

Client

Robins Appleby

For more than 70 years, **Robins Appleby** has been a trusted legal advisor in Toronto, serving entrepreneurs, financial institutions, and international businesses with practical, high-stakes guidance. Having built a strong market reputation, Robins Appleby felt their brand could better reflect their stature or ambition. They required a rebrand that would position them as a modern, future-proofed law firm.

magnolia



The Challenge

Robins Appleby's identity was rooted in tradition, but its visual and messaging framework had room to adapt to the modern legal landscape. Inconsistent applications across digital and physical formats made the brand difficult to manage, while internal stakeholders - from senior partners to office staff - had different perspectives on what the brand should represent.

The challenge was more than a design exercise. The firm needed a rebrand that would:



Honor its legacy while signaling a forward-looking mindset



Create a unified identity adaptable across all platforms



Achieve buy-in from a diverse group of internal stakeholders



Balance history with innovation, and align many voices behind a single vision

Our Approach

At Magnolia, we believe that every brand has a story to tell. For Robins Appleby, that story was one of a respected firm evolving to meet the future without losing sight of its past. We positioned ourselves as a guide through this transformation, ensuring the new brand identity was rooted in authenticity, and embraced by the people who lived it every day at Robins Appleby.



Our Approach

Listening First

We began with in-depth interviews and surveys across all levels of the organization. These conversations uncovered the firm's most valued strengths: deep expertise, client trust, and a culture of collaboration. The insights we gained formed the foundation for the new brand messaging, including mission and vision statements that reflected both history and ambition.

Learning from the Market

Next, we conducted competitor research to understand how other law firms in Toronto positioned themselves. This revealed gaps in the market and opportunities for differentiation. It also reinforced the importance of embracing a distinctly "Toronto" identity while standing apart in a crowded field.

Co-Creating the Identity

Design was an iterative and collaborative process. We retained legacy elements, such as the brand's established color palette, to preserve familiarity and trust. Typography and the firm's monogram were refined for clarity and adaptability, ensuring the brand would work seamlessly across digital and print applications. Stakeholders were engaged throughout, giving them ownership of the outcome and ensuring broad buy-in.

The Impact

Robins Appleby emerged with a brand that better reflected who they are today: a modern, ambitious law firm with the expertise and agility to guide clients through complex challenges.

By uncovering and retelling the firm's own story - honoring its roots while shaping its future - we helped Robins Appleby transform its identity into a powerful tool for growth, unity, and confidence.



Key Results



Successful internal
Brand Launch



Refreshed
Mission and Vision



20+
Templates for brochures, ads,
and more



Updated digital assets
Improved UI/UX

The rebranding was successfully rolled out with full buy-in from senior partners and stakeholders across the firm.

The new mission and vision statements inspired internal teams to reflect on the firm's successful legacy while embracing a forward-looking mindset. This renewed energy and ambition—described as the *Robins Appleby Edge*—highlight the firm's commitment to delivering top-tier service while “punching above their weight class.”

The updated logo features a refined, more legible typeface that enhances usability across all platforms.

Additionally, a clear font hierarchy was established to ensure consistency and cohesion across long-form assets, improving readability and brand unity.

Sample of Completed Branding

Primary logo

**ROBINS
APPLEBY^{LLP}**

Use on light backgrounds

**ROBINS
APPLEBY^{LLP}**

Use on dark backgrounds

**ROBINS
APPLEBY^{LLP}**

Use on light background

**ROBINS
APPLEBY^{LLP}**

Use on light B&W background

Social/ favicon

RA

Use on both light and dark
backgrounds

RA

Use on dark backgrounds

RA

Use on light background

RA

Use on both light and B&W
background

Sample of Completed Branding

