



WATERSTONES PRESS RELEASE

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Waterstones reveals new logo

Waterstones, the UK's largest high street bookseller, has today revealed a new logo for the company. It reinstates the much-loved Baskerville serif font with a capital W and no longer features an apostrophe.

James Daunt, Managing Director of Waterstones said: "Waterstones is an iconic brand deserving a capital W, and a font that reflects authority and confidence – Baskerville does just that."

"Waterstones without an apostrophe is, in a digital world of URLs and email addresses, a more versatile and practical spelling. It also reflects an altogether truer picture of our business today which, while created by one, is now built on the continued contribution of thousands of individual booksellers."

The new design and spelling of the Waterstones logo will gradually be implemented in all written communication, display material, online and shop fits and refurbishments.

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