

# MOURANT CONFIRMS GUERNSEY COMMITMENT AFTER REBRAND

29 JUNE 2018

Law firm Mourant has committed itself to continue to develop in Guernsey following a rebrand and more of a global repositioning.

Mourant Ozannes remains the name of its long-established legal practice, though the firm now operates under a simplified “umbrella” name of Mourant. It said its rebrand, completed earlier this year, had been well received across its six offices and jurisdictions.

“In a globalised world, what you stand for is more important than ever,” said Jessica Roland, Managing Partner for Mourant in Guernsey.

“With the legal field becoming increasingly competitive, you have to get your message across – not only to clients, but to the best talent in the world too. Listening to feedback made it clear that it was time to refresh our brand strategy, to better represent who we are and what we stand for.

“We strive for consistency in everything we do. Providing legal advice isn’t something that changes very much over the years. It remains the same – get the law right, deliver it commercially, quickly, and go the extra mile in genuine partnership with your clients.

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Jessica Roland, Managing Partner at Mourant in Guernsey

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Mourant employs more than 140 people in Guernsey, and at the beginning of the year moved to new offices in 25,000 sq ft of office space in Royal Chambers, which it said underlined its commitment to the island.

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes the island's financial services sector internationally. Guernsey Finance - the promotional agency for the island's finance industry internationally - is a joint industry and Government initiative responsible for the promotion of Guernsey. Under the leadership of Chief Executive Rupert Pleasant, the agency ensures that the core values and competencies of the island's finance sector are accepted and respected by the global community and that financial business development flows are enhanced.

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