

FONTÁN BALESTA & ASOCIADOS

CLIENT

Fontán Balestra & Asociados is a boutique law firm specializing in Criminal Law. With more than a hundred years experience, the firm represents academic knowledge and litigations in Court.

CHALLENGE

The firm approached FORMA with the objective of creating a new visual identity to reflect the company's long and prosperous history. FORMA's task was to develop a brand which would achieve this objective while, at the same time, allowing the company to access a more international market.

ACTION

FORMA and Fontán Balestra & Asociados began working together to develop a strategic brand identity. FORMA decided to use the work of Italian artist Piranesi as a key ingredient in remaking the firm's visual identity. These classic images of Roman law gave rise to the conceptualization of the brand.

In addition, FORMA redesigned the firm's stationary and logo, and also proposed a change to the firm's verbal identity: a new name for the company. In order to emphasize the fact that the firm is composed of a team of lawyers who act as partners, FORMA changed the old name "Estudio Fontán Balestra & Asoc" to "Fontán Balestra & Asociados".

VIRTUALTRIP was in charge of designing a website to visually convey the new identity of the firm. A digital communication strategy was then carried out which included the development and installment of software tools.

CONCLUSIONS

FORMA and "Fontán Balestra & Asociados" managed to create a new corporate brand identity and, at the same time, maintain the traditional values of the firm. A change to the company's visual and verbal identity as well as the development of the website and stationery allowed the firm to project a more progressive image.

URL: <http://www.fbya.com>

SERVICES

Brand Strategy

Co Branding strategy

Art Direction

Visual Identity Design

Verbal Identity

Internal brand alignment

Brand positioning

Ads production

Digital branding

Website design & production

Maintenance & search engine optimization