

# Attorney and Law Firm Logo Design



## Kincaid Law

**A logo design project: 17 entries in 6 days**

*The following interview was with Matt Kincaid of Kincaid Business and Entrepreneurial Law*

### What brought you to crowdSPRING?

I needed a designer to prepare a professional logo for my firm. I didn't have the skills or training to do it, and the local designers were demanding too big of a premium.

### How did you hear about crowdSPRING?

I heard about crowdSPRING from a local website developer and software engineer. He highly recommended it, and I pretty quickly understood why after I learned what it could offer me.

### What was the best aspect of the crowdSPRING process?

The best aspect of the crowdSPRING process was the choices it provided to me. When I described what I wanted, I had 17 logo entries submitted! I had the luxury of choosing the best of the available submissions.

### Why do you think it is important for a solo or small law firm to focus on their branding?

Branding is essential to solo and small law firms. Our names often do not carry the cachet of the white-shoe, large law firms, so we need to focus on developing niches and making them known.



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Award 1

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### How has your logo impacted your practice?

From the moment I sent out my introductory Tweet, I have received complements about my firm's logo. It visually separates my firm from other firms that may not be as committed to growing and marketing their practices.



### Was crowdSPRING worth it?

The return on this investment has been substantial. It is one of the best investments I have made in my firm to date.

[Learn more about Kincaid Business and Entrepreneurial Law on their website.](#)



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**\$199\***

\$100 award to Creative

5 days in length  
Limited to 5 creatives / 25 entries  
Platinum creatives only  
Search Engine Privacy *optional*

**\$299**

\$200 award to Creative

3 to 14 days in length  
Expect about 50 designs  
Unlimited creatives/entries  
One Focus Group  
Search Engine Privacy *optional*  
Site-wide Promotion *optional*

**\$499**

\$299 award to Creative

3 to 14 days in length  
Unlimited Focus Groups  
Team Collaboration Tools  
Project Privacy Features  
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Private Gallery *optional*  
Platinum Creatives Only *optional*

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Presentation Site  
Super Site-wide Promotion  
Platinum Creatives Only  
Expect 50 or more designs

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## Logo Advice From an Attorney



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**Matt**

**Kincaid(<http://kincaidlawkc.com/>)**

**Matt Kincaid, Kincaid Law**

[Read Case Study](#)

## What our customers say

"We would not be able to continue operating as a growing technology

"For everything that I do, I would go to crowdSPRING first. I just

"You get such a wide variety of designs. The site was easy to use

"Our experience with crowdSPRING was outstanding.