

Sears–Davies

The Creative Agency  
for Professional Services  
Credentials

# About Us

Welcome to Sears–Davies, where creativity meets deep industry knowledge within professional services. We are a passionate team of designers, developers, and strategists dedicated to crafting exceptional work that captivates and inspires.

## **Unrivaled track record**

Founded in 1988, we have earned a reputation over more than thirty-five years for delivering stunning design solutions that elevate brands and drive business growth. Whether designing professional and authoritative websites for law firms or creating visually striking brochures to sell central London office space, our team has the skills and expertise to deliver exceptional results.

## **Proven creative process**

Our design method is a robust and effective process for managing creativity and innovation in legal services. It is designed to deliver novel solutions to marketing challenges while minimising risk, building consensus, and delivering measurable business results.

## **Lasting relationships**

Beyond our technical expertise, we pride ourselves on providing exceptional client experiences. At Sears–Davies, we believe in forging strong partnerships with our clients. We take the time to understand your unique goals, challenges, and target audience, and our collaborative approach allows us to create designs that align with your business objectives and resonate with your specific market.

## **Work with us**

Discover the power of great design with Sears–Davies. Whether you're a law firm looking to enhance your online presence or a real estate agency seeking to differentiate a development in a competitive market, our team is here to provide tailored design solutions that elevate your brand.

# Our Team

We are an experienced, passionate and talented team of creatives, designers, developers, and strategists dedicated to crafting exceptional work that captivates and inspires.



**Mike Bean**  
Managing Director



**Mark Barlow**  
Design Director



**Ben Tobin**  
Creative Director



**Thuy Nguyen**  
Senior Developer

# Our Clients

We pride ourselves on the diversity of the clients. Our experience in the professional services is extensive, but that's not all we do. From blue-chip multinationals to budding entrepreneurs, we find the right design solution to fit.

1GC | Family Law  
29 Bedford Row  
30 Park Place  
4 Pump Court  
4-5 Gray's Inn Square  
5 King's Bench Walk  
Active Shares  
Arbitra  
Barclay Search  
Bluebook  
Bourne Capital  
Brick Court Chambers  
Castlebrooke Investments  
CEPA  
Crown Office Chambers  
Devereux

Downforce Technologies  
Essex Court Chambers  
Falcon Chambers  
Farebrother  
Fountain Court  
Francis Taylor Building  
Hailsham Chambers  
Hansel Henson  
Insolvency Lawyers Association  
Jones Granville  
Joseph Hage Aaronson  
LK Shields  
Lonza  
Macfarlanes  
Maitland  
Mayfair Capital

Mile End Climbing Wall  
Murrill Construction  
NopalCyber  
One Essex Court  
Pets As Therapy  
Pulsar Building Consultancy  
Pump Court Tax Chambers  
Queens Ice and Dance  
QuisLex  
Saunderson House  
Serle Court  
ShearsLaw  
Sinclair Gibson  
Store Property  
ThoughtLeaders4  
Zaiwalla & Co Solicitors

Sears–Davies

Case Studies

# One Essex Court

Clients regard One Essex Courts as one of the pre-eminent commercial sets, and its expertise is considered the best in the industry. With a reputation firmly established over the years, Chambers embarked on a journey to define its brand and visual identity, a brief commissioned once again to Sears–Davies, who had previously designed its original logo over two decades prior.

# One Essex Court

With a legacy of over 35 years supporting chambers' clerking and marketing teams, Sears–Davies has brought a wealth of experience and insight to the table. Their longstanding partnership with One Essex Court, a testament to the trust and confidence in their expertise, laid the foundation for a seamless collaboration to elevate the chambers' brand to new heights.

When Sears–Davies was entrusted with the brief of designing and developing a new website, we approached it with our signature detailed approach. The brief was clear: the site had to represent professionalism, modernity, and ease of navigation while capturing the essence of One Essex Court's unparalleled expertise. This was not a unique brief, but it posed a distinct challenge in presenting the chambers as the undisputed leaders in the industry, a challenge that Sears–Davies was uniquely equipped to tackle.

The project started with a comprehensive discovery session, during which we meticulously delved into the intricacies of One Essex Court's existing online presence. Through a thorough analysis of the chambers' website and content, they identified areas for improvement and opportunities for differentiation. This detailed process led to the presentation of three visual recommendations, each crafted to encapsulate the chambers', their members, and their expertise in a compelling visual narrative.

The selected design was carefully developed and refined, with every page and template tailored to showcase One Essex Court's top-tier professionalism. Bold and confident messaging permeated the site, conveying the chambers' unwavering commitment to excellence. Expressive typography, practice-related circular-themed videos, and imagery further reinforced One Essex Court's unity and strength, solidifying its position as one of the Bar's true heavyweights.

In the end, the successful collaboration between Sears–Davies and One Essex Court culminated in a website that met and exceeded expectations. Seamlessly blending form and function, it served as a digital testament to One Essex Court's unrivalled pedigree and prowess in commercial law. This collaborative effort set a new standard for excellence in the legal industry, inspiring confidence and trust among clients and peers alike.



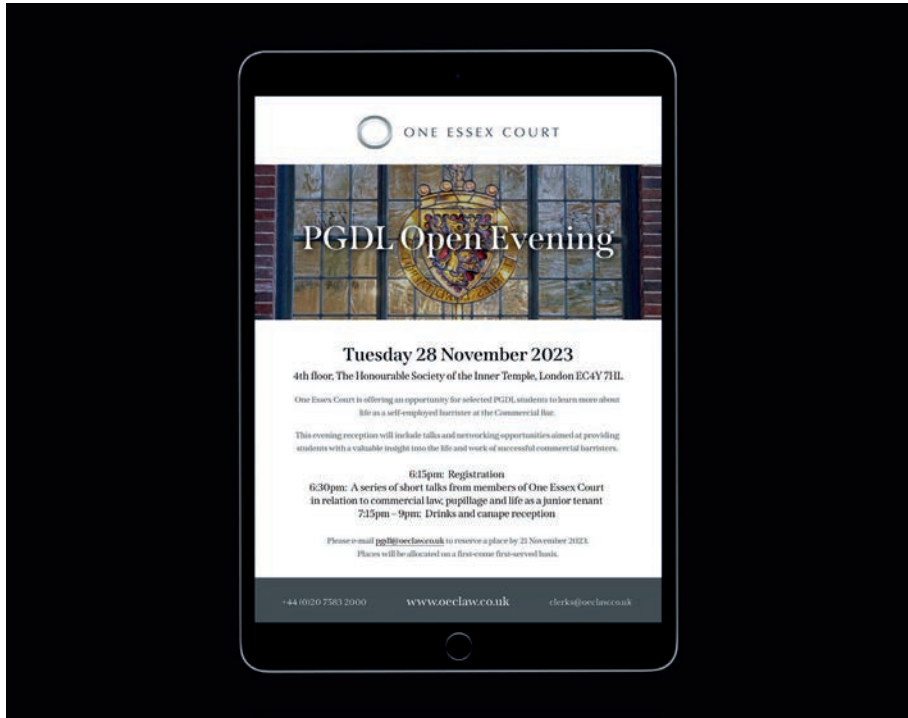
ONE ESSEX COURT















# Maitland

We had the opportunity to work with Maitland on an exciting brief that involved a comprehensive rebranding and repositioning of Chambers. The goal was to create a modern, professional, and cohesive identity reflecting Maitland's expertise, vision and values while establishing a solid online presence.

# Maitland

## **Process**

The project began with a discovery session and a thorough analysis of Chambers's existing brand identity and messaging. Mike Bean and Mark Barlow worked closely with Maitland to develop a modern and more 'grown-up' brand image that aligned with their audiences and the evolving legal landscape.

Sears-Davies produced stylescapes to collaborate with Chambers on the visual development of their brand. These stylescapes, presented as large physical boards, allowed us to show a variety of design concepts, colour schemes, and typography options in a way that was easy for everyone to understand and provide feedback on. By working together through stylescapes, we could come to a consensus on the overall look and feel of the brand, ensuring that it accurately represented Maitland's values and mission.

The new Maitland wordmark and brand elements were applied to multiple print and digital touchpoints. This involved designing business cards, letterheads, email signatures, and other collateral to ensure consistency across all touchpoints. New brand and style guidelines were created to serve as a comprehensive toolkit and reference for future marketing materials, providing a unified and impactful visual identity for the set.

In parallel with the brand application, we dedicated our efforts to the website design and build. Maitland and its Members required a website that not only showcased their expertise but also provided a seamless and user-friendly experience for existing and potential clients. We meticulously designed the website, ensuring optimal viewing experiences across all devices, focusing on an intuitive layout, and prominently featuring Members of Chambers and Maitland's newly focused areas of expertise.

## **Result**

The result is a powerful and unified brand identity that firmly positions Maitland as "an exceptional set", while the website serves as a valuable and reliable resource for their clients and prospects alike.



MAITLAND

MAITLAND

MAITLAND










+44 (0)20 7406 1200 Barristers Clerks

### BARRISTERS

Name Area of Expertise Seniority


Order by Seniority | Alphabetical

#### KING'S COUNSEL

 <b>MICHAEL GIBBON KC</b> CALL 1993 SILK 2011	 <b>CATHERINE NEWMAN KC</b> CALL 1979 SILK 1995	 <b>MATTHEW COLLINGS KC</b> CALL 1985 SILK 2006
 <b>CHRISTOPHER PARKER KC</b> CALL 1984 SILK 2008	 <b>NICHOLAS PEACOCK KC</b> CALL 1989 SILK 2009	 <b>RICHARD MORGAN KC</b> CALL 1988 SILK 2011
 <b>ANDREW WALKER KC</b> CALL 1991 SILK 2011	 <b>ANDREW TWIGGER KC</b> CALL 1994 SILK 2011	 <b>EDMUND CULLEN KC</b> CALL 1990 SILK 2012

MAITLAND

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**CATHERINE ADDY KC**  
CALL: 1998 SILK: 2017

- DOWNLOAD CV
- EMAIL CLERKS
- CLERKING TEAM

Catherine has an extensive commercial and chancery litigation practice and has long been highly recommended by the directories, regularly being nominated for various awards. Catherine was named *Company/Insolvency Silk of the Year 2022* by Chambers UK and *Insolvency Silk of the Year 2020* by Legal500 and was described by Chambers UK/Global (2021 - Dispute Resolution: Commercial Chancery) as "one of the cleverest people at the Bar" who "has a brilliant, encyclopedic knowledge of the law and is great to work with".

In the *Commercial Dispute Resolution* field, Chambers UK recently described her as a "strong advocate"; "Rising in prominence as a silk in the cross-over space between insolvency, fraud and commercial disputes. Catherine is a superb team player, who is responsive and misses no detail in a case. She also has a great courtroom manner".

"Phenomenally clever and incredibly hard working, she is a dream silk to work with"

CHAMBERS UK COMMERCIAL DISPUTE RESOLUTION 2024

#### ARTICLES

- THE CORPORATE INSOLVENCY AND GOVERNANCE ACT 2020 (CORONAVIRUS) (EXTENSION OF THE RELEVANT PERIOD) REGULATIONS 2021 – CONTINUING A FALSE SENSE OF SECURITY FOR DIRECTORS AND COMPANIES ALIKE!
- WRONGFUL TRADING SUSPENSION DOES IT CREATE A FALSE SENSE OF SECURITY?

#### PUBLICATIONS


- BUCKLEY ON THE COMPANIES ACTS



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## COMPANY & PARTNERSHIP



We pride ourselves on the multi-disciplinary skills of our barristers and our ability to offer the right mix of seniority and experience to deal with any dispute within our fields of expertise, ranging from the largest and most complex pieces of litigation and arbitration to smaller disputes, thus providing our clients with an advantage when different areas of specialism overlap.

Maitland has a long tradition of providing advocacy and advice in company and partnership disputes of all shapes and sizes, in England and globally, in litigation or arbitration.

These disputes regularly throw up complex issues involving a wide range of legal disciplines including fraud, insolvency, directors' and other fiduciary duties, trusts and property rights. Maitland is able to put together a team which can readily cover all such issues.

Recent reviews of Maitland's work include: "teeming with very bright and hard-working barristers who are all commercially minded and very easy to deal with"; "...a first class Chambers"; "...an exceptional set which improves each year ..."; "...a leading commercial set at the top of their game"; "...ahead of the game and will always make your opponent sweat"; "...a set going from strength to strength".

Maitland has been instructed in relation to many of the major domestic and international company and partnership disputes in the last few decades across a wide variety of industries, including banking and financial services, private equity, hedge funds, sport, retail, tech, fishing, construction and charities. Key highlights include: *British American Tobacco v Sequenza*, *Broadbent v Conroy Callister* (concerning the Black Swan jurisdiction), *Togushev v Orlov*, the *Tesco* shareholders' dispute, the *Liverpool Football Club* shareholders' dispute and *F&C Alternative Investments*.

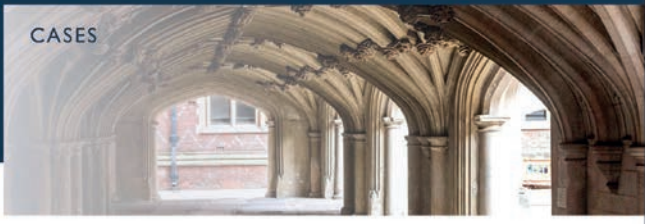
In addition to heavy trials and arbitration hearings, Maitland is regularly instructed in the appellate courts on complex and important questions

[VIEW BARRISTERS WITH THIS EXPERTISE](#)

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## CASES



Case Name Q Area of Expertise ▼ Members ▼

### TRANSWASTE RECYCLING AND AGGREGATES LIMITED

JUDGMENT DATE: 19 FEB 24

MEMBERS  
Gabriella McNicholas

This was an unfair prejudice petition which sought to challenge transactions worth in excess of £45million on the basis that they formed part of a deliberate and unlawful scheme on the part of the majority to divert profits from the company. Gabriella McNicholas acted for the Respondents, led by...

[VIEW CASE](#)

### LCIA ARBITRATION: SHAREHOLDER DISPUTE CONCERNING £1BN FAMILY-OWNED GROUP.

JUDGMENT DATE: 19 FEB 24

MEMBERS  
Rebecca Page

Shareholder dispute concerning £1bn family-owned group.

[VIEW CASE](#)

### KING BUN V LAU (2024, BVI COURT OF APPEAL)

JUDGMENT DATE: 17 JAN 24

MEMBERS  
Olivier Kalfon





<b>Maitland Navy</b> HEX: #003366 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Neptune</b> HEX: #007090 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Slate</b> HEX: #667788 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Tin</b> HEX: #996633 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Grape</b> HEX: #800040 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Sage</b> HEX: #666633 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Plum</b> HEX: #400040 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%
<b>Maitland Linen</b> HEX: #E0E0E0 CMYK: 100, 50, 100, 0 PANTONE: 2865 C	100%	75%	50%	25%

# Lonza

Lonza is one of the world's largest healthcare manufacturing organisations, helping pharmaceutical, biotech and nutrition companies to bring their treatments to market. It sought to enhance its digital presence by transforming its annual report into a dynamic and engaging online experience.

With a commitment to transparency and innovation, Lonza approached Sears-Davies to design, develop, and deliver the digital implementation of its annual report and accounts.

# Lonza

## **Challenge**

Lonza acknowledged the importance of leveraging digital platforms to communicate its financial performance, strategic initiatives, and corporate responsibility efforts to stakeholders worldwide. The challenge lay in creating a digital online version that complied with regulatory requirements and reflected Lonza's commitment to excellence and sustainability. Sears-Davies was tasked with designing a user-centric and visually compelling digital experience that effectively communicates Lonza's achievements and aspirations.

## **Solution**

Sears-Davies worked with Lonza's corporate communications team to visualise and execute the report's digital implementation. Leveraging our digital design and development expertise, we crafted an online experience seamlessly integrating interactive elements and intuitive navigation.

The team meticulously crafted visual assets and typography to align with Lonza's brand identity, ensuring consistency and coherence across the site. By employing responsive design principles, Sears-Davies optimised the user experience for desktop, tablet, and mobile devices, maximising accessibility and engagement.

Central to the project was developing a powerful content management system (CMS) that empowered Lonza's team to update and manage the annual report content. Sears-Davies provided comprehensive training and ongoing support to ensure seamless integration with Lonza's existing digital infrastructure.

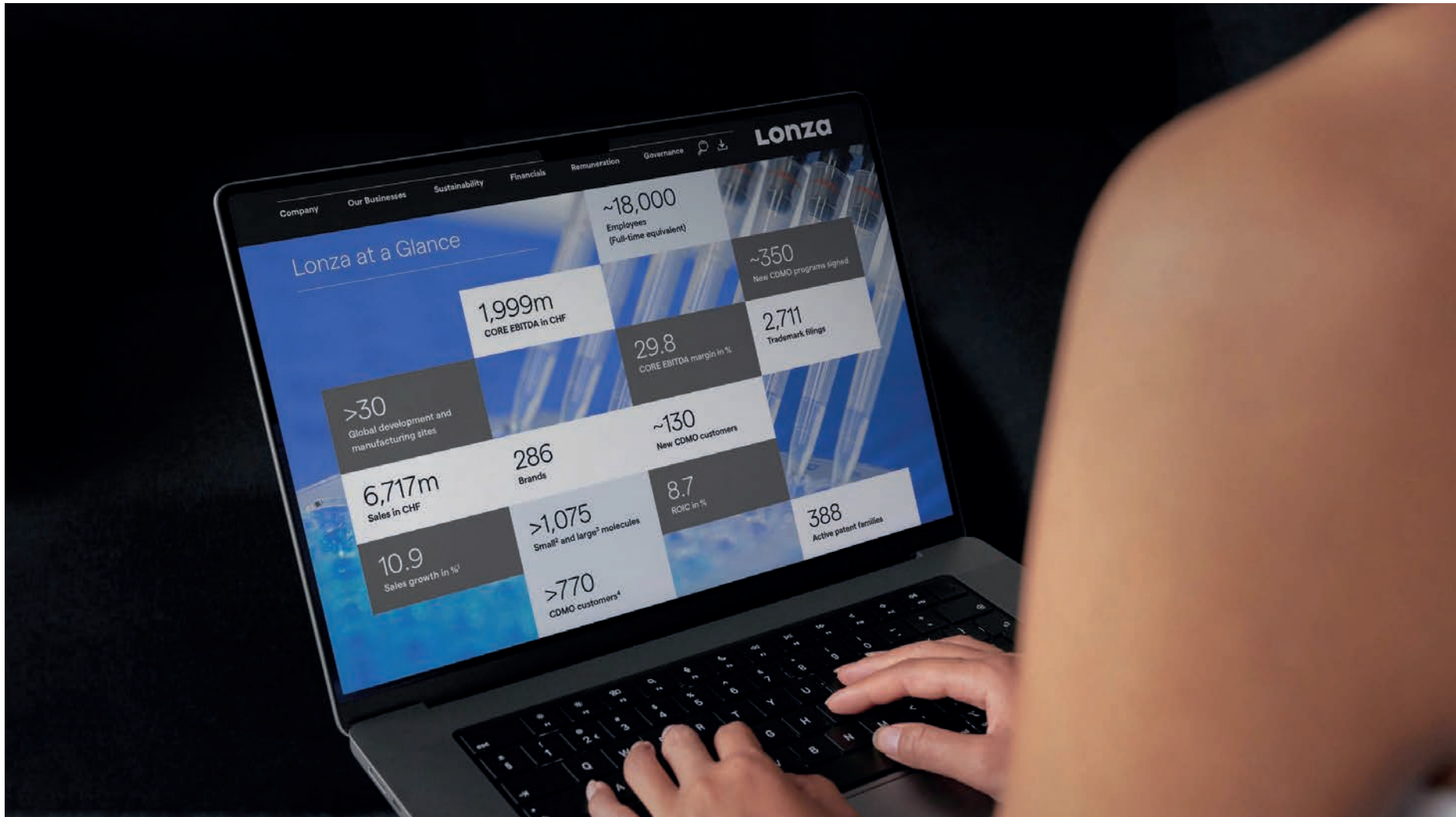
## **Results**

The collaboration between Lonza and Sears-Davies resulted in the successful launching of a cutting-edge online annual report that surpassed expectations. The features and design captivated stakeholders, encouraging deeper engagement and understanding of Lonza's performance and strategic direction.

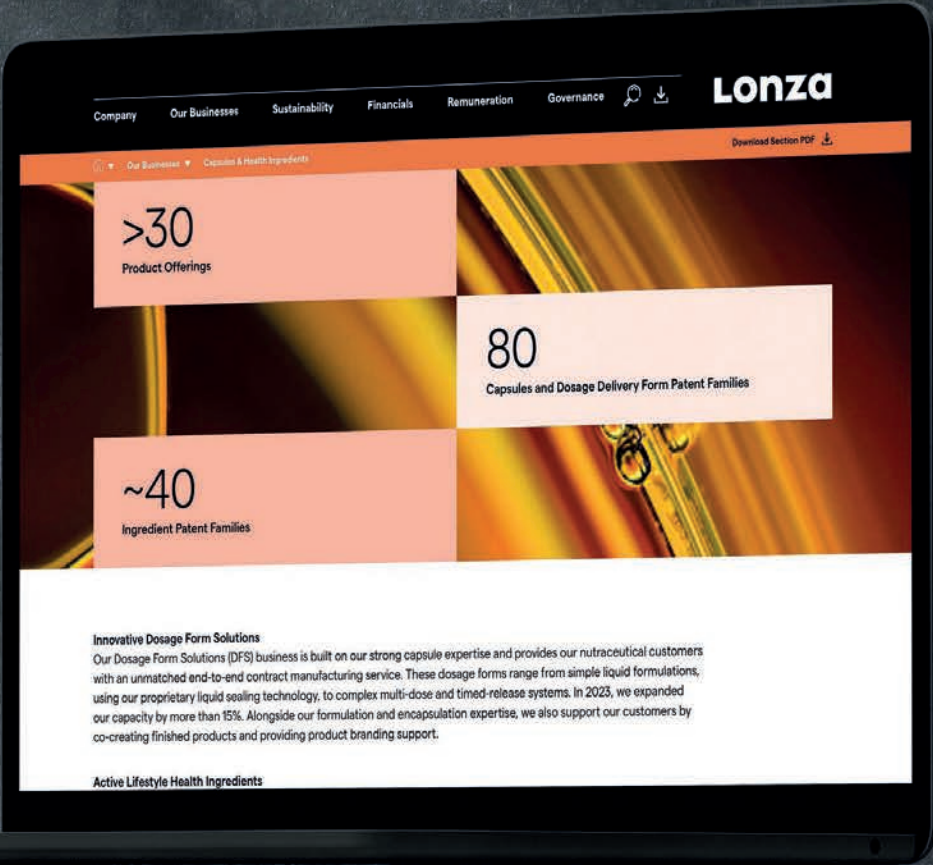
The digital implementation showcased Lonza's commitment to transparency, innovation, and sustainability, reinforcing its position as a leader in the healthcare industry. The user-friendly interface and intuitive navigation enhanced accessibility for stakeholders, facilitating informed decision-making and fostering trust and credibility.

## **Conclusion**

Sears-Davies' demonstrated the transformative power of design in enhancing corporate communications and stakeholder engagement. By leveraging digital innovation and creative expertise, Lonza elevated its online annual report into a compelling narrative that resonates with worldwide audiences. The collaboration underscored the value of strategic design in effectively communicating vision, values, and achievements in today's digital landscape.







>30  
Product Offerings

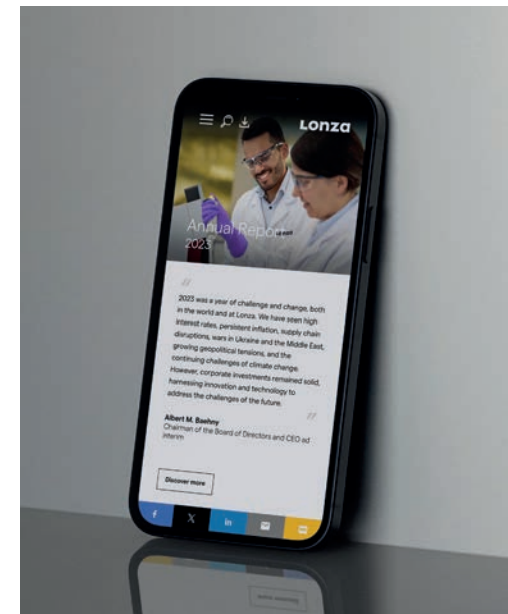
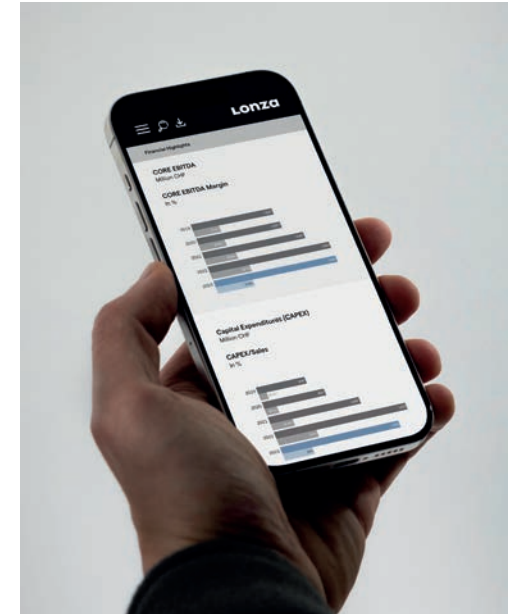
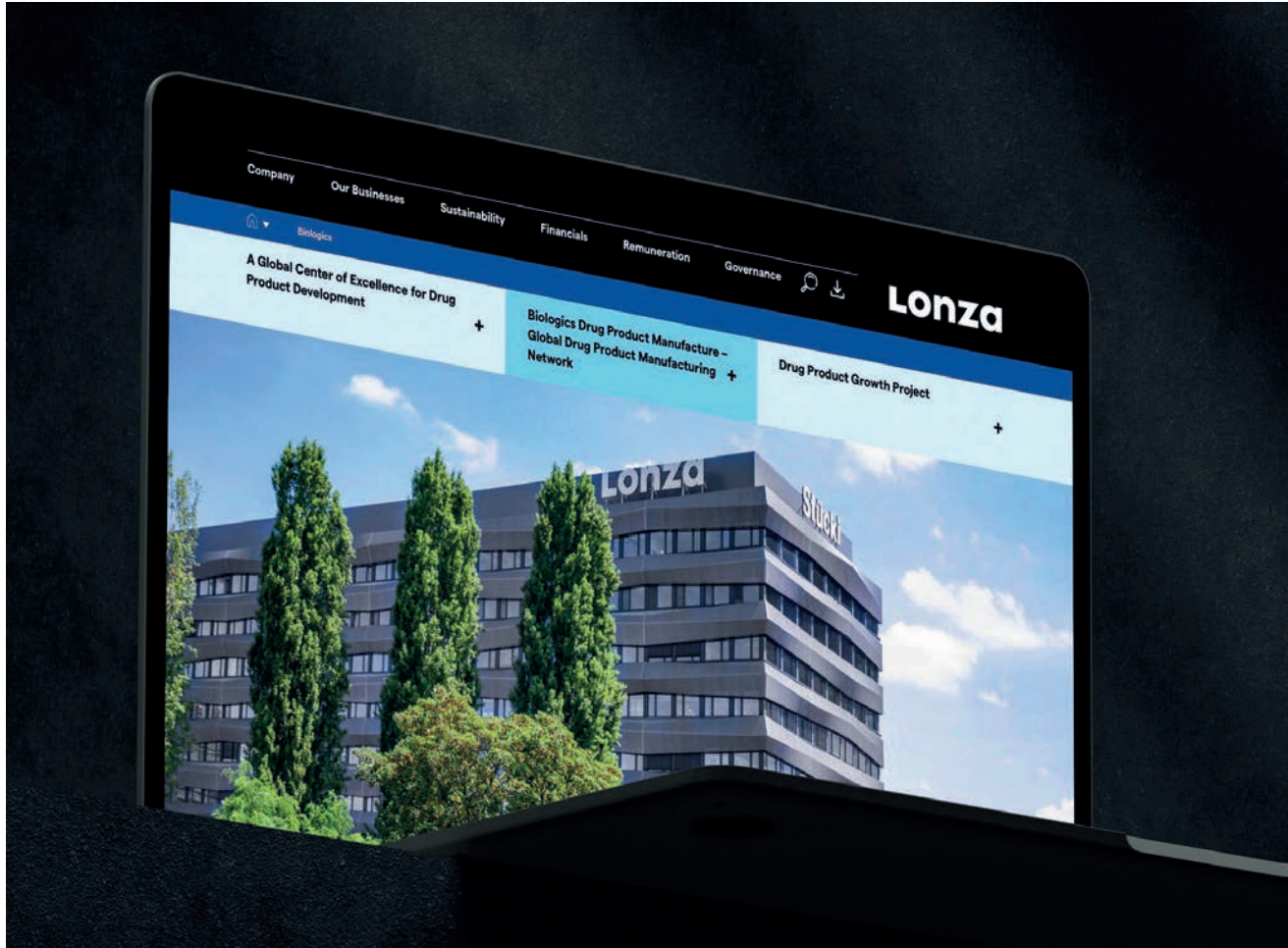
80  
Capsules and Dosage Delivery Form Patent Families

~40  
Ingredient Patent Families

**Innovative Dosage Form Solutions**

Our Dosage Form Solutions (DFS) business is built on our strong capsule expertise and provides our nutraceutical customers with an unmatched end-to-end contract manufacturing service. These dosage forms range from simple liquid formulations, using our proprietary liquid sealing technology, to complex multi-dose and timed-release systems. In 2023, we expanded our capacity by more than 15%. Alongside our formulation and encapsulation expertise, we also support our customers by co-creating finished products and providing product branding support.

**Active Lifestyle Health Ingredients**







# Downforce Technologies

Downforce Technologies is at the forefront of revolutionising land management solutions with its science-led and data-driven approach. Specialising in optimising soil health, organic carbon levels, and biodiversity, the company required a brand refresh and application to reflect its pioneering ethos and cutting-edge services. They approached Sears-Davies seeking a comprehensive overhaul of their brand identity, visual language, website, and exhibition stand graphics.

# Downforce Technologies

## **Design Process**

Our approach to the project began with thorough research into Downforce Technologies' mission, values, and target audience. Understanding the intricate science behind their solutions was pivotal in crafting a visual narrative that accurately portrayed their expertise and innovation. Workshops with the client helped establish key brand attributes and aesthetic preferences.

## **Brand Refresh**

Inspired by satellite aerial photography and topographic maps, our team designed a refreshed brand identity symbolising Downforce Technologies' commitment to precision and exploration. Bold typography conveyed authority and modernity, while earthy tones reflected the company's connection to nature and sustainability.

## **Brand Application**

The new brand identity was seamlessly applied across multiple touchpoints, including stationery, marketing collateral, and digital assets. Consistency in design reinforced brand recognition and coherence across all communication channels, enhancing Downforce Technologies' professional image and market presence.

## **Visual Language**

Satellite aerial photography was a central visual key, underscoring the company's reliance on cutting-edge satellite technology and data analysis. Topographic map graphics were integrated to convey depth and complexity, mirroring Downforce Technologies' sophisticated approach to land management.

## **Website Design and Build**

The website design focused on user experience and accessibility, with intuitive navigation and clear calls-to-action guiding visitors through the company's services and expertise. Vibrant imagery and interactive elements showcased the company's innovative solutions, while bold typography ensured content readability across devices.

## **Exhibition Stand Graphics**

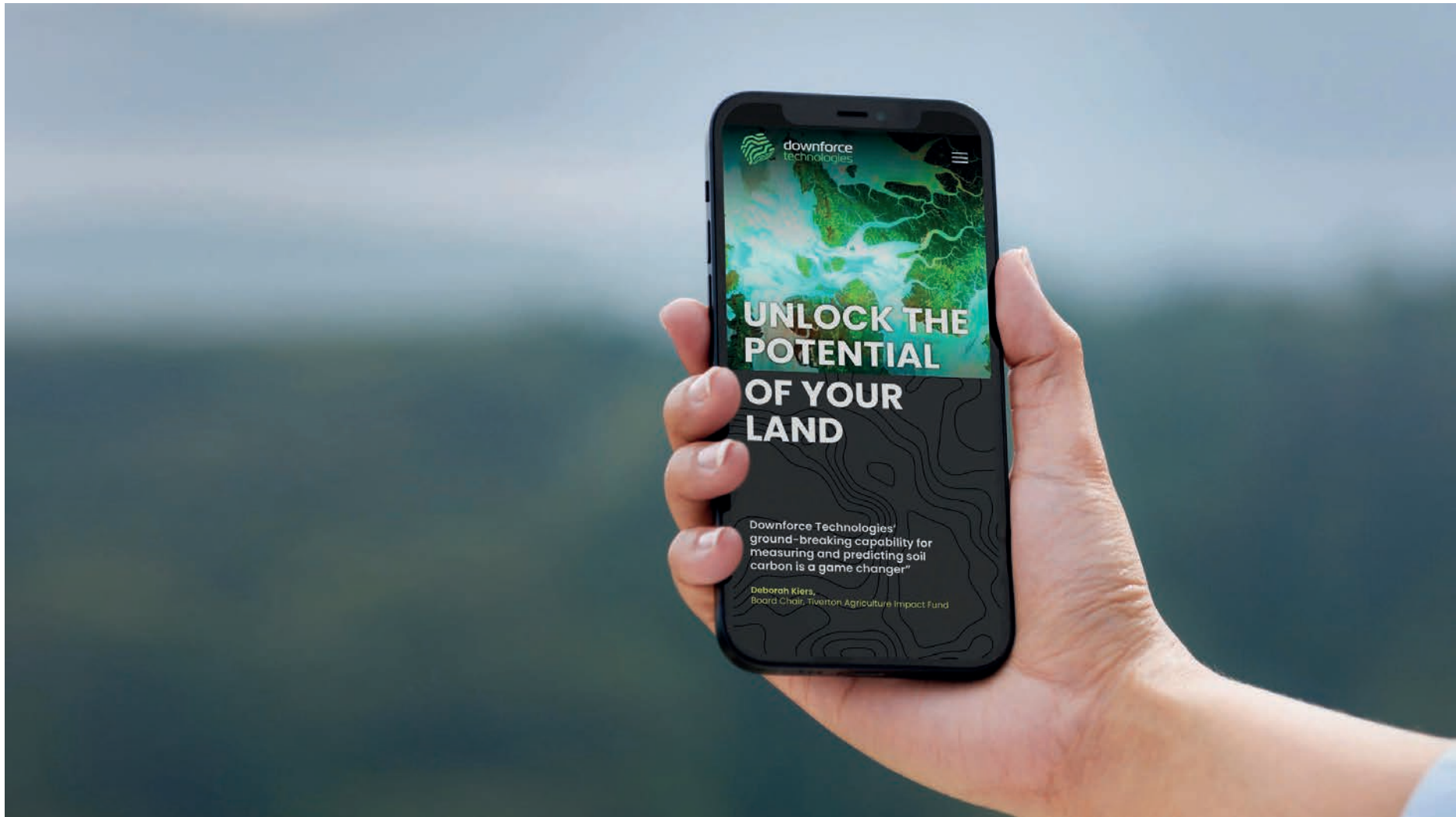
Our team developed striking graphics for exhibition events that captured attention and communicated Downforce Technologies' core messages. The stand design conveyed professionalism and credibility through the brand's visual language, attracting visitors and encouraging client engagement.

## **Outcome**

The comprehensive brand refresh and application strategy positioned Downforce Technologies as a pioneering leader in science-led land management solutions. The cohesive visual identity, user-centric website, and impactful exhibition presence empowered the company to effectively communicate its expertise and drive business growth in a unique market landscape.

## **Conclusion**

Sears-Davies successfully transformed Downforce Technologies' brand identity and communication assets, aligning them with its values and goals. The joint process and attention to detail resulted in a comprehensive brand ecosystem that resonates with stakeholders and reinforces Downforce Technologies' position as an industry trailblazer.



downforce  
technologies

# UNLOCK THE POTENTIAL OF YOUR LAND

Downforce Technologies' ground-breaking capability for measuring and predicting soil carbon is a game changer"

Deborah Kiers,  
Board Chair, Tiveiton Agriculture Impact Fund





Home & About

# NATURAL CAPITAL INTELLIGENCE FOR FOOD AND FASHION COMPANIES

"downforce technologies' ground-breaking capability for measuring and predicting soil carbon is a game changer for financing and demonstrating how to impact the natural capital value of the land."

Our Clients & Partners



downforce tech

downforce technologies

Request A Demo



**Landowners and Farmers**


Maximise the potential of your land with sensor-based data. Unlock the benefits of soil organic carbon (SOC) for optimal yields and environmental resilience.

**Food and Beverage Supply Chains**

As the food and drinks industry sets its sights on achieving Net-Zero emissions, access to accurate, high-quality data on the environmental impacts of food production is paramount.

**Fashion and Textile Supply Chains**

Support the transition to sustainable, nature-positive production for the benefit of the consumer and the well-being of local communities.




Request A Demo

**"This is incredibly exciting and potentially a game changer. If we can combine this technology with what we are discovering with our farmers through our soil health initiative we will be able to tailor our land use plans, monitor our progress, and deliver on our pathway to net zero."**

Matthew Morris, Land Steward for the Duchy of Cornwall

downforce tech

downforce technologies

Request A Demo

## The Downforce Technologies platform

Allows you to...

- 1 Establish Your Baseline**

To effectively assess soil organic carbon (SOC) variability and track changes over time, it is critical to develop cost-effective and efficient monitoring techniques. Traditional methods for SOC analysis involve collecting soil samples and sending them to a lab for analysis, which is impractical for routine monitoring across large areas and time periods.

Read More
- 2 Develop Your Land Management Plan**

To develop your land management plan, Downforce Technologies provides key insights and tools to help you confidently develop land use changes that prioritise carbon sequestration and biodiversity enhancement.

Read More
- 3 Measure, Report & Verify (MRV)**

**Measure**

Measuring and monitoring the outcomes of your sustainability initiatives is crucial for validating your efforts and meeting disclosure requirements. At Downforce Technologies, we provide a comprehensive MRV solution based on the ISO14064 programme. Our nature-based platform simplifies data gathering, establishes benchmarks, and enables standardised science-based progress reporting across even the most complex land portfolios and supply chains.

Read More

### Platform Benefits

- Fully Remote**

Access a high-resolution view of your land from your desk-top, anywhere in the world.
- Views At Any Scale**

Analyse individual farms, large land portfolios and entire landscapes, globally.
- Historical Analysis**

Access 6+ years of historical analysis every 10 days at 10m grid resolution.
- Accurate**

Utilise verified, reliable science-based data to identify intervention areas with unprecedented precision.
- Cost-Effective**

Benefit from continuous SOC assessment for every field every year, saving significant costs on standard soil testing.

downforce tech

downforce technologies [Request A Demo](#)

## Management Team

**Dr. Josephine Wapakabulo**  
Chief Executive Officer  
[View Profile](#)

**Professor Jacqueline McGlade**  
Co-Founder and Chief Scientific Officer  
[View Profile](#)

**Aeham Abushwashi**  
Chief Technology Officer  
[View Profile](#)

**Geoff Horrell**  
Global Head of Product  
[View Profile](#)

## Board

**James Alexandroff**  
Board Observer  
[View Profile](#)

**Kristin Vaughan**  
Director of the Board  
[View Profile](#)

**Deborah Kiers**  
Director of the Board  
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**Mary Catherine Di Nunzio**  
Chair of the Board  
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downforce technologies [Request A Demo](#)

## Our Clients & Partners

## Who We've Helped...

**The Duchy of Cornwall**  
Helping the Duchy of Cornwall hit net zero  
[Read More](#)

**Morrisons**  
Morrisons' journey to net zero with Downforce Technologies  
[Read More](#)

**Wide Open Agriculture**  
Case Study: Wide Open Agriculture - Assessing Crop Rotations  
[Read More](#)

**Carbon Neutral**  
Digging into soil history and potential for site identification and project planning  
[Read More](#)

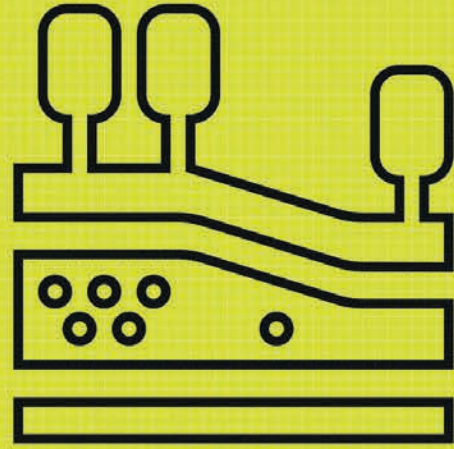
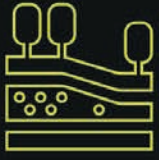
[Request A Demo](#)

## How Can We Help You?









# 10 Fetter Lane

Sears-Davies has designed and delivered this bold, confident and colourful building brand, complimented with a typographic visual identity and language for the marketing of 10 Fetter Lane.

**FUNC-**  
**TIONAL**  
FETTER LANE  

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**INSPIRA-**  
**TIONAL**  
FETTER LANE  

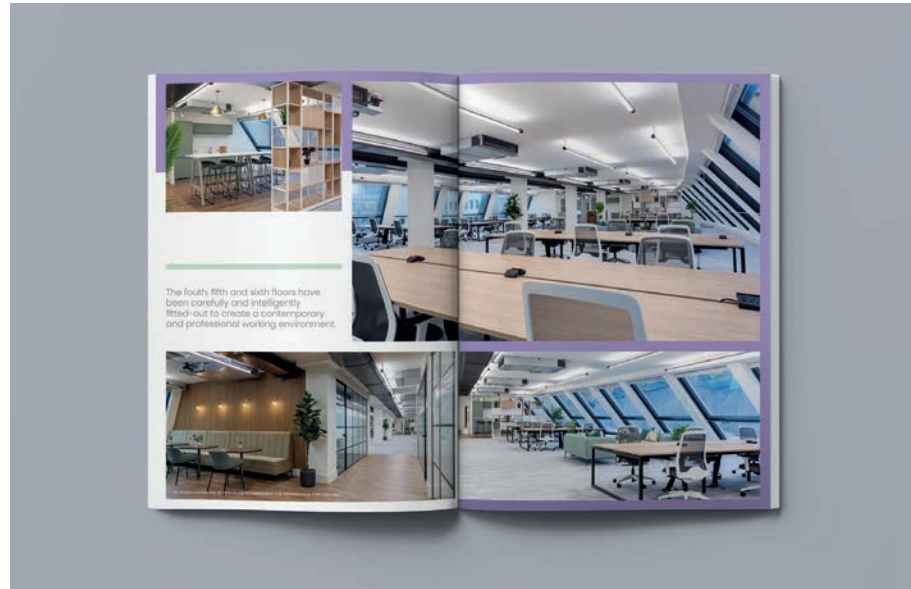
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**SPA-**  
**CIOUS**  
FETTER LANE  

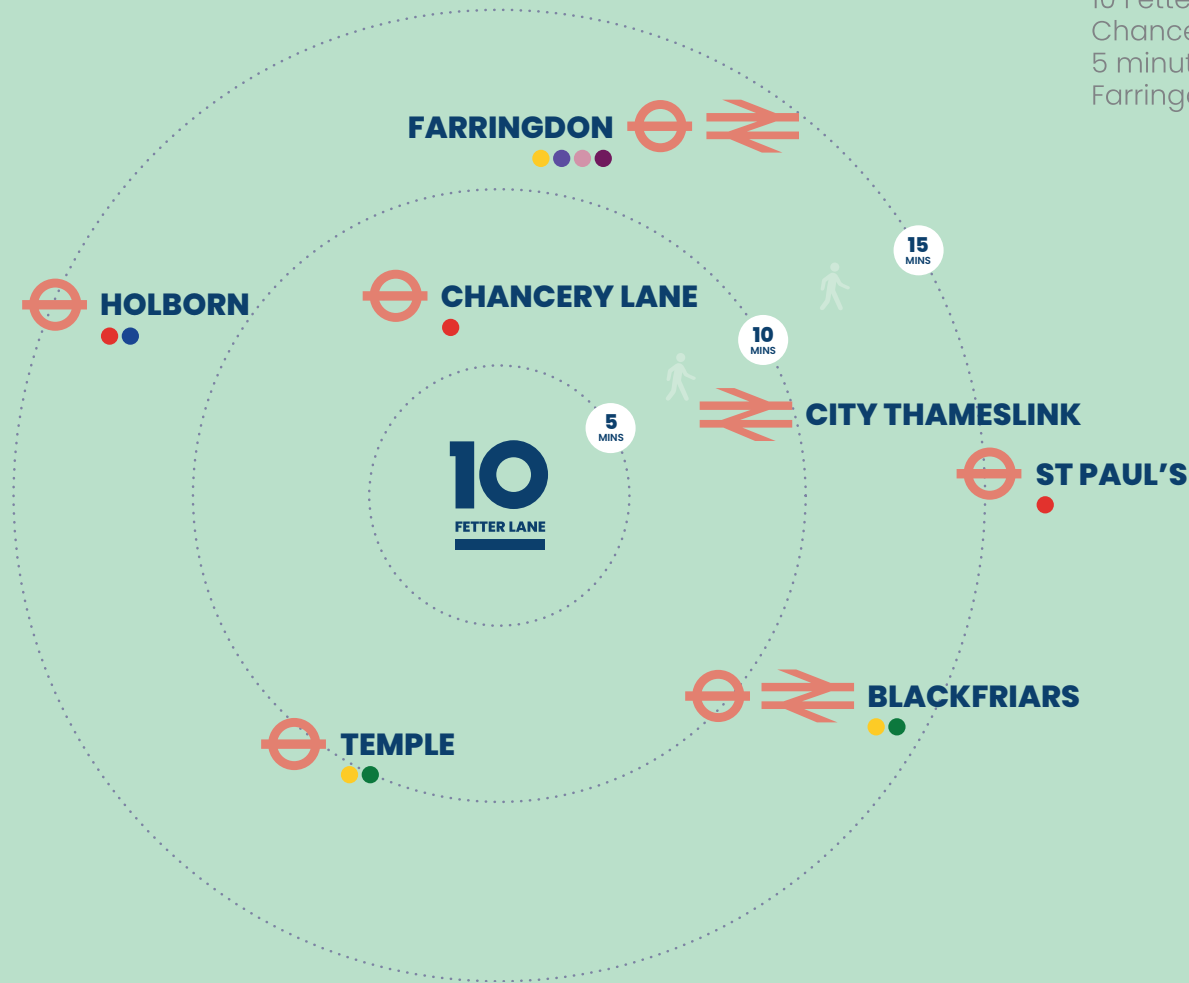
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**CUR-**  
**IOUS?**  
FETTER LANE  

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# CONNECTIONS



10 Fetter couldn't be better connected! Chancery Lane and the Central Line is a 5 minute walk, and the Elizabeth Line at Farringdon Station is just 12 minutes away.

## CHANCERY LANE

6 minute walk  
Central Line

## CITY THAMESLINK

7 minute walk  
Mainline

## LONDON BLACKFRIARS

11 minute walk  
Circle, District and Mainline

## FARRINGDON

12 minute walk  
Elizabeth, Hammersmith & City,  
Circle, Metropolitan and Mainline

## HOLBORN

15 minute walk  
Piccadilly & Central Line







# Sears–Davies

## Work with us

How can we help you? Please contact us to set up an initial call to discuss your needs and learn about our full range of services.

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London EC2Y 9DT

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[www.searsdavies.com](http://www.searsdavies.com)

The Creative Agency for Professional Services