



Entry title:
Changing Legal Together

Company:
The Croc

Category:
Rebrand or Relaunch

Client:
Morae



About Morae

JFK said ‘change is the law of life’. For those working in the legal profession, the digital revolution is comfortably proving his point.

[View the entry film](#)

As a legal technology and consulting provider, Morae is a prime mover in this changing world.

Acquiring six companies in as many years, rapid expansion had made the company a complicated beast, with many disparate technological solutions and disciplines housed under one brand.

With enhancements to its service came challenges around perception. How could we unify the distinct elements of the Morae brand under one umbrella? Make all parts of the organisation feel a sense of belonging, understanding, and shared purpose? And how could we communicate this vision of change in a compelling way to new and existing clients?

Pulling apart every fibre of what Morae means to its employees and customers,

The Croc applied their trademark ‘Fierce Thinking’ to deliver a bold rebrand that positioned Morae as a catalyst of transformational change within the legal industry.

Delivered through an entirely reimagined brand line, design system and digital footprint, Morae can now show up to clients with a single-minded sense of purpose. The appropriately innovative new brand underlines the strength of its collaboration and solutions.

Since the rebrand launched, Morae has seen a 14% increase in global brand coverage, while the average session duration on the website is up by 123%, with a 121% boost in the number of pages viewed per session.

Objectives

Forget keeping up with perpetual change, Morae teaches its clients how to set the pace. Offering everything from scalable staffing and strategic planning to innovative document management and discovery technologies, Morae is spearheading a technological revolution in the legal space.

However, acquiring six highly divergent companies in six years, the Morae brand had become a victim of its success, with stakeholders internal and external unsure of what it stood for anymore.

Our objective was to reconnect Morae with the legal industry, reframing the company not as an awkward hodgepodge of divergent elements, but as a holistic driver of change.

Doing so would require us to unite the different parts of the business under a singular purpose, one capable of engaging and inspiring both clients and employees.



Strategy

Working closely with Morae's CEO and strategic lead, we learned how their internal challenges had led to the current restructuring of all solutions around five core business pillars. This five-pillar structure would go on to become the creative foundation of the entire rebrand.

We then began pulling apart the various entities within the company to find what could unite them, rebuilding the entire brand from the ground up.

Customer and stakeholder interviews revealed a perception gap between who Morae is and what it does. Diving deep into the core values of both customers and employees we uncovered shared beliefs consistent to all. This combined with a comprehensive category analysis enabled us to identify a new and distinctive territory that Morae could own.

So, we set about creating a rebrand that could fundamentally change the perception of Morae from –

...a technology consultancy for legal firms going through change...

to its authentic truth –

...an enabler and driver of transformational change within the industry.

Results

The rebrand has so far seen a 14% increase in global brand coverage and an ‘overwhelmingly’ positive emotional response among the target audience according to Meltwater – global leaders in media monitoring and social listening.

The average session duration on the website is also up by 123%, with a 121% boost in the number of pages viewed per session.

Across character, tone, visual identity, and digital presence, although cutting-edge in its aesthetic, the end-to-end rebrand stayed resoundingly true to the values of Morae stakeholders and customers.

Here’s how we did it.

+14%

increase in global brand coverage

+123%

increase average session duration
on the website

+121%

number of pages viewed per session

Brand identity: Mission statement, messaging, brand personality

Morae's new mission statement and brand proposition needed to be simple enough to communicate its overarching mission, yet flexible enough for each of the company's five business pillars to feel and exhibit their own identity within it.

The proposition '**Changing Legal Together**' was born.

This then flowed through a full supporting messaging structure that tied the five new business pillars under the umbrella of the new brand proposition.

All of this was supported by a new brand personality defining who it is, what it stands for, and how it should communicate.

Eschewing corporate cliché, Morae's new brand reflects an expressive, human, and collaborative style, with a tone of voice engineered to continually adapt to the ever-shifting currents of change.

The brand pillars

While we simplified the proposition we tailored it for the business pillars.

So whether you're in discovery or strategy, every pillar of the business ladders up to a collective proposition of delivering meaningful change for the legal industry.



Changing Legal Together

Thrive in times of change with solutions built for you.

Changing
Discovery
Together

We can help you make more timely and informed decisions during discovery.

Changing
Lawyering
Together

We provide the right blend of tech and talent to help you solve problems more efficiently.

Changing
Contracts
Together

We can help you streamline your contract creation and management processes.

Changing
Information
Together

We can help to get your data and documentation working harder for you.

Changing
Strategy
Together

We help you to navigate the shifting legal landscape with confidence.

Visual identity system: Logo, typography, imagery, palette

Not just a change of symbol, but a symbol of change, the new logo and design system are the embodiment of the new five-pillar business structure, and the spirit of transformation that lives at the very core of the organisation.

The logo itself is made up of five squares each representing one of the business pillars. Together the individual squares form the letter M – for Morae – and the basis of a design system that expresses the new identity harmoniously across media and platforms.

A variety of sub-graphics – based on the five-line construct – a new bank of imagery, plus a refreshed colour palette gave Morae the perfect combination of distinction, versatility, and consistency.

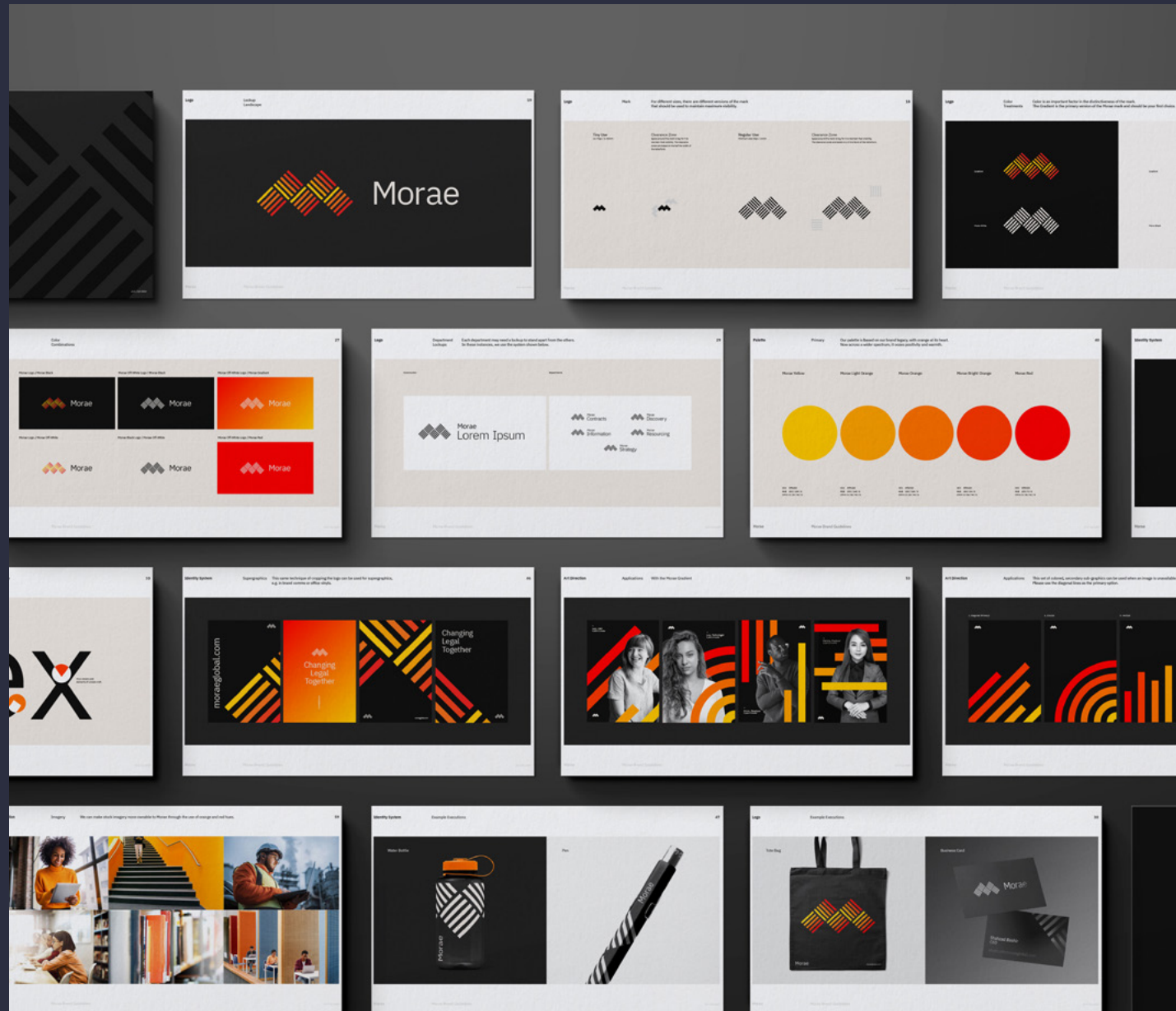
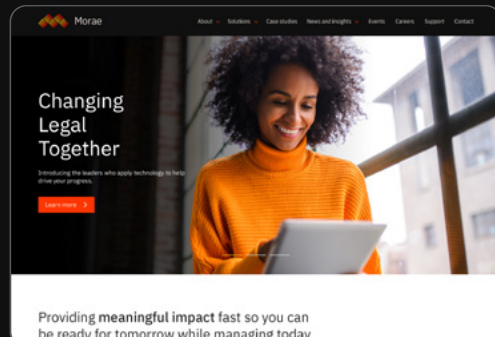


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Morae





'Together' speaks to
the collaborative
nature of the process.

Changing Legal Together

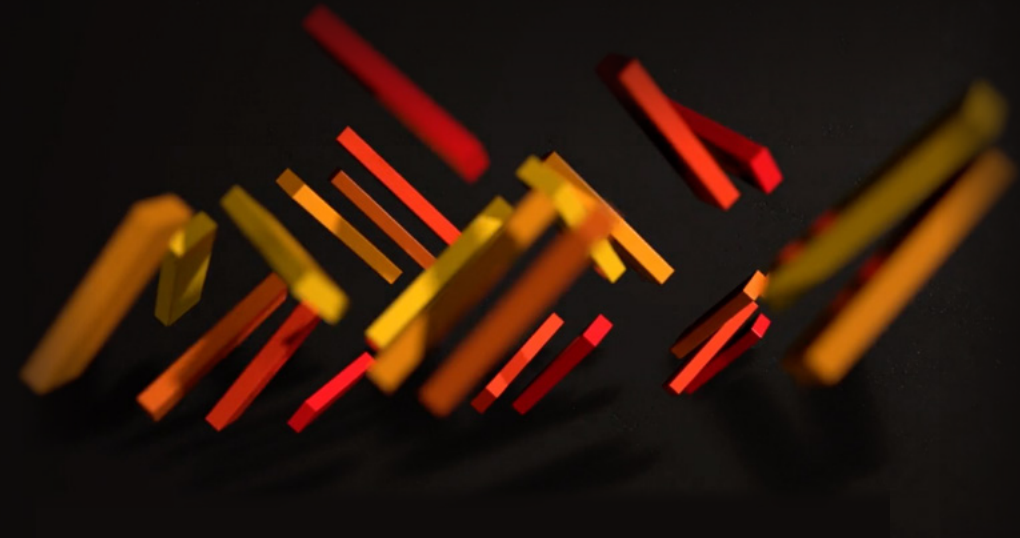
**Thrive in times of change with
solutions built for you**

Present participle ('-ing') implies a
continuous process. Changing legal
is an evolution, not a destination.

The rebirth of the Morae brand

Our digital team brought the new tonal and visual identity to life with a full website redesign. Working tirelessly to implement UX and UI best practices across the entire Morae

digital footprint and migrate the existing pages – updated with the new tone of voice and brand positioning – the new site was launched in September 2022.



A brand that embodies change

You can't expect your customers to believe in something, if you don't yourself. Before this rebrand had any chance of making an external impact, it had to resonate within.

To help everyone at Morae understand the change their company was going through, a comprehensive brand guidelines document explained all in an engaging and concise way. We articulated the reasoning behind our new philosophy and direction, showing how it could be used to enhance connections with new and existing clients.

By helping to move Morae away from its competitors in the product-focussed present, the new brand now takes the company into an exclusive market space that is more forward-looking, with a greater emphasis on culture and collaboration that can bring the best out of Morae's unique market offering for its clients.

We transformed Morae's brand, now let's watch them transform an entire industry.



“The rebrand of Morae represents a crystallization — both internally and externally — of who we are and what we do. The brand also connects more personally with our clients, chiefly by building upon our strength in how we collaborate and work so well together as a solution provider.”

Shahzad Bashir, Chairman and CEO, Morae





The Drum Awards Rebrand or Relaunch