# BRAND BOOK William Coleman **Coleman Notion**

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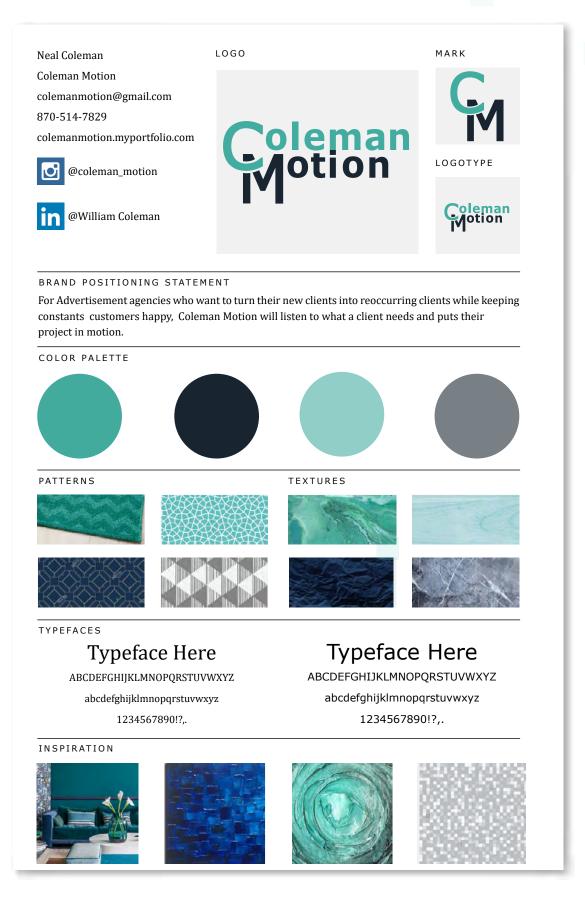
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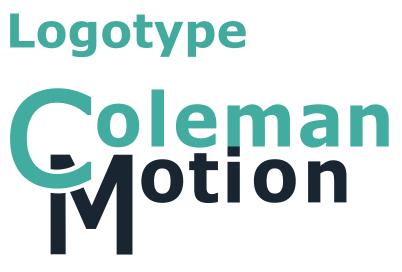
# **Brand Statement**



For Advertisement agencies who want to turn their new clients into reoccurring clients while keeping constants customers happy, Coleman Motion will listen to what a client needs and puts their project in motion.

# **Brandboard**





The **Coleman Motion** design represents the brand and should be used appropriately.



This is the **Coleman Motion** mark an should only be used when the logotype can not be because spacing.

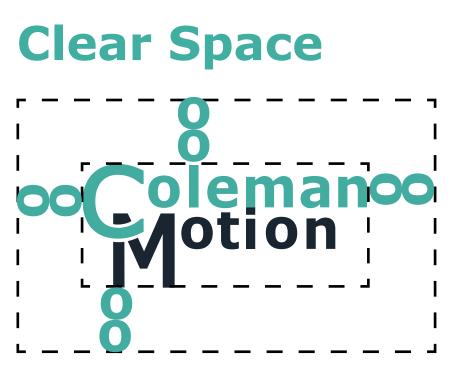


# **Minimum Size**



The **Coleman Motion** logo should never be smaller than 1 inch width. Anything smaller could cause illegality.

.44 Inch 🦕



The clear space around the logo is defined by the letter " $\mathbf{O}$ ". Clear space is the area around the logo where nothing else can be placed.



# Colors





Pantone:2401c C:71 M:11 Y:44 K:0 R:66 G:171 B:158 #42ab9e



Pantone:7547C C:85 M:72 Y:55 K:64 R:24 G:26 B:48 #182430

# **Reverse Treatment**



If greysacle has to be used, use this logo. The top of the logo is white or .

# Unacceptable Logo Usage

Do not do any of the following:



Change the color in any way.



Skew or stretch the logo in any way.



Adjust the logo in any way.



Rotate the logo.



Change the opacity in any way. Putting a background behind the logo will hurt the legibility as well.

# **Preferred Sans Serif Settings**

Verdana Regular 10 pt font 14 pt leading Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) , . / ? \ = +

Verdana Bold 10 pt font 14 pt leading Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) , . / ? \ = +

If Verdana is not available for text use then Arial can be in place of it. Serif should be avoided for text use when possible, especially when going online.

# **Preferred Serif Settings**

Cambria Regular 10 pt font 14 pt leading Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) , . / ? \ = +

Cambria Bold 10 pt font 14 pt leading Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* (),./?\=+

The serif typeface should only be used for printing and never for online. It should also be avoided if possible.

# **Letterhead Settings**

Margin of .5 in all the way around.

Text box 7.9 height by 5.8 width.

16 pt leading

These measurements are off of the margins not the edge.

G	oleman	а.	
	1.24 Inch		
83 <u>In</u> ch_	<ul> <li>Dear Mr. Engram;</li> <li>I am writing this letter to express my interest in the Motion Graphic Artist job opening as advertised on https://www.glassdoor.com/.</li> <li>From day one, I believe I can make valuable contributions to the design team at Brazen Animation. I possess a wide range of abilities that combine innovative art and design principles after comprehensive study for my Bachelor of Fine Arts in Graphic Design Digital Emphasis degree obtained at Arkansas State University.</li> <li>Furthermore, my expert knowledge of Adobe Creative Suite, Blender, Unity, Maya, and Fusion 360 will allow me to play a crucial role in the implementation of your design and animation initiatives.</li> <li>The following are highlights of my skills and accomplishments:</li> <li>Quick Learner: Learn programs in a short amount of time for projects, then</li> </ul>		
	Sincerely, William Coleman William Neal Coleman		
24.	€ 870-514-7829 ► colemanmotion@gmail.com BB William Coleman ⓒ coleman_motion ⊕ colemanmotion.myportfolio.com n William Coleman		
	.84 Inch	- 1	

# **Business Card**

The business card should be printed in full bleed.







# **Website Favicon**

🖗 🛛 William Coleman





# **Social Media Mark**

Х

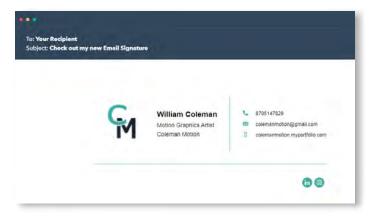


Instagram



LinkedIn

# Email Sign Off



# Resume

# Coleman Otion Neal Coleman

### objective

To secure a position as a motion graphics artist to provide my skills to a team and help the company grow.

### education

Bachelor of Fine Arts in Graphic Design Digital Design Emphasis Arkansas State University

**Associate of Art in Digital Communication** Arkansas State Community College

### software

- Blender
- Unity
- Maya
- Fusion 360
- Sony Vegas Pro
- Photoshop
- Illustrator
- InDesign
- XD
- Premiere Pro
- Audition
- After EffectsDimension

### coding

- HTML
- CSS
- JavaScript

### skills

- Motion Graphics
- 3D Modeling
- Photography
- Customer Service

### awards

2016 - 2021 Dean's List 2016 - 2020 Lottery Scholarship

### service

### 2014-2019

**Volunteer** | **Angels Way Baptist Church** | *Marion, Ar* Helped cook and hand out items at multiple annual events for the community.

### professional experience

### April-May 2020

**Digital Designer** | **Bradbury Art Museum** | *Jonesboro, Ar* Recruited to be part of a team to create first online art exhibition for BAM. Created models and environment for a section of the exhibition.

### August 2017-Present

**Footwear Associate** | **Academy Sports** | *Jonesboro, Ar* Provide customer service and help out other departments when needed.

### January 2021 - Present

**Design Internship** | **Xtream Signs and Designs** | *Wynne,Ar* Create banners and multiple company stickers. Also applied study in vehicle sticker application, vehicle tint, and sign frame creation.

### references

Available upon request.

Colemanmotion.myportfolio.com

# Letterhead

## Coleman Motion

Dear Mr. Engram;

I am writing this letter to express my interest in the **Motion Graphic Artist** job opening as advertised on https://www.glassdoor.com/.

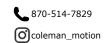
From day one, I believe I can make valuable contributions to the design team at Brazen Animation. I possess a wide range of abilities that combine innovative art and design principles after comprehensive study for my Bachelor of Fine Arts in Graphic Design Digital Emphasis degree obtained at Arkansas State University. Furthermore, my expert knowledge of Adobe Creative Suite, Blender, Unity, Maya, and Fusion 360 will allow me to play a crucial role in the implementation of your design and animation initiatives.

The following are highlights of my skills and accomplishments:

- **Quick Learner:** Learn programs in a short amount of time for projects, then after I work to improve my skills constantly.
- **Team Work:** Worked to divide up the objectives and finish a project for the Bradbury Art Museum.
- Leadership: Helped manage my department and train new employees at Academy Sports.
- **Customer Service:** Gained customer service skills while working retail for five years at Academy Sports and Bass Pro Shops.

Enclosed is my resumé and references for your review. You may also view my portfolio of work at **colemanmotion.portfolio.com** or learn more about me on Instagram **@coleman\_motion**. I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. I will contact you this week or please feel free to reach me at **870-514-7829** or **colemanmotion@gmail.com**. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely, *William Coleman* William Neal Coleman



colemanmotion@gmail.com

colemanmotion.myportfolio.com

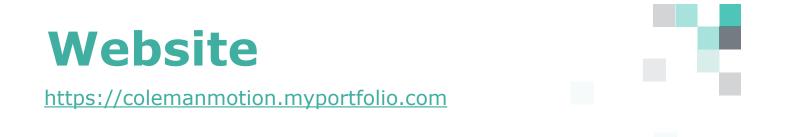
Bē William Coleman

folio.com 🖬 William Coleman

# **Thank You Note**



# Thank You - William Coleman, Motion Graphic Artist Mr.Engram. Thank you again for meeting with me today regarding the Motion Graphic position with Brazen Animation. Our interview solidified my desire to work with your team and Lam confident Lam be an asset to the company. I am available for any follow-up questions you or the team at Brazen might have. I look forward to hearing from you. Thank you. William Coleman Motion Graphics Artist Coleman Motion I coleman Motion

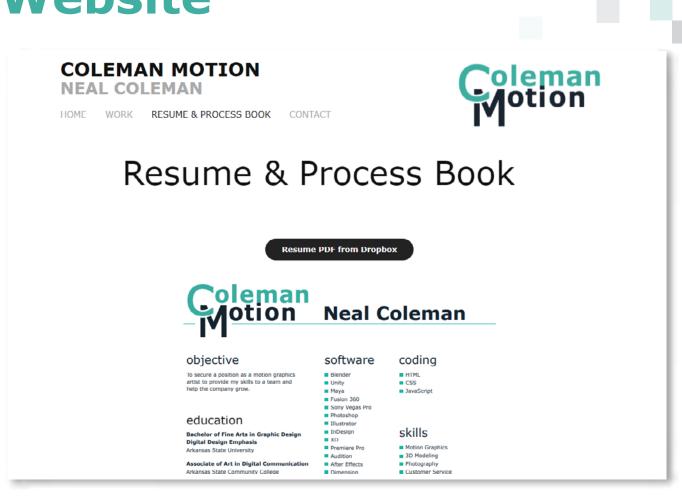


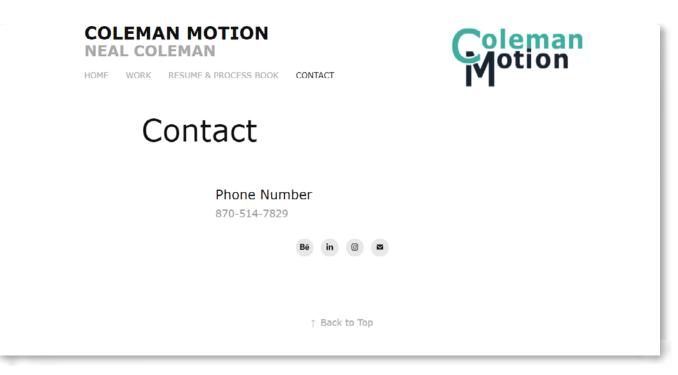
### Pages

COLEMAN MOTION NEAL COLEMAN HOME WORK RESUME & PROCESS BOOK CONTACT	Coleman
	gle
COLEMAN MOTION NEAL COLEMAN HOME WORK RESUME & PROCESS BOOK CONTACT HOME	<b>Coleman</b> Motion

About Me

# Website





# **Social Media**

### Statement:

I will use social media networks with to connect, interact, inform and inspire with professionals and communities in order to build my brand. To accomplish this, I will showcase my work on my social media networks and keep true to my values and personality.

Coleman Social Media Content Calender						
April 11 <sup>th</sup> -17 <sup>t</sup>						$11^{\text{th}}-17^{\text{th}}$
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11AM	10 AM	9 AM	10AM	9 AM	11AM	9 AM
Check Instagram and Linkedin.	Post on Instagram showing an account relating to animation and mention.	Check Instagram and Linkedin feed, and reply to comments.	Post work on Instagram and Linkedin.	Check Instagram feed and reply to comments.	Post on Instagram showing an account relating to animation and mention.	Check Instagram and Linkedin.
Post work on			2 PM	2 PM		
Instagram. 6 PM	12 AM Check Instagram feed and reply to comments.	2 PM Reminder to following about relaxing/taking a break on Instagram.	Check Instagram feed and reply to comments.	Post on Instagram an article I found interesting.	1 PM Check Linkedin and Instagram and reply.	
Load post on Later or			4 PM	4 PM		0.514
Hootsuite.	2 PM Post on Instagram of an article I found interesting.	4 PM Check Instagram and reply.	Check Linkedin and Instagram and reply.	4 PM Check Instagram and Linkedin.	3 PM Post work on Instagram and Linkedin.	8 PM Check Linkedin and research Instagram.
	5 PM Check Instagram and Linkedin research.	6 PM Post sketches for upcoming post on Instagram.	Post on Instagram mentioning someone either a friend or an account that I follow on my story	6 PM Post sketches for upcoming Instagram and on Linkedin.	6 PM Check Instagram and research Linkedin.	
		0.514		8 PM		
		8 PM Check Linkedin and Instagram research.	8 PM Check Linkedin and Instagram research.	Check Instagram and Linkedin research.		

# Instagram

@coleman\_motion

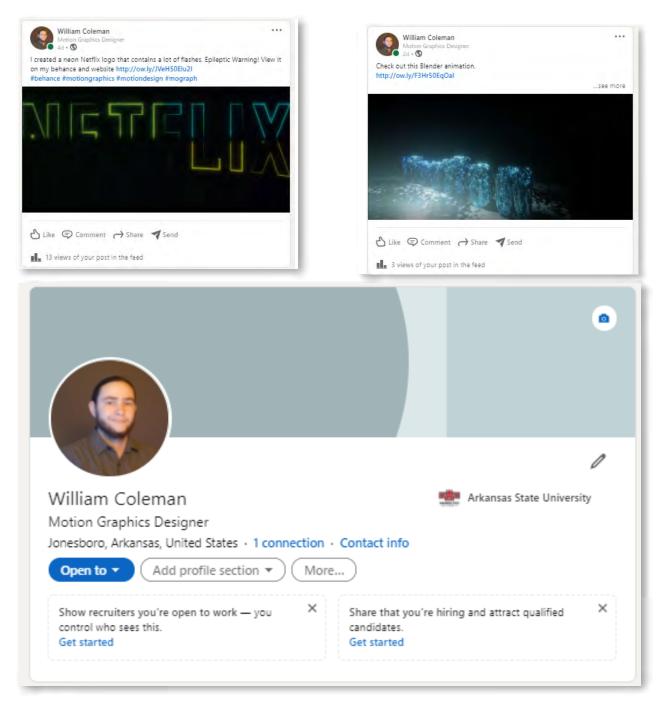
On Instagram, I posted a variety of content. The content in the post varied from posting my work to sketches of my process to articles I found to some accounts I follow. I used a scheduling app called Hootsuite to schedule my post, but Hootsuite does not post automatically without Facebook. Depending on the post, I would use hashtags dependent on the post.

	<	<ul> <li>columna, motion Hare is a motion graphic pice that Hanked on.</li> <li>motion-graphic without and that the local and that the local and that the local and that the local and the</li></ul>
S	COleman_motion Edit Profile 15 posts 12 followers 36 followin William Neal Coleman Artist Motion Graphics, 3D Modeling, Illustration colemanmotion.myportfolio.com	
	S IGTV I SAVED ®	TAGGED
		UNEXPECTED AWARDS   FARLY SUBMISSIONS ARE OPEN

# LinkedIn

@William Coleman

My LinkedIn post mirror the post on Instagram, depending on what I post on Instagram would depend on what I post on LinkedIn. Typically I would only sync the two up when I posted My work. I did have two posts that were not related to my work, one linked to my website and one linked to an article I found. I also used Hootsuite to schedule these posts. When scheduling these posts, they post directly to LinkedIn without having to use Facebook.

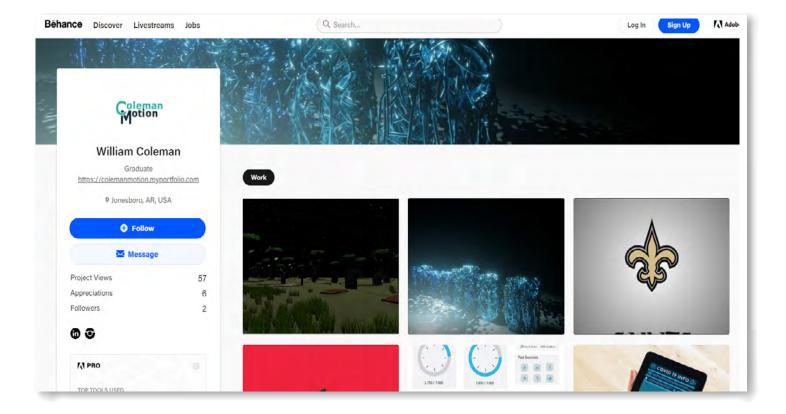


# **Social Media**



@William Coleman





# **Business Plans**

### **BUSINESS PLAN A |** SPRING 2021

### -4503 PROFESSIONAL PRACTICE

### **IDENTITY:**

What's your full name? William Neal Coleman

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name? Either use a business name or my name.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S." Austin, Texas; Dallas, Texas; St. Louis, Mo; Spokane, WA

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office? Virtual at Home

### S.W.O.T.

- S Strengths (internal/personal aspects that give you an advantage):
- 1. I am organized.
- 2. I am a fast learner.
- 3. I'm a good listener.
- **O** Opportunities (external/public new services, products or markets for you to • consider):
- **1.** I should check spelling on anything I do.
- 2. If I am struggling with focusing, the I should turn off my distractions.
- 3. To lower my chance of a migraine, I should make sure I eat, drink water, and take my medicine because I do forget..
- W Weaknesses (internal/personal aspects that might hinder you or cause problems):
- 1. I get frequent migraines.
- 2. I sometimes have a hard time focusing.
- 3. I am not good at grammar or spelling.

### T - Threats (external/public – EX competition, government regulations, money, tech?):

- 1. My competition is anyone looking of the same job/doing the same thing as me.
- 2. As technology advances, not being up to date with it could be a threat.
- 3. Another threat is having work within regulations.

### What drives you? What keeps you motivated? What are you passionate about? Family motivates me.

### What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter. My top ethic is honesty. While working in customer service, I have found that customers respect you more and are more likely to come back if you are honest.

**YOUR FUTURE:** 

Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

Hopefully with a stable job making a decent living.

Where do you see yourself in 10 years? Hopefully a high end job

How are you going to make this 10-year goal happen? Work up from the position in the stable job or use the experience to get a better job.

\_\_\_\_\_

**YOUR PRODUCTS AND SERVICES:** 

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have <u>at least 3 items</u>.

Strength 1: Motion Graphics

**Qualifications & Competitive Advantages:** 

I can use after effects, but I am still learning the program. I use Photoshop and Illustrator for the graphics.

Strength 2: Game Design Qualifications & Competitive Advantages: I can 3d model, use unity, and texture.

Strength 3: Coding(Website) Qualifications & Competitive Advantages: I know how to write HTML, CSS and a little java.

### **YOUR COMPETITION:**

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

### **Creativity/Ideation:**

Sometimes I get brain fog, so my competition would be someone who is able to constantly creative.

### **Training:**

Someone who has worked in this field longer.

### **Experience:**

Someone who has had worked in this profession before.

### Specialty:

That the have won an award of some kind.

### YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):

### Who is your ideal client(s)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time?

I think I would like working with either a corporation or a business owner.

### Will the ideal client give you little or full control over the project scope?

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer. I like having different a little bit of control, but having different projects.

Much of the information on this sheet has been paraphrased or pulled directly from the following sources:

- <u>http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample</u>
- https://millo.co/17-tips-for-effective-freelance-business-planning
- <u>https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE</u> <u>Business\_Plan\_for\_Creatives.pdf</u>
- https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/
- <u>https://carriedils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf</u>
- https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan

### **BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2021**

What's your full name?

William Neal Coleman

### YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following: 12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation. These are a minimum. We will be much less specific.First do a cost-of-living analysis. Also research what is being charged in relation to where you will live and your experience level.

### **COST-OF-LIVING ANALYSIS:**

What are your minimum EXPENSES in relation to your business per month? If the costs you acquire are per quarter or year, do the math for the monthly cost.

**Cost of basic Health Insurance:** \$510 (Texas)

**Cost of Equipment (Software and Hardware):** 19.99/Month (Adobe student) (All other softwares are free for right now)

**Cost of Website:** Bundle with Adobe plan as of right now

**Cost of Continued Education** \$75 average

### Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

\$1260 < Replace those XX's with your answer, then remove this text.

### **Other:**

\$125(car insurance) \$900 (house payment), \$271(home insurance) car payment \$540 \$100 (groceries) (work from home as much as possible with freelance)

TOTAL ESTIMATED COST PER MONTH:

\$3801 < Replace those XX's with your answer, then remove this text.

What are your minimum projected PROFITS in relation to your business and its expenses per month?

\$399

How much will you charge? \$30/hr (Average in Texas is \$39, but clicking on Austin takes you to a general Design tab which is \$52.) How many days of the week will you work? 5 How many hours per week do you expect to be billable? 35

**TOTAL ESTIMATED PROFIT PER MONTH:** \$4200

### Estimate

### this is your estimate



The following estimate is from William Coleman for work. This is neither an invoice nor a quote. See plans form meeting note to provide the expected total of hours. THANK YOU FOR THIS OPPORTUNITY!

Date: Date Job Number: Job or Invoice # Client Name: Company (or Person's) Name Here Address: Street Address Here; City, State Zip Phone: (XXX)XXX-XXXX

### **PROJECT DESCRIPTIONS**

### Name of Project

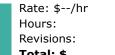
Notes:

List any notes from meetings or other information provided by client. Materials Requested:

IF client has requested specific materials, list her. Otherwise remove. Timeline:

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here

and increase rate ...



- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files
- Total: \$
- Revisions beyond those listed will incur hourly charges.

### Name of Project

### Notes:

List any notes from meetings of other information provided by client. Materials Requested:

IF client has requested specific materials, list here. Otherwise remove. Timeline:

Rush charges will be applied (something about deadline). Timeline discussed further when estimate approved..

Rush:\$--/hr Hours: **Revisions:** Total: \$

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files
- Revisions beyond those listed will incur hourly charges

1232 Lake Dr | Jonesboro, AR 72404 123-546-7890 call/text | colemanmotion@gmail.com @ @coleman\_motion | William Coleman colemanmotion.myportfolio.com

### thank you

### Quote

### this is your quote



The following estimate is from William Coleman for work. This is neither an invoice nor a quote. See plans form meeting note to provide the expected total of hours. **THANK YOU FOR THIS OPPORTUNITY!** 

Date: Date Job Number: Job or Invoice # Client Name: Company (or Person's) Name Here Address: Street Address Here; City, State Zip Phone: (XXX)XXX-XXXX

### **PROJECT DESCRIPTIONS**

### Name of Project

Notes:

List any notes from meetings or other information provided by client. *Materials Requested:* 

IF client has requested specific materials, list her. Otherwise remove. *Timeline:* 

Be clear on the time this project is due (or any due dates within the project). Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Rate: \$--/hr Hours: Revisions: **Total: \$** 

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files
- Revisions beyond those listed will incur hourly charges or XX/hr..

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### thank you

### Hourly Invoice

### this is your invoice



The following estimate is from William Coleman for work. This is neither an invoice nor a quote. See plans form meeting note to provide the expected total of hours. **THANK YOU FOR THIS OPPORTUNITY!** 

Date: Date Job Number: X Client Name: Company (or Person's) Name Here Address: Street Address Here; City, State Zip Phone: (XXX)XXX-XXXX

### **PROJECT DESCRIPTIONS**

### Name of Project

Rate: \$--/hr Hours: **Total: \$** 

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- If the project is not yet finished, state this.

### **TOTAL DUE: \$XXX**

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### thank you

**Project Invoice** 

### this is your invoice



The following estimate is from William Coleman for work. This is neither an invoice nor a quote. See plans form meeting note to provide the expected total of hours. **THANK YOU FOR THIS OPPORTUNITY!** 

Date: Date Job Number: X Client Name: Company (or Person's) Name Here Address: Street Address Here; City, State Zip Phone: (XXX)XXX-XXXX

### **PROJECT DESCRIPTIONS**

### Name of Project

Project Rate: \$--/hr >Revisions: *Rate:\$XX/hr Hours:X* **Total: \$** 

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- Be clear on the time allotted to revisions <u>beyond</u> the number allowed on the estimate/quote. If none were necessary, remove this.

### **TOTAL DUE: \$XXX**

1232 Lake Dr | Jonesboro, AR 72404 123-546-7890 call/text | colemanmotion@gmail.com @ @coleman\_motion | William Coleman colemanmotion.myportfolio.com













Thank you for reading through the Coleman Motion Brand Book. Hopefully this cleared up any questions.

