

From the Great Jakes Blog

Attorney Bio Photos – A Survey of 10 Firms



By Dion Algeri, Founder
October 7, 2010

Attorney portraits are, without a doubt, the single most impactful element of an attorney's bio. Why? Because images evoke a quick and powerful emotional response in a way that written words can't.

However, there's another consideration: more and more business is being pitched long distance — without meeting in person. This means that someone's only image of an attorney may be his or her photo on the firm's website. Despite this possibility, many law firms haven't traditionally put much thought or effort into their attorney portraits.

But things appear to be changing. Some firms are now recognizing the importance of these images and are investing in more lush and engaging photos.

We recently surveyed attorney bio photos and below is a sampling of what we saw — both good and bad. We'd love to know what you think. Also, if you know of any firm using great attorney photos, please leave a comment (and include a link).

Note: The photos below were not resized. We took the photos directly from the respective firm's website.

Proskauer

Traditional photos, but well executed and used nice and large.

www.proskauer.com



Greenberg Traurig

Like a lot of global firms, Greenberg Traurig's photos lack consistency.

www.gtlaw.com



Bois Schiller & Flexner

All attorney bios feature a string of three photos. Nice. But used a bit small for my taste.

www.bsflp.com



Axiom

Axiom is not really a law firm — they're more of a placement agency. That said, their bios are striking – in part because they focus on an attorney's personal life. Many attorney profiles also feature biographic video documentaries.

www.axiomlegal.com



Walkers

Environmental shots with interesting cropping. Some of the shots are inspiring; others, less so.

www.walkersglobal.com



White and Case

All photos are shot on a white background for consistency. But they're used so small.

www.whitecase.com



Linklaters

Black-and-white photos work well with their hot-pink color scheme. Unfortunately, their photos lack consistency.

www.linklaters.com



Babcock Partners

Big, closely cropped pictures – and video too!

www.babcockpartners.com



Edelson McGuire

Their tagline is “The Law is Evolving...So is Your Lawyer.” Their uber-casual photos reinforce this message.

www.edelsonmcguire.com



Cravath

Nice clean look. Very consistent from person to person. And I like the cropping.

www.cravath.com

