

Shawe Rosenthal – Rebranding for 70th Anniversary

Situation As one of the first law firms in the country devoted exclusively to the representation of management in labor and employment matters, Shawe Rosenthal represents employers throughout the United States in federal and state courts and arbitration, as well as before the Equal Employment Opportunity Commission, the National Labor Relations Board, the Department of Labor, and other administrative agencies. Shawe Rosenthal's clients range from Fortune 100 companies to smaller businesses and non-profits in a wide range of industries.

From the firm's inception in 1947, Shawe Rosenthal decided to remain a boutique practice, selective and centralized in Baltimore, Maryland, rather than expand into regional offices. This philosophy has contributed to a professional excellence that has attracted clients from across the nation.

With September 2017 marking the 70th anniversary of Shawe Rosenthal's start, the firm was seeking to generate a buzz around Baltimore and throughout the industry. The issue? Shawe Rosenthal's branding felt disconnected, its digital presence – specifically its website – and social media accounts (Facebook, Twitter, LinkedIn) were suffering and not living up to the firm's 70-year legacy.

Solution Channel Communications' solution was to start by designing a new, modern, and fully customized WordPress website that would proudly showcase Shawe Rosenthal's impressive history while, at the same time, unveiling the firm's rebranding. This website was to clearly communicate the value proposition of Shawe Rosenthal's knowledge and experience. Given the competitive space Shawe Rosenthal operates in, the website would help validate the firm's credentials and stimulate interest in a deeper contact with the firm.

With the site acting as the foundation, the Channel team also designed, tailored and delivered the following creative elements:

- Logo redesign
- Fresh wallpapers/header images and profile logos for Facebook, Twitter, LinkedIn
- Redesign of two e-newsletter templates that Shawe Rosenthal refers to as an

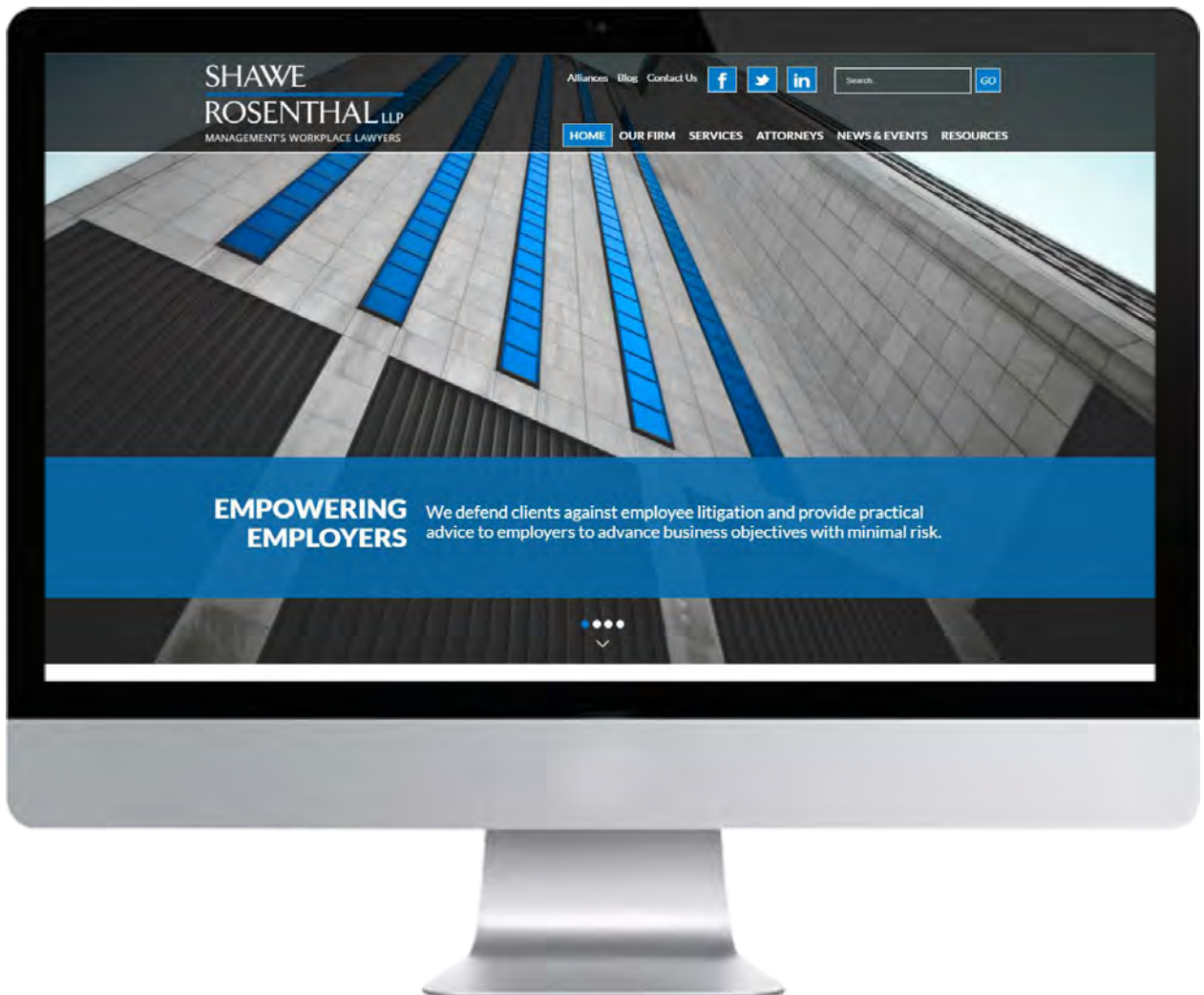
E-lert and E-Update

- Signature block that is desktop- and mobile-friendly
- 70th anniversary ad logo

Results

On Saturday, September 16, 2017, Shawe Rosenthal's new website was successfully unveiled and officially went live. The firm is pleased with the design aesthetics and continues to add content, enhancing the user experience.

*slider hero image



- *noteworthy rollover boxes
- *attorney page design

NOTEWORTHY

To Celebrate Our 70th Anniversary, Shawe Rosenthal Has a New Look

Court Finds Long Term Leave Is Not a Reasonable Accommodation

Overtime Rule Revisited by Trump DOL

Article- "Maternity and Parental Leave Policies: A Trap for the Unwary"

Article- "Laws at Odds: The Medical Peer Review Privilege from Disclosure and the National Labor Relations Act"

Article- "Smoky Lines: Whether to accommodate employees' use of medicinal marijuana may now depend on state law"

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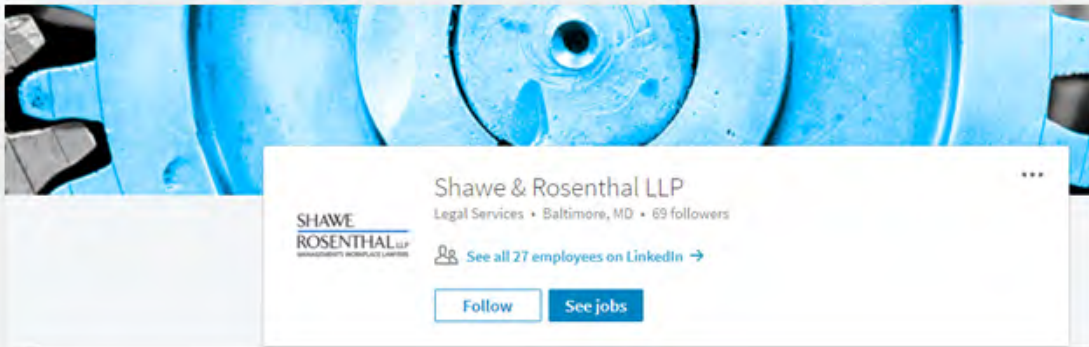
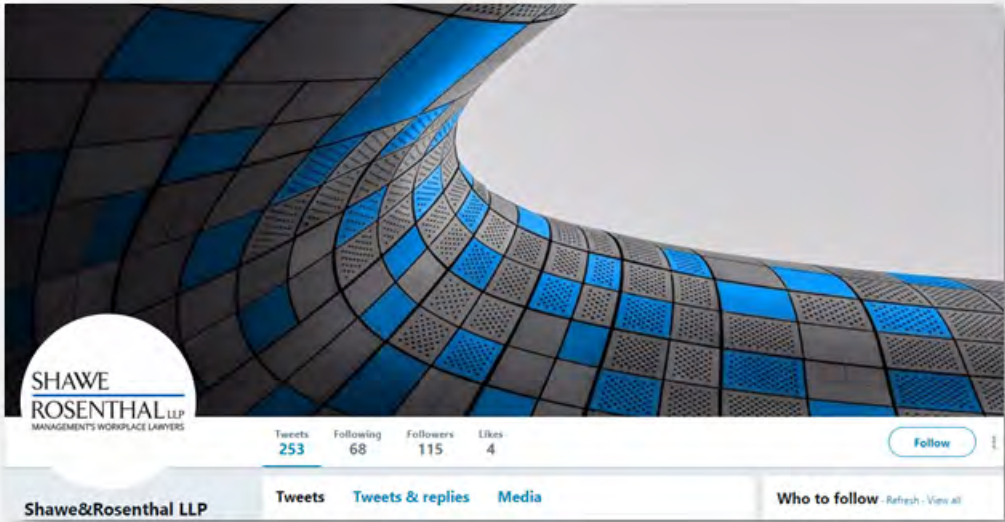
Bruce S. Harrison Printer Friendly Version

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Shawe Rosenthal partner, Bruce Harrison, practices all aspects of management employment law. Bruce has had experience representing employers in local, state and federal litigation in more than 25 different states, handling complex class action litigation, including nationwide suits, and defending employers with regard to high risk and/or high exposure employment discrimination charges and claims. He has been recognized as one of the top employment and labor attorneys in the country. His clients represent diverse backgrounds, including manufacturing, financial services, healthcare, and not-for-profit businesses.

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*social media headers
(Facebook, Twitter, LinkedIn)





1937

Earle K. Shawe joined the National Labor Relations Board as one of its first attorneys.

In 1941, he became the Regional Attorney for the Fifth Region - the youngest person ever to serve in that position. Both unions and employers credited Earle Shawe for maintaining amicable labor-management relations during his tenure.

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70
1942-2012



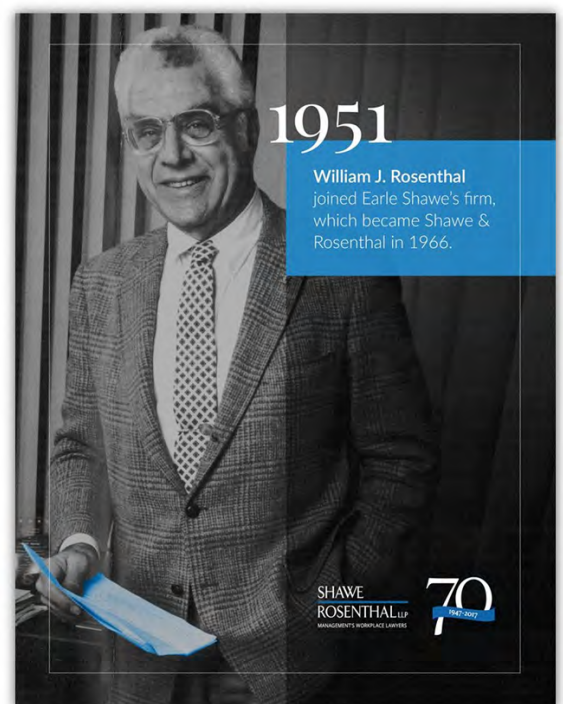
1947

Earle K. Shawe resigned from the National Labor Relations Board and began his private practice as one of the first firms in the country to focus exclusively on the representation of management in labor law.

On behalf of the Baltimore Graphic Arts Association, he brought and won the first unfair labor practice charge against a union under the newly-passed Taft-Hartley Act.

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1951

William J. Rosenthal joined Earle Shawe's firm, which became Shawe & Rosenthal in 1966.

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