

## Gianni, Origoni, Grippo, Cappelli & Partners unveils new corporate image

Rome, 17 January 2012 – The international law firm Gianni, Origoni, Grippo & Partners has officially expanded its name to “Gianni, Origoni, Grippo, Cappelli & Partners”, and has undergone a total brand review, unveiling today its new logo.

The new name, announced last November with the hiring of heavy-weight lawyer Roberto Cappelli, represents an important step in Gianni, Origoni, Grippo, Cappelli & Partners’ growth strategy which is based on the firm’s ability to seize the changes in the legal market.

Throughout the years the firm has evolved, following strong strategic choices, often considered innovative for the Italian legal market. It has continuously invested financial and intellectual resources in local roots, and in internationalization. The opening of the Abu Dhabi office last year is only the most recent example.

Besides the new name, Gianni, Origoni, Grippo, Cappelli & Partners also renewed its corporate identity and launched a new logo. The new logo, which can be seen in the header of this press release, was created by *Inarea Identity and Design Network*, a company specialized in the creation and management of identity systems, which led the rebrand activities alongside the firm’s Marketing team.

The font used in the new logo reflects the firm’s classical style and tradition. A new warm and dynamic colour orange joins the classical and institutional blue which has characterized the firm for many years. The bold “&” represents the team spirit and the partnership which the firm’s people nurture everyday with their clients.

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### *Notes to editor:*

- Gianni, Origoni, Grippo, Cappelli & Partners is an international law firm with 350 lawyers distributed in the offices of Rome, Milan, Bologna, Padua, Turin, Abu Dhabi, Brussels, London and New York.
- The Firm is considered among the leaders in Italy in global business services and is active in the field of M&A, Corporate, Banking and Finance, Capital Markets, Antitrust and Regulatory, Real Estate, Litigation and Arbitration, Restructuring, Public Law and Tenders, Environmental, Projects, Tax, Labour and IP.

The Firm was awarded “Law Firm of the Year” at the IFLR Awards 2011, for the fourth time in the last few years.

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