

PRESS RELEASE

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Gide Loyrette Nouel launches its new visual identity

From now on, Gide Loyrette Nouel, the international law firm, shall be known as just 'Gide'. The firm's new name now focuses on what is essential and crystallises in a single word the excellence that underpins its outstanding reputation. Strong reference to the firm's other two founding partners, Jean Loyrette and Philippe Nouel, remains in the baseline.

The firm also unveils a new logo, new graphic design, and a new website.

The simple yet powerful navy and grey logo showcases Gide's ambition to uphold its values and be quick to meet the needs of its clients facing the challenges of globalisation.

The redrafted graphic environment is a modern expression of the firm's international scope and the variety of its fields of expertise. It embodies multiculturalism, multi-disciplinarity and creativity, which together define Gide's legal practice.

The updated website is primarily targeted at clients and potential applicants. It has been designed according to the best practices in the field to offer visitors simple and easy navigation. Its graphic design is resolutely streamlined, in keeping with the firm's professional positioning.

Commenting on the new visual identity, Senior Partner Baudouin de Moucheron said: "This new identity embodies Gide's openness, thoroughness and commitment to our clients on their legal issues. It will help advance our reputation, supporting our image as a firm of reference. Finally, it translates the solidity and the potential of an international law firm whose pool of expertise is truly exceptional".

This new visual identity is an integral part of Gide's long-term strategy to consolidate its position as a premier international law firm.

Note to Editors

Gide Loyrette Nouel is a premier international law firm and the first to have originated in France. Founded in Paris in 1920, the firm now operates from 18 offices in 15 countries. It has 600 lawyers, drawn from 35 different nationalities. Gide offers some of the most respected specialists in each of the various sectors of national and international finance and business law.

For further information, please visit our website: gide.com

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