

# Protecting your rights with expertise and care.

New York, NY · Website Design · Branding · Logo Design · Content Writing

BRAND IDENTITY › WEBSITE DESIGN › CONTENT WRITING › LOGO DESIGN

## McNamara Law PLLC

CLIENT	LOCATION	SERVICES	YEAR	LIVE SITE
McNamara Law PLLC	New York, NY	Web · Brand · Logo · Content	2024 – 2025	<a href="https://mcmamaralawpllc.com">mcmamaralawpllc.com</a>

01 – OVERVIEW

### About the Project

McNamara Law PLLC is a criminal defense and immigration law firm based in New York City, serving clients across the five boroughs and beyond. Attorney Conor McNamara came to eslo nyc with no existing digital presence — no website, no logo, and no brand identity. The firm needed everything built from the ground up.

The strategy was clear: create a brand that projected authority, trust, and accessibility — qualities that matter most to someone facing a legal crisis. eslo nyc designed a custom logo, established a full visual identity system, and built a professional multi-page website with original copy written for every section.

The result is a polished, conversion-focused law firm website that communicates credibility from the first click — with a clear service structure, contact forms, and a visual identity that stands out in a competitive legal market.

**THE CHALLENGE**

McNamara Law had no digital presence whatsoever — no website, no logo, and no brand. Potential clients searching for a criminal defense or immigration attorney had no way to find or evaluate the firm online.

**BRAND STRATEGY**

eslo nyc developed a visual identity anchored in deep navy and amber gold — colors that communicate authority and approachability. The logo was designed to be clean, professional, and instantly recognizable across all touchpoints.

**CONTENT & COPYWRITING**

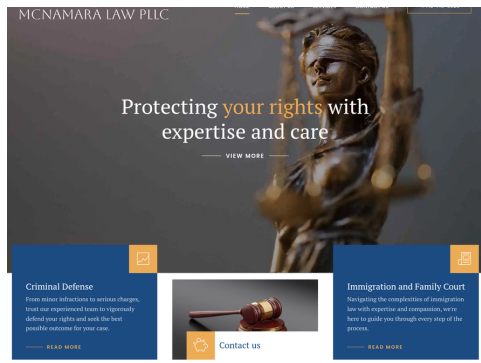
Every page of the website was written from scratch by eslo nyc — from the homepage hero to individual service pages for criminal defense and immigration law — crafted to speak directly to clients in a moment of need.

**RESULTS**

McNamara Law launched with a fully branded digital presence: a custom logo, a professional multi-page website, original copy, and a cohesive visual identity — going from zero to a credible, client-ready law firm online.

<p><b>1</b></p> <p>Custom Logo Designed</p>	<p><b>1</b></p> <p>Full Website Built</p>	<p><b>4+</b></p> <p>Pages Written</p>	<p><b>100%</b></p> <p>Original Content</p>	<p><b>0 → 1</b></p> <p>Brand Built From Scratch</p>
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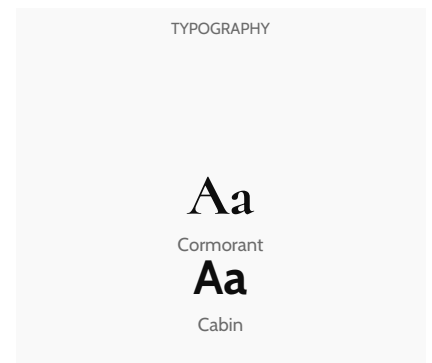
02 — BRAND IDENTITY



Website Homepage

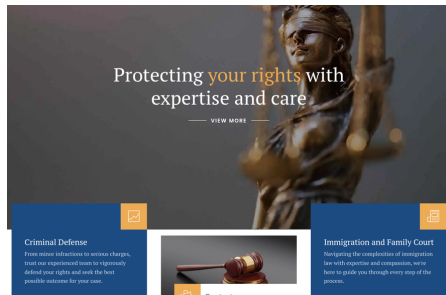


Color Palette

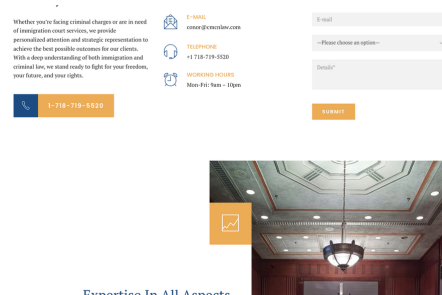


Typography System

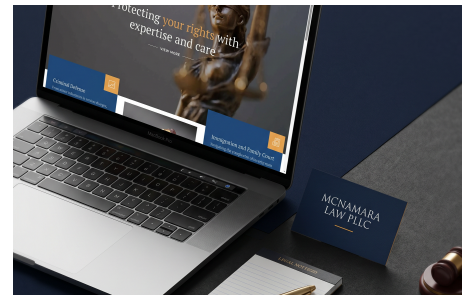
03 — WEBSITE DESIGN



Homepage



Services & Contact



Brand Showcase

03 — DESIGN & CONTENT APPROACH

Logo & Visual Identity

The McNamara Law logo was designed to balance legal authority with approachability — clean letterforms paired with a bold amber accent that sets the firm apart from traditional law firm aesthetics.

Original Copywriting

eslo nyc wrote every word on the site — from the hero headline to individual practice area descriptions — in a voice that is authoritative, clear, and human.

Website Architecture

The site was structured around the client journey: homepage builds trust, service pages educate, and the contact form converts — every page written and designed with a clear purpose.

Mobile-First Design

The website was built to perform on every device, ensuring that clients searching for legal help on their phones get the same premium experience as desktop users.

04 — WHAT WAS DELIVERED

- Custom Logo Design
- Brand Color & Type System
- Responsive Multi-Page Website
- Original Copywriting
- Service Page Architecture
- Brand Guidelines Document

Visit the live site: [mcmamaralawpllc.com](http://mcmamaralawpllc.com)

*"From zero presence to a brand that commands trust."*

eslo nyc · Brand Identity, Logo Design, Website & Content Writing