

## Brand

# Kathryn Herrmann, Attorney at Law

## Situation

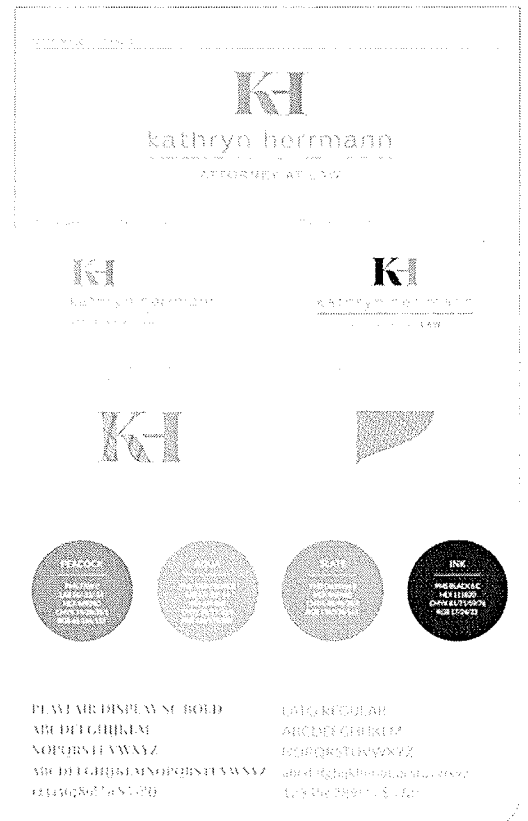
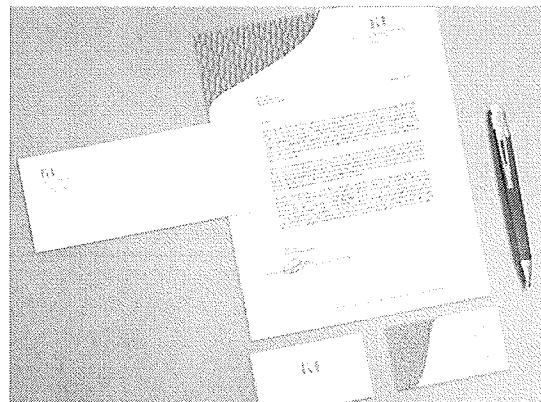
After breaking off of her family's firm, Kathryn Herrmann wanted a fresh brand that showed the confidence she needed to project in opening her own law office.

## Solution

RGC developed a soft and sophisticated, yet bold and powerful brand mark and stationery system to reflect her aggressive approach to personal injury law, with a feminine touch.

## Results

Kathryn was blown away with the process we implemented to create a brand that she is proud of. Although she was nervous we wouldn't be able to articulate her vision, she muses that "we nailed it."



Top  
Logo Mark  
Left  
Stationery Suite  
Bottom Left  
Business Card Detail  
Right  
Brand Guidelines

