

McNees unveils refreshed brand built around connection

New visual identity, redesigned website honor McNees' 91-year history while reflecting its evolution into a modern client services firm with global reach

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[McNees Wallace & Nurick](#) today

unveiled a refreshed brand identity and redesigned website, reflecting the firm's nine-decade legacy of exceptional client service and its unwavering commitment to community.

The new McNees logo is displayed in a large, bold, red font. The letters are lowercase, with a distinctive arch over the 'n' that connects to the 'e'. The logo is set against a light gray background within a white-bordered box.

New McNees Logo

The work began as McNees marked its 90th anniversary in 2025. Rather than reinvent the firm, the goal of the brand refresh was to create an identity that better reflects who McNees is today while preserving the relationships and approach that have defined it for generations.

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William McLaughlin

“We weren't trying to reinvent McNees,” said McNees Chair Brian Jackson. “We wanted the brand to better reflect the firm our clients know today. Staying close to clients and bringing the right people together when an issue calls for different perspectives have always been part of how we work. That hasn't changed.”

The refreshed logo takes inspiration from the arches of Harrisburg's Market Street Bridge, connecting McNees to the city where it was founded in 1935. The bridge reference also reflects something broader about the firm: its commitment to making connections, building authentic relationships, and bringing people and experience together around what matters to clients.

That idea of connection carries throughout the new visual identity, giving McNees a more contemporary expression while keeping the firm's name and history firmly at its center.

Alongside the refreshed identity, McNees launched a redesigned website with an improved user experience, easier navigation, enhanced on-site search capabilities, and more robust content

focused on topics relevant to clients' needs.

"Our website is a front door to McNees, and we wanted it to reflect the firm we are today. Modern, client-focused, and approachable," said Director of Marketing William McLaughlin. "For more than nine decades, McNees has earned a reputation for integrity and professional excellence. Now, we have a brand identity and website that reflects our reputation and positions the firm for continued success."

Today, McNees has more than 170 attorneys across 12 offices, with capabilities spanning the legal and business issues facing clients across a broad range of industries.

For more on the McNees brand refresh, watch the [brand reveal video](#). Visit the newly redesigned website at mcneeslaw.com.

About McNees

McNees is a multidisciplinary law firm founded in 1935 with more than 170 attorneys representing businesses, associations, institutions, municipalities, and individuals. The firm serves clients worldwide from 12 offices in Harrisburg, Lancaster, Plymouth Meeting, Pittsburgh, Radnor, Reading, State College, and York, Pa.; Columbus, Ohio; Frederick and Towson, Md.; and Washington, D.C.

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