

scolpta

Think UpSideDown

Brand — Digital — Print — Space

Content

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The UpSideDown team of thinkers, innovators, and creators shaping brands for today and tomorrow. 🧒🧒

We combine strategy, design, and experience to move brands forward with a deep focus on people, innovation, and systems.

Our work philosophy revolves around adopting the innovative and forward-thinking approach - Think UpSideDown. Pioneering ideas and executing processes, we emphasize a fresh perspective which forms the core of our approach looking all directions - Up, Side, Down.

Break-away from the mundane

We infuse creativity, diversity of thoughts, and cultural awareness to keep us on top of our game.

Make new

We are not saying build a new planet, although we secretly wish you could. We make room for fresh views, thoughts and unconventional ways. In the end, what works is what wins.

Dig deeper

At every step, we don't leave things as they are, but as they should and can be. Every word, design and process reflect our detailed outlook. We do more to appreciate the process as an instructive move to arouse our creative flair.

Be anti-boring

We live for the vibes and we can do a bit of the 'suit and tie' when we have to. It's a free space-think, live and make possible. Don't add up to the stress; You won't survive here!

Work Play Grow

We impact people to win,
businesses to scale, and
communities to connect.

Create Free

Show us what you have - your thought, process, and inspiration. No one is boxed in a rigid set of expectations or biases. We go all out and push for independent thinkers and doers.

Make Possible

Excuses are convenient and you can always make a million more. That won't get the work done, they only slow down the team's showdown. We are doers always on the grind to make it work.

Own your space

Know and believe in the value you bring. We know you've got it! As long as it is in line with our collective goals and shared expectations, we're good to go.

Think impact

Every action counts. We make it a big deal to inspire and shape possibilities for a sustainable planet. In our everyday work, we think change.

Shaping Brands with Strategy, Insight and Creativity

We delve into the core of brands. Whether from scratch or injecting a fresh burst of creative vitality, we actively work with you to bring imaginations, ideas, and causes to life.

Brand — Digital — Print — Space

Brand

We create experiences that meaningfully with your audience, and set you apart for growth and sustainability.

Strategy

Brand Audit & Research, Purpose & Positioning, Portfolio Architecture, Brand Management, Culture Development & Management, Brand Training, Impact Planning

Design

Logo & Identity, Packaging design, 3D Visualization, Motion graphics & Animation, Sound design

Communication

Messaging and Verbal Identity, Media relations

Print

We deliver a tangible and physical reality to your brand, with a focus on details, functionality and precision.

Commercial Printing

Billboards & Signages

Editorials

Souvenirs & Corporate Gifts

Digital

We craft strategic roadmaps and touchpoints to enhance your online visibility, ensuring you remain at the forefront of your audience.

Website

UI/UX design, Web & Mobile App development

Content Creation & Management

Photography & Videography, Articles, Newsletters

Social Media Management

Channel Management, Partnerships, Paid Advertisements, Influencer Engagement

Space

We transform spaces into captivating environments that engage and resonate with diverse users.

3D Modelling & Visualization

Environment branding

Event design and setup

Interior design

Our works



THE POLICY TO RESEARCH HUB DRIVING POST CARBON GROWTH ACROSS AFRICA



UNU
INRA



AFTER
CARBON



The world is on a move towards low carbon development and achieving net zero emissions by 2050. In Africa, the impact of this development is very dire as that will mean upending many practices and exploring alternative sources of revenue, energy, and consumption

AFTER CARBON as a brand is the wheel of change, leading Africa's transition into the post-carbon age with focus on ACE (Agriculture, Cities, Energy)

In the various operations, it is expected that the brand has the ripple effect- spreading effects on governments, development partners, academic bodies, civil society groups, private businesses, and families.

Our Message

After Carbon's message is focused on

Building an accessible framework for change in a post-carbon Africa.

Scope of work

Brand Architecture
Logo & Visual Identity
Animation & Illustration
Event Co-ordination
Stationery and Souvenirs















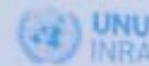
We
Know
We
Connect
We
Contest

ARTIFICIAL
INTELLIGENCE
AND ECONOMIC
GROWTH

PUBLIC
LECTURE

I'm James

Event Participant



A vibrant outdoor market scene under a wooden roof. People are seen walking and shopping. In the foreground, there are colorful baskets and goods. The background shows more market stalls and buildings.

Accelerating Clean Energy Transitions in the Informal Sector.



Scope of work

Logo & Identity
Motion Design & Illustration
UI/UX Design
User Onboarding
Portal Explainer Video

The JUSTIS portal provides a platform for entrepreneurs, policymakers, and investors to connect in an online marketplace to retail green energy products and services. It also provides data on informal sector workers and green entrepreneurs in Africa.

The style guide is the go-to resource to ensure that every word, image, and design choice aligns seamlessly with the JUSTIS identity, reinforcing the brand's strength and reliability.

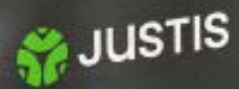
Its effectiveness relies on its coherent presentation across multiple channels, including print, digital, and other platforms. Each engagement should exhibit a uniform mode of communication.

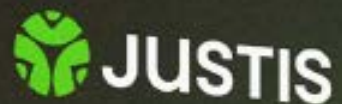


**Retail Green
Energy
Products
and
Services.**



**Enabling an
Inclusive
Transition
with Digital
Technologies.**





Advancing the Green Digital Transition

Enabling an inclusive green transition
with digital platforms

20th & 21th
February
2023

Silver Moon
Hotel,
Abidjan

Cote d'Ivoire





JUSTIS



JUSTIS



JUSTIS

JUSTIS



JUSTIS

JUSTIS

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JUSTIS

JUSTIS

JU

visit
www.justis.africa



JUSTIS





JUSTIS



www.justis.africa



A man with dark skin and dreadlocks is sitting on a black motorcycle. He is wearing a blue button-down shirt and black gloves with yellow accents. He is holding a smartphone in his left hand and has his right hand on the handlebar. A black helmet with the word "wahu!" in green is resting on the motorcycle. The background is a modern building with a white, geometric, lattice-like facade. The text "Charged with Freedom" is overlaid on the right side of the image.

**Charged
with
Freedom**

Building Africa's largest electric mobility ecosystem.

wahu!

Scope of work

Social Media Management
Environment Branding
Content Creation



wahu!



*Expanded and optimised digital touchpoint to increase followers by **4,000+***



*Increased app downloads and rider sign-ups to a weekly average of **50+***



A person is seen from behind, wearing a blue hooded jacket. The jacket has a horizontal seam across the back. The text "#GetThere" is printed on the upper back of the jacket. The background is a solid blue color.

#GetThere

The dynamics of organisations, businesses and institutions keep changing and almost unpredictable. Being as 'human' as possible is the best way for survival.

The Icon brand is being 'human' by making people the integral part of its existences.

Scope of work

Brand Architecture
Messaging & Positioning
Logo & Identity
3D Rendering
Motion Design & Illustration
Corporate Profile

Our Message

ICON energy's message is focused on

**Making heroes, Giving people
energy to do more.**



The Sun Whip



The Sun is our biggest inspiration. The sun is the only star in the galaxy which controls activities of the planets and is the source of life to the earth.

The effect of the Sun controls time, days, months, years, decades and generations.

The logo is represented by the effects of the sun because, whenever the sun comes up, gives hope to humans to achieve goals and meet milestones.

People form the basis of the logo. We believe that regardless of your race, lifestyle or location, everybody was born on a particular day. In Ghana everybody is named according to the day he or she was born.

With the basis of our brand being people, the logo is formed by 7 people representing the 7 days of the week. In Summary, the logo is simply 7 people forming the Sun Whip (Sun effect). The logo shows a circle made up of lines with a platform in the middle.





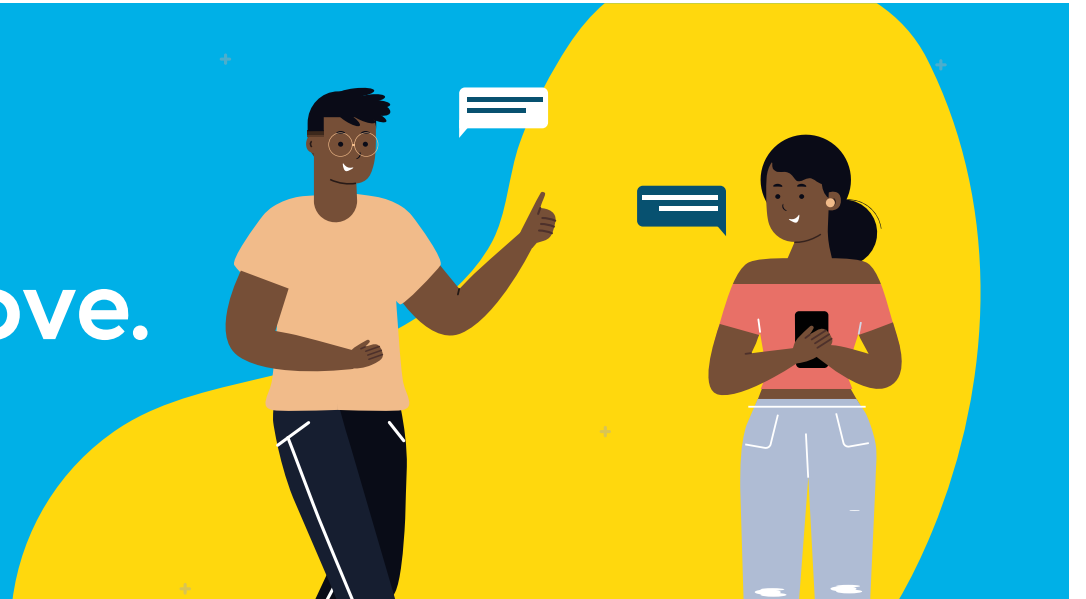
#GetThere
Big win
ahead



#GetThere
Big win ahead



Kojo!
U for make the move.





A portrait of a young girl with dark skin and curly hair, looking directly at the camera with a slight smile. She is wearing a blue hoodie. The background is a solid blue color. The text 'ICON Tomorrow' is printed on the front of the hoodie.

ICON
Tomorrow

Fuelling
sustainable
future



Scope of work

Brand Architecture
Messaging & Positioning
Logo & Identity
Motion Design & Illustration

Brand Statement

Actively operating in a conscious way that does not compromise on future developments.

Norva ensures that there is harmony between industries, communities, and the environment. This fuels a sense of responsibility, innovation, and efficiency.

Fueling
sustainable
future





Norva Energy Summit-

Meeting energy gaps in rural communities





Norva

Norva

Norva

Connecting
lively human
experiences



A close-up photograph of a hand sprinkling white seeds over a bowl of green peas. The background is dark and out of focus.

FOOD FOR GENERATIONS



Category

Agriculture

Scope of work

Messaging & Positioning

Logo & Identity

Brand Launch Event

Our Message

Edarkey's message is focused on

Improving Lives
Elevating Communities
Improving Sustainability



The logo

Just like a light emitted the from a source, the Edarkey logo is represented by leaves of two different colour variations which con- notes the throw of light.

The logo visualises the brand summary;

Improving Lives

Elevating Communities

Creating Sustainably.

Literally the logo is formed from 3 leaves forming an 'e', representing Edarkey.



edarkey



Good Food

**FOR
PEOPLE**



Good Food

**FOR
COMMU-
NITIES**



Good Food

**FOR
SUSTAIN-
ABILITY**





Better Life
**FOR THE
FARMER**



Easy Farming
**FOR
EVERY-
ONE**

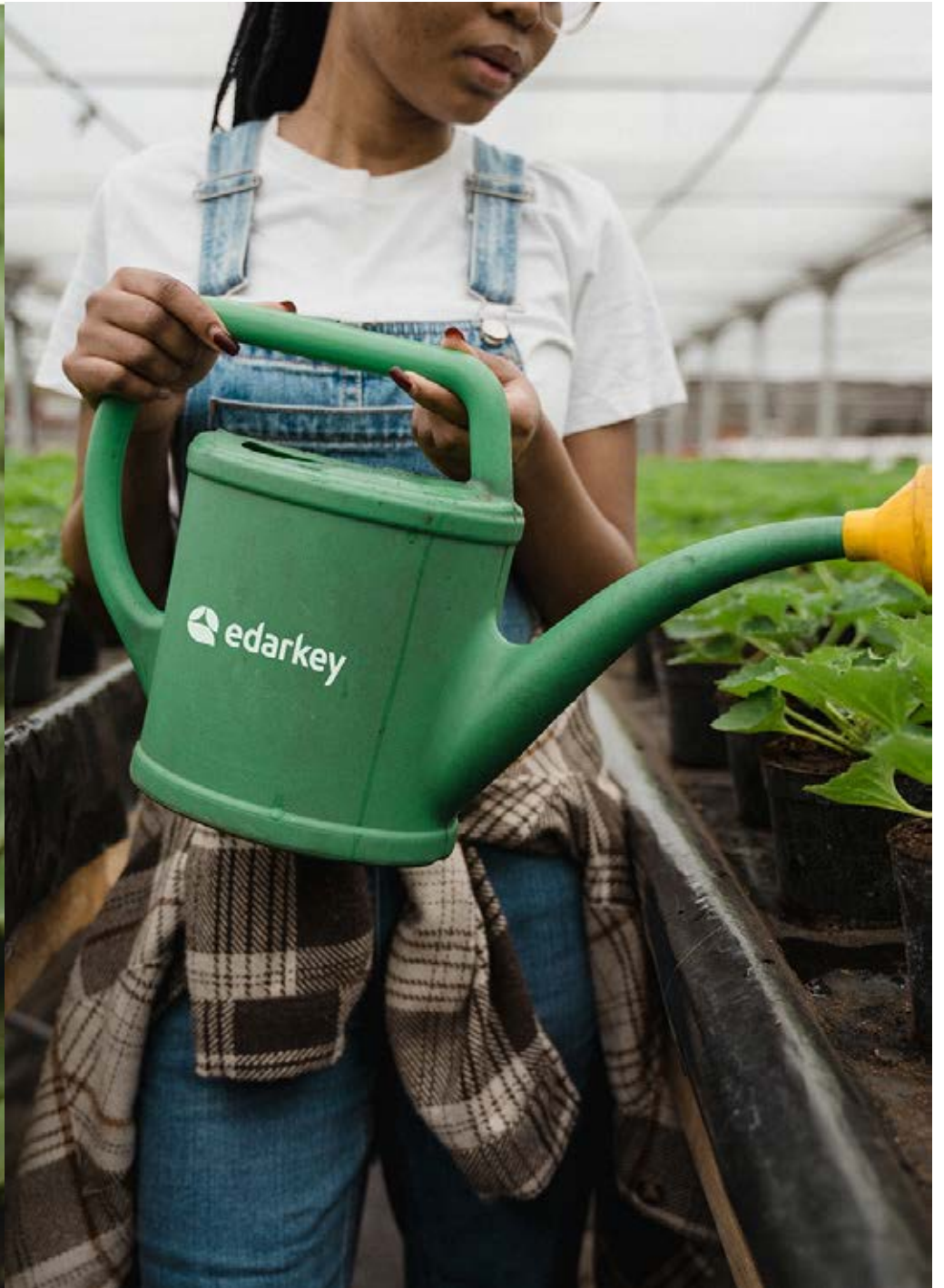


Best Practices
**FOR
FARMING**



Hope
**FOR
EVERY
CHILD**







RIOHS

**CREATE.
MAKE
RADIANCE**



Category

Fashion, Education

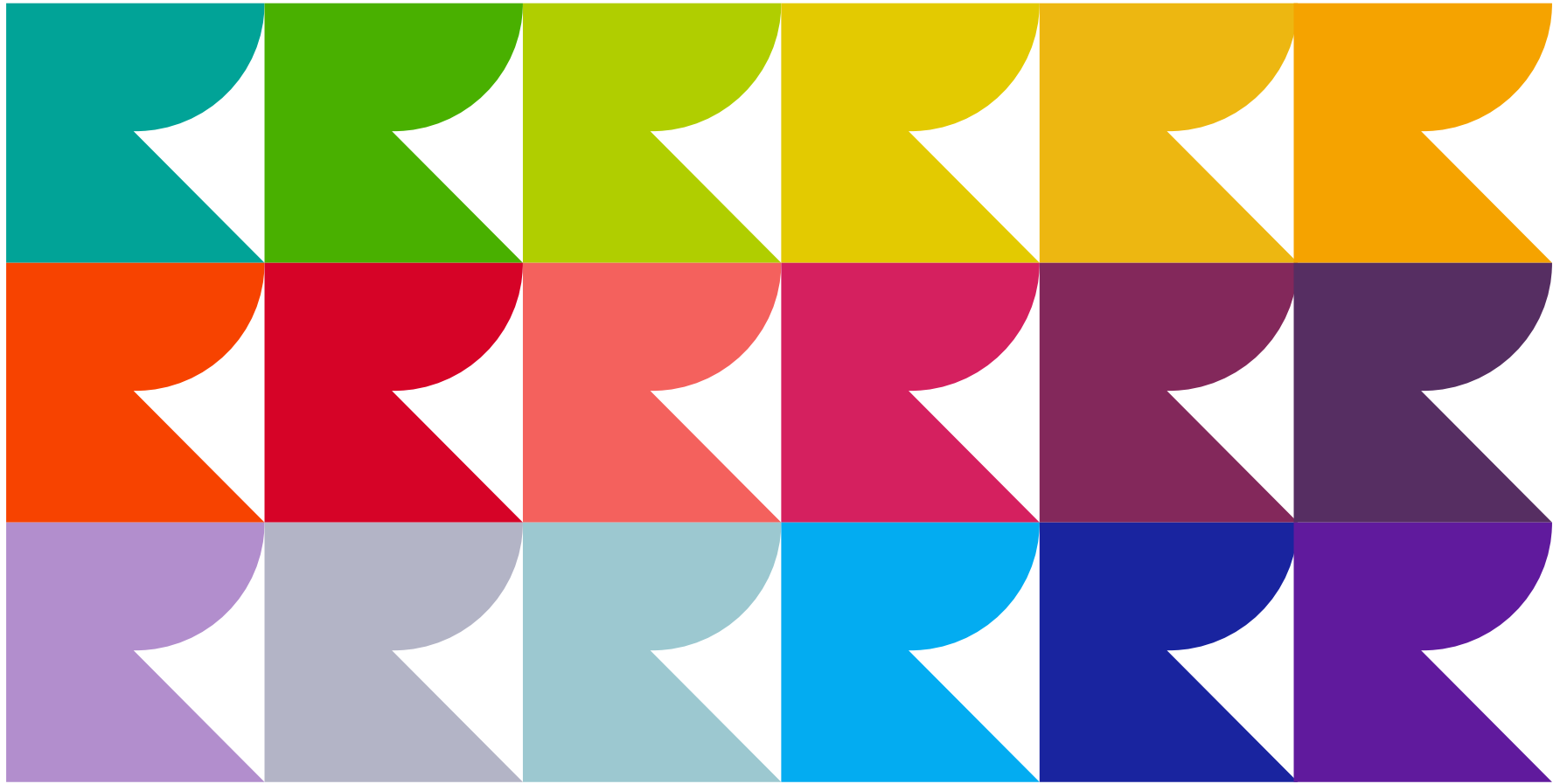
Scope of work

Brand Architecture
Messaging & Positioning
Logo & Identity
Brand Launch Event

Our Message

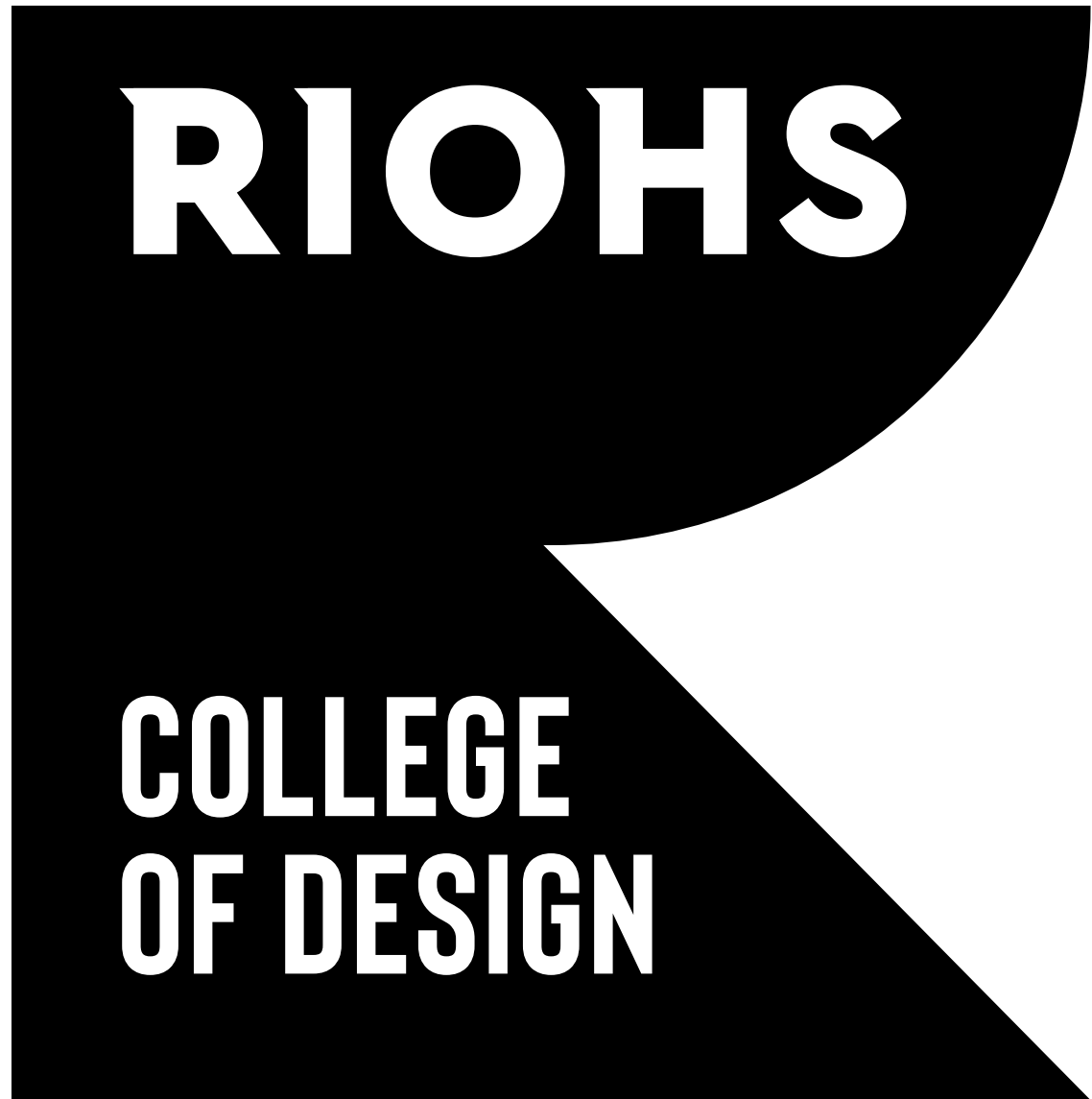
Edarkey message is focused on

Unearthing potential,
Making seasoned
professionals.



Aha Ray

The Brand is summarised in a symbol called the Aha Ray and that is the Logo. The logo shows a circle made up of lines with a platform in the middle.





**DON'T
JUST
LEARN.
CREATE**



**DON'T
JUST
CREATE.
MAKE
RADIANCE**

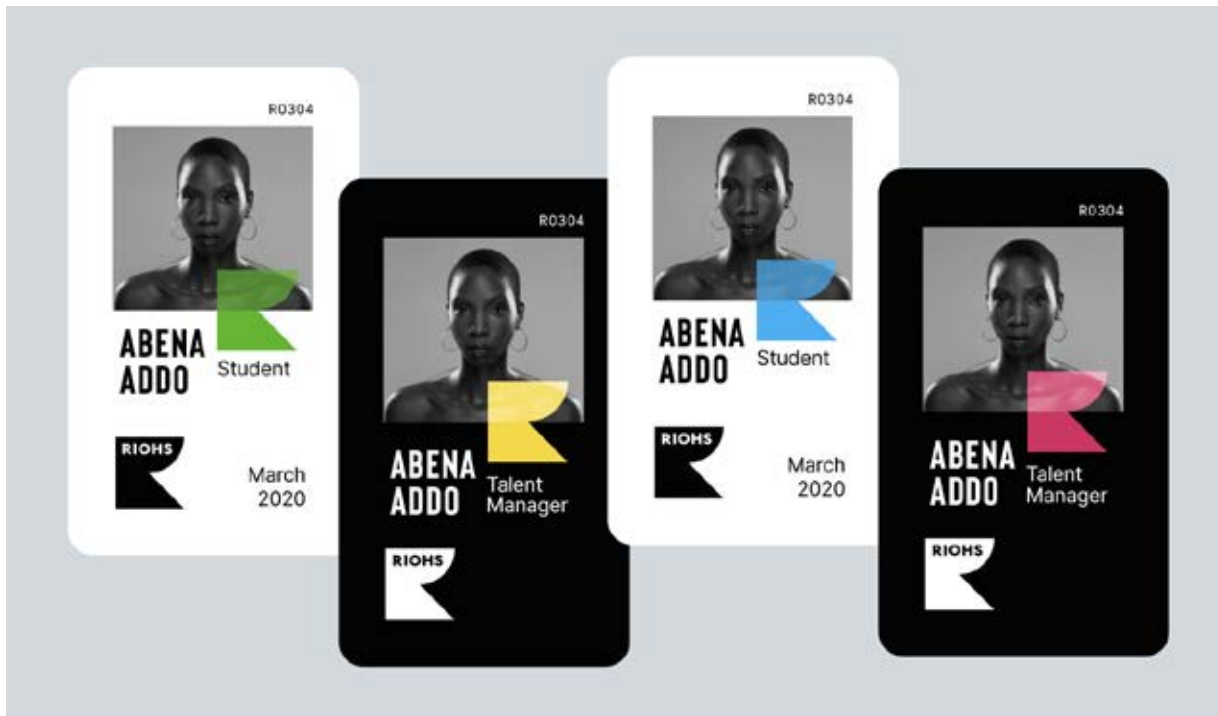


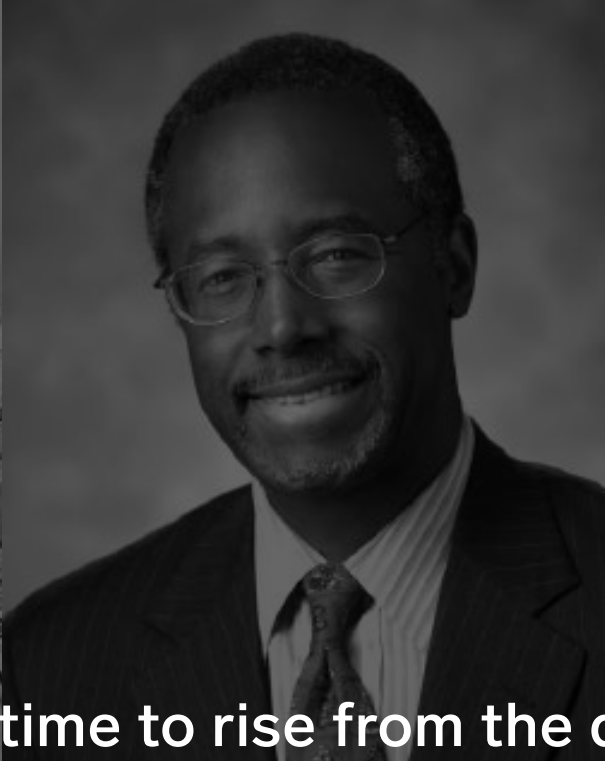
**CREATE.
MAKE
RADIANCE**



**FA
DE
EV
TH**

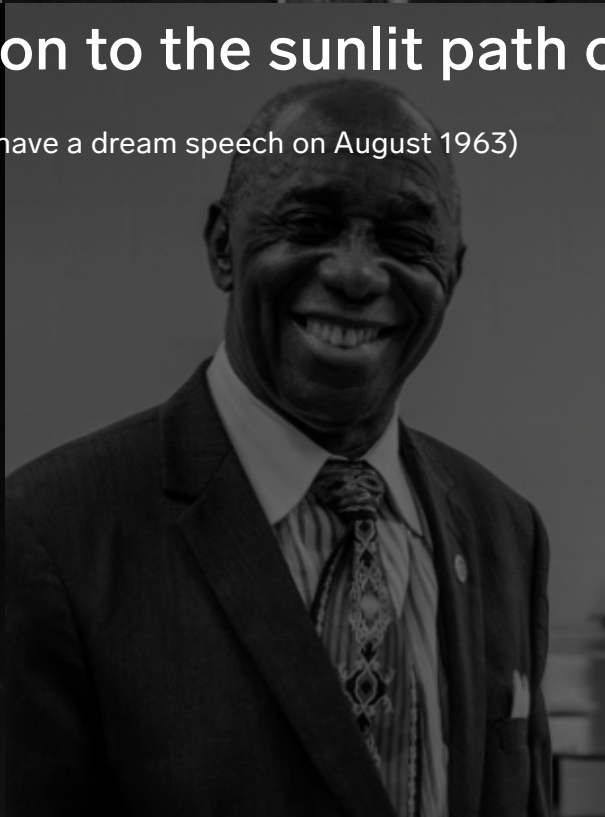
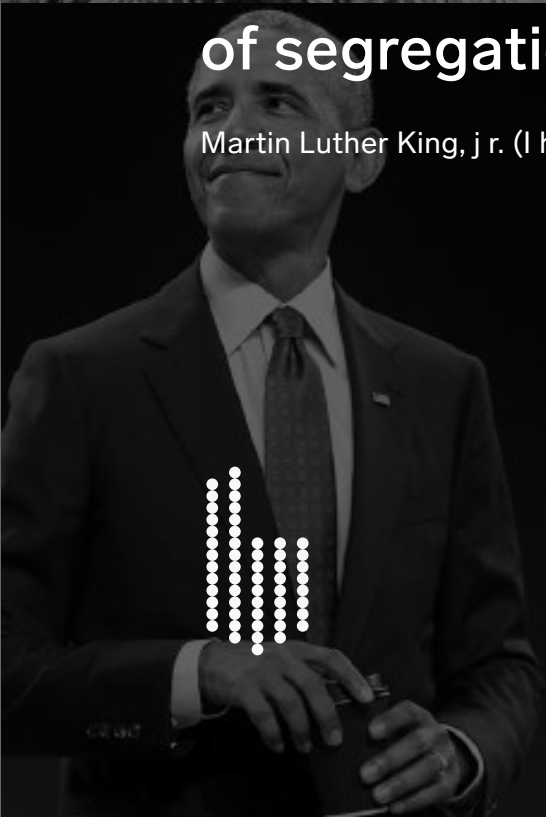






"Now is the time to rise from the dark and desolate valley
of segregation to the sunlit path of racial justice"

Martin Luther King, j r. (I have a dream speech on August 1963)



Not being racial, BlackGate is aimed at projecting the untold capabilities of black people with unimaginable skills to execute cyber security strategies especial when huge cyber crimes emanate from black people's territory.

We developed a brand strategy which does not only reflect BlackGate's aspirations and core, but speaks and emotionally connects with consumers without being discriminatory against any race. The brand strategy does not position BlackGate as another black people movement.

Scope of work

Brand Architecture
Messaging & Positioning
Logo & Identity
Visual tools



We first started by telling the positive black story by reminding the world of some outstanding black people who created positive impact. Kwame Nkrumah, Ghana's first president led Ghana to independence and was on the verge of changing the African front by uniting Africa as a single country until he was overthrown. Martin Luther King Jnr on the otherhand, a political activist was empowering the black Americans until he was shot. Nelson Madela was South Africa's first president and the list continues.

We created an empowering brand message that does not only empower internal working force but creates a sense of trust of the brand.

The Mark of Black Excellence

The brand core does not only highlight on the fact that BlackGate has majority of its human resource emanating from Ghana and being black but also reflects on the properties of black as a colour tone; the black colour is an absorption of all colours in a spectrum hence BlackGate's ability to identify and absorb all cyber related crimes.

In developing the identity, we were inspired by our Ghanaian superhero, ANAS AREMEYAW ANAS, an investigative journalist.



The logo



'Sheild' representing
protection

+

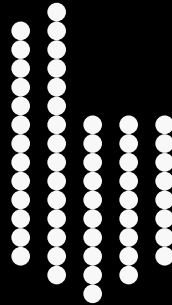


'B' representing
black

+



'Abacus' representing
smartness

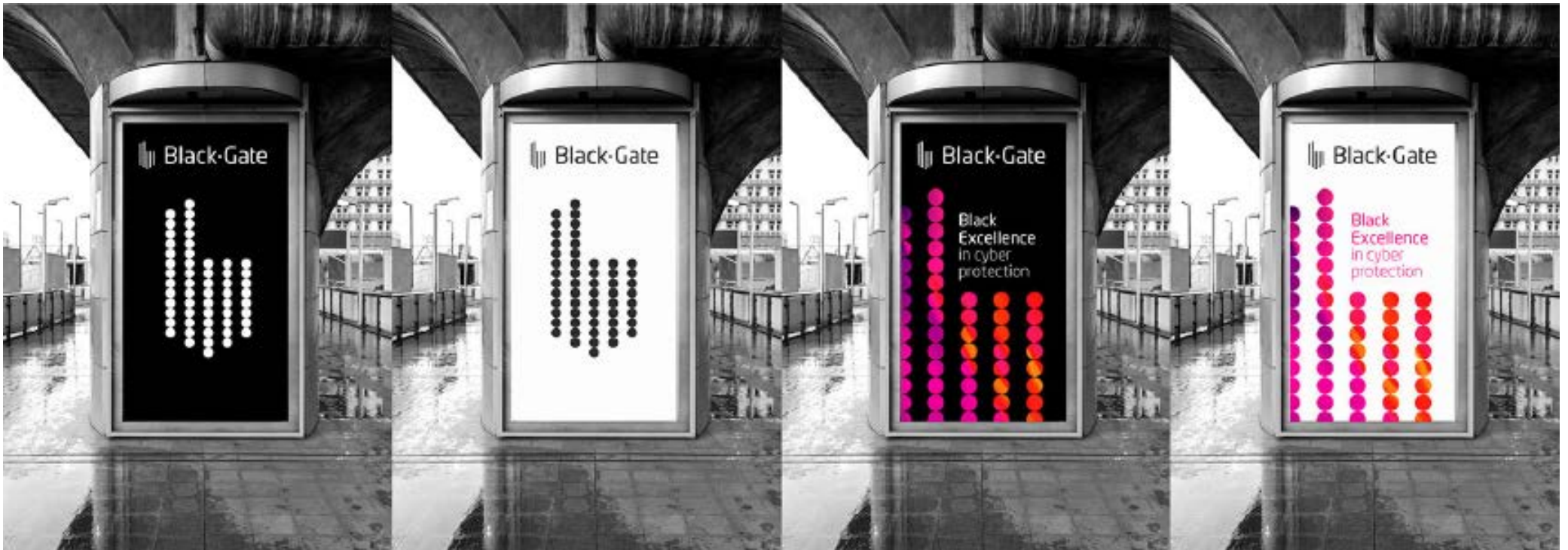


A black and white photograph of a smiling Black man with a goatee, wearing a denim shirt, holding a large black sign. The sign has the words "black excellence" in white lowercase letters. Below the sign, the BlackGate logo and name are visible.

**black
excellence**

 BlackGate





A glass bowl filled with granola, yogurt, blueberries, strawberries, and a sprig of mint, sitting on a bed of granola. The background is a light brown surface covered with granola and coconut flakes.

numax.

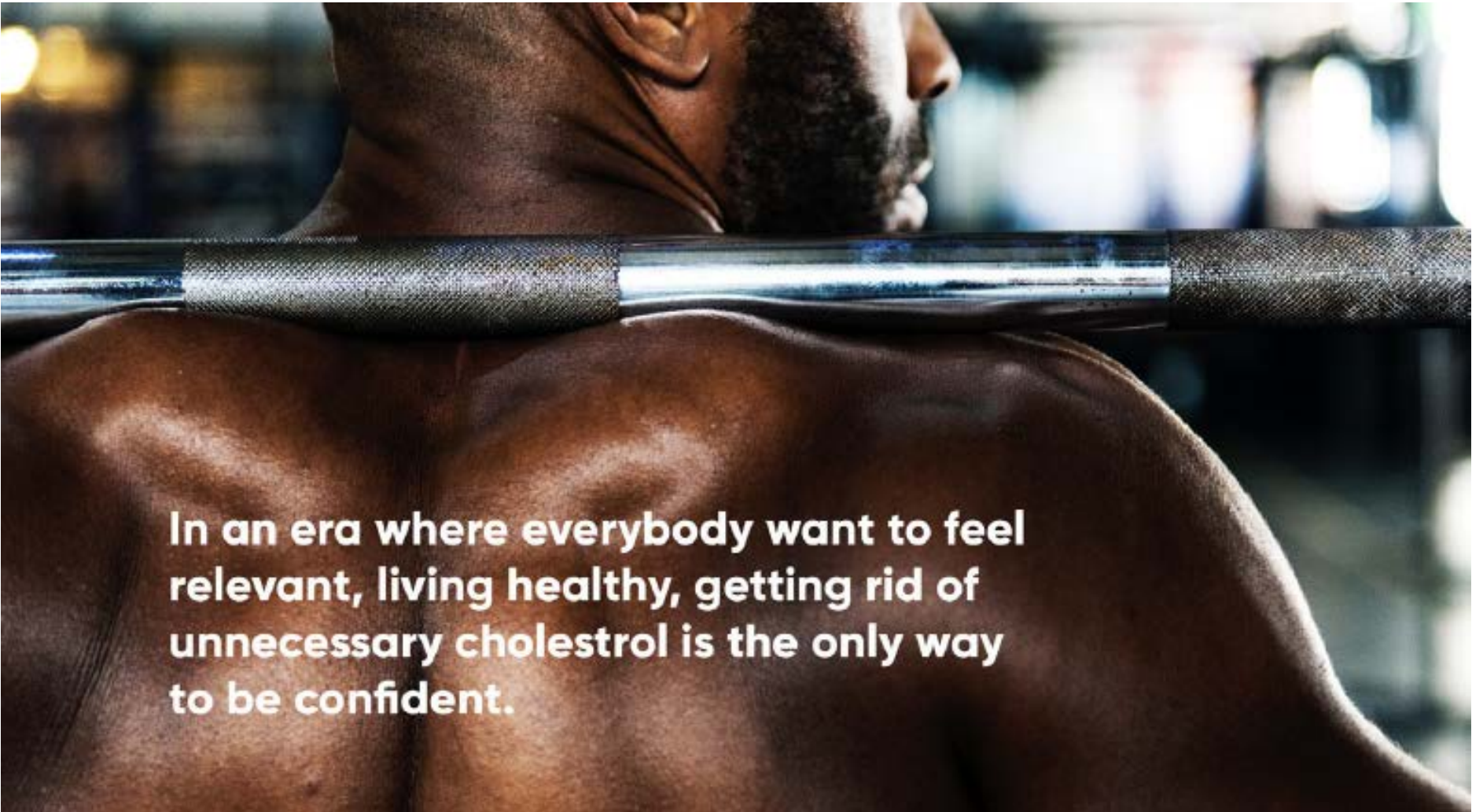
Hello
bold!

Healthy living is no more the boring cure for illness. Millennials now identify health as a lifestyle and as an everyday thing. Millennials go to gym, try to eat more organic foods, take in food supplements, do regular hospital checks and many more to stay fit.

We ask; what's the inspiration?

Scope of work

- Naming
- Messaging & Positioning
- Logo & Identity
- Visual tools
- Social Media Strategy
- Stylescape



In an era where everybody want to feel relevant, living healthy, getting rid of unnecessary cholesterol is the only way to be confident.

Numax, a cereal production company after so many years of producing Granola needed to expand their product range and needed a brand refresh.

We started the process by digging deep into the vision of the founders for the brand and what ignited their passion to start. An intense market survey was also done to be able to define what Numax consumers .

After our brand audit, the odds showed that Numax was more passionate about making people more health conscious rather than selling cereals. We also realised that majority of Numax consumers where millenials who have very interesting reasons for patronising Numax other than just the product. Numax provided more consultancy about weight loss, sugar control and many more.

We therefore positioned NUMAX as an engaging health lifestyle brand rather than a cereal production company.



In the millenials market where boring is a 'no' 'no' 'no', we positioned the numax brand to make heathly living more of an exciting and trendy lifestyle rather than the tradional perception of health.

We developed a tone of voice which speaks to empowerment of people and making them confident.

We changed the name from Numax Cereals to Numax bold

~~numaxcereals~~
numaxbold



A woman with a large, dark afro is shown from the chest up, holding two halves of a cantaloupe melon. She has a joyful expression with her mouth wide open and eyes looking upwards. The background is a solid, warm yellow. The text "Hello to a new bold breakfast" is overlaid in white, bold, sans-serif font across the center of the image.

**Hello to a new
bold breakfast**

numax.

numax.
granola

numax.
coôkies

numax.
activ.

numax.
tea

numax.
honey

numax.
suppl.





We are on a journey to inspire 100,000+ global shapers by 2030 ✨

As a reflection of our shared commitment to making a difference, we firmly believe that design, in its diverse forms, has the power to make the world a better and sustainable place. Our everyday work can uplift communities.

DESIGN THE NEXT

Moving the next change-makers by design

Our community impact initiative focuses on inspiring children and young people to drive positive growth, social change, and sustainable impact.

inside

Working with the next Gen

Creativity knows no bounds, and the voices of tomorrow should be well-trained and equipped today. We are creating an environment where young minds can thrive through their unique perspectives.

BRVND UP

Driving conversations for collective growth

Open and inclusive dialogues at the speed of culture. We share knowledge and celebrate our community of creative diversity.

Join the conversations on our podcast, meet at our events and let's get interactive on our socials.



DesignTheNext is a scolpta flagship community impact project focused on moving the next change-makers by design. Changemakers are of all ages and everywhere. Not only those who get the laurels but those who are and have the drive to make possible, make different and make futures.

Essential to our human experience is the quest for growth and a better tomorrow. As idyllic as a better tomorrow may sound, it can only be reached by our actions today.

The cost of inaction is indiscriminate and comes at a huge cost, both financial and social. Driving positive societal change demands our collective efforts and responsibility.

Over The Walls

In the maiden edition of DesignTheNext, Nii Okine Basic School in the Anumle Cluster of Schools was selected as a partner school. As a partner school, Scolptre designed appropriate learning aids to guide effective teaching of the approved Ghana Education Service syllabus for lower primary pupils.

The learning materials covered basic human rights, national heroes, personal hygiene, tour destinations in the country, fraction charts, and learning positivity messages.

The highlight of the interactions with the pupils was when grouped into smaller teams for various activities; palm splash, colouring, and drawing their future selves. These play-based sessions exposed students to values like teamwork, equality, and respect.









Reimagining learning spaces.

Moving green guardians
of tomorrow, today.

**DESIGN
THE
NEXT**

scolpta Social Impact
Initiative

Background

There is clamour surrounding the state of our planet today. Facts, speculations, and mistruths are spread all across the news. Will the earth be habitable over the next decades? Is there going to be an extreme global temperature rise? What will the next generation inherit? What is the fate of Africa?

The imperative to address the sustainability crisis should be inclusive- extending beyond the confines of policymakers, researchers, politicians, and scientists. Central to these conversations must be the voices and actions of the younger generation, who stand to inherit the consequences of today's actions and the responsibility to forge a sustainable future.

How can we design a learning environment where young people will acquire knowledge, challenge the status quo and stay inspired to take action? Africa has the youngest population, with 70% of sub-Saharan Africa under 30 years. Our vision of a better world for all will be defined by our ability to bring this demographic to the decision-making table.

DesignTheNext is a flagship impact initiative by Scolptre, focused on moving the next changemakers by design. The focus for this year is on reimagining learning spaces to move green guardians of tomorrow, today.

In Ghana, like many other countries in Africa, the effects of the climate, environmental and economic crisis are glaring- Air, plastic, and water pollution, resource depletion, and waste colonialism. The need for youth engagement to drive positive change is vital.

Starting from our partner institution, Nii Okine Basic School, an underserved public school based in Accra, our goal is to progressively reach and inspire more young people to take action.

Impact

100+

reusable school bags donated

50+

trees planted to improve air quality

50+

Teaching and Learning Materials developed













Cheers!

scolpta.com

+233 20 033 0292

hi@scolpta.com

