

# Sun Sentinel

## What's in a name?

### Rebranding simplifies and clarifies law firm vision and mission

By Cindy Kent, Staff Writer

January 14, 2011

**Who:** Roberta Stanley

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**What:** Stanley is a partner with the Fort Lauderdale law firm Brinkley Morgan and heads the firm's family law division.

Mentoring young lawyers and growing the practice, speaking engagements, networking and promoting the firm, are all in a day's work says Stanley. So is taking on projects that impact the entire firm, such her most recent initiative — a firm-wide makeover.

Seeking to give the firm an "updated" look, Stanley's re-branding plan included renovating the website, refreshing the logo and giving the law firm a new name.

Though change is good, a professional firm that changes its name every time a partner leaves or joins begins to lose its identity, says Stanley. And a long name, like the one Stanley's firm most recently had: Brinkley, Morgan, Solomon, Tatum, Stanley, Lunny & Gordon LLP — gets cumbersome.

Stanley's grand redesign meant even her name was coming off the door — and she was fine with that.

**The back story:** Stanley joined the Fort Lauderdale law firm 1996, back when at least a half-dozen partner names were stenciled on the door.

But over time as old partners leave and new ones join letterhead, business cards and logo designs have to be redone to reflect the changes. The cycle is never-ending and once again the firm has to reintroduce itself to the community.

So Stanley sought the advice of consultants and feedback from her co-workers. Simplifying, going back to basics was the consensus. The firm name now honors its founder: W. Michael Brinkley, who passed away this past November; and its managing partner, Philip Morgan, who joined the firm when it opened in 1975.

"It's what's in the best interest of everyone," said Stanley. "It's the future, to be recognized with a strong contemporary name." A streamlined website and logo accompanies the streamlined name.

The process became an opportunity for the firm to create a marketing campaign built around the rebranding, says Stanley. The new look and new name is more inviting and memorable, she says. That's important in attracting new talent as well as being transparent for clients.

Revamping the website allowed the firm to refresh attorney bios, ease navigation, and provide information.

**The take away:** To move forward, you have to be able to visualize the future and implement change. "To help the next generation, you have to be able to see where you are going," said Stanley.

### Resources

**Engage employees.** Have an open door policy, says Stanley. From stand-up discussions to formally scheduled meetings, make sure everyone has a voice and face time on all levels.

**Look ahead down the road.** Plan accordingly. Manage your budget. Grow smart, says Stanley.

**Embrace your job, respect its impact.** "I love what I do," said Stanley. "I know it's important and that it affects peoples' lives."

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