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Kilpatrick Execs on 'Moving Forward' with Firm's Rebranding

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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

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