

# Rumberger, Kirk & Caldwell Becomes RumbergerKirk

Rumberger, Kirk & Caldwell has rebranded to become RumbergerKirk, revealing a new, modern brand identity and website. In part, the refreshed brand is a result of the firm's market research showing that clients and recruits respond favorably to more contemporary styles and shorter names. The new look and name reflects the regional litigation firm's commitment to its core values of trust, mentorship, courage and diversity, while offering clients, colleagues and the community a more engaging, user-friendly experience across all of the firm's communications channels.

The firm's Director of Marketing, Marisa Eubanks, spearheaded the initiative working closely with the firm's leadership team and Orlando-based creative agency Big Vision. Drawing upon insights from clients, colleagues and community partners, the new look is a dynamic visual representation of the firm's personality and collaborative nature.

In addition to introducing a clean and minimal aesthetic, RumbergerKirk made significant enhancements to its website, which now offers an improved user experience. "Clients and recruits will be able to find the information they're seeking easily –from attorney insights to details about the kind of work we do, and what recruits can expect from a career with us," said Eubanks.

The brand exemplifies RumbergerKirk's unique culture and commitment to the community, which has made it a trusted leader in the legal services industry for more than 40 years.

To experience the firm's new brand identity and learn more about RumbergerKirk, please visit [www.rumberger.com](http://www.rumberger.com).