

SITT GROUP

MOVE GOODS. GROW BUSINESS.

A brand system, copywriting and a fifteen-post social media strategy for a Southern African group running two engines – SITT Consulting for the books and compliance, SITT Logistics for cross-border freight.

1

BRAND SYSTEM

15

SOCIAL POSTS

2

BUSINESS LINES

▶ SITT GROUP

LOGISTICS · CONSULTING · RETAIL

MOVE GOODS. GROW BUSINESS.

Two engines. One partner.

SIT Logistics keeps your cargo crossing borders. SIT Consulting keeps your books and compliance in order.

START AT [SITT.CO.ZA](https://www.sitt.co.za) →

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MIDNIGHT, SIGNAL ORANGE AND TWO ENGINES



Midnight
#080F1D



Navy
#0B2448



Consulting Blue
#003583



Sky
#1599E4



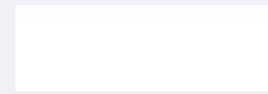
Logistics Violet
#2F2089



Signal Orange
#F5A623



Gold
#E5AE2F



White
#FFFFFF

AA

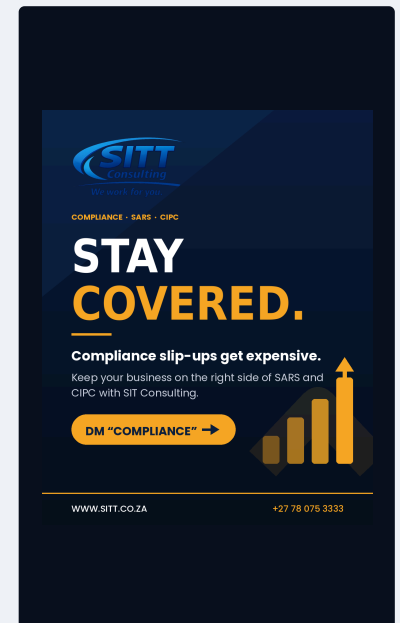
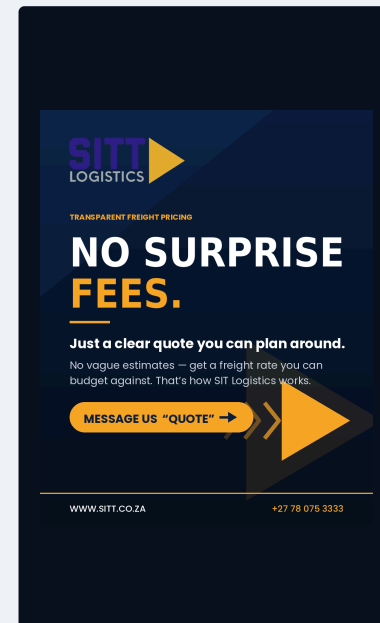
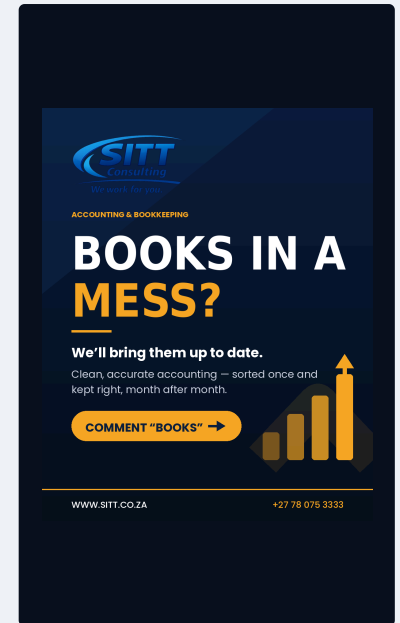
Poppins

Headlines set heavy in capitals, the second line lit in signal orange.

Aa

Poppins

Support copy and calls to action, set in the same family at lighter weights.



02 - COPYWRITING

QUESTIONS THE CLIENT ALREADY ASKS

Every post opens on a question or a pain the client already carries – books in a mess, cargo stuck at the border, tax season, surprise fees – and answers it in two short lines. Each closes on a comment-or-message call to action that turns a scroll into a conversation. The voice is punchy, practical and confident.

GROUP HEADLINE

Move goods. Grow business.

LOGISTICS HEADLINE

Still stuck at the border?

BODY COPY

Two engines. One partner. SIT Logistics keeps your cargo crossing borders. SIT Consulting keeps your books and compliance in order.

PROOF LINE

SA, Zimbabwe, Zambia, Botswana & beyond.

REASSURANCE

No vague estimates – get a freight rate you can budget against.

PRIMARY CALL TO ACTION

MESSAGE US "QUOTE"

03 - SOCIAL MEDIA STRATEGY

SITT CONSULTING SERIES

Seven posts, each built on one pain a business owner feels - registration, tax season, messy books, founder advisory, compliance, admin overload and growth - with the rising-bars device carrying the promise and a comment trigger on every call to action.

COMPANY REGISTRATION

MAKE IT OFFICIAL.

Get registered, quickly and correctly.
SIT Consulting registers your company so you can start trading without the runaround.

MESSAGE "REGISTER" →

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TAX - FILINGS - SARS

TAX SEASON, SORTED.

Accurate filings, on time.
Let SIT Consulting handle your tax - and give you back your peace of mind.

DM US YOUR TAX →

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ACCOUNTING & BOOKKEEPING

BOOKS IN A MESS?

We'll bring them up to date.
Clean, accurate accounting - sorted once and kept right, month after month.

COMMENT "BOOKS" →

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STARTUP ADVISORY

BUILD IT RIGHT.

Start on a solid foundation.
From registration to strategy, SIT Consulting helps founders build properly from day one.

BOOK A FREE CONSULT →

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COMPLIANCE - SARS - CIPC

STAY COVERED.

Compliance slip-ups get expensive.
Keep your business on the right side of SARS and CIPC with SIT Consulting.

DM "COMPLIANCE" →

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FINANCIAL ADMIN. HANDLED

STOP WEARING EVERY HAT.

You can't be everything at once.
Hand your financial admin to SIT Consulting and get back to running your business.

MESSAGE US TODAY →

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STRATEGY FOR GROWTH

BUILT TO GROW.

Turn ambition into a plan.
The right financial and strategic advice helps you scale with confidence.

COMMENT "GROW" →

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LOGISTICS - CONSULTING - RETAIL

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03 - SOCIAL MEDIA STRATEGY

SITT LOGISTICS SERIES

Seven posts for the importer and exporter – borders, paperwork, tracking, one partner across the region, transparent pricing, time-sensitive cargo and growth beyond borders – carried on the forward arrow of the Logistics mark.

SITT LOGISTICS

CROSS-BORDER FREIGHT - CUSTOMS CLEARANCE

STILL STUCK AT THE BORDER?

Every day your cargo sits is money lost. SITT Logistics handles cross-border freight and customs clearance across Southern Africa – so your goods keep moving.

MESSAGE US "QUOTE" →

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SITT LOGISTICS

CUSTOMS CLEARANCE DONE FOR YOU

SKIP THE PAPERWORK.

Customers shouldn't be your full-time job. We handle clearance, documentation and compliance end to end. You just tell us where it's going.

DM US TO START →

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SITT LOGISTICS

REAL-TIME SHIPMENT VISIBILITY

WHERE'S MY SHIPMENT?

Stop phoning around for updates. With SITT Logistics you get a partner who keeps you posted from pickup to delivery.

COMMENT "INFO" →

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SITT LOGISTICS

ONE PARTNER - MANY BORDERS

ONE PARTNER. EVERY BORDER.

SA, Zimbabwe, Zambia, Botswana & beyond. Simplify your cross-border movement with one logistics partner across the region.

GET A QUOTE →

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SITT LOGISTICS

TRANSPARENT FREIGHT PRICING

NO SURPRISE FEES.

Just a clear quote you can plan around. No vague estimates – get a freight rate you can budget against. That's how SITT Logistics works.

MESSAGE US "QUOTE" →

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SITT LOGISTICS

TIME-SENSITIVE CARGO

IT HAS TO BE THERE.

Reliable freight you can count on. For the shipments you can't afford to delay – SITT Logistics delivers, on time.

DM US TODAY →

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SITT LOGISTICS

IMPORT - EXPORT ENABLEMENT

GROW BEYOND BORDERS.

The right partner is the difference. Scaling your import or export business? Let SITT Logistics carry the load across Southern Africa.

CALL US TODAY →

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15

Posts across one visual system – two business lines, one group voice.

MOVE GOODS. GROW BUSINESS.

A brand system, copywriting and social media strategy, built for SITT Group and running across its channels.

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