



For Immediate Release
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PLDW Unveils New Brand Identity

Providence, RI – January 27, 2014 – Pannone Lopes Devereaux & West LLC (PLDW) today unveiled its new brand logo and visual identity package as part of its marketing and communication strategy that showcases the firm’s widely used and proprietary initials, “PLDW.” The prominent use of the letters “PLDW” provides a unique name with greater recall, simplicity and is more consistent with its online presence and platforms, including its website URL, pldw.com, and its collection of marketing materials and tools. The revamped logo has a new and distinct color palette – blue, black and white. The firm’s tagline, “responsive practical solutions: cost-effective results,” remains the same, as does the dynamic, yet steady upward motion of the creative element, which exemplifies the forward-thinking approach the firm embraces when solving legal problems for clients.

“Our firm’s remarkable evolution and rapid growth cause us to consistently be aware of how our visual identity meets our marketing strategy using traditional marketing tools, as well as those platforms and vehicles that have emerged due to advances in online resources,” said David C. Sweet, Director of Administration. “Although our new brand identity has a new look, the change is essentially a refreshed extension of our prior brand identity – recognizable and positively associated with the strength of our expanding footprint across all marketing platforms.”

PLDW, which has grown to become among the most prominent law firms in the region, started in 2006 with fewer than 10 attorneys and staff. Since its founding, PLDW has expanded its geographical footprint and the number of attorneys and staff. The principal partners include Managing Partner Gary R. Pannone, William P. Devereaux, Matthew A. Lopes Jr., William E. O’Gara and Teno A. West, all of whom were former partners in an international law firm and who have more than 125 years of combined experience in the practice of law. Their collective vision was spawned from a desire to launch a successful full-service law firm that would stand out and be different on both a personal and professional level.

Firm attorneys follow an entrepreneurial approach to servicing clients and have been cross-trained in various and core disciplines, including administrative law, business law, municipal infrastructure, special masterships, civil litigation including trust litigation, employment law, government relations and strategies, real estate development, equity financing and estate planning. The client base at PLDW includes individuals, start-up companies, closely held businesses, public companies, nonprofit organizations, developers, municipalities and government agencies.

“From the start, we have been trailblazers in operating a law firm in a non-traditional manner,” said Attorney Pannone. “We are proud of what we have created and how we have managed our growth to the advantage of our clients by keeping our overhead costs down, yet never compromising the quality of our legal services. Like all strong businesses that have staying power do, PLDW’s evolution as a formidable competitor in the legal profession requires a constant review of marketing communications strategies.”

In a short seven years, PLDW has distinguished itself as one of the top-ranked law firms in the region and is annually selected as among the “Best Law Firms” in America by U.S. News – Best Lawyers®. Likewise, PLDW attorneys are consistently recognized by their peers as Best Lawyers in America© and Super Lawyers. Extensive experience in all of its practice areas and authentic team spirit enable PLDW attorneys to quickly identify the core issues in any legal matter and prescribe the right legal strategy from concept through resolution.

To contact the firm, please call 866-353-3310, or for more information about the firm, visit www.pldw.com.

About Pannone Lopes Devereaux & West LLC

The attorneys and staff at Pannone Lopes Devereaux & West LLC (PLDW) are committed to developing practical and cost-effective solutions while also being supportive of the community in a meaningful way. PLDW has developed a business model that combines international expertise with a more cost-effective delivery system that involves cross training of lawyers and a more practical approach to problem solving. The primary areas of practice for the firm include administrative, corporate and municipal law, civil litigation, employment, government relations, real estate and commercial lending and estate planning and special masterships. The partners demand of themselves and those on the PLDW team, an unparalleled sense of urgency and responsiveness which is derived from an authentic appreciation for their clients and the community in which they serve. For more information, visit www.pldw.com.