

A New Brand

**for a Law Firm Ready to Make
its Mark on the Future**



Then and Now



Our new brand is both a celebration of our past and an enthusiastic look to the upward trajectory of the firm, which is spurred by our niche practices, the formation of industry teams, and emerging areas of law.

Jody E. Briandi | President + Managing Partner

Celebrating 45 Years

1977



- 1** Location
- 2** Practice Areas
- 4** Attorneys

2022



- 9** Locations
- 40+** Practice Areas and Industries
- 58** Attorneys

Anatomy of the Logo

The new logo integrates the “H” and “F” and drops the ampersand to create one cohesive unit—representing the synergy of the firm’s diverse group of attorneys and their singular focus on achieving successful client outcomes.



The color green pays homage to the Lady Liberty statues atop the firm’s 45-year headquarters in the Liberty Building.

HURWITZ
FINE_{PC}

PROVEN.

The new tagline is a reference to the firm’s history of successful outcomes for its clients. It is simple, direct, and understated—echoing the firm’s approach to client service.



Synergy of Services

Hurwitz Fine is recognized as one of New York State's top Midsize law firms, while delivering BigLaw outcomes. Multidisciplinary, industry-specific attorney teams serve the complex business, litigation, and insurance needs of a diverse client base, from startups to Fortune 500 companies. With offices across New York State and Connecticut, the full-service law firm provides innovative solutions and develops strong personal connections to maximize business and financial success for clients.



Looking Ahead

The firm's diverse and inclusive environment—where individual differences are recognized and valued—is essential to both the quality of client service and the daily lives of lawyers and staff. Hurwitz Fine is the only Western New York firm to participate in the national diversity law firm certification process. This certification is another positive step the firm is taking toward achieving the goal of creating and maintaining a diverse team of attorneys to partner with their clients.



“Moving forward, we will continue to prioritize and cultivate diversity. It has been a signature asset of our firm over time and a major contributor to our success today.”

Jody E. Briandi | President + Managing Partner



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Locations: Buffalo (headquarters) • Albany • Albion • Amherst • Hartford, CT
Melville • Niagara Falls • Rochester • Utica