

Graphic Design

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P: 610.768.3700



Jack Horner Communications Inc.
Public Relations ■ Graphic Design ■ Advertising ■ Promotional Products

Case Study:

Sitko, Rodella & Bruno New Graphic Identity

The Challenge

The Pittsburgh-based law firm of Sitko, Rodella & Bruno, LLC (SRB), was founded in 2000 by Maggi Sitko, Pat Rodella and Judy Bruno—three attorneys with extensive experience in the commercial real estate industry. They created a firm with a different culture—one where clients receive high-quality, personalized attention and efficient, cost-effective legal services.

However, SRB did not have a logo that reflected the firm's background or marketplace focus.

SRB prides itself on being a women-owned business, but the partners did not want their logo to appear too feminine. The logo also needed to make creative reference to the specialized experience of the attorneys—commercial real estate.

The lawyers at SRB called on Jack Horner Communications Inc. (JHC) to create a new graphic identity that was in line with the firm's service areas and selling points.

The Solution

The managing partners at SRB had a very specific vision of what their logo should—and should not—be. They wanted the new graphic identity to have the feel of a stylish professional services firm—modern, simple and creative. The old SRB logo was overly general and the colors were too understated.

JHC designed a logo that made reference to the firm's background and had an architectural feel to it. The final logo showed a commercial building with three sides—subtly making reference to the firm's three managing partners. The building graphic was contained in a circle, giving it a sleek and modern perspective, almost a view-finder effect. The in-house creative department used a slight variation on red, blue and gray to give the colors in the logo a unique look.

Paired with the tagline "Location, Location, Innovation," the new logo was complete. SRB debuted their new graphic identity to the attendees at the National Association of Minority & Women Owned Law Firms (NAMWOLF) conference in Chicago. The logo was rolled out on business cards, letterhead and marketing collateral.

To introduce SRB's new graphic identity to its customers and prospects, JHC designed a note card in which the attorneys could insert business cards and write a personal note. Additionally, a series of ads highlighting the new logo was created for various publications.



The Results

Now SRB has a graphic identity that is consistent with the firm's culture, and the new logo continues to be rolled out on various marketing pieces. Following the launch of the new logo, JHC was asked to redesign the firm's Web site around the new graphic identity.



old logo



SITKO RODELLA BRUNO
LOCATION, LOCATION, INNOVATION

new logo



"JHC designed a logo that exceeded our expectations of what a law firm's graphic identity could be and creatively shows the expertise and background of our firm. And very importantly, we had a lot of fun collaborating with JHC along the way."

Pat Rodella
Partner
Sitko, Rodella & Bruno