COLLAS CRILL

Collas Crill strengthens market positioning with re-energised brand

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When Collas Crill introduced its signature pink in 2008, it was more than a colour choice – it was a signal to the market. A symbol of the firm's fresh approach and our readiness to be bold and different to drive the best outcomes for our clients.

Nearly two decades on, Collas Crill has grown from a single jurisdiction to a Group spanning legal, trust and corporate, and regulatory and compliance services, with offices in six locations. We have re-energised our brand to better reflect the Group we are today.

At the heart of the rebrand is a promise to be: Refreshingly clear. Reassuringly human.

This pledge incorporates Collas Crill's technical expertise, our solutions-focused advice and our strong reputation for being easy to do business with.

Group Head of Marketing and Communications Kim Halliwell says: 'Our brand has always helped us stand out in a competitive market and we've never shied away from doing things differently. We wanted to build on this boldness and strengthen our positioning – a clear, differentiated message to the market about who we are, what clients can expect from us and why people should join Collas Crill.

'Through client feedback, internal consultation and market insight, we believe that we have arrived at something really special. A dynamic brand that's clear, confident and forward-looking — a true reflection of our people, our clients' experience and the standard we set in the offshore market.'

In an age when AI is revolutionising the way we work, the new brand positioning also strikes a balance between the need to embrace AI's transformative benefits and ensuring that the human touch endures.
CEO Jason Romer continues: 'Collas Crill is a dynamic, vibrant place to work. We have deep expertise, decades of experience and the depth of relationship with our clients to help them find apposite solutions to the challenges they face today.

'We wanted to ensure that the brand reflects these qualities: on the one hand, the expertise and experience to deliver clear, impactful advice; on the other, genuine investment in our clients and their goals, a trusted friend through generations.'

The new brand positioning and visual identity is now live across all channels.

Read more about the Collas Crill Group and our brand promise here.

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