

If You're Not Paying Attention to Your Law Firm's Logo, No One Else Will Either

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It's hard to know exactly when your law firm's brand identity stops working for you because no one will tell you, but it's something you really need to pay attention to. Even the most business development-adverse partner will find it hard to deny that having (or not having) a professional visual identity matters. So be sure to watch for the following telltale signs that it's time to rethink the face of your law firm:

- Your logo lists too many names. It should be short and easy to remember.
- Your logo doesn't fit within the changing world around it. An outdated logo says you are behind the times.
- You need to explain what the logo means. A logo is the firm's main point of reference; be sure it speaks for the firm and its services as simply and direct as possible.
- The logo doesn't hold up to those of your clients. Think of your clients and the industries your firm supports, does your logo speak to them?

Short of these signs, if your firm has recently undergone significant change (merger, growth, reorganization, shift in focus) you're likely in need of a corresponding rebrand. Remember, attempting to manage or minimize the negative impression an outdated logo will make ultimately takes more time than updating it would.

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