



FOR IMMEDIATE RELEASE

Big News! Michael Silver & Company CPAs has launched a new brand and logo.

SKOKIE, IL (December 06, 2017) – Michael Silver & Company CPAs announces the launch of a new brand and logo. The firm has been functioning successfully under the same brand since 1944. The firm has grown and changed much over the last 73 years, however quality services and integrity still remain a solid foundation.

“With the evolution of markets and growth in technology and talent, we realized the need to modernize and evolve to better reflect our current market position,” said Jennifer A. Barliant, Managing Partner. “The new brand reflects a personality of energy, innovation, trust, and consultation. The firm brings vitality and enthusiasm to the market and the new brand better reflects this attitude.”

Here are some highlights of the new brand change:

1. The name has been modified to become MichaelSilver.
2. The branding colors have been modernized to green and purple.
3. The logo has been redesigned.
4. Brand Updates (including new website in the near future).

MichaelSilver is excited about the branding update and is ready for the next 70 years.

About MichaelSilver

MichaelSilver provides accounting and audit, tax consulting and compliance, and business advisory services to a broad range of local, national, and international clients. The firm's industry expertise includes: automobile dealerships, manufacturing, retail, professional services, vehicle and equipment leasing companies, high net worth individuals, not-for-profit, real estate and construction, and health care. Specific service solution areas include: estates, gifts and trusts, valuation services, litigation support services, employee benefit plan services, investment advisory, retirement plan advice, and mergers and acquisitions.

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