

THE MALAGA BAR ASSOCIATION RENEWS ITS CORPORATE IMAGE

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The Malaga Bar Association, together with Estrada Design, has updated its corporate image with the aim of adapting its identity to the reality of a future-oriented profession.

One of the main changes is in the name, which replaces "Colegio de Abogados" by "Abogacía", an inclusive term that represents all lawyers.

"It is an image built for all and conveys clarity, coherence, tranquillity, prestige, positivity and professional solvency. This new identity is an intangible value for the entire legal profession," says the Dean of the Bar Association, **Salvador González** (pictured).

This modernisation proposal seeks to reflect the new direction of the institution with a new name and a new graphic image that will identify the digitalisation, integration and reorganisation of justice, concepts on which the institution is currently focusing its efforts.