



## CASE STUDY

# Taylor Siemens Elliot Creedy & Lyle P.C. How to Rebrand Without Losing Brand Identity

*The rollout of the rebrand was an exercise in subtlety.*

## Introduction

The St. Joseph law firm Taylor Siemens Elliott Creedy & Lyle (Taylor Siemens) long ago established its reputation in the area for having some of the best litigators in the Midwest. They are known for achieving outstanding results for their clients.

Over time, the law firm has grown, adding two new partners, Ben Creedy and Nancy Lyle. Michael Taylor, one of the founding partners at Taylor Siemens, recognized that the addition of



two new partners and other changes that had occurred over the years were not represented well in their branding.

## Challenges

Every rebrand must begin with solid reasons for initiating the time-consuming process, and Taylor Siemens had them. As a company expands and changes, it often becomes clear that the branding no longer represents the overall path they are pursuing.

In the case of Taylor Siemens, the challenge was not coming up with reasons for a rebrand; it was navigating a rather nuanced set of reasons. For instance, the firm would remain

unchanged in terms of values and legal services offered.

The rebrand would be focused on communicating the importance of all five partners as well as developing a brand that would demonstrate the stability and timeless values of the firm. It would celebrate the positive changes that have taken place during the firm's many years of success.

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## Solution

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Taylor Siemens consulted with SJC Marketing to create a unique logo and full rebranding of their firm. There were several critical factors that influenced the process:

- The partners realized that all five names would be cumbersome for clients to remember or say.
- The partners wanted a logo that was unique. Many law firms choose standard imagery from the practice of law, such as a gavel, scales or balance. Taylor Siemens offers legal services in a wide variety of areas, so they wanted a logo that would be associated with their firm and quickly recognizable.
- The firm preferred a low-key rollout of their rebranding. They were aware of the danger of mistakenly communicating the idea that the firm was changing owners. They wanted their clients to be assured that a new logo did not indicate everything was changing.

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## Results

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SJC Marketing worked with Taylor Siemens to develop a rebrand, complete with a recognizable and unique logo. They decided on a four-point star in gold against a dark blue circle, also with a gold border. Rather than representing any one area of law, this logo offers a timeless image that will be associated with the exceptional firm and its attorneys.

They determined, with the assistance of SJC Marketing, that the first two partners' names would be emphasized in the logo to encourage "Taylor Siemens" to be how the firm is known. It would be a name that would

easily roll off the tongue and make their firm memorable to prospective clients.

The rollout of the rebrand was an exercise in subtlety. The news was communicated in a press release, a letter to clients and an email to clients. While SJC Marketing had additional ideas for promoting the new look and feel of Taylor Siemens, the firm preferred to take a toned-down approach.

Taylor Siemens now has a new logo, color scheme and typography, as well as a new name that captures the firm they have always been as well as the firm they have become.



## About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

**sjc.marketing**