

Brand refresh for Stanley

Modernising one of the most recognisable brands in the world, Stanley branded products from Stanley Black & Decker now has a refreshed identity, encapsulating the strength and endurance of the brand, communicating 'Performance in Action' for tools that won't let one down.



The new brand identity exemplifies its positioning as a reliable and enduring total solutions brand for those who use these tools as part of their daily work, such as builders, plumbers, electricians, mechanics, handymen, painters and others.

The new logo visually maintains the rich heritage and brand equity in the traditional yellow and black palette. It is moving beyond the common perception that it is a brand just for hand tools, to becoming a total solutions brand. This means that an end user will find everything from hand tools, power tools, storage and more under one brand.

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