

Case Study - Maggio Law Firm

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Wednesday, 22 November 2006

Gerald Maggio runs a successful law firm in Irvine California, He has employees and many happy clients. But he did not have a corporate identity that told his story at a glance.

Problem:

Bauart was asked to create a unique identity for the Maggio Law Firm. An identity that shows Maggio to be professional, consultative and to demonstrate a branded corporate style that would be easily recognized. Maggio also requested a design that was simple to replicate across print and the internet and supporting collateral that would differentiate Maggio from other area law firms.

Solution:

Bauart recommended a classic black on white identity. This allows the Maggio staff to easily add their identity onto all documents that will be seen by their clients, from their legal documents to the Maggio stationery.

Bauart presented multiple identity designs in three creative rounds, each round allowing Maggio to more carefully choose a design direction tailored to their clients and needs

The final identity collateral for The Maggio Law Firm included: a logo identity, stationery, business cards, envelopes, rubber stamps, and various iterations of their mark for print, and the Web.