

# ARMSTRONG TEASDALE UNVEILS NEW TAGLINE AND BRAND UPDATES TO LAUNCH 125TH ANNIVERSARY YEAR

National law firm Armstrong Teasdale is marking the start of its 125<sup>th</sup> anniversary with the introduction of updated brand elements and a new firmwide tagline, reflecting both its legacy of client service and its continued evolution as a modern, forward-looking firm.

The brand refresh includes a refined visual identity featuring an updated color palette and new typefaces, along with the introduction of the firm's new tagline, "Always Trusted." The updates, which were announced in an internal all-firm meeting on March 25, have begun rolling out [on social media](#) and will continue across all firm materials throughout 2026. Additional activation, including a new website, is also underway as part of a broader, phased evolution of the firm's brand and digital presence, expected to be completed in early 2027. Visual brand updates and tagline development were executed in-house by the firm's marketing team. The firm has partnered with [Great Jakes Marketing Company](#) for the development of its new website.

Nick Smith, the firm's senior manager of marketing and communications, says the new tagline underscores Armstrong Teasdale's long-standing commitment to building enduring client relationships.

"Reaching 125 years gave us an opportunity to step back and reflect on who we are and how we want to show up for our clients moving forward," Smith said. "'Always Trusted' goes beyond just a tagline to capture the essence of our client relationships and the responsibility we carry daily in the work we do. In practice, it also gives us a clearer, more intentional way to tell the stories behind that work and the outcomes we help our clients achieve."

Managing Partner [Richard Engel](#) said the brand updates reflect both the firm's history and its future direction.

"This firm is built on 125 years of trust earned through strong client relationships, sound judgment and consistent positive results," Engel said. "This refresh reinforces that foundation while positioning us for continued growth. It reflects both who we are today and where we're headed, while remaining



grounded in the values that have defined Armstrong Teasdale since its founding in 1901.”

As part of the anniversary celebration, Armstrong Teasdale will launch a series of internal initiatives throughout the year, including firmwide office celebrations, a commemorative online store for employees, a social media content series, and additional opportunities to recognize the firm’s history and its people.