

## our work

Stak Industries Inc.  
brand development  
2007



### The flex-flow story; integrated and optimized!

Stak is an automotive industry sub-assembly consultant. The company supplies tools, stations, systems, expertise and logistics to automotive plants in Canada and the U.S.

#### The challenge?

Even though Stak has evolved into a fully-integrated engineering solutions company, its target audience still saw it in more simple terms – as a reseller of Stanley tools. The current symbol, a hexagon with the letter “S” in the middle further perpetuated this erroneous view and locked the company in the past.

We wanted to ensure the target audience understood the whole story. Our strategy was to reengineer their key messaging and developed a new identity and brand along the notion of flex-flow, flexible solutions guaranteeing a seamless production flow. The new logo represents exactly that: a seamless flow of diverse entities, connecting into a unified system.

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