

The LLF Growth Story

Our new name and logo remain true to our past but offer a fresh, contemporary image - one that we 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. Our new, contemporary look symbolizes the evolution and growth of our firm to a 30-plus member team, led by six partners and four associate lawyers.

Looking back seventeen years, the original LLF logo was designed to represent a new firm founded by three partners. Many years of goodwill are represented in that logo, which has served us well. The firm has become entrenched in our community and we were careful to not lose sight of this as we considered changing our name and logo to reflect our 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.

The lawyer/client relationship is built on trust, respect and longevity. This will not change, and it is important that our clients are comfortable that the foundation upon which our business was built has not disappeared. We want to ensure that our clients and the community understand that the foundation is larger and stronger than ever.

Our name and logo are at the core of our brand. We are proud of our ability to be responsive to today's faster pace and the increasing complexity of our client's needs. It was time to redesign our look to reflect who we are as a law firm and the growth we continue to see in the years to come.

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

