



Independent, together

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01

The world is full of law firms. In Denmark alone there are hundreds. It's not always easy to tell them apart but it is exceedingly important to be able to do so.

That's why we decided to produce this book. Gorrissen Federspiel is different. We're proud of what makes us special and we want to explain why.

We have plenty of expertise in producing complex legal documents. But on this occasion we're going to adopt a more informal tone of voice, So, no small print, no codicils and no disclaimers.

02

We are recognised as one of the big four law firms in Denmark. We are consistently ranked highly by international rating agencies and in many areas we are the leading law firm in the country. And recent research shows that our clients think highly of us.

However the research also suggests that we are not as well known as we would like to be, particularly among medium-sized corporates (who are potential clients) and law students (who are potential recruits).

While we have a great reputation for the quality and integrity of our work, there's also a widespread misperception that we are a bit old-fashioned – ‘old men in undertakers’ suits.’ The truth is, more than half of our partners are in their mid 40s or younger and we pride ourselves on our creativity. And what comes as a surprise for many people, the average age in the firm is 34.

So what is it that we want people to remember when they think of us?

03

The four 'i's

We don't aspire to be the biggest law firm in Denmark. But we do have the critical mass to cover all relevant fields of corporate law with leading practitioners in each supported by a strong bench. And we do aspire to be the best.

For us that takes four key ingredients.

Intelligence:

we make sure we understand the business as well as the legal context and our clients' priorities.

Insight:

our analysis is always thorough but we know that what our clients really value is firm advice and taking a stand in making important decisions.

Integrity:

we have a strong commitment to and respect for our profession and its ethics.

The four 'i's

Innovation:

we are always ready to do things differently if we can find a way to do them better.

Our philosophy is that great work attracts great clients and we're happy that ours include many of the most prestigious and respected organisations in Denmark and beyond.

04

An international perspective

For generations we've been collaborating with leading firms around the world with no strings attached – we can always choose the best for the specific client or case. It's an approach that drives us to set uncompromising standards.

It informs our work in Denmark with knowledge of the latest developments overseas and keeps us open to new ideas and ways of doing things.

It enables us to offer our domestic clients a unique network of contacts when they venture abroad.

And it has brought us an unusually high proportion of business from overseas clients.

In fact, if you ask us what's different and special about Gorrissen Federspiel, we'd say it's our international perspective. Our international perspective comes from our people and the way they work together.

05

Organisations, like individuals, have different personalities. You get an immediate sense of what they are like when you meet them.

At Gorrissen Federspiel we do our best to create an atmosphere where individuals thrive and enjoy working together as a team. Diversity of thought, profile and expertise are important to us. So are friendship and trust.

That's why all our partners participate on an equal footing and don't shut themselves away all day. It's why we deliberately avoid creating any kind of hierarchy between our offices or among the various departments. And it's why we assign a 'pilot' to help new recruits for their first 18 months with us.

It is a way of working that encourages people to offer each other constructive challenge. And it means our clients can be confident that the best-qualified lawyer within the legal area in question, supported by a motivated team, is on their case.

06

Some people think that lawyers are pedantic and stuffy. We're not like that.

We're prepared to be bold. For a biotech client contemplating moving abroad we proposed (and achieved) a change in tax law.

We enjoy being creative. If the most obvious approach won't work, we look for other ways of getting a result. If it takes a master agreement with individual supplements for each of the 34 countries involved, then so be it.

And we're always robust. We don't hesitate to apply the brakes to our clients' ambitions in order to keep them clearly within the limits of the law.

07

Times change. People change. Businesses change. Names change.

Gorrissen Federspiel Kierkegaard stood out as a long name even by the exacting standards of the Danish legal profession. Even some Danish clients had problems spelling it. Our clients outside Denmark didn't have a chance – and almost half our business comes from abroad.

We considered abbreviating it to GFK but that felt too corporate for our partnership and a bit anonymous and impersonal. One of the names on its own was an option but it felt like just part of the story.

So we've opted for Gorrissen Federspiel, which has a certain gravitas and retains the names of the two partners who put our firm on the map. Gorrissen was instrumental in establishing our transportation practice and many of our clients think of his name first when they think of our firm. Federspiel helped build our banking and finance practice and our international perspective.

Time for a change

The Kierkegaard name will never be forgotten as an important part of our history, but Gorrissen Federspiel is the right and obvious name for our firm.

08

A higher profile

Lots of factors contribute to our reputation: above all the quality of our work, the level of service we provide and the way we come across as individuals. Marketing and branding also have an important role to play.

Traditionally we have done very little marketing. We have worked on the assumption that if we do great work then everything else will follow. That is why we have a relatively low profile and it also goes some way towards explaining why our image has got a bit out of kilter with what we're really like.

One of our strengths is that other law firms are happy to work with us because they trust us not to try to steal their clients. That is something we are proud of and have no intention of changing. It's an aspect of integrity.

At the same time we have to recognise that the legal profession in Denmark, as elsewhere and as other professions, is getting more and more aggressive in going after new business. So we need to raise our game in this respect.

A higher profile

That doesn't mean doing a hard sell. It does mean identifying and following up opportunities for work with our existing clients and running seminars and attending conferences to raise awareness of our firm.

09

First impressions

We need to make sure that the material we produce reflects the style and quality of the firm and its work.

The way that Gorrissen Federspiel presents itself – through its website, its presentations, its reports and so on – helps shape people’s impressions of the firm. It is through those kinds of media that many people encounter us for the first time. And as everybody knows, first impressions matter.

The general consensus was that the content of most of our material was excellent.

However, sometimes the way it was written didn’t take sufficient account of the intended reader and visually it looked a bit sombre and uninteresting. And the lack of consistency, for example between one report and another, undermined the professional image we need to foster.

That is why as well as shortening our name, we are introducing a new logo and a new look and feel that reflect who we really are (and who we’ve always been).

10

Our new logo isn't just a piece of decoration. It has been designed to do three things.

First it represents the teamwork at the heart of our firm. In its original form, the symbol is made up of the names of our partners and more broadly the people in the firm – a new take on an old tradition. But we also have the option to abstract it so that it resembles a stylised sunburst and that gives us flexibility.

Second our new logo helps raise our profile by standing out from the crowd – it's a bit different from what you'll encounter from most other law firms.

And third, it brings us up to date and challenges the myth that Gorrissen Federspiel is old fashioned.

Our logo is the most striking element of the new look and feel that we are introducing for all the material we produce. It's important but it is just one element. We want to highlight two other aspects.

The first of those is our use of colour. The green we have chosen is fresh and energetic. It provides a link with the past and at the same time underlines our determination not to present Gorrissen Federspiel as just another, old-fashioned law firm. There is also a palette of secondary colours to provide variety and flexibility.

The second aspect will become more and more apparent as time goes by. We are introducing a series of templates and a set of guidelines to eliminate the inconsistencies that have crept into the various documents and other items we produce. We want to be as professional in the way we present ourselves as in the advice we give.

12

Time to spread the word

We believe our firm is different and special.
We have a great story to tell. It's time to tell it.

New name. New brand.

Our change comes with a purpose.

We have a strong history that should not be forgotten, but it is important to strive to be a modern firm. Our new name is not a break with the past, but a continuation – one that builds on our strengths – our international perspective.

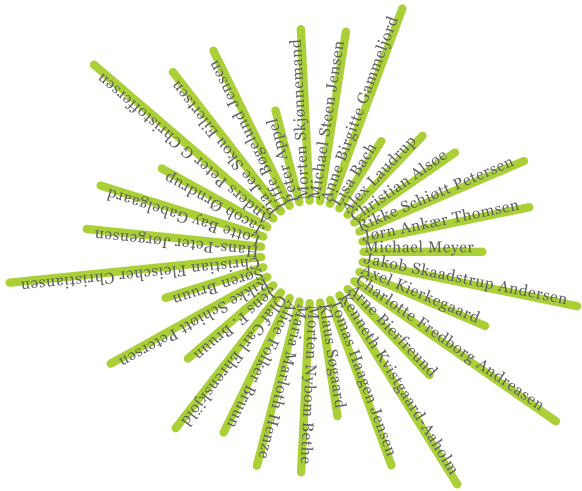
This is also true with our new visual identity.

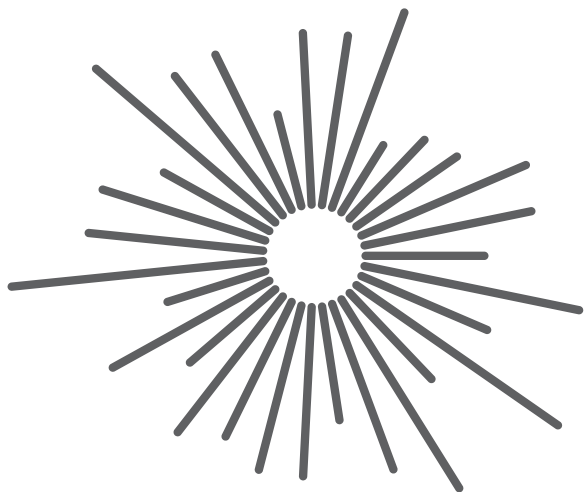
We've created a new symbol based on the names of the people in the firm. It is the collective insight and perspectives that make up our company, so we knew that a symbol that communicated this was right.

Our new symbol, together with updated colours, typography, layouts and language, creates a new way to express our brand.

Michael Steen Jensen
Arne Birgitte Gammeljord
Lise Bach
Christian Alsdorf
Lørn Ankær Thomsen
Rikke Schiøtt Petersen
Michael Meyer
Jakob Skaadstrup Andersen
Axel Kierkegaard
Charlotte Fredborg Andreasen
Arne Bierfreund
Kenneth Kvistgaard-Aabholm
Thomas Haagen Jensen
Klaus Søgaard
Morten Nybom Bethe
Maria Marloth Henze
Alice Folker Bruun
Ole Carl Ehrenskjöld
Morten F. Bruun
Rikke Schiøtt Petersen
Christian Bruun
Göran Fleischner
Christian Fleischer
Hans-Peter Jørgensen
Jacob Bay Gabelgaard
Lotte Øndrup
Hans-Peter Jørgensen
Anders Peter G. Christoffersen
Peter Appel
Bente Bogelund Jensen
Jens Skou Eilertsen
Morten Skjønnemand







Gorrissen Federspiel

At Gorrissen Federspiel we've decided that we have a great story and it's time to tell it.

We are one of the leading corporate law firms in Denmark with strong and long standing international relations. Our lawyers not only possess broad educations and understanding of competencies relevant to our clients, but boast a high degree of international experience. It's this international perspective that makes us special.

Our collective expertise formed as individuals makes us who we are: Independent, together.