

News

BCLP UNVEILS GLOBAL BRAND REVAMP

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Formed in 2018 and building on a legacy spanning 150 years, international law firm BCLP has introduced a compelling new brand narrative.

The firm's brand is encapsulated in the new tagline "BCLP. Client Intelligent" which underscores its enduring commitment to clients, while embracing a focus on the future. The brand refresh also completes the firm's formal transition from Bryan Cave Leighton Paisner to BCLP.

Today marks a pivotal new chapter in BCLP's brand evolution, noted global CEO Steve Baumer: "Our identity as a relationship-driven law firm is now truly expressed through our brand, emphasizing the trust and partnerships that we build with our clients for the long term."

The launch is the culmination of a collaborative process involving market soundings, input from BCLP clients and more than 100 colleagues, gathered through diverse channels such as surveys, in-depth interviews and internal workshops.

"To shape the essence of BCLP into one cohesive narrative, we spent a great deal of time talking with our clients. They identified several characteristics that have become the hallmark of our firm: We are great listeners, lateral thinkers and solution builders," said BCLP global CMO Alessandra Almeida Jones. "As we look ahead, 'Client Intelligent' captures these qualities and brings new clarity to our focus on building lasting relationships that deliver impact."

For a deeper understanding of the new brand, visit the [BCLP website](#) for more details.

MEET THE TEAM



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