Lathrop Gage Underscores Distinctive Approach With New Brand Identity

June 6, 2017

Updated Name and Bold Logo Reflect Firm's Fresh, Modern Style of Client Service

Kansas City, MO (June 6, 2017) - Lathrop Gage today launched a new, vibrant brand identity to reflect its distinctive approach to delivering client service. The firm also updated its name with the removal of the ampersand.

Prominently showcased on the firm's website and in marketing materials, the new identity features a bold purple logo that is an abstract representation of a horizon, symbolizing Lathrop Gage's ability to see beyond immediate legal challenges to help clients seize the opportunities that lie ahead. The firm's new visual brand features warm, human colors and uses a square element in conjunction with imagery to signify a "window of opportunity," a clear, far-reaching perspective. The vibrant colors are unexpected for a law firm, just as Lathrop Gage's advice to clients is often unexpected.

"We sought feedback from our clients throughout the entire branding process and believe our new image is authentic to us and how we look beyond legal issues to consider the entirety of factors facing a business," says Mark Bluhm, Lathrop Gage CEO. "By removing obstacles and fostering business objectives in a proactive manner, we give clients the confidence they need to adapt to changing markets and seize opportunities that yield transformative outcomes for their organizations and their industries."

The distinctive brand, in development for more than a year, was created with the assistance of business-to-business branding firm DeSantis Breindel and positions the firm beyond its 144-year-old Midwestern roots to one with a national presence, serving clients that represent the strength of our economy.

"At Lathrop Gage, we see the law as a catalyst for progress. Our clients want to build companies that create jobs, transform industries, expand globally, and promote prosperity. We look beyond purely legal considerations to make this happen," says Bluhm. "The firm provides strategic and often unexpected advice that considers the entire environment in which our clients do business -- delivering outcomes that can only result from the collective wisdom and diverse experience of one truly integrated team."

About DeSantis Breindel

DeSantis Breindel is the leading B2B branding and marketing agency based in New York. At critical inflection points, the agency works with companies to align brand and marketing strategy with business strategy - creating stories and experiences to engage customers, influence prospects, rally employees and inspire investors. For more information, contact us at **inquiries@desantisbreindel.com**.

About Lathrop Gage

Lathrop Gage is a law firm whose clients form the backbone of our economy. Our attorneys provide strategic guidance in litigation, business and intellectual property law, with deep knowledge and experience in the industries we serve. We work as one integrated team from offices across the country to help our clients see beyond immediate challenges to achieve their most important objectives. For more information, visit www.lathropgage.com.

# # #