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How IBB Law's new visual identity is driving success

In July 2023, IBB Law introduced a dynamic rebrand. One year on, **Jo Cunningham**, Head of Marketing & Business Development at IBB Law, and Brand Remedy's **Richard Silberman** discuss its impact.

For over a decade, IBB Law had deliberated on updating its visual identity. Following its merger with Owen White on 1 January 2023, the firm finally found the perfect moment to embrace a fresh brand identity.

Brand Remedy has been a trusted partner of the firm for more than a decade, previously working with IBB Law on its vision, mission and values. As part of this rebranding effort, the firm's working group revisited those vision, mission and values and unanimously agreed that whilst they still reflect what makes IBB Law unique, they were not captured in its brand.

Two key issues were identified that drove the need for change: a dated visual identity that lacked a cohesive look, feel and tone of voice across all channels; and the challenge of presenting IBB Law as a full-service firm while emphasising its expertise in specialist areas such as commercial law, real estate, private client and criminal law.

The rebrand

Brand Remedy challenged IBB's thinking with an entirely fresh approach. Instead of adopting a 'one-size-fits-all' corporate logo and identity, it proposed a branded house approach, whereby the firm would benefit from a visual identity that satisfied the key issue of a full-service law firm with specialist areas of expertise.

It demonstrated how a logo with a strong visual signature could be extended to sub-brands that represent IBB's areas of specialism and expertise.

In this way, Brand Remedy was able to deliver the best of both worlds – an exciting, contemporary and, most importantly, flexible visual identity.

Initially, the branded house approach caused some concerns for IBB's steering committee. It struggled to visualise how it may look to the market and worried that it would dilute rather than strengthen the firm's identity as a broad service offering. IBB had recently merged with Owen White and the committee had concerns that their name and reputation in franchising would get lost in the new sub-brands.

However, as the firm's marketing lead, the marketing and BD was convinced of the merits of sub-branding from the beginning and kept reinforcing the fact that this approach would allow the firm to show areas of expertise and tailor messaging to specific audiences.

It is fair to say that not everyone fully appreciated the branded house model when it was launched and there has been occasional pushback. However, the firm placed its trust in its marketing and BD team and Brand Remedy gave us their full support.

One year on

One year after the launch of the new visual identity, it is clear that the rebrand has been a resounding success. The updated identity has



by Jo Cunningham
IBB Law



by Richard Silbermann
Brand Remedy

The positive response to the visual identity from the market and the restructuring of our commercial teams to form IBB Commercial has given my Owen White partners the confidence to retire the OW name much earlier than we had anticipated.

Joanna DeBiase,
Managing Partner,
IBB Law

strengthened IBB Law's market presence, gaining immediate positive feedback from clients and partners. The look and feel, together with the firm's values, have provided a platform to support IBB's ambitious growth plans. However, the journey wasn't without its lessons.

One of the key challenges faced since the launch has been to embed the branded house model across the firm, ensuring that it makes sense to the market, clients and staff. Some initially questioned whether the sub-branding would cause confusion or dilute the full-service message. Yet, by consistently applying the sub-brands across all communication channels, the firm has started to see the benefits.

The new approach allowed the firm to create tailored collateral that better communicates its specialist services while also demonstrating its breadth as a full-service firm. It has enabled the firm to reach distinct audiences more effectively.

Over the past year, the IBB marketing and BD team, supported by Richard, has focused on educating the firm on the value of the new identity, which has been crucial in achieving internal buy-in and understanding.

The subsequent decision to restructure the Commercial Services Group further underscored the value of the rebrand. By breaking down internal silos and encouraging cross-team working, the firm has aligned its internal structure with its external brand promise. The branded house model supported this shift seamlessly, showing that the new identity was built not just to look good, but to work well.

Brand assets

Since the rebrand, Brand Remedy and IBB have explored ways in which the firm could best embed the new visual identity. Key to its success was the ability to apply the new visual identity in a consistent and considered way. Over a 12-month period Brand Remedy has designed and delivered a broad range of marketing collateral including a new website, templates for slide decks and proposal documents, social media assets, office signage, large-format exhibition display, brochure ware and advertising and internal comms.

Looking back on the brand after 12 months, the rebrand has proven to be more than just a fresh coat of paint. It has become an essential part of how IBB Law communicates its purpose, differentiates the firm in its markets and supports its strategic goals. ■

Jo Cunningham is Head of Marketing & Business Development at IBB Law.

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