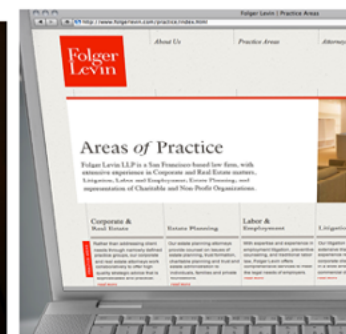
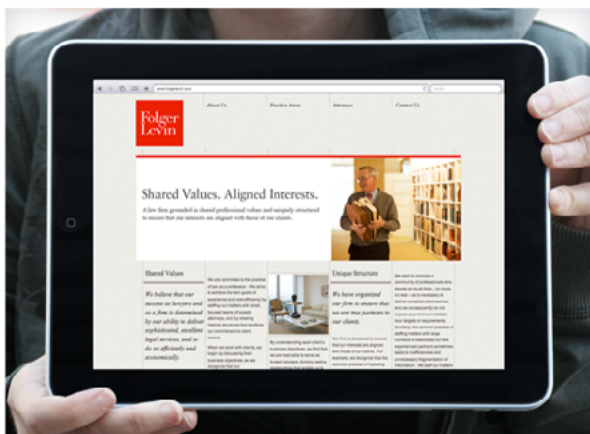


**It Takes
Two**



Folger Levin llc.

There are lawyers and then there are Lawyers. What makes Folger Levin special is that they are a top caliber law firm, but the firm's attorneys are also very real and approachable. And when you hire them, you hire all of them. Giving a whole new meaning to the word partnership.



A *"It is a pleasure to work with Plumblne, they're absolutely first rate. They quickly understood both our objectives and what made us distinct, and they developed a completely new logo and color scheme that presents a strong fresh and clean look that fits and conveys who we are. It's unusual for our clients to comment on our stationery or announcements, and nearly all of them have told us how much they like the new logo."*
- Adam, Partner at Folger Levin

E *"It was a real pleasure working on this business system, they completed trusted in what we had to present to them and the result made everyone proud."*
- Eric, Designer at Plumblne



*“In my experience, Folger
of the highest integrity and
The lawyers there form
relationships with and a
results for their clients.”*

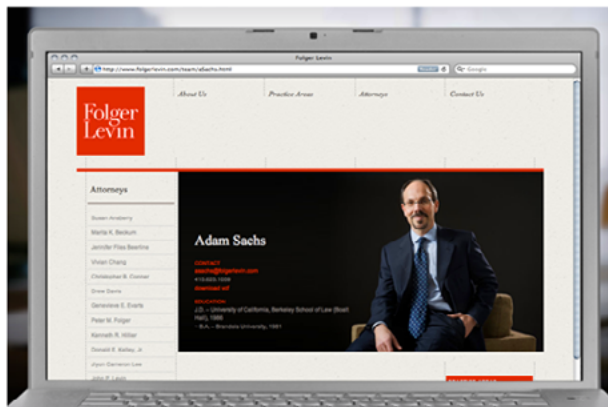
Steven R. Bell *Chairman and CEO, Western Region*



R

“Reduction, refinement and restraint: three deceptively difficult design philosophies. I see custom serifs, missing dots-on-i’s, the flipped-nature of the F and the L mirroring the partnership venture itself, one single bold color... shhhh, sometimes I think you can say more, with less.”

- Robert, Design Director at Plumblin



E

"It was a real pleasure working on this business system, they completely trusted in what we had to present to them and the result made everyone proud."

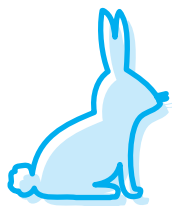
- Eric, Designer at Plumblin

Specifically Plumblin created a new identity system and website for Folger Levin llp. We started by exploring several looks for their core identity and after landing on the final logo, extended that to an entire suite of corporate stationery including an announcement card, letterhead, envelopes and of course, business cards. Next we developed a new website for the firm that features original photography of the partners and their inspiring San Francisco office.

Creative.

We're Creative.

We're bold. Enthusiastic. Passionate about what we do. We gather inspiration from the things that most people overlook. We are consistently driven to create something new or different. To explore, imagine, invent. But creativity without purpose is nothing more than a pretty idea. So we add action to creativity and the result is design that not only looks good, but also makes people respond.



It Ain't Magic.

There's nothing up or sleeve. Really. To get your message across uniquely, clearly, and convincingly, we need to work in the real world. Good design solves communication problems, but great design strikes that delicate balance between strategy and aesthetics. And that can only be achieved with expertise, insight, and effort. There's nothing mystical about it. Yet it's magic when it all comes together.



We Make New.

You're probably not going to hire a creative firm to give you what you already have or to do what you could do yourself. You have an idea that you need to make real. You need to make it stand out. Be seen. Get heard. To do that, you need us to create something that is new or better than it was when you brought it to us. That takes brains, effort, dedication, and talent. And sometimes, it takes a leap of faith.

Plumblin^e

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