

# Law Firm Brand Development



**As marketing professionals, we get a little nerdy at ESQusite when it comes to branding. We say this because too many people only think of logos, color schemes and taglines when they talk about branding. These images and words (while very important) are only the visual representation of the brand, but what really matters is the meaning behind the brand.**

A brand is a promise of the value that the client will receive when hiring your law firm. Therefore, effective branding for law firms can be challenging. This is especially true for larger firms that have many lawyers and offer services in a large number of practices. It is a little less challenging for smaller law firms and boutiques, where you have a niche market and don't have to be all things to all people.

**ESQusite has the experience you need to brand, or rebrand, your law firm. We will help you develop your brand promise, create the professional look (visual identity) that backs up your promise, and form strategies to reinforce your firm's brand in all your marketing activities. Knowing the legal industry as we do, we see that virtually every law firm looks and sounds the same. You need to have a strong brand if you want to stand apart from the crowd. Let's get going, call us to learn more.**