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**FOR IMMEDIATE RELEASE**

## **A NEW LOOK FOR A FAST GROWING DELAVAN LAW FIRM**

Thorpe & Christian launches new look and new website

**DELAVAN, WI (April 20, 2007)** – In an effort to show the success and growth of the practice, Thorpe & Christian, S.C. is proud to unveil a comprehensive new branding initiative. Today, the Delavan-based law firm launches a new logo and marketing presence in print and on the web at [www.ThorpeChristian.com](http://www.ThorpeChristian.com).

As one of the fastest growing law firms in Southeastern Wisconsin, Thorpe & Christian knew their original logo, website and stationery no longer represented the firm they had become. “We needed a change in our corporate image,” says Dale Thorpe, a principal shareholder in the practice, “we wanted a look that showed we have grown from a small town practice to a regional firm capable of handling virtually any client need.” Thorpe & Christian’s growth into a formidable law practice required a corporate look to keep pace.

“Our corporate identity is very important to us,” explains Scott Christian, another of the principal shareholders, “to that end, we developed a brand that speaks not only to our dedication to clients, but also to our professionalism.” Key elements to the rebranding include a new logo, business stationery, periodical newsletter, marketing materials and a new online presence.

To develop the new brand, Thorpe & Christian worked in partnership with Signalfire Productions, a Delavan-based ad agency. The challenge was developing an identity that stood above competing practices in Milwaukee, Madison and Chicago. Many local or regional law firms will have a solid presence either in print or on the web, but rarely both. Thorpe & Christian comes to the table with a cross-medium brand that is right in step with their capabilities and mission – and will be for years to come.

Thorpe & Christian, S.C. of Delavan, Wisconsin offers a wide range of legal services including litigation, real estate law, business law, municipal law as well as family law and estate planning. Clients include individuals, businesses and municipalities from all over Southeastern Wisconsin and Northern Illinois. Detailed information about Thorpe & Christian can be obtained by visiting [www.ThorpeChristian.com](http://www.ThorpeChristian.com).

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If you would like additional information on Thorpe & Christian, S.C. or would like to schedule an interview with Dale Thorpe, please call Kelly Lempel at (262) 740-1971.