

Clarence Bee Business

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Hurwitz Fine celebrates 45 years with new name, logo

by **DAVE PARISH**
Reporter

Hurwitz Fine kicked off its 45th year by not only changing its name, but also creating a new logo and tagline designed to incorporate the firm's past while looking toward the future.

The law firm, formerly known as Hurwitz & Fine, dropped the ampersand from its name, and created a new logo with an interlocking H and F, representing the first initials of the firm's name, which managing partner Jody Briandi says symbolizes the synergy between the firm's various departments.

For the first time in its history the firm will also use a tagline, "Proven," which Briandi says is a reference to the firm's track record in serving clients.

Briandi, who lives in Clarence, said it was not necessarily the intent to rebrand Hurwitz Fine, but when she took over as the firm's third managing partner in May 2020, she began to take a "deep dive" into the firm to define what it does well as well as set goals to help strategize for the next 10 years.

That is why she said that she looks at the updates, which went into effect June 1 on the firm's 45th anniversary, as more of an evolution than a change.

"We're looking at this as an evolution of the firm," she said. "So, we are looking ahead at new opportunities, while continuing to provide the same level of high-quality legal work we always have."

Briandi said the new logo, with its green patina coloring, is a nod to the firm's headquarters for all 45 years in The Liberty Building downtown,



Hurwitz Fine managing partner, Jody Briandi poses in front of the law firm's new logo at their headquarters in The Liberty Building on Main Street in Buffalo

which features two replicas of the Statue of Liberty on its roof.

The interlocking letters represent not only the firm's multiple areas of practice working with one another, but also on behalf of its clients as Briandi said Hurwitz Fine will continue to put its clients at the forefront of all its decisions.

Hurwitz Fine practice contains three main pillars, general litigation, business and commercial litigation and insurance coverage with each pillar containing multiple practices including newer ones like cannabis law and a COVID-19 legal response team.

Briandi, who has been with the firm her entire legal career dating back to 1997, said it was difficult trying to come up with words that expressed who they were as a law firm, but felt that the "Proven" tagline was both a look at the future while still acknowledging Hurwitz Fine's long history.

"We have a very long track record of servicing clients," she said. "We know our clients trust in the work we do based on our track record of success. What we hope resonates is the idea that we are proven in the areas of law we practice."

Though the firm worked with local advertising agency fourthidea, Briandi said that the entire process was a collaborative effort as fourthidea spoke to all the firm's attorneys to get a better idea of their core values to see how they could express it in a visual way.

"It really was a collaborative effort," she said. "We've been around for a long time and that's really a testament to our position in the legal community not just in Buffalo, but throughout New York State and beyond."

With nine locations, including one in the Village of Williamsville at 5500 Main St., Briandi said that the firm would like to not only continue expanding its geographic footprint, but also working to meet client's needs as new areas of law become more prevalent.

"We need to have lawyers who are able to respond to the ever-growing and changing needs in the law because our clients need that," she said. "So, we grow with our clients is really a great way to look at it. Our growth is often a response to where we see our clients moving and growing and how we see them growing."