

FISHER PHILLIPS UNVEILS REFRESHED BRAND IDENTITY

Modernized Look and Feel Reflect Firm's Mission Where Counsel Meets Commerce

News
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Fisher Phillips today announced the launch of a refreshed brand identity, including a modernized logo and an updated website, marking a significant milestone in the firm's evolution. The updated look and feel reflects the firm's rapid growth over the past five years and reinforces the firm's commitment to delivering practical, strategic legal solutions that help clients navigate risk, seize opportunity, and grow with confidence.

Since the firm's last rebrand in 2016, Fisher Phillips has added over a dozen offices, expanded internationally, and more than doubled in both attorney headcount and revenue. The firm's evolution signaled that it was time to bring the brand elements into alignment to reflect the firm's exponential growth into an international law firm with a truly global impact. The updated look and feel are a better representation of who Fisher Phillips is today without losing sight of the firm's steady foundation built upon an always client-centric mission continually driving the firm's progress.

"The firm we are today is meaningfully different from the firm we were five years ago," said **John Polson**, Chairman and Managing Partner of Fisher Phillips. "We have grown in size, scope, and global reach, while sharpening our focus on helping clients anticipate what's next and adapt faster in a more regulated, more demanding business environment. The refresh is part of a broader investment in the firm's future, and it was time for our brand to meet us where we are today and reflect the momentum, confidence, and global perspective that defines us."

Related People



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The refreshed logo introduces a modernized visual identity that conveys clarity, strength, and forward movement, while the firm's redesigned website offers a more intuitive, transparent, and client-focused digital experience making it easier for employers to access practical insights, understand the firm's approach, and engage with the full breadth of its services. Together, these updates are intended to better communicate how the firm works, what it values, and how it partners with clients.

"Our new brand brings to life how we think, how we work, and how we partner with clients," said [Jeannie Muzinic](#), Chief Marketing and Business Development Officer of Fisher Phillips. "It reflects our business-forward mindset, our deep client-centricity, and our commitment to innovation and transparency. Every element of this rebrand was built to support clearer communication, stronger connection, and better outcomes for the businesses we serve."

Fisher Phillips worked with leading B2B agency DeSantis Breindel to bring the refreshed brand to life. To experience the new look and feel for yourself, visit <https://www.fisherphillips.com>.

About Fisher Phillips

With hundreds of attorneys across the globe, Fisher Phillips advises and advocates for employers internationally on some of the most complex and high-profile workplace matters. We leverage our employment experience, tech and thought leadership credentials to keep our clients ready for what's next. By understanding their business, we help them adapt faster to a faster-changing world, realize possibilities sooner and more effectively, and stay steps ahead when everything is on the line.