



COLLAS CRILL EVOLVES

NOVEMBER 2015

Offshore law firm Collas Crill has evolved its brand and website to meet the needs of its clients.

Following its merger with Charles Adams Ritchie & Duckworth (CARD) in the Cayman Islands at the beginning of the year, and significant growth within all areas of the business, a strategic decision was made to rebrand and launch a new website that reflected the firm's core values and provided an easy and efficient user experience.

Collas Crill Managing Partner, Jason Romer, said: "In the face of an ever-changing modern global business environment we know that we must be willing to change, adapt and grow in order to continue to offer the highest standards of service our clients expect. We are committed to finding simpler, faster and smarter ways to help those we work with reach their full potential and ensuring that our new brand and website reflected this was crucial.

"Our strapline – 'We Are Offshore Law' – reflects not just on the work we do but also our hands-on, involved approach. Due to constant changes in regulation and legislation the offshore legal landscape demands innovation, creativity and a forward-thinking perspective, which is exactly what Collas Crill has always been about.

"We keep our clients front of mind at every stage, in everything we do, and the ongoing growth and evolution of our business reflects this."

The new visual and digital identity will be rolled out across all of the firm's five offices in the Cayman Islands, Guernsey, Jersey, London and Singapore.

Collas Crill Head of Business Development & Marketing, Iain Beresford, said: "We have always been clear about the kind of firm we want to be and have sought to convey this through our brand. We listened to what our clients like about us and what they believe sets us apart from our competitors. In doing this we have built an honest brand which reflects the values, personality and character of our firm and, importantly, the people who work here. "

Our success is not just about our professional expertise and legal skill - that goes without saying. It's about our people, the way we do business and the time and care we put into building strong relationships with clients and intermediaries. We're not afraid to have fun with the brand because it sets us apart and shows that we're real people who are easy to do business with. Our clients enjoy working with us and it was important that we continued to develop a brand that reflected this."

For more information about Collas Crill please visit [CC Life](#).

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