



PKBCreates

2026 · ACCRA

A FIELD GUIDE TO THE WORK

The **PKBCREATES** Brand Book.

Identity, print, editorial and motion — notes from a studio in Accra.

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DESIGNER & ART DIRECTOR

12 PAGES · FREE EDITION
PKBCREATES.COM

A SHORT GUIDE

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Not a portfolio in PDF form. A working guide to how I think about identity, print and motion — with the decisions behind six real projects.

CHAPTER ONE

A CLEAR IDEA, *first.*

Before a typeface, a colour or a logo: can the idea be said in one sentence? If not, the logo is not the problem yet.

Most briefs arrive as a list of things: a logo, a flyer, a social kit. The useful work starts by turning that list into a sentence — who this is for, what it promises, and why anyone should care.

I ask questions until the answer is simple enough to argue with. Then the visual decisions have something to answer to.

A clear idea is not a tagline. It is the internal rule that keeps a hundred small choices consistent: what to include, what to leave out, and what the brand would never do.

Good design is a clear idea, executed with care. Everything in this book follows from that.

WORKING NOTE · 01

Clarity is not minimalism. It is knowing what the work is for.

CASE 01 · NATIONAL FEDERATION

FISWWAG

one voice, many workers.



BRAND GUIDELINES · 16 PAGES

The Federation of Informal Sector Waste Workers Associations of Ghana needed a system that could travel from a national letterhead to a member's ID card without losing its voice.

I built the identity around a raised-hands symbol and a confident green palette, then developed a 16-page guide covering the mark, clearspace, Inter typography, colour, letterhead, business cards, ID cards and mockups.

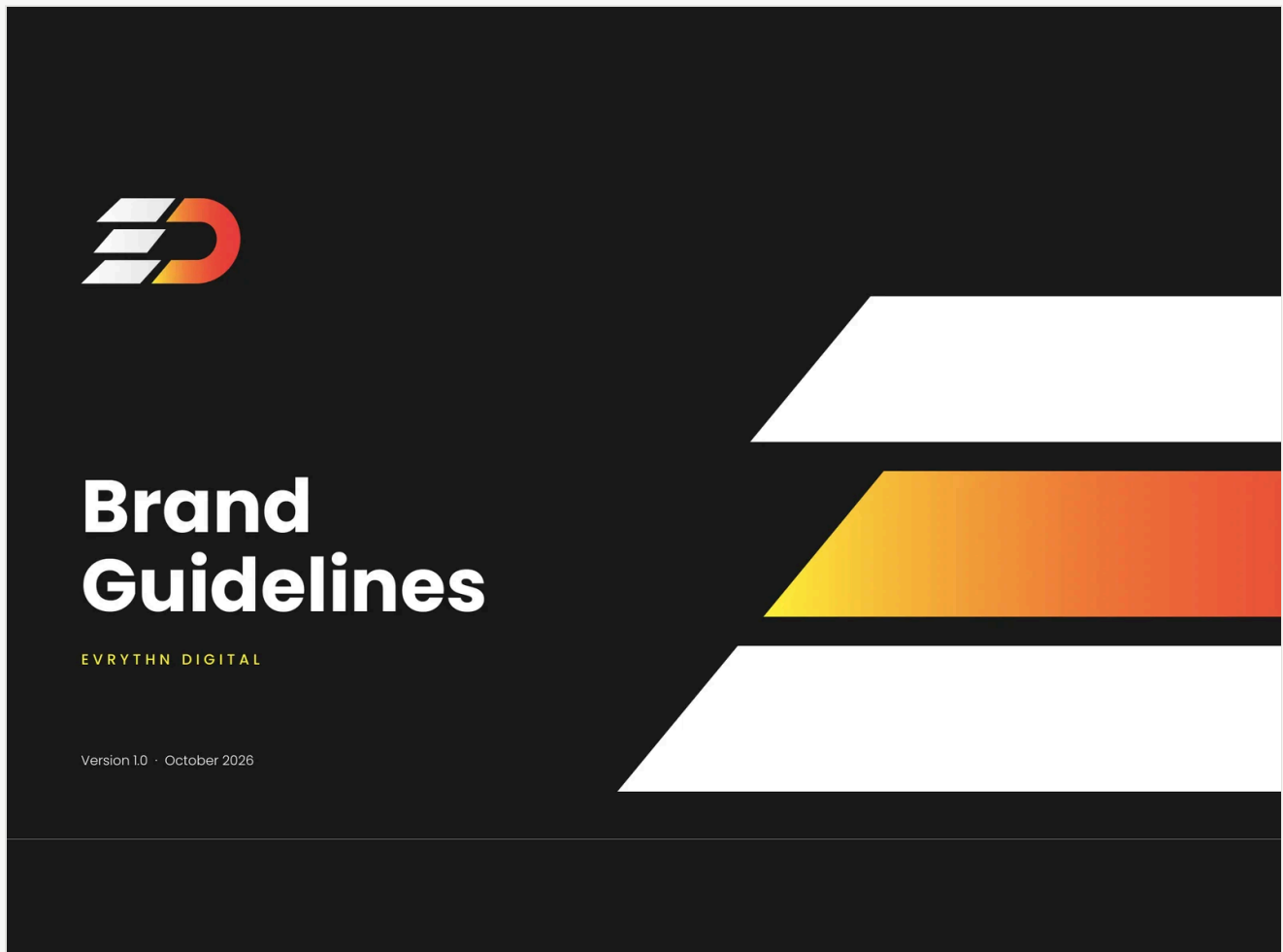
The result looks institutional without feeling distant — useful in a ministry meeting and on a site vest.

[IDENTITY](#)[GUIDELINES](#)[PRINT](#)

CASE 02 · CONTENT STUDIO

EVRYTHN

built on momentum.



A mark that stacks three bars into an E and finishes in a flame-gradient D. The gap between the letters becomes a 50° slant motif — the brand's whole graphic language follows from that angle.

I developed the logo suite, colour and accessibility rules, Poppins type hierarchy, the slant system and an 18-page playbook, including voice, application examples and a pre-publish checklist.

CASE 03 · PLACE BRANDING

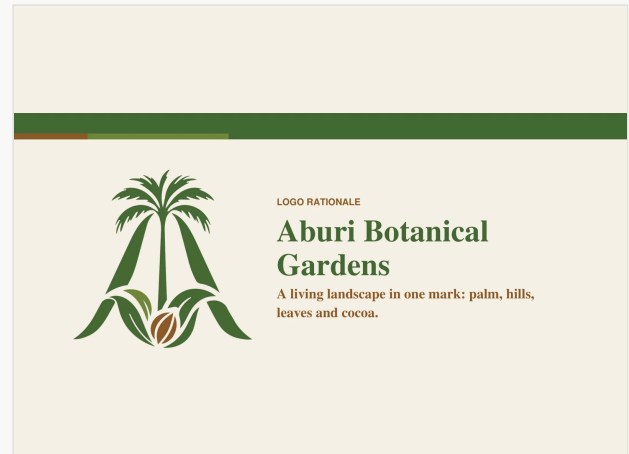
ABURI

a living landscape.

The mark had to work as an official emblem, a signage icon and a souvenir. It is built from a palm, two sweeping blades that form an A, a cradle of leaves and a single cocoa pod at the centre.

The A is for Aburi and for the Akuapem hills. The palm is shelter and growth. The cocoa pod is the one warm note — a Ghanaian story at the root of the mark.

The palette is deliberately small: deep green, fresh olive and earth brown.



LOGO RATIONALE · 2026

CASE 04 · FOOD & HOSPITALITY

SISTERS & *Spice, on the counter.*



MENU · TAKEAWAY STICKER · ORDER DETAILS

The menu had to survive a WhatsApp forward and still look appetising on a takeaway counter. The answer was to lean into the brand's red, yellow and white, give the food room, and make the price impossible to miss.

One dish, one clear price. The circular sticker carries the same rule at a smaller scale, and the extras rail keeps the order details legible under a phone camera.

Designing for print means designing for the conditions it will actually meet.

MENU

PACKAGING

PREPRESS

CASE 05 • BOOK COVER

THE PERFECT MAN

a door, a red line.



The brief was a cover that promised tension without giving the story away. A man stands at a weathered door, lit by a thin red edge; the title sits low, like a thought you can't shake.

I developed the cover concept, typography and colour treatment, then adapted the key art into a poster format for launch.

A cover has one job before it has any others: make someone pick the book up.

COVER

TYPOGRAPHY

CAMPAIGN

CASE 06 · TEACHING THE CRAFT

MOTION, *and passing it on.*



The free design course on YouTube started as a way to answer the same questions repeatedly. Eleven lessons later, it covers digital literacy, design fundamentals, Photoshop, video editing and branding.

Teaching forces clarity. If an idea cannot be explained to someone opening the software for the first time, it is probably not finished yet.

COURSE DESIGN

VIDEO PRODUCTION

TEACHING

WHAT I CAN BUILD WITH YOU

FOUR WAYS *to work.*

01

Brand identity

Logo systems, colour, typography and guidelines your team can actually use.

02

Art direction & campaigns

One clear idea, carried across launches, events, social kits and key visuals.

03

Print & packaging

Menus, labels, stickers and publications — designed for the shelf, the street and the press.

04

Digital & motion

Websites, social templates and simple motion for brands that need to move as well as they look.

Every project starts with a short conversation
about scope, timing and what success looks like.

ABOUT

A DESIGNER *from Accra.*



Papa Kwesi Buadoo is a graphic designer and content creator working across brand identity, print, editorial and motion. He studied Graphic Design (Multimedia) at the University of Education, Winneba.

By day he designs pages, ads and social graphics at New Times Corporation. After hours he builds identities, records lessons for designers coming up behind him, and makes things for people who care about the details.

Based: Accra, Ghana

Working: Worldwide

Languages: English, Ga, Twi

NEXT

READY TO *elevate your project?*

Tell me what you're building. I read every enquiry myself and reply within two working days.

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