



CASE STUDY

Global Governance Group

An advisory firm and an authorised PECB course storefront in one site, built through a brand system, copywriting, user experience design and four web applications that take a learner from search to secure payment, in English and French.

1

BRAND SYSTEM

72

WEBSITE PAGES

4

WEB
APPLICATIONS

2

LANGUAGES



01 - BRAND SYSTEM

Near-black, burgundy and a signal red, set on warm ivory.



Source Serif 4

Headlines, course names and prices - an editorial serif that reads as institution, not start-up.

Public Sans

Body, navigation, forms and labels - a clear public-service sans built for long reading on any screen.



Governance, written as work that holds.

The copy makes one argument across every page: good governance makes an organisation clearer, safer and easier to lead, and the credential a learner earns here is the same PECB certification recognised in more than 150 countries.

The voice is measured and assured. It speaks to boards, executives and working professionals in plain sentences, names the exam, the days and the CPD hours, and tells every reader exactly what to do next.

**Building
institutions
that endure.**

HOMEPAGE HEADLINE

**From
informal
practice to
institutional
strength.**

ADVISORY HEADLINE

**Governance
that holds
under
pressure.**

ABOUT HEADLINE

We help organisations govern well, manage risk, stay compliant and keep people safe, and we train the professionals who do it through internationally recognised PECB certification.

HOMEPAGE BODY

Enter your details, then you will be taken to Stripe to pay by card, Apple Pay or Google Pay. We never see your card details.

CHECKOUT REASSURANCE

**Find your level in
two questions**

Pick what you want to do and your area. We show the courses that fit.

Explore Courses

INTERFACE COPY AND MAIN
CALL TO ACTION

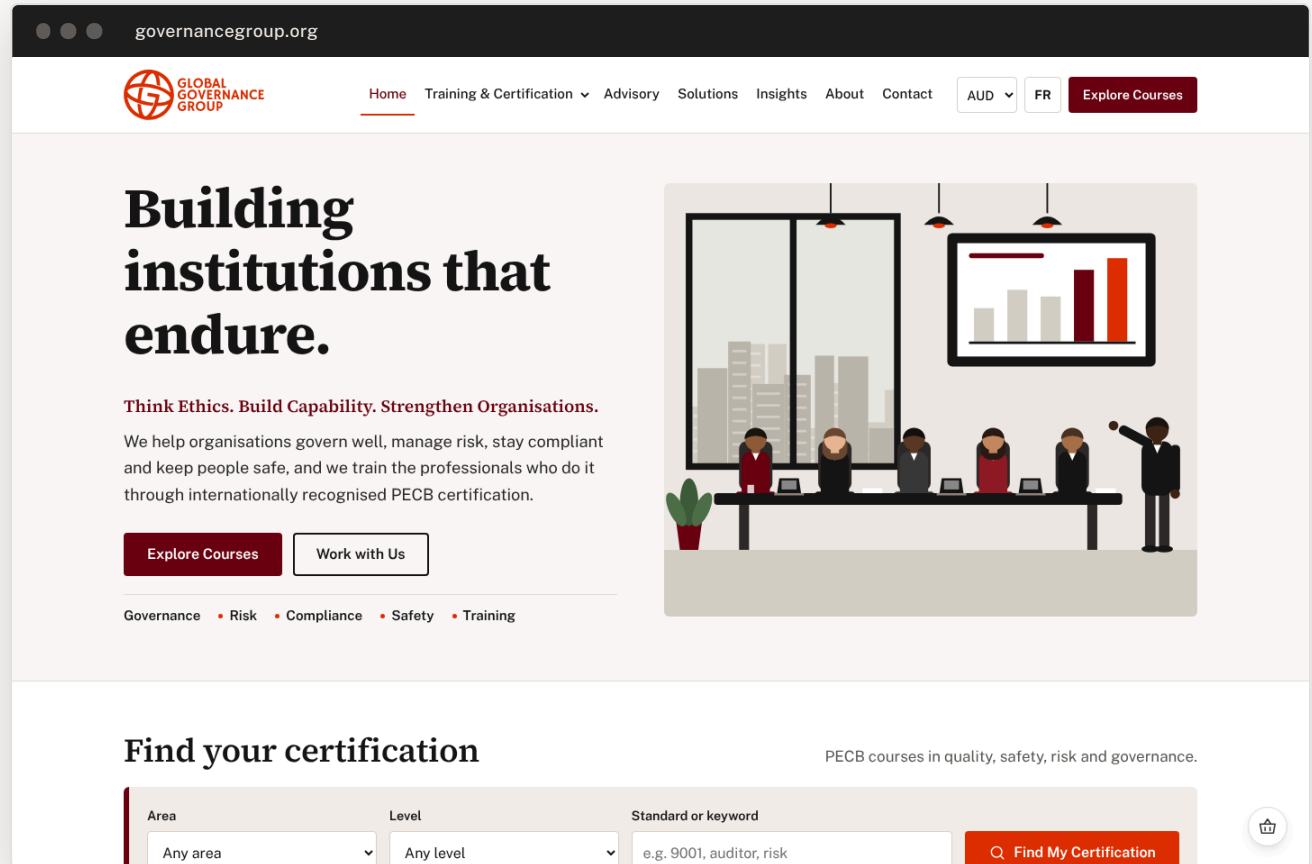
03 - USER EXPERIENCE DESIGN

One first screen, two front doors.

The homepage states who the firm is in five words and gives the visitor two clear routes: Explore Courses for the learner, Work with Us for the organisation.

Directly beneath it, a search panel asks for area, level and standard and returns the matching certification, so a learner can reach a course without reading a single menu.

Currency and language sit in the header on every page, and the basket follows the visitor from page to page.

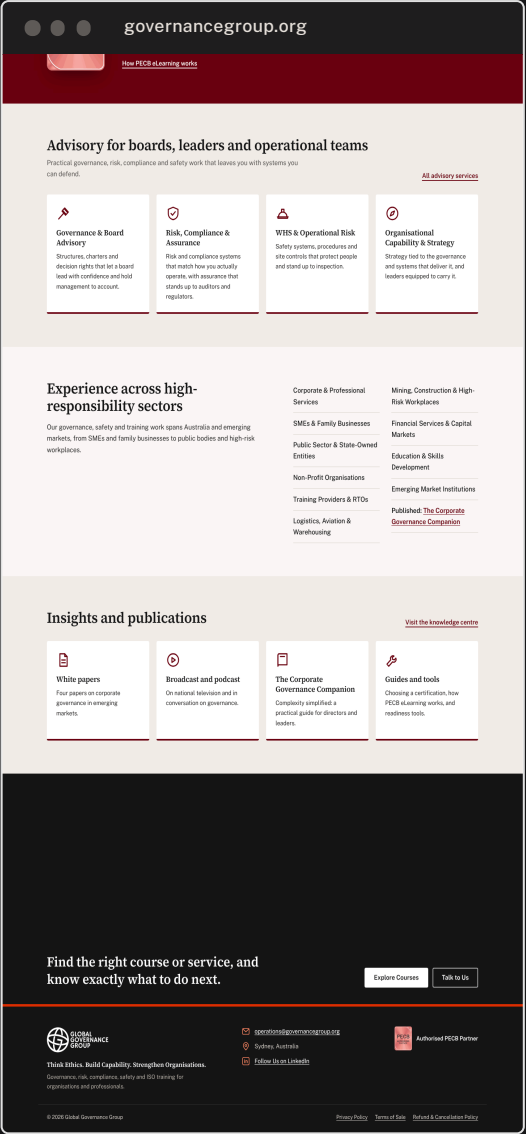
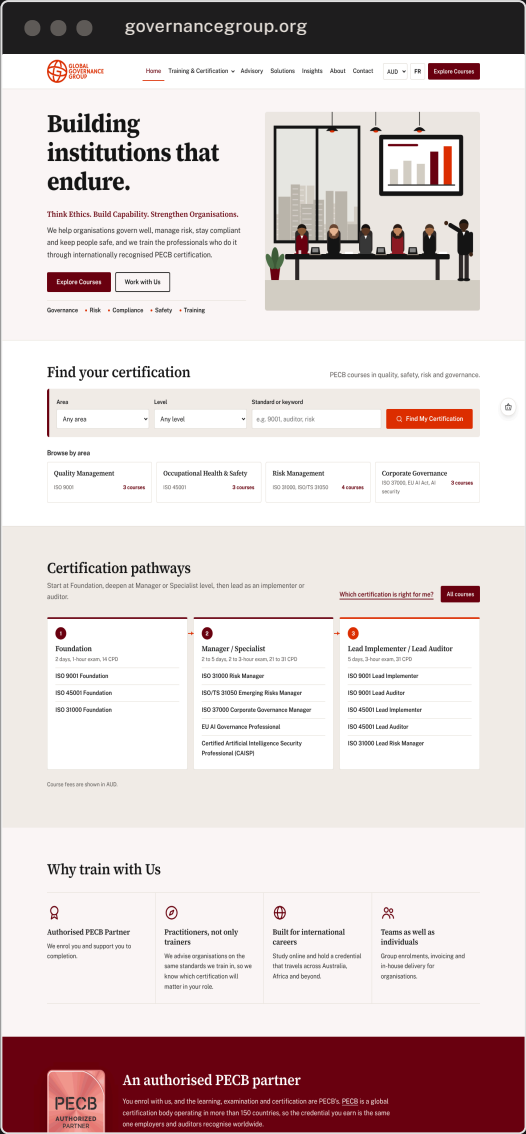


A storefront and a practice, one journey.

The learner's journey runs from search to course page to basket to checkout, then to Stripe for payment, with the order and the learner details landing in the operations inbox. A basket that holds a course without a fixed fee becomes a request instead, and the office replies with full pricing.

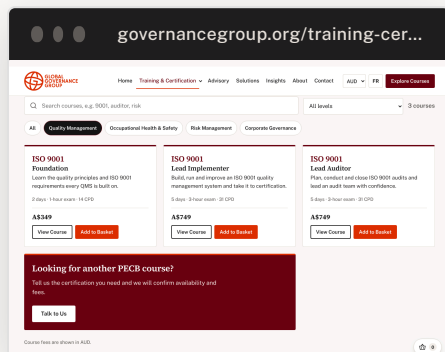
Information architecture

Training and Certification carries the course catalogue, the pathway guide, how PECB eLearning works and corporate training. Advisory, Solutions, Insights, About and Contact carry the practice. Every page has a French twin, and the Australian privacy, terms, refund and cookie policies sit in the footer of both.



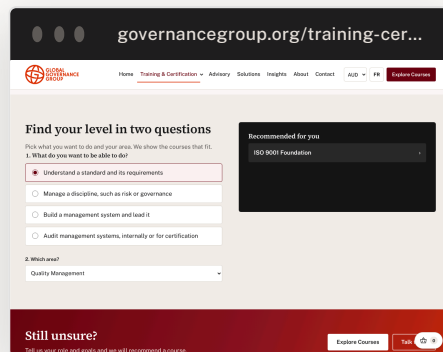
Live applications, not information pages.

Each of these tools does work for the person using it. They search, choose or fill in their details, the application works out the result, and they receive it - a filtered course list, a recommended certification, a priced order sent to secure payment, or an enquiry routed straight to the operations team.



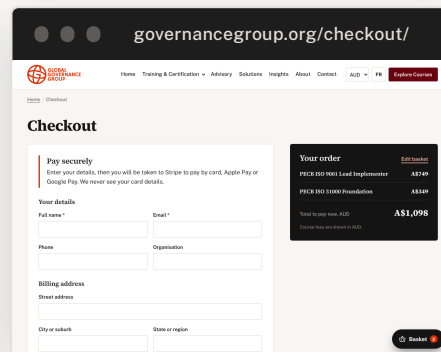
Course Catalogue

Search every PECB course by standard or keyword, filter by area and level, and add a course to the basket in one click.



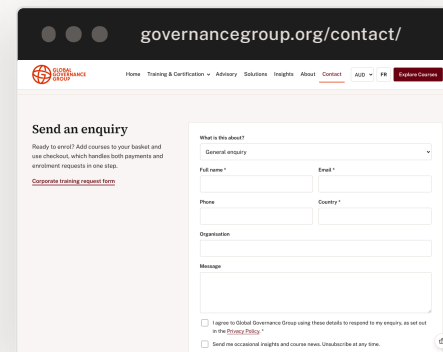
Pathway Chooser

Two questions - what you want to be able to do and in which area - and it returns the certification that fits.



Basket and Checkout

Prices shown in six currencies, the order rebuilt from the server price list, and payment taken through Stripe in Australian dollars.



Enquiry Desk

One form for training, corporate, advisory and solutions enquiries, each routed by type to the operations inbox.

GLOBAL GOVERNANCE GROUP

Think Ethics. Build Capability. Strengthen Organisations.

A brand system, copywriting, user experience design and four web applications, delivered as one bilingual site that sells PECB certification and opens the door to the advisory practice.

governancegroup.org

