



# Industrious Defence

Bernadette Saad, Barrister

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A brand that represents a bold and industrious Toronto-based criminal defence lawyer.

With more than 15 years of experience and some 600 cases, Bernadette offers effective, strategic legal representation with a primary focus on matters of criminal law. She appears regularly before various levels of court to represent clients in a wide range of matters, from the most minor offences to the most serious.

CASCO worked with Bernadette to create a new brand identity that would speak to her tailored approach, caring practice style, and broad service offering.

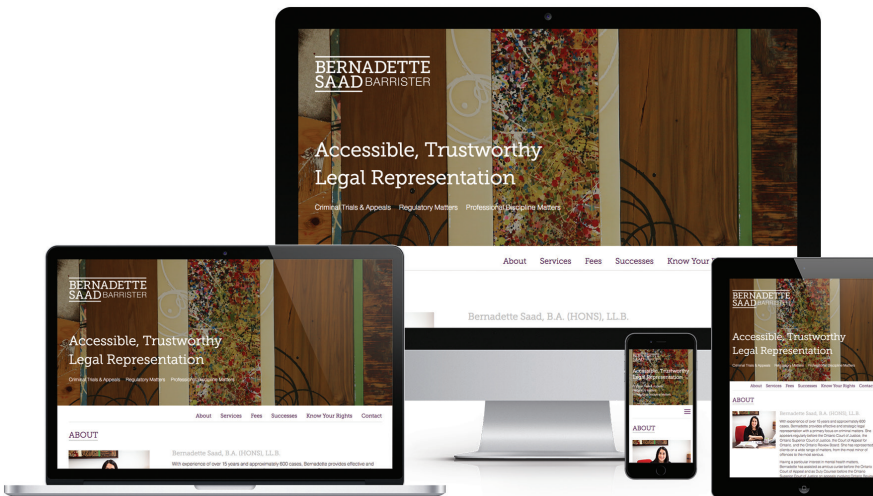



# Challenge

In a major urban centre such as Toronto, some people will inevitably have run-ins with the law, and in that unfortunate event find themselves in need of legal assistance. There is no shortage of options when it comes to choosing a criminal defence lawyer, so we worked to ensure Bernadette would appeal to an audience that requires her level of expertise and specialized areas of practice.

We were assigned the task of developing a unique brand positioning which would help inform the creative process as we developed a brand identity that would place Bernadette's practice among the top performing lawyers in the field, while differentiating her from the competition.


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SAAD** BARRISTER





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### SAMPLING OF SUCCESSFUL OUTCOMES



Facing legal proceedings can take over your whole life – from restricting your liberty to impacting your mental, physical and financial well-being. With this in mind, Bernadette's goal is always to have her clients' matters dealt with as favourably and expeditiously as possible. For a sampling of some of the types of cases she's dealt with, their successful outcomes, and strategies for arriving there, read on.

#### Withdrawals Before Trial

**R. v. P.S.**  
**Charge:** Careless Driving  
 The client was charged with careless driving under the Highway Traffic Act. The traffic incident at issue resulted in the death of a young man. The handling of the matter would have had significant implications for a civil lawsuit. After thoroughly reviewing the disclosure and findings of the accident investigation report, Bernadette was able to persuade the prosecutor at a pre-trial meeting that her client's version of events was independently supported – specifically that, due to a broken streetlight, her client was unable to see the pedestrian involved in a crash who was crossing the street mid-intersection at night. The charge was withdrawn prior to a trial date being set.

**R. v. J.C.**  
**Charge:** Domestic Assault  
 The client was charged with assault against her long-term boyfriend after a third-party bystander witnessed an altercation and called police. The client was released by police, but had restrictions prohibiting contact with her boyfriend. Bernadette was able to have a Crown Attorney review this matter prior to the first court appearance and agree to withdraw the charge in exchange for the client entering into a peace bond, which would allow for contact with her boyfriend upon his written consent. As a result, the client's charge was withdrawn on her very first court appearance.

**R. v. M.H.**  
**Charge:** Attempt to Obstruct Justice, Conspiracy to Commit Indecent Offence, Accessory After the Fact  
 The client was charged with attempt to obstruct justice, conspiracy to commit indecent offence, and accessory after the fact arising out of her role as a nurse on her son's bail, and in relation to events that transpired during and after the bail hearing. Upon review of the transcript of the bail proceedings at issue, Bernadette was able to demonstrate to the Crown Attorney at a pre-trial meeting that her client would not have had the intent necessary for conviction. All charges were withdrawn.

**R. v. P.D.**  
**Charge:** Forcible Confinement or Assault  
 The client was charged with forcible confinement and assault. The serious nature of these charges would normally render a matter such as this ineligible for mental health diversion. Bernadette was able to persuade the Crown Attorney to approve mental health diversion given the client's recent onset of symptoms. The client obtained the medical and psychiatric treatment he required and diversion was successful. All charges were withdrawn.

“Casco and his team have handled the branding of my professional identity for over ten years. It is no coincidence that they have developed a foothold in brand development within the legal industry – they understand the unique challenges of marketing in the legal industry, and they take the time to get to know their clients and what sets them apart from the competition. They are great at what they do.”

Bernadette Saad, Barrister



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# Solution

We began by defining unique brand attributes that helped us identify a theme of bold, industrious qualities, which influenced the creative directions we explored.

Bold colours and textures complemented with a slab font created a contemporary look reflecting the creativity of Bernadette's practice, and references her office location in Liberty Village. A bold and bright palette was selected to portray her approachability, making her stand out from other professionals in her area of practice.

The structure and layout allow for the simple presentation of information, helping individuals in need of legal services understand Bernadette's offering and make informed decisions.

saadlaw.ca



When a good business believes it can be great,  
we step in to help chart a course.

CASCO is a strategic branding agency.

Let's discuss how strategic branding can have  
a positive impact on the future of your business.

Contact Diego Casco, Creative Director  
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To see more of CASCO's work, visit [casco.agency](http://casco.agency)

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