

All together for a new CLM look

Posted on: November 12, 2025

Our strength has often come from looking forward and adapting to changing times while staying true to the values that define us. As the world changes faster than ever, we’re embracing that momentum with a new brand that reflects our confidence in the future; of our region, our country, our clients, and our people.

At the heart of this new identity is the idea of togetherness. Our success is built on the individual brilliance of our people, who combine their skills and experience to achieve outstanding results. It’s that collective expertise, the “secret sauce”, that makes us New Zealand’s leading regionally based law firm.

Our refreshed brand is woven together from both our history and our future. It brings together two distinct yet complementary typefaces that reflect our expert voice. Our refined colour palette provides a cohesive backdrop for everything we do, reinforcing clarity and consistency.

There’s also a duality at the core of who we are: articulate but never elitist, sophisticated yet accessible, friendly but willing to have the hard conversations. Collaboration is our hallmark, with articles forged by two or more minds working together to find the insight that will matter most to you.

This new brand reflects our continued desire to do what we’ve always done, delivering excellent outcomes for our clients.