

Stein Monast unveils new brand identity and website

A modernized identity and an optimized digital presence, ahead of the firm's 70th anniversary.

Québec, October 26, 2026 – Stein Monast, a firm of lawyers and notaries with professionals practicing across 21 areas of law, unveils today its new brand identity and website. This refresh comes as the firm approaches its 70th anniversary in 2027: the perfect opportunity to celebrate what has been built and to begin the next chapter of its story.

An identity that truly reflects the firm's vision, mission and values

Over the years, the firm has expanded its expertise and grown its teams. Its new brand identity, developed over several months, is designed to better reflect this evolution while preserving the core strengths that define Stein Monast: its history, its values, its client relationships, and the dedication of its teams.

The firm's name remains unchanged. It is now accompanied by a new brand statement: **"From Law to Business"**. Far from limiting the firm solely to business law, this statement conveys a broader promise: to take charge of clients' diverse legal challenges, allowing them to focus on what matters most, their projects, their operations, and their business.

This promise is based on the synergy between 21 distinct practice areas. Whether it involves mitigating risk, executing a project, resolving a dispute, protecting interests, or supporting an organization through its evolution, Stein Monast mobilizes the necessary expertise to act as a true strategic advisor, offering a 360-degree range of services.

The logo has been completely overhauled, marking a clear departure from the firm's previous identity while maintaining a connection to its history through the use of the orange color, now more dynamic and warm.

Both the logo and the website feature modern, elegant typography, complemented by a new color palette. This reflects a bold statement of the firm's distinct character, professionalism, and modernity.

"The goal is not to change who we are, but to modernize how we present Stein Monast, while remaining true to our identity, our history, and what sets us apart.

Our image is evolving. Our commitment to our clients remains the same: to stand near them, anticipate their needs, and defend and promote their interests with all the expertise and determination of our team."

– *Pierre-Olivier Ménard Dumas, Managing Partner*

A redesigned website for better information and easier contact

Stein Monast's new website, available in both French and English, extends this vision. It has been designed to ease finding and understanding the firm's expertise, featuring 21 practice areas, 16 industries, smart filtering options, and numerous new pages to explore, offering a reimagined browsing experience.

The site also supports a strong, distinctive employer brand. The "Careers" section has been redesigned to provide an optimized experience for candidates: tailored recruitment pages guide lawyers, notaries, students, articling students, and other professionals toward paths specifically designed for them.

The new website is now live at <http://www.steinmonast.ca>.

About Stein Monast

Stein Monast includes 75 lawyers and 7 notaries in Quebec, working across 21 practice areas. Since 1957, the firm has dedicated its knowledge and commitment to serving the interests of its clients.

For more information:

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