

## A new brand image for the law firm BSP



**BSP**, an independent full-service law firm based in Luxembourg, announces a major rebranding that reflects the evolution and the long-term plans of the company.

*“Five years from the foundation of the firm, it was natural for us to discuss a long term strategy which could drive the firm into the future and, as a consequence, renew our marketing and communication strategy”* said **Alain Steichen**, Managing Partner of **BSP**.

The rebranding project, which was led by the marketing department in collaboration with an external agency, started with the identification of the core values of the firm: together, business with values and Luxembourg - and resulted in the redesign of the logo in light of these values.

The orchestra was identified as an image consistent with **BSP**'s values and is the dominant element in the new firm's website and brand image. BSP lawyers provide their clients with a range of services requiring different expertise and capabilities, delivered in a synergic and coordinated manner.