

# MISSION: BRIEFING

No. 1

A new world. A new face.

After nearly 50 years, Rothstein Kass is reinventing itself and we're starting with our corporate identity. Our corporate identity is the voice we speak in. It's how loud we speak. It's the words we use to communicate our strengths.

Identity's most basic element, the logo, communicates who we are and how we do business. It is the silent voice of the brand. It is the single element, which if used consistently and managed with care and affection, will differentiate our firm in a crowded marketplace.

A dynamic firm *requires* a dynamic logo. A contemporary firm *requires* a contemporary logo. A classy firm *requires* a classy logo. Rothstein Kass *deserves* all three.