

September 05, 2019

## JOHNSTON ALLISON HORD ANNOUNCES REBRAND

**Johnston Allison & Hord**, P.A. is excited to formally introduce our rebrand and new responsive website.

Our goal was to create a site that easily and intuitively connects you to **our attorneys**, as well as the subject matter most relevant to you. With that in mind, most of our website content – from individual attorney profiles to industry groups and practice areas – consists of our skills, capabilities and representative examples of work we’ve done for our clients. This is all in an effort to make what we do relatable to the legal and advisory challenges and needs you encounter every day.

In addition, if you haven’t worked with us frequently or have worked only with a few of our attorneys, you may wonder what it’s like to do business with us. So we’ve included bolder, clearer pictures of us (figuratively and literally), providing glimpses of our attorneys’ personalities, as well as the personality of our Firm. Attorney bios offer first-person perspectives about the work they do and clients they serve, giving insight into what sets them apart and what it’s like to work with them. Attorney profiles also include an “Outside of Work” section, giving you an even better idea of the person you may be dealing with.

Knowing that we are a mobile society, we have streamlined all the content so it’s easy to scan and download. And whether using a smart phone, tablet, laptop or desktop, the appearance and user experience are designed to be consistent.

The overriding approach to our new site is highlighted on our new home page: our historic leadership and experience, and our commitment to delivering relevant and timely advice and counsel, all add up to one thing – that we want you to start here. In other words, start with us, no matter the challenge, conflict or opportunity.

We sincerely hope you like what you see, and hope you find that our changes help make your virtual and real world experience with us smoother, quicker and more enjoyable.

We look forward to hearing your comments or suggestions. Thank you for your continued business and support of our Firm.

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