TRAUB LIEBERMAN

NEWS & EVENTS

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Traub Lieberman Announces New Brand and Website Launch

Related Attorneys: Brian C. Bassett, Richard K. Traub

Say hello to the new generation of Traub Lieberman.

"In a manner that exemplifies who we are and commitment to who we serve, today we've launched our new website and brand rollout," says Brian Bassett, partner in the Chicago office.

Recognized for almost 25 years of success in guiding insurance companies and their insureds, Traub Lieberman began the process of interviewing clients and shareholders to create a brand strategy to better position the firm and echo the firm culture.

Deliberately clean and modern, the refreshing color palette reflected in the new logo is a perfect complement to the contemporary design. Not only is the new website user-friendly and easy to navigate, it's also fully responsive and packed with client-focused information.

Rich Traub, Managing Partner Emeritus adds, "Today is another in a long list of many proud days for our firm, starting from the day we opened our doors, to our expansion across the country, the addition of so many superb attorneys, and now, the launching of our new brand and website."

As part of the refresh, the firm reintroduced the service areas and highlighted the industries from which the attorney's proactively resolve claims in the most cost effective and efficient manner. The robust careers section features quotes, benefits and detailed opportunities.

Traub Lieberman worked closely with Moire Marketing Partners to ensure the website redesign achieved core business initiatives and served the client's needs, while strategically representing the brand effectively.

ABOUT TRAUB LIEBERMAN:
Seven offices in New York, New Jersey, Florida, Illinois, California and Connecticut, Traub Lieberman Straus & Shrewsberry's breakthroughs in coverage analyses, complex litigation, commercial and professional dispute resolution, and cyber and technology counseling continues to drive our renowned excellence in the legal profession. To learn more, visit www.traublieberman.com.

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