

McGlinchey Stafford Rebrands and Launches New Website

February 19, 2020

Law firm shortens name to McGlinchey and modernizes for the new decade

McGlinchey Stafford is proud to announce the unveiling of its new brand and website, both of which are the result of a yearlong rebranding initiative. The firm's shortened name, McGlinchey, and tagline "We Give You More," are the cornerstones of a modern new brand that communicates the firm's proactive, efficient, and innovative legal services to its current and prospective clients.

"We are thrilled to make these changes to our brand and website," said **Rudy Aguilar**, McGlinchey's Managing Member. "As we look to the future, this brand refresh not only tells the story of our firm and the value we bring to our clients, but it solidifies our position in the legal marketplace."

Therebrand is the latest evolution in a firm that continues to grow and diversify. Since its founding in 1974, McGlinchey has expanded to 15 offices, a national footprint that differentiates us from many other mid-size firms in the market.

Today, McGlinchey is nationally known and respected for our breadth of experience in the financial services industry. Our nearly 170 attorneys and advisors practice in more than 40 areas, including Corporate and M&A; Class Action Defense; Commercial Litigation; Consumer Financial Services Compliance and Litigation; Insurance Regulation, Compliance, Coverage, and Litigation; Intellectual Property; Labor and Employment; Products Liability; Real Estate; and White Collar/Government Investigations, among others.

"This was a firm-wide effort," said **Heather Morse**, McGlinchey's Chief Business Development Officer. "With thorough research and over the course of dozens of interviews and strategy meetings, we were able to distill the qualities that set us apart from other law firms and create a brand and website that not only encapsulate those attributes, but aligns our services to our clients' business needs."

The shape of the firm's logomark is both a shield, representing McGlinchey's protection of its clients, and a stylized "M", a nod to the firm's name. The new logo features the firm's new shortened name and five core colors that tell an important part of the firm's story. The combination of the five colors creates a rich, vibrant, look that stands out in the legal industry.

- Dark charcoal is the anchor color, conveying strength, maturity, success, and power
- Periwinkle conveys prestige, creativity, progressiveness, and lack of fear
- Mint is dynamic and conveys our commitment to organic growth and sustainability

- Jade is refined, soothing, and captivating
- Sky is expansive and intelligent, and conveys that we are excellent communicators

The attributes of the firm's brand are carried out on the new content-rich website featuring colorful imagery. One of the new client-centric features of the site is "What we see on the Horizon", content about current and future trends in the industries that McGlinchey serves.

The firm worked with marketing strategy and technology company Content Pilot on both the rebrand and the website redesign.

Related people

Rudy Aguilar

Heather Morse