



Olorato
BOOKKEEPERS

Olorato *Bookkeepers*

A brand system, the copywriting, the user experience design and four live web applications for a network of bookkeepers across Botswana – built to win clients and to recruit the bookkeepers who serve them.

1

Brand system

16

Page website

4

Web applications

1

Installable app



Warm ground, ink weight, orange *with intent.*



Olorato
BOOKKEEPERS

Cream
#FFF8F1 · Page
ground

Blush
#FCE9DD ·
Alternate ground

Peach
#FFD9C4 · Soft
accents

Sand
#F0DCC6 · Warm
neutral

Brand orange
#F2540B · The O,
emphasis

Action orange
#CC4509 ·
Primary buttons

Orange deep
#B23C08 ·
Eyebrows, prices

Orange soft
#FFE3D3 · Icon
chips

Ink
#2B2A30 · Text,
dark grounds

Ink 2
#55535C ·
Secondary text

Ink 3
#67646D · Small
print

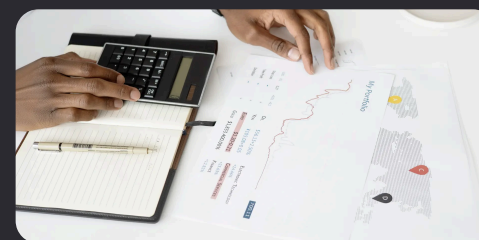
Sage
#6E9470 · Tags,
ticks

Lora *profit.*

Display and headings, with one italic orange word carrying the promise on each page.

Poppins

Body, buttons and labels – sentence case everywhere, generous and plain.



Two readers, *one voice.*

The copy speaks to two people at once. To the business owner it promises books kept, every BURS deadline met and one fixed monthly fee in Pula. To the qualified bookkeeper with nowhere to use the skill, it offers a team, the clients and a career.

The voice is warm, plain and certain. Olorato means love in Setswana, so the language of care runs through every line – from the five love-named bands to the tagline that closes every page – while the promise itself stays practical: your books, your tax, your numbers, read with you.

HERO HEADLINE - HOME

For the love of *profit.*

HEADLINE - CAREERS

1,000 Batswana
bookkeepers, *at work.*

HERO LEDE - HOME

A network of bookkeepers keeping your books, filing your tax and reading the numbers with you.

INTERFACE - BAND FINDER

The higher of the two sets your band.

REASSURANCE - QUOTE FORM

Your request goes straight to the Olorato Bookkeepers desk and a person replies within one business day.

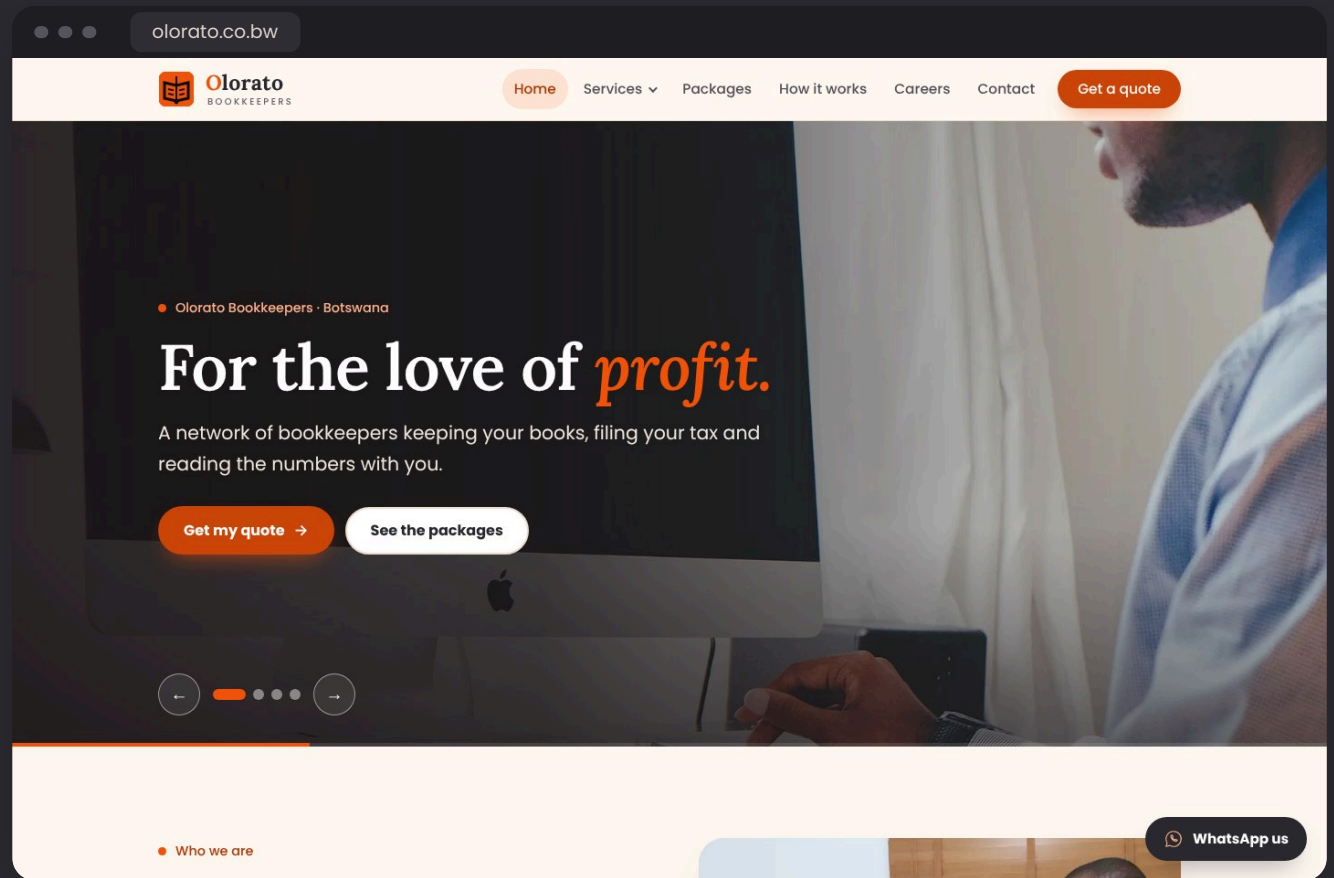
CALL TO ACTION - EVERY PAGE

Are you a bookkeeper? Come home.

● 03 – User Experience Design

The first screen *moves*.

Every page opens on a photographic carousel of real working scenes – books, desks, bookkeepers at work – with the promise set large on the left and two clear actions beneath it: get a quote, or see the packages. The slides turn every seven seconds, pause when the reader engages and stand still for anyone who prefers reduced motion.

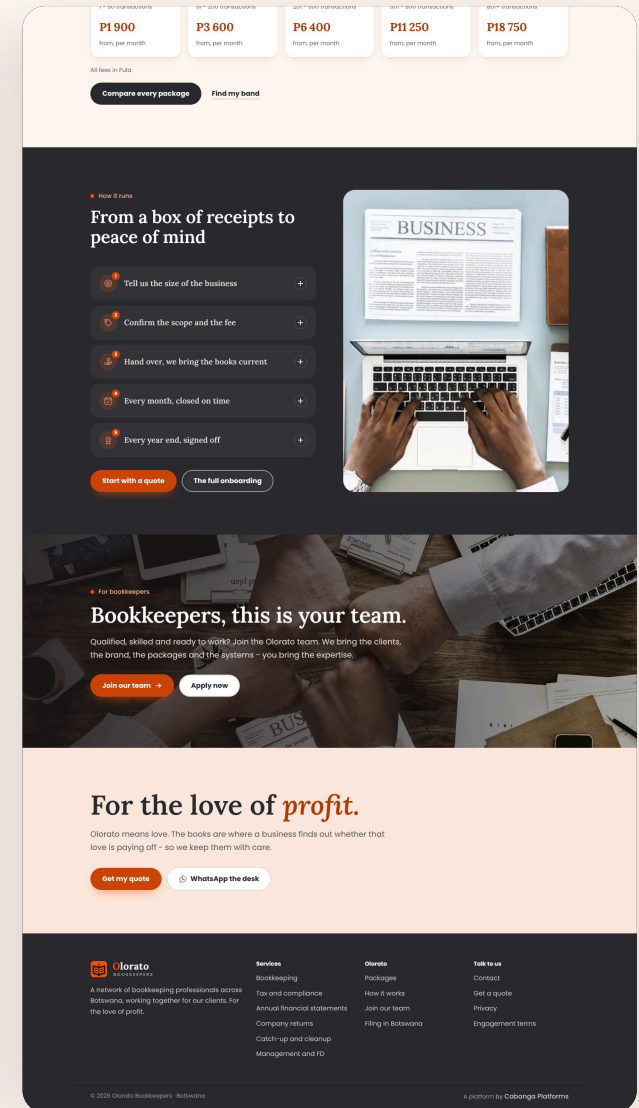
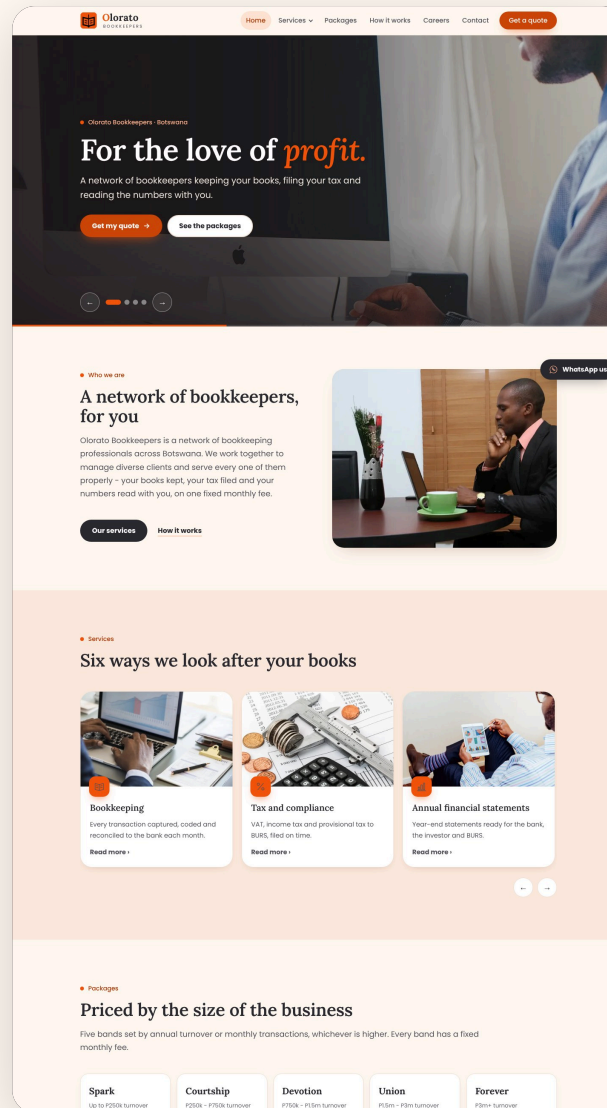


03 – User Experience Design

From receipts to *peace of mind*.

The homepage walks a business owner down the decision in order: who Olorato is, the six services, the five bands with their fixed fees in Pula, and how the hand-over runs. Then it turns to the second reader and asks every qualified bookkeeper to join the team.

Sixteen pages sit behind it – six full service pages, Packages with its band finder, How it works, Careers, Contact, Get a quote and a page on filing in Botswana – each at a clean address, each ending on the same two doors: a quote for clients, a career for bookkeepers.



● 04 – Web Applications

Working tools, *not* pages.

These are live applications. A business owner enters a turnover figure and the band finder works out the band and the package on the spot. A request, an application or a message is answered, checked and sent straight to the Olorato desk as email, with WhatsApp always offered as the second way – and the whole site installs on a phone as the Olorato Bookkeepers app.

The screenshot shows the 'olorato.co.bw/packages' page. It features a form titled 'Which band are you in?' with two input fields: 'Annual turnover (Pula)' and 'Transactions a month'. Below the form, a message states 'You are in the Courtship band' and 'All fees at a glance'. A 'Quote my band' button is visible. The bottom of the page has a navigation bar with links for Band, Turnover, Transactions, Ledger, Profit, and a WhatsApp icon.

Band finder

Turnover or transactions in, band and package out – the higher of the two decides, instantly.

The screenshot shows the 'olorato.co.bw/get-a-quote' page. It features a 'Quote request' form with fields for 'Your name', 'Business name', 'Email', 'WhatsApp number', 'Town or city', 'Band', 'Annual turnover (Pula)', 'Transactions a month', 'Package', and 'Motiv service needed'. A 'Get a quote' button is at the bottom. The right side of the page shows a close-up of a calculator with 'TAX RATE' buttons.

Quote request

Fills in the band from the figures given and delivers a priced request to the desk.

The screenshot shows the 'olorato.co.bw/careers' page. It features a 'Job application' form with fields for 'Full name', 'Email', 'WhatsApp number', 'Town or village', 'Highest qualification', 'Years of bookkeeping experience', 'Availability', and 'Accounting software you know'. There are also checkboxes for 'Services you can deliver' (Bookkeeping, Tax and compliance, Annual, Bookend statements, Company, Catch-up, and Management). A 'WhatsApp us' button is at the bottom. The right side of the page shows a close-up of hands shaking.

Job application

Qualification, experience, software and services – a complete application to the desk in one send.

The screenshot shows the 'olorato.co.bw/contact' page. It features a 'Send a message' form with fields for 'Your name', 'Email', 'WhatsApp number', and 'What is it about'. A 'Send my message' button is at the bottom. The right side of the page shows a person sitting at a desk with a laptop and a green cup.

Desk message

Routes a client, a bookkeeper or any question to a person who replies within one business day.



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olorato.co.bw

