

Monday, September 15, 2008

Yin-yang and the scales.

At the Trial Lawyers College, the inevitable day comes when everyone is handed a paintbrush, and is told to tell an important personal story through painting, without regard to technical artistry. As it turned out, when I did the painting exercise, some of the most meaningful paintings at first looked as rudimentary as those done by elementary schoolers while the final piece of one of the more talented brushmasters told more of an a la carte menu than an integrated and deep story. When I launched my previous law firm's website in 1999, I chose the Statute of Liberty as the website's symbol, which embraced justice in general, and logically covered my criminal defense work and Jay Marks's immigration work. Now with my new law firm, I unveil my new logo of the scales of justice within the yin-yang, which is a symbol used -- among other things -- to represent the Chinese martial art of t'ai chi, which I have been practicing for fourteen years, as well as representing one of the five principles of t'ai chi (separating one's weight in yin-yang balance). T'ai chi very much defines my approach to trial battle, convinced that t'ai chi principles are essential for the powerful road to litigation victory and to keeping powerfully harmonized no matter what bows, arrows, urine, vomit, and feces I must deflect and neutralize from opponents and others. The scales of justice shown within the yin-yang symbol also involve the principles of balance and harmony that are part of the yin-yang. If the yin-yang is seen as rooted in the East and the scales of justice as rooted in the West, bringing them together arguably completes the yin of the East to the yang of the West, thus creating a global yin-yang. Thanks to my friends and family members who gave me feedback on the various law firm logos I was considering, and thanks immensely to the marketing professional who worked with a graphic artist to turn my idea into reality. I would thank them by name, but my marketing consultant chose web anonymity, at this point. I welcome your feedback on my new logo, good, bad, in between, and indifferent. Jon Katz

Posted by Jon Katz in Persuasion at 00:00