

Cadwalader, Wickersham & Taft LLP

Brand Vision Book

Getting 600 lawyers in five offices around the world to sing from the same songbook can be quite a challenge. Cadwalader needed something that would package the intellectual capital of its senior partners and the brand attributes developed over two centuries of experience. Thinkso's solution was a little black book that outlines and articulates the firm's "Ten Best Practices". Playing on well-known idioms, these Cadwaladerisms are brought to life with eclectic, unexpected imagery.

