



# **Proccounts is a team of CAs, CSs and Lawyers formed in 2015.**

Business owners are continuously faced with maintenance of accounts and ever changing tax laws.

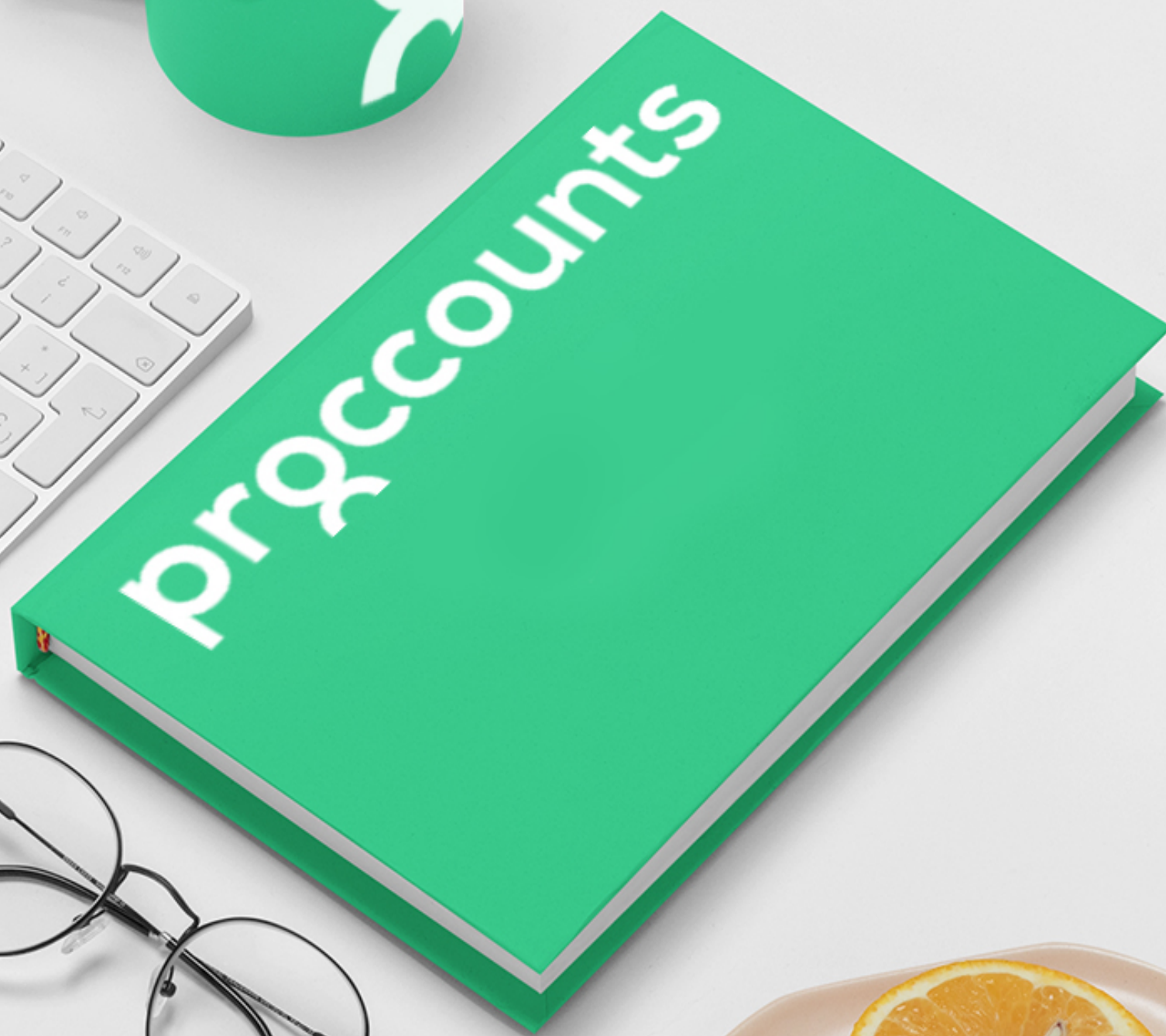
**Proccounts help business owners find relief and recognize areas between managing a business and managing their time.**



*Client Challenge*

**The firm didn't want the identity of  
"Just another financial firm"**

**Beyond growth and graphs :D**





*Creative Solution*

**We smartly incorporated the human figure in the letter “O” to reflect their strong USP of deploying accountants on demand**

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#### Minimalist space

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#### Literary minimalism

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Harmonia Visual (c) 2018

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**The identity reflected the tech-driven and future ready approach of the brand taking it beyond a traditional accounting firm approach.**



# Count On Us

