

# **Lewis Roca Launches Rebrand with Shortened Name, New Website and Redefined Brand Identity**

Lewis Roca Rothgerber Christie LLP has launched a complete rebrand that includes a new visual identity, website and shortened brand name, Lewis Roca. The rebrand reflects the firm's client experience focus that is the foundation of its culture and approach to service delivery.

Lewis Roca, founded more than a century ago, was formed after Lewis and Roca combined with Rothgerber, Johnson & Lyons in 2013 and with Christie Parker & Hale in 2016. The rebrand fortifies the rich histories of the legacy firms under a strong, contemporary brand.

Experience Amplified, now in its third year, is a rigorous client experience program benchmarked and measured on a regular basis to ensure clients are receiving optimal service and value. Lewis Roca incorporates the Net Promoter Score tool, widely adopted by Fortune 500 companies. For more information on the program, visit [www.lewisroca.com/experience](http://www.lewisroca.com/experience).