

MATTOS FILHO UNVEILS NEW VISUAL AND VERBAL IDENTITY

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Mattos Filho unveiled new visual and verbal identity in rebranding project, entitled "Our Next 30 Years"

In the year of its 30th anniversary, **Mattos Filho** unveiled its new visual and verbal identity with the idea of further conveying its core purpose as a law firm - to leverage its legal work to have a positive impact in Brazil.

Mattos Filho founding partner and current managing partner **Roberto Quiroga** (pictured) said that throughout this 30-year journey, the firm has remained restless and inquisitive, questioning and challenging the tradition of practicing law in a different way that impacts both the market and society, ushering in the new.

The rebranding project, entitled "Our Next 30 Years", reflects the firm's innovation and success to date and was developed with the support of global consulting firm Interbrand. It consisted of an in-depth analysis of the brand, which reflected Mattos Filho's 30-year contribution to the development of law practice, the business environment and Brazilian society.

In terms of visual identity, one of the main changes concerns the company's logo, which no longer shows all the names of the founding partners - instead it was reduced to "Mattos Filho" - concise and objective, as the company is already known in the market.