

BERLIN/MUNICH, 7 October 2019

PRESS RELEASE

New branding for GSK Stockmann

GSK Stockmann has revamped its brand: the corporate law firm is now presenting itself with its new corporate design to position itself even more firmly in the market.

As of today, GSK Stockmann is presenting itself in a whole new light. The law firm's new corporate design was introduced to the public on the opening day of the real-estate exhibition Expo Real in Munich.

This new branding profile puts the spotlight on perspective, in particular the client's view, as well as on personalized advisory services. Visually, GSK Stockmann's repositioning as a leading independent European corporate law firm with focused legal services as well as their growing role as an international player is to be supported. To achieve this goal, the firm reworked their logo, claim and colour scheme to fulfil the demands of a modern, dynamic corporate identity.

"Our new brand profile is a visual reflection of our strategic repositioning", explained Carsten Knoll, Chief Operating Officer at GSK Stockmann. "Our client's success has always been our motivation and now we have focused our communication efforts on this perspective. In doing so, we are not only boosting the recognition and unique position of our firm in the market, but also our profile for national and international clients."

FOCUS ON SECTORS

In future GSK Stockmann will strengthen their focus on their clients' industries, bundling their industrial expertise in nine sectors: Real Estate Investments and Asset Management, Real Estate Projects, Public, Financial Services, Funds, Capital Markets, Mobility, Energy and Health Care. The law firm can thereby provide their clients and interested market participants with custom-fit solutions that holistically take the business model, the market and trends into account. With this new focus on sectors, the firm has restructured its legal competencies to offer these to their clients with the usual professional quality and pragmatic approach to finding solutions.

CONTACT ADDRESS

Carsten Knoll
Mohrenstraße 42
10117 Berlin
T +49 30 203907-0
F +49 30 203907-44
carsten.knoll@gsk.de

PRESS CONTACT

Christine Ström
Mohrenstraße 42
10117 Berlin
T +49 30 203907-7763
F +49 30 203907-44
christine.stroem@gsk.de

GSK LUXEMBOURG SA,
registered with the Barreau
de Luxembourg, R.C.S.
Luxembourg B 205 326

GSK-LUX.COM





NEW CORPORATE COLOUR TEAL

As of today, GSK Stockmann’s new look will be defined by their corporate colour, teal. Teal represents authority, clarity and strength and reflects the law firm’s client-oriented, dynamic way of working. A complementary colour spectrum for the different sectors provides additional identification and orientation for employees and clients alike.

LOGO

The centrepiece of the new brand identity is the re-designed, modernised firm logo. The design of the new GSK arrow, which is seen as the K in the logo, symbolizes a dynamic forward movement and represents the new direction towards clients and employees.

CLAIM: YOUR PERSPECTIVE.

The new claim “Your perspective.” underlines the law firm’s client- and employee-oriented approach. It summarizes their philosophy of taking the perspective of clients and employees to find solutions in a pragmatic and innovative fashion. Taking action with an economic focus and entrepreneurial foresight is their linguistic trademark, clearly setting them apart from other firms in the market.

PROTECTION OF THE ENVIRONMENT

When it came to choosing the paper to be used in flyers and brochures, GSK Stockmann made sure to select eco-friendly, sustainable material. Only paper fibre from forests that are 100% certified for ecological forestry is accepted. The paper used for the brand profile is FSC®-certified. This not only guarantees that harvested trees are reforested, but also encompasses other social criteria such as employment protection, health care and compliant labour conditions.

GSK Stockmann is a leading independent European corporate law firm. About 200 lawyers and tax advisors at the Berlin, Frankfurt am Main, Hamburg, Heidelberg, Munich and Luxembourg offices provide advisory services to both German and international clients. We are market leaders in Real Estate and Financial Services and have deep-rooted expertise in sectors such as Funds, Public, Capital Markets, Mobility, Energy and Health Care. GSK Stockmann maintains close relationships with selected reputable law firms across the globe with whom they cooperate on international transactions and projects.

For services with an economic focus and entrepreneurial foresight: that’s what **Your perspective** stands for.

