**fcb design**

August 2021

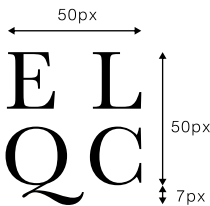# Eleanor Laws QC

## Design Handbook

# Logo

Baskerville _____

E L
Q C

50px

50px

7px

Bodoni 72 _____

E L
Q C

Garamond _____

E L
Q C

Scheherazade _____

E L
Q C

Stay Bright _____

E L
Q C

Times _____

E L
Q C

**Typography**

Text: Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUV
WXYZ

abcdefghijklmnopqrstuvwxyz

Weights:
THIN
LIGHT
REGULAR
**MEDIUM**
**BOLD**

Headings: Baskervville

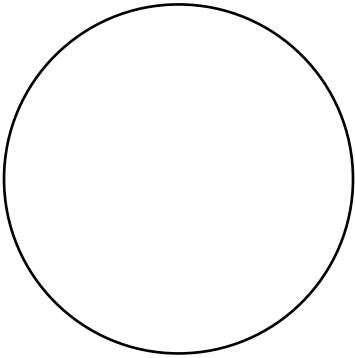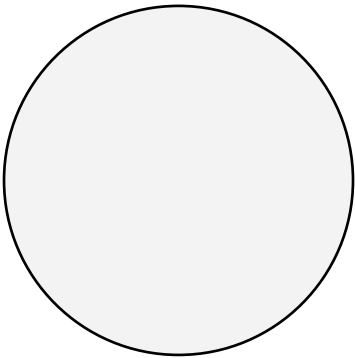ABCDEFGHIJKLMNOPQRST
UVWXYZ

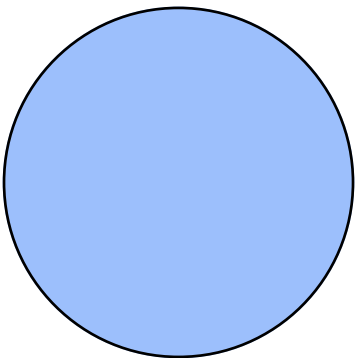abcdefghijklmnopqrstuvwxyz

Weights: REGULAR

# Colour Scheme

White (#FFFFFF)

Light Grey (#f3f3f3)

Steel Blue (#9cbffc)
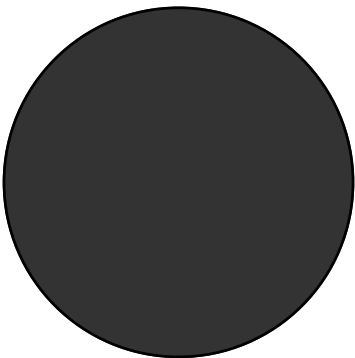
'Not Quite Black' (#333333)

**fcb design**

August 2021

# Eleanor Laws QC

Research

# fcb design

## Legal examples

### Brett Wilson LLP
(https://www.brettwilson.co.uk/ )



### BCL Solicitors LLP
(https://www.bcl.com/ )



### 6KBW College Hill
(https://www.6kbw.com/ )



### Hodge Jones & Allen
(https://www.hja.net/ )



### Kingsley Napley LLP
(https://www.kingsleynapley.co.uk/ )

# fcb design

## 2 Hare Court
(https://www.2harecourt.com/ )



## 39 Essex Chambers
(https://www.39essex.com/ )



## Jonathan Goldberg QC
(https://www.goldbergqc.com/ )



## Michael Wolkind QC
(https://www.topcriminalqc.co.uk/ )



## Atkin Chambers Barristers
(https://www.atkinchambers.com/ )



# Other examples

## Thames & Hudson
(https://www.thamesandhudson.com/ )
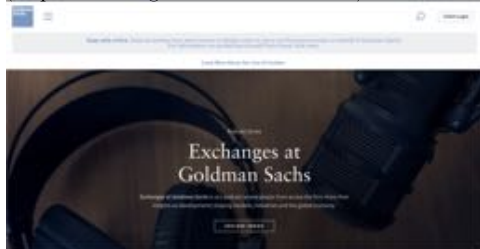


## JP Morgan
(https://www.jpmorgan.com/ )



## Goldman Sachs
(https://www.goldmansachs.com/ )

**Design:**

Due to the highly informative requirements of legal websites, there are sections that require a large amount of text to allow the site to function as intended for the reader. Although practical, this doesn't lend to a 'clean design'. Having the individual sections on the homepage limited to either most recent or 'top' items (the choice is up to you), with links through to the pages with the remainder of the items, will allow for an aesthetically pleasing hompage.

The decision for the recent or top news stories / cases / articles is important because when visiting websites, people don't tend to dive through all pages unless they are already 'converted' (a term used to describe when someone has made the decision to use a service or buy a product through a particular website) - conversion being the whole point of a website at the end of the day. Therefore, leaning towards immersive design is the key of the homepage.

The top (hero) section should welcome visitors into the site, giving them the knowledge of what is on offer to them in an accessible manner.

**SEO:**

Creating a successful site is only partially dependent on how well it looks and works, the other half of the puzzle is in regard to how easily accessible it is for potential clients to find in the vast sprawl of options available through search engines. Maximise this potential is done through the SEO process (Search Engine Optimisation). This is the process of improving both the quantity and quality of web traffic to the site from search engines.

To achieve this, keywords need to be put into the content of the site through multiple means, terms that will be inputted into Google and similar search engines by people looking for a particular service or product. Therefore, these terms need to be consistent and imaginative in order to push the site to the top of the search results and improve the flow of traffic to the site.

# fcb design

## Research notes:

Brett Wilson LLP
- sections: about, our people, services (extensive list for SEO), blog (different blog sections), contact
- long contact form (place for name, email, message, phone number) very obvious for contact
- minimal interactions, simple colour palette and direct design
- experience is jolted, not much flow
- headings: Roboto Slab (serif), text: Open Sans
- stock London images; dull, but will hold SEO value in their alt descriptions

BCL Solicitors LLP
- sections: about, services, people, commendations, news & insights, careers, contact
- relevant information in footer, no form, very clean homepage with links to sections
- slightly confusing as to what the content is relating to, but it is enticing nonetheless
- interactions are sudden, but design has continuity
- headings and text: Helvetica Now

6KBW College Hill
- sections: expertise, people, news, recruitment, about, diversity and inclusion, publications, blog, contact
- authoritative/surgical blue colour scheme, very simple, informative, clear,
- headings & body: Helvetica
- no-nonsense site but lacks character
- colour scheme change on blog sub-domain to a lighter blue, makes the movement obvious
- messaging ability on contact page

Hodge Jones & Allen
- sections: about, services, people, 'expert comments', news & insights, covid-19 help, contact
- 'get in touch' CTA visible always
- aggressive interactions, intense colour changes, massive variety of typography. The bold design has a tendency to take away from the content, however the large text variations throughout are compelling
- large section case studies
- off-white background gives that 'legal' feel

Kingsley Napley
- customer-focused hero section. automatic slider works well, good imagery (does break on click however)
- well sectioned, imagery carries the message - informal but effective
- clean footer
- CeraPro sans serif (throughout)