



Clean, sophisticated design enhances the brand at Irpino, Avin & Hawkins Law Firm

April 1, 2015 – Words&Pictures, Inc., a full-service marketing strategy and brand development agency headquartered in Chicago, recently began working to enhance the brand of Irpino Law Firm, an award-winning plaintiff's law firm in New Orleans, LA.

Irpino Law Firm has long been known for its lawyers' excellent litigation skills and consistent success working on behalf of plaintiffs, focusing on complex litigation in areas such as nursing home abuse, wrongful deaths, and Jones Act/Maritime law.

But when Anthony Irpino, the firm's founding partner, determined his longtime associates, K. Adam Avin and Bobby Hawkins would make excellent partners in the firm, he called upon Words&Pictures to develop a new brand which would continue the strong legacy which Irpino had built, and also enhance the thriving practices created by Avin and Hawkins.

"The Irpino Law Firm brand has a strong presence in New Orleans and throughout the country, so we knew it was important to leverage that history," said Irpino. "Words&Pictures created a new identity for the firm that captures the strength of our practice, but also showcases the boutique nature of our firm and our zealous attention to detail."

"The team at Irpino, Avin and Hawkins Law Firm allowed us the freedom to create a number of dynamic brand identities, ultimately selecting a distinctive and bold logo with a unique slash mark, executed on the stationery materials with a die cut or letterpress technique," said Nick Quirke, principal at Words&Pictures. "The new business cards are extremely design forward, featuring a print technique which challenged even accomplished print partners, and feature colors, textures and materials that position Irpino, Avin and Hawkins Law Firm as a leader in the marketplace."

Words&Pictures created a unique brand identity for Irpino, Avin and Hawkins Law Firm, including a new logo and a new stationery package, consisting of letterhead, business cards and envelopes, and also consulted on the design of the firm's new website



About Irpino, Avin & Hawkins Law Firm

Irpino, Avin & Hawkins Law Firm, headquartered in New Orleans, LA, has built a reputation as a leader in class action litigation, serving as class counsel for plaintiffs in more than forty (40) class action, multi-district litigation and mass joinder lawsuits, helping to earn plaintiffs more than \$350 million in settlements. The firm's trial lawyers also focus on complex litigation in areas such as nursing home abuse, wrongful deaths, and Jones Act/Maritime law.

Visit IrpinoLaw.com for more information or to schedule an appointment with an attorney.

About Words&Pictures, Inc.

Words&Pictures, Inc. is a full-service marketing strategy and brand development agency headquartered in Chicago, IL. Our corporate culture was built about a simple idea: "No one cares more about your success than we do." Clients continue to select Words&Pictures based on our proven ability to produce successful and effective marketing and brand programs for organizations in any industry.

To learn more about Words&Pictures, visit our new website at WordsAndPictures.com, or call Nick Quirke directly at 312-644-2056.