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Butzel office redesigns reflect rebranding and inclusivity; poised to be 'law firm of the future'

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Collaborative spaces, meditation room, plus a new-mothers' room are among office features

DETROIT, Mich. – The traditional corporate office paradigm has shifted across industries. Butzel has embraced the opportunity to update its offices, reflecting function, flexibility and culture. These new amenities are present in Butzel's new Troy office space, located in the Columbia Center, along the I-75 corridor in Oakland County.

Butzel's Troy office is a model for the firm's other offices. Every detail from color schemes and furnishings to office spaces were thoughtfully included in the design. Notably, the new office design allows Butzel to grow the firm while not increasing brick-and-mortar costs. Currently, similar renovations are in progress in the firm's downtown Detroit office.

Butzel's new highlights include:

Rebranding

Butzel, established 168 years ago in Detroit, has adopted new branding focusing on the Butzel name and a new logo with a version of the infinity sign, fashioned of two "b's," while retaining the tagline "Trust. Always." The new logo conveys the firm's commitment to a time-honored tradition of trust, while demonstrating a focus on the future.

Website redesign

Butzel recently launched a newly redesigned website (www.butzel.com) with a new look and feel, increased speed and functionality, and expanded content reinforcing its brand. Furthermore, Butzel received a 2022 NYX Marcom Gold Award in

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Justin G. Klimko
Shareholder

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the Law & Legal Services website category. NYX Marcom Awards is an international competition recognizing creative excellence in marketing and communications campaigns.

Updated offices and remote options

Collaborative spaces will allow employees enhanced flexibility and functionality to work from different areas. These purposeful spaces include “the commons,” an informal setting featuring natural lighting, a faux fireplace, couches, small table and chair combinations, where staff can meet or bring their laptops to work independently. In addition, Butzel has included a meditation room and a new mothers’ room in the design – features which reinforce the firm’s commitment to inclusion.

Individual offices are a focal point of Butzel’s office updates. Same-size offices are identically equipped and furnished and do not differentiate between associates and shareholders, emphasizing a flat rather than hierarchical organizational structure. Prominent use of glass establishes an environment filled with light and promotes a sense of community. Butzel also has remote options for attorneys and staff.

Sustainability

In addition to significant reduction in paper use (the firm is nearly paperless), a practice that has been in place for a number of years, Butzel has implemented many other eco-friendly practices that have qualified the firm as a **Partner in the Law Office Climate Challenge program**, established by the American Bar Association’s Section of Environment, Energy and Resources in conjunction with the U.S. Environmental Protection Agency. The Troy office building also has electric vehicle charging stations located in the parking structure.

“We are reimagining Butzel to be a future-ready law firm,” said **Justin G. Klimko**, President and CEO, Butzel. “Our new office design provides great flexibility in how we use space and how we work. We strive to foster a workplace where our employees can be challenged, derive a sense of accomplishment and satisfaction, and enjoy the collegiality of their co-workers. This will further facilitate our single-minded focus on meeting our clients’ needs.”