

# MISSION: BRIEFING

No. 2

## Lead. Don't Follow.

A fresh, modern and dynamic logo distinguishes leaders from followers. Ours will tell the world that Rothstein Kass is a leader.

The world is changing at an ever accelerated pace. Competition is growing. Regulations are changing. Companies are here today, gone tomorrow. The world does not stand still. A logo cannot stand still.

Our logo will reflect the world where we exist today and plan to be tomorrow. It will help retain and attract the best talent. It will help retain the most vital and relevant business. It will help attract better clients.

*We invite you to move forward with us. We invite you to lead.*