

The New McGlinchey

February 17, 2020

Modernizing for the new decade

McGlinchey Stafford is proud to announce the unveiling of our new logo and website, both of which are the result of a yearlong rebranding initiative that sought to identify who we are in 2020 and where we are going as a firm.

A Modern Brand

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.

During the extensive planning phase to uncover what truly differentiates our law firm, we identified key attributes that we want to communicate visually and through our marketing communications to our clients, and to the industries and communities we serve. In addition, 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.

Elements of the New Logo

The Shield.

The shape of the firm's logo mark is both a shield, representing McGlinchey's protection of our 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 Font.

Campton is friendly and accessible – which is why our name in the brand will be lowercase. This is a progressive

and contemporary shift conveying approachability and graciousness. You will see this element throughout the website.

mcglinchey

The Color Palette.

The combination of the five colors creates a rich, vibrant look that stands out in the legal industry.











- Dark charcoal (our anchor color) is professional and conveys 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, intelligent, and conveys that we are excellent communicators

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

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Heather Morse