

# Brand manual and creative guidelines

## Chapter 6: staples.com and interactive vehicles



**In the 25 years since Staples was created, the way people do business has changed. Today, anything can be accessed on the Web — including Staples. Using these guidelines, we ensure that the interactive shopping experience is fast and easy for our customers.**

**When designing for Staples interactive, please remember that the customer's experience is most important. Design for clarity and simplicity, using these guidelines to be consistent with other Staples properties around the world.**

**Also, please note that because the interactive world is constantly changing, this document reflects the currently approved direction (April, 2011). Please check the Brand Assets section of the Global Share for updates.**

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# Change History

## **July 14, 2011 current version**

1. Updated home page to include updated left product navigation in page layouts
2. Replaced promotional center in page layouts
3. Replaced landing page in page layouts
4. Replaced banners in page layouts
5. Added informational, promotional (retail), promotional (staples.com) emails to page layouts
6. Removed prior institutional and promotional emails in page layouts
7. Added left navigation product box to user interface reference
8. Added online logos to user interface reference

## **May 15, 2011**

Added grid description user interface reference

## **April 12, 2011**

Initial publishing

# Design considerations for Staples Web sites

In addition to the core elements stated in Chapter 2, the following principles are the basis of our design standards for interactive vehicles. These guidelines ensure a unified, easy customer experience through consistency of position, size and contour and the use of visual cues.

## 960 grid

- The maximum width of the Web site is 960 pixels.
- The height of each page is flexible and determined by the content.
- Borders are contained on the insides of grid columns and drop shadows are revealed on the outsides of grid columns.

## Basic design principles

The site is clear and uncluttered, making it easy for our customers to research, browse and shop.

- Make sure our user interface remains monochromatic, never containing fully saturated promotional colors. This allows the product imagery and marketing messages to be most prominent.
- The user interface and overall composition should appear open and light.
- All elements should have purpose and be without unnecessary decoration and functionality.
- Distinct areas are identified by subtle gradients and drop shadows.
- For optimal legibility, paragraph text should not be smaller than 12 pixels.
- Generous margins between page areas allow for separation and distinction. A subtle corner radius enhances the space between areas, and borders are thin and light.

*Please note: a small corner radius is also important for compliance with older browsers.*

## Color and dimension

- Light to dark gradients, from top to bottom, create much of the dimension on the site. Use the darker shades in the interactive palette to achieve this.
- A subtle diagonal texture has been added to create dimension.

# Design considerations for Staples Web sites

In addition to the core elements stated in Chapter 2, the following principles are the basis of our design standards for interactive vehicles. These guidelines ensure a unified, easy customer experience through consistency of position, size and contour and the use of visual cues.

## Interactivity

- Keep the interface simple. As the visitor becomes more acquainted with our Web environment, you can introduce more interactivity.
- Keep text links simple and use hover states to indicate interactivity, giving visual prominence to product/marketing information.

## Browser support

The visual presentation is separate from the actual content. While the presentation may degrade on unsupported devices, the content should remain accessible to customers.

Every country has unique Web browser considerations. As of March 2011, staples.com® supports the following:

### Browsers

- Internet Explorer 6, 7, 8
- Firefox 3.6
- Safari 5.0
- Opera 10

### Platforms

- PC
- Mac
- iOS
- Android
- RIM

# Page layouts

To maintain consistency across interactive vehicles, please use the page layouts and necessary components shown on the following pages for each respective interactive vehicle.

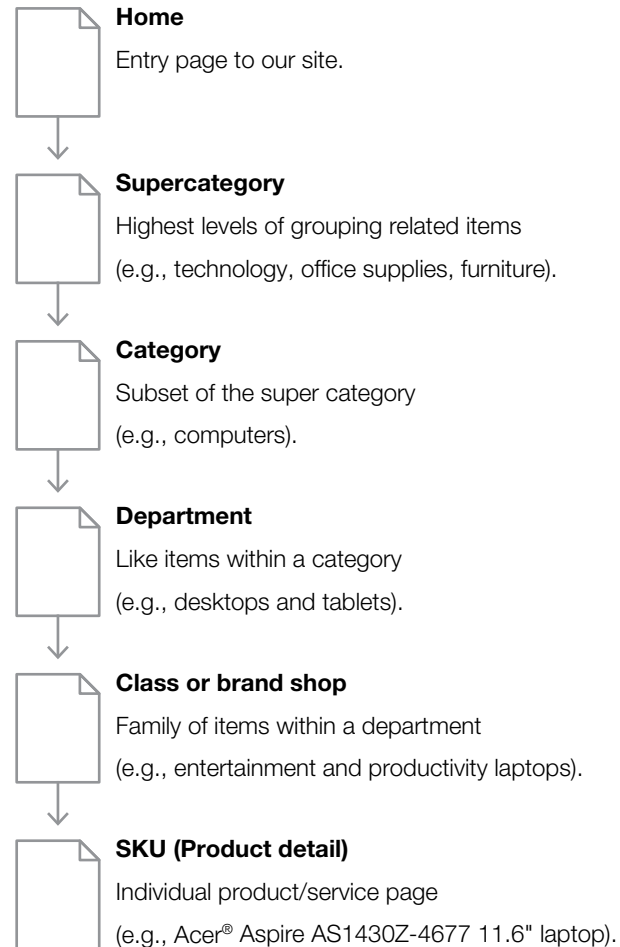
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# Hierarchy

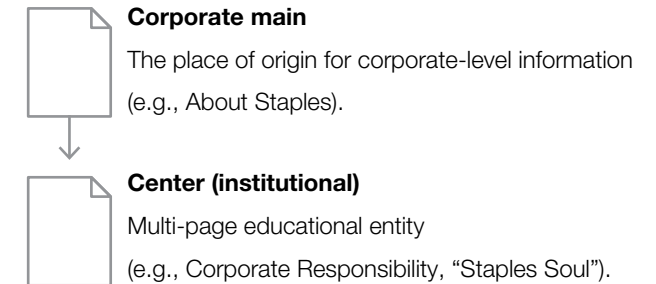
eCommerce Web sites follow a hierarchical path, filtering information and guiding the customer. The page layouts shown on the following pages reflect and support this path. The diagrams at right illustrate the relationship of these page layouts. Examples provided are from staples.com.

More detail about each of these components may be found in the user interface reference section at the end of this chapter.

## Purchase path



## Informational path



## Centers

Centers generally replace or supplement, super category, category and department level pages.

## Landing pages

Landing pages direct customers to a specific location in the purchase or informational paths.

# Terminology

## Page composition terminology

### Page layouts

Base page layouts e.g., “Home”

### Components

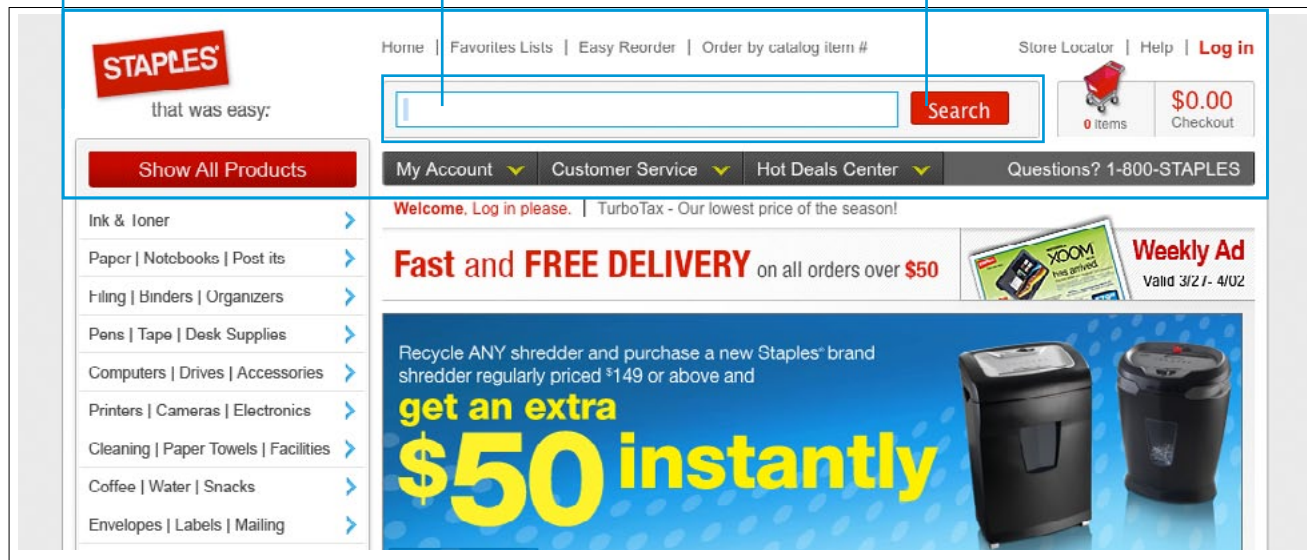
High-level segments of a page layout (e.g., “Header”)

### Subcomponents

Groupings of elements that constitute a component (e.g., “Search”)

### Element

Specific entities (e.g., “Search Button”)



# Home page

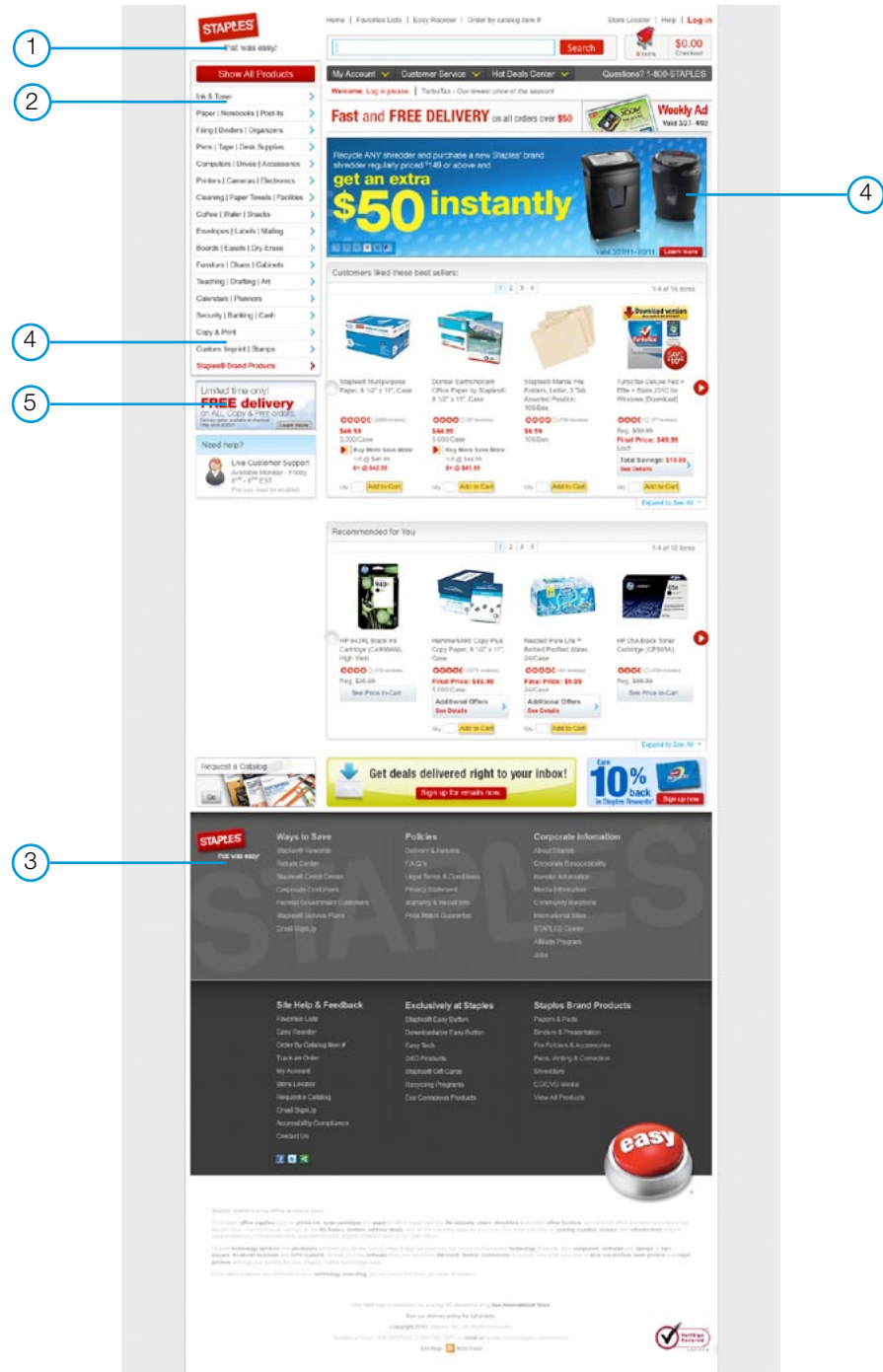
The anchor of the eCommerce Web site, the home page sets the stage for the user experience of the entire site. The clean, monochromatic design creates a clear navigational system and allows the marketing and products/services to take center stage.

Use for the home page of all primary eCommerce Web sites.

## Components:

1. Header\*
2. Left navigation\*
3. Footer\*
4. Banners
5. Toolbox

\*Required





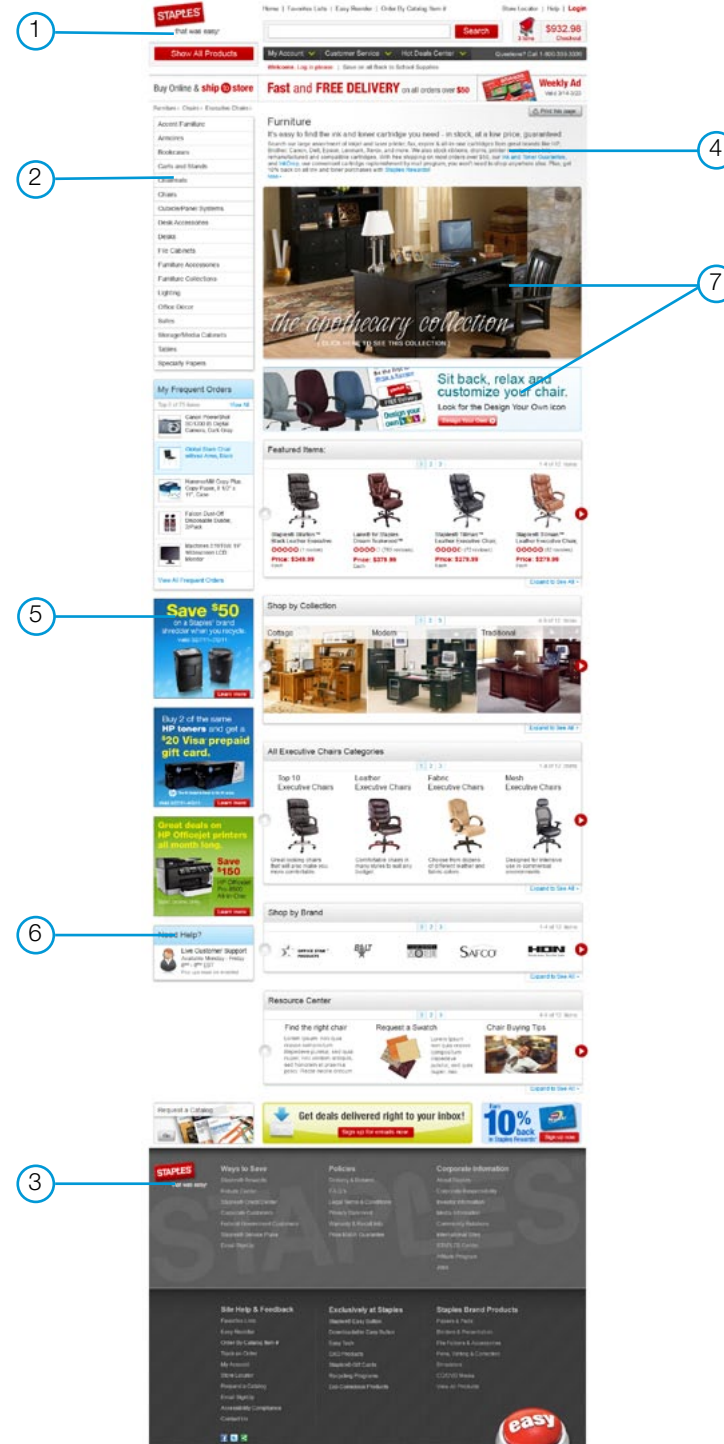
# Category

Use for supercategory-, category- and department-level pages of all primary eCommerce Web sites.

## Components:

1. Header\*
2. Left navigation \*
3. Footer\*
4. Page head\*
5. Banners
6. Toolbox
7. Creative

\*Required



# Category with match tools

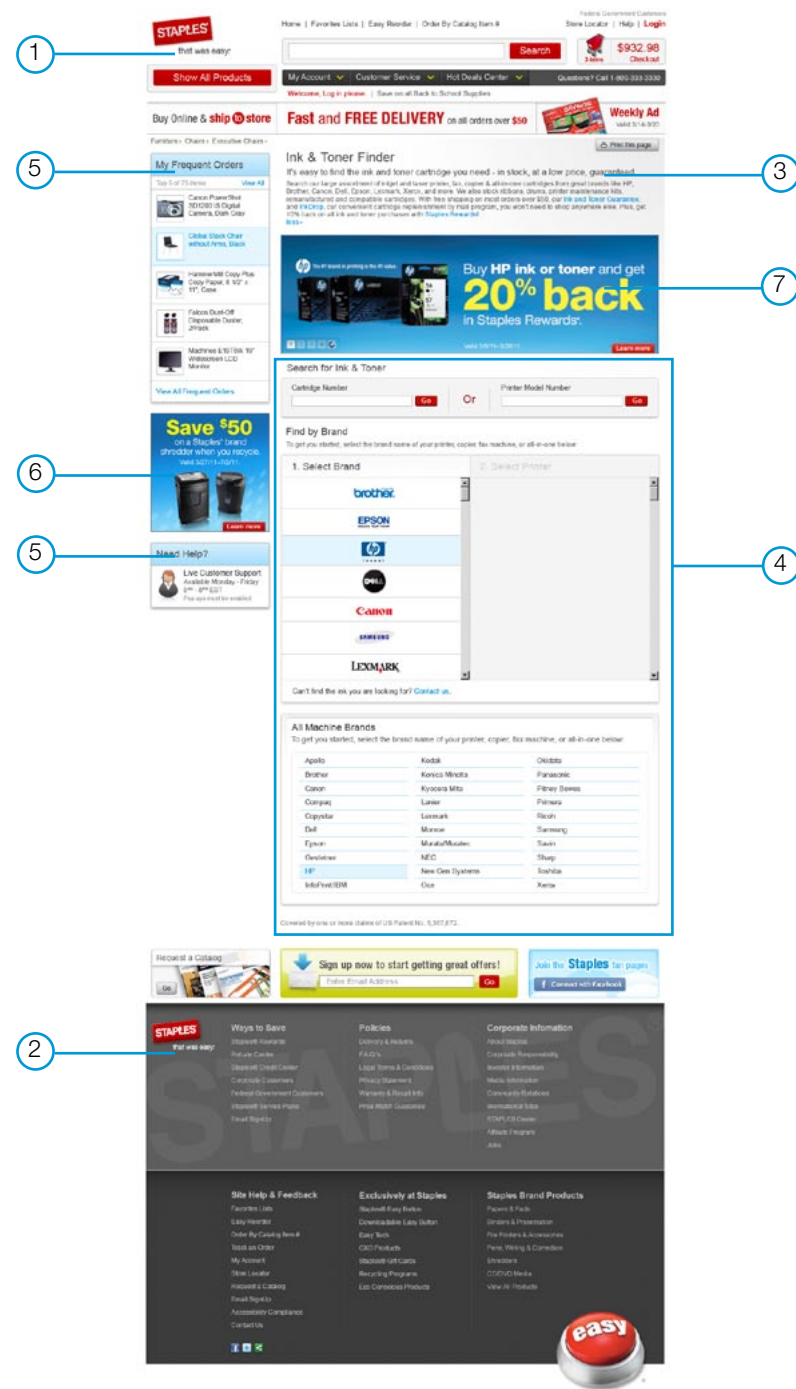
Use for supercategory-, category- and department-level pages of all primary eCommerce Web sites.

The match tools empower customers to make selections by narrowing their choices. Match tools filter features, brand and price.

## Components:

1. Header\*
2. Footer\*
3. Page head\*
4. Match tools\*
5. Toolbox
6. Banners
7. Creative

\*Required



# Class page

Use for the product- or service class-level pages of all primary eCommerce Web sites.

Note: "Brand shops" may feature a program or vendor logo.

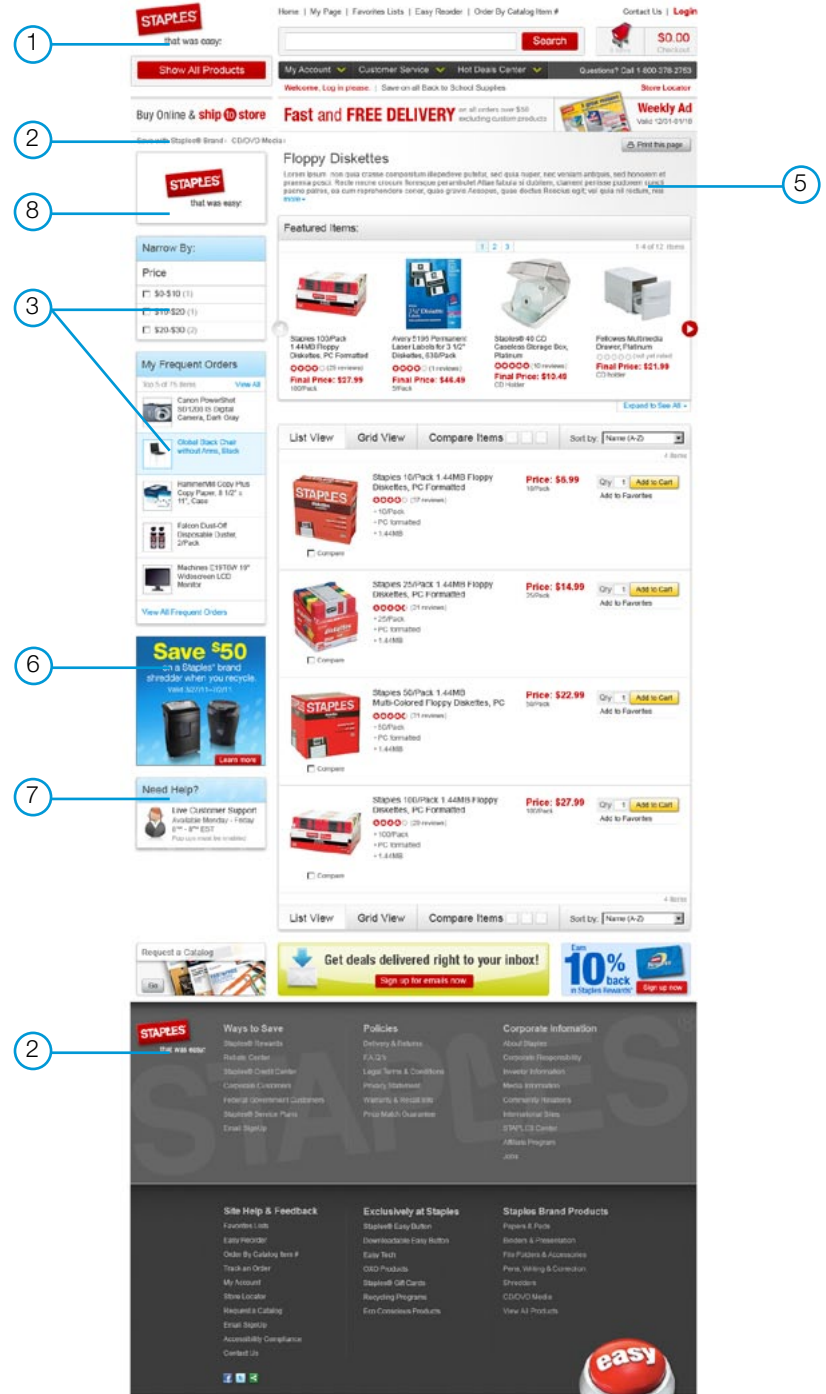
## Components:

1. Header\*
2. Breadcrumbs\*
3. Left navigation\*
4. Footer\*
5. Page head\*
6. Banners
7. Toolbox

## Subcomponents:

8. Program logo

\*Required



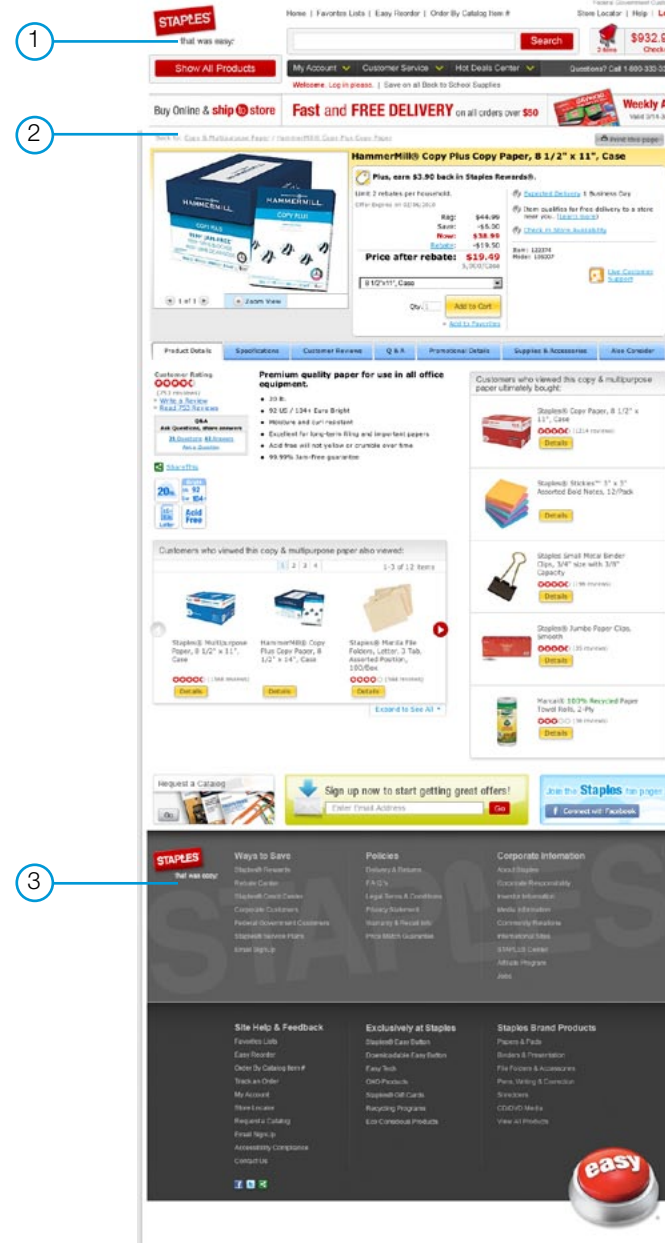
# SKU page

Use for the SKU-level pages of all primary eCommerce Web sites.

## Components:

1. Header\*
2. Breadcrumbs\*
3. Footer\*

\*Required



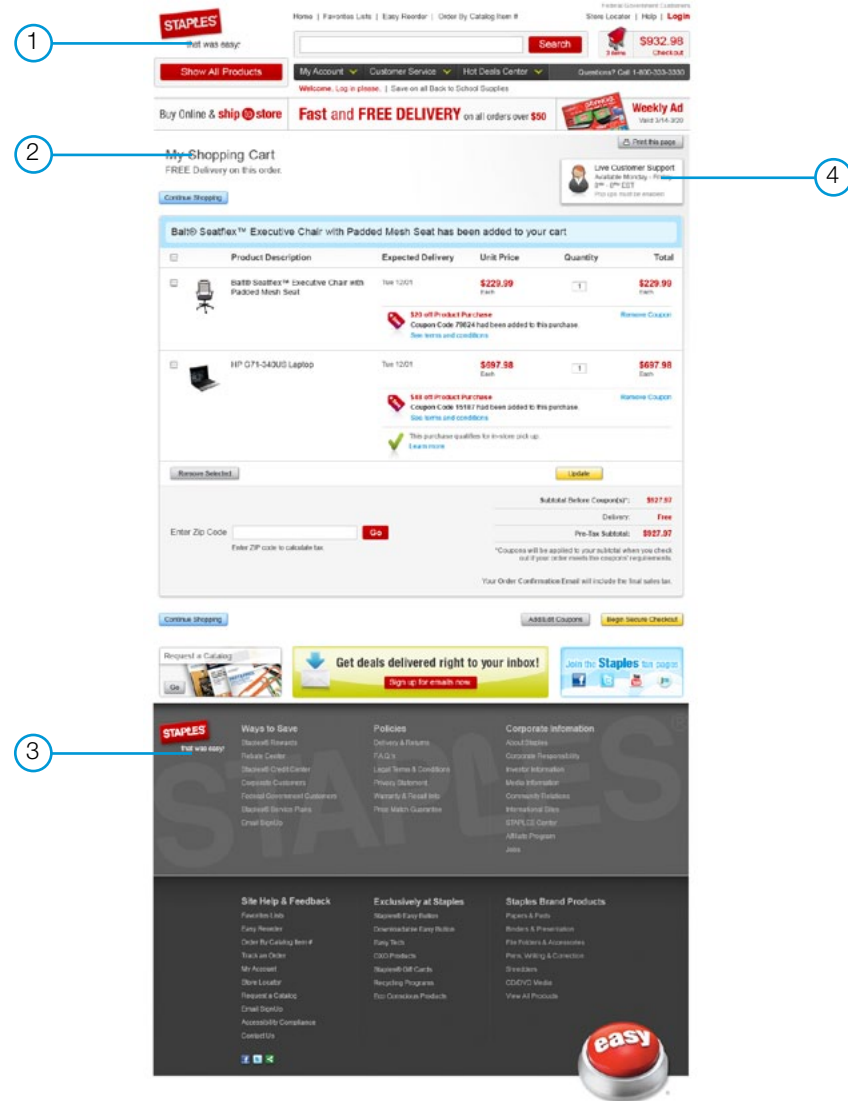
# Shopping cart

Use for the shopping cart page of all primary eCommerce Web sites.

**Components:**

- 1. Header\*
- 2. Page head\*
- 3. Footer\*
- 4. Toolbox

\*Required



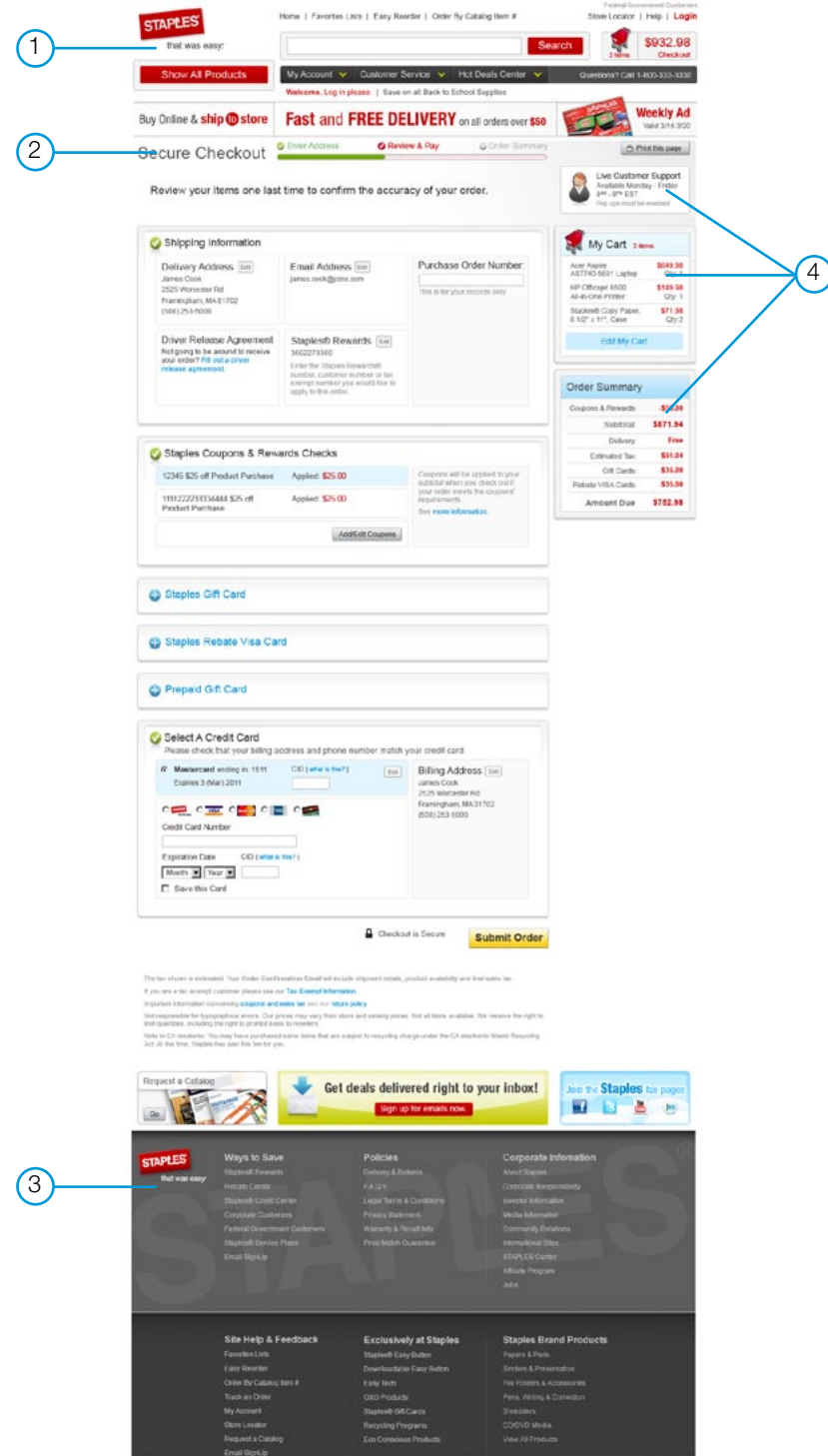
# Secure checkout

Use for the secure checkout page of all primary eCommerce Web sites.

**Components:**

- 1. Header\*
- 2. Page head\*
- 3. Footer\*
- 4. Toolbox

\*Required



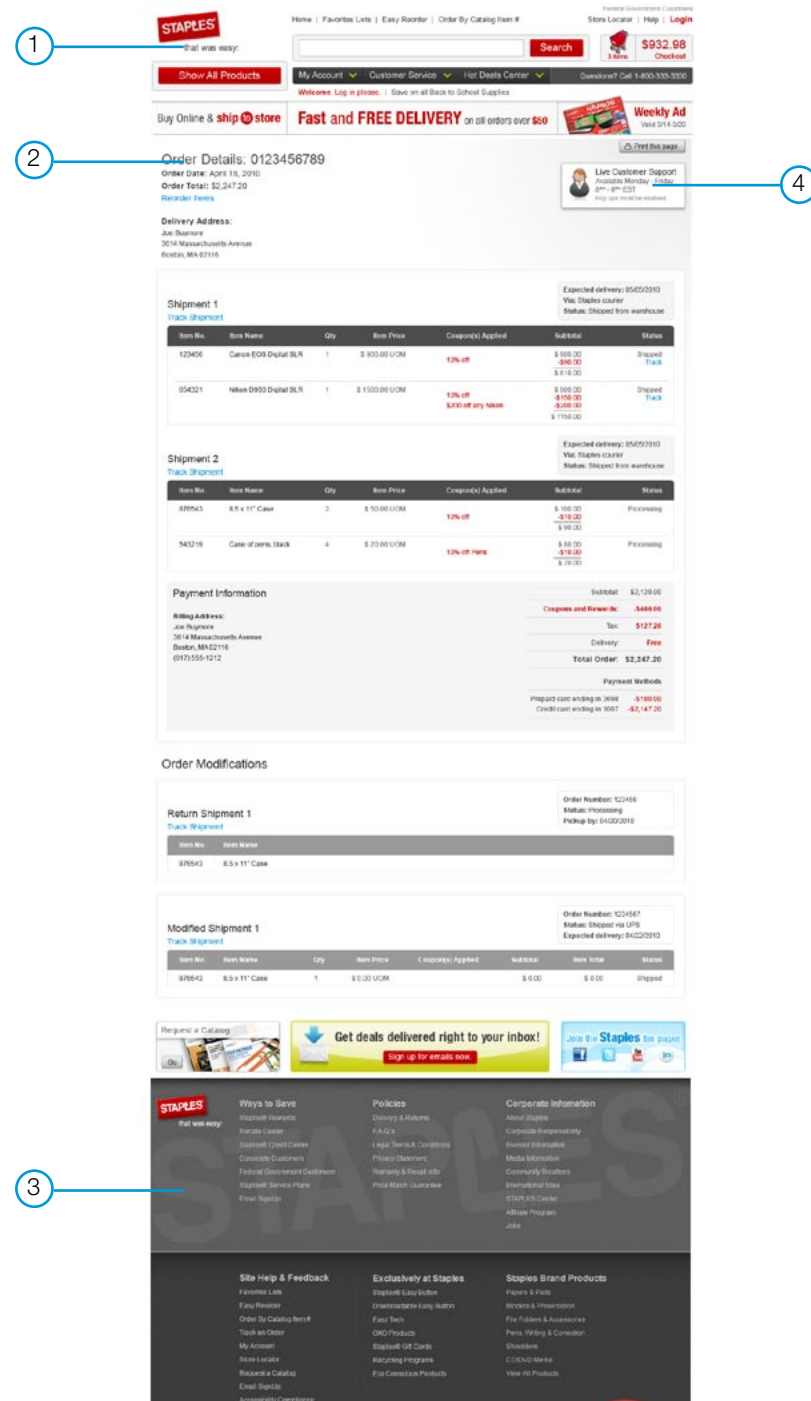
# Order details

Use for the order details page of all primary eCommerce Web sites.

**Components:**

- 1. Header\*
- 2. Page head\*
- 3. Footer\*
- 4. Toolbox

\*Required



# Standard centers

Centers are used to highlight a group of products or services that are connected by an everyday theme or concept.

Consisting of multiple pages and a navigational system, a standard center features related products/services and provides educational and promotional resources to empower the customer's ability to make a confident purchase.

**Note:** When needed, a program logo will appear in the upper right as shown.

**Components:**

1. Header\*
2. Left navigation\*
3. Footer\*
4. Page head\*
5. Banners
6. Creative

**Subcomponents:**

7. Program logo

\*Required





# Promotional centers

Promotional centers are used to highlight a group of products or services that are related by an overarching season, campaign or promotional offer.

With multiple pages and its own navigational system, a promotional center puts products/services that have a special context together to provide customers with an easy opportunity to locate and explore special offers and related products.

In general, use this for short-term promotions.

## Components

1. Header\*
2. Left navigation\*
3. Footer\*
4. Page head\*
5. Creative\*

\*Required



# Institutional center

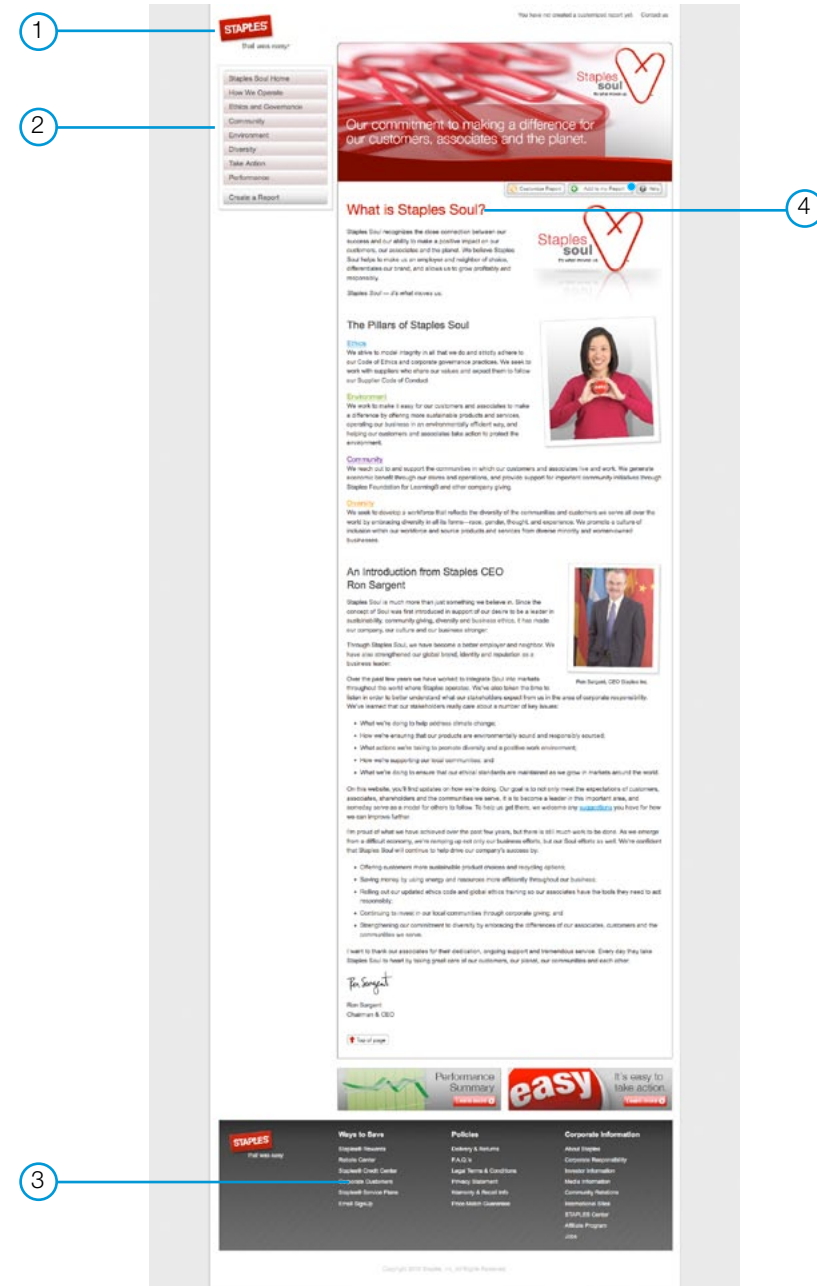
Consisting of multiple pages and a navigational system, institutional centers are intended to educate customers about Staples corporate information and programs.

Institutional centers use a simplified header and footer. The standard header and footer components contain tools and interaction specific to eCommerce that are not necessary in an institutional center.

## Components:

1. Header\* (simplified, unique component)
2. Left navigation\*
3. Footer\* (simplified, unique component)
4. Page head\*

\*Required



# Overlays

Use these overlays when items have been added to cart or when customers select the quick view option while browsing all primary eCommerce Web sites.

## Add to cart

**1 item added to cart**

Staples® Multipurpose Paper, 8 1/2" x 11", Case  
Item: 513096  
Model: 5024  
Qty: 1 at \$42.99  
5,000/case  
**\$42.99**

**Cart Summary**  
1 items **\$42.99**  
**Checkout**  
\$42.80 until free delivery  
[View Cart](#) [Continue Shopping](#)

**Customers who bought this also bought:**

- Pendaflex® 5 Tab Hanging File Folders, Letter, Assorted Colors 2, 25/Box**  
46 reviews  
**Price: \$17.99**
- Post-it® Super Sticky 4" x 4" Samba Notes, 6/Pack**  
(not yet rated)  
**Price: \$13.99**
- Staples® Hype!™ Pen-Style Highlighters, Assorted, 6/Pack**  
104 reviews  
**Price: \$3.49**
- Staples® Multipurpose Paper, 8 1/2" x 11", Case**  
784 reviews  
**Price: \$39.99**

## Quick view

**Staples® Ellston™ Chair, Brown Microsuède**  
21 reviews  
Reg: \$199.99  
**Price: \$149.99 plus FREE DELIVERY**  
Total savings **\$50.00**  
Select your chair fabric:  
Qty: 1 **Add to Cart**

**Product Details** Customer Reviews Specifications [View Full Details](#) [Print this page](#)

**Staples® Ellston™ Chair, Brown Microsuède**  
Soft microsuède fabric provides optimum comfort.

- Brown microsuède fabric
- Loop arms
- Built-in lumbar support
- Seat tilt and tilt-tension lock
- Pneumatic seat-height adjustment

# Landing page

Consisting of a single page, landing pages are designed to provide customers with a customized landing environment from a banner, email or link. Generally, it is intended to promote, sell or generate awareness of special offers or announcements, and then guide visitors to specific destinations within the site.

Landing pages usually support short-term promotions and time-sensitive information.

## Components:

1. Header\*
2. Footer\*
3. Creative\*

\*Required



1

3

2

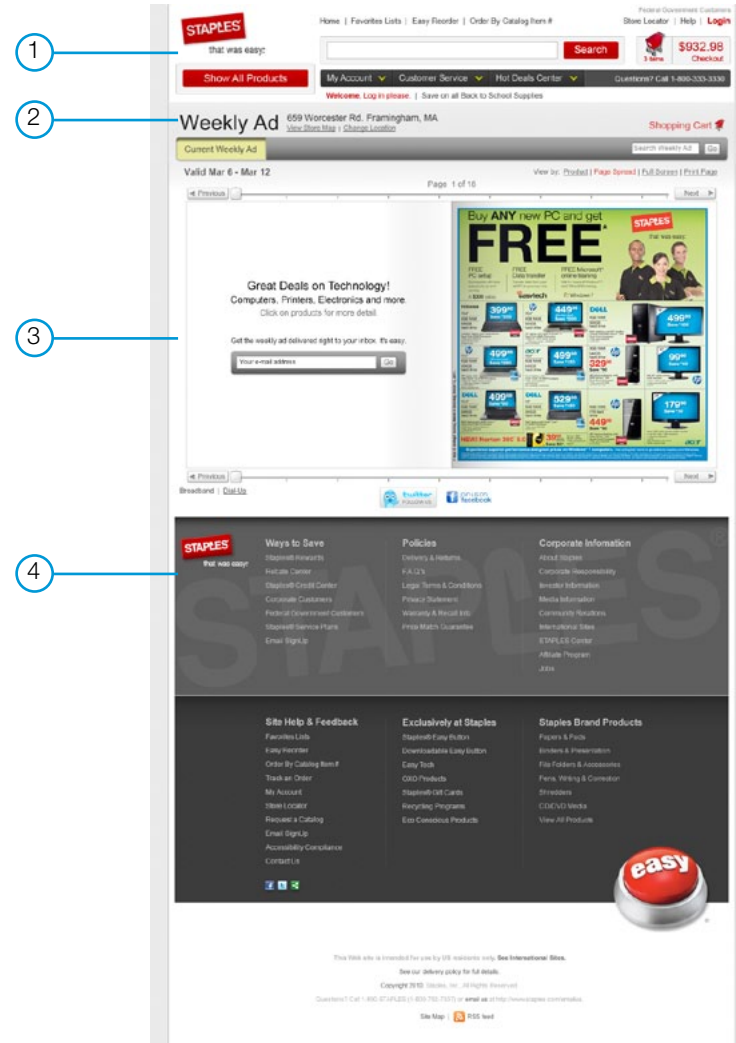
# Interactive circular

Use to display the weekly interactive circular.

**Components:**

- 1. Header\*
- 2. Page head\*
- 3. Creative\*
- 4. Footer\*

\*Required



# Informational email

Use for newsletter or awareness emails. Content area is variable by program or season.

## Components:

1. Pre-header\*
2. Header\*
3. Postcard
4. 100% Module
5. Tech Footer
6. Footer\*
7. Tech Header Tabs

\*Required



# Promotional email (Retail)

Use for promotional and sales-generating emails for Retail-based customers. Content area is variable by program or season. Note: Position of coupon may vary.

### Components:

1. Pre-header\*
2. Header\*
3. Postcard
4. Super Module
5. 100% Module
6. Footer\*
7. Disclaimer\*
8. 50% coupon where applicable

\*Required

View on mobile device or browser | Sneak peek the 7/17 Weekly Ad.

**STAPLES** FAST and FREE DELIVERY on all orders over \$75. Weekly Ad

Great deals on every page. See our 7/17 Weekly Ad. Plus, save \$10 on HP ink with this coupon today!

Valid in store, online or by phone. Expires 7/18/11.

**\$10 OFF** your \$50 purchase of HP ink.<sup>2</sup>

In store coupon code: 19634  
Online or phone coupon code: 88794  
How to redeem | View and print coupon

See our Weekly Ad

7 days of savings. Deals valid Sunday, July 17, 2011 - Saturday, July 23, 2011.\*

**Save 15% all season long.** Buy a Back to School Savings Pass for \$10 and get 15% off school supplies, backpacks and calculators!  
In store only. Valid all season through 9/17/11.

**50% back in Staples Rewards<sup>®</sup>** when you buy any of our already discounted backpacks.  
In store only. Selection varies by store. While supplies last. Limit 1 per customer per week.

**Recycle any cartridge and get \$5 back in Staples Rewards<sup>®</sup> when you spend \$50 that day on HP ink.<sup>3</sup>**  
Valid 7/17/11-7/23/11.

Ink & Toner | Paper | Office Supplies | Technology | Cleaning & Breakroom | Furniture | Copy & Print | Hot Deals

For questions or to order, call 1-800-333-3330.

Find a store Framingham, MA

\*Circular deals featured in this email are not available in all markets. Click through to see the deals available at your local Staples<sup>®</sup> store.

<sup>1</sup> - valid in Staples<sup>®</sup> U.S. stores only. Valid all season through 9/17/11. Savings Pass is not valid on the purchase of technology, ink and toner, case paper, flash drives, furniture, food, cell phones and plans, services, postage stamps, gift cards or phone cards. Pass can be used on no more than one transaction per day, on in-stock items only, and is nontransferable and nonrefundable. Pass is not valid on staples.com. Original Pass must be presented at the time of purchase and

# Promotional email (staples.com<sup>®</sup>)

Use for promotional and sales-generating emails for staples.com customers. Content area is variable by program or season. Note: Position of coupon may vary.

**Components:**

1. Pre-header\*
2. Header\*
3. Postcard
4. 50% Modules
5. Footer\*
6. Disclaimer\*
7. 1/3 coupon where applicable

\*Required

1 View on mobile device or browser | Save on all your printing needs.

2 **STAPLES** FAST and FREE DELIVERY on all orders over \$75. | Weekly Ad -

3 **Printing deals of the week.**  
Save on the products your office can't run without.  
Don't miss these limited-time offers on toner, case paper and more. Deals end 7/16/11.  
Shop now ▶

4 **Get a \$20 Visa<sup>®</sup> Prepaid Card**  
after easy rebate  
when you purchase 2 of the same HP toners.\*

5 **Save \$10 instantly**  
Copy Paper, 8 1/2" x 11", Case  
**Only \$29<sup>99</sup>**  
Reg. \$39.99  
Valid online or by phone only.

6 **Save up to 40% on all HP inkjet printers.**  
**Save \$60**  
HP Officejet Pro 8000 Printer  
**Only \$89<sup>99</sup>**  
Reg. \$149.99  
Valid online or by phone only.

7 **\$30 OFF**  
your online or phone order of \$150 or more, excluding all computers.†  
Expires 7/23/11.  
0000-0000-0000-0000  
How to redeem | Add to cart

4 **Incredible price — only \$79<sup>99</sup>**  
Save \$50 on the Staples<sup>®</sup> Sidley<sup>™</sup> Luxura<sup>®</sup> Executive High-Back Chair.  
Valid online or by phone only. Order now

5 **Save up to \$150 on QuickBooks<sup>®</sup>**  
Plus, free Learning QuickBooks software with purchase. Order now

6 **Find a store**  
Framingham, MA

5 **Ink & Toner | Paper | Office Supplies | Technology | Cleaning & Breakroom | Furniture | Copy & Print | Hot Deals**

6 **For questions or to order,** call 1-800-333-3330.

6 **Footnote:** \*Valid 7/10/11-7/16/11. Limit 2 rebates per customer. HP ink not included. Multipacks count as one toner. The Visa prepaid card is not redeemable for cash or usable at any ATM. Terms and Conditions apply to the card. Subject to applicable law, a monthly maintenance fee of \$3 (USD) applies, but is waived for the first six months after the card is issued. Your card is issued by J.P. Morgan Chase Bank, N.A. pursuant to a license from Visa U.S.A. Inc. Cards can be used at any merchants that accept Visa debit cards. Staples reserves the right to substitute a check of equal value in lieu of a Visa prepaid card at its discretion. Price guarantee available within 14 days of Staples purchase. Excludes outlets and clearance. Visit staples.com for details.

6 **Footnote:** †Valid online at staples.com or by phone at 1-800-333-3330. Not valid in store. Limit one per customer, nontransferable. Minimum purchase requirement of \$150 must be met with purchases to which no other coupon or instant savings offer applies. May not be combined with any other coupon. No cash/credit back. Not valid on any desktop or laptop computers, netbooks, tablets, eReaders including Amazon Kindle and NOOK by Barnes & Noble, Beats Audio, custom printing orders placed online, services, promotional products, gift cards, Staples Industrial purchases, prior purchases or any purchases on other provider. Web sites. Tax and shipping not included in calculating minimum purchase. Expires 7/23/11.

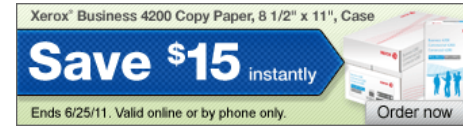
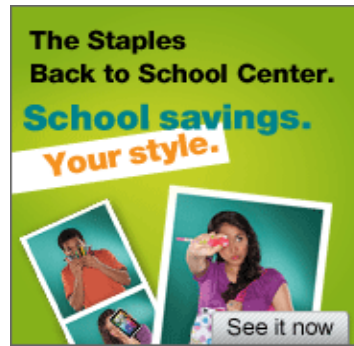
6 **Footer:** Make sure this email doesn't end up in your junk folder. Add staples@staples.com to your address book. Update your email preferences here.  
Unsubscribe: You can always come back.  
Privacy Policy: Your email address is safe with us.  
Staples Contract & Commercial, Inc. 500 Staples Drive, Framingham, MA 01702



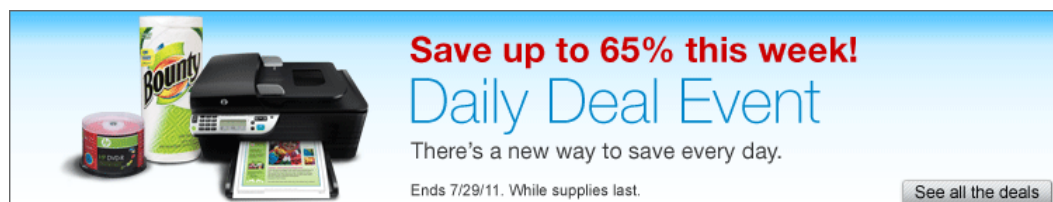
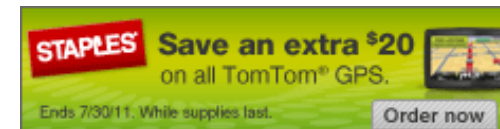
# Banners

Banners vary in size and shape based on placement and use. They can be placed on Staples branded sites and also on external Web sites. Banners created for placement on non-Staples branded (external) Web sites must always display the Staples logo.

Sample banners for Staples branded Web sites



Sample banners for non-Staples branded (external) Web sites

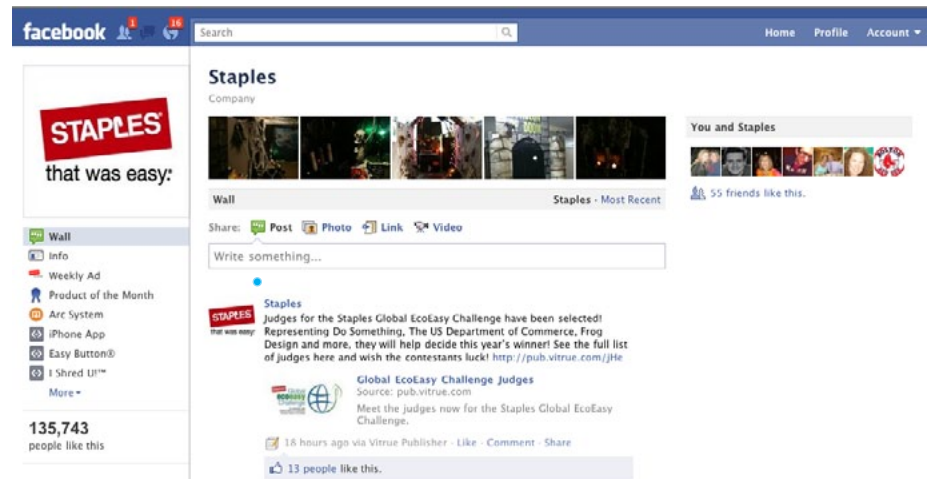


# Social media

Staples U.S. maintains one Facebook fan page and one Twitter account. The specifications are established by the respective sites.

If you have questions or requests, please contact [brand@staples.com](mailto:brand@staples.com).

Facebook



Twitter



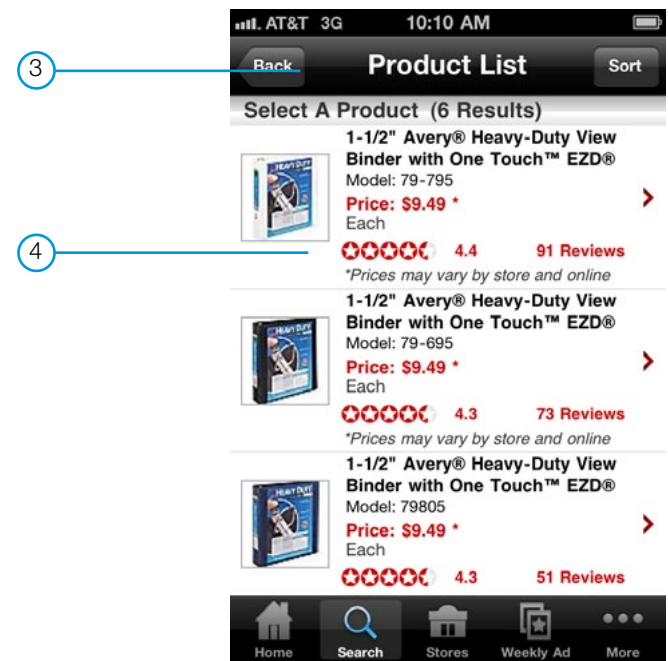
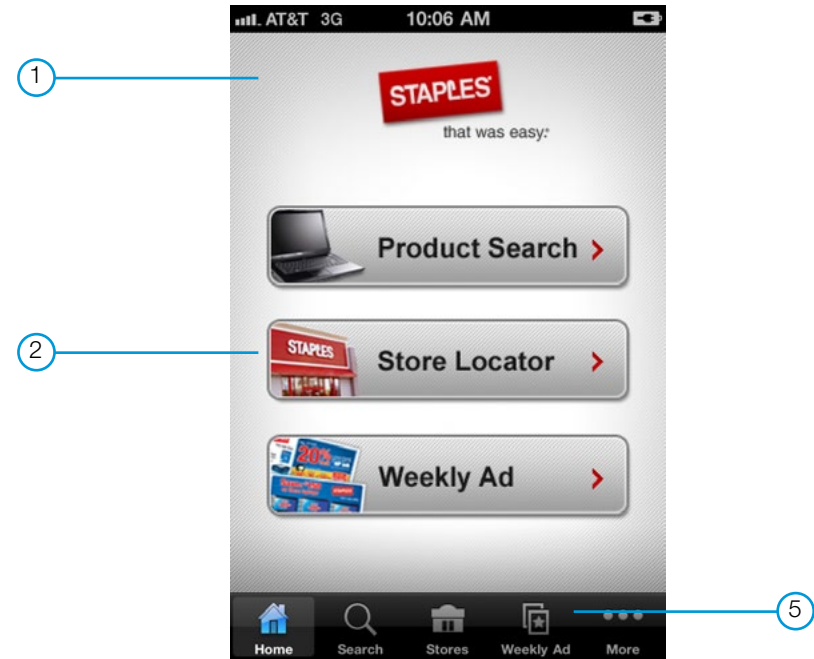
# iOS mobile app

Staples maintains a mobile app found at the U.S. Apple store. If you have questions or requests, please contact [brand@staples.com](mailto:brand@staples.com).

**Components:**

1. iPhone (iOS) app home screen\*
2. Simple 3-button primary interface with locked vertical orientation\*
3. Title bar\*
4. Search results, product list\*
5. Tabbed icon bar\*

\*Required



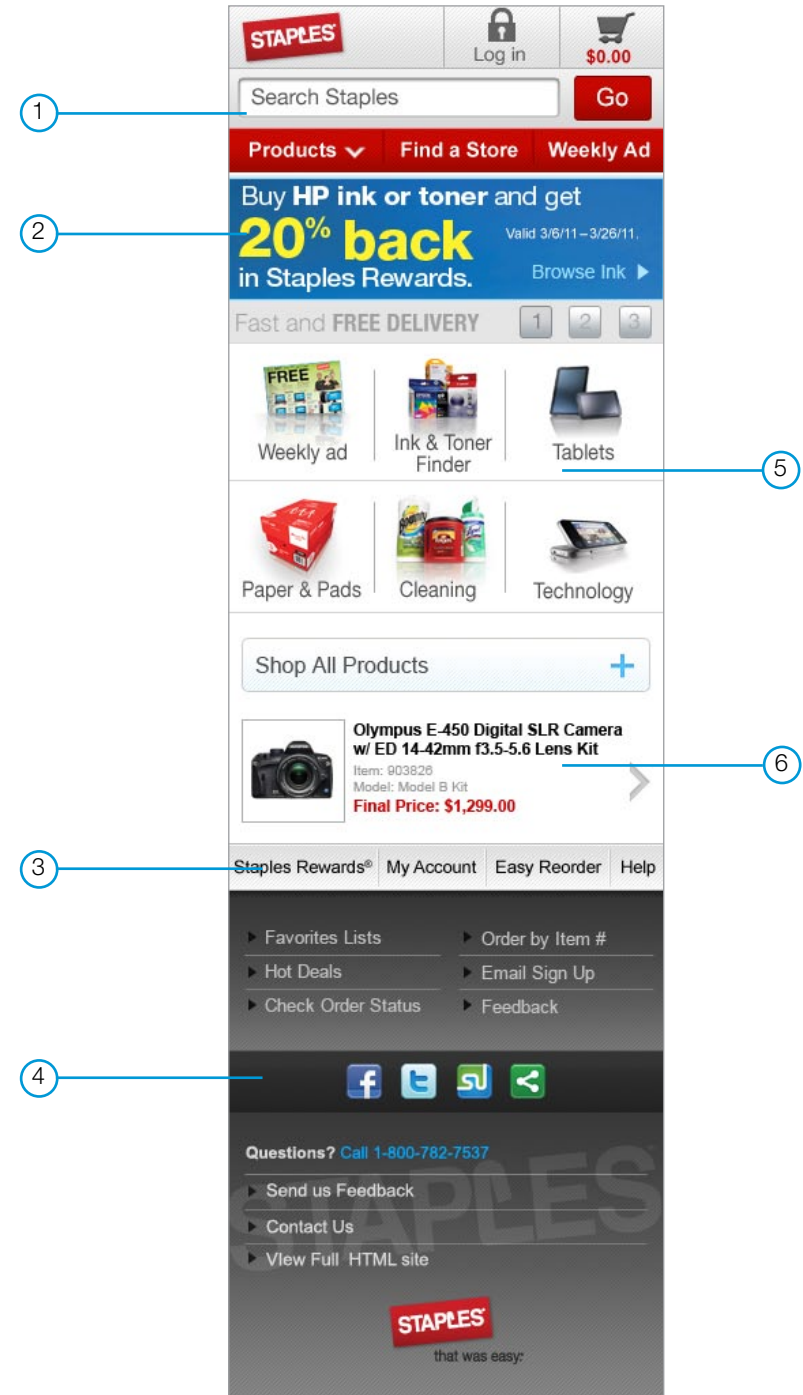
# Mobile WAP

The Mobile WAP allows customers to view and shop staples.com. If you have questions or requests, please contact [brand@staples.com](mailto:brand@staples.com).

**Components:**

1. Header\*
2. Large promotional banner\*
3. Floating footer navigation\*
4. Footer\*
5. Featured categories
6. Personalized product feature

\*Required



# User interface reference

If you have technical questions, please contact the Staples IT group.

If you have creative questions or requests, please contact [brand@staples.com](mailto:brand@staples.com).

Header component .....	6.30	Toolbox: help.....	6.53
Header .....	6.31	Toolbox: purchase history .....	6.54
Header: simplified.....	6.32	Toolbox: multi select.....	6.55
Search subcomponent .....	6.33	Buttons: large.....	6.56
Cart subcomponent .....	6.34	Buttons: large continued.....	6.57
Alley subcomponent .....	6.35	Buttons: medium.....	6.58
Alerts/messaging subcomponent .....	6.36	Buttons: medium continued.....	6.59
User tools.....	6.37	Buttons: small .....	6.60
Top navigation.....	6.38	Buttons: small continued .....	6.61
Top navigation.....	6.39	Buttons: add to cart and learn more .....	6.62
Footer component.....	6.40	960-pixel grid .....	6.63
Footer: double.....	6.41	Online logo usage.....	6.64
Footer: single.....	6.42	Online logos: Staples.....	6.65
Left navigation component .....	6.43	Online logos: Copy & Print.....	6.67
Left navigation: product box .....	6.44	Online logos: EasyTech .....	6.68
Left navigation: product box flyout.....	6.45	Online logos: Rewards Base.....	6.69
Left navigation: single box .....	6.46	Online logos: Rewards Associate.....	6.70
Left navigation: double box.....	6.47	Online logos: Rewards Premier .....	6.71
Left navigation: double box (institutional).....	6.48	Online logos: Rewards Premier Gold .....	6.72
Left navigation: filter box inactive .....	6.49	Online logos: Rewards Premier Gold .....	6.73
Left navigation: filter box active.....	6.50	Online logos: Rewards Premier Platinum .....	6.74
Left navigation: filter box disabled.....	6.51	Online logos: Rewards Premier Teacher .....	6.75
Toolbox component .....	6.52	Online logos: Rewards Teacher Base .....	6.76

# Header component

The header follows one of the following two styles:

## Header

The header is used on eCommerce Web sites.

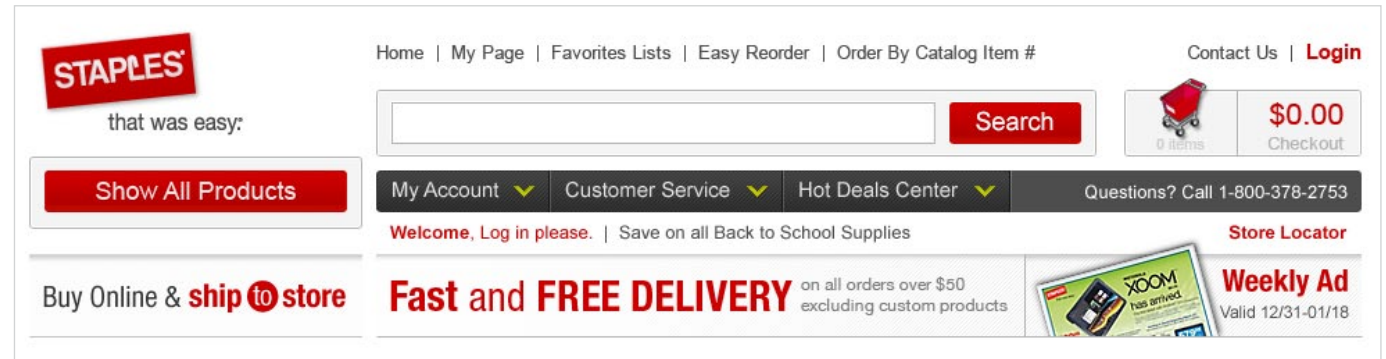
## Simplified header

The simplified header is used on institutional centers and landing pages.

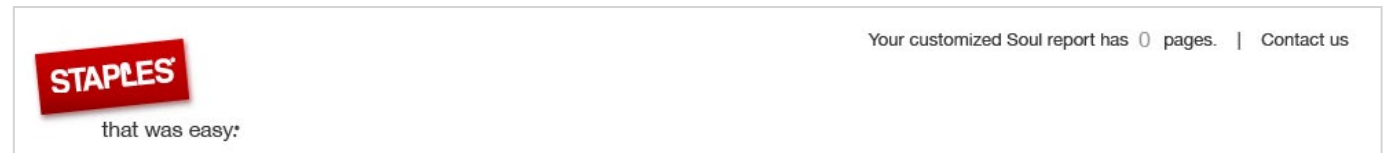
## Components

1. "Header" on page 6.31
2. "Header: simplified" on page 6.32

## Header



## Simplified header



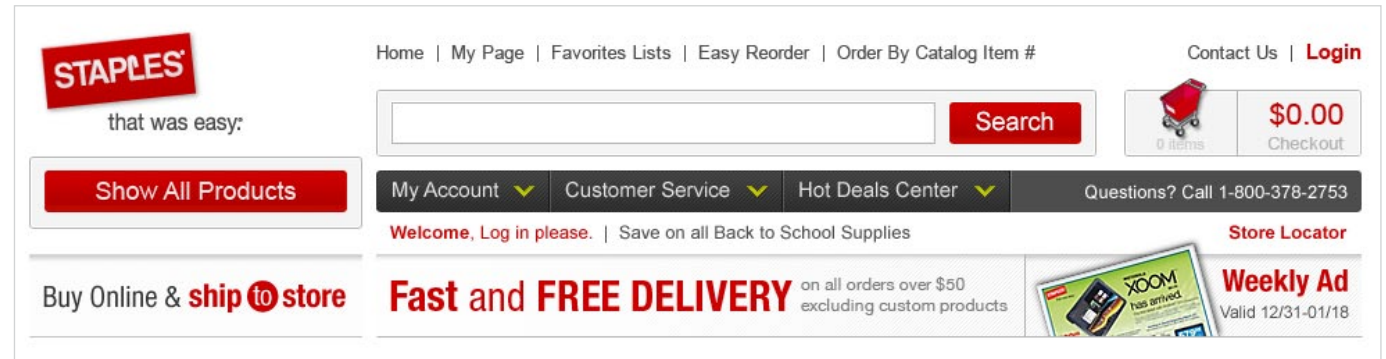
# Header

The header is used on eCommerce Web sites.

## Subcomponents

1. Search
2. Cart
3. Show all products
4. Site tools
5. Alley

## Header



Font family: Arial, Helvetica, sans-serif  
 Font size: 13px  
 Color: #4d4d4d

Font family: Arial, Helvetica, sans-serif  
 Font size: 13px  
 Color: #cc0000

## Graphic elements



# Header: simplified

The simplified header is used on institutional centers and landing pages.

## Simplified header



Font family: Arial, Helvetica, sans-serif  
Font size: 13px  
Color: #333333

## Graphic elements





# Search subcomponent

Search is a subcomponent of header.

## Search (subcomponent of header)



Border radius: 3px  
Border: 1px solid #ffffff  
Background color: #f4f4f4

Font family: arial, helvetica, sans-serif  
Font size: 15px  
Color: #4d4d4d  
Offset-border: 1px solid #ffffff  
Border: 1px solid #b3b3b3

Link state  
Border radius: 3px  
Color: #ffffff  
Background color: #cc0000

Hover state  
Border radius: 3px  
Color: #ffffff  
Background color: #cc0000

# Cart subcomponent

The cart width is based on the dollar amount. Larger dollar amounts expand the width.

## Cart (subcomponent of header)

### Inactive state



#### Background

Border radius: 3px;  
 Border: 1px solid #b3b3b3  
 Border: 1px solid #ffffff  
 Background color: #f4f4f4  
 Font family: arial, helvetica, sans-serif  
 Padding: 10px  
 Width: variable (based on content)  
 Margin: 10 20 5 20

#### Text-number of items

Font weight: bold  
 Color: #cc0000

#### Text-items label

Font weight: normal  
 Color: #4d4d4d  
 Font size: 11px

#### Text-total \$

Font weight: normal  
 Color: #cc0000  
 Font size: 20px

#### Text-checkout

Font weight: normal  
 Color: #b3b3b3  
 Font size: 12px

#### Graphic element



hdr\_cart.png

### Link state



#### Text-checkout

Color: #cc0000

### Hover state



#### Background

Border: 1px solid #0092db  
 Background color: #e3f6ff

#### Text

Color: #0092db

# Alley subcomponent

The alley appears in the header on every page. On the home page, the leftmost position in the alley is replaced by primary left navigation in its expanded state. On all other pages, it displays a low price guarantee message.

When customers are logged in to the Web site, the “Fast and Free Delivery” located in the center of the alley is replaced with the customer’s name, Rewards identification number and current Rewards value.

## Alley (subcomponent of header)

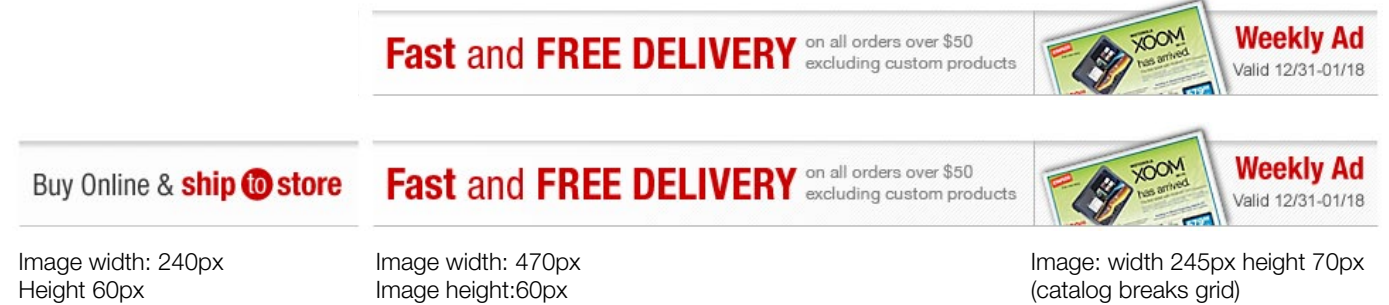


Image width: 240px  
Height 60px

Image width: 470px  
Image height: 60px

Image: width 245px height 70px  
(catalog breaks grid)

## Hover states



Image width: 240px  
Image height 60px

Image width: 470px  
Image height: 60px

Image: width 245px height 70px  
(catalog breaks grid)

## Customer logged in to Web site.



Name: font size: 24px, Color: #cc0000, overflow: hidden  
 Rewards: border right: #4d4d4d, padding right: 10px  
 Label: font size: 12px, Color: #333333, font style: bold  
 Number: Color: #4d4d4d, font style: normal  
 Year to date: padding left: 10px  
 Label: font size: 12px, Color: #4d4d4d, font style: normal  
 Number: font size: 15px, Color: #cc0000, font style: bold

## Graphic Elements



# Alerts/ messaging subcomponent

## Welcome link (subcomponent of header)

### Welcome, Log in please.

Font weight: bold/font weight: normal  
Color: #cc0000  
Font size: 13px tall  
Text decoration: none

## Welcome, known user, inactive

### Welcome, Sebastian S. Kresge.

Font weight: bold/font weight: normal  
Color: #cc0000  
Font size: 13px tall  
Text decoration: none  
Company name or user input appears

## Alert link

### | Save on all Back to School Supplies

Font weight: normal  
Text decoration: none  
Color: #4d4d4d  
Font size: 13px tall  
Separated with a "|"   
Font size: 13px tall

## Locator link

### Store Locator

Font weight: bold  
Text decoration: none  
Color: #cc0000  
Font size: 13px tall  
Text align: right

## Welcome hover

### Welcome, Log in please.

Font weight: bold/font weight: normal  
Color: #0092db  
Font size: 13px tall  
Text decoration: none

## Welcome, known user, SAM page is true

Account Manager: [Mary.Anderson@Staples.com](mailto:Mary.Anderson@Staples.com) 1-800-555-1212 ext 55555

Font weight: bold/font weight: normal  
Color: #666666  
Font size: 13px tall  
Service rep email address  
Font weight: normal  
Color: #0092db

## Alert hover

### | Save on all Back to School Supplies

Font weight: normal  
Text decoration: none  
Color: #0092db  
Font size: 13px tall  
Separated with a "|"   
Color: #4d4d4d

## Locator hover

### Store Locator

Font weight: bold  
Text decoration: none  
Color: #0092db  
Font size: 13px tall  
Text align: right

# User tools subcomponent

Login/Logout are the only conditional exceptions based on user profile.

## User tools link (subcomponent of header)

Home | My Page | Favorites Lists | Easy Reorder | Order By Catalog Item #

Font family: arial, helvetica, sans-serif  
Color: #4d4d4d  
Font size: 13px  
Font weight: normal  
Text decoration: none

## User tools hover

Home | My Page | Favorites Lists | Easy Reorder | Order By Catalog Item #

Font family: arial, helvetica, sans-serif  
Color: #0092db  
Font size: 13px  
Font weight: normal  
Text decoration: none

## User tools hover

Home | My Page | Favorites Lists | Easy Reorder | Order By Catalog Item #

Font family: Arial, Helvetica, sans-serif  
Color: #808080  
Font size: 13px  
Font weight: normal  
Text decoration: none

## User tools login link

**Login**

Font size: 15px  
Color: #cc0000  
Font weight: bold  
Text decoration: none

## User tools login hover

**Login**

Font size: 15px  
Color: #0092db  
Font weight: bold  
Text decoration: none

## User tools login selected

**Login**

Font size: 15px  
Color: #808080  
Font weight: bold  
Text decoration: none

# Top navigation subcomponent

The top nav has three tabs with a 1-pixel notch. The chevron changes in color and position based on the tab state. The dropdown menu is activated at the hover and selected hover states.

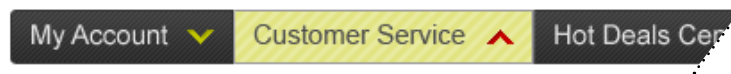
## Top navigation link (subcomponent of header)



Border: 1px solid #333333  
 Background color: #333333  
 Font family: Arial, Helvetica, sans-serif  
 Text align: right  
 Text decoration: none  
 Color: #ffffff

Border: 1px solid #525252  
 Background color: #525252  
 Font family: Arial, Helvetica, sans-serif  
 Text align: right  
 Text decoration: none  
 Color: #ffffff

## Top navigation hover



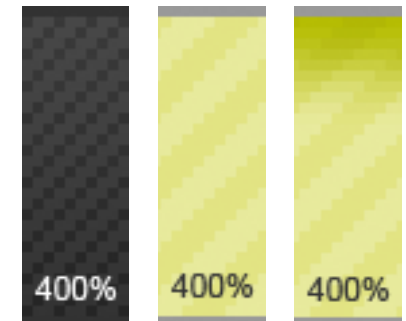
Font family: Arial, Helvetica, sans-serif  
 Font size: 15px  
 Text decoration: none  
 Color: #4d4d4d

## Top navigation selected



Font family: Arial, Helvetica, sans-serif  
 Font size: 15px  
 Text decoration: none  
 Color: #4d4d4d

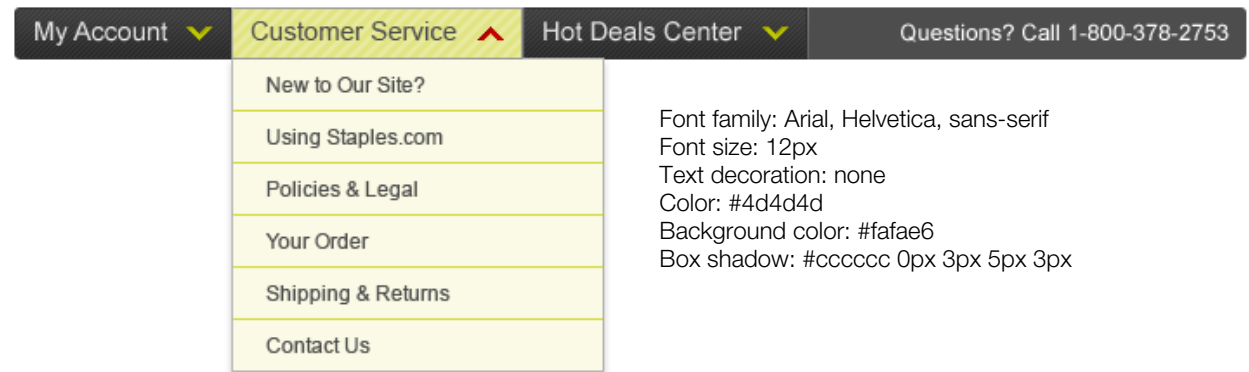
## Graphic elements



# Top navigation subcomponent continued

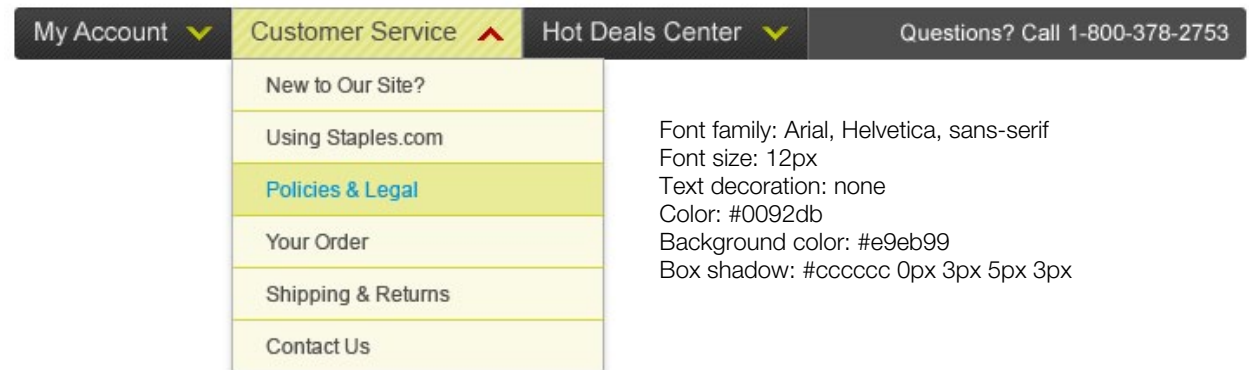
The Top nav has three tabs with a 1-pixel notch. The chevron changes in color and position based on the tab state. The dropdown menu is activated at the hover and selected hover states.

## Top navigation dropdown link



Font family: Arial, Helvetica, sans-serif  
 Font size: 12px  
 Text decoration: none  
 Color: #4d4d4d  
 Background color: #fafae6  
 Box shadow: #cccccc 0px 3px 5px 3px

## Top navigation dropdown hover



Font family: Arial, Helvetica, sans-serif  
 Font size: 12px  
 Text decoration: none  
 Color: #0092db  
 Background color: #e9eb99  
 Box shadow: #cccccc 0px 3px 5px 3px

# Footer component

The footer is one of the following two styles

## Double

Double footer is used on eCommerce Web sites.

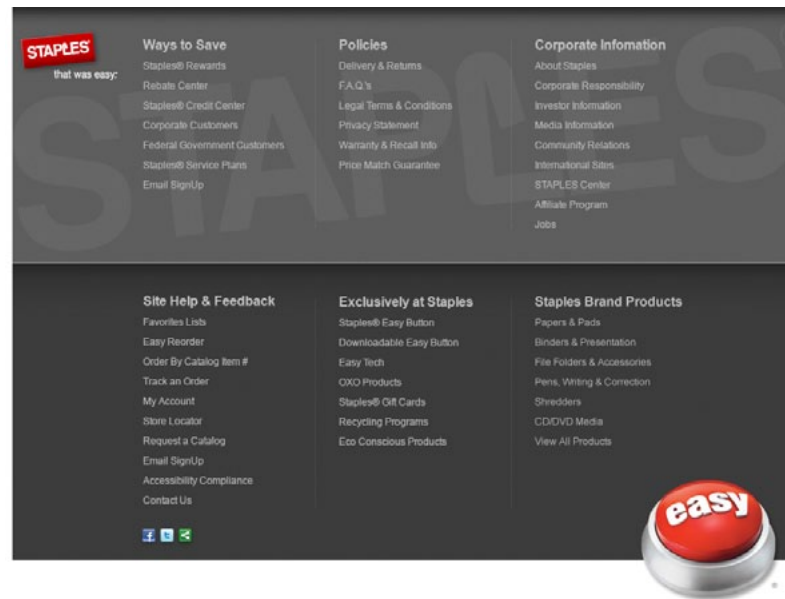
## Single

Single footer is used on institutional centers and landing pages.

## Components

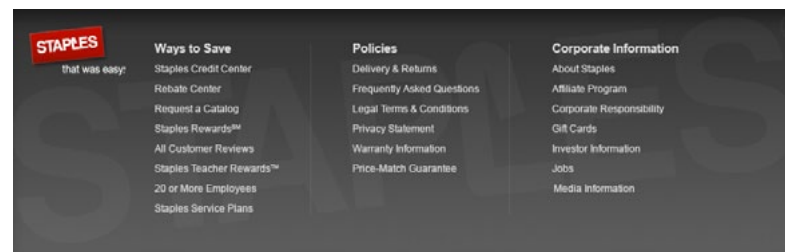
1. "Footer: double" on page 6.41
2. "Footer: single" on page 6.42

## Double



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 See our delivery policy for full details.  
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 Questions? Call 1-800-STAPLES (1-800-762-7537) or [email us](#) at <http://www.staples.com/iamakus>.  
[Site Map](#) | [RSS feed](#)

## Single

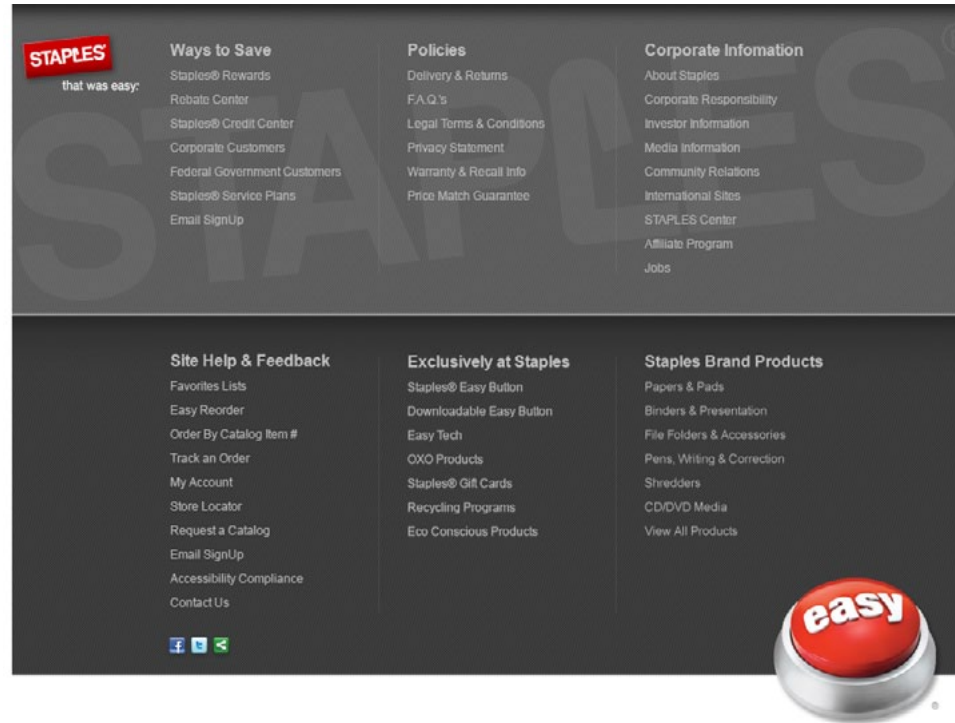




# Footer: double

The double footer, used on the eCommerce Web site, offers quick links to much of staples.com and increases Search Engine Optimization.

## Double Footer



### Background fill

Top: #666666

Bottom: #333333

Padding: 10px

(Pattern overlay shown below)

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See our delivery policy for full details.  
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Questions? Call 1-800-STAPLES (1-800-789-7537) or email us at <http://www.staples.com/enmailus>

### Header

Font family: Arial, Helvetica, sans-serif  
Font size: 15px  
Font weight: bold  
Text decoration: none  
Color: #e5e5e5

### Link

Font family: Arial, Helvetica, sans-serif  
Font size: 11px  
Text decoration: none  
Color: #e5e5e5

### Hover

Font family: Arial, Helvetica, sans-serif  
Font size: 11px  
Text decoration: none  
Color: #dde166

### Selected

Font family: Arial, Helvetica, sans-serif  
Font size: 11px  
Text decoration: none  
Color: #e5e5e5

### Legal, site map and RSS feed links

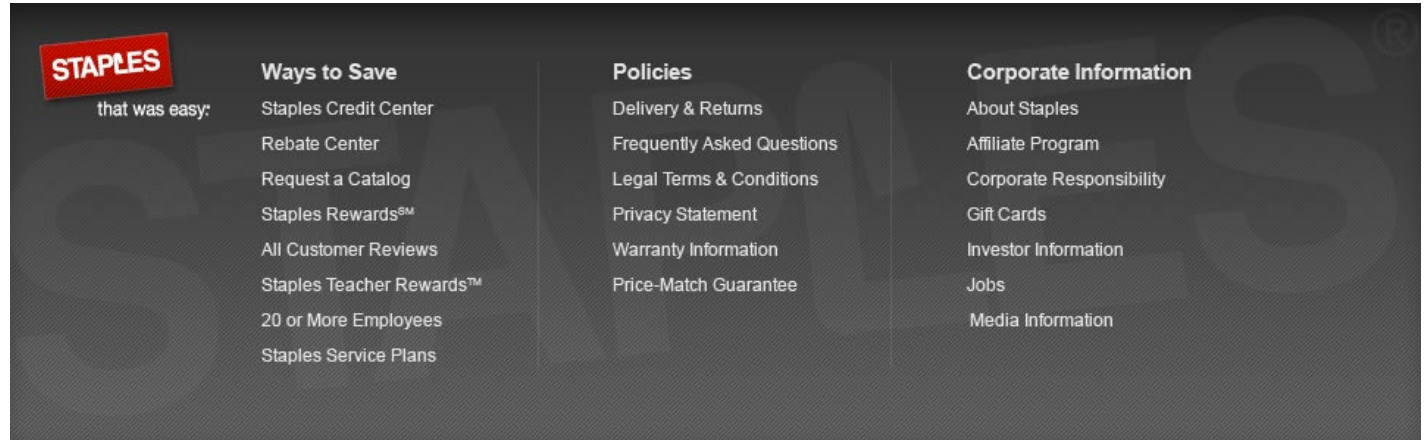
Font family: Arial, Helvetica, sans-serif  
Font size: 11px  
Text decoration: none  
Color: #808080

## Graphic elements



# Footer: single

The single footer, used on institutional centers and institutional landing pages, offers quick links to much of staples.com and increases Search Engine Optimization.



**Header**

Font family: Arial, Helvetica, sans-serif  
 Font size: 15px  
 Font weight: bold  
 Text decoration: none  
 Color: #e5e5e5

**Link**

Font family: Arial, Helvetica, sans-serif  
 Font size: 11px  
 Text decoration: none  
 Color: #e5e5e5

**Hover**

Font family: Arial, Helvetica, sans-serif  
 Font size: 11px  
 Text decoration: none  
 Color: #dde166

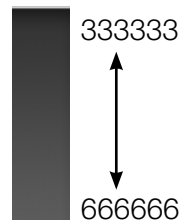
**Selected**

Font family: Arial, Helvetica, sans-serif  
 Font size: 11px  
 Text decoration: none  
 Color: #e5e5e5

**Background gradient fill**

Top: #333333  
 Bottom: #666666  
 Padding: 10px  
 (Pattern overlay shown below)

**Graphic elements**



# Left navigation component

The left navigation is one of the following 4 styles:

## Product box

Product box navigation is the primary site navigation.

## Single box

Single box navigation is the preferred navigation for supercategory, category and department pages.

## Double box

Double box is the preferred navigation for resource and help content.

## Filter box

Filter box is used on class pages.

## Components

1. "Left navigation: product box" on page 6.44
2. "Left navigation: single box" on page 6.46
3. "Left navigation: double box" on page 6.47
4. "Left navigation: filter box inactive" on page 6.49

### Product box

Show All Products	
Ink & Toner	>
Paper   Notebooks   Post-its	>
Filing   Binders   Organizers	>
Pens   Tape   Desk Supplies	>
Computers   Drives   Accessories	>
Printers   Cameras   Electronics	>
Cleaning   Paper Towels   Facilities	>
Coffee   Water   Snacks	>
Envelopes   Labels   Mailing	>
Boards   Easels   Dry-Erase	>
Furniture   Chairs   Cabinets	>
Teaching   Drafting   Art	>
Calendars   Planners	>
Security   Banking   Cash	>
Copy & Print	>
Custom: Imprint   Stamps	>
Staples® Brand Products	>

### Single box

Single Sheet Papers
Pads & Rolls
Resume & Fine Business Paper Multiline Link
Specialty Papers

### Double box

EasyTech Research Center
Computer Research
Printer Research
Networking Research

### Filter box

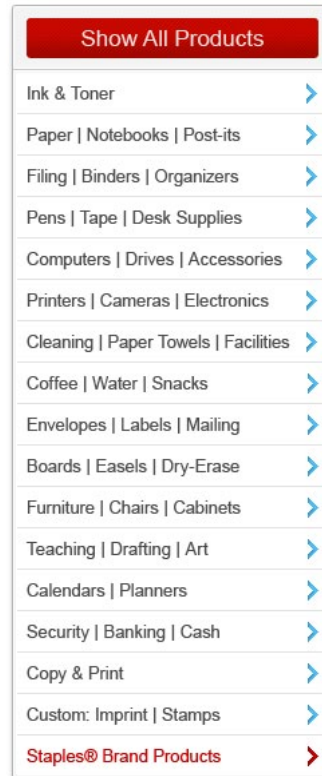
Narrow By:
Hot Deals
<input type="checkbox"/> Promotion (41)
Seat Color
<input type="checkbox"/> Black/Gray (49)
<input type="checkbox"/> Brown (3)
<input type="checkbox"/> Blue (17)
<input type="checkbox"/> Burgundy (21)
<input type="checkbox"/> Sand (1)
Seat Material
<input type="checkbox"/> Microsuede (4)
<input type="checkbox"/> Stain resistant (40)
<input type="checkbox"/> Chenille (6)
<input type="checkbox"/> Vinyl (9)
<input type="checkbox"/> Other (32)
Brand
<input type="checkbox"/> Staples (2)
<input type="checkbox"/> Office Star (8)
<input type="checkbox"/> HON (40)
<input type="checkbox"/> Sealy (6)
<input type="checkbox"/> Other (35)
Price
<input type="checkbox"/> \$0-\$150 (11)
<input type="checkbox"/> \$150-\$300 (31)
<input type="checkbox"/> \$300-\$450 (21)
<input type="checkbox"/> \$450-\$600 (17)
<input type="checkbox"/> \$600-\$750 (11)

# Left navigation: product box

## Left navigation product box 1 of 2

The product navigation is the primary site navigation. “Show All Products” is an open-and-close menu function on all pages with the exception of the home page where it is defaulted open. Items are separated in the menu by the (|) pipe symbol.

### Link



#### Show All Products box

Inset border 1: 1px solid #ffffff  
Background: #f4f4f4

#### Menu box

Width: 240px  
Border radius: 3px  
Border: 1px solid #b3b3b3  
Inset border 1: 1px solid #ffffff  
Inset border 2: 1px solid #f4f4f4  
Inset border 3: 1px solid #ffffff  
Box shadow: #cccccc 0px 3px 5px  
Margin bottom: 20px  
Background: #ffffff

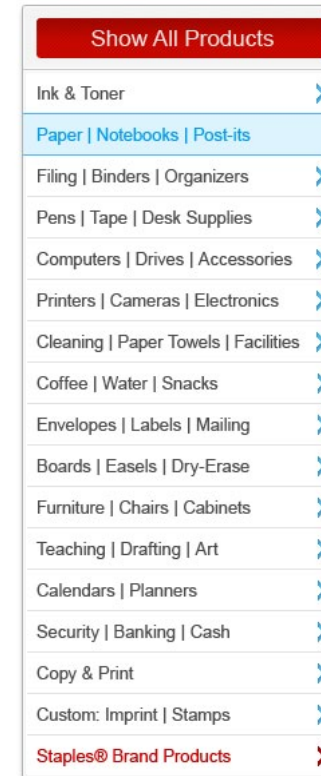
#### Show All Products button

Border radius: 3px  
Margin: 10px  
Font family: Arial, Helvetica, sans-serif  
Font size: 17px  
Text decoration: none  
Color: #ffffff  
Background color: #cc0000/image

#### Menu item link

Font family: Arial, Helvetica, sans-serif  
Font size: 13px  
Text decoration: none  
Display: block  
Color: #4d4d4d (except last item)  
Color: #cc0000  
Padding: 8px 10px 8px; 10px  
Border bottom: 1px solid #cccccc (except last item)

### Hover



#### Show All Products button

Background color: #9c0000/image

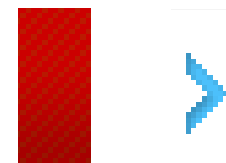
#### Menu box

Background: #ddf4ff

#### Menu item hover

Color: #009eed  
Border: 1px solid #4db5fe  
Border-right: none

### Graphic element



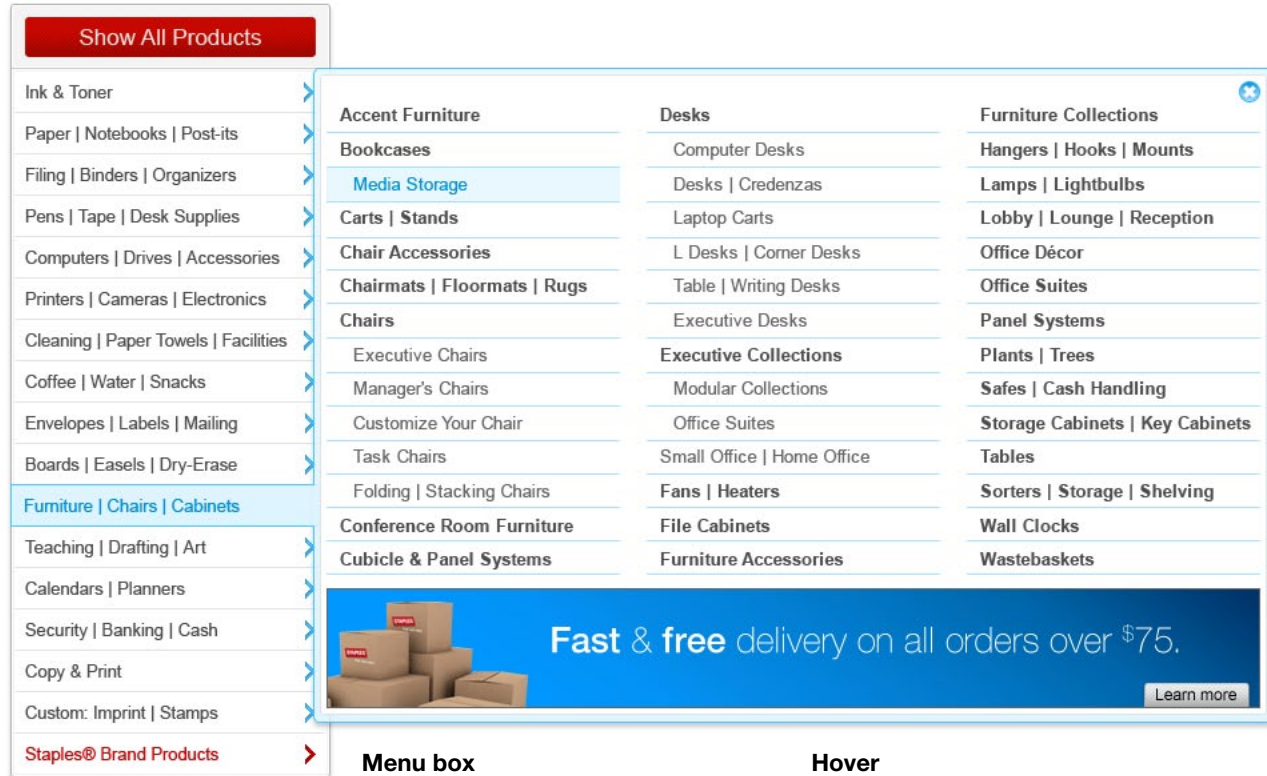
### Graphic element



# Left navigation: product box flyout

## Left navigation product box 2 of 2

The flyout menu features ad banners at the bottom of the menu and has a close window button.



### Menu box

Border-radius: 3px  
 Border: 1px solid #4dc3ff  
 Padding: 7px  
 Background-color: #b2e5ff  
 Filter: alpha (opacity=80)  
 /\* CSS3 standard \*/  
 Border inset 1: #e3e3e3  
 Box shadow: #cccccc 0px 3px 5px

### link

Font-family: arial, helvetica, sans-serif  
 Font-size: 13px  
 Color: #4d4d4d  
 Padding: 10px  
 Background-color: #ffffff  
 Border-bottom: 4dc3ff

### Category link

Font-weight: bold

### Class link

Color: #66666d  
 Padding-left: 20px

### Hover

Color: #0092db  
 Background-color: #e9f8ff

### Graphic element

Link



### Graphic element

Hover



# Left navigation: single box

The style for this secondary left navigation follows the primary navigation without the gray box, chevrons, or texture. Menu items are title case.

## Link

Single Sheet Papers
Pads & Rolls
Resume & Fine Business Paper Multiline Link
Specialty Papers

## Menu box

Width: 200px  
Border radius: 3px  
Border: 1px solid #b3b3b3  
Box shadow: #cccccc 0px 3px 5px  
Margin bottom: 20px

## Menu item

Font family: Arial, Helvetica, sans-serif  
Font size: 14px  
Text decoration: none  
Display: block  
Color: #4d4d4d  
Padding: 8px 10px 8px; 10px  
Border bottom: 1px solid #cccccc  
(except last item)  
Background: #ffffff

## Hover

Single Sheet Papers
Pads & Rolls
Resume & Fine Business Paper Multiline Link
Specialty Papers

## Menu item

Color: #0092db  
Background: #e5f6ff

# Left navigation: double box

The style for this secondary left navigation follows the single box with a gray box. It has a traditional parent-child relationship.

## Parent link



### Gray box

Width: 240px  
 Border radius: 3px  
 Border: 1px solid #b3b3b3  
 Border radius: inherited  
 Border: 1px solid #ffffff  
 Margin bottom: 20px  
 Padding: 10px  
 Background color: #f4f4f4  
 Box shadow: #cccccc 0px 3px 5px

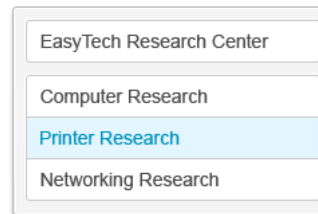
### Menu box

Border radius: inherited  
 Border: 1px solid #b3b3b3  
 Margin bottom: 10px

### Menu item

Font family: Arial, Helvetica, sans-serif  
 Font size: 14px  
 Text decoration: none  
 Display: block  
 Color: #4d4d4d  
 Padding: 8px 10px 8px 10px  
 Border bottom: 1px solid #cccccc  
 (except last item)  
 Background: #ffff

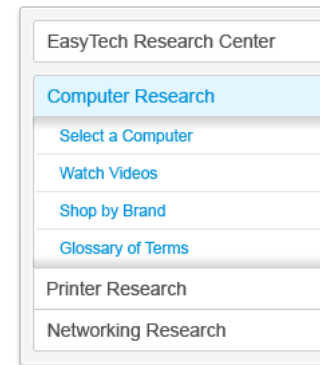
## Parent hover



### Menu item

Color: #0092db  
 Background: #e5f6ff

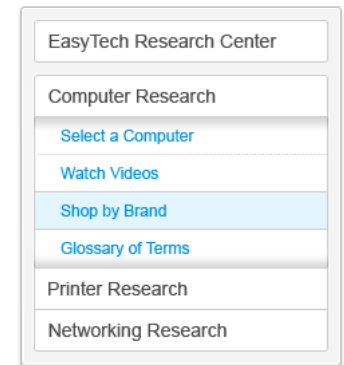
## Child link



### Menu item

Color: #0092db  
 Padding: 8px 10px 8px; 20px  
 Box shadow:  
 #cccccc 0px 3px 5px (first item)  
 #cccccc 0px -3px -5px (last item)

## Child hover



### Menu item

Color: #0092db  
 Background: #e5f6ff

# Left navigation: double box (institutional)

The style for this secondary left navigation follows the single box with a gray box. It has a traditional parent-child relationship. This is an exception for institutional Web sites.

### Parent link



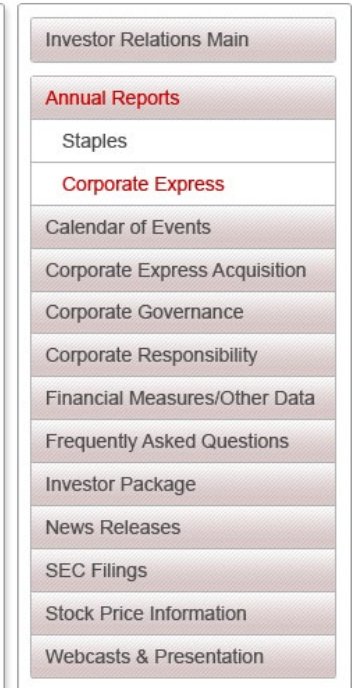
### Parent hover



### Child link



### Child hover



#### Outer box

Width: 240px  
 Border radius: 3px  
 Border: 1px solid #b3b3b3  
 Border radius: inherited  
 Border: 1px solid #ffffff  
 Margin bottom: 20px "Footer component" on page 6.40  
 Padding: 10px  
 Background color: #f4f4f4  
 Box shadow: #cccccc 0px 3px 5px

#### Menu box

Border radius: inherited  
 Border: 1px solid #b3b3b3  
 Margin bottom: 10px

#### Menu item

Font family: Arial, Helvetica, sans-serif  
 Font size: 14px  
 Text decoration: none  
 Display: block  
 Color: #4d4d4d  
 Padding: 8px 10px 8px 10px  
 Border bottom: 1px solid #cccccc (except last item)  
 Background: #ffffff

#### Menu item

Color: #cc0000;

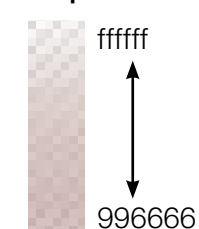
#### Menu item

Color: #4d4d4d  
 Padding: 8px 10px 8px 20px  
 Box shadow: #cccccc 0px 3px 5px (first item)  
 #cccccc 0px -3px -5px (last item)

#### Menu item

Color: #cc0000;  
 Background: #ffffff

#### Graphic element





# Left navigation: filter box inactive

## Left navigation filter box 1 of 3

This left navigation menu is stylistically similar to the left tool. It is persistent and shows state of attribute tally, selection and deselection.

### Inactive link

<b>Narrow By:</b>
<b>Hot Deals</b>
<input type="checkbox"/> Promotion (41)
<b>Seat Color</b>
<input type="checkbox"/> Black/Gray (49)
<input type="checkbox"/> Brown (3)
<input type="checkbox"/> Blue (17)
<input type="checkbox"/> Burgundy (21)
<input type="checkbox"/> Sand (1)
<b>Seat Material</b>
<input type="checkbox"/> Microsuede (4)
<input type="checkbox"/> Stain resistant (40)
<input type="checkbox"/> Chenille (6)
<input type="checkbox"/> Vinyl (9)
<input type="checkbox"/> Other (32)
<b>Brand</b>
<input type="checkbox"/> Staples (2)
<input type="checkbox"/> Office Star (8)
<input type="checkbox"/> HON (40)
<input type="checkbox"/> Sealy (6)
<input type="checkbox"/> Other (35)
<b>Price</b>
<input type="checkbox"/> \$0-\$150 (11)
<input type="checkbox"/> \$150-\$300 (31)
<input type="checkbox"/> \$300-\$450 (21)
<input type="checkbox"/> \$450-\$600 (17)
<input type="checkbox"/> \$600-\$750 (11)

### Filter box

Width: 220px  
 Border radius: 3px  
 Border: 1px solid #b3b3b3  
 Box shadow: #cccccc 0px 3px 5px  
 Padding: 13px 10px 13px 10px  
 Margin bottom: 20px  
 Font family: Arial, Helvetica, sans-serif  
 Text decoration: none  
 Font size: 18px  
 Color: #4d4d4d

### Head primary

Background: (image) #99dfff

### Head secondary

Border radius-topleft: 3px  
 Border radius-topright: 3px;  
 Border top: 1px solid #b3b3b3  
 Border bottom: 1px solid #b3b3b3  
 Background: #ffffff  
 Border bottom: 1px

### Label link

Font size: 14px  
 Display: block  
 Padding: 6px 10px 6px 10px  
 Border bottom: 1px solid #cccccc (except last item)  
 Background: #ffffff

### Tally

Color: #b3b3b3

### Check box

Unselected

### Graphic element



bg\_hdr\_personalization\_blue.gif

### Inactive Hover

<b>Narrow By:</b>
<b>Hot Deals</b>
<input type="checkbox"/> Promotion (41)
<b>Seat Color</b>
<input type="checkbox"/> Black/Gray (49)
<input type="checkbox"/> Brown (3)
<input checked="" type="checkbox"/> Blue (17)
<input type="checkbox"/> Burgundy (21)
<input type="checkbox"/> Sand (1)
<b>Seat Material</b>
<input type="checkbox"/> Microsuede (4)
<input type="checkbox"/> Stain resistant (40)
<input type="checkbox"/> Chenille (6)
<input type="checkbox"/> Vinyl (9)
<input type="checkbox"/> Other (32)
<b>Brand</b>
<input type="checkbox"/> Staples (2)
<input type="checkbox"/> Office Star (8)
<input type="checkbox"/> HON (40)
<input type="checkbox"/> Sealy (6)
<input type="checkbox"/> Other (35)
<b>Price</b>
<input type="checkbox"/> \$0-\$150 (11)
<input type="checkbox"/> \$150-\$300 (31)
<input type="checkbox"/> \$300-\$450 (21)
<input type="checkbox"/> \$450-\$600 (17)
<input type="checkbox"/> \$600-\$750 (11)

### Label link hover

Color: #0092db  
 Background: #e5f6ff  
 Border bottom: 1px solid #8bd3f7

### Tally

Color: #0092db

### Check box

Unselected

### Above element

Border bottom: 1px solid #8bd3f7

# Left navigation: filter box active

## Left navigation filter box 2 of 3

Active state shows that filters have been selected.

### Elements

- Buttons

#### Active link

<b>Narrow By:</b>	<a href="#">Clear All</a>
<b>Hot Deals</b>	
<input type="checkbox"/>	Promotion (41)
<b>Seat Color</b>	
<input type="checkbox"/>	Black/Gray (49)
<input type="checkbox"/>	Brown (3)
<input checked="" type="checkbox"/>	Blue (17)
<input type="checkbox"/>	Burgundy (21)
<input type="checkbox"/>	Sand (1)
<b>Seat Material</b>	
<input type="checkbox"/>	Microsuede (4)
<input type="checkbox"/>	Stain resistant (40)
<input type="checkbox"/>	Chenille (6)
<input type="checkbox"/>	Vinyl (9)
<input type="checkbox"/>	Other (32)
<b>Brand</b>	
<input type="checkbox"/>	Staples (2)
<input type="checkbox"/>	Office Star (8)
<input type="checkbox"/>	HON (40)
<input type="checkbox"/>	Sealy (6)
<input type="checkbox"/>	Other (35)
<b>Price</b>	
<input type="checkbox"/>	\$0-\$150 (11)
<input type="checkbox"/>	\$150-\$300 (31)
<input type="checkbox"/>	\$300-\$450 (21)
<input type="checkbox"/>	\$450-\$600 (17)
<input type="checkbox"/>	\$600-\$750 (11)

#### Head secondary

Background: (image) #e3f6ff

#### Label link hover

Color: #0092db

Background: #e5f6ff

Border bottom: 1px solid #8bd3f7

#### Tally

Color: #0092db

#### Check box

Selected

#### Above element

Border bottom: 1px solid #8bd3f7

#### Clear button links

Border radius: 3px

Border: 1px solid #0092db

Font size: 10px

Text decoration: none

Color: #0092db

Margin: 10px

Background: #ffffff

#### Graphic element



head\_left\_navigation\_filter\_secondary\_act  
psd

#### Active Hover

<b>Narrow By:</b>	<a href="#">Clear All</a>
<b>Hot Deals</b>	
<input type="checkbox"/>	Promotion (41)
<b>Seat Color</b>	
<input type="checkbox"/>	Black/Gray (49)
<input type="checkbox"/>	Brown (3)
<input checked="" type="checkbox"/>	Blue (17)
<input type="checkbox"/>	Burgundy (21)
<input type="checkbox"/>	Sand (1)
<b>Seat Material</b>	
<input type="checkbox"/>	Microsuede (4)
<input type="checkbox"/>	Stain resistant (40)
<input type="checkbox"/>	Chenille (6)
<input type="checkbox"/>	Vinyl (9)
<input type="checkbox"/>	Other (32)
<b>Brand</b>	
<input type="checkbox"/>	Staples (2)
<input type="checkbox"/>	Office Star (8)
<input type="checkbox"/>	HON (40)
<input type="checkbox"/>	Sealy (6)
<input type="checkbox"/>	Other (35)
<b>Price</b>	
<input type="checkbox"/>	\$0-\$150 (11)
<input type="checkbox"/>	\$150-\$300 (31)
<input type="checkbox"/>	\$300-\$450 (21)
<input type="checkbox"/>	\$450-\$600 (17)
<input type="checkbox"/>	\$600-\$750 (11)

#### Label link hover

Color: #cc0000

#### Tally

Color: #cc0000

#### Clear button links

Color: #ffffff

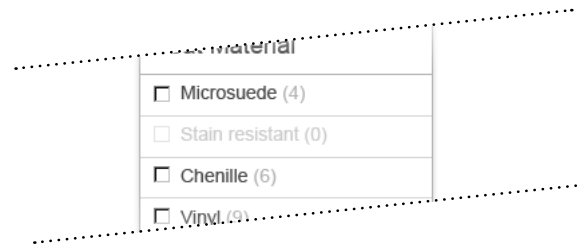
Background: #cc0000

# Left navigation: filter box disabled

## Left navigation filter box 3 of 3

Certain attribute combinations invalidate the filter or selected filter. This disables the function and is reflected in the tally

### Disabled



#### Label link

Color: #cccccc

#### Tally

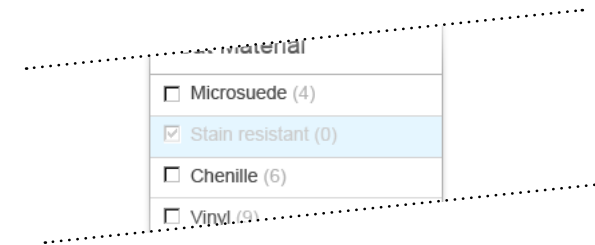
Color: #cccccc

#### Check box

Replaced with (12px) box

Border: 1px solid #e5e5e5

### Disabled selected



#### Label link

Color: #cccccc

Background: #e5f6ff

Border bottom: 1px solid #cccccc

#### Tally

Color: #cccccc

#### Check box

Selected

Border: 1px solid #e5e5e5

# Toolbox component

In the left column under the primary and left navigation

## Help

This is a menu for customer service and a callout for live chat. State changes based on chat availability.

## Purchase history

If customer is known and has order history (13 months), this module will appear in select page layouts.

## Multi select


Similar to Help in purpose, this module is static and includes additional functions.

## Components

- “Toolbox: help” on page 6.53
- “Toolbox: purchase history” on page 6.54
- “Toolbox: multi select” on page 6.55

### Help

**Need Help?**




**Live Customer Support**  
Available Monday - Friday  
8<sup>AM</sup> - 8<sup>PM</sup> EST  
Pop ups must be enabled


### Purchase history

**My Frequent Orders**


Top 5 of 75 items [View All](#)




Canon PowerShot SD1200 IS Digital Camera, Dark Gray




Global Stack Chair without Arms, Black



HammerMill Copy Plus Copy Paper, 8 1/2" x 11", Case




Falcon Dust-Off Disposable Duster, 2/Pack




Machines E19T6W 19" Widescreen LCD Monitor

[View All Frequent Orders](#)


### Multi select




**Live Customer Support**  
Available Monday - Friday  
8<sup>AM</sup> - 8<sup>PM</sup> EST  
Pop ups must be enabled



**Email**  
Questions? Concerns?  
Feel free to drop us a quick note.



**Call 1-800-378-2753**  
Have a question or just want to place an order?  
We're at your service.

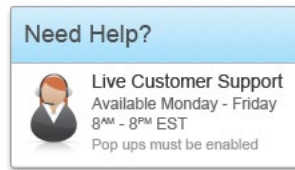


**Find A Store Near You**  
Get store hours, phone numbers, driving directions and more.

# Toolbox: help

This component is used on dynamic pages to direct customers to live chat. State changes based on business hours.

## Link



## Box

Width: 220px  
 Border radius: 3px  
 Border: 1px solid #b3b3b3  
 Box shadow: #cccccc 0px 3px 5px  
 Padding: 13px 10px 13px 10px  
 Margin bottom: 20px  
 Font family: Arial, Helvetica, sans-serif  
 Color: #4d4d4d  
 Text decoration: none  
 Background color: #ffffff

## Head primary

Font size: 18px  
 Background (image): #99dfff  
 Border bottom: 1px #b3b3b3

## Visual cue

Image

## Head secondary

Font size: 14px

## Paragraph

Font size: 12px

## Note

Font size: 11px  
 Color: #999999

## Graphic elements



bg\_hdr\_personalization\_blue.gif



lcs\_home.gif

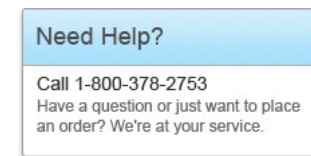
## Hover



## Head secondary, paragraph, note

Color: #0092db  
 Background: #e5f6ff

## Inactive

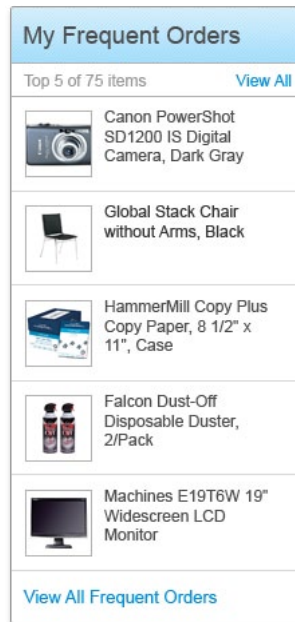


Replaces data

# Toolbox: purchase history

This tool supports quick purchase using customers' order history.

## Link



### Box

Width: 220px  
 Border radius: 3px  
 Border: 1px solid #b3b3b3  
 Box shadow: #cccccc 0px 3px 5px  
 Padding: 13px 10px 13px 10px  
 Margin bottom: 20px  
 Font family: arial, helvetica, sans-serif  
 Color: #4d4d4d  
 Text decoration: none  
 Background color: #ffffff

### Head primary

Font size: 18px  
 Background (image): #99dfff  
 Border bottom: 1px #b3b3b3

### Tally

Font size: 12px  
 Color: #999999  
 Border bottom: 1px #b3b3b3

### View links

Font size: 12px  
 Color: #0092db

### Product image

(Image data)  
 Size: 50px 50px  
 Border: #b3b3b3

### Link

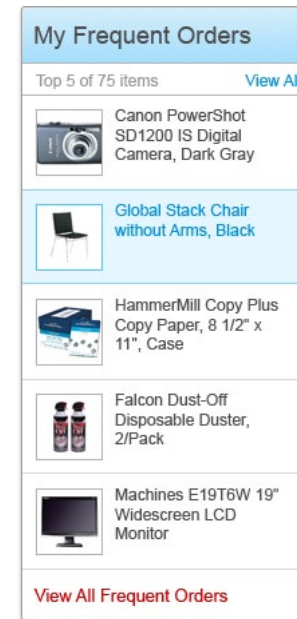
Font size: 12px  
 Color: #4d4d4d  
 Border bottom: 1px #b3b3b3

### Graphic elements



bg\_hdr\_personalization\_blue.gif

## Hover



### View links

Color: #cc0000

### Product Image

Border: #4dc3ff

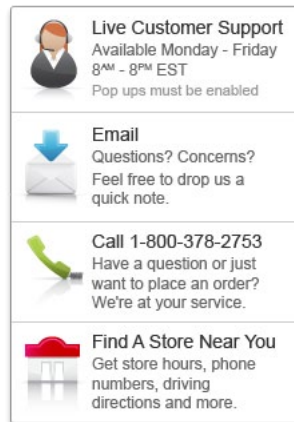
### link

Color: #0092db  
 Background color: #e5f6ff  
 Border bottom: #8bd3f7  
 Above border: #8bd3f7

# Toolbox: multi select

This tool is an alternate for the Toolbox: Help and is typically used on static pages.

## link



### Box

Width: 220px  
 Border radius: 3px  
 Border: 1px solid #b3b3b3  
 Box shadow: #cccccc 0px 3px 5px  
 Padding: 13px 10px 13px 10px  
 Margin bottom: 20px  
 Font family: Arial, Helvetica, sans-serif  
 Color: #4d4d4d  
 Text decoration: none  
 Background color: #ffffff

### Visual cue

(images)

### Head

Font size: 14px  
 Border bottom: 1px #b3b3b3  
 (except last item)

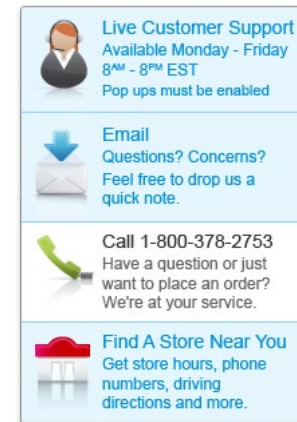
### Paragraph

Font size: 12px

### Note

Font size: 11px  
 Color: #999999

## hover



### Head, Paragraph, Note

Color: #0092db  
 Background: #e5f6ff

### Graphic elements



# Buttons: large

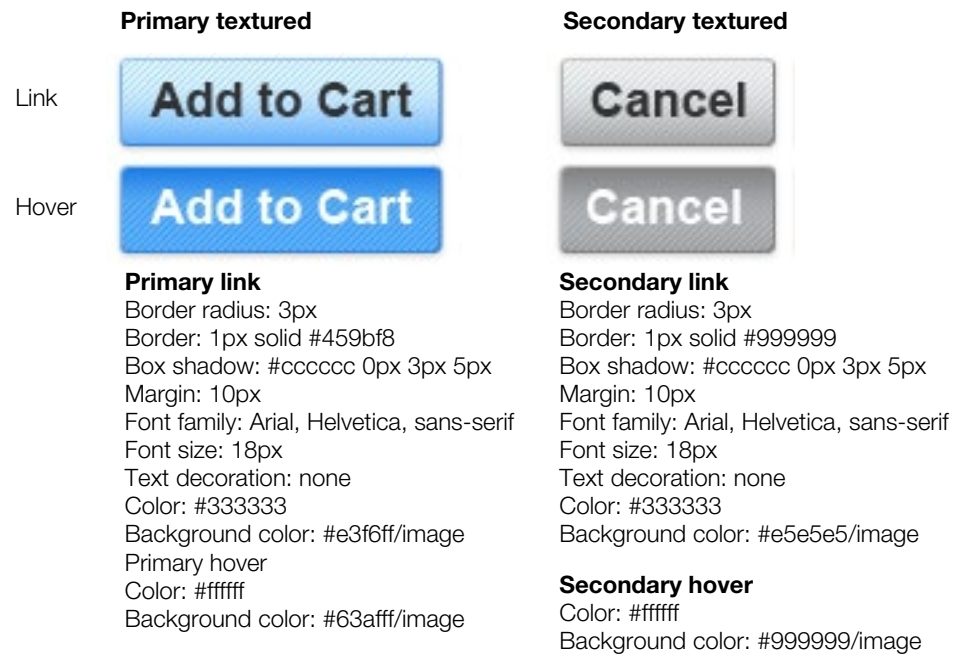
The style for buttons has primary and secondary actions. The color is based on a tone-on-tone relationship. These examples would be for use in text.

The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative.

These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.



## Graphic elements





# Buttons: large continued

The style for buttons has primary and secondary actions.

The color is based on a tone-on-tone relationship. These examples would be for use in text.

The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative.

These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.

## Primary tinted

Link



Hover



### Primary link

Border radius: 3px  
 Border: 1px solid #0092db  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 18px  
 Text decoration: none  
 Color: #0092db  
 Background color: #e3f6ff

### Primary hover

Color: #ffffff  
 Background color: #4dc3ff

## Secondary tinted



### Secondary link

Border radius: 3px  
 Border: 1px solid #999999  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 18px  
 Text decoration: none  
 Color: #808080  
 Background color: #f5f5f5

### Secondary hover

Color: #ffffff  
 Background color: #b3b3b3

## Primary tinted

Link



Hover



### Primary link

Border radius: 3px  
 Border: 1px solid #0092db  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 18px  
 Text decoration: none  
 Color: #0092db  
 Background color: #ffffff

### Primary hover

Color: #ffffff  
 Background color: #4dc3ff

## Secondary tinted



### Secondary link

Border radius: 3px  
 Border: 1px solid #999999  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 18px  
 Text decoration: none  
 Color: #808080  
 Background color: #ffffff

### Secondary hover

Color: #ffffff  
 Background color: #b3b3b3

# Buttons: medium

The style for buttons has primary and secondary actions.

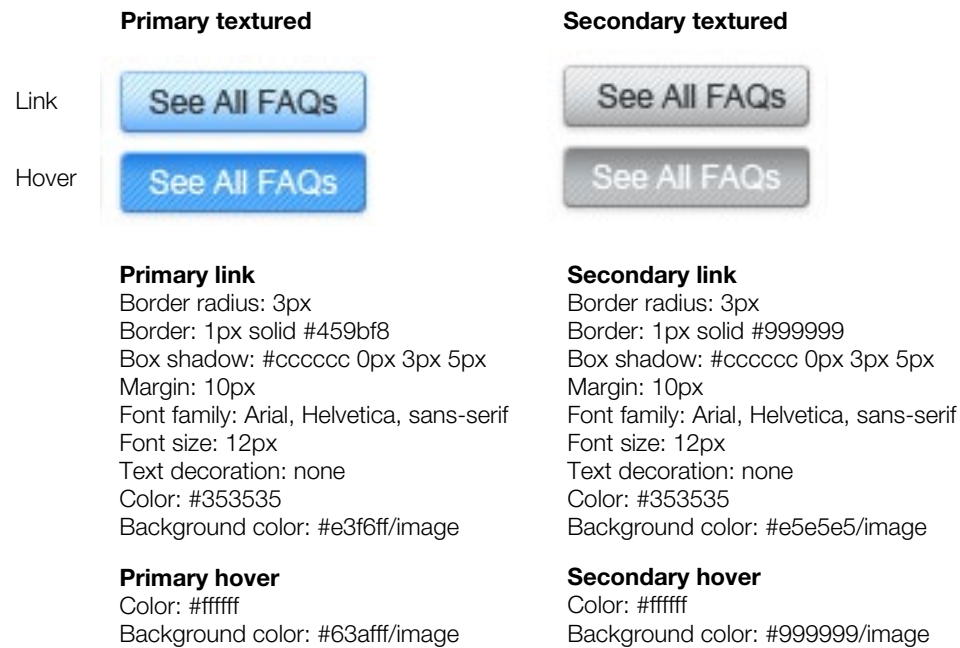
The color is based on a tone-on-tone relationship. These examples would be for use in text.

The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

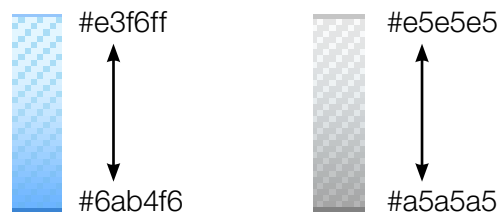
The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative.

These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.



## Graphic elements



# Buttons: medium continued

The style for buttons has primary and secondary actions.

The color is based on a tone-on-tone relationship. These examples would be for use in text.

The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative.

These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.

## Primary tinted

Link



Hover



### Primary link

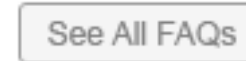
Border radius: 3px  
 Border: 1px solid #0092db  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 12px  
 text decoration: none  
 Color: #0092db  
 Background color: (image) #e3f6ff

### Primary hover

Color: #ffffff  
 Background color: #4dc3ff

## Secondary tinted

Link



Hover



### Secondary link

Border radius: 3px  
 Border: 1px solid #999999  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 12px  
 Text decoration: none  
 Color: #808080  
 Background color: #f5f5f5

### Secondary hover

Color: #ffffff  
 Background color: #b3b3b3

## Primary hollow

Link



Hover



### Primary link

Border radius: 3px  
 Border: 1px solid #0092db  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 12px  
 Text decoration: none  
 Color: #0092db  
 Background color: #ffffff

### Primary hover

Color: #ffffff  
 Background color: #4dc3ff

## Secondary hollow

Link



Hover



### Secondary link

Border radius: 3px  
 Border: 1px solid #999999  
 Margin: 10px  
 Font family: Arial, Helvetica, sans-serif  
 Font size: 12px  
 Text decoration: none  
 Color: #808080  
 Background color: #ffffff

### Secondary hover

Color: #ffffff  
 Background color: #b3b3b3

# Buttons: small

The style for buttons has primary and secondary actions.





The color is based on a tone-on-tone relationship. These examples would be for use in text.

The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

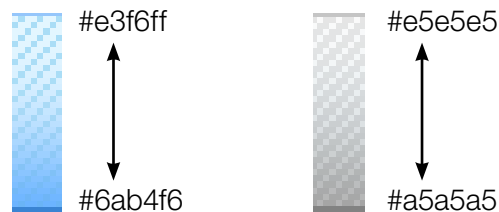
The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative.

These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.

	Primary textured	Secondary textured
Link		
Hover		
	<p><b>Primary link</b>            Border radius: 3px            Border: 1px solid #459bf8            Box shadow: #cccccc 0px 3px 5px            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 10px            Text decoration: none            Color: #353535            Background color: #e3f6ff/image</p> <p><b>Primary hover</b>            Color: #ffffff            Background color: #63afff/image</p>	<p><b>Secondary link</b>            Border radius: 3px            Border: 1px solid #999999            Box shadow: #cccccc 0px 3px 5px            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 10px            Text decoration: none            Color: #353535            Background color: #e5e5e5/image</p> <p><b>Secondary hover</b>            Color: #ffffff            Background color: #999999/image</p>

## Graphic elements



# Buttons: small continued

The style for buttons has primary and secondary actions.


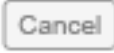






The color is based on a tone-on-tone relationship. These examples would be for use in text.

The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative.

These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.

	Primary tinted	Secondary tinted
Link		
Hover		
	<p><b>Primary link</b>            Border radius: 3px            Border: 1px solid #0092db            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 10px            Text decoration: none            Color: #0092db            Background color: (image) #e3f6ff</p> <p><b>Primary hover</b>            Color: #ffffff            Background color: #4dc3ff</p>	<p><b>Secondary link</b>            Border radius: 3px            Border: 1px solid #999999            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 10px            Text decoration: none            Color: #808080            Background color: #f5f5f5</p> <p><b>Secondary hover</b>            Color: #ffffff            Background color: #b3b3b3</p>
	Primary hollow	Secondary hollow
Link		
Hover		
	<p><b>Primary link</b>            Border radius: 3px            Border: 1px solid #0092db            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 10px            Text decoration: none            Color: #0092db            Background color: #ffffff</p> <p><b>Primary hover</b>            Color: #ffffff            Background color: #4dc3ff</p>	<p><b>Secondary link</b>            Border radius: 3px            Border: 1px solid #999999            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 10px            Text decoration: none            Color: #808080            Background color: #ffffff</p> <p><b>Secondary hover</b>            Color: #ffffff            Background color: #b3b3b3</p>

# Buttons: add to cart and learn more

The style for buttons has primary and secondary actions. The color is based on a tone-on-tone relationship. These examples would be for use in text.

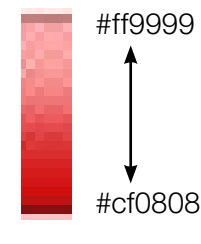
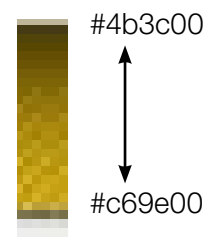
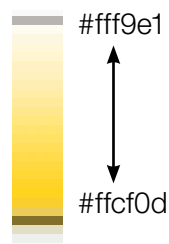
The secondary button color uses less contrast—gray in this example. The texture is a flat gradient with a slight every-other-pixel gradient. The contour is a slightly rounded 3-pixel radius rectangle with a stroke in the inside. This provides a 1-pixel corner.

The different versions, textured, tint and hollow are intended to provide flexibility in the visual hierarchy or composition. In general textured buttons are used in promotional creative. These buttons represent the illusion of physical depth associated with the user interface.

Hollow or tinted buttons can be used in some compositions where interactivity is not the primary focus, such as text heavy pages.

	<b>Add to cart</b>	<b>Learn more</b>
Link		
Hover		
	<p><b>Primary link</b>            Border radius: 3px            Border: 1px solid #808080            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 12px            Text decoration: none            Color: #333333            Background color: #ffffae6/image</p> <p><b>Primary hover</b>            Color: #ffffff            Background color: #c8a000</p>	<p><b>Primary link</b>            Border radius: 3px            Border: 1px solid #cc0000            Margin: 10px            Font family: Arial, Helvetica, sans-serif            Font size: 12px            Text decoration: none            Color: #ffffff            Background color: #ff9999/image</p>

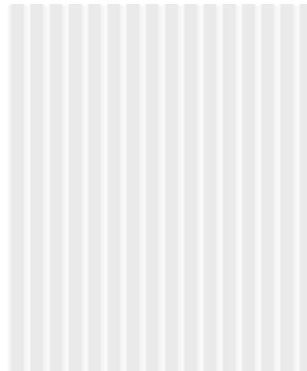
## Graphic elements



# 960-pixel grid

The 960 grid offers flexibility while providing consistent layout structure for the Staples Web sites.

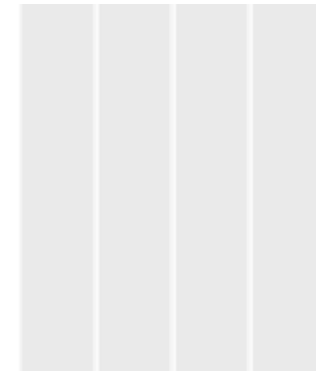
## Flexible grid system



**10/40/10 16 column**



**10/60/10 12 column**



**10/200/10 4 column**

- 960 active site area, centered
- 12, 80-pixel columns with 10px of padding interior left and interior right
- Base increment 10 pixels
- Minimum white space between items is 10 pixels
- Strokes are inside of gridlines and drop shadows are outside

# Online logo usage

There are interactive versions of the Staples logo that vary slightly from the print version. There are also logos for Staples Services, including, but not limited to, *EasyTech*, *Copy & Print* and *Rewards*.

The following pages will define variations for each logo as well as how and when to use them in the online space.

Download any logo file by clicking the blue image number associated with each logo (only allowed from the secure Staples network)

If you have questions or requests, please contact:

[brand@staples.com](mailto:brand@staples.com)

## Staples Logos:

- Staples
- Copy & Print
- EasyTech
- Rewards

### Staples online logo.

Download this version: [s0406172](#).



### Copy & Print online logo.

Download this version: [s0426832](#).



### EasyTech online logo.

Download this version: [s0426836](#).



### Rewards online logo.

Download this version: [s0426847](#).



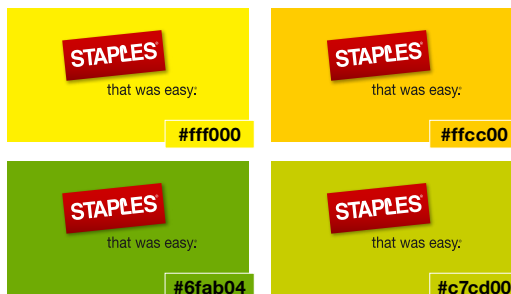


# Online logos: Staples

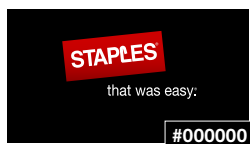
## Logo with color backgrounds (1 of 2)

The following demonstrates how the Staples logo should appear on all color backgrounds in the online Staples palette.

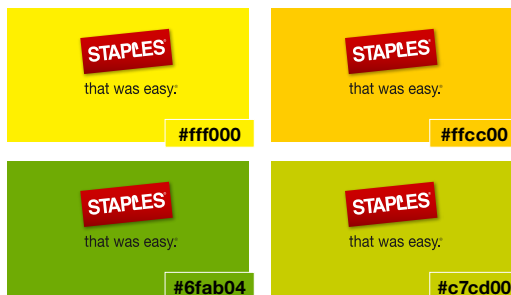
Use the black tag, no stroke version on these backgrounds. Download this version: [s0406172](#).



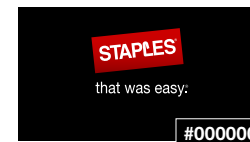
Use the white tag, no stroke version on these backgrounds. Download this version: [s0406178](#).



Use the stacked black tag, no stroke version on these backgrounds. Download this version: [s0406173](#).

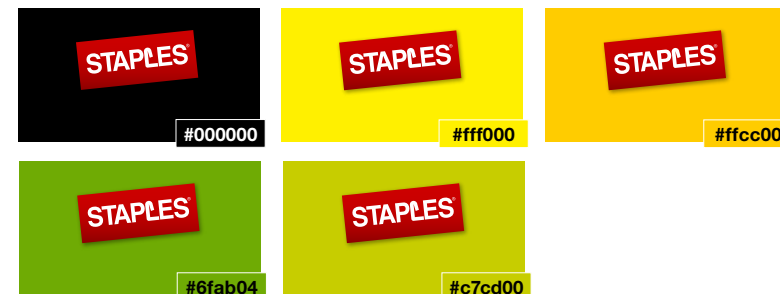


Use the stacked white tag, no stroke version on these backgrounds. Download this version: [s0406179](#).



\*Use the no tag, no stroke version on these backgrounds. Download this version: [s0406176](#).

\*Use logo without tagline **only** when less than 79px wide.



that was easy.®

# Online logos: Staples

## Logo with color backgrounds (2 of 2)

The following demonstrates how the Staples logo should appear on all color backgrounds in the online Staples palette.

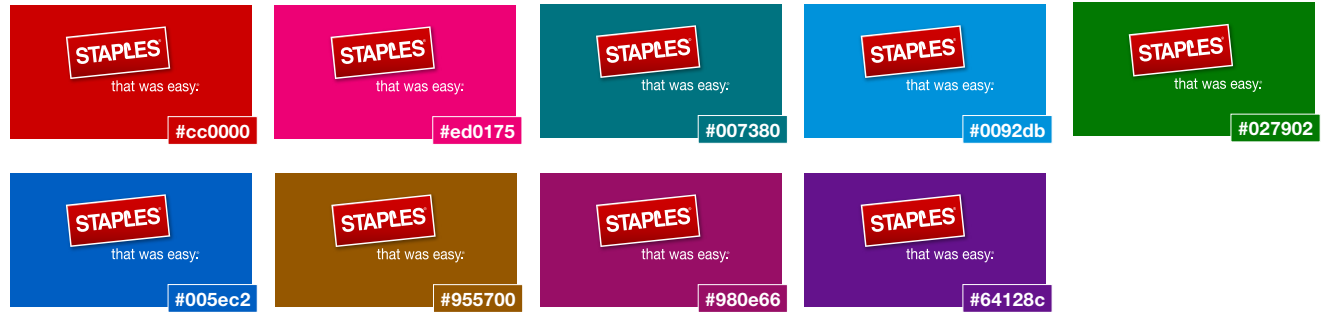
Use the black tag, white stroke version on these backgrounds. Download this version: [s0406175](#).



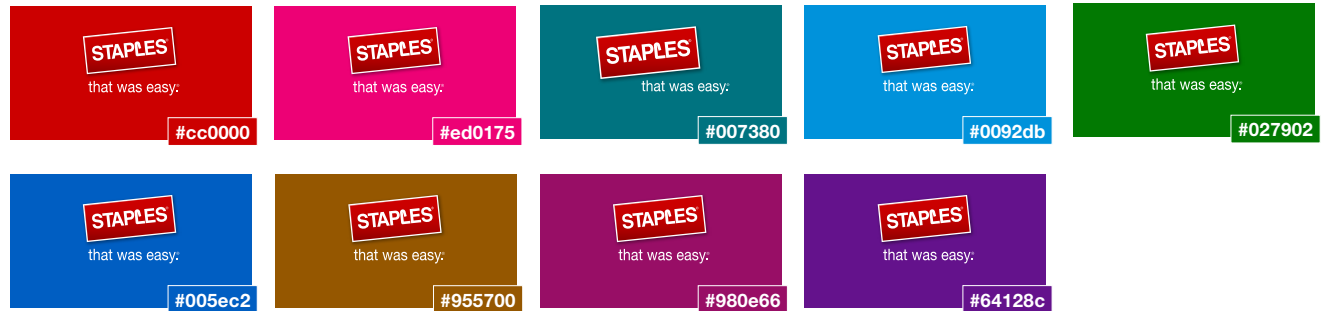
Use the stacked black tag, white stroke version on these backgrounds. Download this version: [s0406174](#).



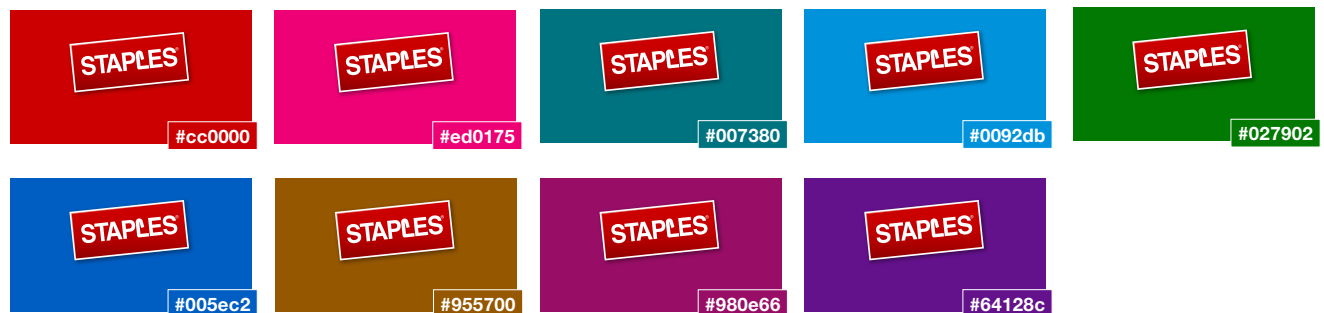
Use the white tag, white stroke version on these backgrounds. Download this version: [s0406181](#).



Use the stacked white tag, white stroke version on these backgrounds. Download this version: [s0406180](#).



\*Use the no tag, white stroke version on these backgrounds. \*Use logo without tagline ONLY when less than 79px wide. Download this version: [s0406177](#).



# Online logos: Copy & Print

## Logo with color backgrounds

The following demonstrates how the Copy & Print logo should appear on all color backgrounds in the online Staples palette.



Use the full-color, no stroke version on these backgrounds. Download this version: [s0426832](#).



Use the full-color, white stroke version on these backgrounds. Download this version: [s0426833](#).



Use the white gradient, no stroke version on these backgrounds. Download this version: [s0426834](#).



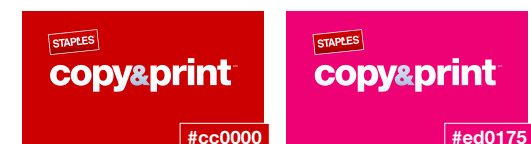
Use the white gradient, white stroke version on these backgrounds: Download this version: [s0426835](#).



Use the white, no stroke version on these backgrounds. Download this version: [s0427295](#).



Use the white, white stroke version on these backgrounds: Download this version: [s0427296](#).



# Online logos: EasyTech

## Logo with color backgrounds

The following demonstrates how the EasyTech logo should appear on all color backgrounds in the online Staples palette.



Use the full-color, no stroke version on these backgrounds.  
Download this version: [s0426836](#).



Use the gray tech, no stroke version on these backgrounds.  
Download this version: [s0426838](#).



Use the white, no stroke version on these backgrounds:  
Download this version: [s0426840](#).



Use the full-color version with stroke version on these backgrounds.  
Download this version: [s0426837](#).



Use the gray tech, white stroke version on these backgrounds:  
Download this version: [s0426839](#).



Use the white version with white stroke on these backgrounds:  
Download this version: [s0426841](#).



# Online logos: Rewards Base

## Logo with color backgrounds

The following demonstrates how the Rewards logo should appear on all color backgrounds in the online Staples palette.



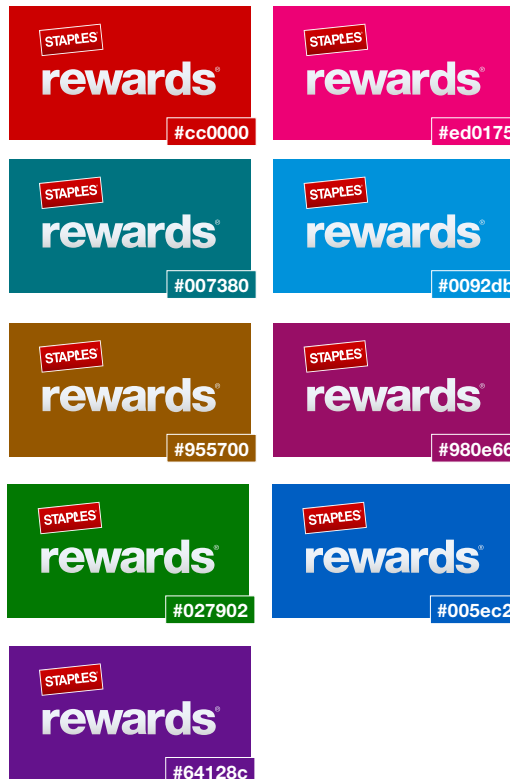
Use the black, no stroke version on these backgrounds.  
Download this version: [s0426847](#).



Use the white, no stroke version on these backgrounds.  
Download this version: [s0423661](#).



Use the white version with white stroke on these backgrounds.  
Download this version: [s0423660](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0423659](#).



# Online logos: Rewards Associate

## Logo with color backgrounds

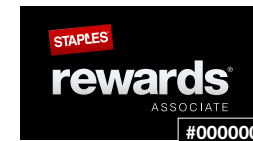
The following demonstrates how the Rewards Associate logo should appear on all color backgrounds in the online Staples palette.



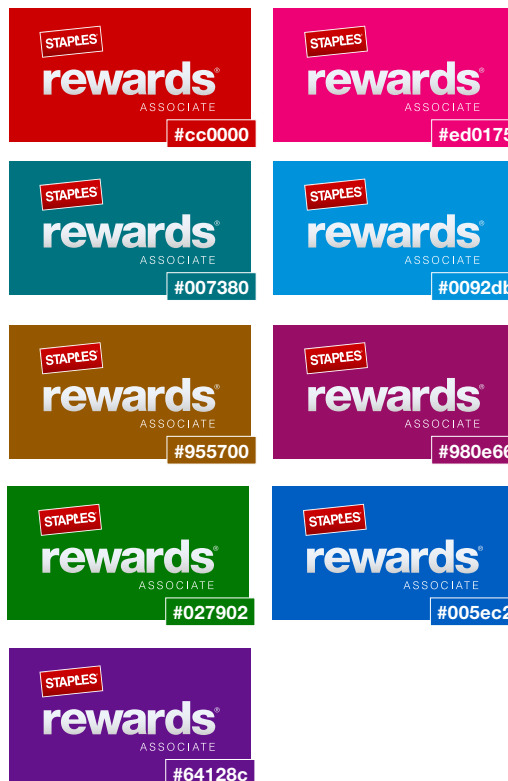
Use the black, no stroke version on these backgrounds.  
Download this version: [s0423662](#).



Use the white, no stroke version on these backgrounds.  
Download this version: [s0423664](#).



Use the white, white stroke version on these backgrounds.  
Download this version: [s0423663](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0426842](#).



# Online logos: Rewards Premier

## Logo with color backgrounds

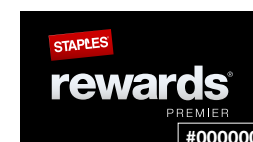
The following demonstrates how the Rewards Premier logo should appear on all color backgrounds in the online Staples palette.



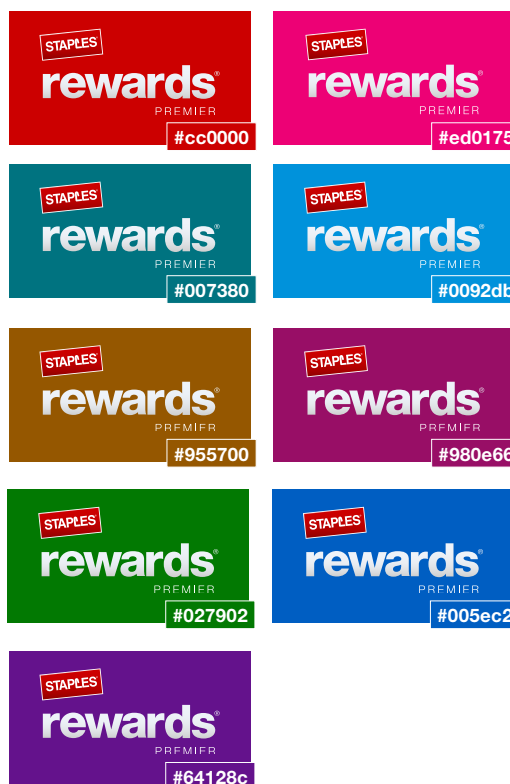
Use the black, no stroke version on these backgrounds.  
Download this version: [s0426848](#).



Use the white, no stroke version on these backgrounds.  
Download this version: [s0423667](#).



Use the white, white stroke version on these backgrounds.  
Download this version: [s0423666](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0423665](#).



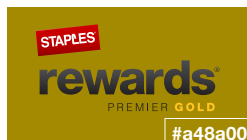
# Online logos: Rewards Premier Gold

## Logo with color backgrounds (1 of 2)

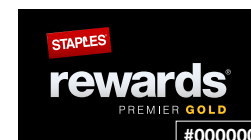
The following demonstrates how the Rewards Premier Gold logo with gold tagline should appear on all color backgrounds in the online Staples palette.



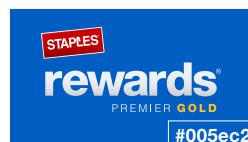
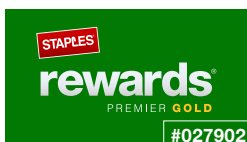
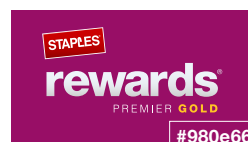
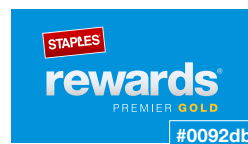
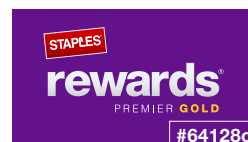
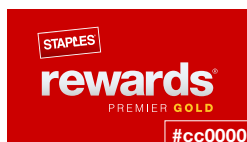
Use the black, no stroke version with gold tagline on these backgrounds. Download this version: [s0423545](#).



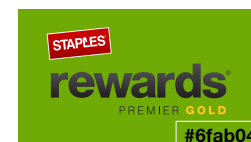
Use the white, no stroke version with gold tagline on these backgrounds. Download this version: [s0423670](#).



Use the white, white stroke version with gold tagline on these backgrounds. Download this version: [s0423669](#).



Use the black, white stroke version with gold tagline on these backgrounds. Download this version: [s0423650](#).





# Online logos: Rewards Premier Gold

## Logo with color backgrounds (2 of 2)

The following demonstrates how the Rewards Premier Gold logo with black tagline should appear on all color backgrounds in the online Staples palette.



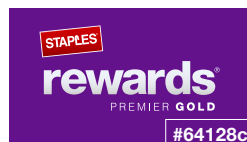
Use the black, no stroke version on these backgrounds.  
Download this version: [s0423668](#).



Use the white, no stroke version on these backgrounds.  
Download this version: [s0423548](#).



Use the white, white stroke version on these backgrounds.  
Download this version: [s0426851](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0426849](#).



# Online logos: Rewards Premier Platinum

## Logo with color backgrounds

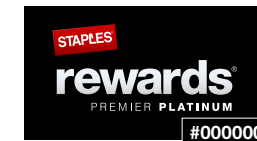
The following demonstrates how the Rewards Premier Platinum logo should appear on all color backgrounds in the online Staples palette.



Use the black, no stroke version on these backgrounds.  
Download this version: [s0423671](#).



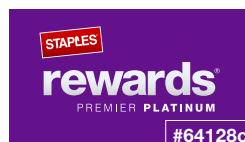
Use the white, no stroke version on these backgrounds.  
Download this version: [s0423673](#).



Use the white, white stroke version on these backgrounds.  
Download this version: [s0423672](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0426852](#).



# Online logos: Rewards Premier Teacher

## Logo with color backgrounds

The following demonstrates how the Rewards Premier Teacher logo should appear on all color backgrounds in the online Staples palette.



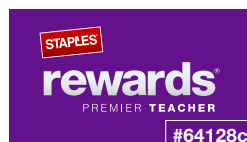
Use the black, no stroke version on these backgrounds.  
Download this version: [s0423674](#).



Use the white, no stroke version on these backgrounds.  
Download this version: [s0423676](#).



Use the white, white stroke version on these backgrounds.  
Download this version: [s0423675](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0426853](#).



# Online logos: Rewards Teacher Base

## Logo with color backgrounds

The following demonstrates how the Rewards Teacher Base logo should appear on all color backgrounds in the online Staples palette.



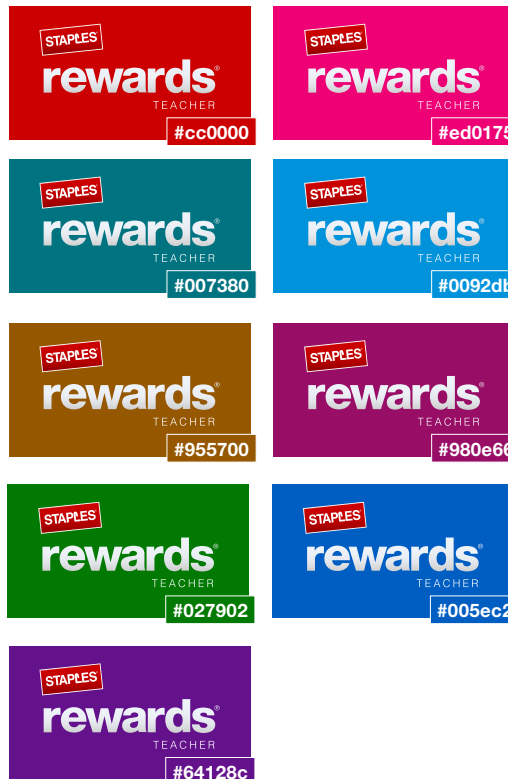
Use the black, no stroke version on these backgrounds.  
Download this version: [s0423677](#).



Use the white, no stroke version on these backgrounds.  
Download this version: [s0423679](#).



Use the white, white stroke version on these backgrounds.  
Download this version: [s0423678](#).



Use the black, white stroke version on these backgrounds.  
Download this version: [s0426854](#).

