Voisin Law has today (20 November 2017) unveiled a strong and distinctive new brand identity, reflecting its evolution and character.

Visually a colour palette of blues and rose gold has been developed and a bold new logo is formed around the shape of the letter V of Voisin. This icon along with the V shape is used in a variety of interesting applications across design and photography.

Discussing the brand refresh, Head of Marketing at Voisin Law Georgina Jeffries said: “After conducting extensive research it became clear from client feedback that one element that sets Voisin apart from our competitors is the personality of our staff; so we’ve developed our key messages of personality, specialist and responsiveness around this.

“We’re delighted with our new look. It’s fresh, bold and vibrant and really conveys the spirit of Voisin Law. We’ve used the ‘V’ symbol in an original way, particularly in our photography. Local photographer Matt Porteous has produced some amazing images focusing heavily on the shape of the ‘V’, we now have a suite which includes inspiring shots from the island’s coastline, wonderful inland shots and striking images of the business sector. We are confident these images will help us achieve stand out and real brand recognition across all advertising mediums.”

The company’s website has also been updated as part of the brand refresh, making it more user-friendly for clients including features such as a mortgage and probate calculator.

Rich in history, with origins that date back to 1869, Voisin is one of Jersey’s leading full service law firms working with both local and international clients.