



**TERRY COLEMAN**

Senior Designer - Branding & Integrated

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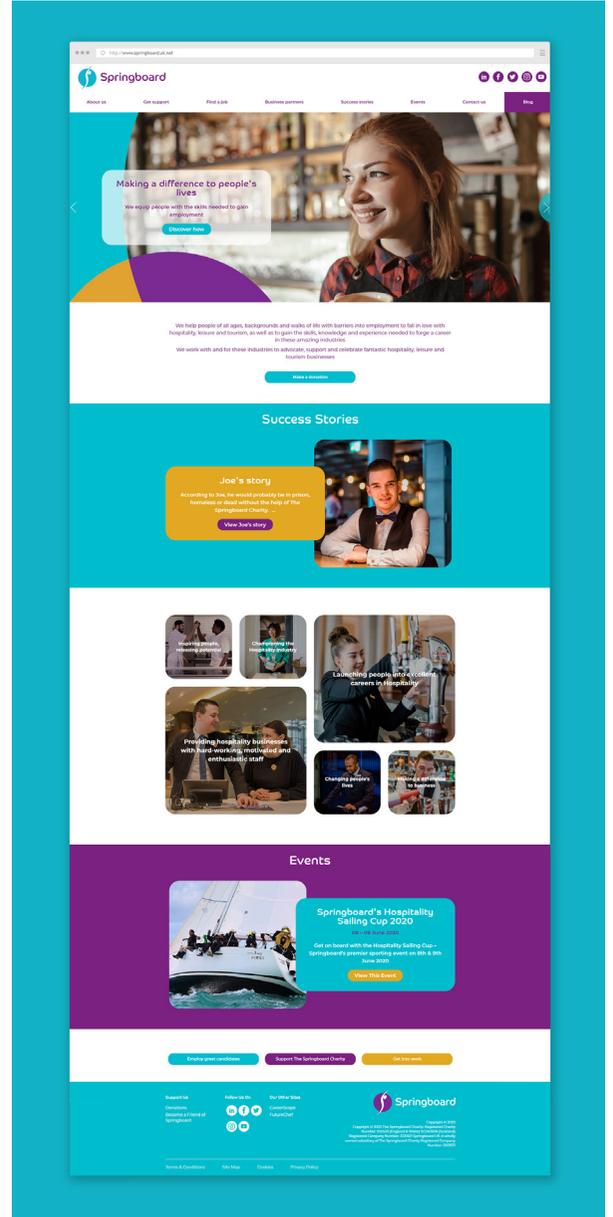
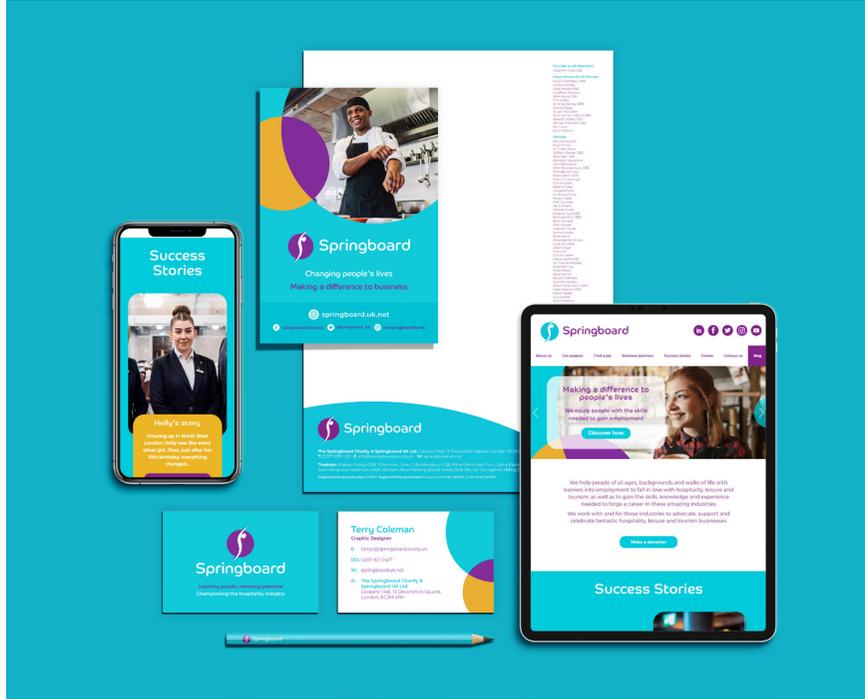
**PORTFOLIO**

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# SPRINGBOARD RE-BRAND

In March 2020, I delivered a full re-brand for Springboard. The previous branding was very out-dated, did not reflect Springboard's personality and lacked consistency, resulting in Springboard often getting overlooked. The new branding is designed to address these issues by being a modern, distinctive and vibrant version of the existing branding to help it stand out from the crowd, while maintaining brand consistency across sub-brands too, so that Springboard can become instantly recognisable and gain trust across the industry.

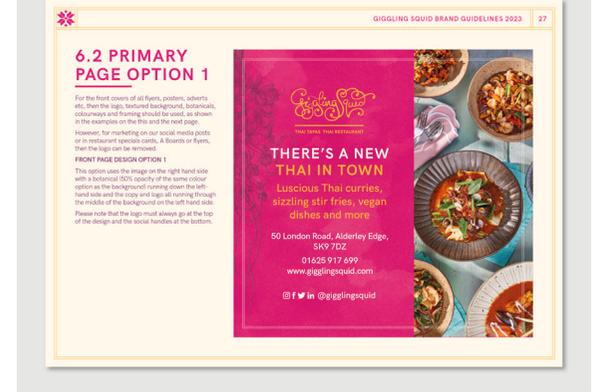
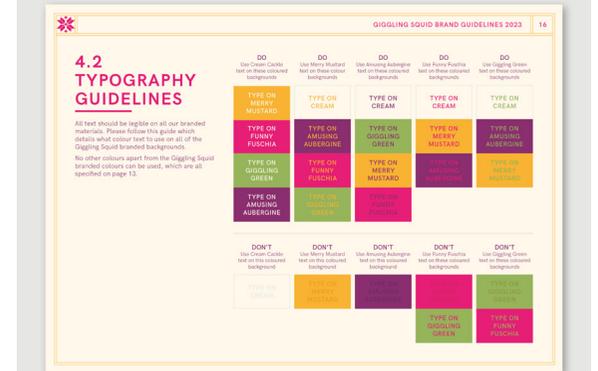
This project involved updating all of Springboard's existing print, digital and web assets. It also included creating a Wordpress template, 12 distinct sub-brands and brand guidelines. This was one of the largest projects I have worked on and I am proud to have delivered a brand that the charity deserves.



# GIGGLING SQUID BRAND DEVELOPMENT

Gigglings Squid is the UK's largest Thai restaurant chain. I became their first in-house designer in October 2021, am solely responsible for designing all of the brand's print and digital assets. My main task since joining has been to do a major makeover of their brand as their visual assets were previously very inconsistent and did not look as high-end as their position in the market. Throughout my time at Gigglings Squid, I have overhauled all their print and digital assets, including brand guidelines, adverts, digital marketing, email design, flyers and in-restaurant POS. Some select examples are shown on this page.

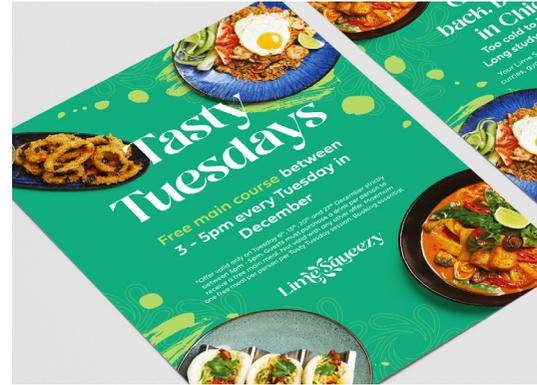
The brand guidelines were created to implement the new and improved branding going forward. Throughout the guidelines, I introduced many new processes, such as how to use the illustrations, logo and typography correctly, and step-by-step instructions on how to update all existing print and digital assets.



# LIME SQUEEZY PROMOTIONAL WORK

Lime Squeezy is Giggling Squid's sister brand, designed to be a more casual dining experience serving iconic South East Asian dishes fresh and fast. It started off as a restaurant chain and is now delivery only. As part of my role at Giggling Squid, I am also responsible for all digital and print assets for Lime Squeezy. This page includes some of the projects I have worked on for this brand, including A Boards, flyers, menus and animations.

Lime Squeezy Kids Menu - Briefed to create a double sided A3 kids menu that includes lots of games for the kids to enjoy. In this project, I created all of the games, illustrations and characters myself. The games include a maths crossword, maze, wordsearch and lots of room for the kids favourite colouring in too!

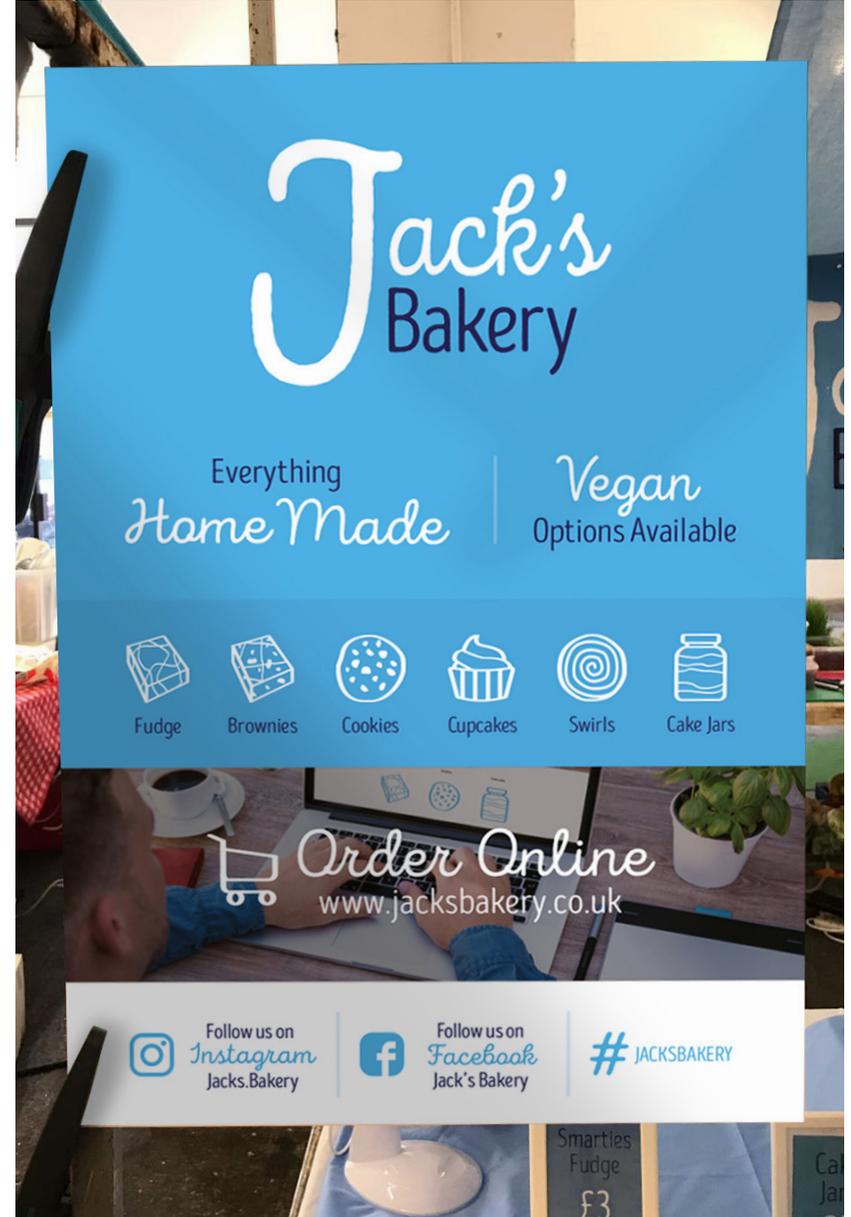
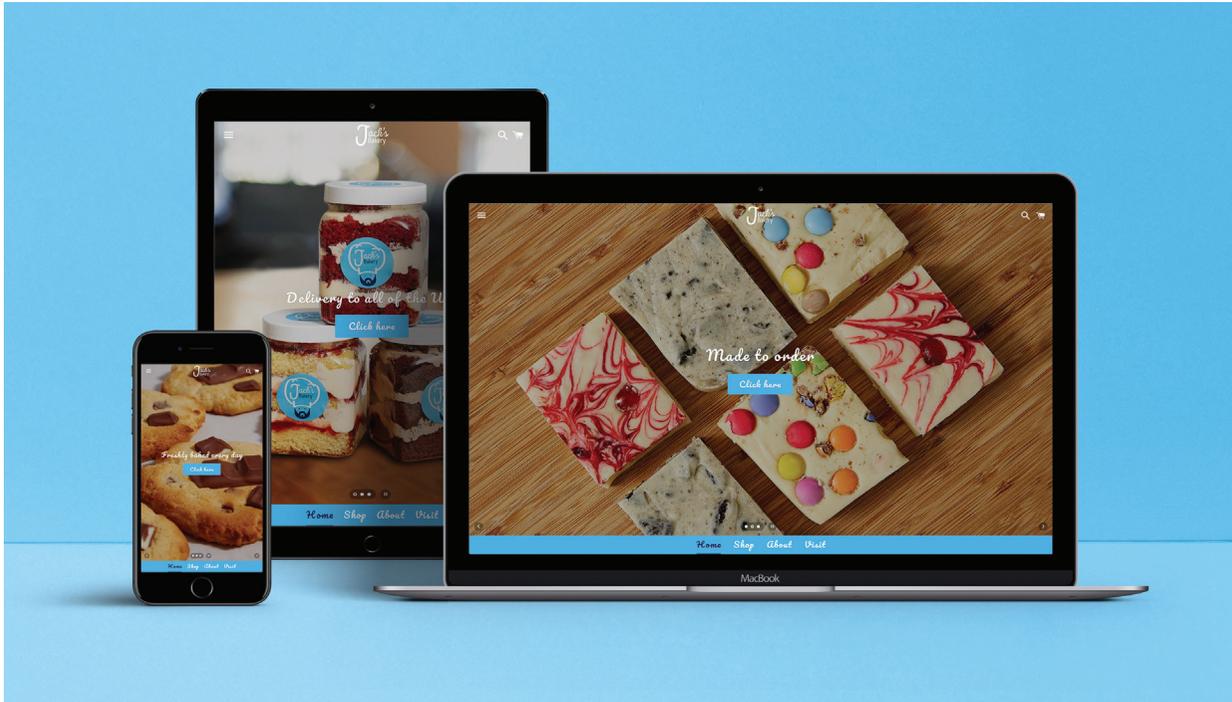


## JACK'S BAKERY BRAND IDENTITY

Brand identity, e-commerce website, animation, stall signs and business cards created for a largely popular food stall, Jack's Bakery.

With all cakes being handmade using Jack's unique recipes, the founder is the main 'personable' selling point behind the brand, and so the concept for the logo was to make a character out of him. Jack's distinctive beard therefore features heavily in the logo which has, in turn, created a brand out of Jack as 'The Bearded Baker'.

The fonts and logo style were both designed to give a handmade and organic feel to the brand, while the striking blue and white colourway was chosen to be distinctive and stand out in the marketplace and online. Icons were generated to represent each product type on sale using the chosen handmade, organic style.

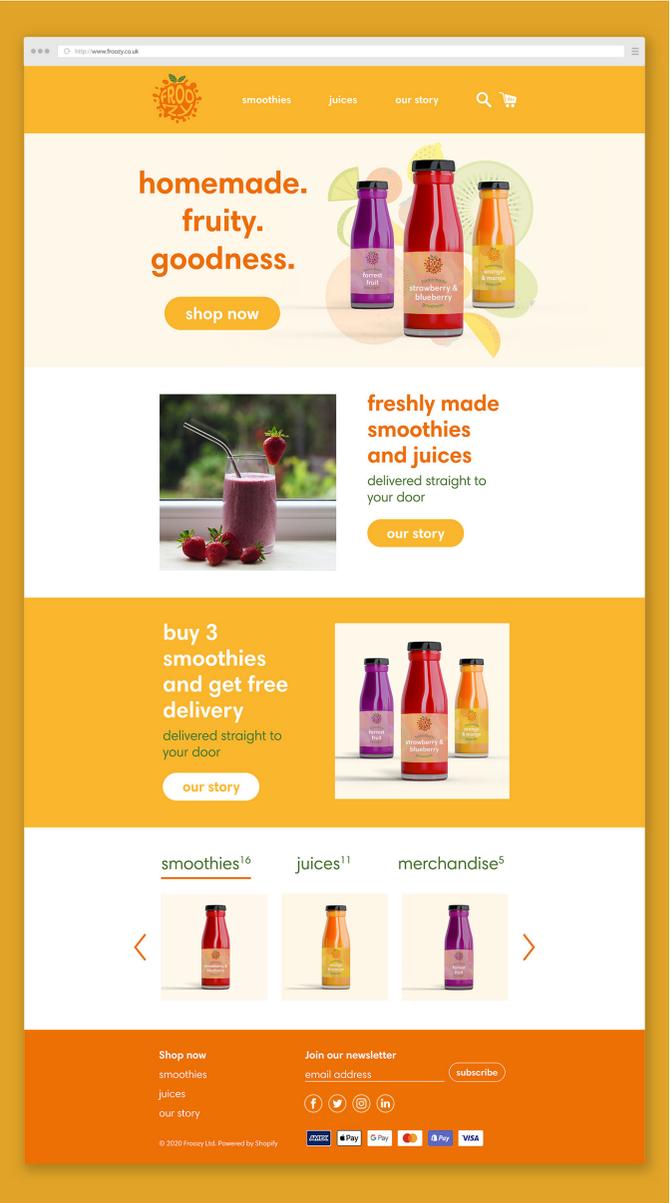
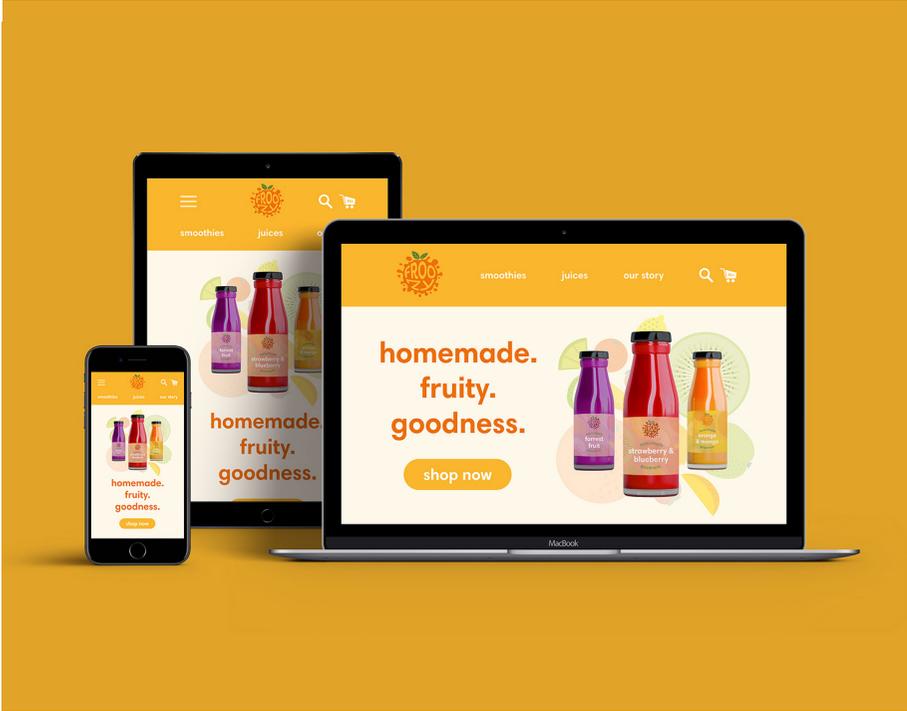


# FROOZY SMOOTHIES BRAND CONCEPT

Branding concept for new smoothie and juice brand, Froozy - including designs for a logo, e-commerce website, product packaging, animation, social media images and business card. The brand colours and illustrations are designed to be bright, eye-catching and dynamic with a lively logo to represent the blending of the fruit.

The main colour palette of orange, green and white is inspired by the natural colouring of fruit. It's fun, friendly and flexible to showcase Froozy's different flavours. The style of additional fruit illustrations helps give the brand an organic feel and is versatile enough to be adapted across all visual assets.

This concept was loved by the client but due to the financial challenges their other businesses had during the pandemic, they were unable to go ahead.



# MASTERPLUG PRO-XT BRAND GUIDELINES

During my time at Luceco plc, I created the official Masterplug Pro-XT Brand Guidelines, which is a global brand that offers market leading portable power solutions for the trade. This was put together to implement high design standards and to ensure the branding stays consistent across all design mediums worldwide.

Throughout the guide, I introduced new processes, such as how to/how not to use the logo, creating guidelines for typography usage and icon generation and putting together step by step instructions on how to design packaging for all product types.

The brand guidelines were very well received by all designers at Luceco plc worldwide and made the designing for the brand easier to understand going forward.

**BRAND GUIDELINES**

**TYPOGRAPHY RULES**

- Only correct type colours and fonts allowed to be used on each colour background
- Use wrong font colours on white/black or white/green or white/black or white/green
- Use the wrong font face (sans serif or?)
- Outline text
- Add any effect to text, such as a drop shadow or outer glow

**ON WHITE**  
100% black must be used only. No other colour can be used and the black must not be reduced in font or opacity.

**ON GREEN**  
100% black must be used only. No other colour can be used and the black must not be reduced in font or opacity.

**ON BLACK**  
White or the Pro-XT green can be used depending on the circumstance. No other colours can be used and the white or green must not be reduced in font or opacity.

To see what font to use in each instance, please see the page below.

**ALL CORRECT FONTS CAN BE FOUND AT:** Luceco External Design Team - Brand Assets - Masterplug Pro-XT Icons

**BRAND GUIDELINES**

**ICON GENERATION**

- Newly created icons must all look matching versions
- Do not use the brand colours only
- When creating icons, bottom is the only font to be used
- Icons must be black
- Icon edges must be no closer than 5mm away from the bottom line
- Icon width must be no more than 10mm
- Icon height must be no more than 10mm
- Icon text must be no more than 10mm
- When new icons are created and finalised, these must be added to the icon set and used for all the icons.

**ICONS ON STANDARD COLOURWAYS**

**ON GREEN**  
Icons should be in green circles with black background and not white.

**ON BLACK**  
Icons should be in circles with a black outline, the weight of this outline should be 10mm after and must be taken from one of the icon files on the page.

**ON WHITE**  
Icons are exactly the same as they would be on a black background.

**ALL ICONS CAN BE FOUND AT:** Luceco External Design Team - Brand Assets - Masterplug Pro-XT Icons - Standard Colours

**BRAND GUIDELINES**

**CASSETTE REEL - FRONT LABEL DESIGN GUIDE**

**3. EXCLUSION/SAFE ZONE**

**4. ICON SIZES**

**FEATURES ICON (x3)**  
2/3 of the size in relative to the 'Safe Zone' height.

**TOOLSET ICONS (x3)**  
1/3 of the size in relative to the 'Safe Zone' height.

**5. ICON SPACING/POSITIONING**

The 3 features icons need to be evenly spaced between each other. Approximately 2° difference in angle can be used as a guide.

The toolset icons can then be added to the middle of this created spacing and then all icons can be adjusted to the middle of the black coloured area, with spacing of approximately 4° angle difference on either side of the entire icon set (A & B) to use as a guide.

**6. PRODUCT TITLE & WEBSITE ADDRESS PLACEMENT**

**PRODUCT TITLE**  
The cable size should be the height of the safe zone. Then the 'Cable Reel' should be on two lines with 'Cable' on the same line as the cable size.

This should all be placed approximately 4° away from the black coloured area (C & D) and adjusted accordingly to look balanced, with allowing for plenty of space between this text and the website address.

**WEBSITE ADDRESS**  
Should be approximately 10mm away from the label edge on the right hand side and placed exactly as shown, with ensuring it is the length of the 'Safe Zone' height.

**7. COMPLETED DESIGN**

# THE SPRINGBOARD CHARITY'S TREK '20: NICARAGUA

The Springboard Charity's TREK '20: Nicaragua was a unique fundraising event where volunteers take on a trip of a lifetime to challenge themselves by trekking up 4 volcanoes and help build a school in an isolated community in Nicaragua.

Tasked to create a vibrant brand that reflects Nicaraguan culture and that has an outdoor challenge feel and look. I chose an Aztec theme for the branding to reflect the country's heritage and created a bespoke Aztec pattern.

The red and yellow colourway was selected for its Hispanic connotations and vibrancy, and the additions of texture and earthy tones were inspired by the outdoors element of the challenge.

THE Springboard CHARITY

**TREK '20**  
**NICARAGUA**  
MARCH 21 - APRIL 01

**COSTS AND FUNDRAISING GOALS**  
Cost: £2,700  
Fundraising goal: £3,500

**HOW TO BOOK**

**A WILDERNESS ADVENTURE LIKE NO OTHER...  
TRANSFORMING LIVES  
5,000 MILES APART**

- CLIMB 4 VOLCANOES
- JUNGLE CAMPING
- COMMUNITY PROJECT

**30th ANNIVERSARY SPECIAL TREK**

Join at least **30** other trekkers, climb over **3,000** metres to raise over **£130,000**

**BOOK NOW** [www.springboard.uk.net/trek20](http://www.springboard.uk.net/trek20)

**I'M GOING OUTSIDE MY COMFORT ZONE TO CHANGE LIVES**

**PLEASE SUPPORT ME**

**TREK '20 NICARAGUA MARCH 21 - APRIL 01**

**TREKING UP 4 VOLCANOES - GOING BACK TO BASICS - NO WIFI - NO HOT WATER - COMPLETING A COMMUNITY PROJECT - AND TRANSFORMING LIVES**

Your donations will help us to install a much-needed water supply to a Nicaraguan school as well as helping 70 vulnerable individuals begin the pathway to sustainable employment in hospitality here in the UK.

**FIND OUT MORE:** [www.springboard.uk.net/trek20](http://www.springboard.uk.net/trek20)

**I'M GOING OUTSIDE MY COMFORT ZONE TO CHANGE LIVES**

**PLEASE SUPPORT ME AND DONATE VIA:**

**TREK '20 NICARAGUA MARCH 21 - APRIL 01**

**TREKING UP 4 VOLCANOES - GOING BACK TO BASICS - NO WIFI - NO HOT WATER - COMPLETING A COMMUNITY PROJECT - AND TRANSFORMING LIVES**

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**NICARAGUA TREK ITINERARY**

**KEY INFORMATION**

**DATE:** 20th March - 1st April 2020  
**Destination:** Nicaragua  
**Cost:** £2,700  
**Fundraising target:** £3,500  
**Challenge level:** Moderate (training is necessary) - the more you train the easier the trek is done

**DAY 1** Trek London - Nicaragua - Lima

**DAY 2** Hike to camp

**DAY 3** Climb 20km up Toluca Volcano (2000m above sea level)

**DAY 4** Climb 16km up Cerro Negro (2500m above sea level)

**DAYS 5-7** Community project: Begin building the outdoor shower area for the school as well as installing a water system

**DAY 8** Hike 5km up Cerro Negro (2500m above sea level)

**DAY 9** Hike 5km up Cerro Chato (2500m above sea level) and descend to Granada

**DAY 10** Explore the churches, museums and parks of Granada

**DAY 11** Transfer to Managua to check in for flight back to London

**BOOK NOW** [www.springboard.uk.net/trek20](http://www.springboard.uk.net/trek20)

Join at least **30** other trekkers, climb over **3,000** metres to raise over **£130,000**

**HOW THE TREK CAN BENEFIT YOU**

- CLIMB 4 VOLCANOES
- EXPERIENCE VILLAGE LIFE AND GAIN A NEW PERSPECTIVE
- HELP OUR BENEVOLENCEES ACHIEVE EMPLOYMENT IN THE UK
- DEVELOP YOUR SKILLS AND FORM LIFELONG FRIENDSHIPS

**HOW YOUR FUNDRAISING WILL HELP**

The money raised from our 30th anniversary TREK in 2020 will allow 70 people like Charlie to overcome barriers to employment and personal challenges, forging pathways to successful and worthwhile careers in hospitality.

After running into trouble with the law and receiving the Galvan's Chance programme in 2019, The programme gave me the chance to turn my life around and land a position working as a restaurant runner at the Park Plaza Hotel, Riverbank, London.

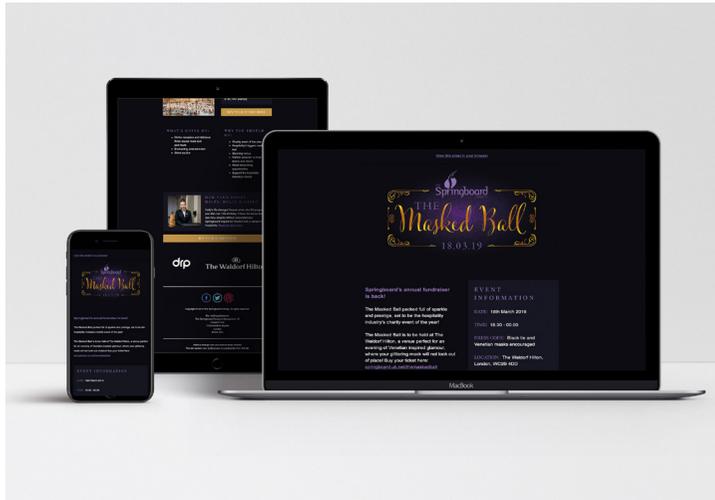
"Springboard's help opened up a new door for me. Charlie's release made the right choices before and ended up following the correct pathway to life and completing the Galvan's Chance programme has helped me become more employable."

# THE SPRINGBOARD CHARITY'S THE MASKED BALL

The Springboard Charity's 'The Masked Ball' was held on the 18<sup>th</sup> March 2019 as their annual fundraising event. I was tasked with creating a brand identity that would appeal to a new audience and reflected the venue and Venetian theme, whilst also having a unique, historical and premium look.

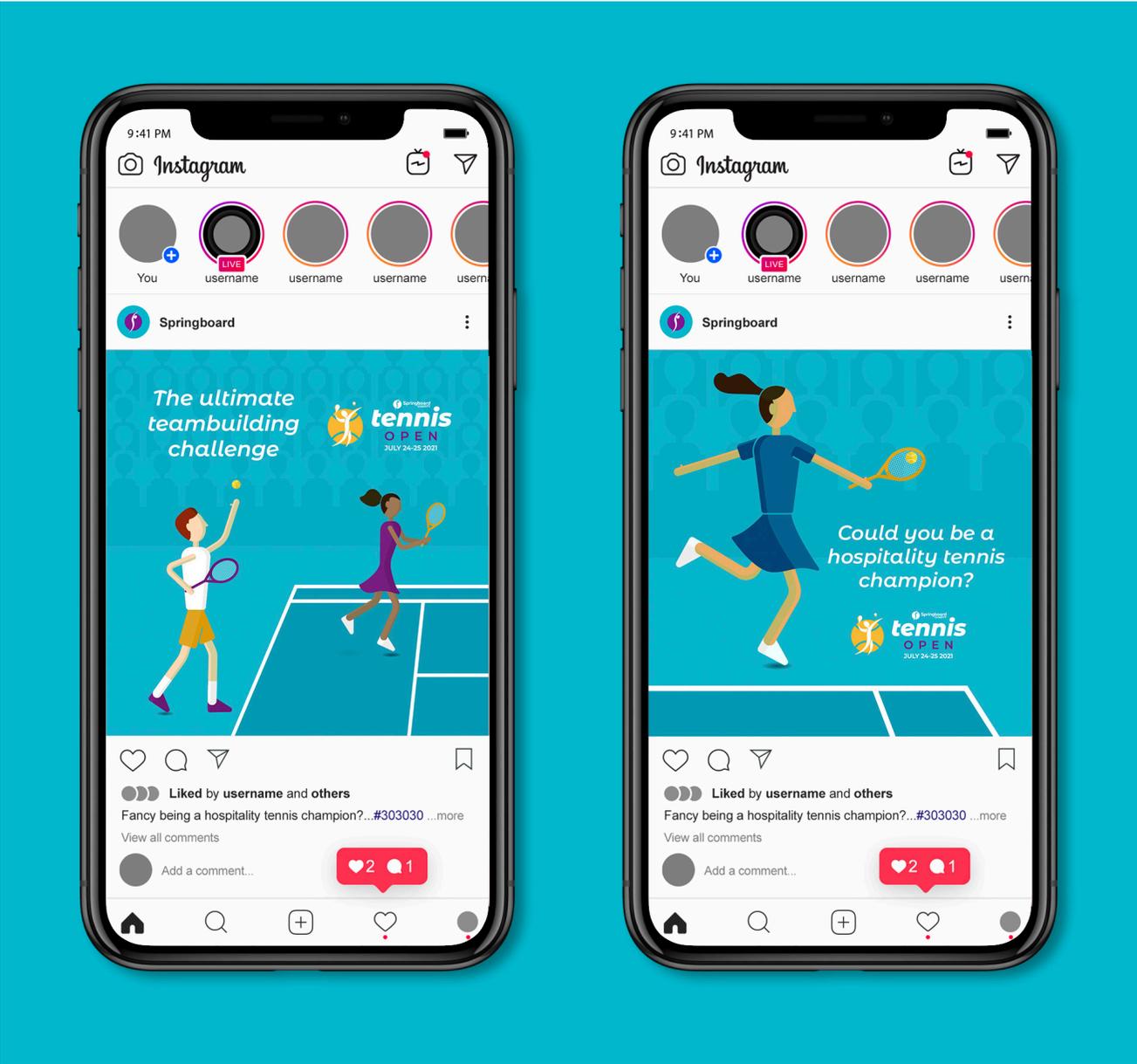
For this event I was solely responsible for all visual material produced before and during the event. This included the branding (logo, typography and brand colourways), email invitations, social media images, 24-page brochure and on-screen visuals.

The branding was very well received by Springboard and the event was also a great success, exceeding expectations and raising £50,585 for the Charity.



# THE SPRINGBOARD CHARITY'S TENNIS OPEN BRAND CONCEPT

Logo, branding and a series of illustrations created for a proposal for a fundraising event concept called 'The Springboard Tennis Open'. This concept is designed to stand out on Springboard's digital channels by using illustrations instead of images to capture the viewers attention and in-turn gain more sign ups to the event. All of these illustrations have also been adapted to motion format.



## THE ISLAND OF ADVENTURE CHILDREN'S BOOK ILLUSTRATIONS

Children's book illustration is a huge passion of mine as it elaborates and clarifies the meaning of text and encourages children to read by transforming stories into something fascinating and exciting. As a child I did not read but would always draw and loved creativity. I love the prospect of encouraging children worldwide to read and understand stories better through my illustrations.

This project illustrates the children's book 'The Island of Adventure' by Enid Blyton. This page shows a selection of the 54 illustrations created for the book.

My illustrations are collage based and combine cut outs with ink drawing and textured backgrounds. They are designed to look weird, scary and exciting to the young reader. The illustrative style created is intended to be distinctive by its freakish nature.

