

CASE STUDY

SAGA MOVEMENT

SOMEONE ASKED. GOD ANSWERED.

A brand system, copywriting and user experience design for a Gaborone lifestyle brand running streetwear, print and a social football club under one name.

1

BRAND SYSTEM

5

WEBSITE PAGES

3

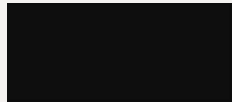
ARMS, ONE NAME



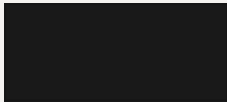
THE SHIELD, THE WEDGE AND THE RED



SAGA MOVEMENT



Ink
#0E0E0E



Ink Soft
#191919



Red
#A81717



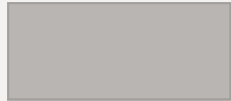
Red Deep
#7A0F0F



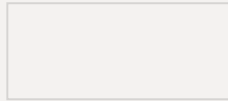
Red Lift
#C81E1E



Grey
#8A8A8A



Grey Soft
#B9B5B2



Bone
#F4F2F0

AA

Anton

Headlines in tall capitals, cut across by the angled red wedge carried from the brand's own profile.

Aa

Archivo

Body copy and interface text, a working grotesque that holds its shape at any size.



02 - COPYWRITING

A LABEL THAT BECAME A MOVEMENT

The copy tells the story of a name that grew - a hoodie in 2020 that people wore, then asked for, then identified with. It holds three very different businesses to one standard and speaks to each customer in plain terms. The voice is proud, grounded and honest, never borrowed.

FOUNDING LINE

SOMEONE ASKED.
GOD ANSWERED.

SECTION HEADLINE

WHAT BEGAN AS A
NAME IS NOW A WAY
OF MOVING

BODY COPY

In 2020 we put a name on a hoodie in Gaborone. People wore it, then people asked for it, then people started identifying with it. That is how a label becomes a movement.

INTERFACE COPY

Each arm serves a different customer.
Choose the door that fits what you came for.

REASSURANCE

We do what we said we would do, at the price we said we would do it for.

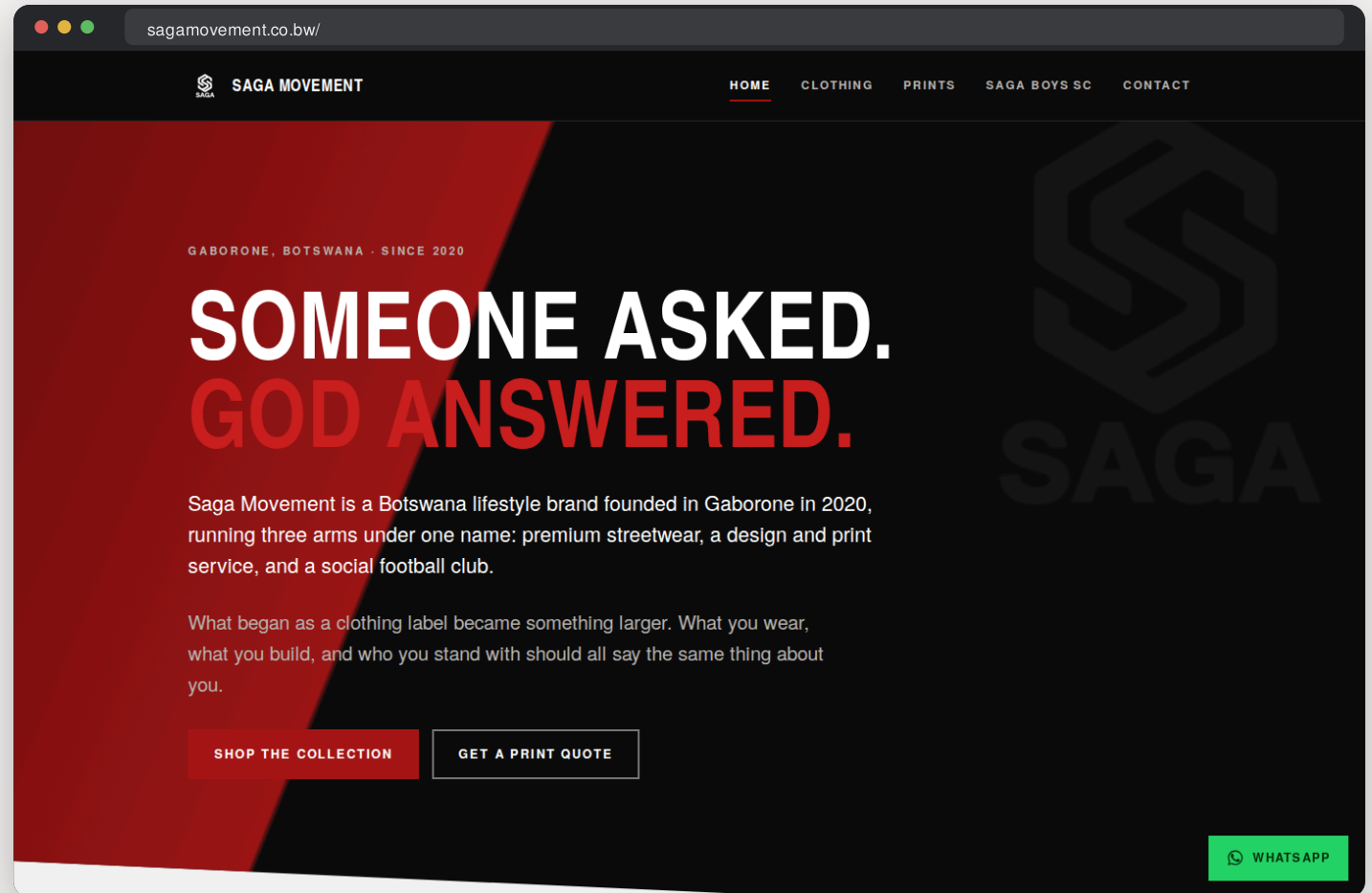
PRIMARY CALL TO ACTION

SHOP THE COLLECTION

03 - USER EXPERIENCE DESIGN

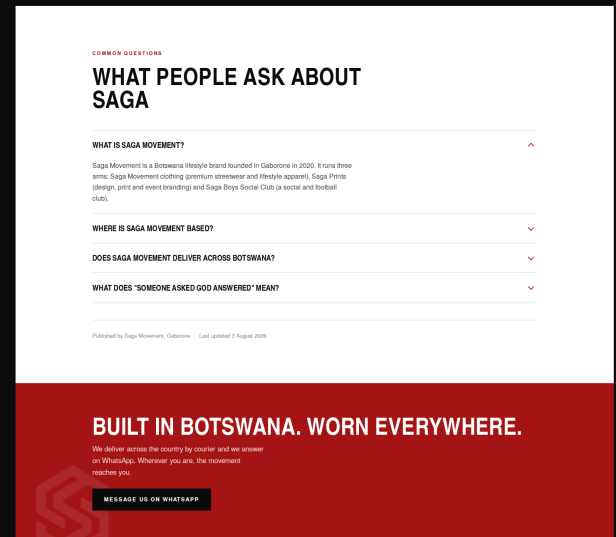
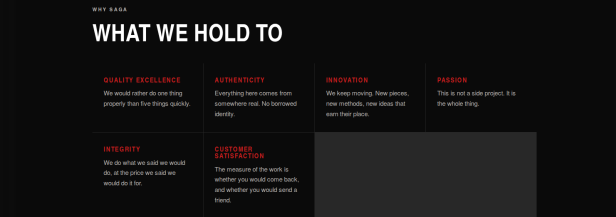
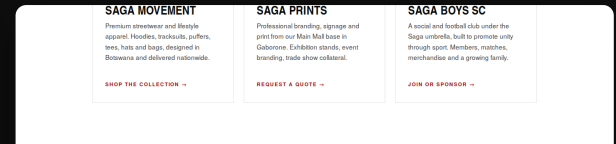
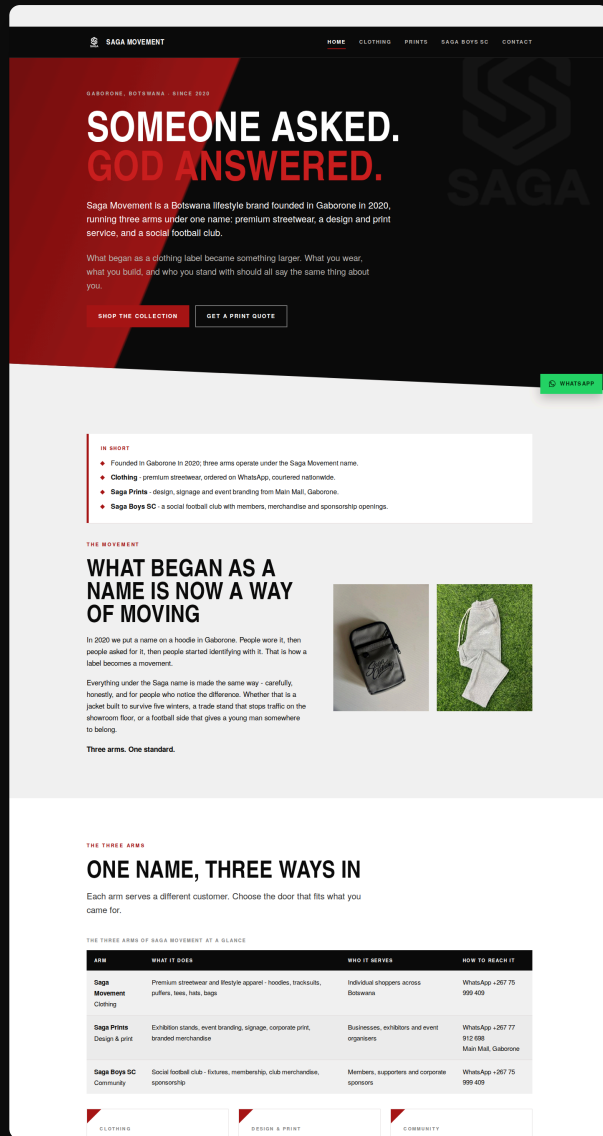
THE BELIEF BEFORE THE PRODUCT

The homepage opens on the founding line in tall capitals across the red wedge, the answer-first sentence that explains the three arms, and two clear actions - shop the collection or get a print quote - with WhatsApp always one tap away.



ONE NAME, THREE WAYS IN

The journey moves from belief to choice. The movement's story comes first, then three doors - Saga Movement clothing, Saga Prints and Saga Boys SC - each with its own page, its own customer and its own line. What the brand holds to follows, then the questions people ask, then one closing call to message on WhatsApp. The architecture is five pages, one for each arm around the homepage and contact.



BUILT IN BOTSWANA. WORN EVERYWHERE.

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

SAGAMOVEMENT.CO.BW