



case study

### **An Untried Company Selling Technology to Law Firms**

They needed to look established, yet up-to-date. Energetic, yet detailed-oriented. Technological and legal. Upscale but reasonable. A big order.

This simple two-color brand cost-effectively says "We are players." The swoosh is reminiscent of a CD ROM, which is one of their main products. The logo centered on the letterhead takes on the usual staid order of things and upsets it. They loved it.