



BERNARDINO, RESENDE E ASSOCIADOS
SOCIEDADE DE ADVOGADOS RL | LAW FIRM

SEPTEMBER' 2011

Newsletter **BR**



THE NEW IMAGE AND MESSAGE OF THE BR

In this first BR article, we decided to briefly define our understanding of a newsletter, since so much has been said about this new way of communicating.

Without a doubt, a newsletter is a communication tool that opens a direct channel to our clients and those seeking news from the legal world or wishing to hire lawyer X or Y to help them in a legal matter and so turn to a newsletter to find out who's who!

The newsletter must be easy to write and read, inexpensive, effective and environmentally friendly, resorting to new technology so that it can be emailed instead of distributed in paper form.

Newsletters are regular communications sent to clients, in which the publishers set out general or specific issues, depending on their preferences. They are a modern form of communication and are usually sent by email. They offer countless advantages over hard copy formats sent by mail.

Our goal, indeed that of any newsletter, is to create a special relationship with our clients and form ties that will convey a sense of trust and result in a long-term association. It is intended to inform our readers of developments in our firm and serve as a real window into our offices.

Our plans for 2011 on our 12th Anniversary?

At the start of the new year, and on our 12th Anniversary (20.09.1999), we decided to move from our old offices in Chiado to the Avenidas Novas area, No. 1, 6C in Rua Carlos Testa in São Sebastião da Pedreira in Lisbon, to be more precise.

In addition to this move, we also decided to change our corporate image to make it different but complementary to the existing one and try to create something that conveyed solidity and modernity. The work was done by BMS, a reputable company in Portugal.

We thank the company "BMS, Brand, Mind & Strategy, Lda" for its commitment and dedication in the creation of our new identity, challenge suggested by us, in order to obtain a different result. We believe our effort



was successful and we are pleased with the work developed; We have managed to update our identity, by giving it the dignity it deserves. It is not an easy task in Legal practice, to create a bold identity, while being sober. Thank you BMS.

The new BR website was placed online in September 2011, which task was developed by Softway, highlighting the new corporate image, with an attractive design, modern, dynamic and easy to view. These are aspects that we value and transmit the image of BR. We thank the dedication and commitment in the creation of our website, although sober, we wish to be bold!

We think that it will place us in a better position in our area of practice and increase our expectations with regard to our internal organisation, including improving and implementing new material and, especially, human resources. After all, quality is not just things; it is also, fundamentally, people.

Furthermore, in September 2011 BR's new website will go live. It will portray this new image with its attractive,

modern, dynamic, user-friendly design.

In particular, the following new features have been introduced:

- A new introduction to the firm and its 11 areas of practice;
- Partnerships with foreign firms in order to meet our clients' needs when doing business with other countries and guarantee the same quality of legal services;
- The CVs of all the lawyers working with us;
- Vcards, electronic cards with their contact information;
- Periodical publications - Brief Legal News and this quarterly newsletter;
- A dedicated area for applications for internships, including summer placements.

Feel free to go to www.bernardinorende.com