

THE VERDICT: MARKETING MATTERS

Law Firm Branding Done Right: Brand Evolution and Total Integration MOSS & BARNETT CASE STUDY



Moss & Barnett

A Professional Association

ABOUT MOSS & BARNETT

Since 1896, Moss & Barnett, a Professional Association, has been an integral part of the growth of Minneapolis, the business, financial, technological and cultural hub of the Upper Midwest. Today, Moss & Barnett is a dynamic, full-service law firm more than 60 attorneys strong, committed to providing sound business advice to help clients prosper while zealously protecting their legal rights. The firm's practice is founded on the premise that each client deserves personalized attention to detail, the benefit of the depth and breadth of expertise, and full accountability.

THE CHALLENGE

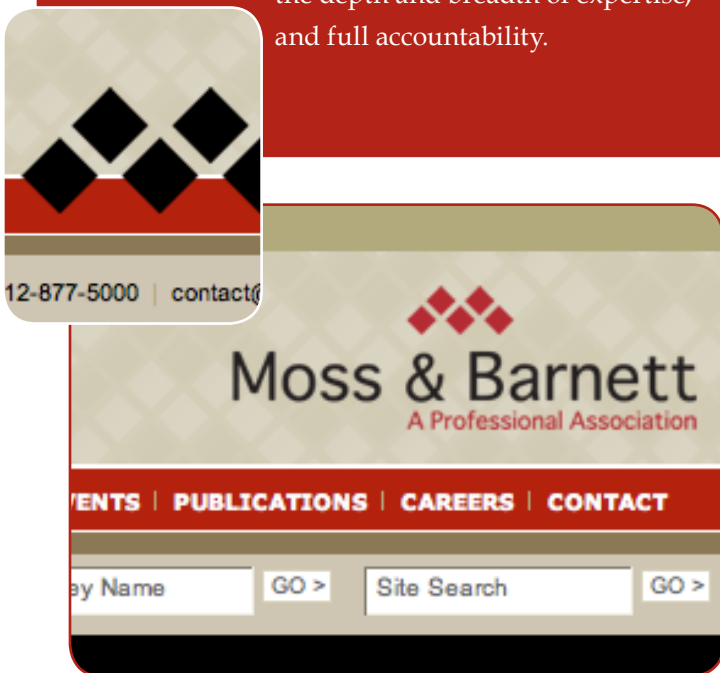
Re-brand a law firm with more than 100 years of service to its clients.

Moss & Barnett looked to Erickson Marketing, Inc. and the Spangler Design Team to concept and design an integrated brand identity system that would update the firm's existing look to better reflect the dynamic nature of the firm. While the existing brand had served the firm well for six years, it primarily conveyed a traditional image of a firm more than 100 years old. Still embracing its history and founding principles, the firm was ready to move forward to a more contemporary image to better reflect its client base and internal culture in the 21st Century.

Erickson/Spangler consulted extensively with Moss & Barnett President and CEO Thomas Shroyer to set the direction for the comprehensive development project. They discussed the profile of their client base, scope of the practice, and key messages that would be important to convey, as well as the firm's internal culture. They then performed an audit of all existing communication materials, as well as an analysis of competitors in the firm's markets. They looked to first represent the new brand graphically in the form of a new logo, with the remaining brand elements to follow that lead.

"The goal of our design team was to utilize our new brand and colors to present a crisp and clear, contemporary and accessible look."

- Tom Shroyer, President and CEO of Moss & Barnett



THE SOLUTION

Erickson Marketing, Inc. and the Spangler Design Team would integrate the brand elements throughout the firm and all communications materials.

Key Elements:

- Logo
- Stationery System
- Website
- E-mail Alerts
- E-News
- Print Newsletters
- Advertising
- Report to Clients
- Quick Reference Guide
- Practice Area Descriptions
- Presentation Materials
- Promotional Items

IT STARTS WITH THE LOGO

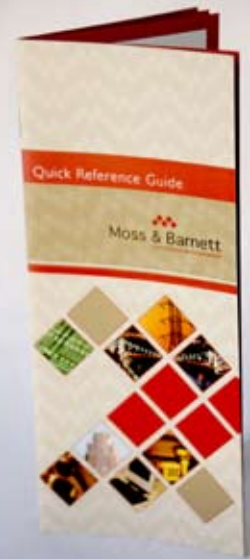
The new logo serves as a vital component of a strong corporate image and truly unifies Moss & Barnett. Collaborating with Erickson, Spangler created more than a dozen preliminary logos and color combinations for Moss & Barnett's internal team review. President Tom Shroyer presented the final three designs and obtained approval for the ultimate selection.

The firm's new logo is built on the five building blocks creating the letter "M," and graphically represents Moss & Barnett's mission of providing clients with legal representation built on a foundation of integrity, dedication, quality, excellence and strength. This strong visual appearance clarifies core principles that define Moss & Barnett and their commitment to clients.

The primary brand colors of red and black were chosen to represent a modern and contemporary look. Secondary colors were selected to use as accent colors throughout the brand. In order to ensure a unified appearance of the brand as it is implemented internally, as well as by outside vendors, Spangler provided Moss & Barnett with brand identity standards for appropriate use of the new brand elements including within all new media applications. The detailed specification guide provided documentation on each brand element, appropriate use, sizing and color palette options for various applications that may arise.



Stationery System Included: Die Cut Folder, Letterhead, Business Cards, Envelopes, and Thank You Cards.



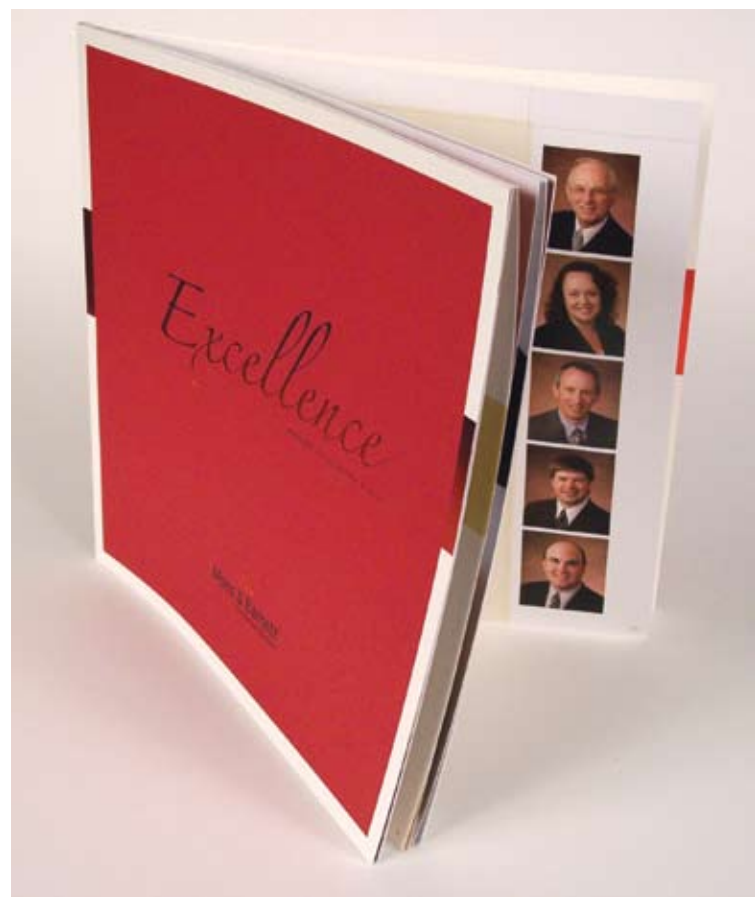


“EXCELLENCE” BI-ANNUAL REPORT TO CLIENTS

The Spangler Design Team worked with Moss & Barnett to design the firm’s bi-annual “Report to Clients,” using it as another platform to incorporate the core value elements of the newly integrated brand identity system. Drawing out one of the building blocks of “M” words, “Excellence,” the report updated clients and colleagues on stories of client success, attorney dedication to philanthropy, and acknowledged professional awards. The goals of the report coincided with Moss & Barnett’s over-arching goals to deliver their client-centric message.

“Our new brand has energized our law firm – including the staff – and associates have expressed great excitement about the decision of the firm to implement a forward looking image. Most important of all, we have many reports of spontaneous and enthusiastic compliments from clients, referral sources and other lawyers.”

- Tom Shroyer, President and CEO of Moss & Barnett



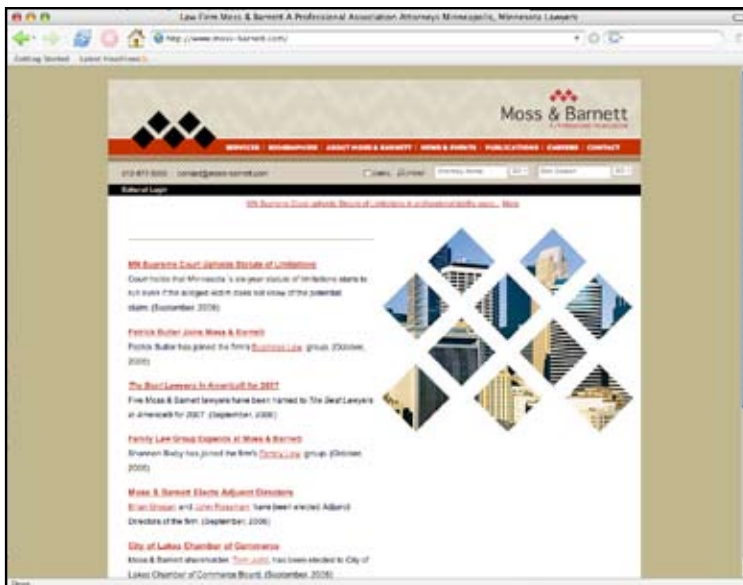
WEBSITE REDESIGN WITH CLIENTS IN MIND

Erickson/Spangler worked with Moss & Barnett to formally introduce the new brand through print materials and the stationery system. An aggressive timeline was established to have the website follow closely behind. In the interim, Spangler created a temporary home page, which introduced the new brand on the web and then opened to the existing site.

Erickson audited the firm's existing website with the priority of addressing content and functionality, mindful of the firm's clients, as well as competitive offerings. Erickson developed a new site map, which incorporated a client-centric approach to content and intuitive navigation

paths. The new site would also incorporate new content features, as well as dynamic, content-driven options through news feeds and case summaries to appropriate practice area pages, as well as a scrolling headline and Moss & Barnett news links on the main page. Practice areas reflected on the website were realigned more closely with the client's industry and legal needs, rather than reflecting the firm's internal practice structure.

The newly redesigned site was launched on schedule and to the complete satisfaction of the firm. Client feedback has demonstrated that the firm has achieved its goal of developing an even stronger connection with its clients to the point where they feel, "This is MY law firm."



RE-DESIGNED WWW.MOSS-BARNETT.COM GOALS:

- Improve content and usability for clients, and provide valuable information to new visitors.
- Incorporate the new brand identity in a visually attractive format.
- Improve search engine optimization.
- Load quickly and utilize intuitive navigation, anticipating the needs and serve as shortcuts to the majority of the firm's clients and prospects.
- Differentiate the firm from its competitors.
- Use graphics and photography as appropriate.

RESULTS IN THE REVIEWS

The updated look has helped solidify Moss & Barnett's status as a leader in Minnesota as they progress into their second century of providing legal services to the community.

"For this project, we give extraordinary credit to our design professionals at Spangler Design – their creativity and artfulness are amply displayed in this work. In addition, our new logo and colors – which they also designed – reveal their strength and versatility as they come shining through in this new piece. Donna Erickson played a key role in the development and content of the report – she is 'the real deal'."

– Tom Shroyer, President and CEO of M&B

