

Untouchable Ascent

WHERE FINANCIAL CLARITY MEETS STRATEGIC INSIGHT

A brand system, copywriting and user experience design for a Randburg audit, accounting, tax and advisory firm serving owner-managed businesses and the organisations that report to boards, lenders and regulators.

1

BRAND SYSTEM

12

WEBSITE PAGES

4

DISCIPLINES



Midnight navy and burnished gold



Navy 900
#07182D



Navy 800
#0C2340



Navy 700
#123055



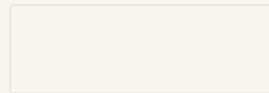
Navy 600
#1B4272



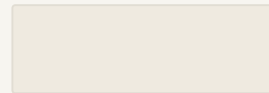
Gold
#C6A052



Gold High
#E3C888



Paper
#F7F5F0



Paper Warm
#EFEAE0

Aa

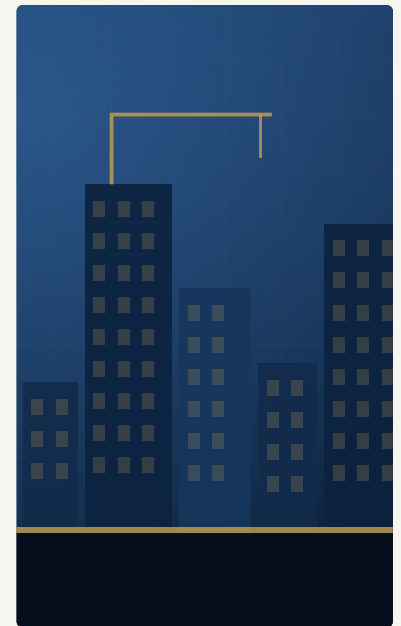
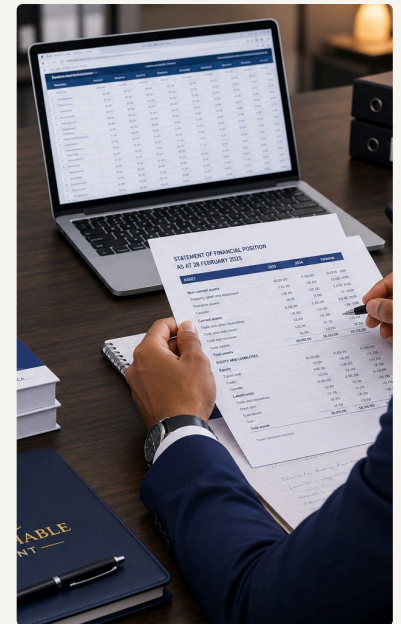
Bodoni Moda

Headlines, a high-contrast serif with the poise of a signed opinion.

Aa

Archivo

Body copy, service detail and navigation, steady and unadorned.



02 - COPYWRITING

Judgement, not volume

The copy positions the firm as a professional practice rather than a service counter. It keeps the client's own lines where they carry the brand, sets out six commitments that shape every engagement, and writes each discipline in the language of the people who have to act on the findings. The voice is composed, senior and plain-spoken.

HERO HEADLINE

Where financial clarity
meets strategic insight

SECTION HEADLINE

A professional practice
built around judgement,
not volume

BODY COPY

Because a meaningful audit should do
more than validate the numbers. It should
strengthen the business behind them.

SERVICE LINE

Audit & Assurance | Accounting | Tax |
Advisory

REASSURANCE

The people you meet at the proposal are
the people on the file.

PRIMARY CALL TO ACTION

REQUEST A CONSULTATION

03 - USER EXPERIENCE DESIGN

Clarity in the first screen

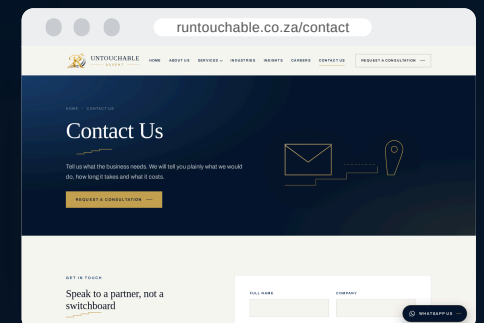
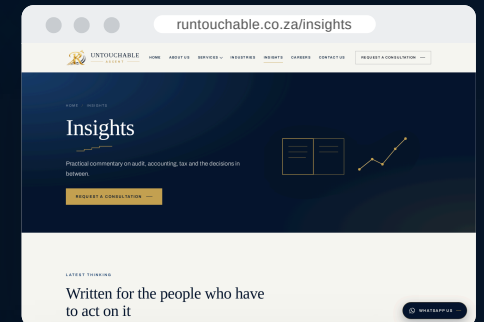
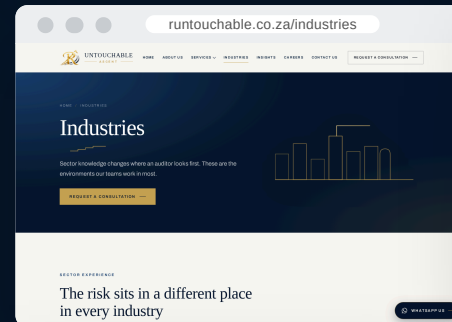
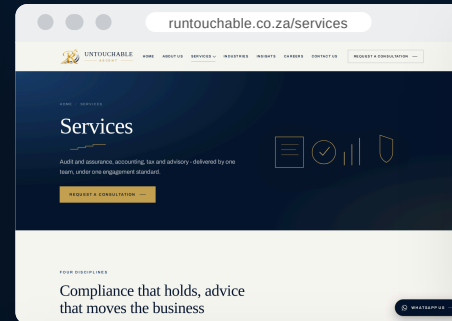
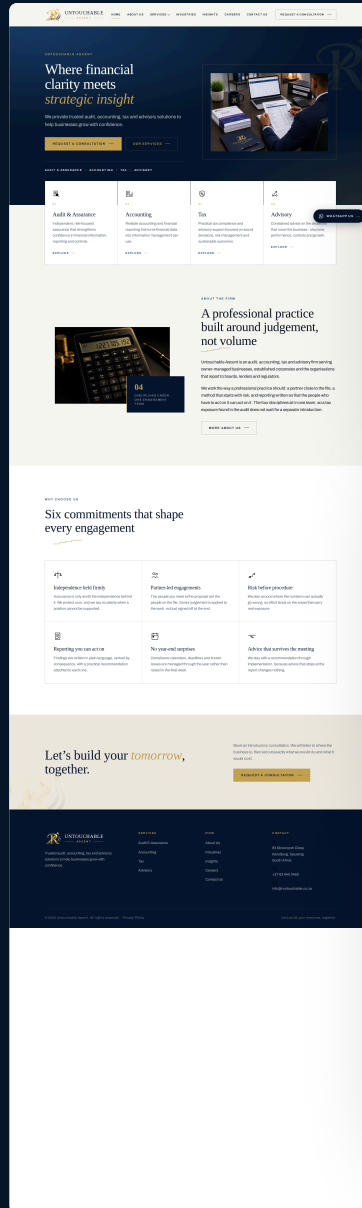
The homepage opens on midnight navy with the firm's line set in Bodoni, gold on strategic insight, and the advisor's desk framed beside it. The four disciplines follow as a row of cards, and a consultation is one action away from anywhere on the site.



03 - USER EXPERIENCE DESIGN

Four disciplines, one engagement team

The architecture moves from the firm to its services - audit and assurance, accounting, tax and advisory, each on its own page - then the industries it serves, its insights, careers and a contact page built around speaking to a partner. Twelve pages drawn in one gold line language.



Let's build your tomorrow, together.

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

[RUNTOUCHABLE.CO.ZA](https://runtouchable.co.za)