

Kilpatrick Execs On 'Moving Forward' With Firm's Rebranding

By Jake Maher

Law360 (November 15, 2023, 3:33 PM EST) -- A familiar legal player in Georgia and beyond has rolled out a new look through a rebrand that ties together the firm's more than 160-year history and its forward-looking connections to the tech industry.

Kilpatrick, formerly known as Kilpatrick Townsend & Stockton, unveiled a new brand Monday, introducing a new name, an expanded palette of brand colors, still centered on red, and a new slogan: "Connected to Next."

Kilpatrick has a long history in the Peach State. Kilpatrick & Cody, founded in Atlanta in 1874, merged with the North Carolina firm Petree Stockton LLP in 1997, forming Kilpatrick Stockton. That firm then merged with Townsend & Townsend & Crew LLP in 2011, officially creating Kilpatrick Townsend & Stockton — now just Kilpatrick.



J. Henry Walker IV

The firm employs nearly 600 attorneys in the U.S., including over 200 in Atlanta and Augusta.

"We're incredibly proud of our history, and I feel like we have good reason to be proud of it," said J. Henry Walker IV, the firm's chair and CEO, in a conversation with Law360 Pulse about the rebrand. "But it's about moving forward."

Walker and Brian Colucci, Kilpatrick's chief business development and marketing officer, joined Law360 Pulse for an in-depth look at what's new and what has stayed the same in Kilpatrick's new identity.

This conversation has been edited for length and clarity.

What can you tell me about the branding — the new colors, slogan and name?

Walker: We're a future-focused, technology-forward firm, and we wanted our brand to reflect those characteristics. As you'll note, the visual identity is much bolder and more modern looking. We are also very excited about the brand driver "Connected to Next." It just really feels like it summarizes, or describes, the firm very well. We did a lot of work to come up and try to decide and work through that.

[Kilpatrick] is how many of our clients already know us. And it is a simpler, cleaner look with one name.

Colucci: We also think it maintains some of the strength of our existing brand. I mean, we feel like the previous brand was well known and it reinforces a lot of things that we were known for. It's just a more

modern look, and I think it's going to serve us well going forward.

What would you say Kilpatrick's identity as a firm is?

Walker: We represent many of the leading technology companies in the world, we are very focused on the technology industry, and that "Connected to Next" reflects what they're trying to do and certainly what we are doing as a firm.

We're very strong in tech, in intellectual property, corporate and litigation as well. On the industry side, I think that we see that many of our largest clients are really focused on the technology industry, and even those that aren't best known as technology companies are still trying to leverage technology in order to differentiate themselves.

Colucci: We're also trying to convey to our clients that we're focused on using technology to represent them, we're focused on innovating and using technology to improve the practice of law, which a lot of firms are talking about right now and we're definitely trying to convey that through the visual.

What was the process of re-imagining Kilpatrick's brand like?

Walker: When we went through this, we talked to our clients, we talked to our attorneys, we talked to our staff, we talked to other leaders in the industry, about what we were known for. And "Connected to Next" was what came out.

You want a brand and a brand driver to be genuine, and we feel like that is very genuine to who we are.

I'm very excited about it coming out of this. We really feel like this is a genuine brand driver, an accurate brand driver and one we really feel like, it's going to portray us in a very positive way in the market.

--Additional reporting by Emily Johnson. Editing by John C. Davenport.