

# MISSION: BRIEFING

No. 3

## One firm. One identity.

A strong identity will accommodate diverse services. It will accommodate our growth. It will adapt as we evolve. Wherever we venture—from new service offerings to new industries—a well-managed and meaningful identity will help build the Rothstein Kass brand. Identity does this by eliminating confusion, by reducing interpretation. In a few words, our new identity will enable us to control our image.

Rothstein Kass is creating a new sense of place, a renewed sense of purpose (and building the infrastructure to support it.) We are one firm soon to have one new corporate identity. Our identity will reflect the Rothstein Kass brand—the positive attributes of the firm and the feelings evoked when one comes into contact with us.

*Build a brand. Build a firm. And, take your place.*