

## Nabarro LLP

A clear brand strategy creating clear commercial difference



N A B A R R O  
CLARITY MATTERS

### 'Clarity Matters'

Our biggest, longest running and arguably most successful strategy project started before just before Neon even existed, and ended recently when the client's brand name disappeared as part of the largest merger ever seen in the UK legal sector.

Way back in 2006, in a previous life as Senior Creative Director of another well known brand consultancy, Neon founder Dana Robertson led a strategic and creative rebranding project for Nabarro Nathanson, a major London law firm with a decent reputation but lacking any kind of distinctive presence in the market.

### User-friendly law – a clear differentiator.

The first step in updating the brand was to cut the firm's slightly cumbersome name in half. And for the rather snappier Nabarro a new positioning was developed, based on the proposition "user-friendly law", and reflected in the big bold executional theme of clarity – a rare and precious commodity in legal circles. This was distilled down into the line 'Clarity Matters' which also gave a nod to the language of Law of project being called 'matters' (activities involved in managing all aspects of the corporate legal practice).

Lawyers who firmly promised not to obfuscate with gobbledegook, but instead to shed light with lucid thinking and clearly expressed advice... whatever next? Nabarro loved it; their clients loved it; and the rest of the legal sector sat up and took notice. So imagine how flattered and happy we were that, when Neon opened for business in 2007, Nabarro became one of our very first clients – entrusting us, in our role as brand guardians, with a series of highly varied and increasingly important projects.

### Building the brand . . . and branding the building.

Building on the foundations of that original strategy, we developed a versatile black-and-white based visual language, to reflect the

firm's clear-cut "no grey areas" thinking. We produced brand communications across all media, including highly effective and award-winning recruitment campaigns "Don't just warm a chair. Find the perfect seat" and "Your future as a lawyer. Leave nothing to chance". And when Nabarro moved to a beautiful new building in the heart of the City, we took charge of creating a total branded environment.

### Onwards and upwards...

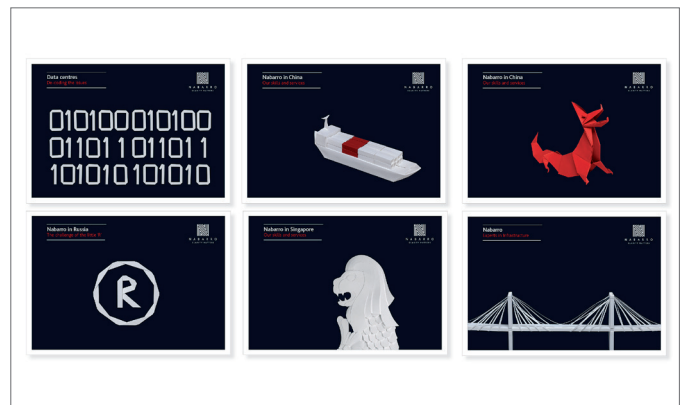
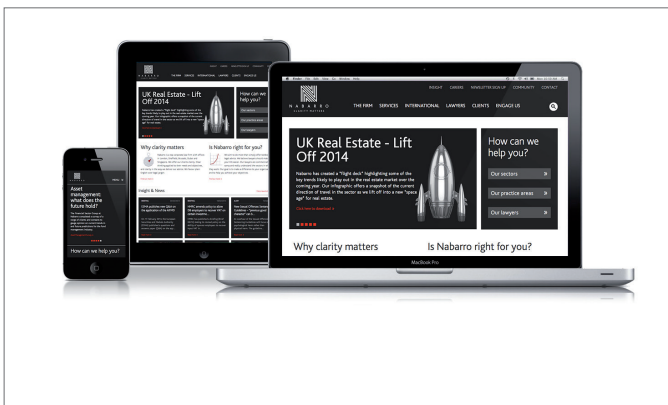
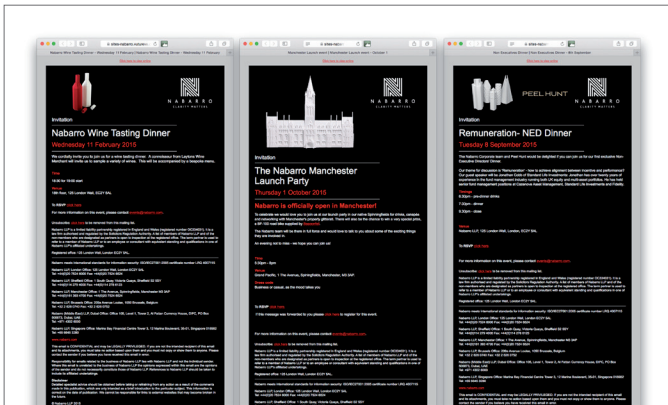
The happy-though-also-slightly-poignant ending of the Nabarro/Neon story? In May 2017, the firm joined forces with CMS and Olswang in a mega-merger, to form a new legal powerhouse – the sixth biggest law firm in the world – under the CMS banner. Of course, we were sorry to say goodbye to Nabarro. But we were very happy indeed that, largely on the strength of our work on their brand, we were appointed to handle the launch of the super-firm. And we very much hope we'll have an equally long and productive relationship with CMS.

*"Dana from Neon lives and breathes our brand. He is intuitive, creative and pragmatic – in essence all we could wish for from a strategically and brand minded creative who has exceptional craft skills and full of ideas. The latest work he has done for us in refreshing our visual identity is typical of an approach that centres on clarity of thought and elegance of expression. I am delighted with the results."*

ALEX BELLINGER  
Head of Communications  
Nabarro LLP

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### PROJECT SUMMARY

Brand identity  
Brand positioning  
Brand guardianship  
Art direction  
Graduate recruitment campaigns  
Graduate recruitment showcase movies  
Brand advertising campaigns  
Brand environments  
Brand movies  
Guidelines

Signature images library  
Copy writing  
Literature system  
Website  
Portrait photography  
Digital comm

