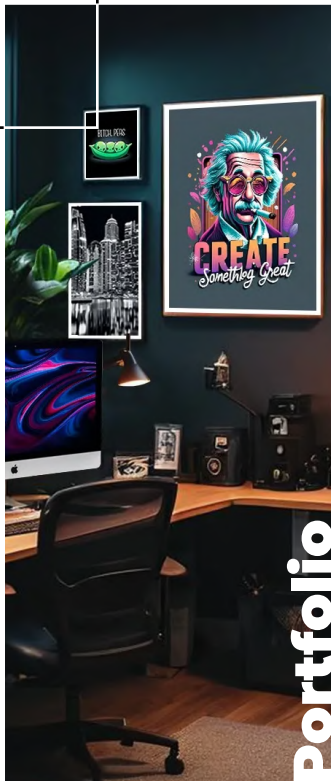




Portfolio **2025**

Branding
Logos
CX, UX, and UI
Digital Design
Marketing
Advertising
Printing
Merchandise
Signage
Website Design



The Salt List

Lip-smacking, eye-popping,
ego-boosting design.
You're welcome.

About Us	3
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Website Design	5 - 11
Online / Social Design	12 - 19
Branding, Marketing , Signage, Print	20 - 27
CX, UX, and UI Services	28 - 30
Logo Design	31 - 32



CAUTION: May cause sudden urges to rebrand.



“ Do not be afraid of change. Variety has always been the spice of life. **Monotony** on the other hand, should **terrify you.**

Hellooo, I'm Mags – your creative partner in design.

With over 20 years of experience, we specialise in crafting bold, effective visual identities that capture attention and elevate brands. From concept to execution, we blend creativity with strategy to deliver designs that not only look good but work hard for your business.

Whether it's branding, web design, or custom creative solutions, we approach every project with a commitment to quality and a keen eye for detail. The goal? To make your brand unforgettable.

We also collaborate with industry professionals when needed, ensuring your project gets the expertise it deserves.

Let's cut through the noise and create something exceptional together.

Ready to elevate your brand? Let's chat.

Magriet 'Mags' Perold
Virtuoso of Creative Ops

(because Managing Director sounds too boring)

Boost Your Digital Presence with Cutting-Edge Design & Advertising

What We Do

Branding / Logos

CX, UX, and UI Services (see below)

Digital Design (online / social)

Marketing / Advertising

Printing (promos / merchandise)

Signage / Fabrication

Website Design

CX, UX, and UI Services

CX (Customer Experience) Services

- Service Design & Process Optimisation
- Brand Consistency Across Touchpoints
- Digital Transformation Consulting
- Post-Purchase & Support Experience Design

UX (User Experience) Services

- Usability Testing & Analysis
- User Flow & Task Analysis
- Interaction Design (IxD)
- Content Strategy & UX Writing
- A/B Testing & Data-Driven Optimisation
- Mobile & Cross-Platform Experience Design

UI (User Interface) Services

- Visual Design & Style Guides
- Design Systems & Component Libraries
- Responsive & Adaptive Design
- Iconography & Micro-interactions
- Brand-Integrated UI Design
- Handoff to Developers

What We Offer

At **AtticSalt**, we help businesses by enhancing their online presence with:

Digital Advertising

Strategic solutions to increase visibility and reach the right audience.

Creative Design

Modern, engaging visuals that elevate your brand and drive engagement.

Tailored Solutions

Custom strategies to ensure your brand stands out in a competitive market.

Let's connect to explore how we can collaborate and enhance **your digital footprint!**

International Footprint

South Africa 70%

Eastern Cape, Gauteng, Northern Cape, North West, and KwaZulu-Natal

Northern Europe, Sweden 28%

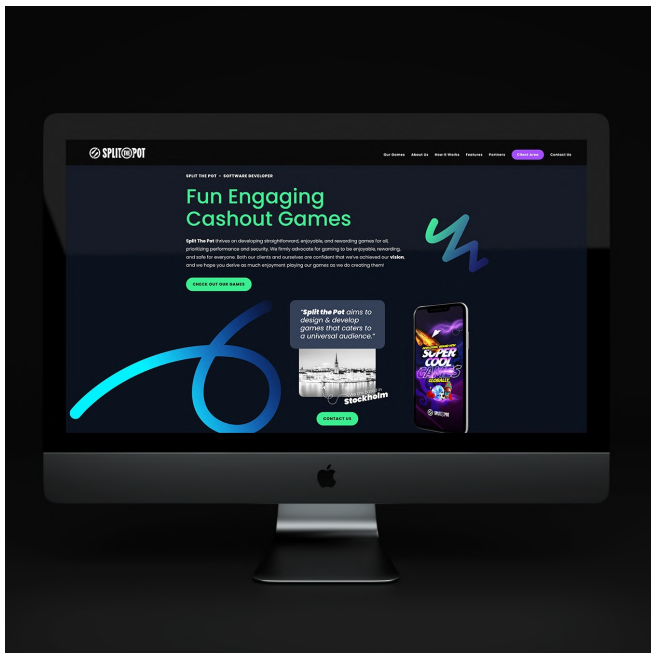
Stockholm and Saltsjö-boo

Other Countries 2%

Central Africa, Republic of Ireland, Maryland USA, and West Africa

Website Design

Split The Pot – Stockholm, Sweden

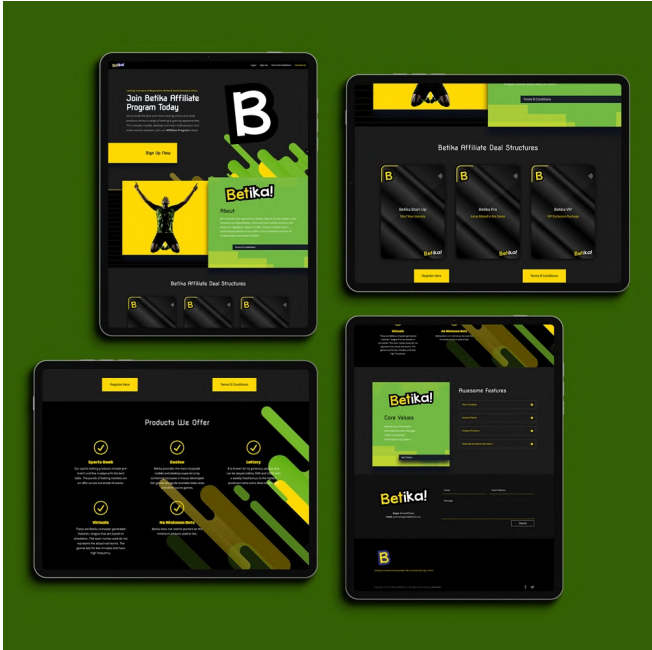


Split the Pot is an innovative online platform for managing and participating in lottery-style raffles. Offering a fun and engaging way to win big, it allows users to easily organize and join raffles, all while supporting great causes. Try your luck today and join the excitement!

splitthepot.se

Website Design

Betika Partners – Ghana, DRC, Uganda



Betika Partners is a consulting firm specializing in business strategy, marketing, and growth solutions. Their expertise is aimed at driving success and innovation across various industries, offering tailored services to meet client needs. Visit their website to explore how they can help elevate your business.

betikapartners.com

Website Design

Smith Savage – Illovo, Sandton, South Africa



Smith Savage is a South African legal firm providing expert services in various practice areas, including corporate, commercial, and dispute resolution. Their team is dedicated to delivering practical, solutions-driven advice to help clients navigate legal challenges. Trust Smith Savage for professional legal support and guidance.

smithsavage.co.za

Website Design

Khwezi Renewables – Pretoria, South Africa



Khwezi Renewables is a leading South African provider of sustainable energy solutions, specializing in solar power systems and renewable energy technologies. They offer customized solutions to help businesses and homes reduce energy costs while promoting environmental sustainability. Discover their innovative energy solutions today.

khwezirenewables.co.za

Website Design

Lilla Björknäs HOA – Saltsjö-boo, Sweden

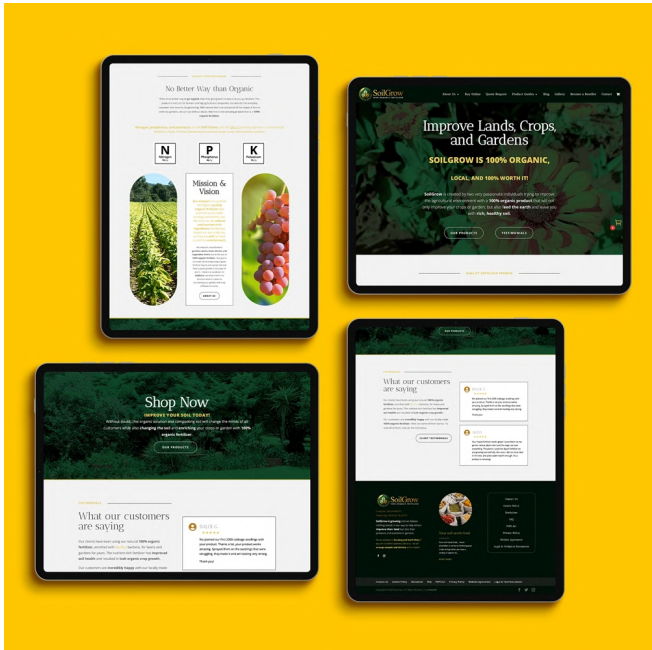


Lilla Björknäs is a charming Swedish retreat offering a peaceful escape in nature. With cozy accommodations and a focus on relaxation, it's the perfect destination for those seeking tranquility and rejuvenation. Explore the serene beauty of Lilla Björknäs and enjoy a restful getaway.

lillabjörknäs.se

Website Design

SoilGrow – Gauteng + North West, South Africa

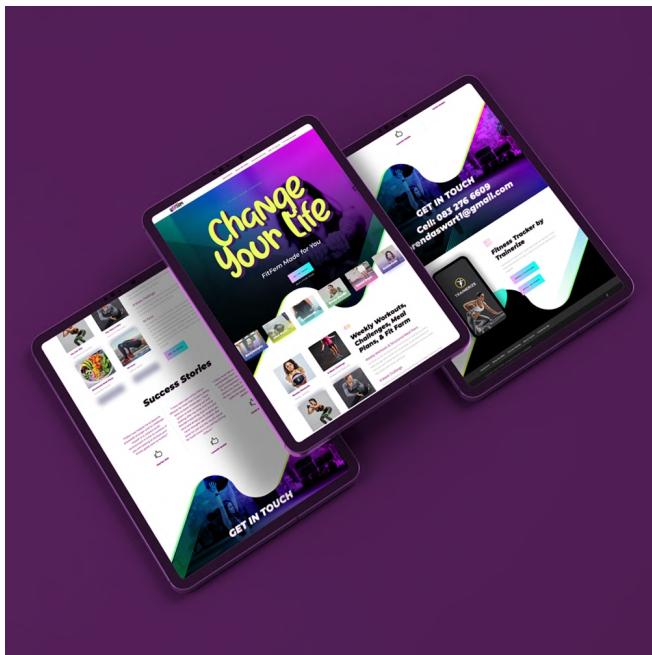


Soil Grow is a South African company specializing in sustainable agricultural solutions. They offer innovative products and services designed to promote healthier soil, improve crop yields, and support environmentally-friendly farming practices. Explore their offerings to cultivate a more sustainable future for agriculture.

soilgrow.co.za

Website Design

FitFem – Western Cape, South Africa

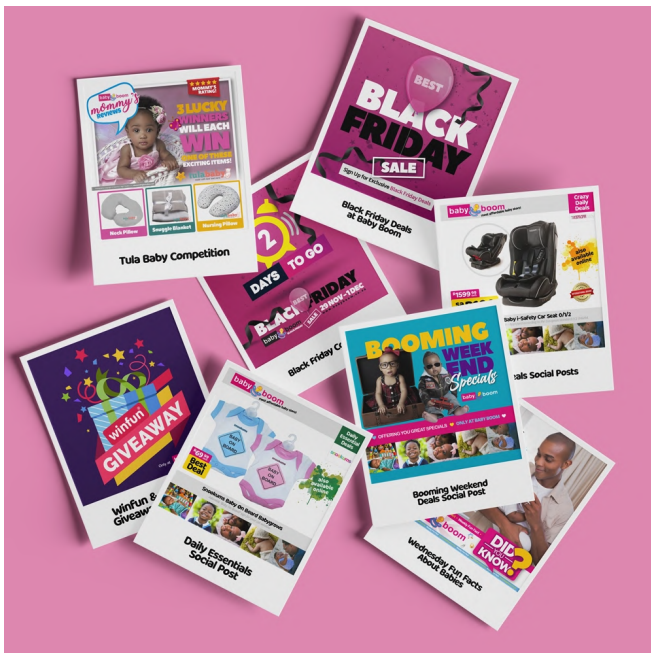


FitFem is a South African wellness brand dedicated to empowering women through fitness, nutrition, and lifestyle coaching. They offer personalized programs designed to help women achieve their health goals and embrace a balanced, active lifestyle. Explore their offerings for a transformative fitness journey.

fitfem.co.za

Digital Design

Baby Boom – Baby Retailer



Description of Artwork

Vibrant, colourful designs for Baby Boom's social media campaigns—*Booming Weekend Specials*, *Daily Essentials*, and *Black Friday*—captured attention with bold, energetic visuals. From dynamic typography and playful graphics to calming tones and high-contrast elements, each campaign reflected excitement, convenience, and urgency, driving engagement and connecting with parents.

Digital Design

Sportsbet – Online Sportsbook + Betting



Description of Artwork

Engaging designs for Sportsbet's Lucky Numbers campaign, featuring a R3 million payout. Visuals highlighted popular games like UK Lunchtime and Teatime 49's, Russia Gosлото 6/45, SA Main Draw Lotto, and SA Powa Draw. Bold typography, dynamic graphics, and bright colours built excitement, promoting massive jackpots and encouraging participation.

Digital Design

Selectech – Lab Equipment Supplier



Description of Artwork

Eye-catching designs for Selectech's online shop highlighted their top-quality lab equipment and supplies. Clean, professional visuals showcased a wide range of products with clear calls-to-action. Bold typography, crisp images, and simplified layouts made browsing easy, driving customer engagement and showcasing Selectech's reliable, cutting-edge solutions for the lab industry.

Digital Design

Selectech – Lab Equipment Supplier



Description of Artwork

Dynamic designs for Selectech's online shop highlighted their exclusive range of lab equipment, featuring clear visuals and straightforward layouts. As the sole agent for Zahm & Nagel in South Africa, Selectech's designs emphasized their industry leadership, offering top-tier products with a focus on precision and reliability for laboratory professionals.

Digital Design

Pure Skin – Aesthetic Clinic + Spa



Description of Artwork

Striking designs for Pure Skin Treatments' Black Friday Specials and new online shop. The campaigns featured compelling visuals with bold typography, drawing attention to exclusive offers. The sleek, modern online store design ensured easy navigation, highlighting premium skincare products and delivering a seamless, professional shopping experience for customers.

Digital Design

Pure Skin – Aesthetic Clinic + Spa



Description of Artwork

Sophisticated designs for Pure Skin Treatments highlighted individual products with elegant typography and high-quality imagery, focusing on quality and effectiveness. For New Year's Specials, fresh visuals promoted renewal and self-care with sleek layouts and uplifting messaging, showcasing limited-time offers and encouraging customers to start the year with glowing skin.

Digital Design

Wilton Manor – Greenpoint Guest House



Description of Artwork

Bold digital ads for Wilton Manor Guest House targeted Rugby 7's fans, emphasizing its convenient location and inviting guests to book accommodation. For the 5-bubble TripAdvisor review, sleek designs showcased guest praise with clean typography and a polished layout, reinforcing the guest house's exceptional service and top-rated hospitality.

Digital Design

Nail Studio – Beauty Salon



Description of Artwork

For Breast Cancer Awareness, Nail Studio used AI-generated imagery to create stunning, meaningful designs promoting strength and support. Bright electric pink tones and powerful visuals highlighted the importance of awareness and self-care. Another bold design featured a relaxed man enjoying a manicure, proving that anyone can be pampered.

Brand Identity

Sportsbet – Branding Guidelines



Branding Guidelines 1 of 2

I designed a comprehensive brand identity book for Sportsbet, covering everything from fonts and colour palettes to imagery and logo guidelines. This sleek, detailed guide ensures brand consistency across all platforms, reflecting Sportsbet's bold, dynamic personality while providing a clear framework for future designs and marketing materials.

Brand Identity

Sportsbet – Branding Guidelines

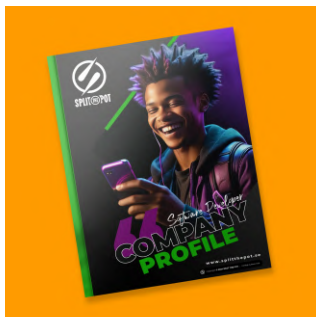


Branding Guidelines 2 of 2

Various Designs



SPLIT THE POT (ENTIRE BRANDING REVAMP)
– Stockholm, Sweden



SPLIT THE POT
– Digital Company Profile (Cover)



SPLIT THE POT
– Digital Company Profile (pages)



SPLIT THE POT
– Game Launch Info Sheets

Various Designs



BETIKA!
– Marketing Merchandise

Various – Digital, Printing, Signage



SPLIT THE POT (FOR BETIKA!)
– Advertising Design for Games

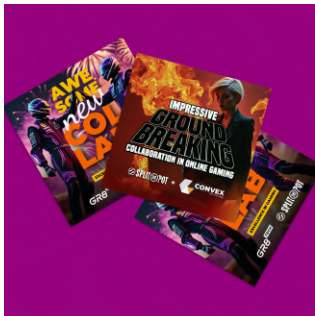


BETIKA!
– Business Cards



BETIKA!
– Marketing Merchandise

Various Designs



SPLIT THE POT
– Various Digital Announcements



SPLIT THE POT
– Advertising Design for New Games



MY MUSIC SCHOOL
– Digital Vouchers for Guitar Lessons



SPLIT THE POT
– Marketing Banners for Games

Various Designs



AFRICAN INNOVATIONS
– Company Profile



BABY BOOM
– Gift Vouchers



TDP SECURITY
– Company Profile



FIRST TECH
– Company Profile

Various Designs



DIB'S NAILS
– Business Cards

Various – Digital, Printing, Signage



BABY THINGS PREMIUM
– Various Product Packaging



SEED CAPITAL
– Agricultural Credit Risk Analysis



SPORTSBET
– Marketing Scratch Cards

Various Designs



GAMEDAY FANTASY SOCCER
- Various Banner Designs

Various – Digital, Printing, Signage



LUKKI BET
- Various Compliance Posters • Signage



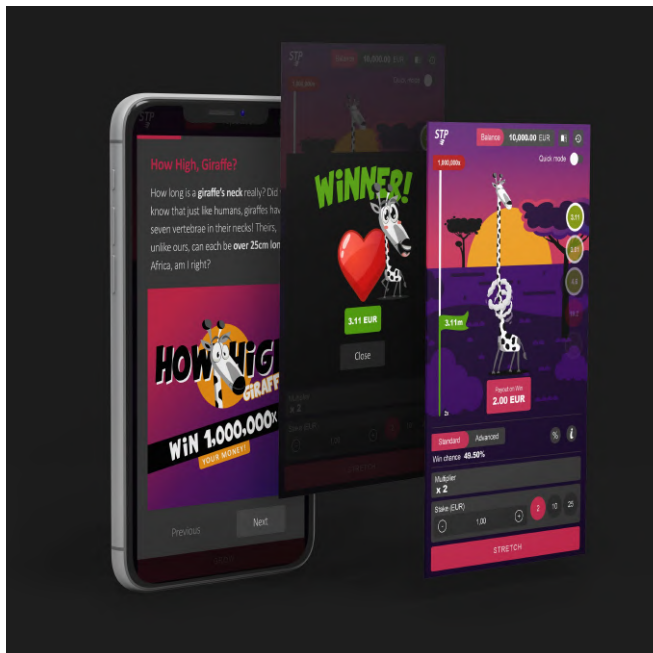
LUKKI BET
- Various Compliance Posters • Printing



JUICE AIRTIME VENDOR
- Billboards • Advertisements

Interface Designs

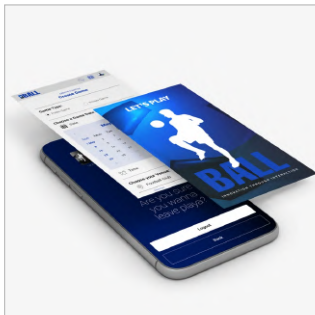
Split The Pot – Stockholm, Sweden



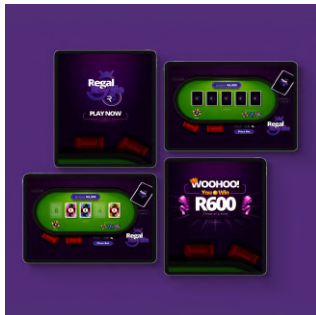
SPLIT THE POT
- Game Interface Design

Interface Designs

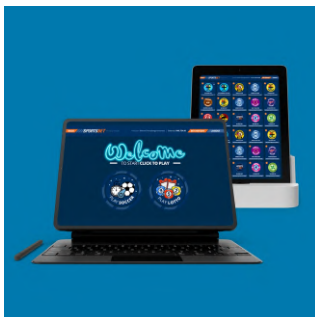
Various – App Design, Gaming, CMS, Terminals



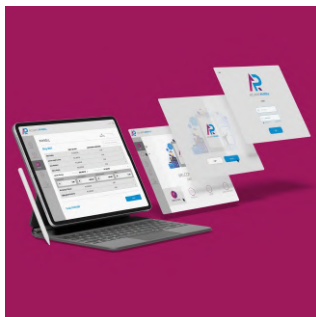
"BALL" APP DESIGN
– Interface + UX



REGAL ROYALE
– Poker Game Interface Design

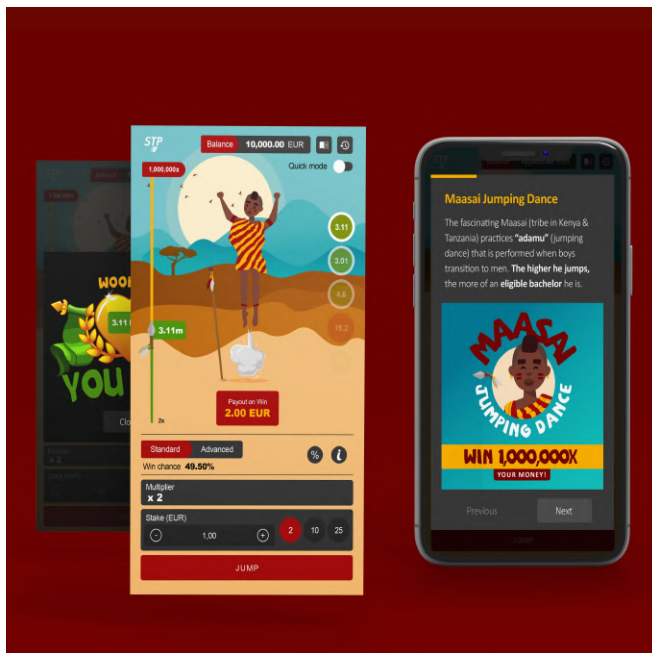


SPORTSBET TERMINAL
– Digital Terminal Interface Design



ACCURATE PAYROLL
– Interface Design for Payroll System

Interface Designs

Split The Pot – Stockholm, Sweden

SPLIT THE POT
- Game Interface Design

Logo Design

Various – Company + Organisation Logos



ATTICSALT
– Based in South Africa, trading Internationally



PRIVATE
– Online Baby Shower



BURNING BUSH
– Gauteng, South Africa



HARTEEBEZ™
– North West, South Africa



RETHINK MEDIA
– Gauteng, South Africa



WP TECHNOLOGIES
– Gauteng, South Africa



PAINTCO
– Gauteng, South Africa



MY MUSIC SCHOOL
– Gauteng, South Africa



RSSA
– Gauteng, South Africa

Logo Design

Various – Company + Organisation Logos



SPLIT THE POT
– Stockholm, Sweden



FITFEM
– Western Cape, South Africa



WALL OF JASPER
– Gauteng, South Africa



OLIVE TREE ACCOUNTANTS
– Gauteng, South Africa



CELLAR DOOR
– Gauteng, South Africa



LEPATAS HOUSE DAY CARE
– Maryland, USA



SPORTSBET
– Foosball Logo for Marketing Promo



ENABLE CFO
– Gauteng, South Africa



IT LAATIES
– Potchefstroom, South Africa

Looking forward
to doing business
with you.

Portfolio

2025 _____



Attic
Salt.

DESIGN • HOST • ELEVATE