

Fraser Stryker PC LLO

500 Energy Plaza
409 South 17th Street
Omaha, NE 68102
Phone: 402.341.6000
www.fraserstryker.com

Contact: Sara Pierson
Marketing & Business
Development Manager
spierson@fraserstryker.com



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FRASER STRYKER PC LLO UNVEILS NEW VISUAL BRAND AND WEBSITE

New Brand Honors 125 Year History and Looks to the Future

OMAHA, NE – February 14, 2023

Fraser Stryker PC LLO, a full-service law firm headquartered in Omaha, NE, unveils a new visual brand today as it launches a state-of-the-art website to celebrate its 125th anniversary. Built on a tradition of excellence, the new visual brand and website capture the firm’s sophistication and dedication to quality, innovation, and outstanding service.

“For 125 years, Fraser Stryker PC LLO has remained deeply committed to the success of our clients, people, and community. Passed down from generation to generation, that commitment stands as the foundation of our culture today,” said Michael Coyle, partner. “As we celebrate this milestone anniversary, it was important that our brand and website honor our history while communicating who we are today and positioning the firm for the next 125 years.”

“As a solutions-oriented firm, we want our brand to reflect how Fraser Stryker continues to evolve to meet the needs of our clients for the next 125 years,” said Troy Meyerson, partner. “We believe the new brand conveys our strong client advocacy, forward-thinking mindset, and commitment to the future success of our clients, team, and community.”

The new visual brand centers around a sophisticated logo with a collaboration of Fraser Stryker’s initials (“FS”), symbolizing the personable character and future focus of the firm. The color palette includes a reinvigorated red that provides a nod to the firm’s history and the newly redesigned website puts a spotlight on the firm’s most valuable asset—the knowledge and expertise of its people.

“Our new brand and website demonstrate what sets us apart—our collaborative style,” said Stephen Bruckner, partner. “When we need to solve a client’s problem, we do it in a collective way, drawing on the knowledge of others to provide the best result for the client. The new brand and website showcase the collaborative blend of our practice areas, multidisciplinary expertise, and ability to serve clients regionally, nationally, and abroad.”

Fraser Stryker worked with [fSquared Marketing](#), an award-winning consultancy, and full-service marketing agency, on this project. With the upcoming milestone anniversary, it was imperative that the firm’s new brand and website honored the traditions of its founders while also ensuring the brand reflected the Fraser Stryker of today. The team at fSquared Marketing listened to the firm’s needs and carefully crafted

a fresh new look for the firm. Focusing on the website, in addition to having mobile-friendly content that easily translates across all viewing platforms, they designed the new site for accessibility to improve usability and provide a seamless experience for all visitors.

To experience Fraser Stryker's new visual brand and enhanced website, visit fraserstryker.com.

About Fraser Stryker PC LLO

Founded in 1898, Fraser Stryker PC LLO is a full-service law firm committed to providing practical, results-driven solutions for our clients in the areas of litigation, business and corporate law, estate planning, employment law, real estate law, technology, and more. Fraser Stryker PC LLO's team of attorneys represents individuals and companies locally, nationally, and abroad. For more information, visit fraserstryker.com.

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