



Walker Morris

A new face for friendly law firm

What needed to be done

Walker Morris is a large law firm based in Leeds that prides itself on being hands-on, approachable and deeply supportive of clients. It had, however, a fairly generic identity that was not working to convey its unique values and approach. In addition, the implementation of its identity was inconsistent across different platforms.

How we went about it

Through an intensive period of Step Change® workshops, we articulated the firm's brand positioning, values and personality which revolved around their non-conformist, and easy to use approach to business.

They weren't a grey type of law firm, so we coloured them turquoise to reflect the idiosyncratic personalities of the founding partners, setting Walker Morris apart from their peers. We simplified and refreshed the brand mark and created an ownable monogram device too.

We brought the brand identity to life in the launch of www.walkermorris.co.uk. The landing page uses Flash animation to flag up the firm's values, while the content pages use a banner device to highlight their selling messages. The site is content managed, using designed templates to ensure that consistency is maintained as pages are added by the firm.

Walker Morris loved the end result, and we have continued to work with them on various campaigns. They even asked us to translate their brand to a Chinese version of their website.

“Elmwood pushed us to really think deeply about what’s different about our Firm, and challenged us to support our assertions with hard evidence. Sometimes I’ve enjoyed the journey, sometimes I’ve wished they would simply do what I asked without questioning! But I do think that if Elmwood was the kind of brand consultancy that just did what it was told, we wouldn’t have ended up with such an authentic, well-designed end result.”

Ian Gilbert
Partner, Walker Morris