

Sabastain Masimba Guwuriro SC

SENIOR COUNSEL OF THE SUPERIOR COURTS OF
ZIMBABWE

A brand system, copywriting and user experience design for a Harare legal practitioner, notary public and conveyancer - Managing Partner of Guwuriro Associates and Senior Counsel of the Superior Courts of Zimbabwe.

1

BRAND SYSTEM

5

WEBSITE PAGES

12

PRACTICE AREAS



Midnight, wine and brass



GUWURIRO
SENIOR COUNSEL



Ink
#0A1122



Navy
#101C33



Navy Mid
#17263F



Wine
#6B1E32



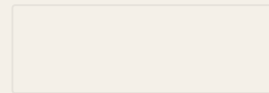
Wine Light
#8C2B43



Brass
#B98B47



Brass Light
#D2A868



Parchment
#F4F0E8

Aa

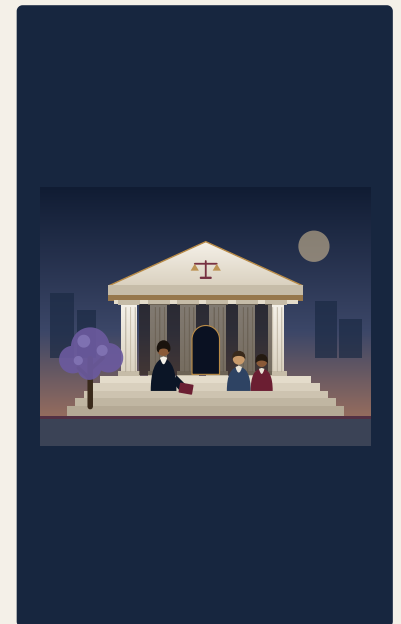
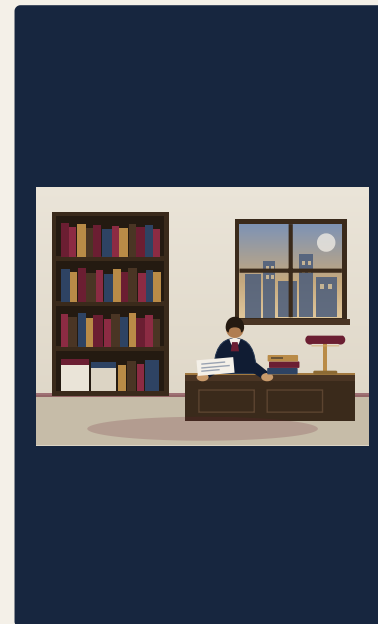
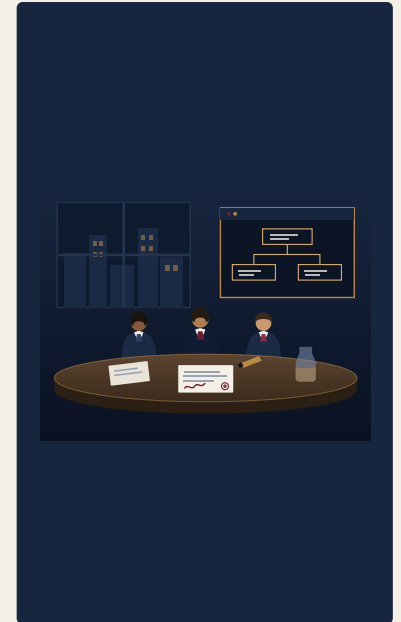
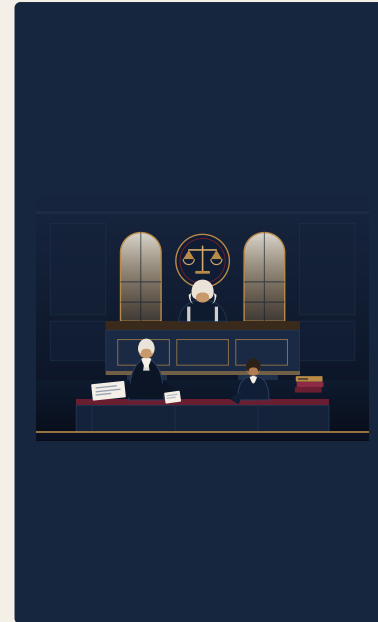
Iowan Old Style

Headlines and the name, an old-style serif with the gravity of the bar.

Aa

System Sans

Body copy, practice detail and navigation, quiet and exact.



— 02 - COPYWRITING

Counsel where the answer has to hold

The copy leads with the appointment and writes for the people who instruct senior counsel - boards, foreign investors and regulated businesses facing a decision they cannot get wrong. It sets out twenty years in practice, the firm he leads and the matters he is brought into, in the measured voice of the bar.

HERO HEADLINE

Counsel for the decisions a board cannot get wrong.

SECTION HEADLINE

Standing before the superior courts

BODY COPY

Work is led personally. Where a team is needed, it is assembled and supervised from the same desk that took the instruction.

PROOF LINE

Admitted 2004. Managing Partner since 2014. Senior Counsel of the Superior Courts of Zimbabwe.

REASSURANCE

Bring the matter while it is still a decision.

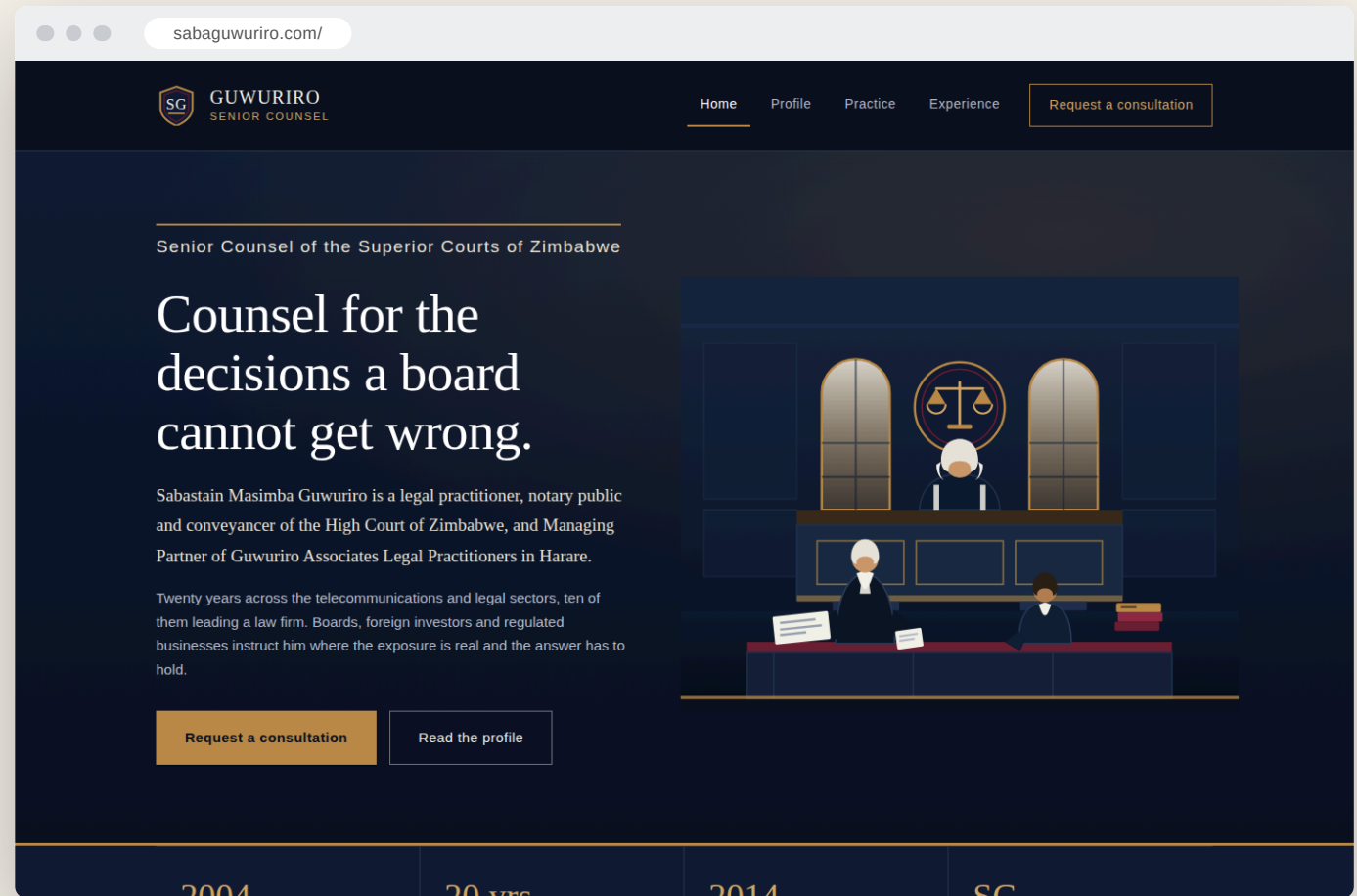
PRIMARY CALL TO ACTION

REQUEST A CONSULTATION

03 - USER EXPERIENCE DESIGN

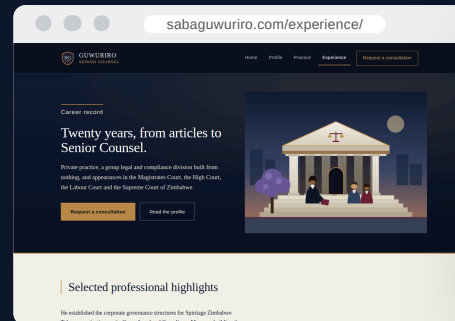
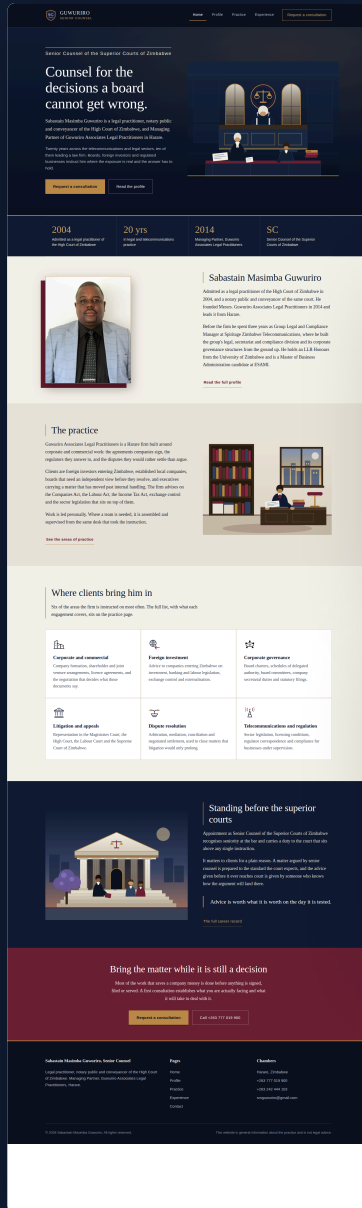
The appointment in the first screen

The homepage opens on midnight navy with the appointment above the line, the promise set in serif and the scales of the court drawn beside it. A consultation and the full profile sit side by side, and four milestones - admission, twenty years, the firm and Senior Counsel - follow directly below.



Five pages, one practitioner

The journey moves from the profile - his portrait, admission and career - to the practice and its twelve areas, the experience that brought him to the superior courts and a contact page that takes instructions from the chambers in Harare.



Counsel for the decisions a board cannot get wrong.

A brand system, copywriting and user experience design, built for Sabastain Masimba Guwuriro SC and live on the web.

[SABAGUWURIRO.COM](https://sabaguwuriro.com)