



Sterling & Cross

ATTORNEY DIRECTORY, BOOKING PLATFORM & MOBILE APP · CASE
STUDY

A complete concept design and build — website, consultation booking with
online payment, a reception check-in tablet and mobile app, plus a self-service
admin panel for daily firm operations.

Concept & Vision

"A law firm website that reads like a well-kept library, not a billing department — every attorney verified, every fee visible, every matter handled by one person start to finish."

Sterling & Cross is a fictional boutique law firm, developed as a full concept to demonstrate what a trustworthy legal booking experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Clients who want to see an attorney's real availability and fee before calling — and firms that want fewer dropped intakes and less delayed-invoice friction.

BRAND PERSONALITY

Warm, considered, quietly authoritative. Terracotta on a near-black ground, closer to a well-worn law library than a glass-tower corporate practice.

PRIMARY GOAL

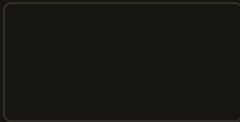
Convert a search into a booked, paid consultation — using a real attorney directory, transparent fees, and a booking form that takes under a minute.

OWNERSHIP

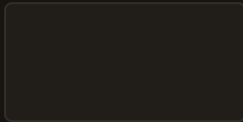
Firm staff manage attorney profiles, matter records, and firm info independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



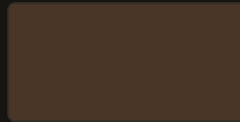
Void
#171512



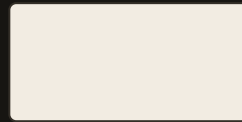
Surface
#211E1A



Ember
#8A4A3A



Wine
#4A3626



Cream
#F2ECE2

A warm near-black replaces pure black throughout — it reads as considered rather than corporate, and lets the terracotta accent carry every call to action.

TYPOGRAPHY

Every matter, handled like it's the only one.

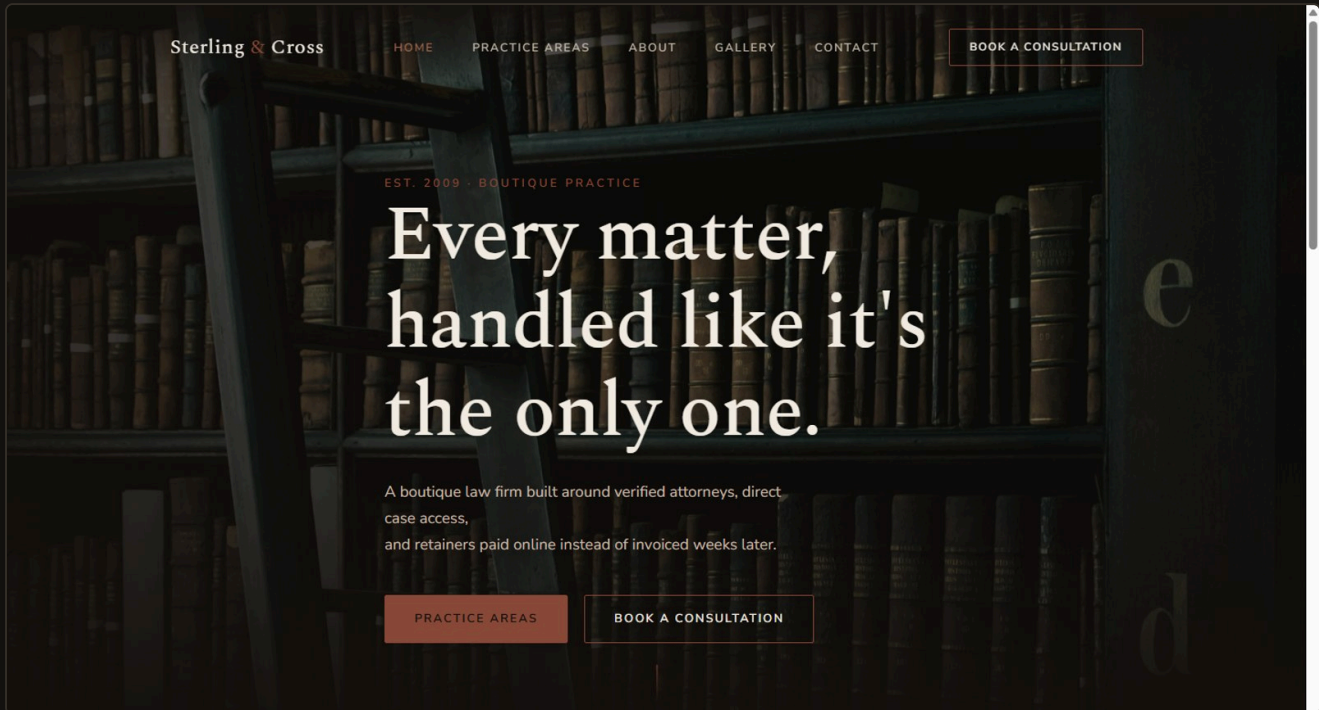
Spectral pairs a warm, literary serif for headlines with Nunito Sans for body copy and interface text — a deliberate pairing for a legal practice, not the default safe choice.

SPECTRAL · DISPLAY | NUNITO SANS · BODY & UI

LAYOUT APPROACH

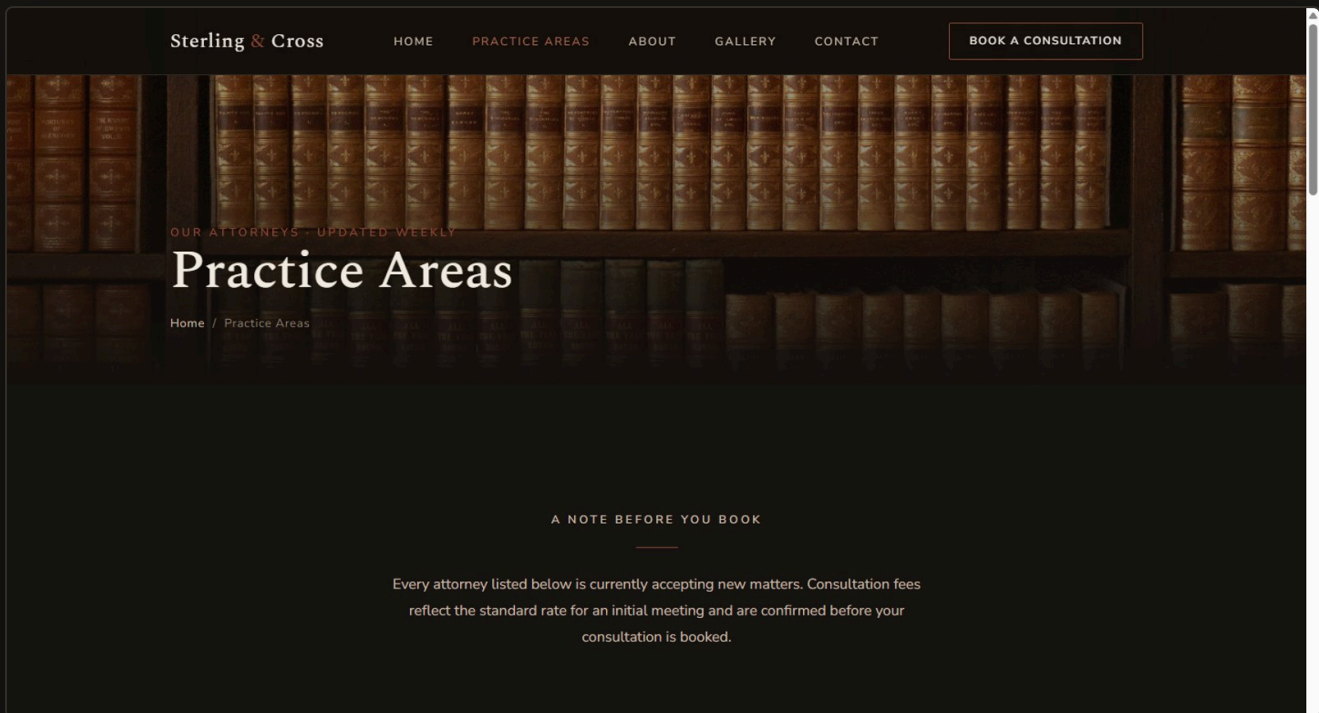
Full-bleed library and document photography, generous negative space, and thin terracotta hairline dividers replace the clip-art scales-of-justice layouts common in legal templates — real books and real signatures carry the page, not stock iconography.

Home



Purpose: establish trust in the first three seconds. A full-height library photograph, a single-sentence thesis statement, and two clear actions — browse practice areas or book directly — before the visitor scrolls past the fold.

Practice Areas



Purpose: read like a real firm directory, not a stock-photo wall of smiling faces. Attorney name, dotted fee leader, and a one-line specialty — grouped by practice area, jump-linked at the top for fast navigation across all seven areas.

Book a Consultation

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HOME

PRACTICE AREAS

ABOUT

GALLERY

CONTACT

BOOK A CONSULTATION

BROWSEBOOKCONFIRM

Book a Consultation

Home / Book a Consultation

CORPORATE

LITIGATION

REAL ESTATE

FAMILY LAW

ESTATE PLANNING



Marcus Blackwood

Corporate counsel · formation, contracts, governance.

\$250

+ ADD TO CONSULTATIONS



Elena Voss

Mergers & acquisitions · due diligence, deal structuring.

\$280

- 1 +

Your Consultation Request

1 × Elena Voss

Corporate

Consultation Fee

\$280.00

Total

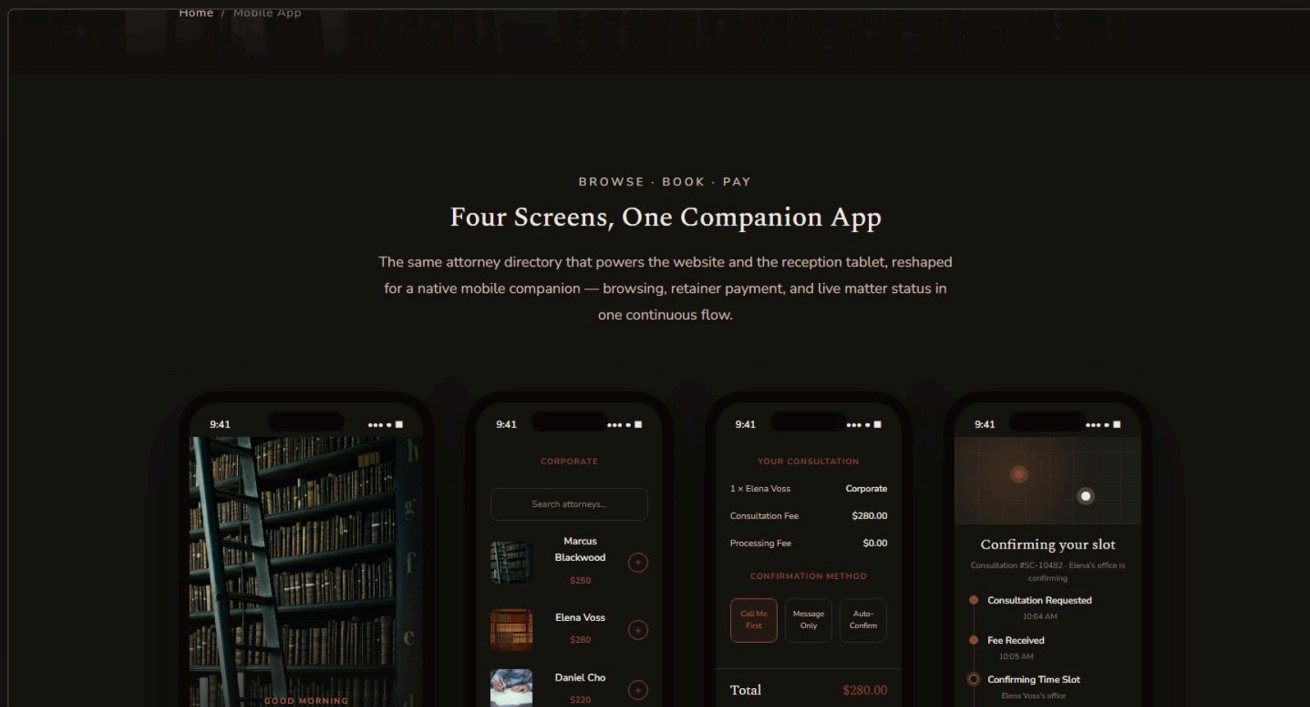
\$280.00

GO TO CHECKOUT

View in-office check-in tablet →

Purpose: browse attorneys by practice area, add one to a consultation request, and see the consultation fee before checkout — the same directory and pricing that live on the Practice Areas page, reused rather than duplicated.

iOS & Android Companion App



Purpose: four native-style screens — discover, browse, book & pay, and live matter status — built from the same design system and the same attorney data as the website and the reception tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live booking data.

Dashboard & Firm Management

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Dashboard

Attorneys

Matters & Records

Attorney Accounts

Gallery

Firm Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

13

ACTIVE ATTORNEYS

13

VISIBLE ON SITE

7

PRACTICE AREAS

8

GALLERY PHOTOS

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Attorney

Manage Gallery

View Matters

Edit Firm Info

Recent activity

ACTION	ITEM	WHEN
Consultation booked	Elena Voss — Jordan Ellis	2 hours ago
Photo uploaded	Gallery — "Signing Day"	Yesterday
Attorney profile updated	Grace Whitfield	3 days ago

Purpose: give firm staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: attorneys, matters, staff, and firm info. Attorneys are added, priced, and hidden from the same panel; matter records flag new requests automatically; staff accounts get short login codes for the reception tablet.

Technical Foundation

Built for a specific business reality: an independent law firm that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

CLIENT-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full booking flow — browse, request, and pay a consultation fee online
- ✓ Reception check-in tablet, same directory as the website
- ✓ Mobile app design mockup — discover, book, and track matter status
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove attorney profiles in real time
- ✓ Auto-generated staff login codes for the reception tablet
- ✓ Matter records with automatic new-request flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this firm, not recognizable as a reused legal theme.

02

The firm never has to call a developer for routine changes

New attorney, new fee, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for clients and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.

Design & Development Portfolio · 2026