

CASE STUDY

BOLIVILLE ENTERPRISES

FOUNDATIONS FOR SOCIETY'S FUTURE

A brand system, copywriting and user experience design for a citizen-owned construction and maintenance company that has built on the iTowers, the Hilton Gaborone and the Bank of Botswana.

1

BRAND SYSTEM

8

WEBSITE PAGES

25

SITE PHOTOGRAPHS



AN IDENTITY BUILT ON SITE



BOLIVILLE ENTERPRISES
CONSTRUCTION · MAINTENANCE



Ink
#1E3D4F



Petrol
#2F7D93



Petrol Deep
#1F5E70



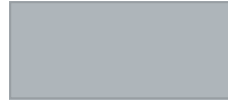
Ochre
#C68F3E



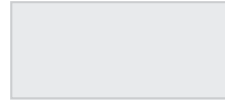
Ochre Deep
#A97728



Brick
#7A5A26



Slate
#AEB5BA



Mist
#E8EAEC

AA

Marcellus

Headlines and the wordmark, set in capitals with open tracking - the voice of a firm that signs its work.

Aa

Mulish

Body copy, project lists and interface text, clean and legible on site and on phone.



02 - COPYWRITING

WORDS THAT CARRY WEIGHT

The copy argues from proof. Boliville does not describe itself as capable - it names the buildings it has stood behind, from brickwork to planned maintenance, and lets a decade of delivery speak. The voice is steady, direct and certain, the voice of a contractor who expects to be judged on what is still standing.

HERO HEADLINE

FOUNDATIONS FOR SOCIETY'S FUTURE

BODY COPY

Through the strength and expertise of our people, Boliville Enterprises has sustained its business success since 2011.

REASSURANCE

Send us the scope. We'll come back with a price and a programme.

SECTION HEADLINE

A DECADE OF DELIVERY

PROOF LINE

iTowers 1 & 2. Hilton Hotel Gaborone. Airport Junction Mall. Bank of Botswana. Every project named, dated, and standing.

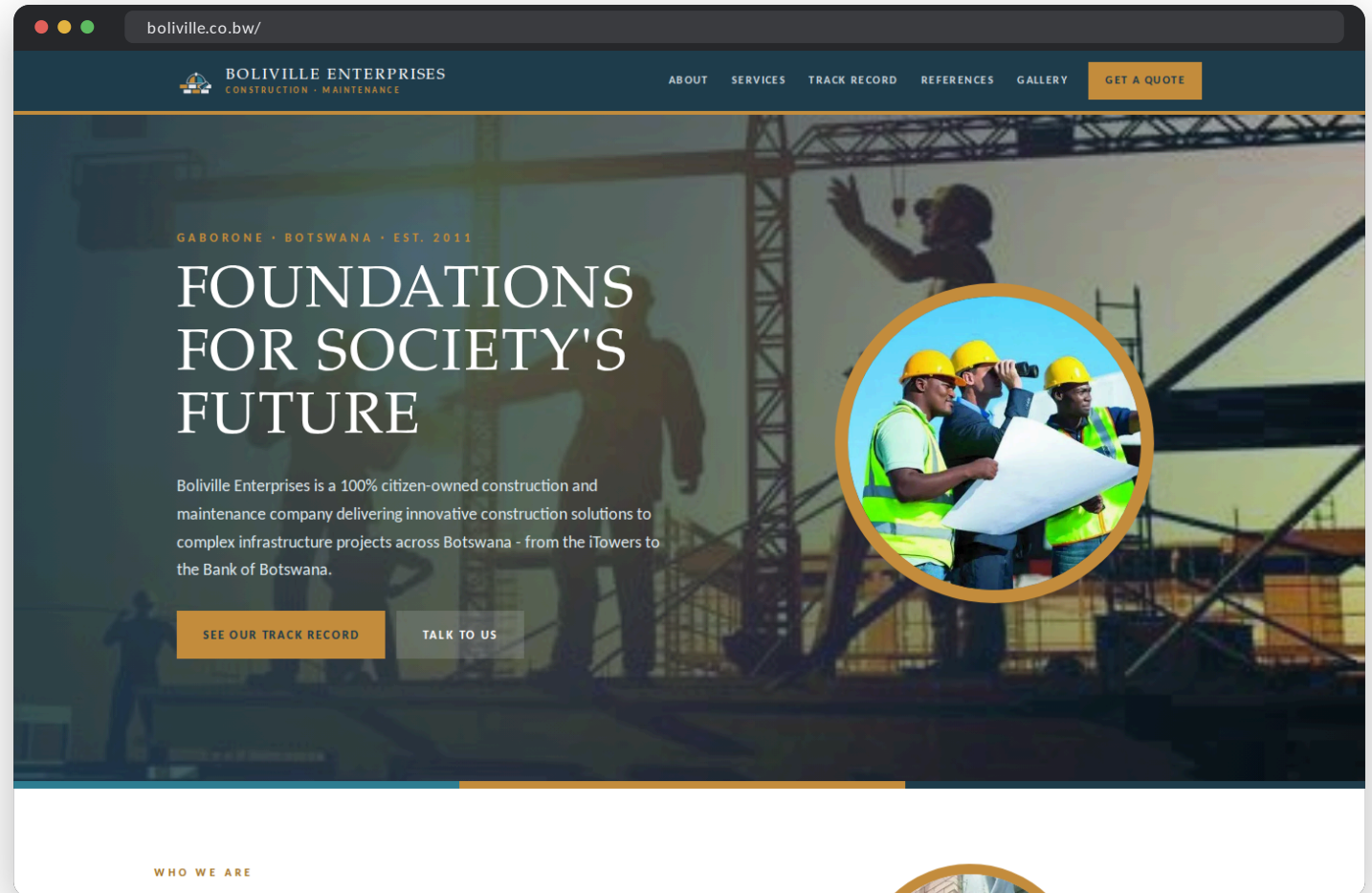
PRIMARY CALL TO ACTION

SEE OUR TRACK RECORD

03 - USER EXPERIENCE DESIGN

PROOF IN THE FIRST SCREEN

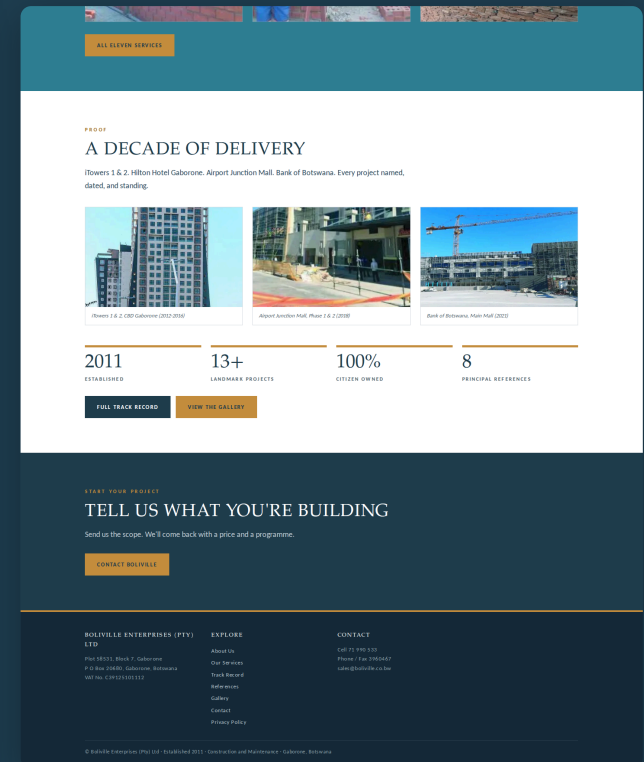
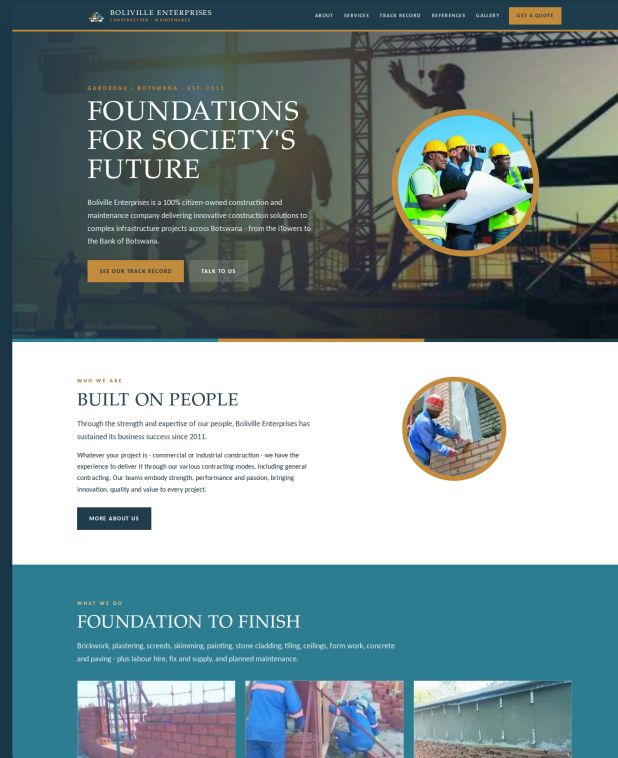
The homepage opens on the site itself - a crew at work against the sky, the company's founding line and the brief that it delivers complex infrastructure across Botswana. Two actions sit under the promise: see the track record, or talk to the team.



03 - USER EXPERIENCE DESIGN

FROM PEOPLE TO PROOF TO PROJECT

The journey follows the order a procurement officer thinks in. Who you are, built on people. What you do, from foundation to finish across eleven services. What you have delivered, a decade of named and dated projects. Then the invitation to send a scope. The information architecture holds eight pages - About, Services, Track Record, References, Gallery, Contact and Privacy around the homepage - each one a single job, reachable from the navigation in one move.



FOUNDATIONS FOR SOCIETY'S FUTURE

A brand system, copywriting and user experience design, built for Boliville Enterprises and live on the web.

BOLIVILLE.CO.BW