



A New Look for LLF Lawyers LLP

By Joanne Culley

Their new name and logo remain true to their past but offer a fresh, contemporary image - one that they believe captures the collective talents and strengths of the firm.

Lockington Lawless Fitzpatrick LLP is excited to introduce its new name and logo - LLF Lawyers LLP. Their new, current look symbolizes the evolution and growth of their firm to a 30-plus member team, led by six partners and four associate lawyers.

“When we were founded in 1992, the original LLF logo was designed to represent a firm founded by three partners. Many years of goodwill are represented in that logo, which has served us well,” says partner Bill Lockington. “The new logo is a reflection of where we’ve come from and where we are today. We experienced considerable growth - our name was centered on certain individuals and there are now many other people involved – staff and lawyers; we felt a new brand better reflected our collective accomplishments and recognized the ongoing contributions of everyone in the firm.”

The practice has become entrenched in the Peterborough community and they did not want to lose sight of this as they considered their new brand.

“Our new logo expresses an appreciation of our roots, at the same time conveying the growth of the resources and expertise available to serve our clients and community,” continues Lockington. “The legal profession tends to be somewhat

traditional and because we’re a business law firm, how we are identified is important. Over the years, we have increasingly become known as “LLF” (a shorter and easier name) and we are lawyers, so it made sense to adopt this name as a reflection of who and what we are. We are pleased with our new name and logo.”

Lockington says what doesn’t change is the fact that the lawyer/client relationship, which is built on trust, respect and longevity, continues. They want to ensure that their clients are comfortable knowing that the foundation upon which their business was built has not changed, but is larger and stronger than ever.

The LLF Growth Story

“We practice in four main areas: real estate and commercial finance; litigation, advocacy and dispute resolution; business and corporate commercial law (primarily for owner-managed or family businesses, not-for-profit and government institutions); and personal planning and estate administration,” says Lockington.

“We continually strive to be responsive to today’s faster business pace, the increasing complexity of our clients’ needs and their services expectations. Who we are as a law firm will continue as we grow in the years to come,” concludes Lockington.

For more information please call: 705-742-1674 or email: info@llf.ca