

For Immediate Release

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Acadiana Legal Service Corporation announces the launch of their new logo.

Acadiana Legal Service Corporation launches a new logo.

Lafayette, LA. – Acadiana Legal Service Corporation revealed a new logo today. The unveiling marks an important milestone for the firm which has been experiencing tremendous growth over the past years.



Acadiana Legal Service Corporation, a private, non-profit law firm provides free civil legal aid in forty-two parishes throughout Louisiana with offices located in Alexandria, Lafayette, Lake Charles, Monroe, Natchitoches and Shreveport.

“Acadiana Legal Service Corporation formed in 1978 to provide free legal services in the six-parish area known as Acadiana”, said Executive Director, Greg Landry. “From 1981 through 2017 we have expanded our services to forty-two parishes and now have branch offices in Alexandria, Lake Charles, Monroe, Natchitoches and Shreveport operating under the divisions of Legal Aid of North Louisiana and Legal Services of Central Louisiana. We recognized the need to develop a new brand image to assure we are identifiable as one firm in every parish we serve.”

The new logo reflects the firm’s vision, “*a state where low-income, disadvantaged and other eligible residents have access to services and resources to meet their basic needs and where they can vindicate their legal rights and be treated fairly throughout the civil justice system.*” Klout 9, a digital marketing agency based in Lafayette, created the logo which features the state of Louisiana with the scales of justice imbedded into the state, creating the image of equal justice for all.

Landry said, “This new logo represents an important first step in a shift for consistency in brand across all offices and regions, unifying Acadiana Legal Service Corporation, Legal Aid of North Louisiana and Legal Services of Central Louisiana as one firm. The new logo is more than a change of symbol, it’s a symbol of change.”

Acadiana Legal Service Corporation has four substantive legal groups with each handling different legal matters: Administrative Law Unit; Child in Need of Care Unit; Family Law Unit and Litigation Unit. Find out more at www.la-law.org or by calling 337-237-4320.