





| About

Proaccounts, established in 2015, comprises a team of chartered accountants (CAs), company secretaries (CSs), and lawyers. Business owners constantly face the challenges of maintaining accounts and staying updated with ever-changing tax laws. Proaccounts assists business owners in finding relief and bridging the gap between managing their businesses and managing their time effectively.



Dear Mr Smith,

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| Problem

The firm desired to distance itself from the perception of being "Just another financial firm" focused solely on growth and graphs.







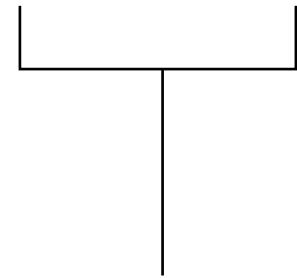
Creative Solution

We cleverly integrated a human figure within the letter "o" to symbolize their distinctive USP of providing on-demand accountants.



| Logo Breakdown

pr**o**accounts



Integrated a human figure
within the letter "o"



| Logo Construction

prgaccounts

| Typography

Aa

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#%&\$

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#%&\$

Brand Colors

Hex Code: #54BE8E

R: 84

C: 65%

G: 190

M: 0%

B: 142

Y: 59%

K: 0%



Get Started Now





prgaccounts



Impact

The brand identity exemplifies a technology-driven and forward-thinking approach, going beyond the traditional accounting firm model.