WALLCHALK & CO.

Creative Expression For Brands, People and Ideas.

Brand Identity | Web | Product

WALLCHALK & CO.

WallChalk & Co. is a creative agency founded by David Adjei Coffie, a Ghanaian creative and innovative individual. At its foundation, WallChalk & Co. exists to assist individuals, businesses, institutions, artists and personal brands express who they are through thoughtful and original creative work. We listen, adapt and reflect your identity. We do not replace your identity, we reveal its potential.

Listen | Adapt | Reflect

WALLCHALK & CO.

Services

Branding
Web design & development
Video production & direction.

Values

Honesty
Dedication
Authenticity
Originality
Expression.

Focus

People
Brands
Ideas
Culture.



The WallChalk Method

01 Listen
02 Discover
03 Interpret
04 Create
05 Refine
06 Release

Selected Work



AQDEEN
Brand Identity

THE CLIENT

AqDeen veterinary supplies is a reliable supplier of authentic veterinary products and livestock solutions based in Sawaaba, Kumasi.

THE BRIEF

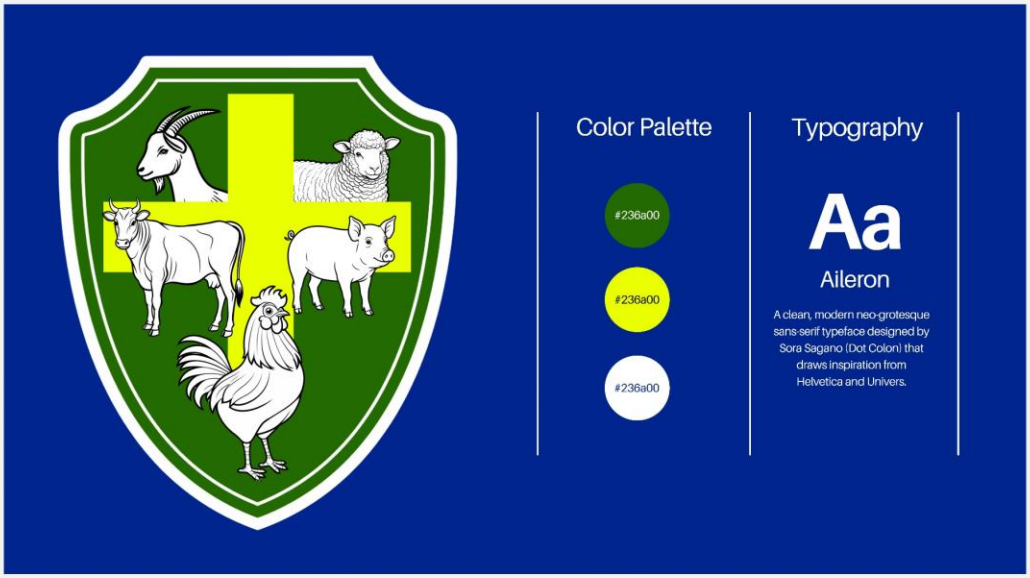
Create a logo that combines the outline of a cow, sheep, goat, chicken and pig into a single simple design. Incorporate a medical cross or a shield to represent animal health, protection, and quality veterinary care.

THE IDEA

Modern, clean, professional, and trustworthy. Green as primary colour to symbolize agriculture, health, and growth, with white for cleanliness. A small touch of gold or yellow can represent quality and excellence.

The Outcome

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AQDEEN

Brand Identity

THE OUTCOME [LOGO]

A strong, flexible identity that positions AQDEEN Veterinary supplies as a reliable, trustworthy, premium and forward-thinking brand. The shield emblem, centered with a medical cross, communicates protection and animal health, while the five livestock icons represent their core focus - goat, sheep, cattle, pig and poultry; making the brand instantly recognizable to farmers, vets, and agribussinesses.

Identity In Action

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AQDEEN

Brand Identity

APPLICATION

The AQDEEN identity was extended across key real-world touchpoints; from delivery vans, apparel and street posters to packaging, ensuring consistency, visibility, and trust at every farmer and vet interaction.

Perspective

WALLCHALK & CO.

We live in a visual world. People don’t read first, they recognize first.

In a single day, a person sees thousands of images, logos, colors, and typefaces. The mind does not have time to process each one because it mostly looks for patterns. It keeps what is consistent and discards what is not. That is what identity does.

Identity is not decoration. It is a visual system. A set of rules that governs how a brand appears; its mark, its color behavior, its typography, its imagery, its motion.

When those elements are aligned, three things happen technically:

1. Recognition becomes instant
2. Application becomes scalable
3. Memory becomes durable

WHO WE CREATE FOR.



BUSINESSES

Startups, SMEs, established businesses, restaurants, retailers, service providers and more.



ARTISTS

Musicians, producers, labels, events and entertainment projects.



PERSONAL BRANDS

Enterpreneurs, professionals, creators, influencers and public personalities.



INSTITUTIONS

Schools, organizations, NGOs, churches and other institutions.



CULTURAL PROJECTS

Creative initiatives, community projects and social impact work.