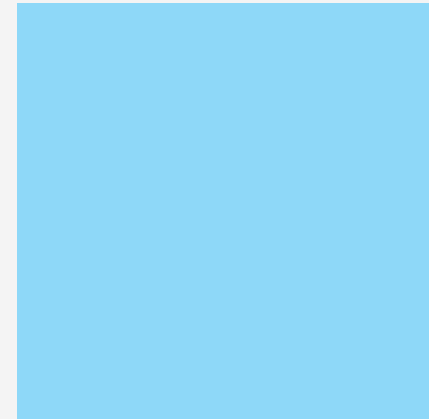
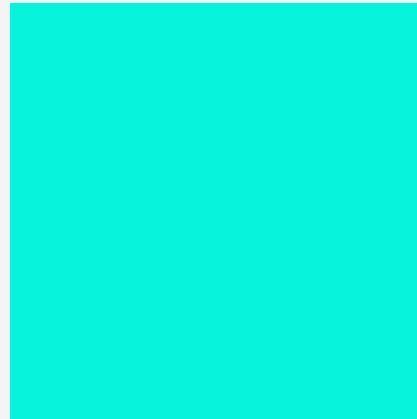
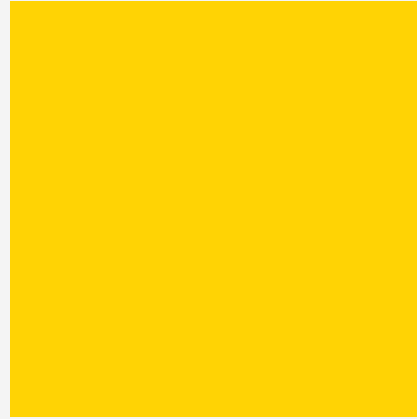


# Our Brochure

Brand building with business in mind



# From Elisheba with love.

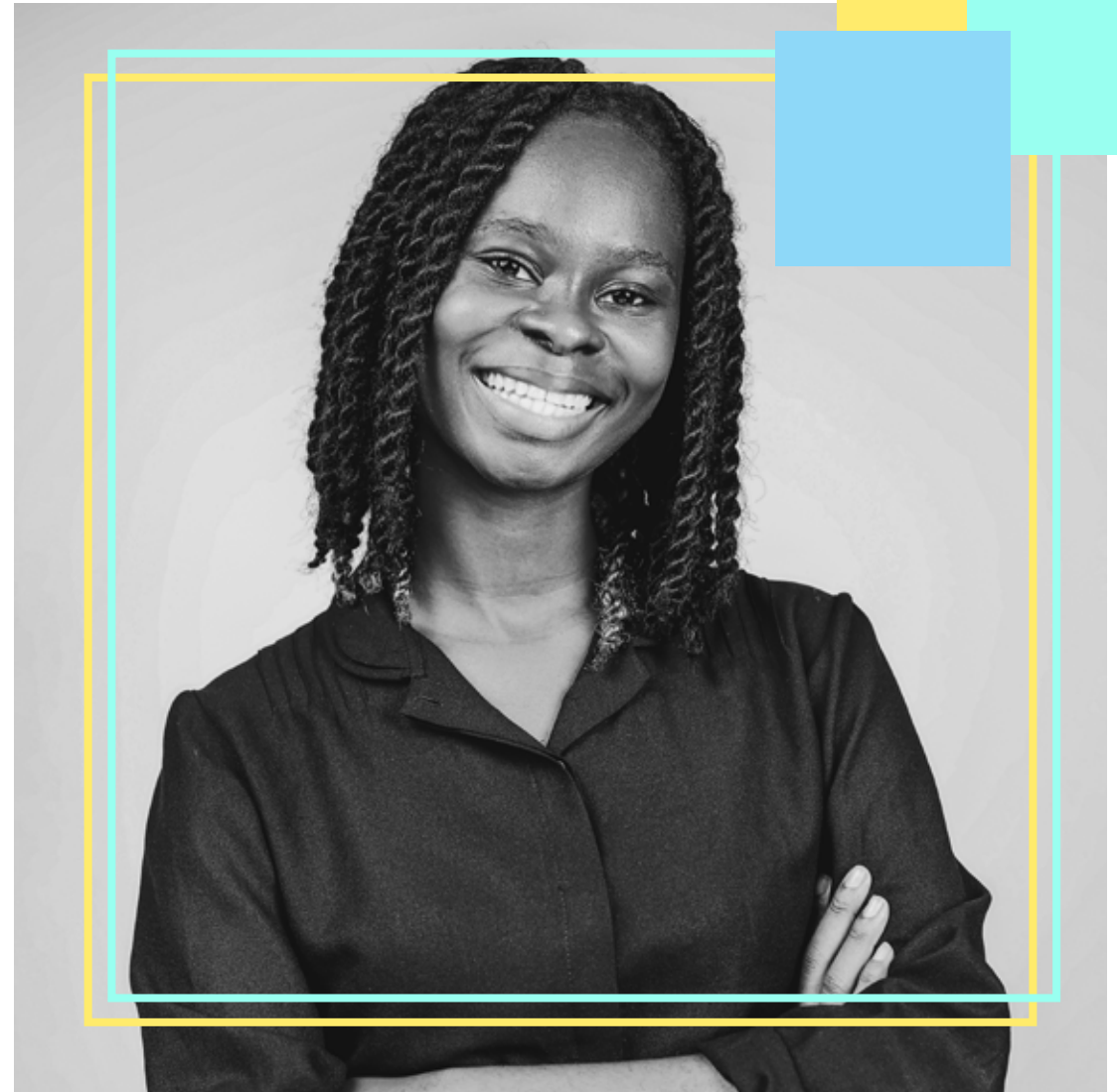
## Seriphics' Story

I came to learn that design solves problems back in secondary school when I first started to fancy architecture, While Studying architecture in the university, I started doing business and from there I started to realize the need of proper brand building. Naturally as a business owner, the first thing that comes to mind is a logo but one year down the line.

*"I quickly realized I needed more than that, As a designer I decided to look into this, trying to figure out how to brand properly. This is when I picked up the interest of taking businesses to the next level through strategic brand building"*

At Seriphics, we want your business growth and brand building to be fast, seamless and stress-free for you.

This is why Startups and SMEs trust us to help them create a powerful brand image and effectively engage their target audience for improved sales and traction. We achieve this by transforming your rough ideas into effective strategies, and working alongside the most creative and innovative designers to bring them to life.



# This is who we are.

## About Us

At Seriphics, we immerse ourselves in your business, comprehend your objectives and challenges, and devise tailored strategies to address them. Our approach yields steady brand building and sustainable business growth

Seriphics is a creative agency that gets you closer to your business goals for the value of your investment.







# Our Services

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- Brand Strategy and Visual Identity
- Website Design and Development
- Packaging Design and Production
- Merch Design and Production
- Website Upgrade and Update
- Mobile App Design & Development
- Product Launch Strategy and Execution
- Product Photography
- Monthly Content Creation
- Event Branding
- Ad Campaigns and Activations

# Brand Strategy and Visual Identity

We understand that a strong brand identity is the cornerstone of success in today's competitive marketplace. Our dedicated team of experts specializes in crafting unique and impactful brand identities that resonate with your target audience.

Through a collaborative approach, we delve deep into your business, its values, and its goals to develop a comprehensive brand strategy tailored specifically to your needs. We take into account every aspect of your brand, from visual elements to messaging, ensuring a consistent and compelling brand experience across all touchpoints.

With our brand identity development and brand strategy services, you'll not only create a powerful connection with your customers but also differentiate yourself from the competition, leading to increased brand recognition, customer loyalty, and ultimately, business growth.

Our [brand management service](#) would be perfect if you don't have a team to manage the brand making sure you're consistent and follow the strategy well.

**Book This Now**



# Website Design and Development

In today's digital landscape, a visually captivating and user-friendly website is essential for attracting and engaging customers. At Seriphics, our experienced team of designers and developers combines stunning aesthetics with seamless functionality to create websites that not only make a lasting impression but also drive conversions.

We take the time to understand your business goals, target audience, and desired user experience, ensuring that every element of your website is optimized to deliver results. From intuitive navigation to responsive design, we craft websites that provide a seamless and enjoyable user journey, leaving a lasting positive impression of your brand.

With our website design and development services, you'll have a powerful online presence that sets you apart from the competition, drives sales, and establishes your business as a trusted authority in your industry.

Our [website management services](#) are also a great fit if you don't have an inhouse team to handle the website after it's been developed.

**Book This Now**



# Packaging Design and Production

In a crowded marketplace, captivating packaging design can be the key to attracting customers and standing out from the competition. At Seriphics, our talented team of designers specializes in creating packaging that not only showcases your products but also tells your brand's unique story.

We understand the power of visual communication and the importance of aligning your packaging design with your brand identity. From concept development to production, we work closely with you to create packaging that captures attention, evokes emotion, and leaves a lasting impression.

With our packaging design and production services, your products will be presented in a way that resonates with your target audience, increasing brand recognition, customer loyalty, and ultimately, driving sales.

We go the extra mile to produce your packaging after we design through our partners.

[\*\*Book This Now\*\*](#)





# Merch Design and Production

Take your brand to the next level with our custom merchandise design and production services. We believe that merchandise serves as a powerful extension of your brand, allowing you to engage with your audience on a personal level and create brand ambassadors.

Our creative team works closely with you to design merchandise that aligns with your brand identity and resonates with your target audience. Whether it's apparel, accessories, or promotional items, we combine unique designs with high-quality materials to create merchandise that not only looks great but also leaves a lasting impression.

With our merch design and production services, you'll have the opportunity to increase brand visibility, generate word-of-mouth marketing, and foster a sense of community and loyalty among your customers.

We go the extra mile to produce your merch after we design through our partners.

[\*\*Book This Now\*\*](#)

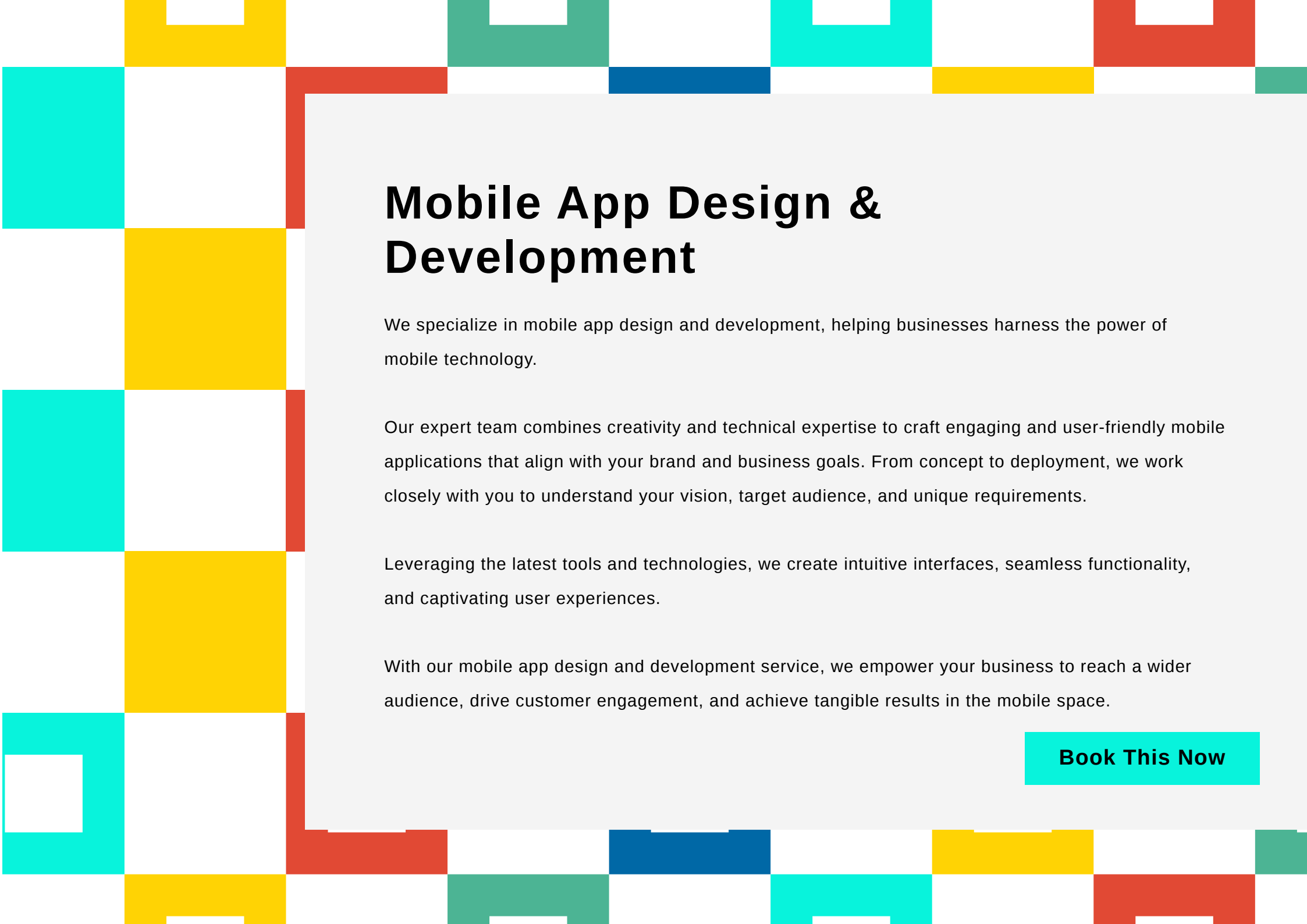


# Website Upgrade and Update

Enhance your online presence and drive sales with our expert website upgrade services. We revamp your website, optimizing its design, functionality, and user experience to attract and engage customers.

With a visually appealing and user-friendly website, you'll effectively showcase your products or services, driving sales and growth for your business.

[Book This Now](#)



# Mobile App Design & Development

We specialize in mobile app design and development, helping businesses harness the power of mobile technology.

Our expert team combines creativity and technical expertise to craft engaging and user-friendly mobile applications that align with your brand and business goals. From concept to deployment, we work closely with you to understand your vision, target audience, and unique requirements.

Leveraging the latest tools and technologies, we create intuitive interfaces, seamless functionality, and captivating user experiences.

With our mobile app design and development service, we empower your business to reach a wider audience, drive customer engagement, and achieve tangible results in the mobile space.

[\*\*Book This Now\*\*](#)

# Product Launch Strategy and Execution

Launching a new product is an exciting milestone, but it requires careful planning and execution to generate maximum impact. At Seriphics, we specialize in creating impactful product launch strategies that generate excitement, anticipation, and ultimately drive sales.

Our team works closely with you to understand your product, target audience, and business goals. From crafting compelling messaging to coordinating multi-channel campaigns, we ensure that your product launch leaves a lasting impression. With our expertise, you'll create a buzz in the market, generate widespread awareness, and position your brand as an industry leader.

[Book This Now](#)



# Product Photography

In today's visually-driven world, high-quality product photography is essential for capturing attention and driving sales. At Seriphics, our experienced photographers understand the power of visually stunning images to showcase your products in the best possible light.

We meticulously capture the essence and uniqueness of your products, paying attention to every detail to create compelling visuals that captivate your audience.

Whether it's for e-commerce platforms, marketing materials, or social media, our product photography services will elevate your brand image, enhance your online presence, and entice customers to make a purchase.

[\*\*Book This Now\*\*](#)

# Monthly Content Creation

Engaging content is the lifeblood of any successful brand. At Seriphics, our expert content creators develop compelling copy, visually stunning graphics, and engaging videos that tell your brand's unique story.

We understand the importance of creating content that resonates with your target audience and delivers your brand message effectively. From social media posts to blog articles, we craft content that educates, entertains, and inspires action.

By leveraging our content creation services, you'll be able to consistently connect with your audience, build brand loyalty, and drive meaningful engagement that converts into sales.

[Subscribe](#)



# Event Branding

Make a memorable impact at events with our expert event branding services. We understand that events provide valuable opportunities to connect with your target audience, showcase your brand, and create lasting impressions.

Our dedicated team of professionals will work closely with you to develop cohesive and impactful branding experiences that captivate attendees and leave a lasting impression. From trade shows to product launches, we'll create a comprehensive event branding strategy that aligns with your brand identity and goals.

With our event branding services, you'll stand out from the crowd, generate buzz, and establish your business as a market leader.

We also handle printing of materials and logistics through our partners.

[\*\*Book This Now\*\*](#)



# Ad Campaigns and Activations

Cut through the noise and reach your target audience effectively with our strategic ad campaigns. At Seriphics, we develop tailored campaigns across various platforms, utilizing compelling visuals, captivating copy, and precise targeting to maximize your brand's visibility and drive conversions.

Our team of experts understands the importance of crafting a cohesive and impactful message that resonates with your audience. Whether it's social media ads, search engine marketing, or display advertising, we create ad campaigns that capture attention, generate interest, and ultimately lead to increased brand awareness and sales.

[Book This Now](#)



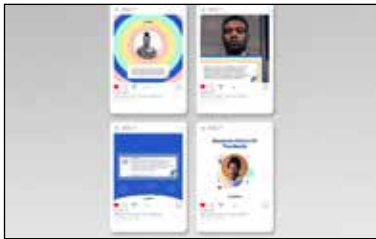
# Case Studies





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Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
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- DM Sans



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# PLOTTER

**CHALLENGE:** Creating a Captivating Brand Identity for a Finance Management Tool

**SOLUTION:** For Plotter, a tech start-up building a finance management tool, we recognized the importance of a strong brand identity that would attract business owners to their app.

Leveraging our expertise in brand strategy, we developed a comprehensive brand identity system that perfectly aligned with their product.

**BRAND CONCEPT:** It was originated from the solution the app provides which is moving from paper records for business finances to an automated record app for business owners. We opted the scatter diagram to communicate “something disorganized to something more automated and systematic.”

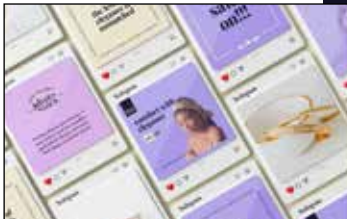
**TRANSFORMATION:** Through our efforts, the carefully crafted brand identity system enabled them to establish a unique and engaging presence in the finance management industry. The comprehensive brand guide provided their team with clarity and consistency in their social media graphics and UI design, resulting in a seamless and cohesive user experience. Plotter's new brand identity played a vital role in attracting their target audience and positioning them as a **trustworthy and user-friendly finance management tool.**

*Scope: brand design, social media design*



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- Palyfair Display



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# SILVER TOUCH

**CHALLENGE:** Creating a Meaningful Brand Identity and Packaging for a Luxury Jewelry Brand

**SOLUTION:** For Silver Touch, a luxury jewelry brand, we embarked on a journey to create a brand identity that held deep meaning and incorporated the concept of a crown. Our team delved into the jewelry industry landscape and developed a unique and captivating brand identity that showcased elegance and sophistication. We designed luxurious packaging that enhanced the overall brand experience. We extended our creative expertise to create social media templates that aligned with their brand identity, ensuring a cohesive online presence.

**BRAND CONCEPT:** To better communicate the brand we made use of a sparkle concept with a blend of traditional symbols.

**TRANSFORMATION:** The incorporation of the crown symbol resonated deeply with their target audience, evoking a sense of royalty and luxury. The carefully designed packaging further enhanced the brand's exclusivity and created a memorable unboxing experience. Silver Touch experienced an elevated perception in the luxury jewelry market, setting them apart as a brand synonymous with elegance and refinement.

*Scope: brand design, social media branding, packaging design*





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- **Raleway**



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# MFG PRECAST

**CHALLENGE:** Outdated Brand Identity and Limited Marketing Materials

**SOLUTION:** We took on the challenge of rebranding MFG Precast to position them as a leading construction company in Canada.

Through extensive research and collaboration, we developed a comprehensive identity system that showcased their expertise and professionalism. This system was applied consistently across their website and marketing materials, including brochures and flyers.

**BRAND CONCEPT:** The brand speaks of structure and intentionality and this was communicated through the hexagonal arrangement similar to a hive and the use of colour red.

**TRANSFORMATION:** With the new brand identity in place, they now had a visually appealing and cohesive brand image that reflected their commitment to quality and innovation. The professionally designed brochures and flyers empowered their sales team to make a lasting impression on potential clients. The revamped website became a powerful tool to showcase their projects and attract both clients and investors. The enhanced brand identity and marketing materials not only boosted MFG Precast's credibility but also increased productivity levels among their staff.

*Scope: brand design, website revamp, brochure design, flyers*

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# TRIB3 LAGOS

**CHALLENGE:** Trib3 Lagos, a restaurant situated in a highly competitive market, lacked a distinctive brand presence. The challenge was to create a unique brand that would stand out among numerous other restaurants in the area.

**SOLUTION:** We began by developing a comprehensive brand strategy, defining Trib3 Lagos as a meeting point where different tribes of people could come together, mingle, and enjoy a meal. We translated this concept into a cohesive visual identity system, which we applied across various touchpoints such as the physical space, website, staff uniforms, packaging, and menu.

**BRAND CONCEPT:** From the brand strategy we worked on, trib3 lagos is a restaurant and lounge that fosters community, infusing other tribes into the afro experience. The visual identity is a blend of community in diversity communicated in the logo and luxury communicated in typography and colour.

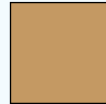
**TRANSFORMATION:** The founder of Trib3 Lagos expressed that our brand strategy surpassed his expectations, as he initially envisioned the restaurant solely as an amala spot. Our created brand identity provided him with a broader vision and the potential to expand the business further, generating increased revenue in the long run.

*Scope: brand strategy, brand identity, packaging design, menu, website, social media and more*



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- Butler





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- Signika



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# DSK FOODS & GRILLS

**CHALLENGE:** Rebuilding Online Presence and Scaling a Fast Food Business

**SOLUTION:** DSK Foods and Grills faced challenges with their online presence, which resulted in a loss of customers and hindered their ability to sell online. To address this, we embarked on a comprehensive rebranding journey. We began by changing the name from Dolapo Shawarma to DSK, creating a distinct identity separate from the past.

**BRAND CONCEPT:** Building on a brand strategy centered around happiness through food, we designed a logo with a happy smile. The mascot represents the founder's face. He spread happiness through the food he makes. This is perfect for customer engagement on social media and in-person interactions.

**TRANSFORMATION:** The new brand identity and strategic initiatives allowed them to proudly showcase their business online once again. Customers responded positively to the revamped brand, expressing their enthusiasm and support. The brand's focus on happiness through food resonated with customers, leading to increased engagement and loyalty. As a result, DSK Foods and Grills began exploring opportunities for campaigns, a website and opening more stalls. This successful transformation gave them the confidence and momentum to scale their business further.

*Scope: brand strategy, brand design, location branding*



## Let's talk further

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Website: <https://seriphics.com>

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