

Introducing Lichfields

Nathaniel Lichfield & Partners is delighted to announce the adoption of Lichfields as its new corporate brand name.

The Lichfields name better reflects the dynamism of the business and its breadth of planning and development skills and services it now offers.

The company's logo has also been redesigned, reflecting the new brand name in bold imagery.

The refresh is the latest phase of Lichfields' growth strategy, which has recently seen it move into new sectors, post record sales, boost staff numbers and open three new offices.

Mr Fennell said: "The new brand Lichfields is a very visible signal of how the company is shaping its future, building on the power of our heritage and creating a brand identity which conveys our position as the UK's pre-eminent planning and development consultancy".

"It provides a clear differentiation in the way we now present and position ourselves and underlines how serious we are in growing our presence".

"Positive change is a hallmark of our company. Our brand name and logo are important indicators of who we are and what we stand for. We are taking this opportunity to modernise how we represent ourselves to our clients."

The Lichfields brand refresh follows a successful 2016 which saw it boost revenues to over £20m and increase staff numbers to 215.

Mr Fennell added: "We celebrate our 55th anniversary this year and this is the latest example of how we are adapting to ensure we are in the best position to deliver growth and success.

"As we continue to grow we are relishing the opportunities and challenges ahead."

Mr Fennell added: "There has never been a more exciting time to be an employee of Lichfields".

"Our staff share in the ownership of the company and this new brand reflects their enthusiasm and focus on delivering insight, innovation and advice to create great places for our clients."

For further information contact Grant Swan, Marketing Director, 020 7837 4477.
grant.swan@lichfields.uk.