

Insights, News & Events

FISHER & PHILLIPS LLP REBRANDS AS FISHER PHILLIPS

Labor and Employment Law Firm Adopts New Brand With an Eye on the Future

News

May 23, 2016

ATLANTA, GA (May 23, 2016) – The management-side labor and employment law firm Fisher & Phillips LLP has rebranded as “Fisher Phillips.” Accompanying the new brand is a new logo, new tagline, new website, and a new URL: www.fisherphillips.com. Gone is www.laborlawyers.com. The new brand was formally introduced May 20 at the firm’s all-attorney retreat in Hollywood, California.

Chairman and Managing Partner Roger Quillen said: “Fisher Phillips is a firm with savvy clients who expect the best in legal talent and client service. We are a firm of bold and highly talented lawyers who care very deeply about client service. We needed a bright, modern, and distinctive logo that accurately reflects that we are a muscular, forward-looking law firm. Our logo has been a conservative blue, serif font for many years. Often it didn’t stand out or represent us well. You can’t claim that you are bold and highly talented, but look bland and outdated. The new red logo really pops off the page. It was time for this change.”

The new tagline is “On the Front Lines of Workplace Law.” Quillen added: “Fisher Phillips serves some of the most sophisticated buyers of legal services in our field and we have some of the most talented labor and employment attorneys in the country. Fisher Phillips is a strong, modern firm that can take on the toughest cases for the most discerning clients. Our brand will now reflect that.”

Fisher Phillips worked with Fishman Marketing to develop the new brand and with Firmseek to build the new website. The new URL of fisherphillips.com helps to reinforce the new brand. The old URL harkened back to the days when the firm was focused more on traditional labor law. Today, labor law is still one of the firm’s premier practice areas, but much of the firm’s work is in employment law – including

areas such as employee benefits, global immigration, data privacy, unfair competition, and trade secrets.