



## News

### Hinshaw Website Receives 2018 American Graphic Design Award

**November 20, 2018**

The law firm of Hinshaw & Culbertson LLP is pleased to announce that the firm's website has received a 2018 American Graphic Design Award™. The firm's marketing team received recognition for a website design reskin that was part of a wide-ranging visual identity remake that debuted in April 2018.

The website reskin incorporated a series of design and usability improvements, including a completely redesigned home page, a new color palette, new firm logo, and more client-focused site navigation. For the first time, search was emphasized as a key design element on the home page, with quick links to attorney biographies, the most visited section of the website.

"We're very pleased to receive this recognition for what was largely an in-house design and content effort," said Michelle Michaels, Hinshaw's Chief Marketing Officer. "The firm has made recruiting and retaining professional talent a priority, and that focus extends to the marketing and business development team. I'm proud of the team's commitment to advance the firm's business development and brand objectives in such a client-aligned and creative way."

Published by Graphic Design USA, the American Graphic Design Awards™ honor the best design work of the year in a series of design categories including internet, interactive, infographics and social media. For more information, visit <http://gdusa.com/category/competitions>.