

## Transforming Halebury



When we founded Halebury in 2007, despite being a start-up with limited funds, we invested in a well thought out branding exercise. This resulted in strong messaging which stood the test of time and a visual identity which, more than ten years ago, was a differentiator as we were seen as fresh and different to a lot of traditional law firms.

In 2007, we were one of the first providers of flexible legal services and our core offering was outsourced legal advice provided by our team of virtual in-house lawyers – “Your External In-House Lawyers.”

As the business and our client base grew, we identified there was an increasing need for placement lawyers from our clients and we began to focus on interim placements.

## Halebury

Flexible External In-House Lawyers

<https://www.halebury.com>

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Further down the line, we realized that the work many of our senior in-house lawyers were carrying out was more than just the day-to-day. When they were in assignments, our lawyers, many of whom are former General Counsels and Heads of Legal, were actively looking for ways to improve processes and create efficiencies within the legal functions of the clients they were working for, and we developed a further offering for our clients which focused on this.

Over ten years, Halebury grew organically from being a team of just five to a firm of over 40 elite lawyers with three service lines, Halebury Advisory, Halebury Resourcing and Halebury Consulting, providing a range of strategic resourcing options for clients.

As Halebury has grown and expanded, so has the NewLaw market. Ten years ago it was seen as innovative to be delivering legal services in a flexible way. Today we are aware of the competition, from the growth of the market leaders, to new independents entrants, to traditional law firms forming collaborations and their own flexible lawyering arms. Add into the mix the evolution of legal tech and AI, legal operations and any other number of market developments, we can safely say the legal market has changed beyond recognition and the rate of change is hard to keep up with.

So in order to mirror this, to reinforce to the marketplace why Halebury does what it does, what we do and how we do it, we embarked upon a rebrand to develop a new proposition and visual brand to clearly communicate Halebury's raison d'être to our audiences, to create a fresh new brand for our clients and give our team a new brand they are proud to market under.

This week we are delighted to launch this brand and would like to take this opportunity to thank all the clients, contacts, Halebury lawyers and team members who helped on the brand journey. We will be celebrating with our team at an event at BAFTA later this week, which seems like a fitting venue to reward the stars who have supported us along the way.

Halebury has transformed and we are looking forward to the next part of the journey.

[Janvi Patel](#) and [Denise Nurse](#), *Halebury Co-Founders*

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