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# PRESSRELEASE

## Carbone Smolan Redesigns Legendary Law Firm's Website

*Cravath, Swaine & Moore LLP Focuses on Up-to-the-Minute Content*

NEW YORK, July 12, 2010 – Carbone Smolan Agency (CSA), a premiere design firm in New York, has redesigned Cravath, Swaine & Moore LLP's website to showcase the Firm's elite brand within the legal industry. CSA and Cravath developed an unusual and novel approach by creating a website that is very similar to a news outlet's website, with current highlights of the most important deals and cases with which the Firm is involved. Visitors to Cravath's new website, be they prospective clients or potential recruits, can now immediately see how the Firm's work places Cravath at the cutting edge of litigation and Wall Street transactions.

"The redesigned website makes Cravath more accessible and highlights the success stories that have made it one of the most respected law firms of our time," said Ken Carbone, CSA's chief creative director. "All elements of Cravath speak to its commitment to excellence and this website is no exception."

The new site strips away Flash-based animation for a simplified HTML structure to allow visitors to view the content on all of the newest media devices, from Blackberry screens to iPad displays. The site has been designed so that the Firm's headlines are at the forefront, both on the homepage and the individual practice pages, while also providing details about the Firm's accomplishments. "Cravath's strength is the quality of its work and the experience of its lawyers, which are exemplified by its continued successes on behalf of its clients," said Paul Pierson, CSA's senior designer. "CSA set out to make Cravath news the focus of the website and the result is a site that reinforces and enhances Cravath, Swaine & Moore's unique brand." A key marketing tool on most law firm sites are the partner biographies. The biographies on Cravath's new site have been designed for easy access to the breadth and depth of the partners' experience. Simple photography was used as part of the overall clean design of the website.

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CSA highlighted the Firm's bookish typefaces and used imagery sparingly in line with the site's type-driven format. This ensures the website maintains Cravath's professional, elegant and strong brand image. An innovative binder feature was also created that allows visitors to collect the information that they find most useful. "Cravath is a top-tier law firm," says Rachel Crawford, CSA's project manager. "They are confident, high end, and one of only two or three law firms in the world that can establish new precedents in how law firms communicate with their audiences."

Visit Cravath, Swaine & Moore LLP (<http://www.cravath.com/>) and the Cravath Website Reel (<http://vimeo.com/12949237>) for more details.

#### Credits

Principal: Ken Carbone

Senior Designer: Paul Pierson

Project Manager: Rachel Crawford

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#### **About Cravath, Swaine & Moore LLP**

Founded in 1819, Cravath has been and continues to be the premier U.S. law firm. In addition to governments and multinational institutions, Cravath's clients comprise some of the world's best known companies. Its illustrious history spans from Thomas Edison's electric light bulb patent, through the organization of what is now NBC, to Morgan Stanley's winning summary judgment against Discover. Today, such companies as Alcoa, Credit Suisse, IBM, JPMorgan Chase, United Airlines and Xerox are among the Firm's clients. Every Cravath lawyer is a product of the "Cravath System," which was designed to develop lawyers with breadth, sophistication, and a deep working knowledge of a wide variety of practice areas. The goal of this unique approach is to ensure that the Firm delivers the highest quality legal advice. For almost 200 years, the name "Cravath" has been synonymous with excellence.

#### **About Carbone Smolan Agency**

Carbone Smolan Agency ([www.carbonesmolan.com](http://www.carbonesmolan.com)) offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musee de Louvre, The Museum of Modern Art and the Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).