

SETBOOKS GROUP

YOUR PARTNER IN FINANCE - UNDER ONE ROOF

A brand system, copywriting and user experience design for a founder-led Johannesburg practice bringing accounting, secretarial services and an accredited training academy under one roof.

1

BRAND SYSTEM

6

WEBSITE PAGES

3

DIVISIONS



NAVY, SKY AND A LINE OF GOLD



Navy
#003060



Ink
#021C38



Sky
#80B0D8



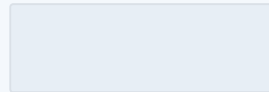
Sky Deep
#3F73A6



Gold
#C9A227



Gold Deep
#A8841A



Cloud
#E7EEF5



Paper
#F4F8FC

AA

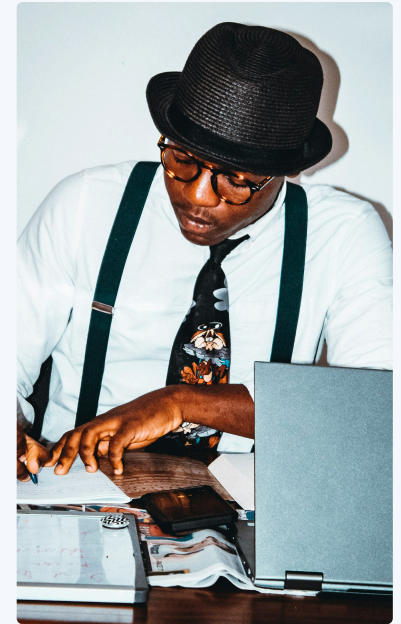
Archivo

Headlines set heavy and tight - blue-chip, direct and sure of the numbers.

Aa

Inter

Body copy, service detail and forms, with Spline Sans Mono for labels and credentials.



BIG-FIRM EXPERTISE, SMALL-FIRM RATES

The copy makes one promise and proves it three times. Accounting, secretarial services and the training academy each get their own clear outcome, the credentials sit in the first screen, and the founder's name stands behind every engagement. The voice is quietly confident and demonstrably credible.

HERO HEADLINE

**Professional
accounting,
secretarial & training
solutions.**

SECTION HEADLINE

**Everything your
business needs - under
one roof**

BODY COPY

When you work with Setbooks you get direct access to an experienced professional who personally oversees your work and reporting.

PROOF LINE

FCCA-led. SAIBA Practice No. 2133.
LGSETA accredited. Level 4 B-BBEE.

REASSURANCE

That is the founder-led promise:
partnership over paperwork.

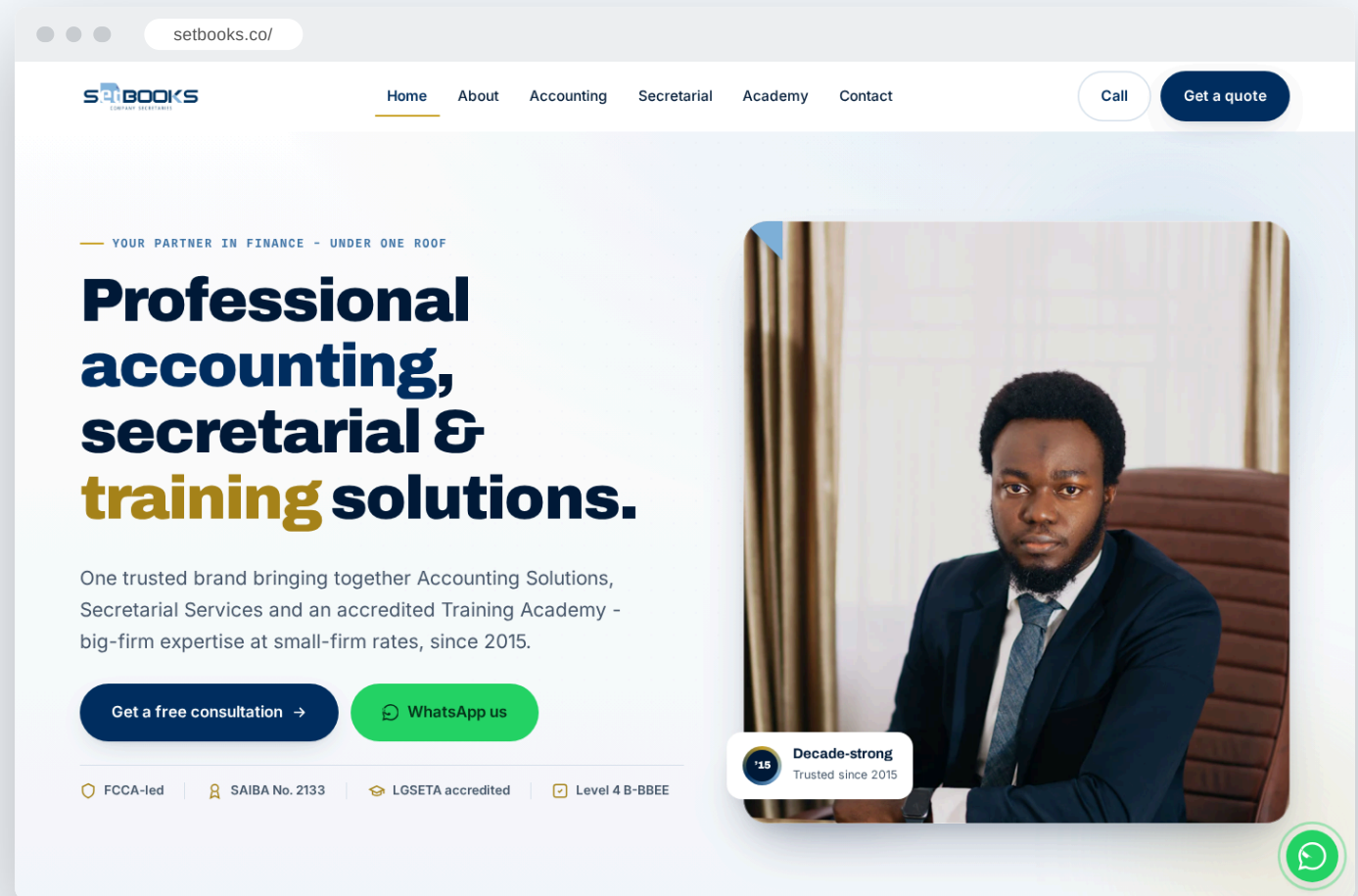
PRIMARY CALL TO ACTION

GET A FREE CONSULTATION

03 - USER EXPERIENCE DESIGN

CREDENTIALS IN THE FIRST SCREEN

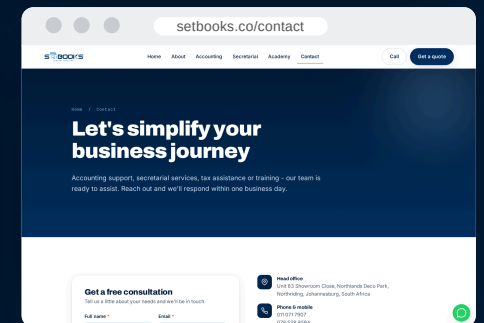
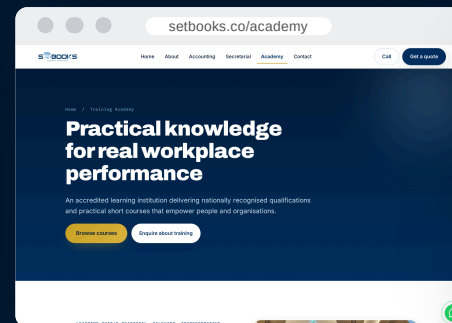
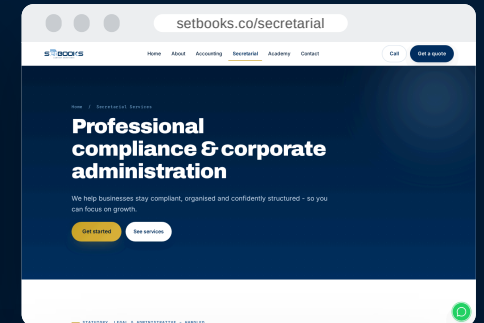
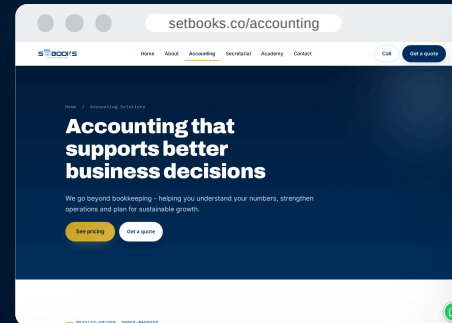
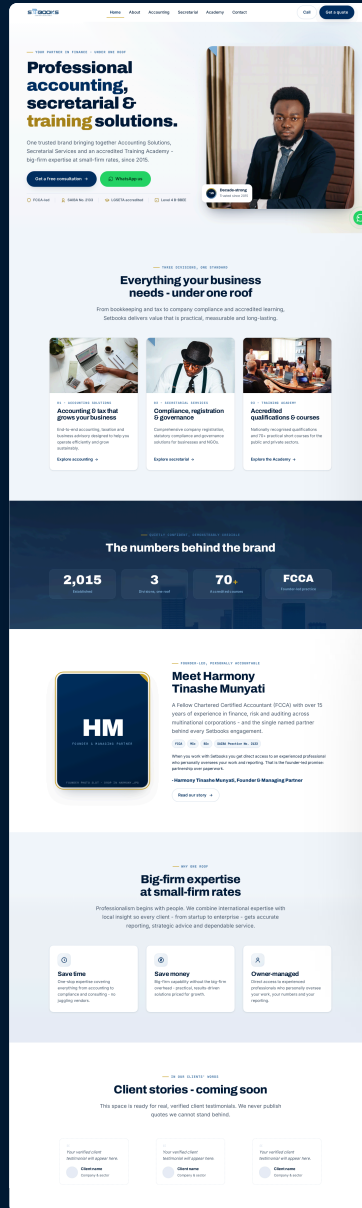
The homepage opens on the founder, the practice's line in heavy navy with gold on training, and the four credentials directly under the actions. A free consultation and WhatsApp sit side by side, with a decade-strong seal pinned to the portrait.



03 - USER EXPERIENCE DESIGN

THREE DIVISIONS, ONE ROOF

The journey moves from the brand to its three divisions - accounting, secretarial and the academy - each on its own page with its services and its pricing, then the story of the practice and a contact page with the consultation form and every line to the Northriding office.



YOUR PARTNER IN FINANCE - UNDER ONE ROOF.

A brand system, copywriting and user experience design, built for Setbooks Group and live on the web.

[SETBOOKS.CO](https://setbooks.co)