

## Wollens Brand identity



### Relaunching a local player as a regional powerhouse.

After our regular collaborators at brand consultancy Quite Early One Morning gave a talk at a regional law society shindig on the power of branding in professional services, they were appointed by Wollen Michelmores (as it was known then) to steer them through a brand repositioning and refresh.

The Devon-based law firm was in the midst of a major growth period, with successive mergers set to make it one of the West Country's biggest players. Quite Early One Morning had already talked to them about our extensive work for leading law firms – particularly our massive rebranding project for the merger of legal giant CMS with niche players Nabarro and Olswang – which struck a chord with Wollen Michelmores.

So Tom at Quite Early One Morning asked us to join forces to deliver the project. The result is another successful example of our collaborative approach to major projects.

#### One name to remember.

Working with our regular collaborators at brand consultancy Quite Early One Morning, we set out to give the firm a new look and feel that would clearly signal the start of an exciting new era, for them and for buyers legal services across their expanding regional network.

Our first step was deceptively simple: Wollen Michelmores became Wollens. A singular, simpler, more memorable name to “reset” the firm on a new and different path. (And a provenly effective approach, as we had previously

demonstrated when we advised Nabarro Nathanson to become Nabarro.)

#### The law firm that thinks in full colour – but keeps things black & white.

Next came a new positioning, summed up in the strapline Full spectrum law – a reflection of the comprehensive range of corporate, commercial and personal legal services offered by the newly expanded Wollens team.

And from this strong statement, a clean, contemporary, and powerfully positive visual language quickly emerged, based around our colourfully upbeat “spectrum O” device, adding further emphasis to the firm's 360° offering.

In terms of imagery, we wanted to convey a sense of a firm deeply rooted in its home territory, yet at the same time ambitious, optimistic and outward-looking. Devon's stunning juxtapositions of land, sea and sky – particularly at sunrise and sunset – were right there on Wollens' doorstep, perfectly suited to our needs.

#### Full spectrum success.

The launch of the rebranded firm has, we're pleased to say, been an unqualified success. Reaction from clients, and prospects, has been universally positive. And just as important, the “new Wollens” has been embraced by everyone who works there, helping to unify the 200-strong team, and to speed the process of integration that always follows a merger.

## Wollens Brand identity



### PROJECT SUMMARY

Strapline development  
Brand identity  
Brand guidelines  
Literature scheme  
Advertising templates  
Signage  
Interior graphics  
Stationery  
Digital Templates  
Power Point templates

### Kind words...

*"This has been a hugely positive project for the firm, particularly following the growth of recent years. A lot of work has been undertaken to ensure that the branding reflects the practice across the region."*

**Chris Hart**  
Chief executive  
Wollens