



PRESS RELEASE

Macedo Vitorino & Associados refreshes its brand

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Today Macedo Vitorino & Associates refreshes its image and launches a new responsive website (www.macedovitorino.com). The changes to Macedo Vitorino & Associados' brand reflect firm's core values: transparency, integrity and proximity.

António Vitorino, partner of Macedo Vitorino & Associados, commented: "the changes made to our logo reflect something that we were looking for some time: simplicity, transparency and proximity. The new blue is close to that of our first logo and calls us back to our origins, to the idea of reinvention and renewal, which are at the heart of the firm."

Sofia Patrício, Executive Director of Ogilvy Design, responsible for refreshing Macedo Vitorino & Associados brand, stated *"We changed the typography and colour of the firm's logo, in which the light blue is used over silver to emphasize the firm's relational and approachable personality."*

The revitalization and transformation of the brand also included the launch of a new responsive website developed by Softway. The new website is now adapted to tablets and smartphones, which are today among the preferred means of access to the Internet, with links to the social networks where the firm has a presence.

"The big challenge of this project – commented Maria Cabral de Sousa, Sofway's CEO – was to make each graphic detail functional and user-friendly, and simultaneously create a dynamic website which can be viewed in desktops, tablets and smartphones, in all its simplicity."

The new website comes with improved navigation features, ease of access and more information about the firm and legal matters of interest to our clients, prospective clients, students and foreign lawyers looking for information on Portuguese law matters.

Note to the Press: Macedo Vitorino & Associados - Sociedade de Advogados was founded in 1996, focusing its activity on advising domestic and foreign clients. Macedo Vitorino & Associados has expertise in several services and industries, including banking, distribution, luxury goods, TMT, energy and infrastructures. The percentage of international clients is now higher than 60%, led by the United Kingdom, France, Spain and the United States of America.

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