

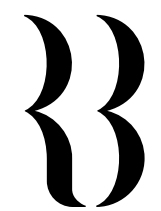
BRAND ASSETS DESIGNED BY ME....



CAPABILITIES DECK
LATEST UPDATE: 27/03/2026

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**HELLO,
NICE TO
MEET**

**I'm Rasheed Baruwa,
a Graphic Designer (RBGD).
I run a creative service that
helps brands, events, and
entrepreneurs show up
with impact.**

I turn big ideas into bold
visuals that cut through the
noise. Whether it's a
global event, a small
business brand, or a cultural
movement, I bring the
strategy, the style, and the
energy to make your
audience take notice.



CORE OFFERINGS

THE MAIN THINGS

Brand Identity

Crafting distinctive logos, colour systems, typography, and brand visuals that tell your story with clarity and confidence.

Content & Collateral

Social templates, promo packs, brand decks, and marketing materials that keep your brand moving on and offline.

Creative Strategy & Consultation

Helping you uncover your brand's direction with strategic guidance, creative insights, and action plans.

Event Campaign Design

Building extensive visual campaigns for global events. From flyers and social media assets to packaging and merch.



WHO I WORK WITH

ENTERTAINMENT & EVENT BRANDS



From day parties and destination brunches to large-scale cultural events, I design campaigns that set the vibe and drive engagement.

SMALL BUSINESS & STARTUPS



Helping entrepreneurs and growing brands establish strong foundations with sharp, memorable visual identities.



MY APPROACH

How
I DO
THINGS!

▶ Listen First

Every project starts by understanding your brand, your goals, and your audience.

▶ Design with Purpose

I balance aesthetics with strategy, creating work that not only looks good but works for your brand.

▶ Collaborate and Deliver

I'm your creative partner. Open, clear and committed to hitting deadlines and exceeding expectations.

PRICING STRATEGY

Clear Packages + Flexible
Custom Quotes

- ▶ Tiered Packages for Small Businesses and Event Campaigns
- ▶ Custom Proposals for larger or unique projects
- ▶ Free and Paid Consultations available (deducted from project cost upon booking)
- ▶ Transparent pricing
no hidden fees, no surprises

All project details and final fees are agreed upon before work begins.



RECENT WORK / HIGHLIGHTS

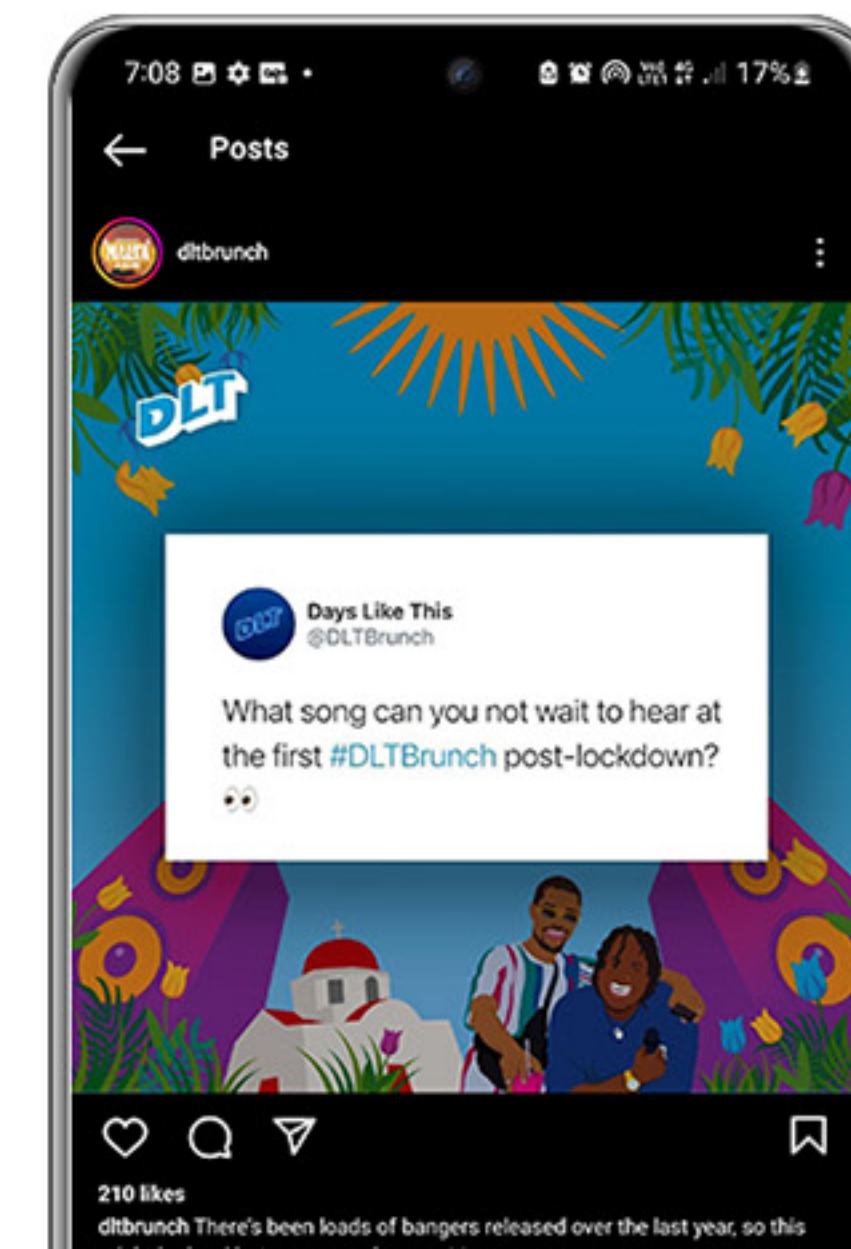
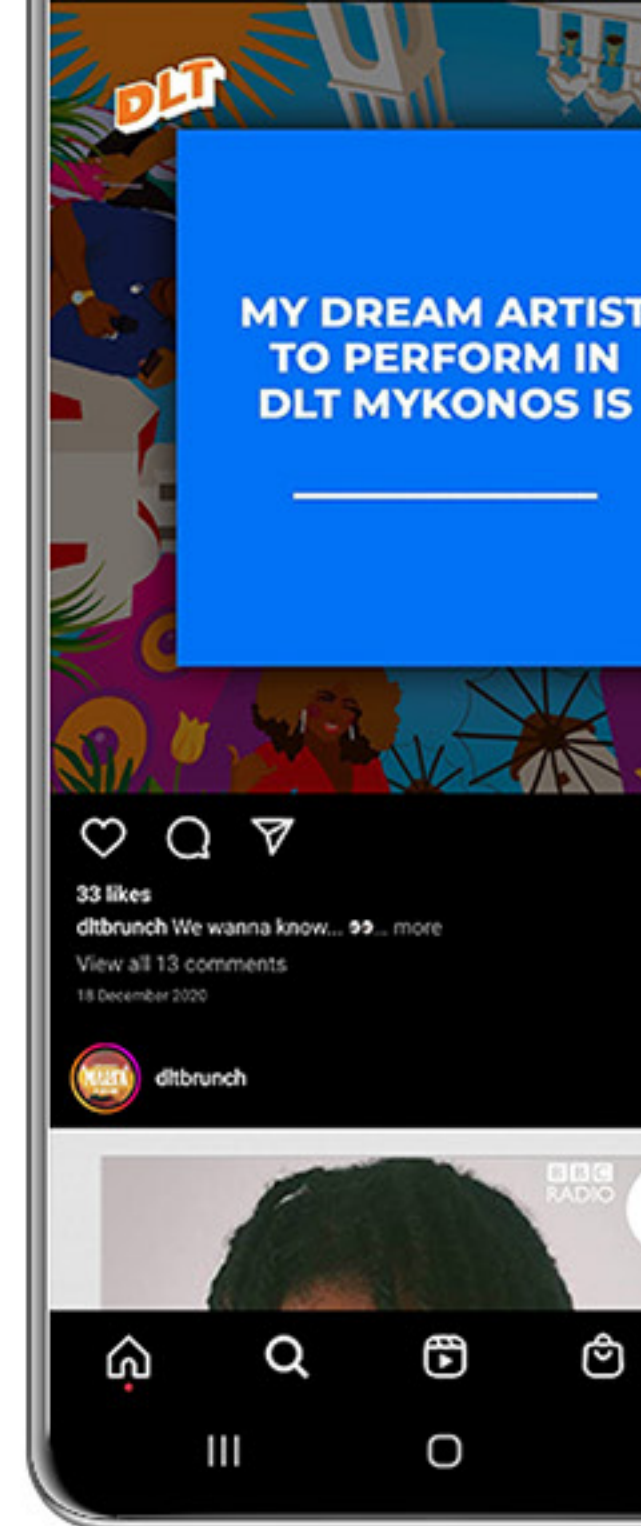
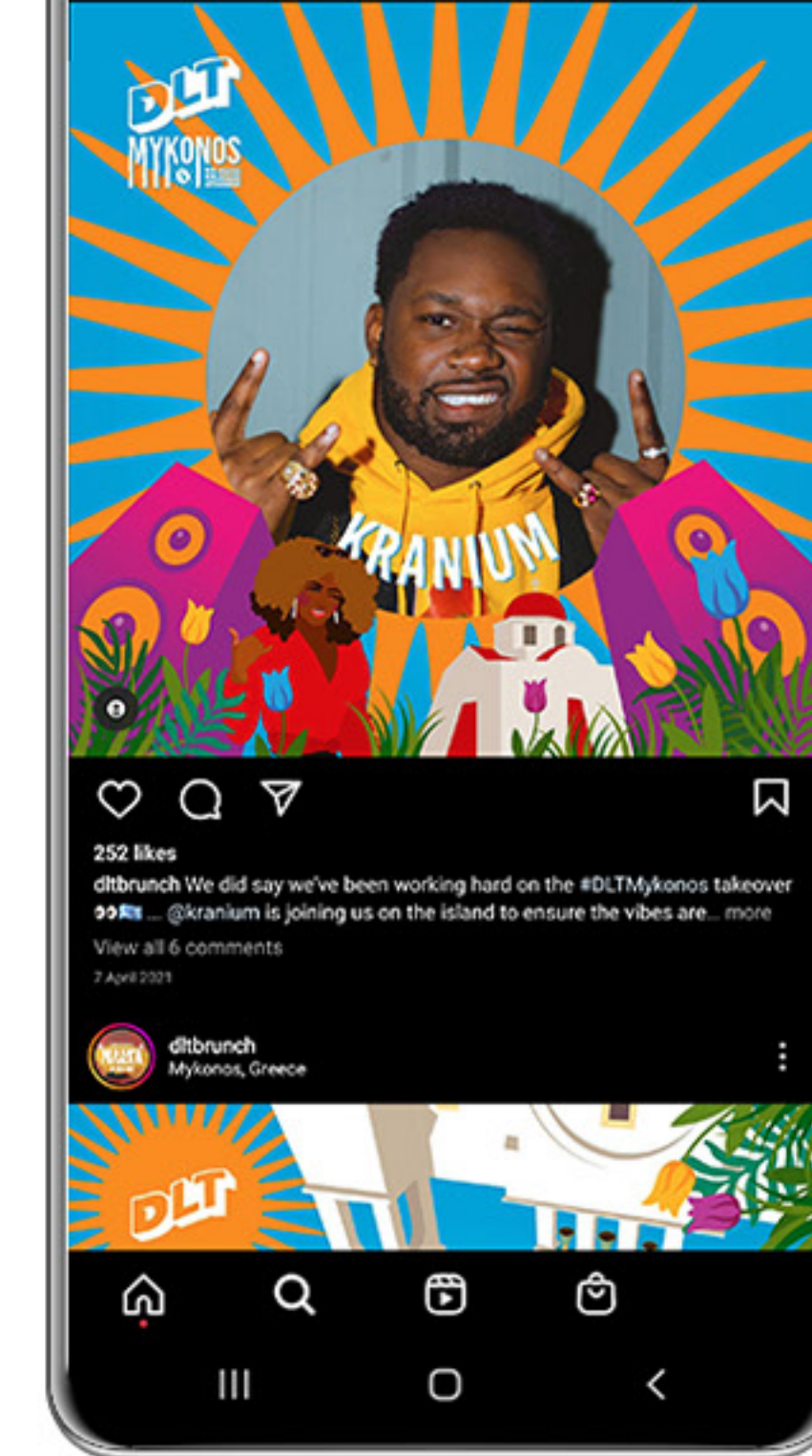
DLT Mykonos

Category:
Event Campaign

Client:
DLT Brunch /
AIMAEVENTS LTD

Year: 2019

Deliverables:
Event Logo
Illustrated Flyer
Social Media Assets
Digital PoS Banners
EMail Banner
and more...



RECENT WORK / HIGHLIGHTS

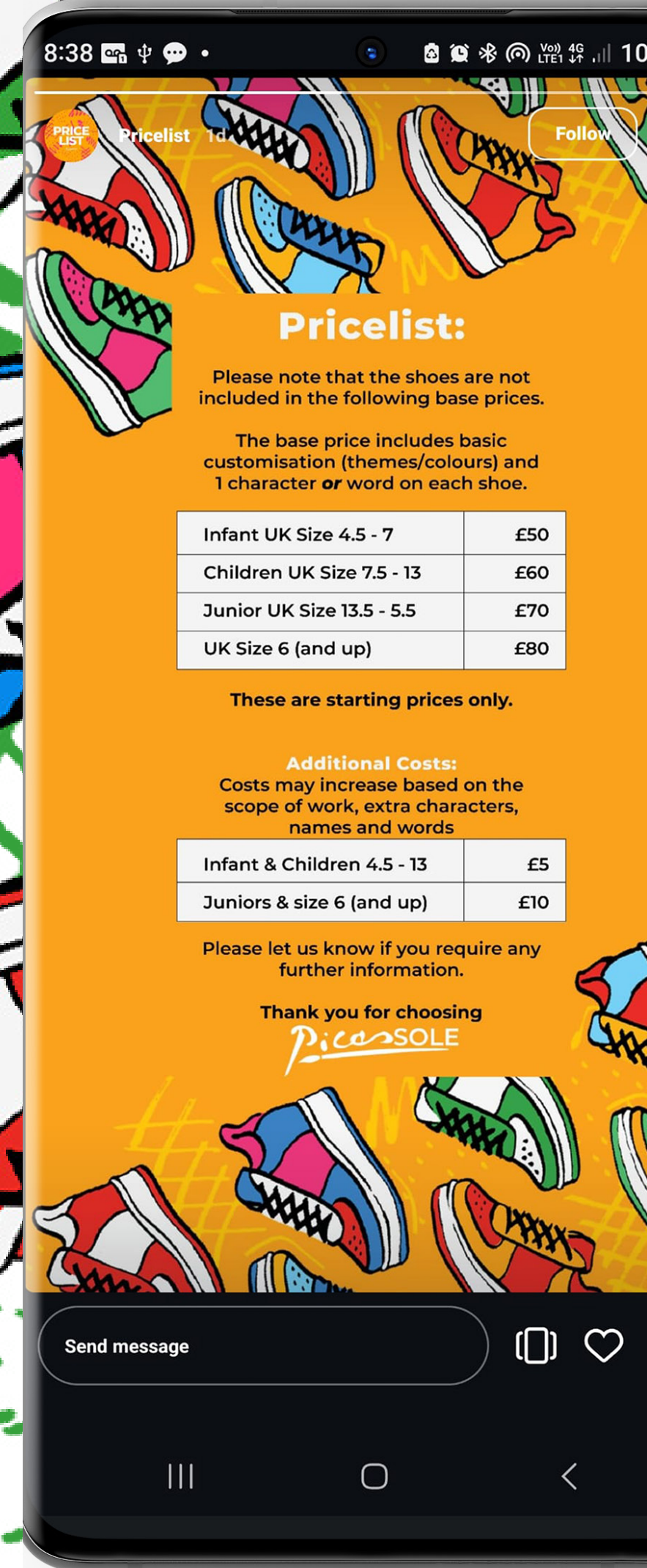
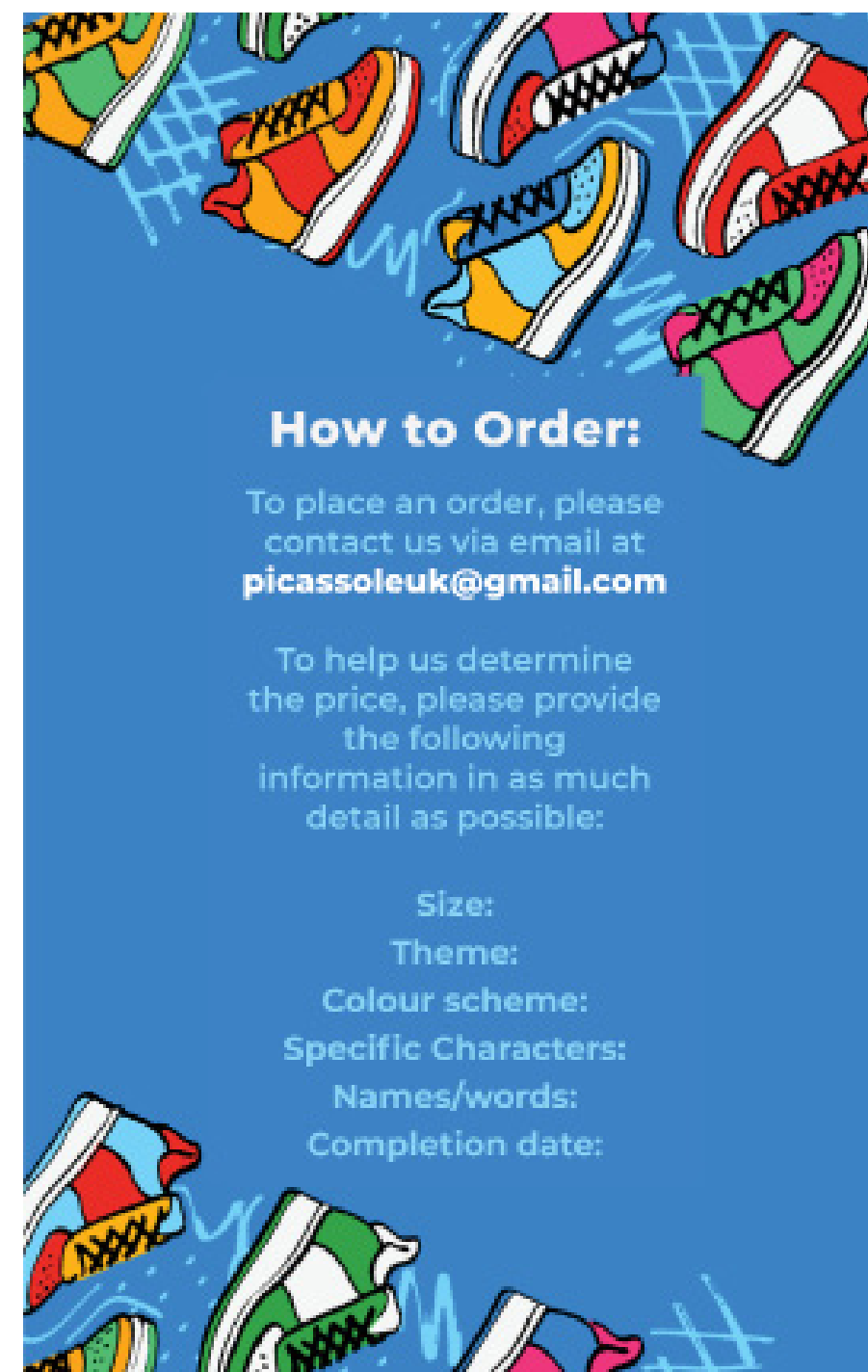
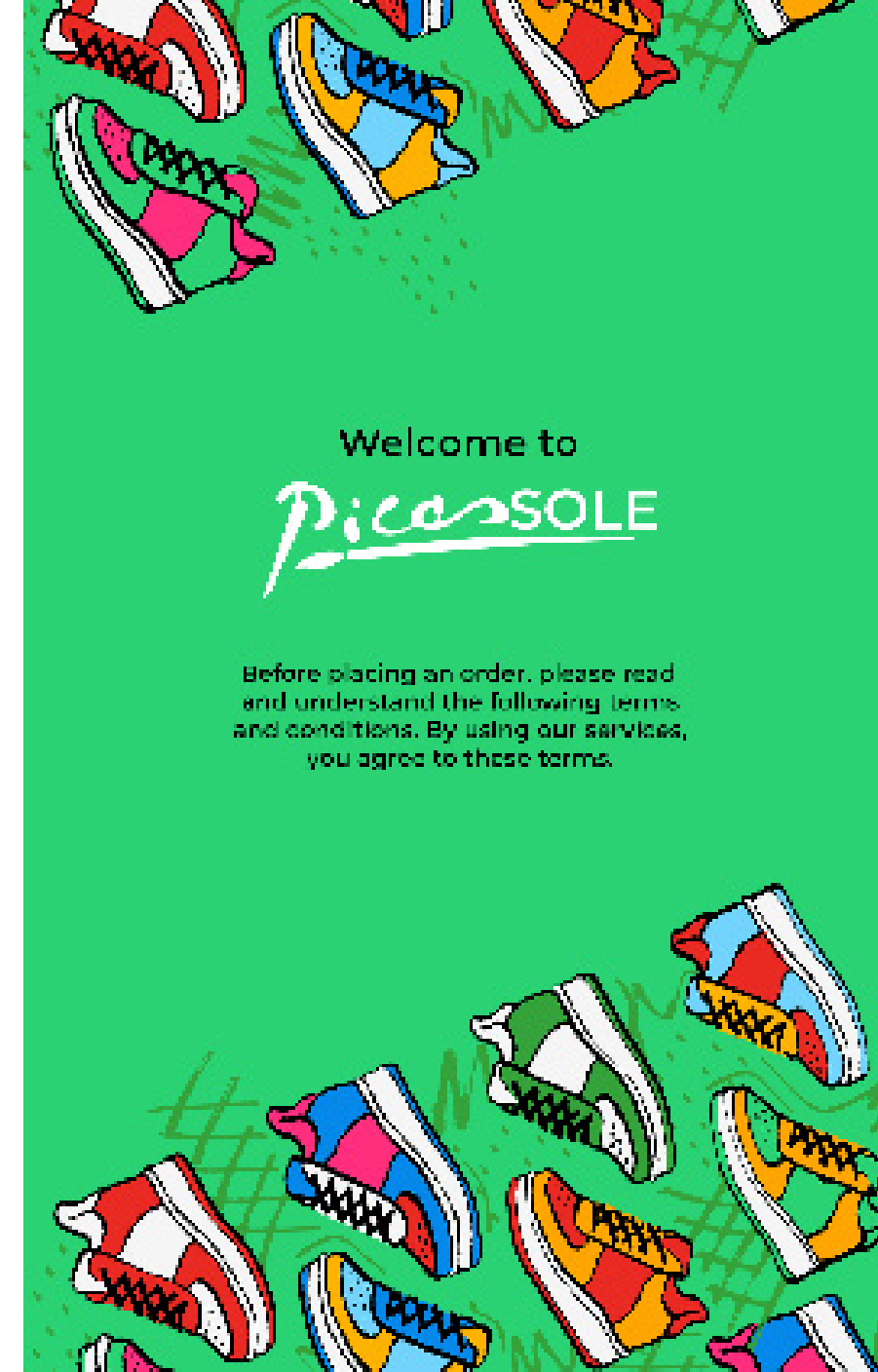
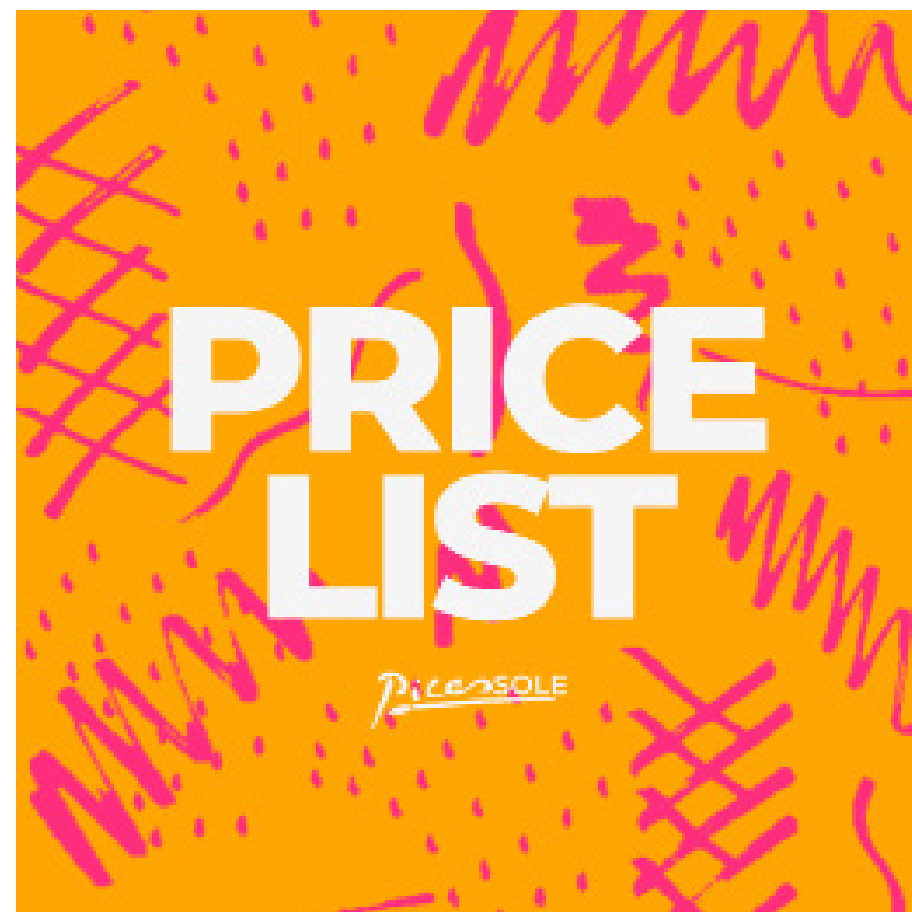
PicasSOLE

Category:
Business Branding

Client:
PicasSOLE

Year: 2025

Deliverables:
Logo & Identity
Shapes / Patterns
Illustrated Assets
Brand Guidelines
Packaging
Social Media Assets
and more...



RECENT WORK / HIGHLIGHTS

Start Here Go Far

Category: Event Campaign

Client: West Thames College

Year: 2022

Deliverables: Event Logo, Animated Logo, Billboards & Bus Ads, Social Media Assets, Email Banner, Instagram Stickers and more...

West Thames College London

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west-thames.ac.uk/start

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RECENT WORK / HIGHLIGHTS

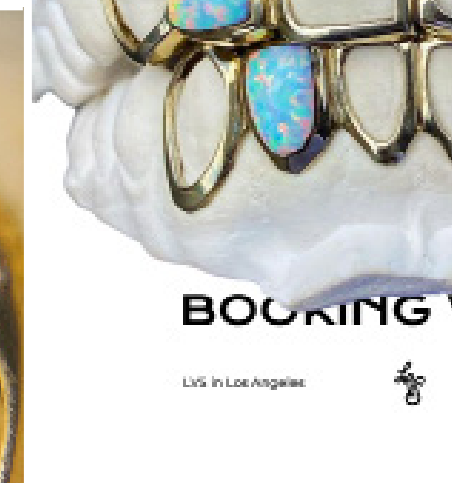
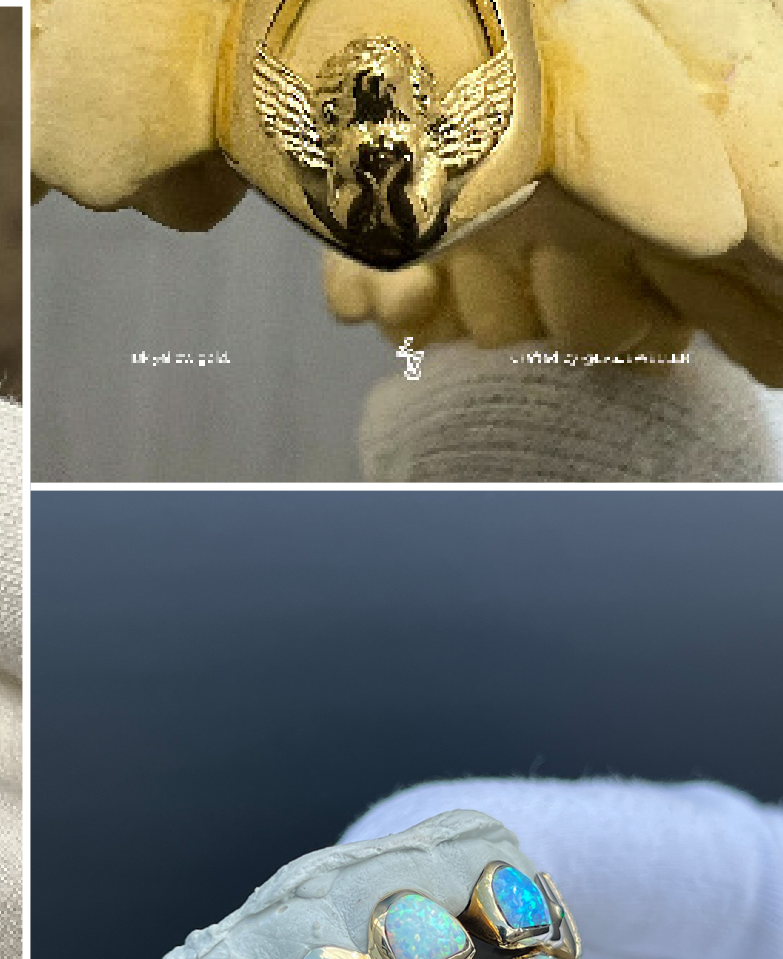
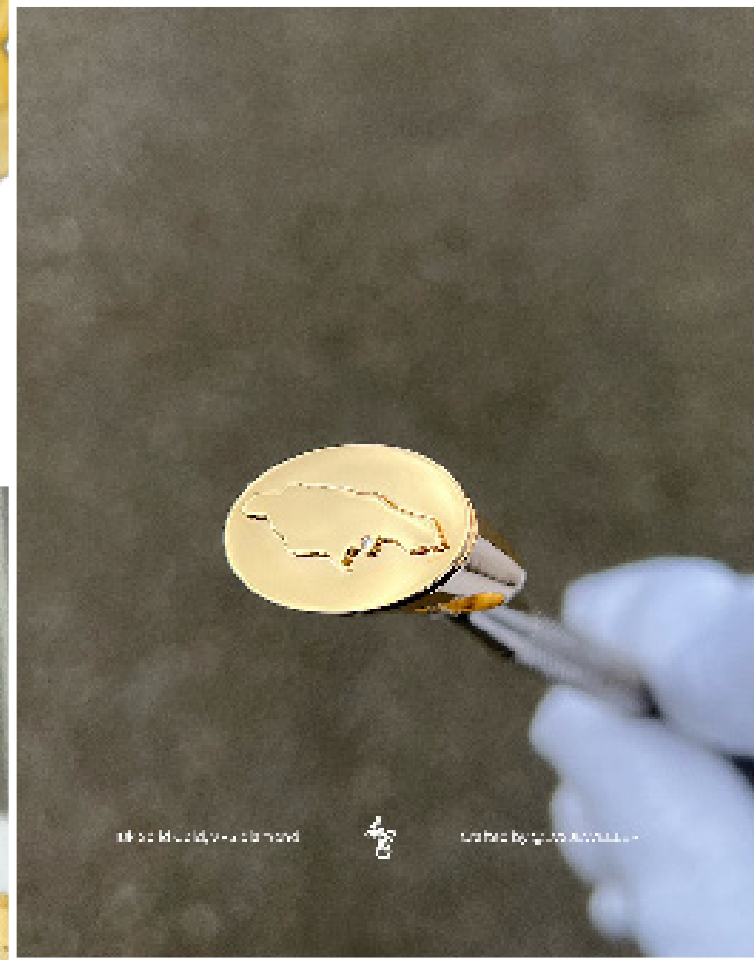
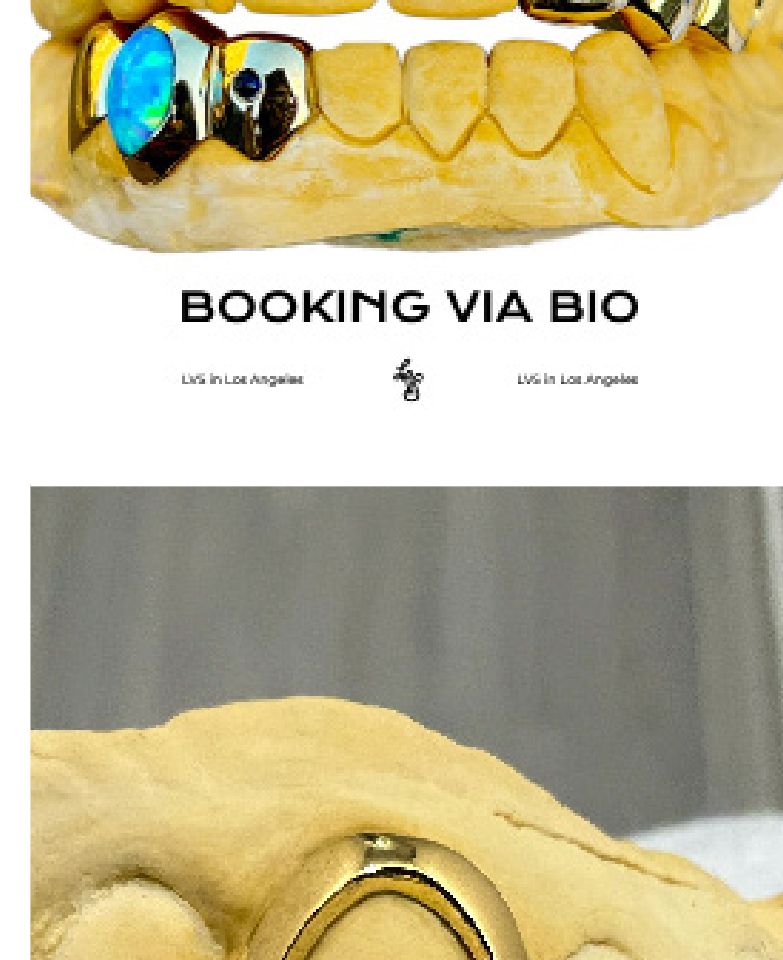
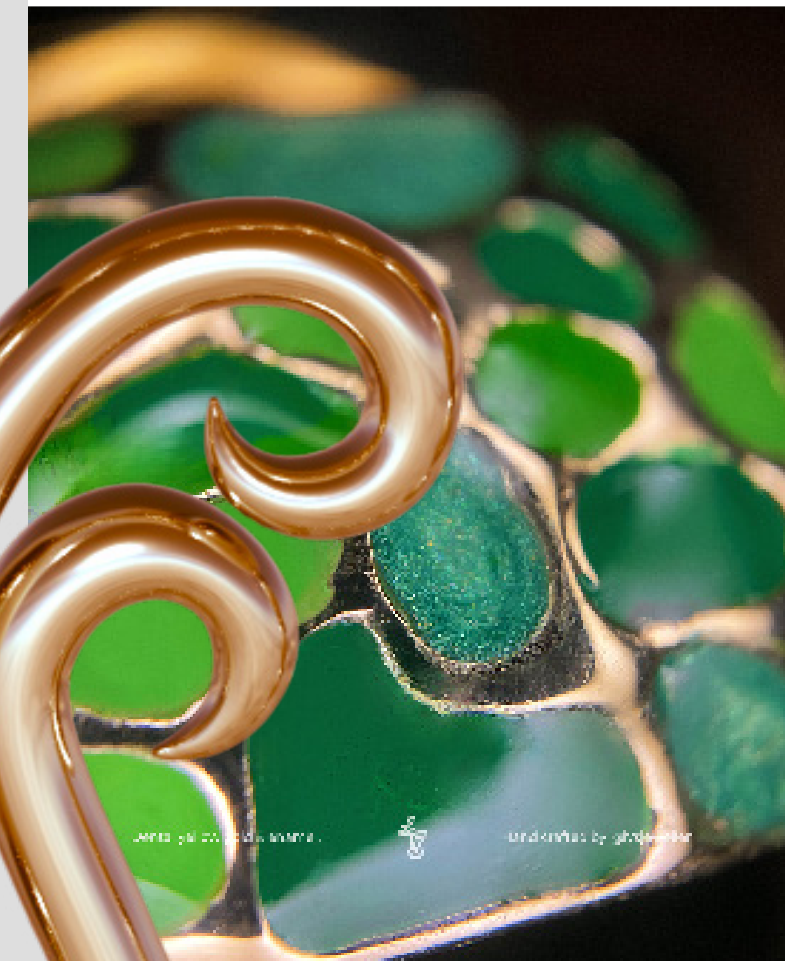
LVS Jewellers

Category:
Business Branding

Client:
LVS Jewellers

Year: 2024

Deliverables:
Logo & Identity
Brand Guidelines
Social Media Posts
Web Design
and more...



The CREATIVE PROCESS

A simple, straight forward and deliberate process that you can trust, in 3 simple steps:

▶ Step 1: Discovery

Step 1 is dedicated to finding out the key needs of your brand, gaining an understanding of who the audience is and how I can deliver the best creative solutions possible.

Mile Stones

1. Consultation
2. Aims & Objectives Setting
3. Market & Industry Analysis

▶ Step 2: Design

I then begin brainstorming ideas in the second phase which I refine over time before presenting you with the most viable ideas as design options.

Mile Stones

1. Concepts & Ideation
2. Creation
3. Client Presentation & Feedback
4. Brand Asset Development

▶ Step 3: Delivery

In step three, I carry out the Final Presentation which showcases the end result.

Clear Client / Designer communication in step one, coupled with a deep understanding of the brief in step two results in a great end product that clients and their customers cherish.

Mile Stones

1. Final Presentation
2. Project Completion Sign Off
3. Final Submission

CLIENTS & COLLABORATORS



BOXPARK



**JUST A
VIBE**



**LET'S BUILD
BOLD VISUALS
THAT**

ACTUALLY

PEOPLE.



Contact me

- ▶ (+44) 798 354 45 29
- ▶ Hello@rbgd.co.uk

Rasheed Hannu

All bookings are subject to RBGD's Terms & Conditions. Prices may vary depending on project size or scope.