

DDSN 361 WEB DESIGN I - GAINES

BRAND GUIDE

RCD

Raymond Coleman

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BRAND VALUES

The principles that guide how I design, communicate, and make decisions.

CREATIVITY

I look for original ways to turn ideas into visuals that feel fresh, useful, and memorable.

CLARITY

Good design should make things easier to understand. I keep the message focused and the layout intentional.

AUTHENTICITY

I want the work to feel real to the person or brand behind it, not copied from whatever is trending.

GROWTH

Every project is a chance to improve, try something new, and build stronger skills for the next challenge.

MISSION

What I do, who I serve, and why it matters.

PASSIONS

Visual design

Branding + web

STRENGTHS

Creative thinking

Layout + problem-solving

AUDIENCE

Small businesses

Creators + growing brands

MISSION STATEMENT

I create bold, clear visual design for small businesses, creators, and growing brands so they can communicate their ideas with confidence and look professional.

VISION

The future I want this work to help create.



**DESIGN THAT HELPS
GOOD IDEAS GET SEEN.**

VISION STATEMENT

To build a design practice known for turning ideas into distinctive, accessible visual experiences that help emerging brands be seen, understood, and remembered.

WHAT DO YOU DO?

Short, clear, and easy to remember.

**"I help growing brands
turn rough ideas into
clean visuals people remember."**

Audience: growing brands | Transformation: clearer, stronger visuals

RAYMOND COLEMAN DESIGN

TAGLINE

**BOLD IDEAS.
CLEAN DESIGN.
REAL IMPACT.**

A lasting message built around confident ideas, clarity, and useful design.

RCD

THIS, BUT NOT THAT...

A few boundaries that keep the brand personality intentional.

BOLD

BUT NOT

LOUD

CREATIVE

BUT NOT

CHAOTIC

PROFESSIONAL

BUT NOT

STIFF

MODERN

BUT NOT

TREND-CHASING

BRAND MASHUP

Three influences that represent different parts of the Raymond Coleman Design persona



CONFIDENT

Energetic
Direct

Moves with purpose and communicates with confidence.



CLEAN

Intentional
Intuitive

Keeps the experience simple, focused, and easy to understand.



CREATIVE

Versatile
Expressive

Encourages experimentation while giving ideas a polished finish.

MY BRAND PERSONA IS...

**A mix of Nike's confidence,
Apple's clarity, and Adobe's creativity.**

Raymond Coleman Design is confident without being loud, clean without feeling sterile, and creative without losing purpose. If the brand walked into a room, it would be prepared, approachable, and focused - with enough personality to stand out without trying too hard.

CONFIDENT | CLEAR | CREATIVE | APPROACHABLE

MY VOICE

Professional enough to trust. Relaxed enough to sound like a real person.

HOMEPAGE INTRODUCTION

Hey, I'm Raymond Coleman, a designer focused on bold, clean visuals that make ideas easier to understand and harder to forget. From branding and layout to digital content and web design, I turn rough concepts into polished work with purpose.

404 MESSAGE

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