

Nabarro LLP

'Clarity Matters' typographic conundrums



COURT

Communicating clarity by... er, confusing people.

Well, not exactly confusing them – let's say, giving them something to enjoy puzzling over. That was the idea behind this little series of typographical conundrums we produced for long time client Nabarro LLP, all intended to bring to life the firm's well established brand promise, Clarity matters.

The concept was originally devised to appear on display screens in the firm's new offices. But it quickly became clear that fine legal minds were enjoying the challenge of decoding our hidden messages. At which point, the argument for running the Nabarro Clarity Matters Typographic Conundrums as an ad campaign in the trade press became – well, an open and shut case.

Kind words...

"The Nabarro Clarity Matters Typographic Conundrums are as much a hit internally as they are externally. Lots of great comments from clients and other law firms alike, congratulations brilliant job."

NICOLE PARADISE
Managing Partner
Nabarro LLP

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MAN
OEUV
VRE

Clarity reduces wiggle room

Nabarro is a major commercial law firm renowned for our positive and practical way of working. Across a wide range of sectors, our no-nonsense approach and high calibre expertise enable us to cut through complexity, and provide our clients with advice of exceptional clarity.

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CASE
CASE

Clarity can make things
completely straightforward

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COURT

Clarity can resolve problems,
before things go too far

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OATH
UNDER

Clarity can be essential
in certain circumstances

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