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How Shumaker Is Celebrating 100 Years With Rebranding

By **Madison Arnold**

Law360 (May 23, 2025, 4:06 PM EDT) -- As Shumaker Loop & Kendrick LLP neared its 100th anniversary this year, managing partner Jennifer Compton said the firm landed on a rebranding as a way to both celebrate the past and look to the future.

Jennifer B. Compton

The new logo is meant to represent strength, sophistication, and forward momentum, and the redesigned website is meant to be future-focused and engaging, the firm said in announcing the changes Wednesday.

Shumaker also connected its rebranding with the recent launches of two service lines to illustrate a focus on the future. Those are technology, data privacy, cybersecurity and artificial intelligence, as well as immigration.

"It's a big year for us. We just turned 100. I know we don't look a day over 87, but we wanted to figure out a way to celebrate and honor the past while really looking and moving forward into the future," Compton said.

Shumaker, which was founded in Toledo, Ohio, has multiple offices in the state as well as in Florida, Minnesota, South Carolina, North Carolina and Washington, D.C.

Law360 Pulse talked with Compton about Shumaker's rebranding. This interview was edited for length and clarity.

What does the 100th anniversary mean to Shumaker?

It's all about the legacy. We spent a lot of time ... looking back at our history and starting in 1925 in Toledo.

For the first 14 years, I think, we were seven people, and then we doubled to 14 for the first 60 years as a firm. We were in one office location, and then we started adding a new office about every decade.

In the past seven years, we've added seven new offices. The only year we didn't add an office was the COVID year.

If you look at the acceleration and the momentum, we are building on the legacy that was established in 1925, but we're doing it at a more rapid pace than we have historically.

It just shows you that the best way we can honor the legacy of the past is to make sure that we succeed in the future. And that's what we're absolutely doing.

How would you describe Shumaker's new look?

It really pulls in messages from the past, like the orange line. We've always had that, and we've used

that now in a way that is different. We are using it to not just be an underscore underneath our name but to follow it all the way through [the website].

And if you play through our website, you'll see [a ball that] moves. It goes to different sections, and it shows forward momentum, forward progress.

That's really how we view ourselves, as helping our clients figure out how to move through the increasingly complex challenges, opportunities that are out there.

We changed our font, we freshened up the colors. But really, to me, it's the orange line and the movement of the orange line that really shows as a visual representation that we are positioning ourselves to deliver even better for our clients, and it's the way we serve.

What sort of effect can a rebranding have for law firms?

We just had our firm retreat where all 300 lawyers and advisers were invited, and I think about 275 attended.

During that retreat, we launched the rebrand, and we really had a whole celebration around honoring the past, celebrating the present, and looking towards the future.

One of the things that we made sure that everybody in the firm knows — and we'll do it through town halls with the rest of the firm here next month — it's not just about the past. While we certainly stand on the shoulders of those that came before us, we really are talking about [how] we are now the foundation of all that are going to follow us.

We really want to make sure that people understand the movement into the future and that we're doing it together. Everything we do as a team; our motto is "one firm, one focus, our future."

We really believe that, and we want everybody to embrace that. That means every decision we make — every hiring decision, every case strategy, every client that we take on — goes through the lens of "does this help the firm be who we want to be and how we serve our clients?"

Why was it important for Shumaker to connect the rebranding with its two newest service lines?

We've always had immigration capabilities and technology capabilities inside, but they were tucked under other service lines.

We've seen ... that there were other types of immigration, other than employment-based immigration, that our clients needed.

Similarly, while we had a pretty strong technology practice, there were other areas such as data privacy, cybersecurity and AI that were coming up all the time. You can't read something today already online without reading about AI.

We went out and added additional capabilities to immigration — and that's primarily investment-based immigration people coming to the U.S. to invest through businesses, and that helps on immigration status.

Then over on the technology side, we added those [capabilities regarding] data privacy, cybersecurity and AI.

We said "You know what? Now that these are more robust, let's break them out. Let's have them stand out, stand on their own, and show that not only are we meeting our clients needs, but we're actually staying ahead of our clients, and we're going to use it to attract new clients too."

That's very exciting for us, and then to go from 10 service lines to 12, I know that probably doesn't sound like a big deal, but that's a big deal for us. The reason for it, I think, demonstrates our commitment to moving forward into the future with confidence.

--Editing by Alex Hubbard.

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