

# Client

Hanson Bridgett

# Project

HB & ME Advertising Campaign

Peter Rodgers, creative director, designer and editor/writer, photographer  
Susan Lee, executive producer  
Montara Creative, branding/design firm  
mcreative.com

1: NEWSPAPER AND MAGAZINE ADS

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HANSON BRIDGETT & THE CALIFORNIA SENATE FAT'S RESTAURANTS

# HB&ME

Raising the bar.      Legendary names.

**“I've been around and have seen it all. Countless citizens, senators and dignitaries pass through our California Senate every day. It takes a brilliant team to keep us all safe, secure and maintain a professional work environment. A vital part of our success is our management team. I work every day with Greg Schmidt and Dina Hidalgo within the Senate staff and John Adkisson of Hanson Bridgett. For decades, John has been at our side inspiring us to be better. We know John as a trusted coach and friend.”**  
—Tony Beard, Jr.  
Chief Sergeant at Arms  
The California State Senate

**“Some of the biggest political names in the state and country dine with us, and countless big deals are made at Frank Fat's. It's people who make us who we are. Since 1939 my family has served everyone with a smile and some people think of us as California's "Third House!" Our name is a big deal to us. Martin Majestic and Hanson Bridgett help make sure our family name stays in the family. He and HB inspire confidence and give us comfort by being smart and sensitive -- providing intelligent intellectual property advice that's ideal for a small family business like ours.”**  
—Tom Fat  
President  
Fat's Restaurants

**“The nearly half of the Bridge's history Hanson Bridgett and David have embodied the essential we demand in a law firm: Competence, depth, flexibility and creativity. The Bridge is a huge living structure requiring strategies that solve a wide range of complex challenges. Questions that may at first seem overwhelming are navigated with someone skill and ease by David and HB. It's the best legal advice and support I could wish for -- and they're a joy to work with!”**  
—Celia Repenhardt  
General Manager  
Golden Gate Bridge, Highway and Transportation District

**“You know when it's working. People inspire each other to be at the top of their game. We create a vision based upon our clients' dreams. Sometimes success is a matter of the legal strategy we use. In the same way our architectural firm needs to capture the spirit and energy of their vision, we at Hanson and Hanson Bridgett need to be in tune business and legal issues clearly ahead of time -- providing advice that's practical, to the point and helps us to be our best selves.”**  
—Erik Beckman  
Principal  
Melander Architects, Inc.

**“Partnering with people and nurturing relationships are at the heart of everything we do. We believe in mutual power as collective, where every member benefits. Our Board members depend on it. Protecting our primary responsibility for quality service is essential. One of the key ingredients that keeps us strong is our long standing partnership with Hanson Bridgett and Ben Peterson. HB and HB are the legal experts we trust to make sure our brand is perfectly aligned for a landmark event.”**  
—Tony Thompson  
President and CEO  
Blue Diamond Growers

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VLANOS  
RUDY-LLP

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HANSON BRIDGETT & THE GOLDEN GATE BRIDGE

# HB&ME

Rock solid support.

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HANSON BRIDGETT & MELANDER ARCHITECTS

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Vision is reality.

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HANSON BRIDGETT & BLUE DIAMOND GROWERS

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True blue partners.

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HANSON BRIDGETT & SIERRA MENADO BREWING CO.

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Someone to lean on.

**“I've been around and have seen it all. Countless citizens, senators and dignitaries pass through our California Senate every day. It takes a brilliant team to keep us all safe, secure and maintain a professional work environment. A vital part of our success is our management team. I work every day with Greg Schmidt and Dina Hidalgo within the Senate staff and John Adkisson of Hanson Bridgett. For decades, John has been at our side inspiring us to be better. We know John as a trusted coach and friend.”**  
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HANSON BRIDGETT & HP ASSOCIATES

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Who do you trust?

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