

Celebrating 135 Years of Minnesota Milestones, Briggs Launches New Brand

Law firm shareholders examine approach to client service
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MINNEAPOLIS, MINN. – With all eyes on Minnesota for the big game at U.S. Bank Stadium, Briggs and Morgan is pleased to reveal its new brand identity in connection with the Firm’s role in helping make the stadium a reality for its client, the Minnesota Vikings. The brand launch also celebrates the firm’s 135th anniversary and a long history of helping shape significant Minnesota milestones.

“Refreshing our brand is a signal to our clients, and to the market, that we are investing in building a law firm for the future,” said Steve Ryan, Briggs chair. “We want to attract and retain great Minnesota companies as clients and partners, and we know they are dealing with significant pressures that require more than traditional law services delivered in a traditional manner. Experience tells us our clients seek long-term relationships with their legal partner, and they want us to deliver more value, be more agile, bring diverse perspectives to the table, and help advance their positions locally and beyond.”

To create a new brand platform and bring a fresh brand identity to life, Briggs partnered with award-winning design and branding agency Little & Company. After months of collaboration, and collecting feedback from clients, industry partners and the marketplace, the new brand platform was developed to serve as an authentic guide to the way in which Briggs approaches the delivery of legal services.

“We discovered through this process that we provide a unique and distinctive experience to our clients,” said Greg Stenmoe, managing partner/president. “Our research tells us that clients value our perspective from experience, our human approach to the practice of law, our drive to always push forward, and our commitment to making a profound community impact.”

The brand launch campaign highlights Briggs’ role in helping shape Minnesota’s business community for more than a century. To learn more about Briggs’ clients and contributions to Minnesota, please visit briggs.com.

About Briggs and Morgan

Briggs and Morgan, Professional Association, Affirmative Action Employer, is a trusted name in business law and litigation services. With offices in Minneapolis and St. Paul, Minnesota, the firm’s attorneys are committed to providing superior client service and sound legal

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counsel to clients nationwide. Briggs and Morgan ranks among The NLJ 500 as one of the nation's largest firms and has received numerous accolades, including recognition by Corporate Counsel and top clients as a Go-To Law Firm® in the areas of Torts Litigation, Securities and Labor and Employment. The firm and its attorneys have also been selected for publication in The Best Lawyers in America© and Chambers USA. For more information, visit www.briggs.com.

About Little

Little is a Minneapolis-based design and branding agency specializing in brand strategy, identity and naming, communications campaigns, employee engagement and experience design. For more than 35 years, Little has been helping companies like Target, U.S. Bank, Buffalo Wild Wings, Gap, Habitat for Humanity International, and Lowe's tell their whole brand story from the inside out. Little has been named 2015 Silver Midwest Small Agency of the Year by Ad Age, is a multi-year honoree of Minnesota's Best Places to Work, and has been recognized with two Minnesota Keystone Honored Company Awards for its community giving in the Twin Cities.