

The Art of great
communication
& the Science
of perfect
performance



Brand Guidelines

Rules & Good Practices

STAPLES[®]

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Our Ethos

Let's shape knowledge together.

"The Staples Way" learns from mistakes and knowledge towards the excellence in performance.

A woman with voluminous curly hair, wearing a light blue button-down shirt, is seated at a desk. She is looking towards the right with a slight smile. In front of her is a laptop. To her right, a red desk microphone is visible. The background is a dark wall with some papers or notices pinned to it. The right half of the image is overlaid with a semi-transparent red filter.

"The Art of great communication & the Science of perfect performance"

Our Logo

The icon can be used isolated (see page 7).

The Staples® Way can only be displayed without the icon in body copy.

The tagline is optional.



**The
Staples® Way**

The Art of great communication
& the Science of perfect performance

**Construction,
color and type.**




Construction & Margins



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Sizing

While increasing/decreasing, always keep proportions.

Logo Size Examples	Size	Dos/Don'ts
 <p>The Art of great communication & the Science of perfect performance</p>	80mm	N/A
	50mm	Do not use tagline when using logo with 50mm of width or lower
	8mm	Possibility to use only icon for small applications

Do's and Don'ts

Following a few examples on do's and don'ts for the correct usage of our logo.



Don't change the color.



Don't distort in any circumstance.



Don't place the logo in busy backgrounds.

Color Applications

Monochrome

Primary color usage

Color Applications

Photos with a clear/blurred background (bright or dark)

The Staples Way

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Primary Palette

Privilege the use of white in all assets.

When creating a modular system with content/image (ex: presentations, short-term courses) take into account that 50% of the graphic area should be white. This way the assets will not have such a heavy look.

50% **White**
C0M0Y0K0

25% **Black**
C0M0Y0K100

25% **Red**
C0M100Y100K0

Secondary Palette

This secondary palette is based on Staples Guidelines.
It is also available for this sub-brand in case of the need
for colouring themes or categories in the learning materials.

Sterling Grey

CMYK 6 / 4 / 7 / 13
RGB 198 / 199 / 195

**Pastel
Sterling Grey**

CMYK 4 / 3 / 4 / 0
RGB 238 / 237 / 234

Sunny Orange

CMYK 0 / 30 / 100 / 0
RGB 249 / 169 / 0

**Pastel
Sunny Orange**

CMYK 0 / 10 / 43 / 0
RGB 255 / 220 / 139

Dusty Turquoise

CMYK 60 / 13 / 25 / 0
RGB 88 / 163 / 174

**Pastel
Dusty Turquoise**

CMYK 30 / 0 / 12 / 0
RGB 164 / 117 / 118

Fresh Green

CMYK 37 / 0 / 100 / 0
RGB 162 / 201 / 27

**Pastel
Fresh Green**

C12M0Y45K0

Orange

CMYK 0 / 60 / 100 / 0
RGB 236 / 107 / 16

Pastel Orange

CMYK 0 / 18 / 30 / 0
RGB 251 / 203 / 161

Purple

CMYK 0 / 44 / 82 / 0
RGB 132 / 58 / 143

Pastel Purple

CMYK 12 / 20 / 0 / 0
RGB 208 / 190 / 222

Brilliant Blue

CMYK 100 / 0 / 0 / 0
RGB 0 / 159 / 238

**Pastel
Brilliant Blue**

CMYK 20 / 0 / 0 / 0
RGB 189 / 229 / 251

Typography

Helvetica Neue LT Com

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&'()_

Roman **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&'()_

Bold Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&'()_

Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&'()_



Use Arial font family, in case Helvetica isn't available.

Memphis LT Pro

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&'()_

Memphis LT Pro is used only in headlines, sublines, taglines or quotes.

Type Hierarchy

Types Available	Content	Colors	Dos/Don'ts
Helvetica Bold Memphis LT Pro	Titles / Headlines Subtitles / Sublines / Highlights		If using red in Title, avoid using Red in the Subline and vice versa.
Helvetica Neue LT Com Bold <i>Helvetica Neue LT Com Bold Italic</i> Helvetica Neue LT Com Roman <i>Helvetica Neue LT Com Italic</i>	Different content treatment		Use red color in extended texts to highlight words or small phrases.

AVOID using full UPPERCASE in Headlines for better readability and space.

Type Structure Examples

module ##

6 reasons why being playful makes you a better co worker

What makes humans unique among every other species in existence today, not to mention the millions of years life has existed on this planet?

The case for play

Play is perhaps our first conscious act and is a foundational part of what it means to be human¹. From the second a baby can smile, her mother will play peek-a-boo or make silly noises to get her to laugh. With that first squeal, a lifetime of play has begun. From toddler to late teens, society prioritizes giving her toys, activities and ample unstructured time with family and friends to play, build, create and pretend.

But once she hits the working world, it might seem as though play is less important, as it is harder to come by with everyday responsibilities. However, **play is as important for adults as it is for children** - especially when it comes to being a good coworker.

1. In The Gap: The Science of What Separates Us from Other Animals, psychology professor Thomas Suddendorf

Here are the top six reasons why:

1. Play makes you more positive
2. Play improves memory
3. Play makes you more motivated
4. Play increases job satisfaction
5. Play makes you more innovative
6. Play lowers stress

headline

subline

body title

1. In The Gap: The Science of What Separates Us from Other Animals, psychology professor Thomas Suddendorf

sideline notes

“The opposite of play is not work; it’s depression.”

quotes

Did you know that playing lowers stress levels?

body text

highlighted content

Photography and Iconography.

Photography

The Staples® Way photo imagery should meet the same values and aspects of Staples brand.



Iconography

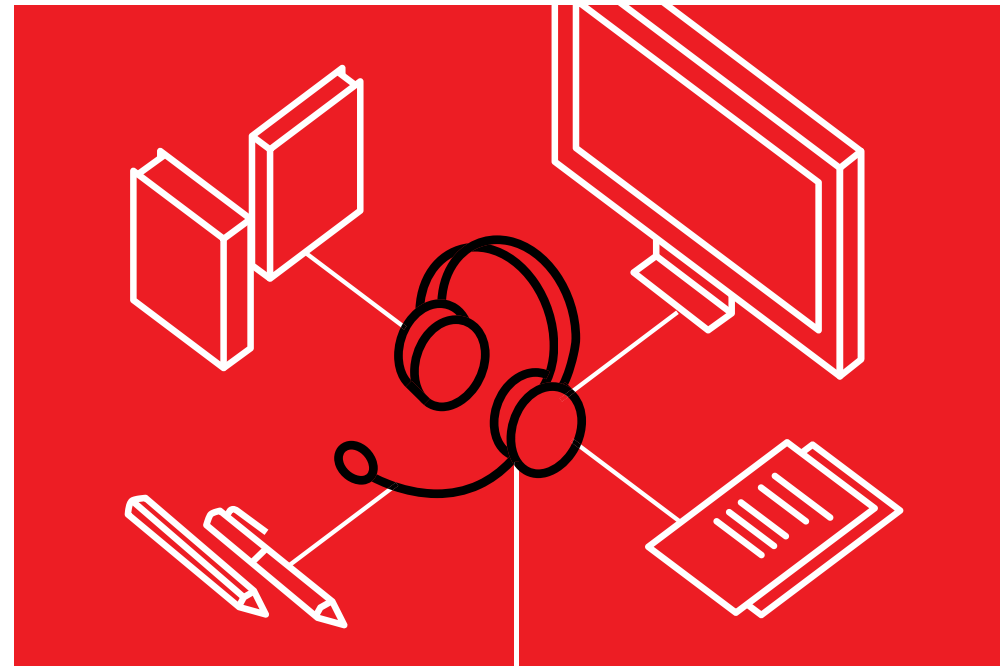
The Staples® Way icon imagery should meet the same values and aspects of Staples brand.

The stroke can be changed to every color from The Staples® Way Palettes.

In case of using external icons besides the one's presented below, they should be in stroke only.



Plain stroke icon

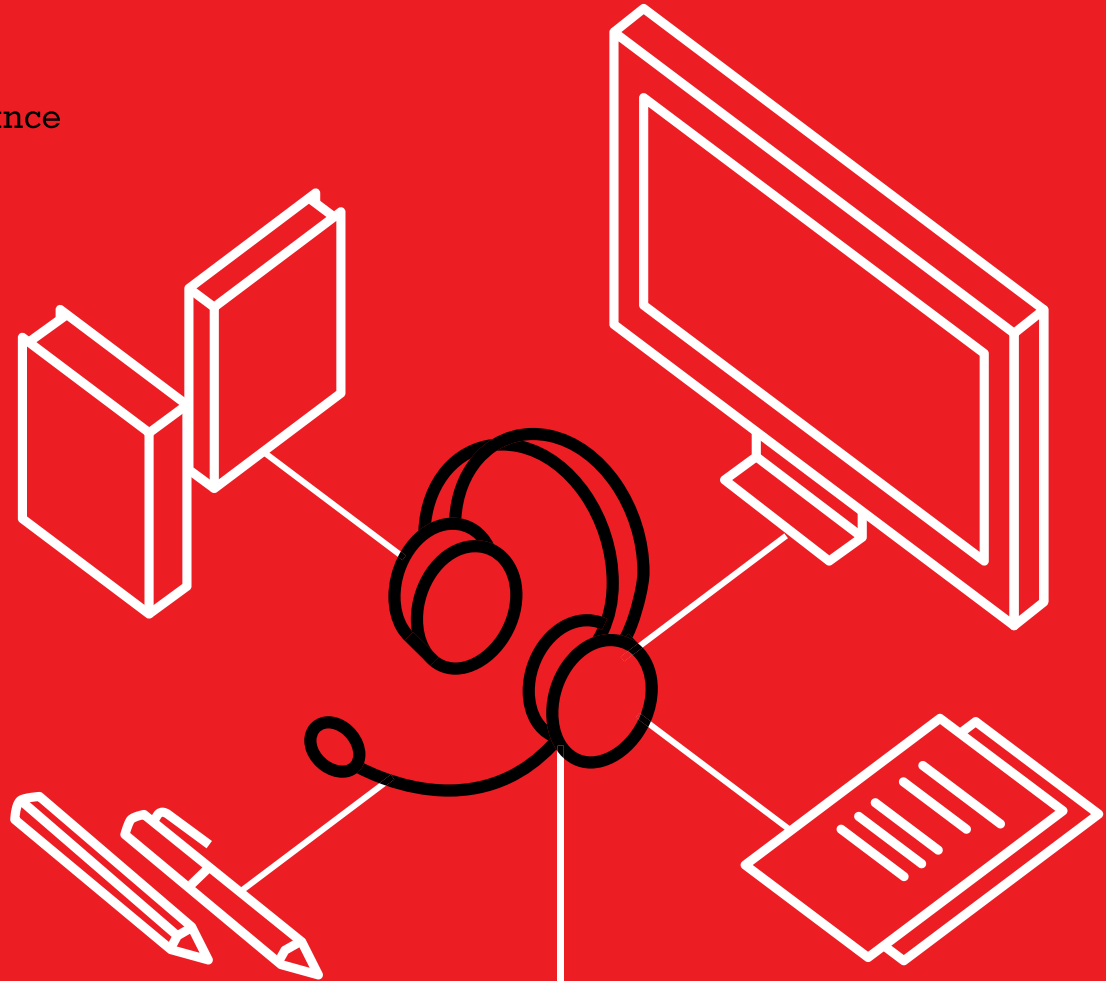


Isometric stroke icon



The Staples[®] Way

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& the Science of perfect performance



The Staples[®] Way is a Staples[®] sub-brand.
For any questions and suggestions please reach to Production Studio.

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