

CASE STUDY

4000 reasons to believe the impossible.

Browne Jacobson's company-wide rebrand required updating 4000 templates across all document systems. Internal estimates suggested 9 months of manual work. NOVAPLEX delivered it in 6 days—saving thousands in temporary staff costs and delivering 100% accuracy across every template.

 CLIENT Browne Jacobson	 SECTOR Law	 SCALE 1000+ staff	 OFFICES Birmingham · Cardiff · Dublin · Exeter · London · Manchester · Nottingham
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WHY BROWNE JACOBSON CHOSE NOVAPLEX

The challenge went far beyond simple logo swaps. Letter templates required complete redesign—changing field locations, adjusting spacing, removing legacy elements. With 4000 templates to transform and 9 months of manual work ahead, the firm needed more than internal resource. They needed expertise that could deliver speed, accuracy, and design precision without the risk of brand inconsistency across thousands of documents.

NOVAPLEX DELIVERED FROM DAY ONE

NOVAPLEX managed the project in two strategic stages, delivering results that internal teams couldn't match and delivered extra benefits beyond the scope:

Bulk rebrand execution

Initial application of new brand and styling to all 4000 templates—changing logos and removing unwanted images from footers in the first pass.

Ongoing restyling capability

Browne Jacobson purchased Template Studio Transform software for continuous use—enabling the firm to independently restyle and rebrand legacy documents and new documents as needs evolve.

Precision redesign

Complete letter template redesign with field repositioning, spacing adjustments, and quality checks across every document type.

100% accuracy guarantee

Every template quality checked and tested—no errors, no rework, no compromises on brand standards.

Seamless integration

Smooth implementation ensuring users could immediately restyle and rebrand documents without workflow disruption.

4000 templates rebranded, tested, and quality checked in just 6 days. The project that would have consumed 9 months of internal resource was delivered in less than a week—saving thousands in temporary staff and overtime costs while meeting every deadline.

IN BROWNE JACOBSON'S OWN WORDS



With NOVAPLEX expertise and support, using their software solutions and tools, they were able to complete this work in a significantly reduced time of 6 days. The project ran very smoothly, and deadlines were always met. We worked together well, delivering our rebranded templates to the business in plenty of time to support our deadlines.

— Yvonne Purdy, Project Manager, Browne Jacobson



Change to NOVAPLEX

If your rebrand is going to take months, cost thousands in temporary staff, and risk brand inconsistency, it doesn't have to be that way.

Visit novaplex.co.uk to see how we deliver rebrands in days, not months—seamlessly and at a fraction of the cost.