

OTG: Design Document

Client Overview:

OTG is a law firm specialized in the field of employment law. Its attorneys are dedicated to protecting and promoting employee rights. The firm represents employees, executives, and partners across all industries. OTG has won many awards and recognitions in the field of employment law.

Competitor References:

- Lieff Cabraser Heimann & Bernstein (<https://www.lieffcabraser.com/>)
- Werman Salas P.C. (<https://www.flsalaw.com/>)
- Fitapelli & Schaffer LLP (<https://www.fslawfirm.com/>)
- Wood Edwards LLP. (<https://www.mylawteam.com>)
- Borden Ladner Gervais LLP (<https://www.blg.com/en>)

Client-Identified Well-Designed Sites:

- Clean design:
 - <https://www.playbook.com/>
 - <https://www.nytco.com/>
 - <https://ashcroftlawfirm.com/>
- <https://www.cravath.com/> - Has a nice breakdown of services.
- <https://www.skadden.com/site-search?skip=0&keyword=litigation&hassearched=true> – I don't love the site as it feels heavy somehow, but their search setup is amazing.
- <https://www.mylawteam.com/> - They really answer the How Can We Help You on head on.
- <https://www.jhpji.com> – Way too modern for us, but they made it work by creating the images they needed in such a simple but beautiful way.
- <https://crucible.law/> - Boxy, but somehow not boring.
- <https://www.maleklawfirm.com/> - They get the point across without being overwhelming, even with that red color.

Color:

- OTG brand colors are light steel blue, grey, and white, with an accent yellow/olive color. Sometimes, the firm uses magenta for accents. <https://prnt.sc/24q2ii8>.

Design Recommendations:

- The content should have enough space to breathe.
- The elements should not feel too busy on the page.
- A call to action button has been recommended to be placed in the hero image.

- Visitors should feel welcomed and informed, but not overwhelmed: They are in a place where they can receive help.

Imagery:

- Use photos that don't seem fake or too much like stock images. Also include images that show diversity.

Typeface:

- OTG corporate font is Helvetica.

Icons:

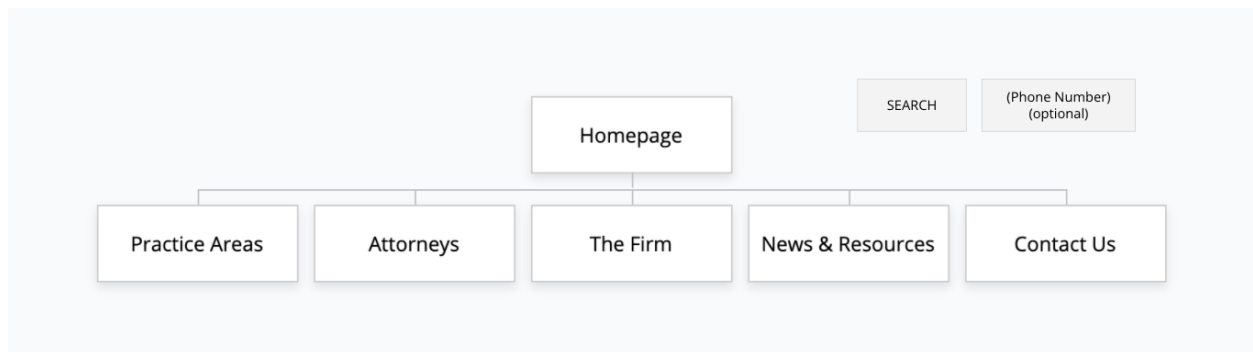
- When applicable, icons should be used on the new website.

Animations/Hover/Interactivity:

- The animation style should be modern, subtle, and appropriate to the more serious nature of a law firm.

Sitemap:

The recommendation for the website navigation can be found below:



Details:

Level 1:

- Homepage (Search Bar and optional phone number in header)

Level 2:

- Practice Areas
 - (Listing of practice areas)
 - Practice Groups
- Attorneys
- The Firm
 - About Us

- Awards & Recognition
- Careers
- News & Resources
 - Employment Law Blog
 - Publications
 - Useful Resources
- Contact Us

Below is a recommendation of the information for the footer:

- Practice Areas
- Attorneys
- The Firm
- Cases
- News & Resources
- Contact Us

- Site Map
- Attorney Advertising
- Terms and Conditions
- Disclaimer
- Privacy Policy

- Social media links

Homepage

- The homepage should include the following sections :

