDSTORMS—are chronicled in detail, alongside the manufacturing process, LEGOLAND parks, licensed toys, and computer games. Learn all about how LEGO pulled itself out of an economic crisis and embraced technology to make building blocks relevant to twenty-first century children, and discover the vibrant fan community of kids and adults whose conventions, websites, and artwork keep the LEGO spirit alive. Building a History will have you reminiscing about old Classic Space sets, rummaging through the attic for forgotten minifigure friends, and playing with whatever LEGO bricks you can get your hands on (even if it means sharing with your kids).

lego duplo logo history: 100 People Who Made History Ben Gilliland, 2012-01-30 There are nearly 7 billion people in the world today. We are living longer, healthier, and better lives than

anyone who has gone before. And this is the result of a whole chain of people who have invented or discovered something that has changed our world. Where would we be without inventors, philosophers, economists, politicians, explorers, and other ideas people? Some of our historical heroes were lone geniuses but many were influenced by other great thinkers and ideas. There would be no Facebook without the internet-and no internet with computers. And there could be no computers without the great mathematicians and philosophers of ancient times. So who's the Genius-Mark Zuckerberg, or Pythagoras? We think it's both. This is why every spread features a panel called They couldn't have done it without..., revealing the people who made earlier contributions to the cause. With chapters on medicine and food processes, entertainment and culture, there's something in 100 People Who Made History for everyone. Full of true-life stories and famous celebs, 100 People proves that history can be exciting and relevant. So let's hear it for the heroes from throughout the ages: those who save lives, those who improve lives, and those who make our lives just that bit more enjoyable.

lego duplo logo history: EBOOK: Principles and Practice of Marketing JOBBER, DAVID/E, 2016-03-16 EBOOK: Principles and Practice of Marketing

lego duplo logo history: Encyclopedia of Play in Today's Society Rodney P. Carlisle, 2009-04-02 CHOICE Outstanding Academic Title for 2009 This ground-breaking resource is strongly recommended for all libraries and health and welfare institutional depots; essential for university collections, especially those catering to social studies programs. —Library Journal, STARRED Review Children and adults spend a great deal of time in activities we think of as play, including games, sports, and hobbies. Without thinking about it very deeply, almost everyone would agree that such activities are fun, relaxing, and entertaining. However, play has many purposes that run much deeper than simple entertainment. For children, play has various functions such as competition, following rules, accepting defeat, choosing leaders, exercising leadership, practicing adult roles, and taking risks in order to reap rewards. For adults, many games and sports serve as harmless releases of feelings of aggression, competition, and intergroup hostility. The Encyclopedia of Play in Today's Society explores the concept of play in history and modern society in the United States and internationally. Its scope encompasses leisure and recreational activities of children and adults throughout the ages, from dice games in the Roman Empire to video games today. With more than 450 entries, these two volumes do not include coverage of professional sports and sport teams but, instead, cover the hundreds of games played not to earn a living but as informal activity. All aspects of play—from learning to competition, mastery of nature, socialization, and cooperation—are included. Simply enough, this Encyclopedia explores play played for the fun of it! Key Features Available in both print and electronic formats Provides access to the fascinating literature that has explored questions of psychology, learning theory, game theory, and history in depth Considers the affects of play on child and adult development, particularly on health, creativity, and imagination Contains entries that describe both adult and childhood play and games in dozens of cultures around the world and throughout history Explores the sophisticated analyses of social thinkers such as Huizinga, Vygotsky, and Sutton-Smith, as well as the wide variety of games, toys, sports, and entertainments found around the world Presents cultures as diverse as the ancient Middle East, modern Russia, and China and in nations as far flung as India, Argentina, and France Key Themes Adult Games Board and Card Games Children's Games History of Play Outdoor Games and Amateur Sports Play and Education Play Around the World Psychology of Play Sociology of Play Toys and Business Video and Online Games For a subject we mostly consider light-hearted, play as a research topic has generated an extensive and sophisticated literature, exploring a range of penetrating questions. This two-volume set serves as a general, nontechnical resource for academics, researchers, and students alike. It is an essential addition to any academic library.

lego duplo logo history: The Sociology of Childhood and Youth in Canada Xiaobei Chen, Rebecca Raby, Patrizia Albanese, 2017-12-12 The sociology of childhood and youth has sparked international interest in recent years, and yet a reader highlighting Canadian work in this field has been long overdue. Filling this gap in the literature, The Sociology of Childhood and Youth in Canada

brings together cutting-edge Canadian scholarship in this important and growing discipline. Thought-provoking and timely, this edited collection explores a breadth of essential topics, including research on and with children and youth, the social construction of childhood and youth, intersecting identities, and citizenship, rights, and social engagement. With a focus on social justice, the contributing authors critically examine various sites of inequality in the lives of children and young people, such as gender, sexuality, colonialism, race, class, and disability. Encouraging further development of Canadian scholarship in the sociology of childhood and youth, this unique collection ensures that young people's voices are heard by involving them in the research process. Pedagogical supports—including learning objectives, study questions, suggested research assignments, and a comprehensive glossary—make this volume an invaluable resource for students of childhood and youth studies in Canada.

lego duplo logo history: The Big Book of LEGO Facts Simon Hugo, 2023-05-02 An updated edition of the must-have guide to trivia about the LEGO® world, featuring the latest facts and images. Find out everything you ever wanted to know about bricks and minifigures with stacks of LEGO® facts! Did you know that 68,000 LEGO® pieces are created every minute? Or that The LEGO Group is one of the biggest manufacturers of tires in the world? This must-have guide for LEGO fans of every age is crammed full of fascinating LEGO trivia. From the first brick to the latest record-breaking build, discover everything there is to know about the LEGO world. ©2022 The LEGO Group.

lego duplo logo history: *The SAGE Encyclopedia of Out-of-School Learning* Kylie Peppler, 2017-04-11 The SAGE Encyclopedia of Out-of-School Learning documents what the best research has revealed about out-of-school learning: what facilitates or hampers it; where it takes place most effectively; how we can encourage it to develop talents and strengthen communities; and why it matters. Key features include: Approximately 260 articles organized A-to-Z in 2 volumes available in a choice of electronic or print formats. Signed articles, specially commissioned for this work and authored by key figures in the field, conclude with Cross References and Further Readings to guide students to the next step in a research journey. Reader's Guide groups related articles within broad, thematic areas to make it easy for readers to spot additional relevant articles at a glance. Detailed Index, the Reader's Guide, and Cross References combine for search-and-browse in the electronic version. Resource Guide points to classic books, journals, and web sites, including those of key associations.

lego duplo logo history: *LEGO* Sara Green, 2023-01-01 People of all ages love building with LEGO! In this title, readers can explore the history of the famous toy company, from its early years to its present-day products, charitable giving, and fan engagement. Special features profile a person important to the brand's beginnings, locate the company headquarters, show off favorite LEGO sets, highlight charitable giving, call out a fan event, and more. Students will enjoy building their reading skills with this fun, fact-filled book!

lego duplo logo history: *Who's who in Technology 1984* Karl Strute, 1984

lego duplo logo history: A Million Little Bricks Sarah Herman, 2012-09-26 The LEGO Group's history is as colorful as the toys it makes. This history charts the birth of the LEGO Group in the workshop of a Danish carpenter and its steady growth as a small, family-run toy manufacturer to its current position as a market-leading, award-winning brand.

lego duplo logo history: *A path to wellness in the educational and health systems* Lynn Preston, Wanda van der Merwe, 2023-11-30 The Six Bricks® initiative is a teaching and learning method that encourages focused engagement in the classroom by all learners, from the foundation phase to adulthood. By using six simple, colourful DUPLO® bricks, an element of play is introduced into a situation that inevitably leads to all individuals focusing and interacting. This is one of the major contributions to all teaching and learning disciplines and promotes the audience to learn with enjoyment, enthusiasm and concentration. Along with this, communication is promoted, sparking unimaginable creativity and creation. This book provides the reader with an alternative focus to the original educational application of the Six Bricks® activities. This Six Bricks® initiative focuses on

the therapeutic application and processes in communities, schools and within individuals themselves. As each author has had an intimate connection with Six Bricks® initiative, they are all more than qualified to provide their autoethnographic reflections on this initiative, which holds so much promise and excitement for learning and teaching. Therefore, each author's contributions were original and personalised, providing a new field in the avenues of research in the South African context, as South Africa does not have – as yet – much research on this topic. The methodology used in this qualitative research study was primarily from each author's perspective; thus, their self-reflection and anecdotal personal experiences form the core of these chapters. Therefore, this autoethnographic is a self-reflective form of writing which involves self-observation and reflective investigation in the context of ethnographic fieldwork and writing.

lego duplo logo history: *Operations Strategy* Terry Hill, Alex Hill, 2017-10-12 This new core textbook, underpinned by rigorous academic research and industry best-practice, offers a practical approach designed to provide students with the tools and techniques required to design and develop an operations strategy. Authored by two of the most well-respected authorities in the field, the book's clear and accessible content explains how operations strategy can create value for an organisation and positively impact on business performance. Case studies with international relevance and which draw on examples from a wide range of industry sectors help students to link theory and practice, develop analytical and problem-solving skills, and gain an understanding of operations strategy in the real world. This textbook caters primarily for MBA students studying modules in Operations Strategy or Operations Management, and is also suited to postgraduate students studying Operations Strategy on specialist courses such as Operations and Supply Chain Management or Logistics and Operations Management. In addition, this is an important text for final year level undergraduate students studying Operations Strategy or Strategic Operations Management.

lego duplo logo history: *LEGO Bricks* Chris Bowman, 2022-01-01 For years, kids and adults alike have built incredible things with LEGO bricks. But what's the story behind this popular toy? In this title, readers will explore the history and growth of these beloved bricks with engaging text and photos. Special features such as a map, timeline, profile, and a variation infographic will further help readers learn and appreciate the story behind LEGO bricks.

lego duplo logo history: *LEGO Studies* Mark Wolf, 2014-11-13 Since the Automatic Binding Bricks that LEGO produced in 1949, and the LEGO System of Play that began with the release of Town Plan No. 1 (1955), LEGO bricks have gone on to become a global phenomenon, and the favorite building toy of children, as well as many an AFOL (Adult Fan of LEGO). LEGO has also become a medium into which a wide number of media franchises, including Star Wars, Harry Potter, Pirates of the Caribbean, Batman, Superman, Lord of the Rings, and others, have adapted their characters, vehicles, props, and settings. The LEGO Group itself has become a multimedia empire, including LEGO books, movies, television shows, video games, board games, comic books, theme parks, magazines, and even MMORPGs. *LEGO Studies: Examining the Building Blocks of a Transmedial Phenomenon* is the first collection to examine LEGO as both a medium into which other franchises can be adapted and a transmedial franchise of its own. Although each essay looks at a particular aspect of the LEGO phenomenon, topics such as adaptation, representation, paratexts, franchises, and interactivity intersect throughout these essays, proposing that the study of LEGO as a medium and a media empire is a rich vein barely touched upon in Media Studies.

lego duplo logo history: *Unfamiliar Landscapes* Thomas Aneurin Smith, Hannah Pitt, Ria Ann Dunkley, 2022-06-16 This book critically interrogates how young people are introduced to landscapes through environmental education, outdoor recreation, and youth-led learning, drawing on diverse examples of green, blue, outdoor, or natural landscapes. Understanding the relationships between young people and unfamiliar landscapes is vital for young people's current and future education and wellbeing, but how landscapes and young people are socially constructed as unfamiliar is controversial and contested. Young people are constructed as unfamiliar within certain landscapes along lines of race, gender or class: this book examines the cultures of outdoor learning

that perpetuate exclusions and inclusions, and how unfamiliarity is encountered, experienced, constructed, and reproduced. This interdisciplinary text, drawing on Human Geography, Education, Leisure and Heritage Studies, and Anthropology, challenges commonly-held assumptions about how and why young people are educated in unfamiliar landscapes. Practice is at the heart of this book, which features three 'conversations with practitioners' who draw on their personal and professional experiences. The chapters are organised into five themes: (1) The unfamiliar outdoors; (2) The unfamiliar past; (3) Embodying difference in unfamiliar landscapes; (4) Being well, and being unfamiliar; and (5) Digital and sonic encounters with unfamiliarity. Educational practitioners, researchers and students will find this book essential for taking forward more inclusive outdoor and youth-led education.

lego duplo logo history: Building a Global Learning Organization Patrick Graupp, Gitte Jakobsen, John Vellema, 2017-07-27 Building a Global Learning Organization: Using TWI to Succeed with Strategic Workforce Expansion in the LEGO Group describes how a multinational company developed a global structure for learning based on the TWI (Training Within Industry) program to create and sustain standardized work across multiple language and cultural platforms. In this book, Shingo Prize-winning author Patrick Graupp collaborates with two practitioners who performed the planning and implementation of the LEGO Group's worldwide Learning Organization. The book outlines the organizational and planning models used by the LEGO Group to create the internal ability to give and receive tacit skills and knowledge. Describing how and why TWI is used as the foundation for success in knowledge transfer across diverse languages and cultures, it provides step-by-step guidance on how to establish a solid organizational foundation for your own Learning Organization. Providing expert insight into the work of culture change, the book explains how to work with people to create motivation for moving to a new system of learning. It details the critical elements that made the implementation at the LEGO Group a success, identifies the stumbling blocks they encountered along the way, and explains how they were overcome. Case studies describe in detail what these efforts looked and felt like in actual application. The TWI program has long been recognized for its ability to generate results. After reading this book, you will gain valuable insight into how your organization whether large or small, national or international can integrate this timeless tool into your operating structure and your daily culture.

Related to lego duplo logo history

Home | Official LEGO® Shop US We make it easy to shop for toys that will provide hours of fun and imaginative play. You'll also find curated LEGO sets for adults perfectly matching their interests, such as cars, flowers,

: LEGO Immerse yourself in the world of LEGO. Discover themed sets, realistic vehicle replicas, and classic building brick collections to spark endless creativity

LEGO products at Target Build anything you imagine with LEGO sets at Target. Minecraft, Star Wars, City & Friends sets & advent calendars. Free shipping on orders \$35+

Lego - Wikipedia Lego Games launched in 2009, was a series of Lego-themed board games designed by Cephas Howard and Reiner Knizia [120][121] in which the players usually build the playing board out of

New Arrivals - AG LEGO® Certified Stores Shop for the latest new LEGO sets. Browse a vast LEGO assortment and filter by age, price, interest and more. Never miss a new product! New products added monthly designed to

All LEGO Sets | Official LEGO® Shop US Find all of our sets in one place! Check out our All Sets section to see our entire range of amazing LEGO® sets and toys

All LEGO Sets in LEGO - Shop Walmart to explore all our LEGO building blocks collection. Grab your favorite LEGO set before deals end. Get free shipping on \$35+ orders

Home | Official LEGO® Shop US We make it easy to shop for toys that will provide hours of fun and imaginative play. You'll also find curated LEGO sets for adults perfectly matching their interests, such as cars, flowers,

: **LEGO** Immerse yourself in the world of LEGO. Discover themed sets, realistic vehicle replicas, and classic building brick collections to spark endless creativity

LEGO products at Target Build anything you imagine with LEGO sets at Target. Minecraft, Star Wars, City & Friends sets & advent calendars. Free shipping on orders \$35+

Lego - Wikipedia Lego Games launched in 2009, was a series of Lego-themed board games designed by Cephas Howard and Reiner Knizia [120][121] in which the players usually build the playing board out of

New Arrivals - AG LEGO® Certified Stores Shop for the latest new LEGO sets. Browse a vast LEGO assortment and filter by age, price, interest and more. Never miss a new product! New products added monthly designed to

All LEGO Sets | Official LEGO® Shop US Find all of our sets in one place! Check out our All Sets section to see our entire range of amazing LEGO® sets and toys

All LEGO Sets in LEGO - Shop Walmart to explore all our LEGO building blocks collection. Grab your favorite LEGO set before deals end. Get free shipping on \$35+ orders

Home | Official LEGO® Shop US We make it easy to shop for toys that will provide hours of fun and imaginative play. You'll also find curated LEGO sets for adults perfectly matching their interests, such as cars, flowers,

: **LEGO** Immerse yourself in the world of LEGO. Discover themed sets, realistic vehicle replicas, and classic building brick collections to spark endless creativity

LEGO products at Target Build anything you imagine with LEGO sets at Target. Minecraft, Star Wars, City & Friends sets & advent calendars. Free shipping on orders \$35+

Lego - Wikipedia Lego Games launched in 2009, was a series of Lego-themed board games designed by Cephas Howard and Reiner Knizia [120][121] in which the players usually build the playing board out of

New Arrivals - AG LEGO® Certified Stores Shop for the latest new LEGO sets. Browse a vast LEGO assortment and filter by age, price, interest and more. Never miss a new product! New products added monthly designed to

All LEGO Sets | Official LEGO® Shop US Find all of our sets in one place! Check out our All Sets section to see our entire range of amazing LEGO® sets and toys

All LEGO Sets in LEGO - Shop Walmart to explore all our LEGO building blocks collection. Grab your favorite LEGO set before deals end. Get free shipping on \$35+ orders

Home | Official LEGO® Shop US We make it easy to shop for toys that will provide hours of fun and imaginative play. You'll also find curated LEGO sets for adults perfectly matching their interests, such as cars, flowers,

: **LEGO** Immerse yourself in the world of LEGO. Discover themed sets, realistic vehicle replicas, and classic building brick collections to spark endless creativity

LEGO products at Target Build anything you imagine with LEGO sets at Target. Minecraft, Star Wars, City & Friends sets & advent calendars. Free shipping on orders \$35+

Lego - Wikipedia Lego Games launched in 2009, was a series of Lego-themed board games designed by Cephas Howard and Reiner Knizia [120][121] in which the players usually build the playing board out of

New Arrivals - AG LEGO® Certified Stores Shop for the latest new LEGO sets. Browse a vast LEGO assortment and filter by age, price, interest and more. Never miss a new product! New products added monthly designed to

All LEGO Sets | Official LEGO® Shop US Find all of our sets in one place! Check out our All Sets section to see our entire range of amazing LEGO® sets and toys

All LEGO Sets in LEGO - Shop Walmart to explore all our LEGO building blocks collection. Grab your favorite LEGO set before deals end. Get free shipping on \$35+ orders

Related Articles

- [free kindergarten math printables](#)
- [complex numbers algebra 2](#)
- [30 days of prayer and fasting welcome to church](#)

[Back to Home](#)