

CASE STUDY

OSCAR HABEENZU

dominate, digitally.

A personal brand system, copywriting and user experience design for the Expansion Architect – business strategist, digital builder and coach.

1

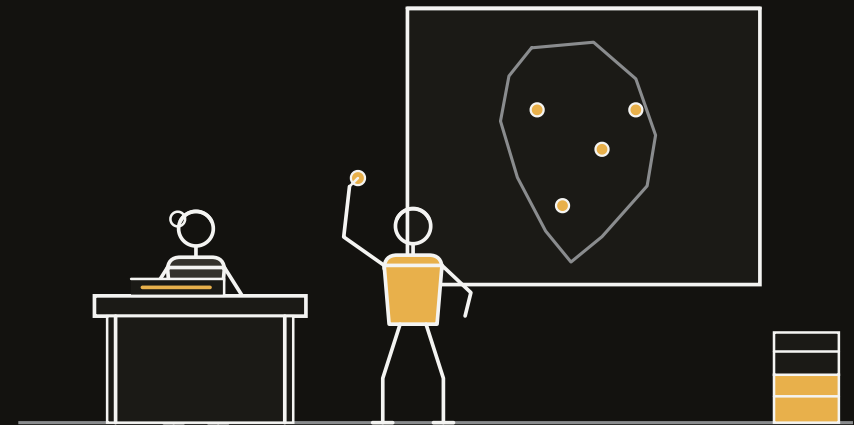
BRAND SYSTEM

8

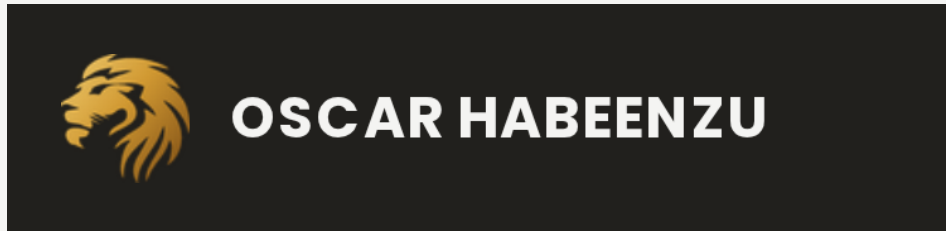
WEBSITE PAGES

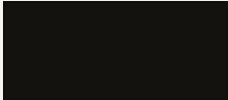
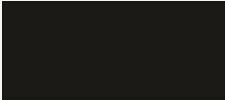
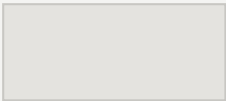
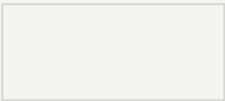
16

SCENE DRAWINGS



THE GOLD LION AND ONE LINE OF THOUGHT



			
Ink #13120F	Char #1B1A16	Brass #E8B04B	Gold #C9962F
			
Bronze #6E4410	Grey #8A8C8E	Line #E4E3DF	Off-white #F4F4F2

AA

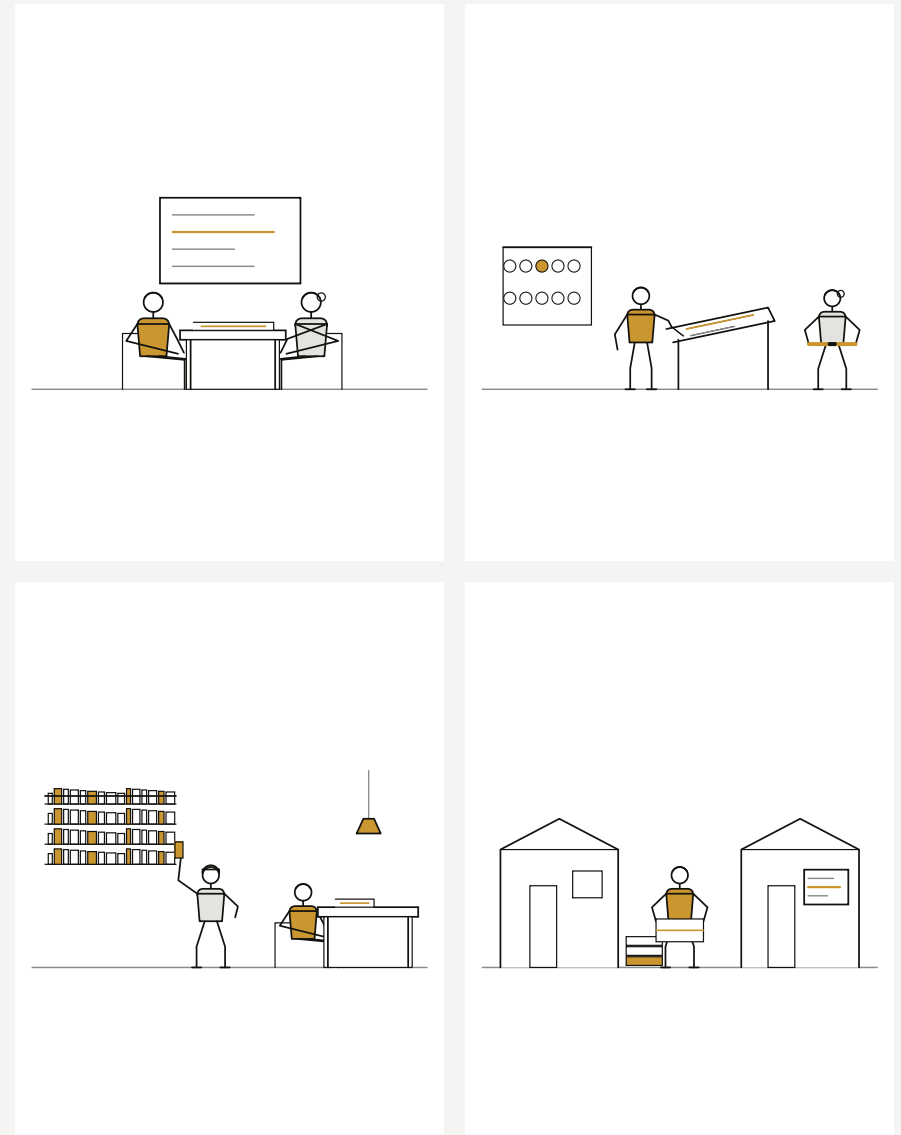
Montserrat

Name, headlines and figures in heavy capitals - the register of a builder, not a resume.

Aa

Montserrat

Body copy at regular weight, one family across the whole site for a single, unbroken voice.



02 - COPYWRITING

A RECORD, NOT A RESUME

The copy writes a person as a system. It opens on a line about building so others can be seen, then traces one line of thinking from the books to the companies to the platforms, so every page descends from the same mind. The voice is third person, assured and exact, and it lets the record carry the argument.

HERO LINE

SOME BUILD TO BE SEEN. HE BUILDS SO OTHERS CAN BE SEEN.

SIGNATURE

dominate, digitally.

BODY COPY

African enterprise rarely fails for lack of ambition. It fails for lack of systems – coherent ways to organise knowledge, communication and strategy.

INTERFACE COPY

Two decades of work. Start anywhere.

INVITATION

For strategy, brand, digital infrastructure or speaking – reach out directly.

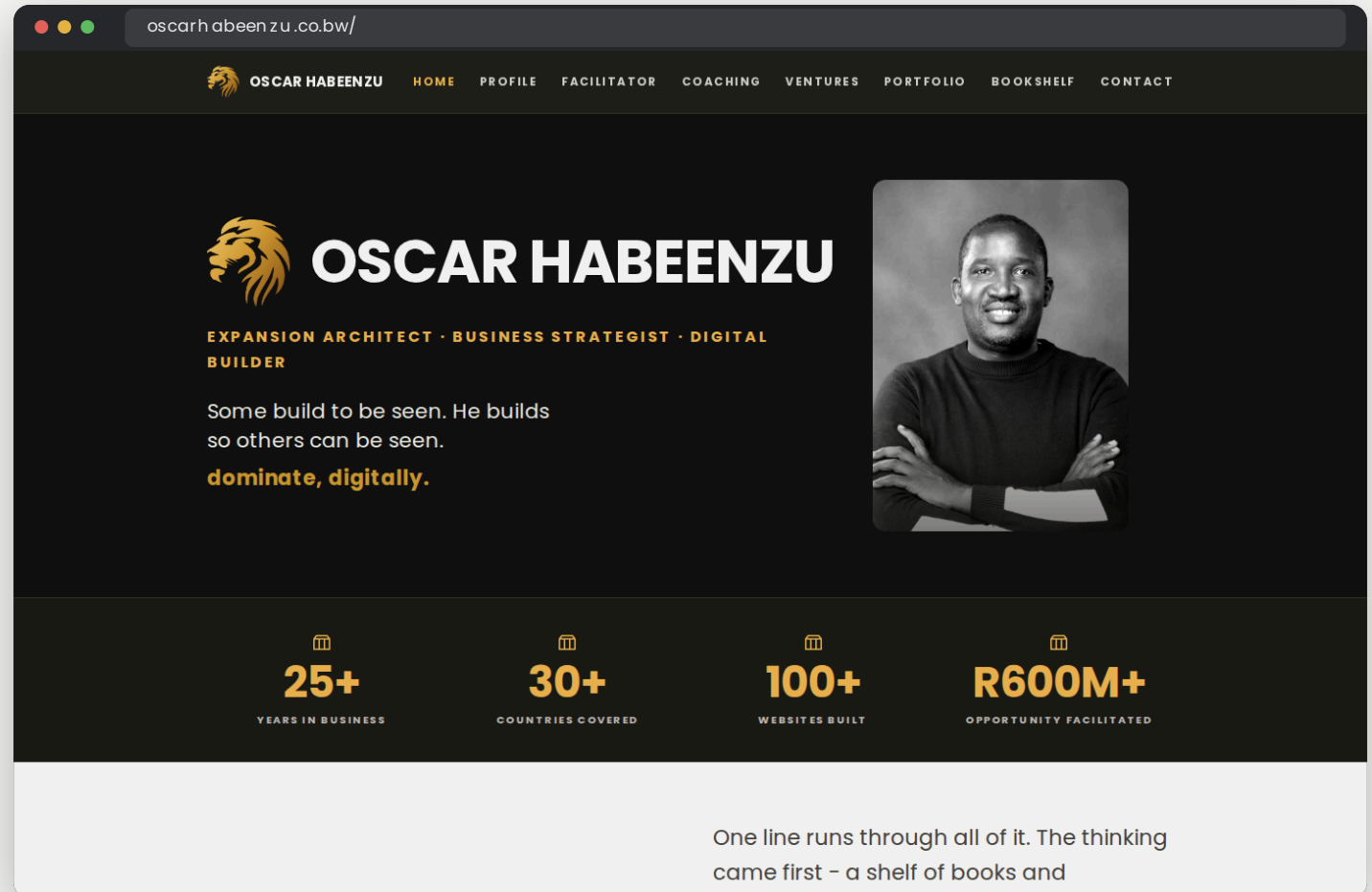
PRIMARY CALL TO ACTION

GET IN TOUCH

03 - USER EXPERIENCE DESIGN

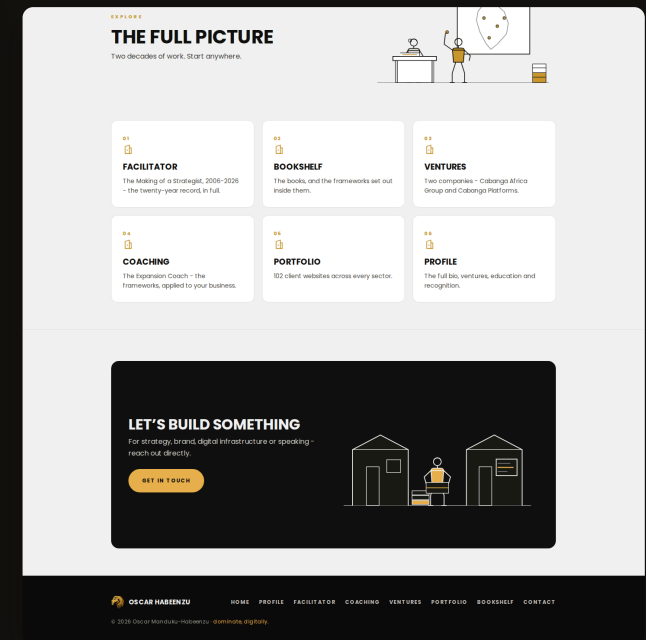
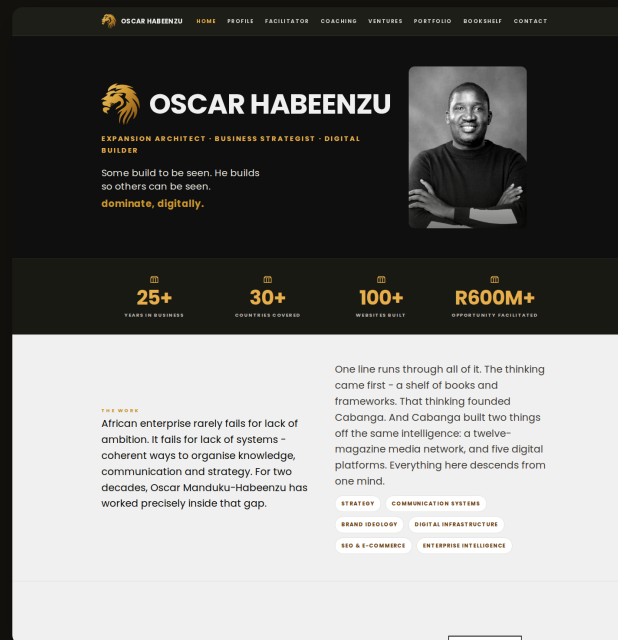
THE MAN AND THE NUMBERS FIRST

The homepage opens on the gold lion, the name and three titles, a portrait in its own column and the signature line. A band of four figures - years in business, countries covered, websites built and opportunity facilitated - does the introduction before a word of biography is read.



ONE MIND, SIX WAYS IN

The journey is built as a hub. After the numbers and the one line that runs through the work, a numbered grid of six doors opens the record – Facilitator, Bookshelf, Ventures, Coaching, Portfolio and Profile – so a journalist, a client and a publisher each start where they need to. The architecture carries eight folder pages with clean addresses, each page drawn with its own scene.



SOME BUILD TO BE SEEN. HE BUILDS SO OTHERS CAN BE SEEN.

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

OSCARHABEENZU.CO.BW