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**World Law Group Unveils New Visual Identity and Digital Platform**

Washington, D.C./ World Law Group (WLG) today revealed its first completely new look in more than a quarter-century of existence, while also turning the switch on its new digital platform, which includes a responsive website design to accommodate mobile devices.

The new visual identity will be rolled out across all of the WLG’s member and public communication channels, including social media, over the coming days.

President Emer Gilvarry, of Mason Hayes & Curran in Dublin, Ireland noted that the WLG’s new brand-mark and other aspects of the new visual identity convey both the strength and simplicity of the WLG legal network model – an alliance of 52 of the world’s premier independent law firms that work together seamlessly for multinational clients on a wide range of legal matters.

“It was challenging to devise a visual representation of how closely our members come together for clients while remaining top, independent firms in their own markets. And, of course, we needed a brand-mark that conveys that message simply around the globe and in today’s digital world. After months of work, we found it.”

Ms. Gilvarry acknowledged the role of her predecessor, WLG Past-President David Kay of Drinker Biddle & Reath LLP in Chicago, Illinois, with launching the multi-faceted project a year ago. “Any executive who has gone through this process knows how challenging it can be to involve and gather support from key stakeholders. With more than 15,500 legal professionals in our 52 member firms, we were managing a lot of opinions and expectations. David did that superbly.”

WLG’s new public website, at [www.theworldlawgroup.com](http://www.theworldlawgroup.com), includes a number of new features, including an interactive map that plots the 300+ offices of member firms by region and country, a dynamic events calendar and expanded member firm profiles. It also provides a full-featured “Members’ Centre,” which provides a virtual WLG office for member-users worldwide.

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