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## KLEYR GRASSO unveils new Visual Identity

KLEYR GRASSO is thrilled to announce the launch of its new visual identity, featuring a refreshed logo and a redesigned website aimed at enhancing user experience.

Developed in collaboration with the Piranha agency, the rebranding initiative introduces vibrant and dynamic colors that embody the innovative and ambitious spirit of its teams, while also exuding confidence, loyalty, and expertise.

This bold and deliberate evolution, while remaining true to the firm's DNA, marks a significant milestone in its history, coinciding with the celebration of 30 years of unwavering presence in Luxembourg and a renowned clientele both nationally and internationally. It underscores the firm's commitment to supporting the growth and evolution of its services to meet the evolving needs of clients and the complex challenges of the legal landscape.

Since its inception, KLEYR GRASSO has maintained a robust and stable local presence, quietly but consistently excelling in its key areas of expertise. As a boutique firm, it has fostered a familial atmosphere and close relationships with clients. Today, boasting nearly 100 people, including 60 independent, multilingual lawyers from diverse backgrounds and cultures, all united by a shared passion for law.

Symbolizing reliability, connectivity, and strength, akin to a bridge, the new logo subtly incorporates the underscore ( \_ ) symbol.

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It embodies the firm's solid foundations, laid by its founders Marc KLEYR and Rosario GRASSO, true pillars of its success. Their vision, determination, and passion have been the cornerstones upon which the firm was built, and their legacy continues to inspire.

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It signifies the passing of knowledge to the next generation and within the broader legal community.

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It underscores the firm's unwavering commitment to delivering top-notch legal services with quality and precision.

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It represents the firm's independence and commitment to integrity, loyalty to clients, and ethical legal practice.

Bridges not only connect shores but also open new paths, offering fresh perspectives and promising horizons. Similarly, the new identity symbolizes the firm's commitment to supporting clients in achieving their ambitious projects. Regardless of the nature or complexity of projects, KLEYR GRASSO stands ready to navigate every step with reliability, determination, and excellence.

By embracing this new visual identity, KLEYR GRASSO reaffirms its dedication to clients and teams alike. It pledges to remain a reliable and devoted partner, continuing to provide the same level of excellence and readiness to tackle new challenges and explore new horizons together.

### About KLEYR GRASSO

KLEYR GRASSO is an independent full-service business law firm with a solid reputation for excellence and innovation, serving clients nationally and internationally for over 30 years in Luxembourg. With a team of dedicated legal professionals, the firm is committed to delivering exceptional service and tailored solutions to meet the diverse needs of its clients.

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# KEY CONTACT

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