



We Are One – ALN Launches Fresh Branding Reflecting Transformed Strategic Vision

16 March 2022 – Nairobi, Kenya – Today, ALN – Africa’s leading alliance of law firms – launches its refreshed brand, making a bold statement about its modern strategic vision and its role in the transformational shifts needed, and already underway, in the way excellent legal services are delivered in Africa.

ALN has a refreshed brand, and a new tagline that defines who ALN is, now and for the future. Because we are One Region. One Vision. One ALN.

The ALN brand evolution reflects and responds to the fundamental needs that clients are grappling with now and the major forces shaping the world for the future: from geopolitical upheaval, to technological innovation.

With the brand refresh, the alliance reimagines its approach on how it sees new global opportunities to help unlock value for our clients who are doing business and investing across borders; so that they can confidently work to build trust and deliver sustained commercial objectives in irrevocably changing business and legal environments.

The brand refresh demonstrates that ALN is rooted at a local level and does business at an international level, with the reach, expertise and collaborative spirit to connect clients so they can succeed. It reflects ALN’s agility and its connection to the world now, and what it could look like in the future.

The alliance is positioned to lead the way forward, focusing on excellence and further deepening our capabilities to deliver positive impact that meets our clients’ business challenges. This strategy, and the bold decisions we are making, are set to transform the way legal services are delivered in Africa. Because we are One Region. One Vision. One ALN.

From 16 March 2022, ALN’s teamwork, client focus, agility, international reach, and local know-how, all live at the core of a brand that is consistent and united, connected and approachable. “To enable this shift, collaboration and unity are what will lead to success. These are reflected in the ALN brand refresh. Clients can trust that we are an alliance that spans Africa and connects her to the world; that they can achieve anything with our unique combination of local and international expertise, intellectual rigour, and agility on their side.”

– Dr. Cheick Modibo Diarra, Chairman, ALN

You can see the changes on the new ALN.AFRICA website, in the online teaser promo video and corporate launch video, across brochureware and by following ALN on LinkedIn and on Twitter. In addition, all official communications will now be sent from the domain: ALN.AFRICA.

The ALN Brand Refresh – Why Now?

This was not simply a case of refreshing a brand with heritage and existing equity. ALN was compelled to harmonise the brand, to reflect a change in the overall strategic vision, and the transformation needed in Africa's legal industry.

As an alliance of law firms that stands proudly for Africa while respecting local skills and competencies, ALN has already broken the mould by being open to bold disruptive ideas in pursuit of setting new standards and achieving excellence in their work.

"As a professional firm that provides legal services, our people and their knowledge are critical assets in differentiating us from our competitors and in adding value to our service offering. They need to engage with our stakeholders at all levels of communication. Our reputation is not only created by what we do but also who we are, how we behave and what kind of emotions we trigger."

– Karim Anjarwalla, Board Director, ALN Kenya

In the ALN brand refresh logo, website, design, and imagery, clients see ALN's consistency, connectivity, strength, and the teams behind the successes. In the refreshed language, they hear ALN's skill, intellectual rigour, open-mindedness, entrepreneurship and energy. In ALN, they find everything they need from their trusted advisors. Because we are One Region. One Vision. One ALN.

"Focus on the clients' needs is our primary objective. The new website is our clients' first step in the journey to discovering who we are and what we do. It captures ALN in a simple and approachable way. We speak the language of our clients."

– Arshad Dudhia, Board Director, ALN Zambia

Africa's business community demands a modern, approachable, knowledgeable alliance of trusted advisors, connected with quality and entrepreneurship in a digital world.

We are One Region. One Vision. One ALN.