# Pemberton Personal Injury Law Firm: Introducing Our Brand and New Logo

*Who Will Fight for Them? Will Pemberton Will.*

At Pemberton Personal Injury Law Firm, we have always stood for honesty, compassion, and integrity. These values guide every case we take on, every client we support, and every step we take in our pursuit of justice.

Today, we are excited to share an exciting new chapter in our firm’s journey: the launch of our brand and new logo. This transformation is more than just a fresh look, as stated by the firm owner, [Will Pemberton](https://pembertonpi.com/william-pemberton/):

"Our brand update is a reflection of who we have always been—committed attorneys serving Wisconsin clients during life’s toughest battles. This evolution isn’t just about a new look, it’s about reaffirming our mission: to help, counsel, and protect the injured from corporate greed."

## More Than Just a Fresh Look

We understand that those who come to us for help face some of the most difficult times in their lives. That’s why we have worked hard to create a brand that assists us in communicating our core values.

The updated icon embodies these principles. You’ll notice a wave, or flag-like motion in the aesthetic. This icon has been redesigned to show forward movement that reflects the positive momentum on the injury case that Pemberton will provide, from one recovery phase to another.

While our visual identity is evolving, our roots remain unchanged. So, we want to reiterate that we are still the same firm that prioritizes clients’ well-being and fights tirelessly for the justice they deserve.

Whether they are recovering from an accident or navigating a stressful claims process, we are here to support them throughout their journey. Our goal is to provide personalized legal assistance so clients can focus on what truly matters – their recovery.

## Committed to Wisconsin

With offices in Eau Claire, Madison, and Baraboo, we continue to expand our reach and ensure that more individuals across Wisconsin have access to skilled and compassionate legal representation. No matter where you are, you can count on us to provide the same level of care and commitment that has defined our firm for years.

We invite you to explore our brand update by visiting [our website](https://pembertonpi.com/) and [social platforms](https://linktr.ee/pembertonpi) for a glimpse at how things have changed for the better. Whether you are a past client, a current client, or someone looking for legal representation, we want you to know that we are here for you – just as we have been and always will be.

Thank you for being a part of this journey with us. We are excited about the future and look forward to continuing to fight for justice while demonstrating the important values that define Pemberton Personal Injury Law Firm.

Stay connected with us for more updates, and as always, if you need legal assistance, we are just a call away.