

# LAW FIRM BRANDING & COMMUNICATION TRENDS

## SURVEY RESULTS

### LATEST TRENDS

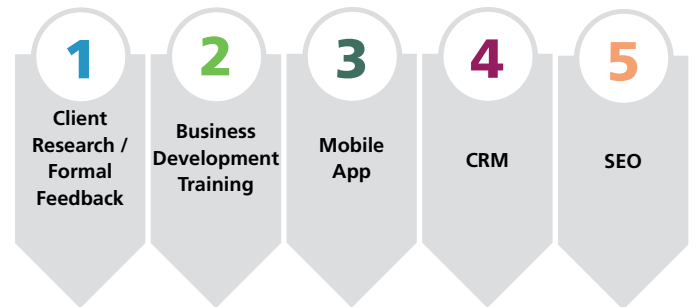
In a recent survey of almost 300 law firms and a review of the 2017 NLJ top 500 law firms' materials, we have identified the latest trends in law firm branding, communication and business development materials.

For more information, to see samples or to learn more about how ALL-STATE LEGAL can support your firm with stationery, business cards, marketing and communication materials, please contact your firm's Account Manager.

### Top 5 Most Used Business Development Tools



### Top 5 Emerging Business Development Tools



## Thinking About Rebranding?

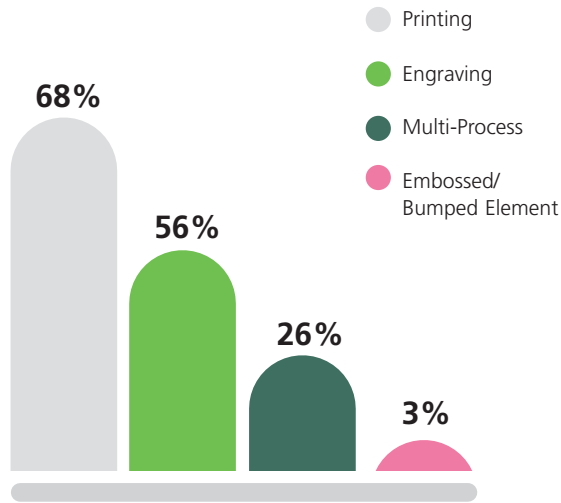
See page 4 for more information and tips



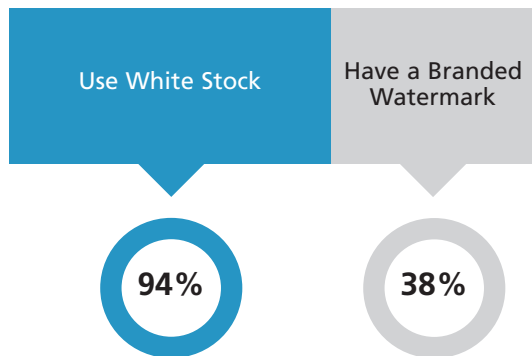
## LARGE LAW STATIONERY TRENDS

### Letterhead

Production Process Trends

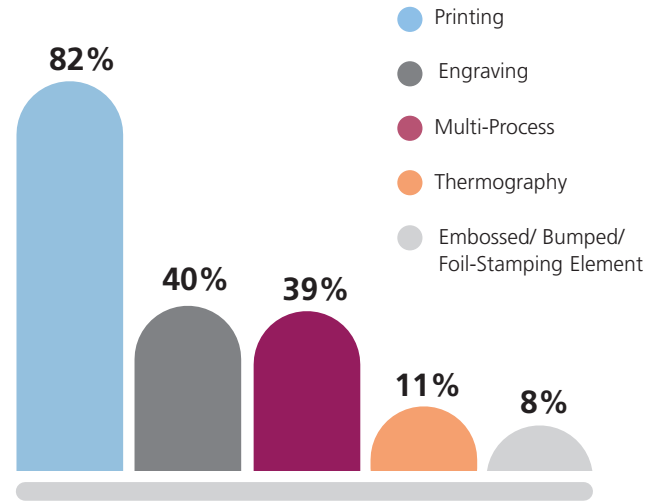


Paper Trends

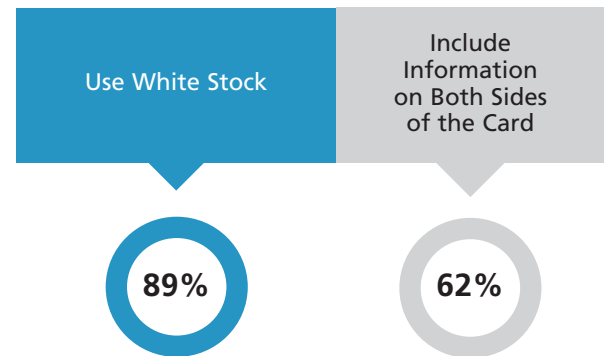


### Business Cards

Production Process Trends



Other Key Trends



## LARGE LAW WEB TRENDS

**86%** have mobile websites

This represents a 13% increase over 2017

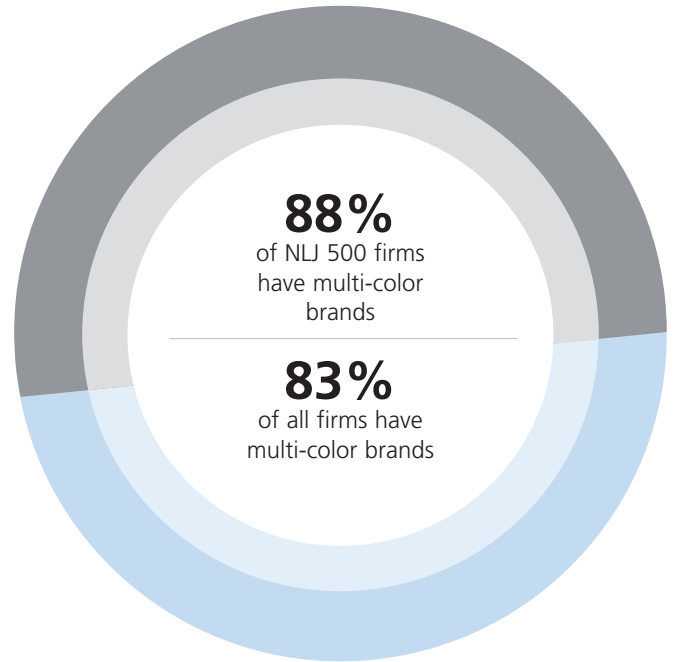
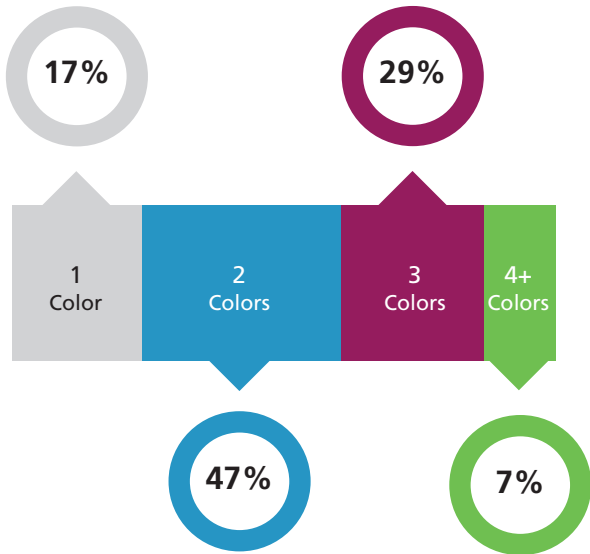
**78%** of firms with a mobile website have a vCard on the mobile website

**95%** have a vCard on their traditional website

This research was conducted by ALL-STATE LEGAL as of February 2018 based on more than half of the National Law Journal 500 law firms

## COLOR TRENDS

### Percent of Firms with Multi-Color Brands



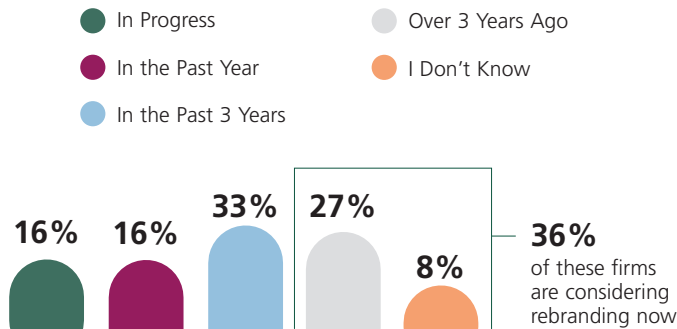
### Popular Brand Colors

Over 45% of firms with 100+ attorneys indicate blue is one of the primary colors in their brand

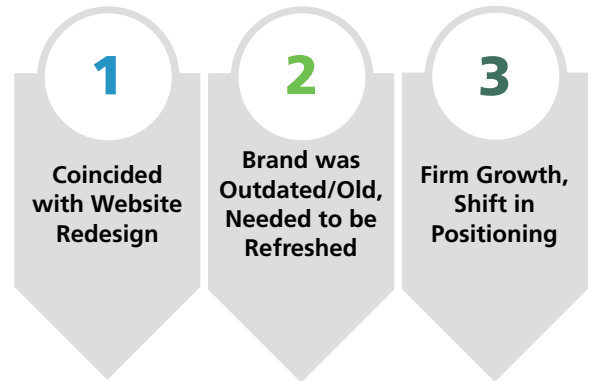
|     | Firm Usage    | Cited Reasons  | Color Psychology   |
|-----|---------------|--|--|
| 64% | Blue          | <ul style="list-style-type: none"> <li>Gives the impression of steadiness, trust, professionalism and prestige</li> <li>Holds historical significance to the firm</li> </ul> | Associated with Trust, Loyalty, Confidence and Stability |
| 26% | Gray / Silver | <ul style="list-style-type: none"> <li>Tradition</li> <li>Compliments other colors</li> </ul>  | Associated with Formality, Tradition and Professionalism |
| 25% | Black         | <ul style="list-style-type: none"> <li>Tradition</li> <li>Compliments other colors</li> </ul>  | Associated with Power, Sophistication and Elegance       |
| 25% | Red           | <ul style="list-style-type: none"> <li>Warmth, bold</li> <li>Is in our State flag</li> </ul>   | Associated with Energy, Strength, Power and Passion      |
| 19% | Gold / Yellow | <ul style="list-style-type: none"> <li>Warmth, bright</li> </ul>   | Associated with Intellect, Energy and Freshness          |
| 19% | White         |  |  |
| 17% | Green / Teal  | <ul style="list-style-type: none"> <li>Tradition</li> <li>Kept previous brand colors when rebranded</li> </ul>   | Associated with Growth, Harmony, Safety and Money        |
| 15% | Other         |  |  |

## REBRANDING TRENDS

### When Did Your Firm Last Rebrand?

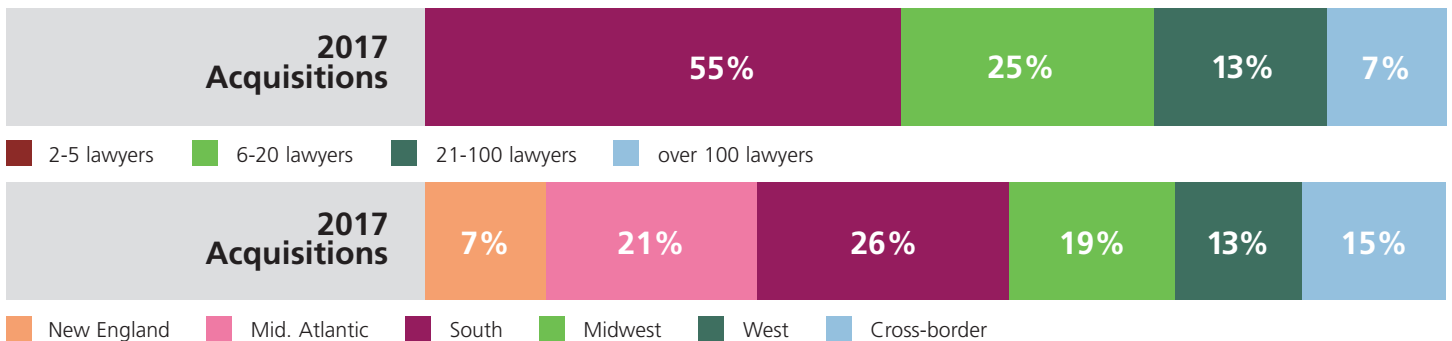


### Top 3 Reasons for Rebranding (when not prompted by a firm merger or acquisition)



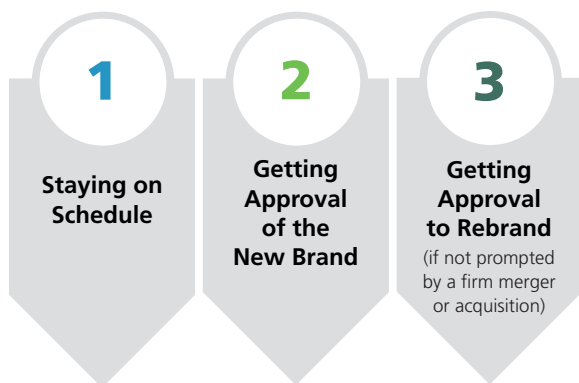
### Mergers/Acquisitions/Name Changes\* Over 23% of Rebranding Projects

In 2017, there were 102 law firm acquisitions/mergers announced – the highest in the past 10 years by 10%  
 The average acquirer size was 982 lawyers (29% were AmLaw)  
 As of 3/14/18, 27 mergers/acquisitions have been announced



\* Statistics are from Altman Weil Mergerline™

### Top 3 Most Difficult Aspects of Rebranding



### Words of Wisdom

from your peers for rebranding...

