

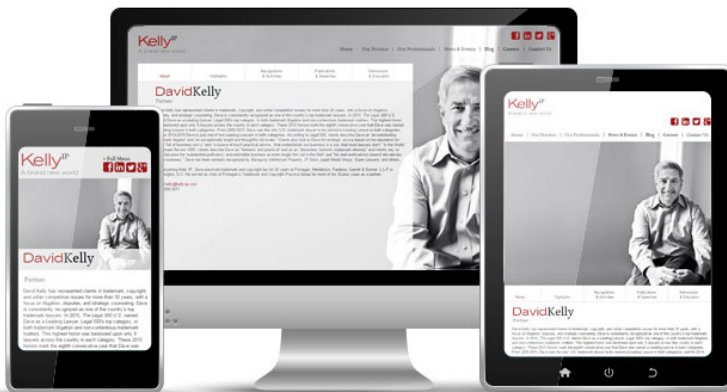
Founded by a group of energetic young attorneys who wanted to build a different kind of law firm, Washington, DC-based KellyIP specializes in legal services for working creatives, especially in the realms of intellectual property and trademark/copyright law. With a firm interest in establishing unique branding that attracted the creative clients they wanted to work with, KellyIP approached Hudson Fusion. HuFu provided full web development and branding services that supported the executive team's vision for the company: approachable, non-traditional, and innovative.

How Hudson Fusion Made It Happen

- Developed KellyIP's positioning statement and located their target audience
- Focused web development on KellyIP's singular market differentiators – youth, energy, a casual attitude, and creativity
- Designed KellyIP's logo & branding
- Developed a complete style guide for the client, including unique, nontraditional colors
- In collaboration with KellyIP, designed and implemented a modern web presence featuring nontraditional imagery to appeal to ideal clients
- Wrote web copy that was optimized for search and for readability by non-specialists

Results

200% growth of the company driven by exactly the creative clients KellyIP was looking for



 Branding & Positioning

 Website Development

 Copywriting

 Sales Collateral

 Email Marketing



Kelly^{IP}