

Opinions on corporate and brand identity work.

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New Logo for Staples Canada

Noted

With Staples like these, who Needs Loose Sheets?



before

after

[Noted Nov. 6, 2018 by Armin](#) [Comments \(108\)](#)

Industry / [Retailers](#) Tags / [#canada](#)[#geometric](#)[#icon](#)[#lowercase](#)[#red](#)[#sans_serif](#)

About

(Est. 1991) "[Staples Canada Inc.](#) (also known in Quebec as Bureau en Gros; formerly known as The Business Depot and later Staples Business Depot) is a Canadian office supply retail chain, part of the United States-based office supply company Staples Inc. The Canadian operation is headquartered in Richmond Hill, Ontario. Staples remains one of the most profitable office supply chains in Canada, with larger share than its main rival Grand & Toy. It is the largest supplier of office supplies to small businesses and home office workers, either in store, online or by catalogue, with over 300 stores and five delivery centers." ([Wikipedia](#))

Design by

N/A

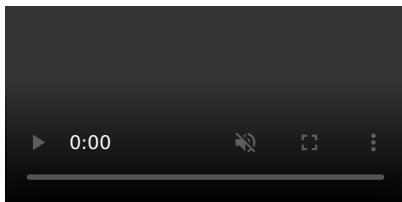
Related links

[Staples blog post](#)

Relevant quote

To officially mark this new day for Staples Canada, we're sharing with you, a new identity, a new dynamic, future-focused brand. Our new brand identity starts with the logo you see below. We unfolded the 'staple' from the current branding and introduced another staple to create a new icon that reflects the collaboration between you, our customers, and the 10,000 associates at our 300+ locations across the country. This symbol represents our desire to be your committed resource and sounding board, supporting your success and seeing you thrive.

[Staples blog post](#)



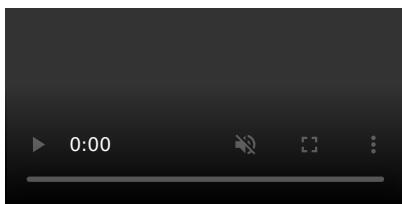
Before and after animation.

stapi
wor

Logo.



French version, before and after.



Another animation.

Opinion

IMPORTANT: this change is for Staples in Canada ONLY. Is it possible it would apply to the U.S.? Sure. But that's not the case at the moment. I have always liked the idea behind the Staples logo, of turning the "L" into a bent staple; the execution is harsh but it works. The new logo introduces a new staple to accompany the old one and opens them up, facing each other in the spirit of press-released collaboration. The icon has potential as a flexible device that can open up and expand to accommodate content — [like Du Pont's recent redesign](#) — but on the logo there is something odd about it. It's a hard graphic to use and I think I believe I may like it but I'm not entirely sure. The all lowercase wordmark is fine, I guess. I wouldn't have minded an initial uppercase "S" in the name, not to mention proper capitals on the tagline. Overall, I think this has plenty of potential and if you think of how hard it is to come up with minimal icons in modern times, evocative of the company name, this is quite commendable.

Thanks to [Oliver Oike](#) for the tip.

Your opinion...

On Icon

- Great
- Fine
- Bad

Total

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On Wordmark

- Great
- Fine
- Bad

Total

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Name



PhuckinJosh • a year ago

Booooooooooooooooooooo! Off with their heads!

15 ^ | v 2 • Reply • Share >



Nathaniel [→](#) PhuckinJosh • a year ago
said Shutterstock!

11 ^ | v • Reply • Share >

HystericalBertha [→](#) Nathaniel • a year ago

Maybe Shutterstock doesn't have a presence in Canada? (he says even though he definitely knows Shutterstock has a presence in Canada).

1 ^ | v • Reply • Share >



Bobby Baker • a year ago

Corporate identity is becoming a barren wasteland.

15 ^ | v 2 • Reply • Share >



Sam Kittrell • a year ago

No. More. Sans. Serifs!!!!!!!!!!!!!!

13 ^ | v 1 • Reply • Share >



Tom Neish [→](#) Sam Kittrell • a year ago
ummm it was a sans serif before.

but i agree this is balls

16 ^ | v • Reply • Share >



spatev [→](#) Tom Neish • a year ago

Here in New England, at least to people of a certain age, being "The Balls" is a good thing.

I would not say this font is the balls... I might say its ass

^ | v • Reply • Share >



thebullfrog [→](#) Sam Kittrell • a year ago

I heard this in Faye Dunaway's voice.

1 ^ | v • Reply • Share >



Nathaniel • a year ago

Going to be very interesting to see the visual evolution of this brand. Also, these encompassing shapes/devices are becoming very cliché — looks a little awkward to me...

5 ^ | v • Reply • Share >



Alex Banman → Nathaniel • a year ago

I agree with the accompanying shapes/devices becoming cliche. I don't like the execution either, with the words between the staples. It feels like they're trying to follow a trend. It feels forced and unimaginative.

^ | v • Reply • Share >



Eric Wagner • a year ago

"work. learn. grow." is a 5.1 on the Aspirational to Schmaltzy chart.

25 ^ | v • Reply • Share >



mindiola → Eric Wagner • a year ago

Word. I don't know how much learning or growing they expect me to do when I buy a ream of paper...

14 ^ | v • Reply • Share >



Conan99 → mindiola • a year ago

Maybe buy a higher gsm?

2 ^ | v • Reply • Share >



thebullfrog → mindiola • a year ago

Definitely corny but I think it's business's growth vs. personal. No justification for "learn" though.

^ | v • Reply • Share >



Zan Barnett → Eric Wagner • a year ago

buy. office. supplies.

13 ^ | v • Reply • Share >



Simon Palmer → Zan Barnett • a year ago

Ha! Yes, much better!

1 ^ | v • Reply • Share >



Stefanie → Eric Wagner • a year ago

Agreed. It's laughable when you think... this is a store for people to buy office supplies. I'll give them 1/3 point for "work."

^ | v • Reply • Share >



Jon_Askill • a year ago • edited

The problem isn't with sans serifs, it's sans serifs with the first letter of a name being lowercase. The original logo was sans serif, and they did a Google but lower cased it with a slightly different font.

1 ^ | v • Reply • Share >



Bobby Baker → Jon_Askill • a year ago

Google's new wordmark starts with a capital G :) sometimes, lowercase letter do have a bit more character to them and can look a bit more interesting. Also, the updated Google system is pretty dang good, in my opinion.

^ | v • Reply • Share >



Jon_Askill → Bobby Baker • a year ago

My bad - I have amended the comment... and I agree with you about Google. I was just replying to comments about the tidal wave of sans serifs.

1 ^ | v • Reply • Share >



TheDawe → Jon_Askill • a year ago

In this case the lower case does work better across both languages.

^ | v • Reply • Share >



Art of Jeff Epp • a year ago

Such a shame to lose the staple in the L. The tagline is horrible too.  View — uploads.disquscdn.com

25 ^ | v 1 • Reply • Share >



Zee • a year ago

What is up with the t?!

All the "everything is sans serif" talk aside, the logotype itself is poor.

6 ^ | v • Reply • Share >



Michael J. Young → Zee • a year ago

That was my reaction too! The new French logo looks quite sharp, but that t sticks out like a sore thumb.

^ | v • Reply • Share >



Efren Castillo • a year ago

Come on! Those are two brackets. staples []. Done.

2 ^ | v • Reply • Share >



Ord → Efren Castillo • a year ago

IKR? The icon is just an ordinary set of brackets that could belong to anyone. If their name wasn't "staples" you would never think those are staples. Have these people even seen staples?

2 ⤵ | ⤴ • Reply • Share >



unrelated • a year ago

Would be slightly better if line weights matched - and would look slightly less like their logo is just brackets in a smaller font

1 ⤵ | ⤴ • Reply • Share >



MattM • a year ago

The original Staples logo is a modern classic. I do understand the desire to build more meaning and relevance into the message and stave off irrelevance, but complication isn't what I'm looking for when I'm heading to the place I know will have the thing when I can't get it online in time. I might like it a lot more though if it were a new brand.

3 ⤵ | ⤴ • Reply • Share >



Alex Banman → MattM • a year ago • edited

Good point about liking it more if it were a new brand... but on second thought the entire thing feels awkward. The layout is much less friendly for signage, and with the inclusion of the tagline we have ourselves a Frankenstein.

^ | ⤴ • Reply • Share >



Ed Co • a year ago

obligatory welcome to the family, [brand with geometric sans logo] comment

1 ⤵ | ⤴ • Reply • Share >



Balu → Ed Co • a year ago

we're going to need a wagon...

^ | ⤴ • Reply • Share >



Joe Wehrman • a year ago

Linda Blair projectile vomiting over here.

2 ⤵ | ⤴ 1 • Reply • Share >



Conan99 → Joe Wehrman • a year ago • edited

"to create a new icon that reflects the collaboration between you, our customers, and the 10,000 associates at our 300+ locations across the country. [man starts convulsing...hurl, hurl] This symbol represents our desire to be your committed resource and sounding board, supporting your success and seeing you thrive." [man projectile vomits so hard his body is thrown backwards out a nearby window]

^ | ⤴ • Reply • Share >



NeccoWafer → Joe Wehrman • a year ago

Don't loose too much of your "staple food."

^ | ⤴ • Reply • Share >



Balu • a year ago

where is the welcome to the family post? we need to update it....

^ | ⤴ • Reply • Share >



Jacob • a year ago

I'm guessing they're going to use that new dual-staple icon like Walmart uses their asterisk icon.

^ | ⤴ • Reply • Share >



Csaba Gyurikó • a year ago

its bad but since the french name doesnt have an L i can see their reasoning

5 ⤵ | ⤴ • Reply • Share >



Tim Ahmed → Csaba Gyurikó • a year ago

That's a very fair observation! I guess the only letters that would have worked is 'a' and 'e'.

^ | ⤴ • Reply • Share >



Tony Daussat • a year ago

Another. Lazy. Tagline.

Unnecessary. Rebrand. 101.

Amazon. Killing. Us.

7 ⤵ | ⤴ • Reply • Share >



Conan99 → Tony Daussat • a year ago • edited

"Amazon killing us" now THERES a tagline!

2 ⤵ | ⤴ • Reply • Share >



Cipno • a year ago

I always hated the folded L of the original logo. it's cringey as hell to look at



I always hated the folded L of the original logo, it's cringy as hell to look at.
If we don't count the "work, learn, grow" cliché bullshit, I like this new logo a lot more.

2 ^ | v 1 • Reply • Share >



Don Kelly • a year ago
The brackets don't read as being staples to me.. they aren't "connecting" anything. The word type could use a bit more effort. There's lots of fonts out there, pick another.
Work Learn Grow? at an office supply store? Do they offer more in the Canadian version?

3 ^ | v • Reply • Share >



GIBBS v2 • a year ago
Yeesh.

^ | v • Reply • Share >



LuisPauloLohmann • a year ago
Too short braces for staples.

^ | v • Reply • Share >



Jasper • a year ago
Let's add them to the pile of soulless sans-serif redesigns of this year. What a load of crap. My friend used to work there, this boring redesign truly reflects their awful business practices and lame work environment. Therefore it's kinda excellent :)

5 ^ | v • Reply • Share >



Alexander Gusev • a year ago
boring

6 ^ | v 1 • Reply • Share >



Preston Horn • a year ago
So boring! The old version is so simple and awesome. And I CANNOT get over the vertical alignment in the animation. Boo.

1 ^ | v • Reply • Share >



Oisin Hurst • a year ago • edited
I hate being negative, but those animations are awful. They've all the character of powerpoint slide transition. Also, is anyone else get a 'They Live' vibe from the tagline?

[View](#) — uploads.disquscdn.com

12 ^ | v • Reply • Share >



Andrew Pons ➔ Oisin Hurst • a year ago
It drives me nuts when the animations for this kind of stuff are so clunky. It's like no one on their entire team understands what an ease curve is.

2 ^ | v • Reply • Share >



Conan99 ➔ Andrew Pons • a year ago
Absolutely! just one question?

^ | v • Reply • Share >

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A P E

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OPTIMAL WORKSHOP

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[New Name and Logo for Shop](#)



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[New Logo and Identity for Dynamixyz by Atelier Julian Legendre](#)



dynamixyz
Expressive Machines

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[New Logo and Identity for Wanda Diamond League by Works](#)



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Spotted Apr. 29, 2020
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[New Name, Logo, and Livery for Breeze](#)

A large, stylized blue logo for "Bree" is centered on a dark blue background. The logo consists of the word "Bree" in a bold, sans-serif font, with a small, thin blue arrow pointing upwards and to the right attached to the letter "e".

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GoDaddy



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true ventures

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News Corporation

News Corp

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& WINE, INC.

Beam

AFTER

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[UnderConsideration](#) is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

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