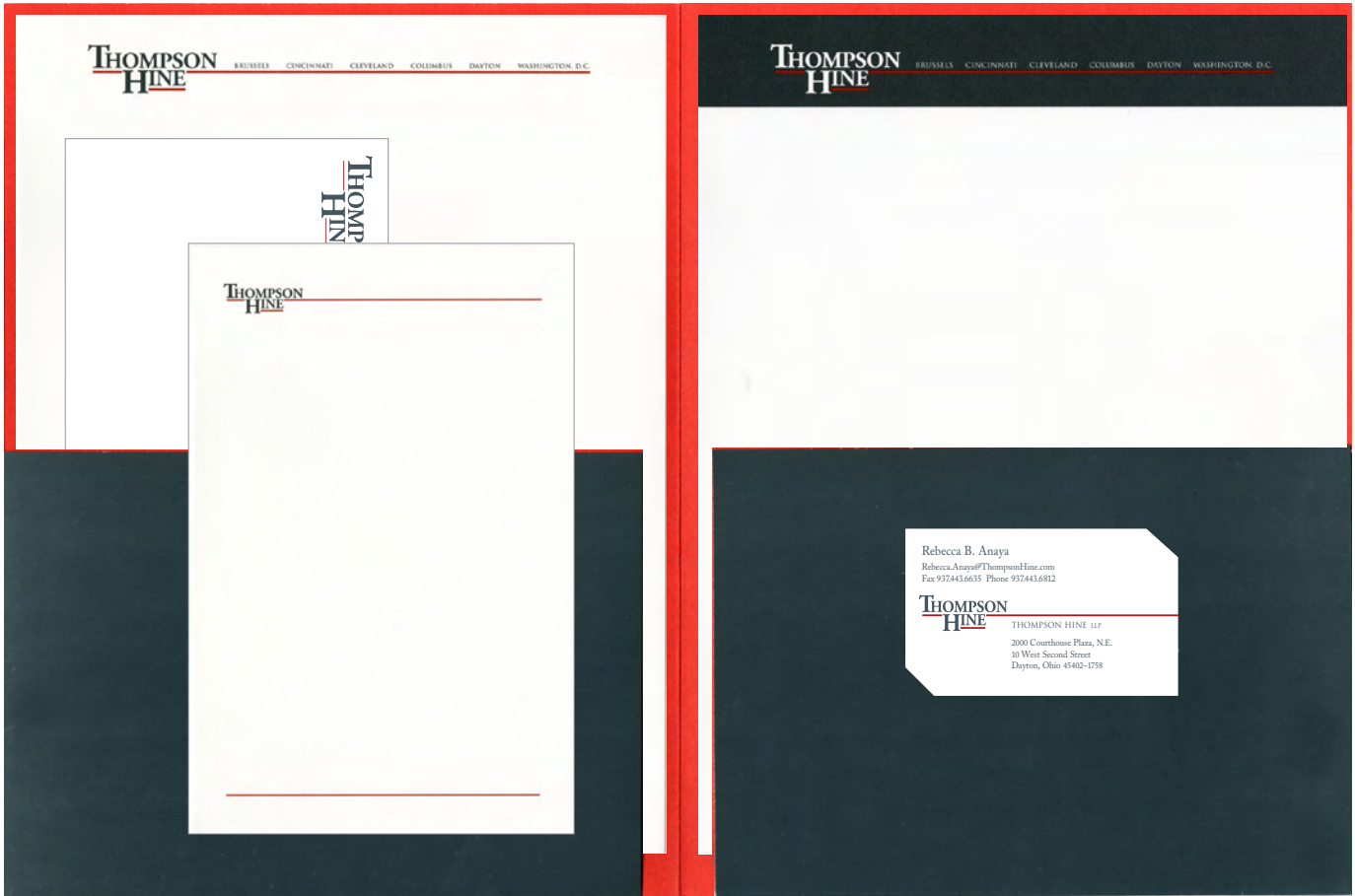




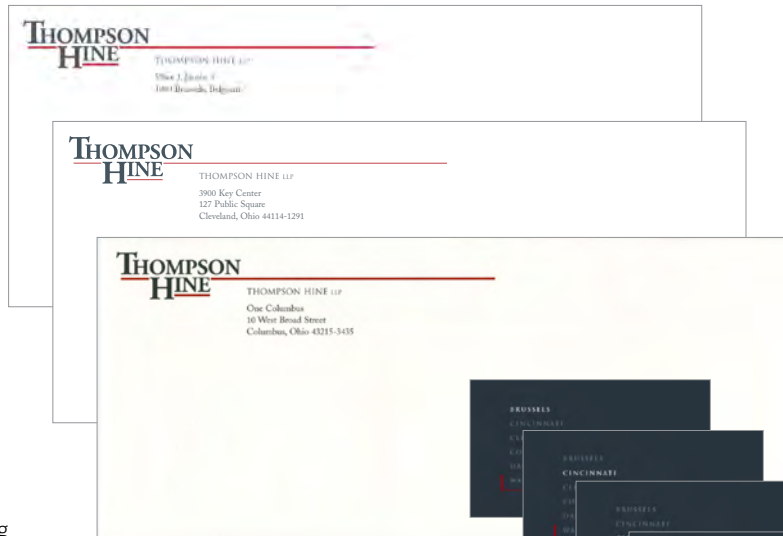
With origins in the 19th century, Thompson Hine is an award-winning business law firm with 400 lawyers, offices in eight cities and two countries, and a reputation for extraordinary customer service. Originally Thompson, Hine & Flory, the firm shortened its name to Thompson Hine in 2001 and engaged Nesnadny + Schwartz to reinvent the brand.

Research drove the development process. N+S conducted dozens of interviews at multiple offices and at all staff levels to identify the needs and expectations for all aspects of the project. The result was a classy, modern logotype—grey

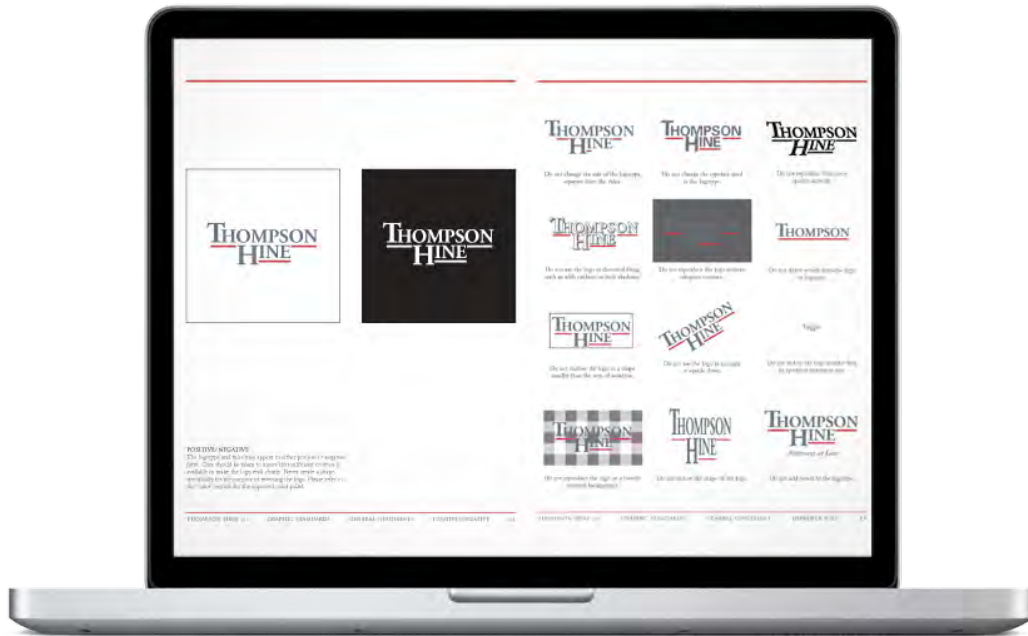
flannel, white shirt, red tie—iterated in components ranging from business papers to marketing materials to cocktail napkins. Lawyerly, but hip.



**THOMPSON
HINE**



Top: Thompson Hine business stationery including pocket folder, letterhead, envelope, notepad, and business card. **Bottom:** Thompson Hine logo, notecard, and various iterations of envelopes and business cards.



Top: Thompson Hine graphic standards. **Bottom:** Thompson Hine screen saver

