

Company Profile



Strategy



Design



Digital



Print

Building
brands that **ti**
Strategic . Creative . Impactful

sel
projects

We help businesses grow through thoughtful design...

We are a team of passionate designers creating brands and digital experiences that work beautifully.

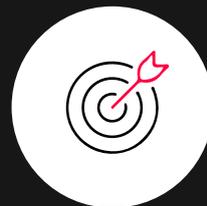
At Seltik Projects, we believe every business exists to sell (ideas, products, or services). Real success comes from ticking three essentials: being strategic, creative, and impactful. That belief defines our work and inspires our name.

Based in Ghana, Seltik is a design-driven, results-focused creative agency. We work with startups and established brands across industries, delivering intentional, visually compelling design solutions that attract customers, build trust, and drive measurable results.



Our vision

To build a collective of successful clients who win because we're in their corner.

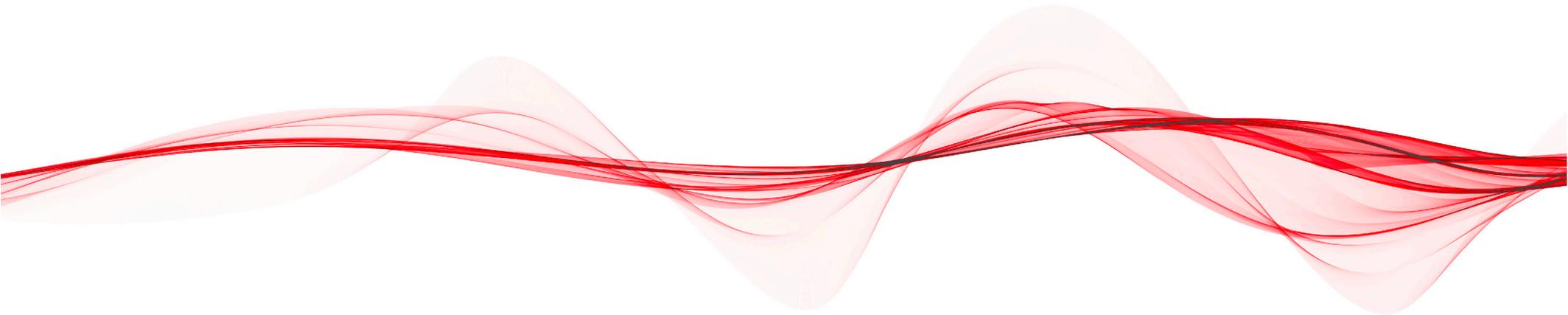


Our mission

To combine smart strategy with great ideas to tell stories that connects with people and gets results.

We dress you the *way* you want to be addressed...

We ensure your brand's overall presence consistently reflect how you want to be perceived by your target audience through different touchpoints. It is about being intentional and strategic with your brand's presentation to attract the right people and the right opportunities.



Apple Founder

Steve Jobs

Your brand is the single most important investment you can make in your business

The following statistics say it all

1

It only takes

**0.05
seconds**

for customers to
form an opinion
about your brand

(Exploding Topics)

2

55%

of brand first
impressions are
based on visual
design elements

(Exploding Topics)

3

75%

of consumers
recognise a brand
by its logo over
words or other cues

(Zippia Research)

We are Jack of all trades, master of eight (8)...

Our core strengths:



Company Profile
Design



Brand Identity
Design



Web Design &
Development



Presentation Design



Content creation



Print Design



Souvenir branding



Space/ Event
Branding



The background of the slide features dark, semi-transparent silhouettes of several individuals in professional business attire, including suits and blouses, arranged in a loose group. The overall aesthetic is professional and minimalist.

Excellent design
does not just happen
naturally. **It is a
product of process...**

Our process designed for great results



Discover

We begin by understanding the true purpose of the brand. Through the right questions and research, we uncover insights that reveal opportunities and form the foundation for meaningful brand connections.



Define

We align business goals with consumer insights to shape a clear brand strategy—defining positioning, personality, and purpose that create competitive advantage.

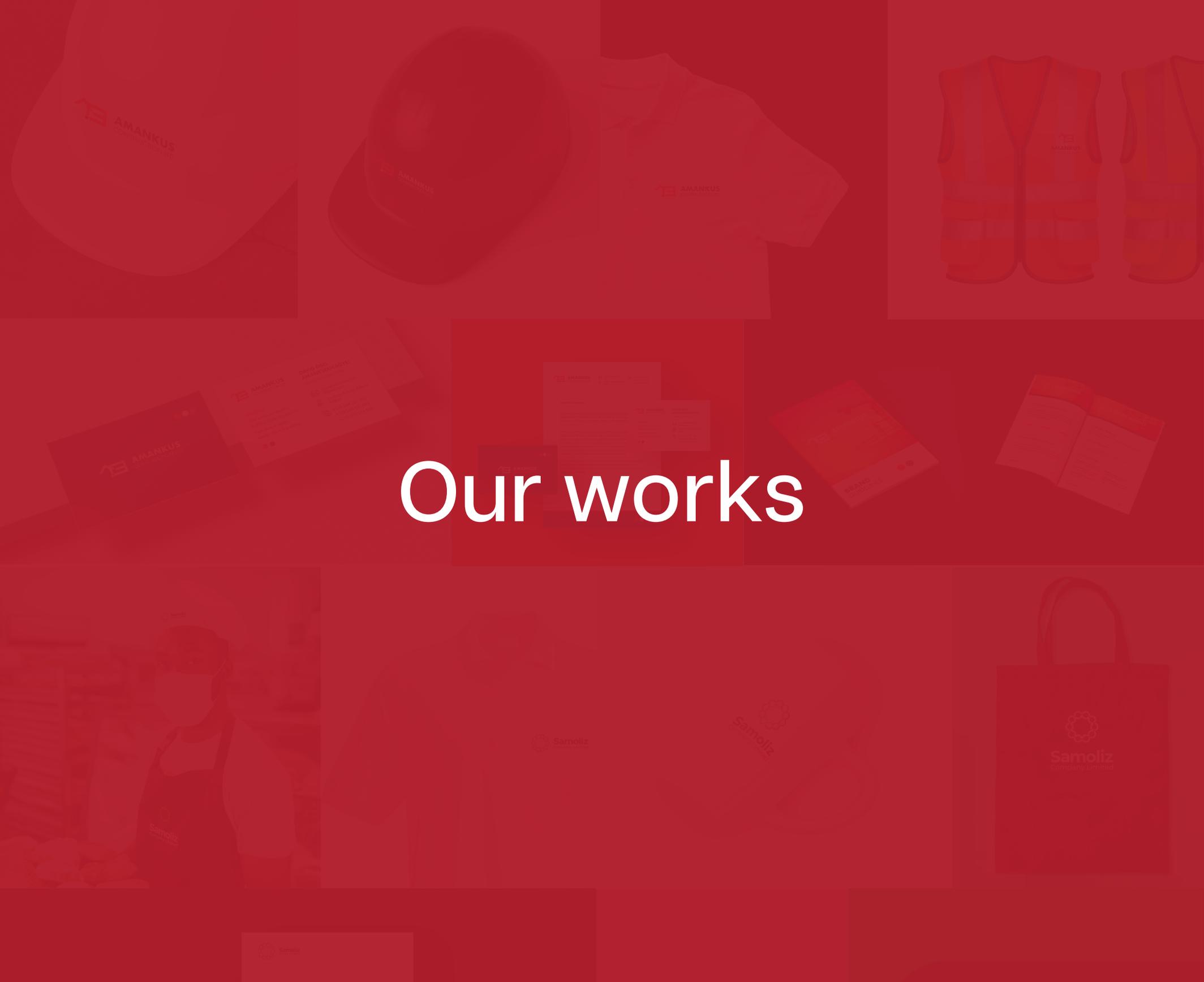


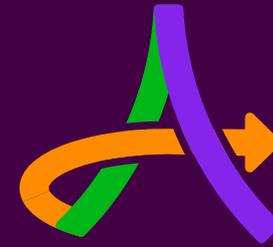
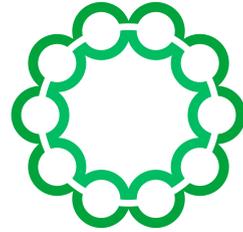
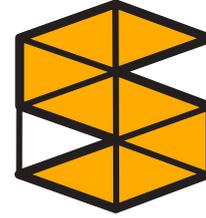
Design

With a clear strategy in place, we bring the brand to life. We design the visual and verbal brand assets that create distinction, drive recognition, and support long-term growth across all touchpoints.



Our works





ARMANO™

Client

Asevel is a Ghana-based jewellery brand offering elegant, high-quality accessories at affordable prices for fashion-conscious women, young adults, and teens.

The Problem

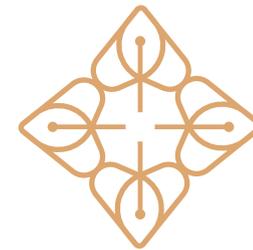
Asevel needed a strong and distinctive brand identity that could communicate luxury and confidence while remaining accessible to a youthful audience. The brand also required a visual language that reflected its cultural roots and emotional value, helping it stand out in a competitive jewellery market.

The Solution

A culturally inspired brand identity was developed, rooted in the emotional experience jewellery creates—confidence, abundance, and self-expression. Guided by the Adinkra philosophy of ‘Sankofa’, the logo was designed using elements from the ‘Bese Saka’ and ‘Akoma’ symbols. These forms were refined into a modern, elegant mark and supported by a cohesive color palette, typography, and photography style.

The Outcome

The final brand identity positions Asevel as a refined yet friendly jewellery brand with strong cultural meaning. The system is flexible across digital platforms, packaging, and marketing materials, giving Asevel a consistent and recognizable visual presence that connects emotionally with its audience.



Asevel



Client

Atlas Staffing Network is a New York–based recruitment and immigration support company that connects U.S. employers with skilled international talent across multiple visa and employment-based pathways.

The Problem

Atlas Staffing Network needed a clear and professional brand presence that could communicate trust, clarity, and expertise within a highly complex recruitment and immigration space. The brand had to appeal to both U.S. employers and international candidates especially the youth while explaining a wide range of visa services in a simple and credible way.

The Solution

We designed a structured brand narrative and visual direction to position Atlas Staffing Network as a reliable bridge between global talent and U.S. workforce needs. The messaging focused on clarity, compliance, and end-to-end support, while the brand system was designed to feel professional, youthful, confident, and accessible.

The Outcome

The final brand identity positions Atlas Staffing Network as a refined and professional brand. The system is flexible across digital platforms, packaging, and marketing materials, giving Atlas Staffing Network a consistent and recognizable visual presence that connects with its audience.





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atlasstaffingnetwork@gmail.com

Branding

Branding is defined as the process of creating up or making a unique name or design for a service or product.

Having a good brand strategy allows you to have a major advantage in gaining a large market in your market competitors. Your brand is what your customers expect from the products and services you offer.

Are you innovative or are you the experience type? Do you offer a high-end, high-quality product or a budget, high-price product? It is important to both the client and customer thinking what your customers need you to be. Your logo is the main foundation of your brand. It is the promotional material that is connected with your logo to communicate with your brand.

Brand messages are different and derived based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication, and distribution are all parts of brand strategy.

The branding strategy you have should be consistent as it leads to a strong brand equity.

ATLAS
STAFFING NETWORK

Client

Armano is a bespoke suit startup creating tailor-made luxury suits for businessmen and high-income professionals between the ages of 25 and 60. The brand serves clients who value quality, simplicity, and refined elegance.

The Problem

Armano needed a brand identity that could communicate luxury and sophistication without feeling excessive or intimidating. The challenge was to visually express craftsmanship, excellence, and customer focus while appealing to a mature audience that prioritizes timeless style over trends.

The Solution

A refined and minimalist brand identity was developed to reflect Armano's core values. The visual direction focused on clean typography, restrained color choices, and subtle detailing to communicate quality and luxury. Every design decision was made to support clarity, sophistication, and a client-centered experience, mirroring the bespoke nature of the service.

The Outcome

The final identity positions Armano as a confident and premium bespoke tailoring brand. It communicates excellence, sophistication, and trust, while reinforcing a strong focus on the customer. The brand now presents a consistent and elegant visual presence that aligns with the expectations of high-income professionals.

ARMANO™



ARMANO™



Client

SERMMA Micro-Credit is a financial services company that provides fast and accessible micro-loans to small and medium-scale business owners. The brand focuses on supporting startups, market women, and small businesses with financial solutions tailored to their needs.

The Problem

Many small business owners struggle to access reliable and timely financial support. SERMMA needed a brand identity that could communicate trust, simplicity, and accessibility while standing out in a competitive micro-credit space often perceived as complex or intimidating.

The Solution

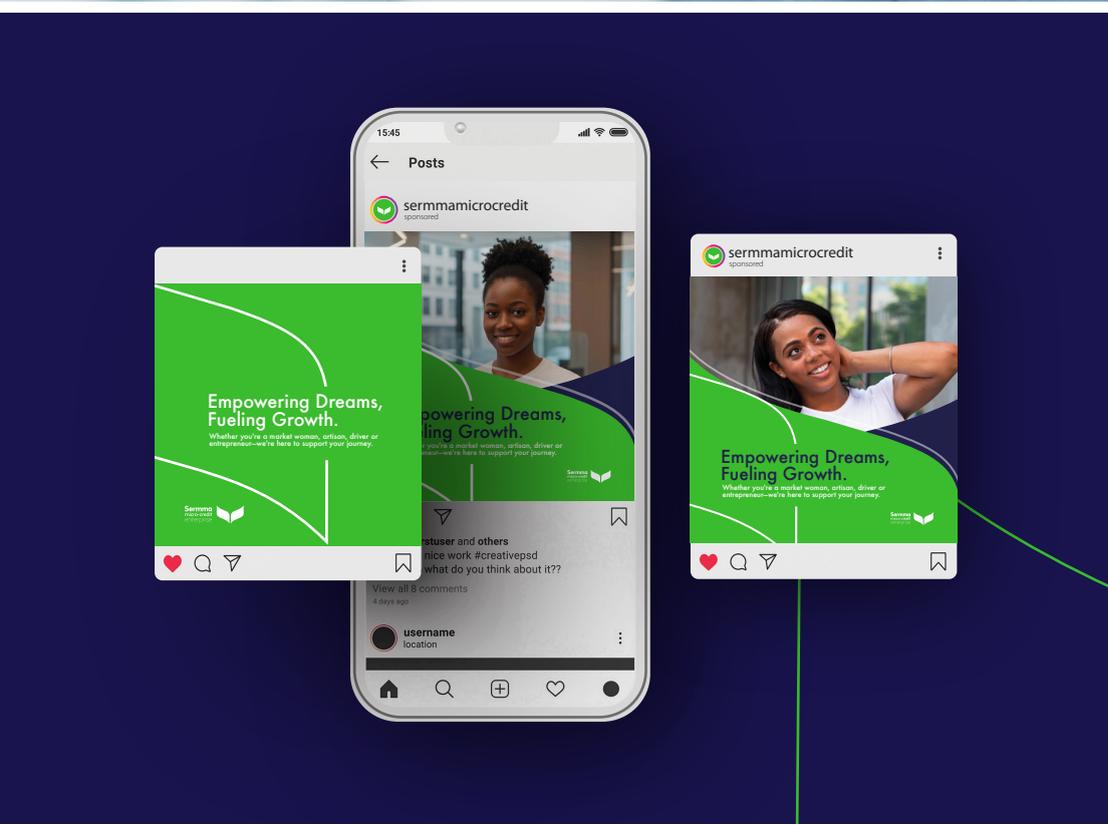
A clear and approachable brand identity was developed to reflect SERMMA's mission of empowering entrepreneurs through swift and compassionate financial services. The visual and verbal language focused on clarity, professionalism, and warmth, reinforcing the brand's commitment to growth, entrepreneurship, and community impact.

The Outcome

The final brand identity positions SERMMA Micro-Credit as a dependable and accessible financial partner for small businesses. It communicates confidence, ease, and trust, supporting the brand's vision of making business startups and loans effortlessly accessible while contributing to long-term economic development.

Sermma
micro-credit
enterprise





Client

Amankus Construction is a Ghana-based construction company delivering high-quality construction and infrastructure solutions with a strong focus on innovation, durability, and sustainability.

The Problem

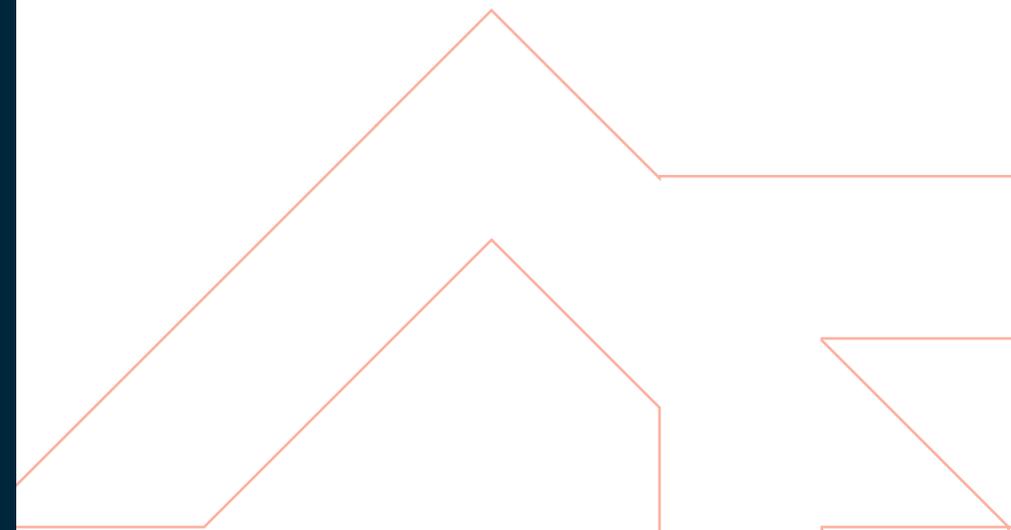
The company needed a professional brand identity that communicated trust, structural strength, and technical expertise while standing out in Ghana's competitive construction industry.

The Solution

A bold and modern brand identity was developed to reflect stability, precision, and progress. The visual system emphasized strong typography, structured layouts, and a confident tone that aligns with the company's commitment to quality and nation-building.

The Outcome

The final identity positions Amankus Construction as a reliable and forward-thinking construction partner, reinforcing its mission to build a better Ghana through innovative and sustainable construction solutions.

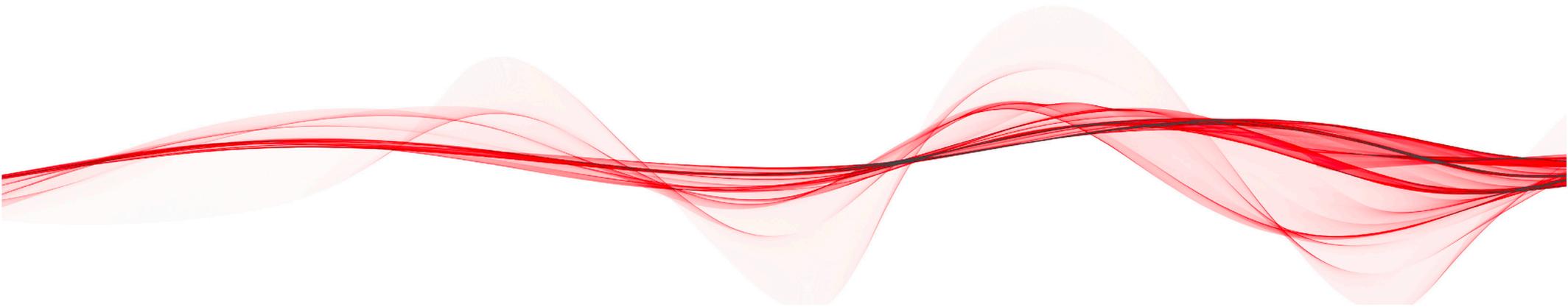




75%

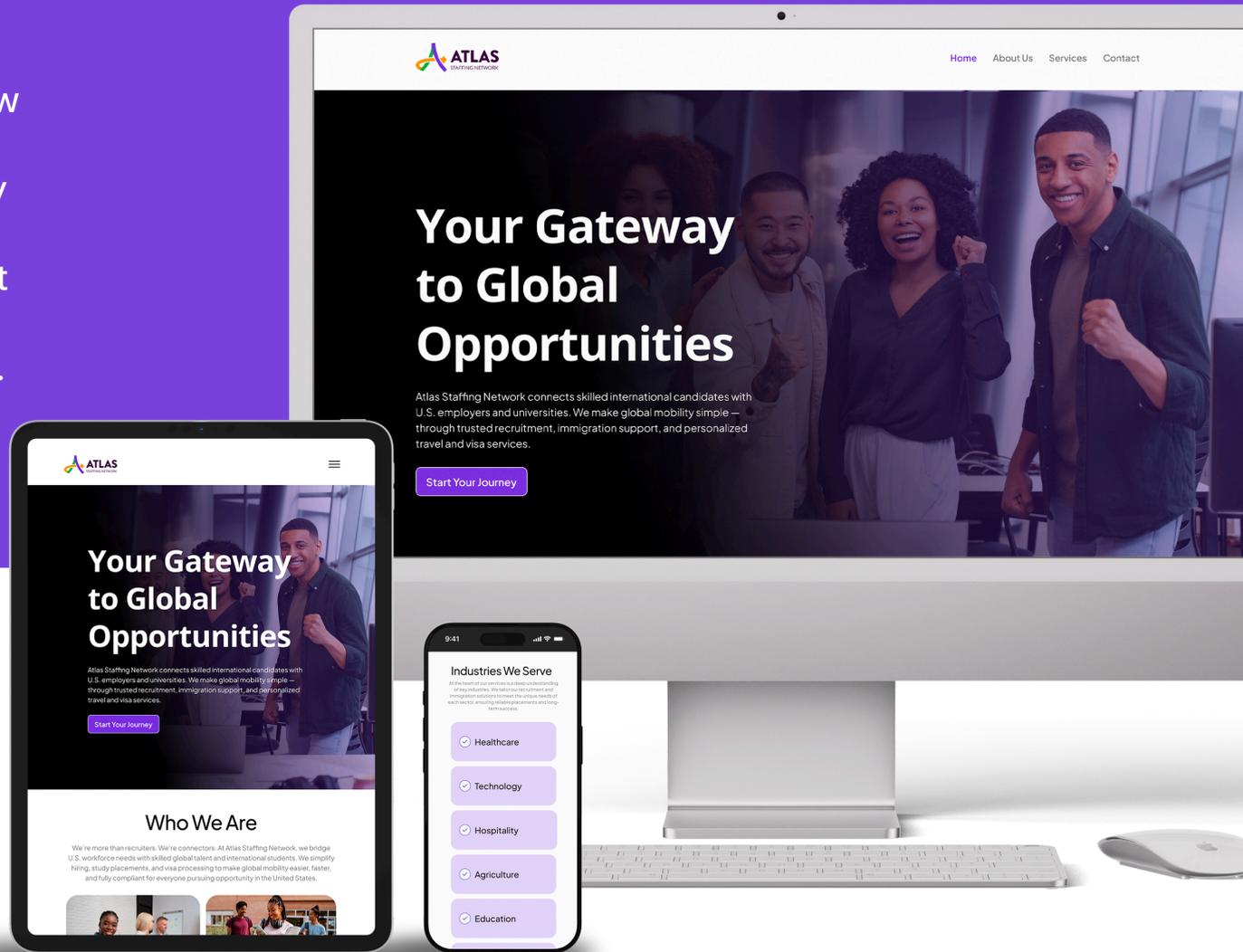
of consumers judge
a business's credibility
based on their website.

-businessdasher.com



Atlas Staffing Network is a New York–based recruitment and immigration support company that connects U.S. employers with skilled international talent across multiple visa and employment-based pathways.

atlastaffing.com



The Problem

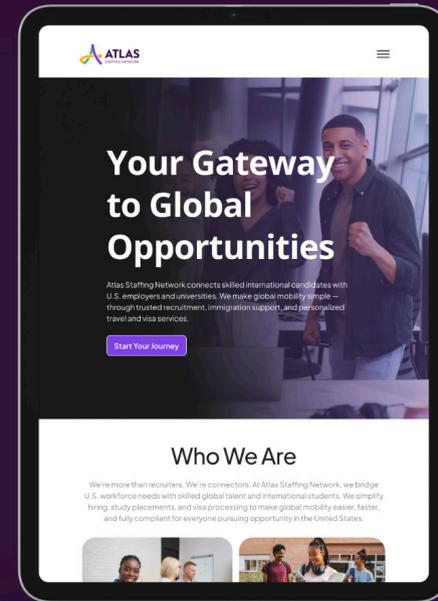
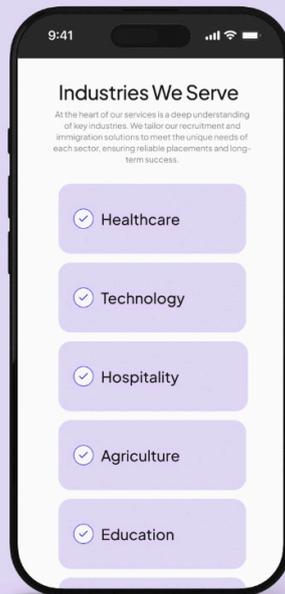
Atlas Staffing Network needed a clear and professional online presence that could communicate trust, clarity, and expertise within a highly complex recruitment and immigration space.

The Outcome

The final website positions Atlas Staffing Network as a refined yet approachable brand. It is flexible across multiple screen (desktop, mobile and tablet).

The Solution

We designed a responsive website to position Atlas Staffing Network as a reliable bridge between global talent and U.S. workforce needs.



Print design



Social Media Designs

Samoliz
Limited Company

Happy
**Kwame Nkrumah
Memorial Day**
from Samoliz Limited Company

Arena-Ejisu AE-0058-234 Ashanti Region | 020 965 0336 / 026 773 6545 | samolizlimitedcompany@gmail.com

Samoliz
Limited Company

Breast cancer
Awareness
Month

**HURRY YOUVE MADE
THROUGH THIS MONTH**
Ways to reduce your risk
of Breast Cancer

- 1 Maintain a Healthy Weight
- 2 Stay Active
- 3 Eat a Balanced Diet
- 4 Breastfeed, if possible

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Samoliz
Limited Company

Interior finishes | Exterior wall coats | Luxury tint

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Buy 200 buckets of Graphiato and
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Don't miss out on this incredible deal. Stock up
now and let us handle the transformation for FREE!

Promo

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Graphiato**
FOR INTERIORS
GH¢ 435

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FOR EXTERIORS
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FOR SPECIAL EXTERIORS
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Transform your exterior walls with our high
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New

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For interior
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quality textured, scratch-resistant, luxurious
and durable graphiato.

Gh¢ 480

New

**Luxicoat paint™
Graphiato**
For exterior
surfaces

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Samoliz
Limited Company

**Samoliz
Builders**

**Luxicoat
paint™**

Happy
new month

Samoliz welcomes you to the month of
NOVEMBER

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Brands we have worked with



ARMANO™





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+233 594 382 944

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seltikprojects.com

**Building
brands that tik**
Strategic . Creative . Impactful