

CASE STUDY

P T & M J

YOUR PARTNER IN GROWTH AND COMPLIANCE

A brand system, copywriting and user experience design for a Gaborone business services firm that keeps companies registered, filed and in good standing.

1

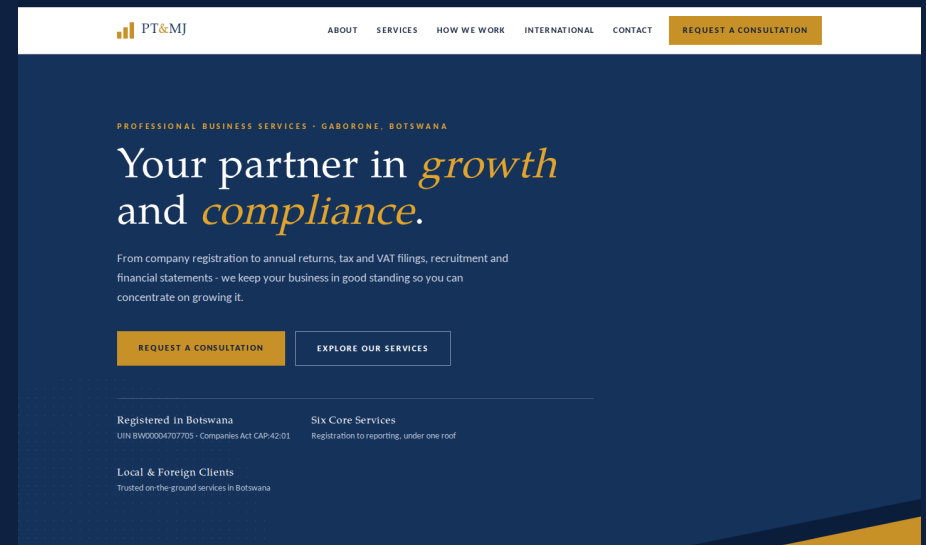
BRAND SYSTEM

7

WEBSITE PAGES

6

CORE SERVICES



01 - BRAND SYSTEM

Navy for trust, gold for growth



Navy Deep #0E2140	Navy #16325C	Ink #22314A	Gold #C9922A
Gold Bright #E3A72F	Gold Text #8A6113	Line #DCD8CE	Paper #F7F6F2

Aa

Marcellus

Headlines and the wordmark, a classical roman that reads as settled and professional.

Aa

Source Sans 3

Body copy, service detail and forms, with Cormorant Garamond italic for the mission lines.



02 - COPYWRITING

Compliance, said plainly

The copy turns an administrative burden into a promise of calm. Every line is about what the client gets back - time, standing and certainty - and the steps are written so a first-time founder and a foreign investor read the same thing. The voice is measured, exact and quietly confident.

HERO HEADLINE

Your partner in
growth and
compliance.

SECTION HEADLINE

Six services. One
standard.

BODY COPY

From company registration to annual returns, tax and VAT filings, recruitment and financial statements - we keep your business in good standing so you can concentrate on growing it.

INTERNATIONAL CLIENTS

We register your entity, keep it compliant and report back - wherever you are.

REASSURANCE

Receive a written scope and fixed quote - before any work begins.

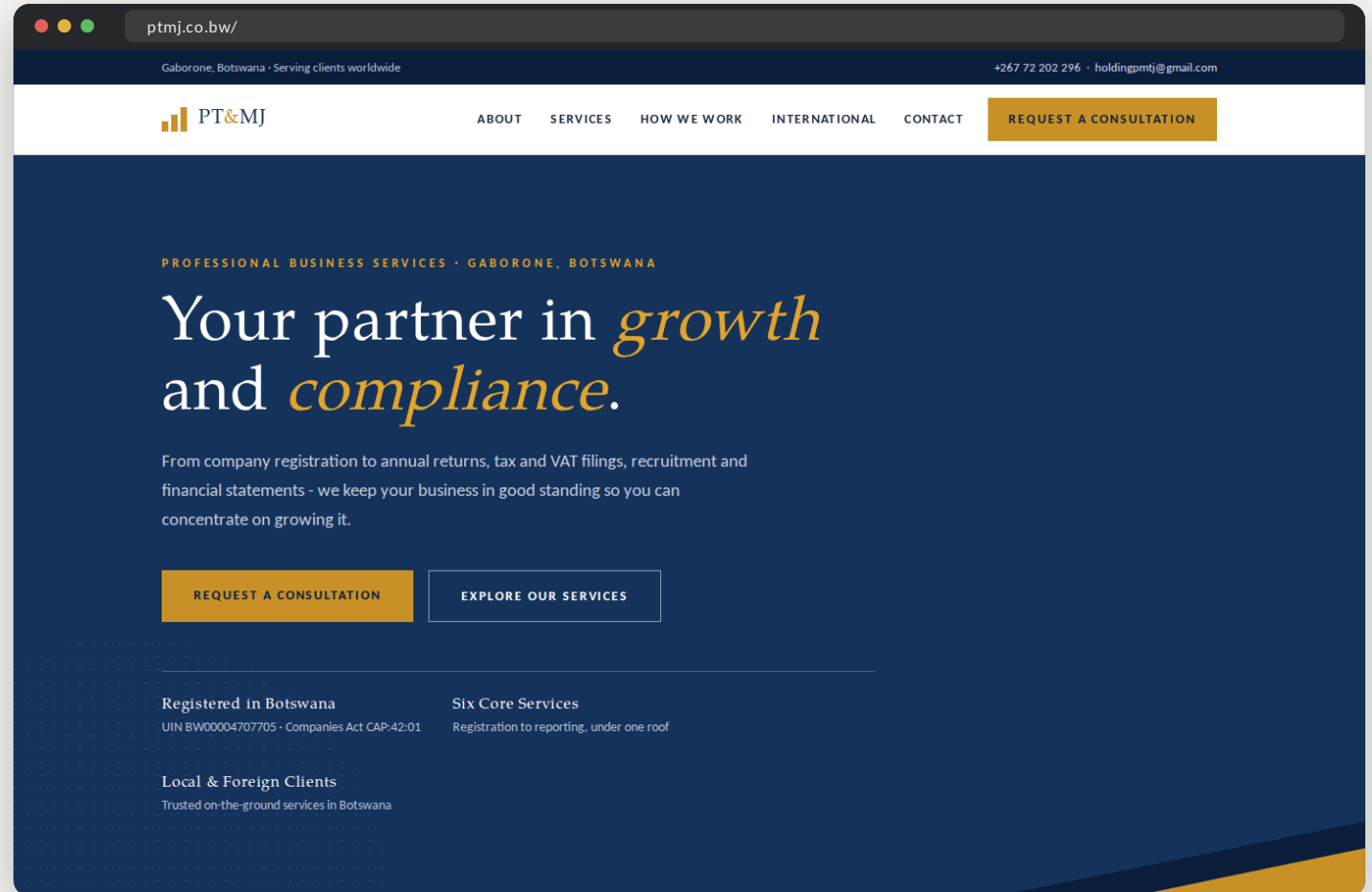
PRIMARY CALL TO ACTION

REQUEST A CONSULTATION

03 - USER EXPERIENCE DESIGN

Standing, from the first screen

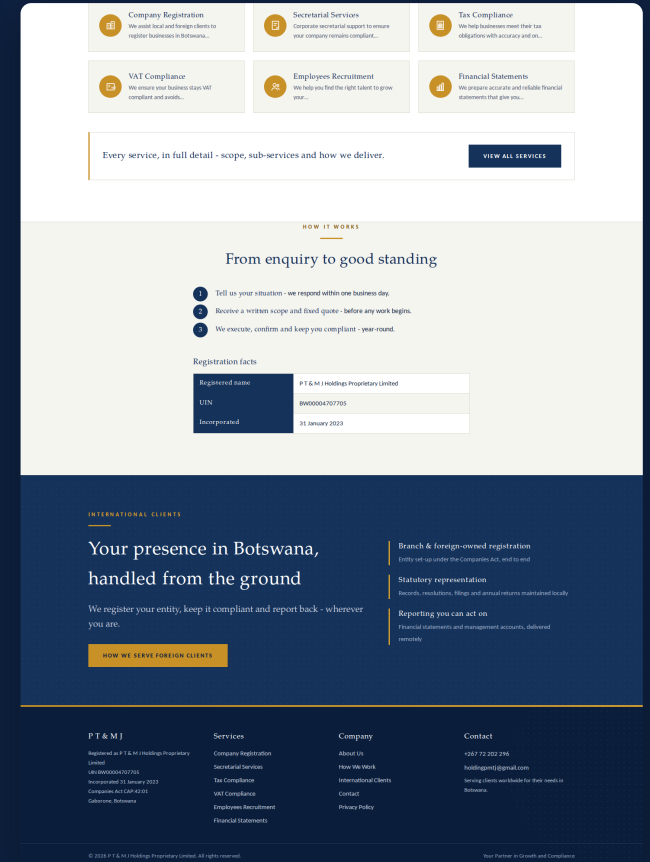
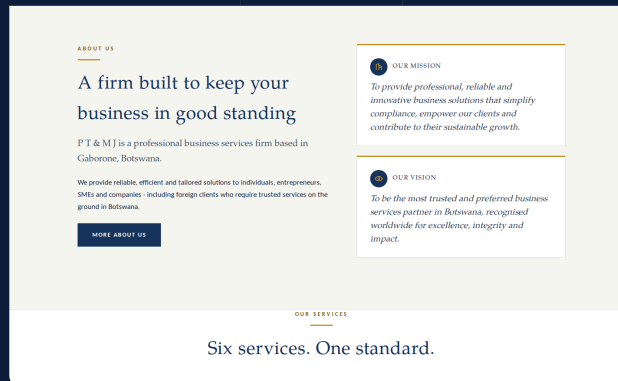
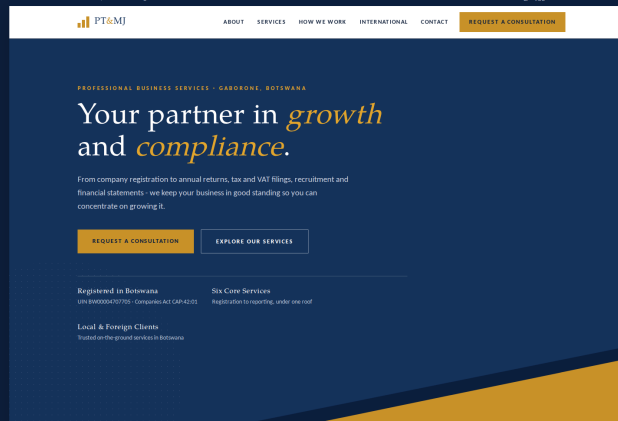
The homepage opens on the promise in navy and gold, the six services in one sentence beneath it, and a single consultation request as the lead action. Registration details sit in the hero so a visitor sees the firm is itself properly constituted before they read further.



03 - USER EXPERIENCE DESIGN

From enquiry to good standing

The journey moves from trust to scope to process. Three commitments open the page, then the firm and its mission, then six services in one grid, then a three-step path from enquiry to good standing, then a dedicated door for foreign clients setting up in Botswana. The architecture carries seven pages - About, Services, How We Work, International, Contact and Privacy around the homepage - so each type of client finds its own page in one click.



Your partner in growth and compliance.

A brand system, copywriting and user experience design, built for P T & M J and live on the web.

PTMJ.CO.BW