

STAPLES

MAKING OFFICE SUPPLIES FASHIONABLE

We partnered with Staples to launch a “form-meets-fashionable function” private label sub-brand.

WHAT WE DID

Brand Positioning
Brand Architecture
Naming
Visual Identity
Graphic Design



BY STAPLES



M by Staples employed a variety of custom patterns that enabled customers to make a statement with their office supplies.

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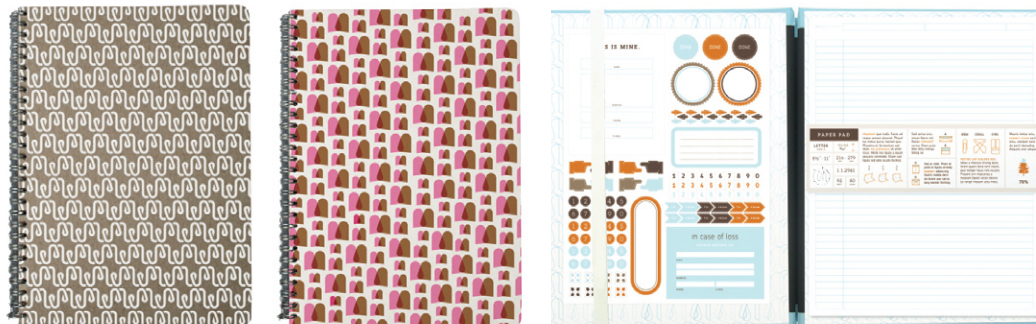
CHALLENGE

Staples wanted to capitalize on trends towards everyday objects that make a design statement while maintaining their core function. This had the greatest appeal to consumers with home offices, where the line between office supplies and home décor is blurred.

SOLUTION

To entice this market, we helped Staples create and launch a new line of premium products: M by Staples. The new offering leveraged the existing strong brand affinity and created a complementary endorsed sub-brand that allowed customers to accept Staples' entry into the boutique stationery market.

The open ended “M” we designed lent itself to a simple monogram and provided a visual wink. In reference to the eponymous staple in the masterbrand logo, the M takes inspiration from the iconic form of a paper clip. The logo serves as a beacon and leads customers to more stylish office essentials.



Visual Identity: Sample Application



Packaging