

BERLIN/MUNICH, 12. February 2021

PRESS RELEASE

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GSK Stockmann awarded with “German Design Award 2021”

GSK Stockmann was once again awarded for outstanding design quality. At the renowned "German Design Awards 2021", the law firm won an award in the category “Excellent Communications Design - Corporate Identity” for its brand relaunch. The German Design Award is one of the most distinguished design awards worldwide and is held in high esteem far beyond professional circles. With this award, the German Design Council honours special brand successes every year.

GSK Stockmann launched a repositioning and a new corporate design at the end of 2019 to modernise the corporate law firm's brand identity. The new corporate identity focuses more strongly on the perspective, especially the client's angle of view, as well as on personal advice. Visually, the firm's logo, claim and colour scheme have been redesigned, providing additional visual support for GSK Stockmann's repositioning as a leading independent European corporate law firm which offers focused legal advice and increasing internationalisation.

“The German Design Award recognises a consistent design concept and is a fantastic acknowledgement for the new law firm design and the brand strategy behind it, also beyond the legal profession,” said Carsten Knoll, Chief Operating Officer at GSK Stockmann. *“The new market presence not only shows our law firm in a new, reshaped and personal light, but also reflects our client- and team-oriented perspective, which is reflected in our slogan ‘Your perspective’.* After having already received the German Brand Award in June 2020, we are very proud to be awarded another design prize this year.”

About the German Design Award:

The German Design Award is the international premium prize of the German Design Council, whose aim is to discover, present and honour unique design trends. Top-class projects from product and communication design are selected and awarded annually from approximately 5,000 submissions from 60 countries, all of which are groundbreaking in their own way in the international design landscape.

The German Design Award, established in 2012, is one of the most recognised design contests worldwide and enjoys a very high standing far beyond professional



communities. The jury is composed of well-respected design experts from business, academia and science as well as the design industry.

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GSK Stockmann is a leading independent European corporate law firm. Over 200 professionals advise German and international clients at our locations in Berlin, Frankfurt/M., Hamburg, Heidelberg, Munich and Luxembourg. GSK Stockmann is the law firm of choice for Real Estate and Financial Services. In addition, we have deep-rooted expertise in key sectors including Funds, Capital Markets, Public, Mobility, Energy and Healthcare. For international transactions and projects, we work together with selected reputable law firms abroad. Our advice combines an economic focus with entrepreneurial foresight. That is what is behind: **Your perspective.**

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