

BRAND ASSETS DESIGNED BY ME....



RASHEED BARUWA
Graphic Designer

RBGD CAPABILITIES
2026

Brand Identity
Creative Direction
Event Branding
Brand Rollout

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HELLO,
NICE TO
MEET

I'm Rasheed Baruwa.

I'm an award-winning Graphic Designer with over a decade of experience creating identities, campaigns and visual systems for brands, businesses and events.

I work independently, partnering directly with clients to turn ideas into clear, distinctive and considered design.

From a logo and visual identity to a complete campaign rollout, I bring strategy, creative direction and hands-on design to every project.

Independent by structure.
Experienced by practice.

WHAT I DO

THE MAIN THINGS

DESIGNING THE IDEA, BUILDING THE IDENTITY AND TAKING IT INTO THE REAL WORLD.

Brand Identity

Creating distinctive identities through logo design, typography, colour and visual systems, built to give brands clarity, character and recognition.

Creative Direction

Defining the visual idea, tone and creative language behind a project, from the first concept through to final execution.

Event Branding

Creating bold visual identities and campaign systems for events, experiences and cultural moments designed to command attention.

Brand Rollout

Taking an identity beyond the logo and applying it consistently across digital, print, social, environmental and promotional touchpoints.

EVENTS & EXPERIENCES



From destination brunches and nightlife to large-scale campaigns and cultural events, I create visual identities designed to **set the tone, build anticipation and get people involved.**

BUSINESSES & ORGANISATIONS



From independent businesses to established organisations, I create identities and communications that give brands **clarity, character and a stronger presence.**



DIFFERENT SECTORS.
DIFFERENT AUDIENCES.
THE SAME STANDARD OF DESIGN.



APPROACH

MY APPROACH

How I do things

STRATEGY FIRST. DESIGN WITH PURPOSE.

Great design starts with understanding.

Before I create anything, I want to understand what you're trying to achieve, who you're trying to reach and what success looks like.

From there, I develop a creative direction that gives the work a clear purpose, then design, refine and deliver it to a professional standard.

UNDERSTAND

The challenge, audience and opportunity.

DEFINE

The strategy and creative direction.

CREATE

The identity, campaign or visual system.

DELIVER

The finished work, ready to use.



BUILT FOR THE REAL WORLD.

Design doesn't exist to sit beautifully inside a presentation.

I design with the final experience in mind; creating work that can move from concept to execution without losing its character.

It has to work when it's:

- On a billboard.
- On a phone.
- On a flyer.
- Across a campaign.
- In a room full of people.
- Or in front of someone discovering the brand for the first time.

**DESIGN THAT LOOKS GOOD IS THE START.
DESIGN THAT WORKS WELL IS THE GOAL.**



SELECTED WORK

Start Here, Go Far

A multi-channel summer recruitment campaign designed to put West Thames College in front of prospective students.

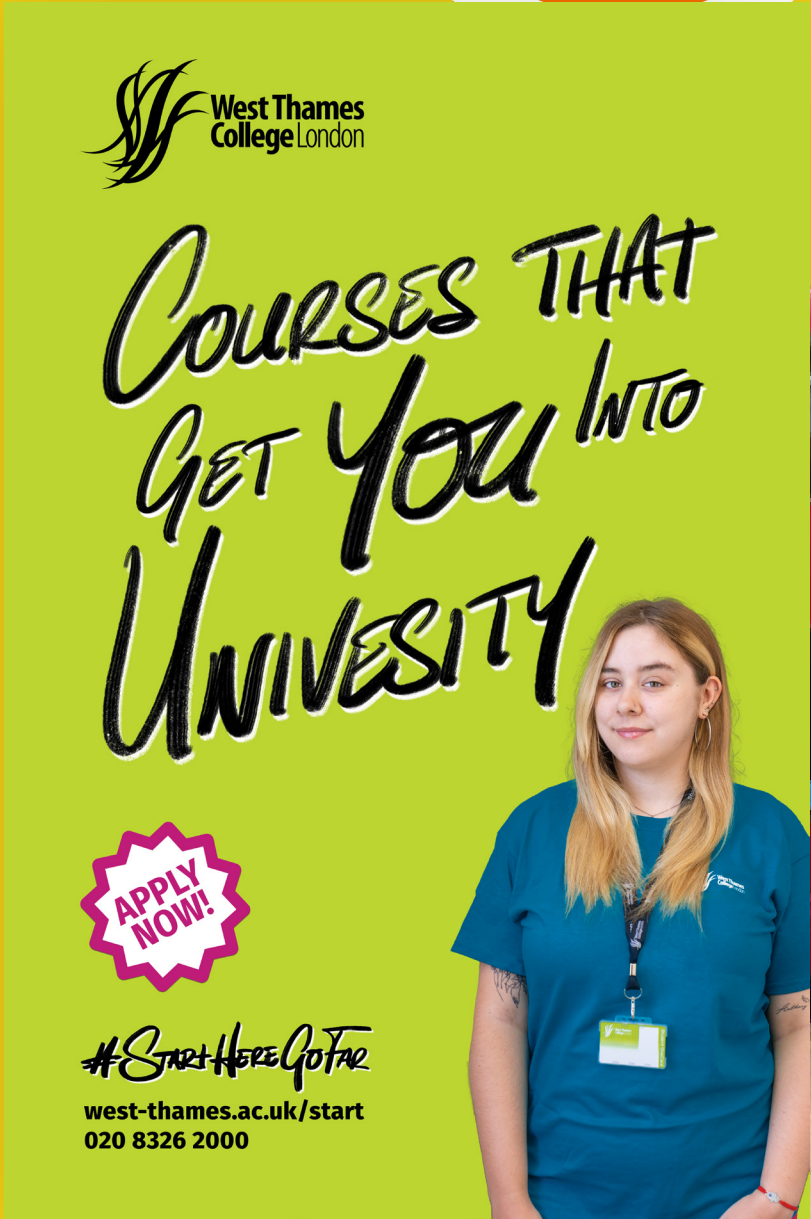
Client:
West Thames College

Year: 2022

Deliverables:
Campaign Identity
Animated Logo
Billboards & Bus Advertising
Social Media Campaign
Email Assets
Instagram GIF Stickers
and more...

[View full case study here](#) ►

#STARTHEREGOFAR



RECENT WORK / HIGHLIGHTS

LVS Jeweller

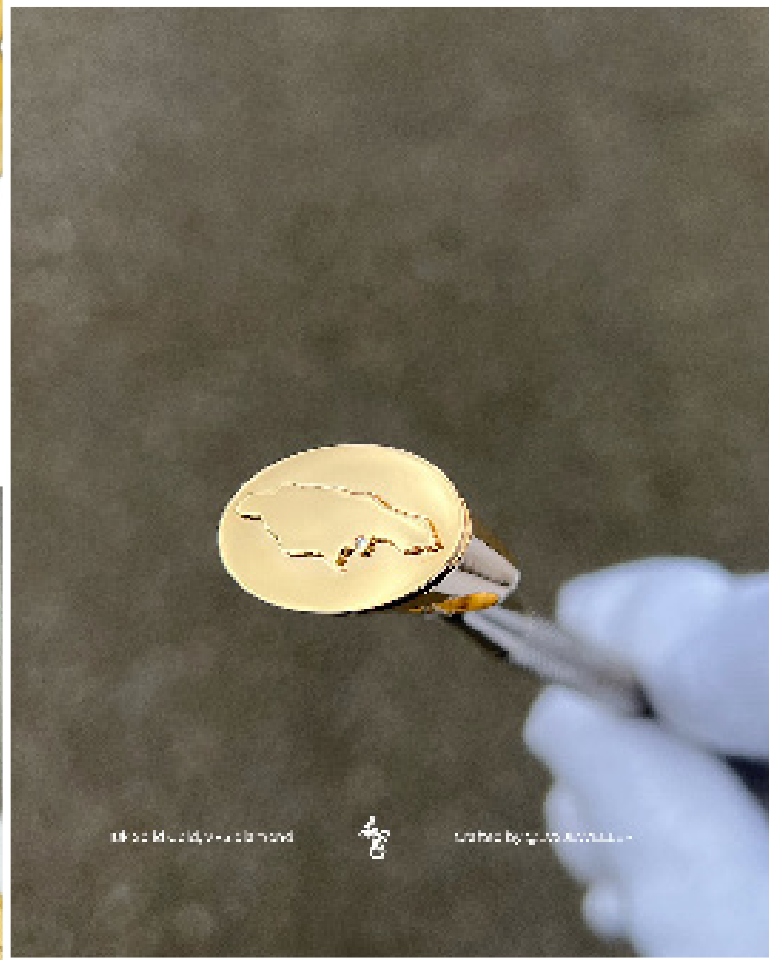
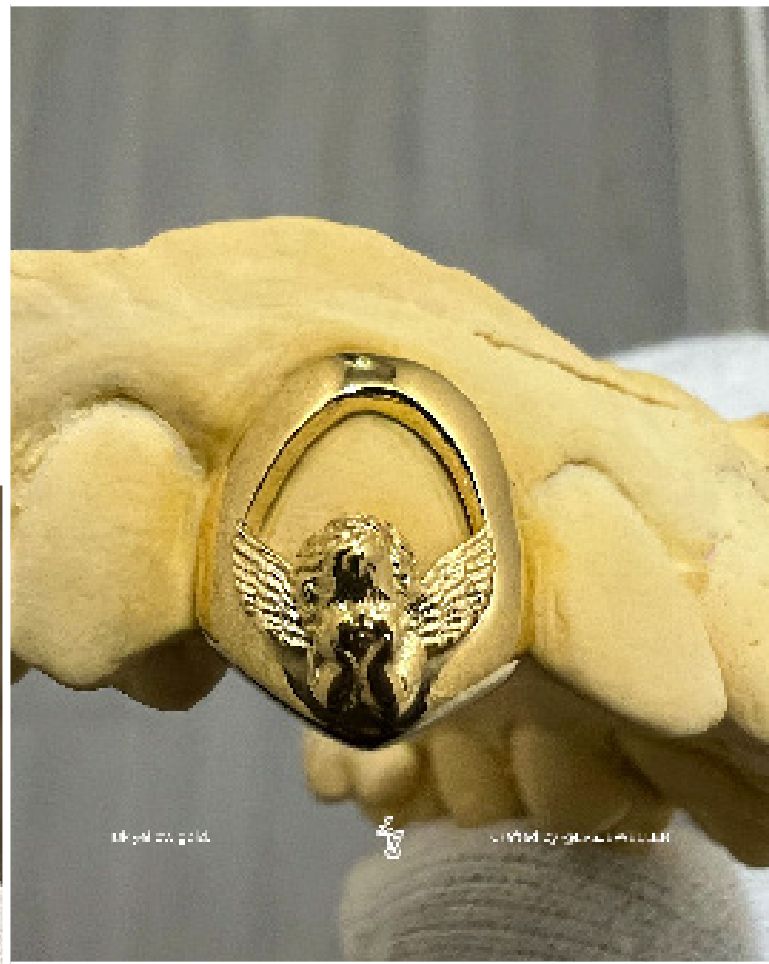
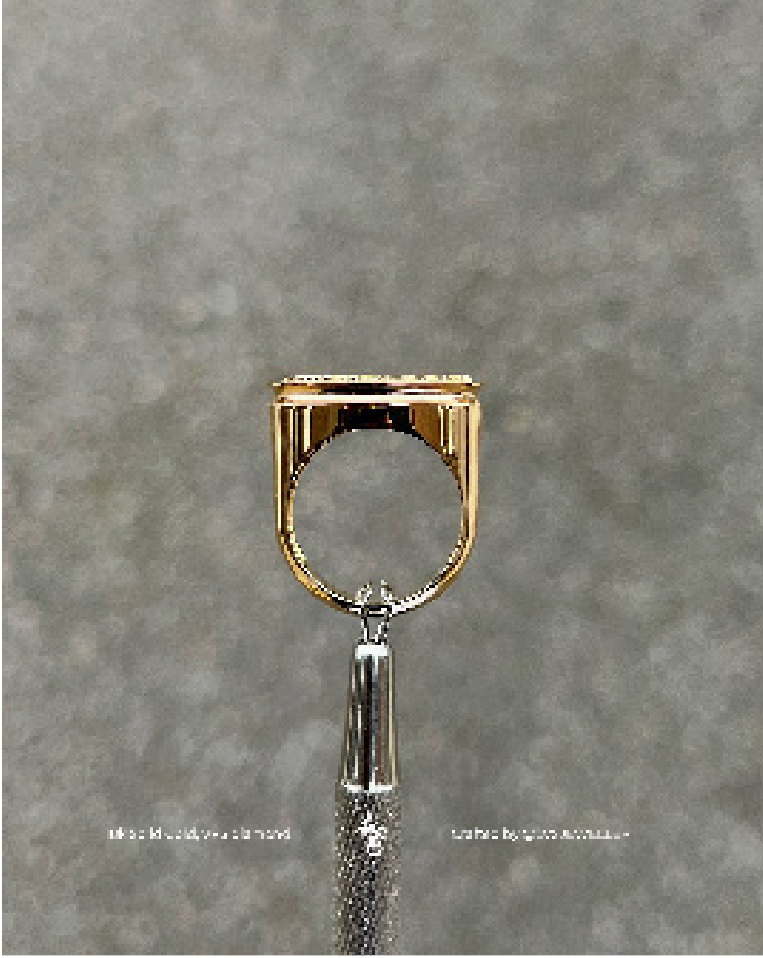
Category:
Brand Identity & Digital Campaign

Client:
LVS Jeweller

Year: 2024

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

[View full case study here ►](#)



SELECTED WORK

DLT Mykonos

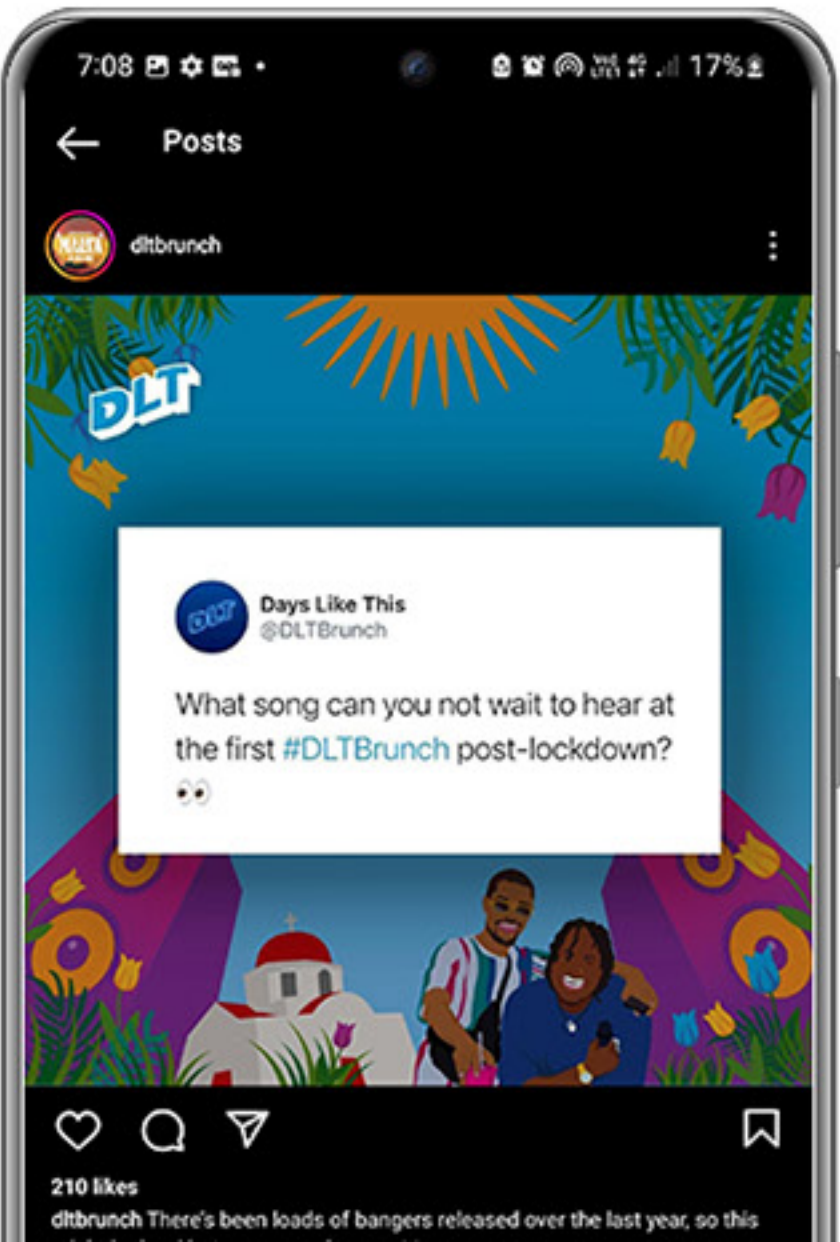
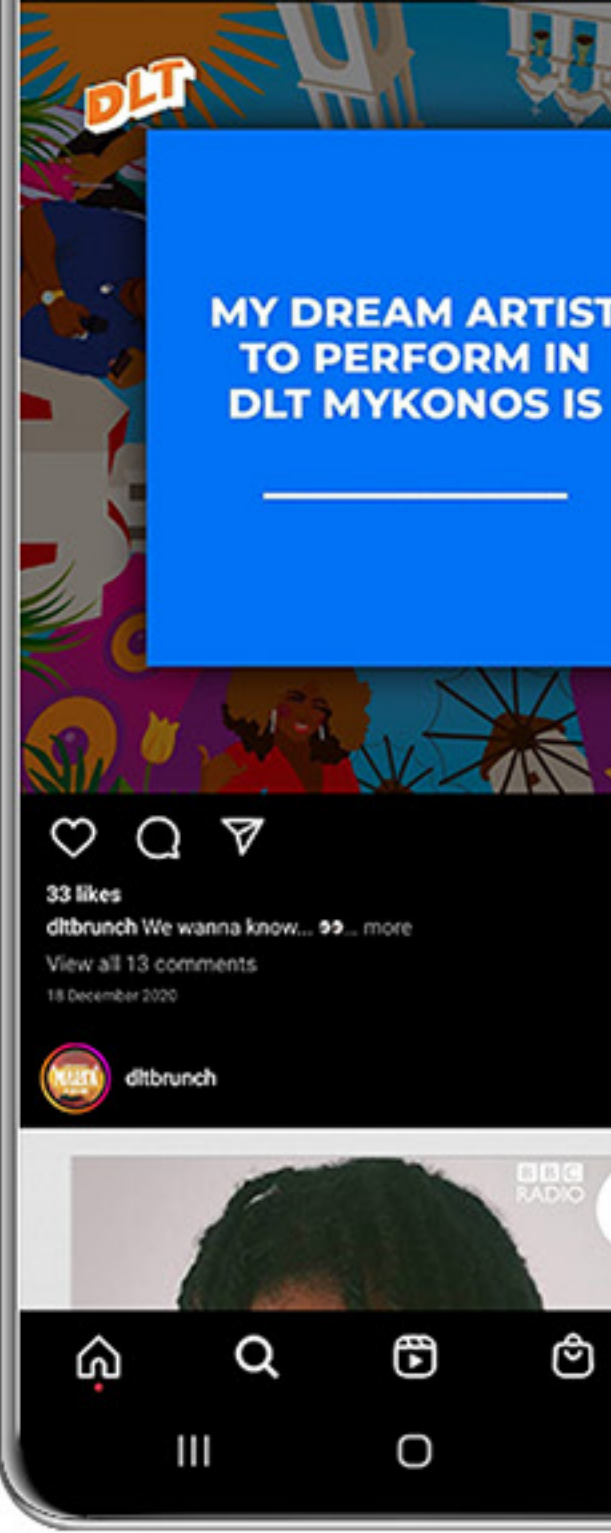
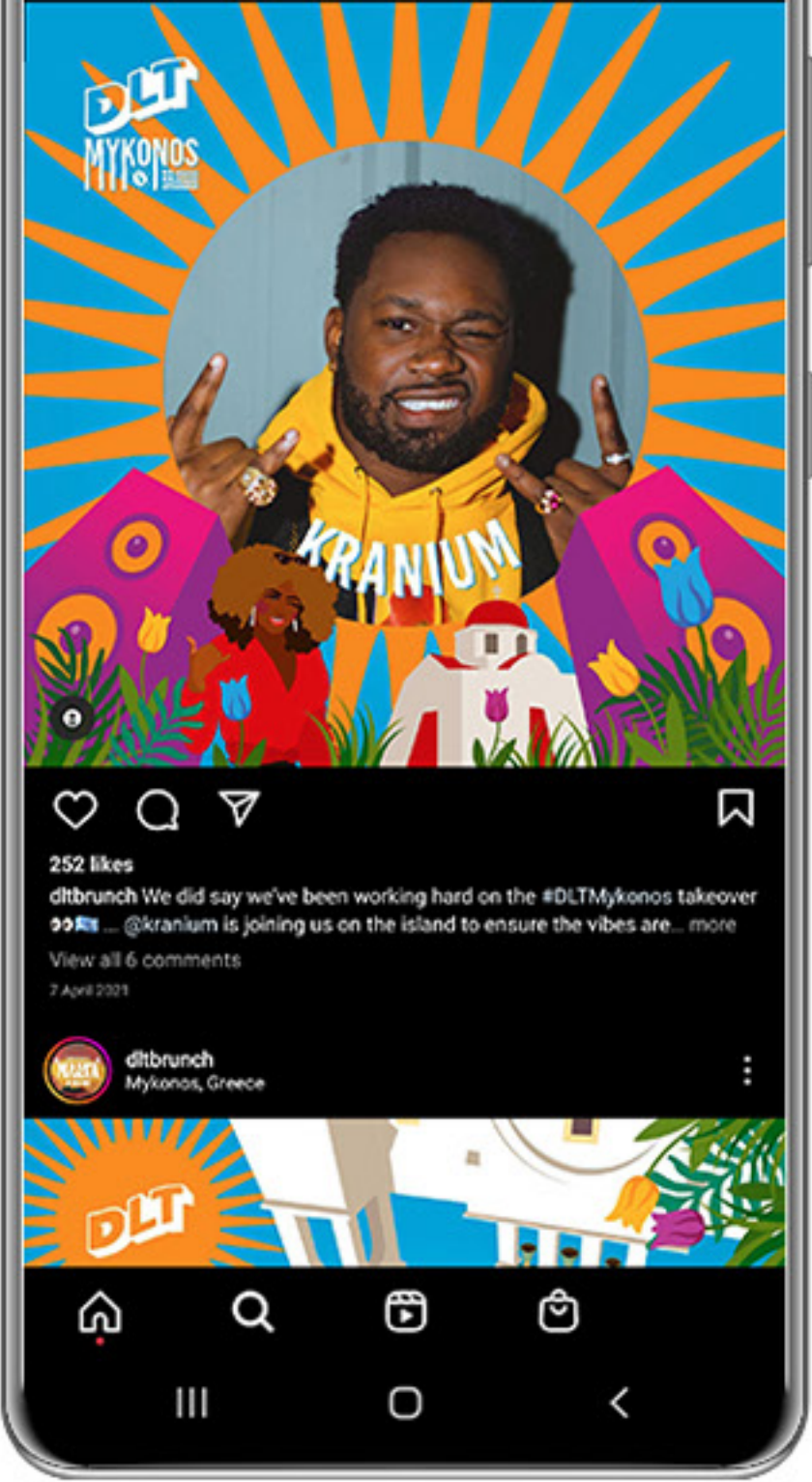
Category:
Event Campaign

Client:
DLT Brunch /
AIMAEVENTS LTD

Year: 2019

Deliverables:
Illustrated Campaign Artwork
Social Media Assets
Digital POS
Email Campaign Assets
and more...

[View full case study here ►](#)



SELECTED WORK

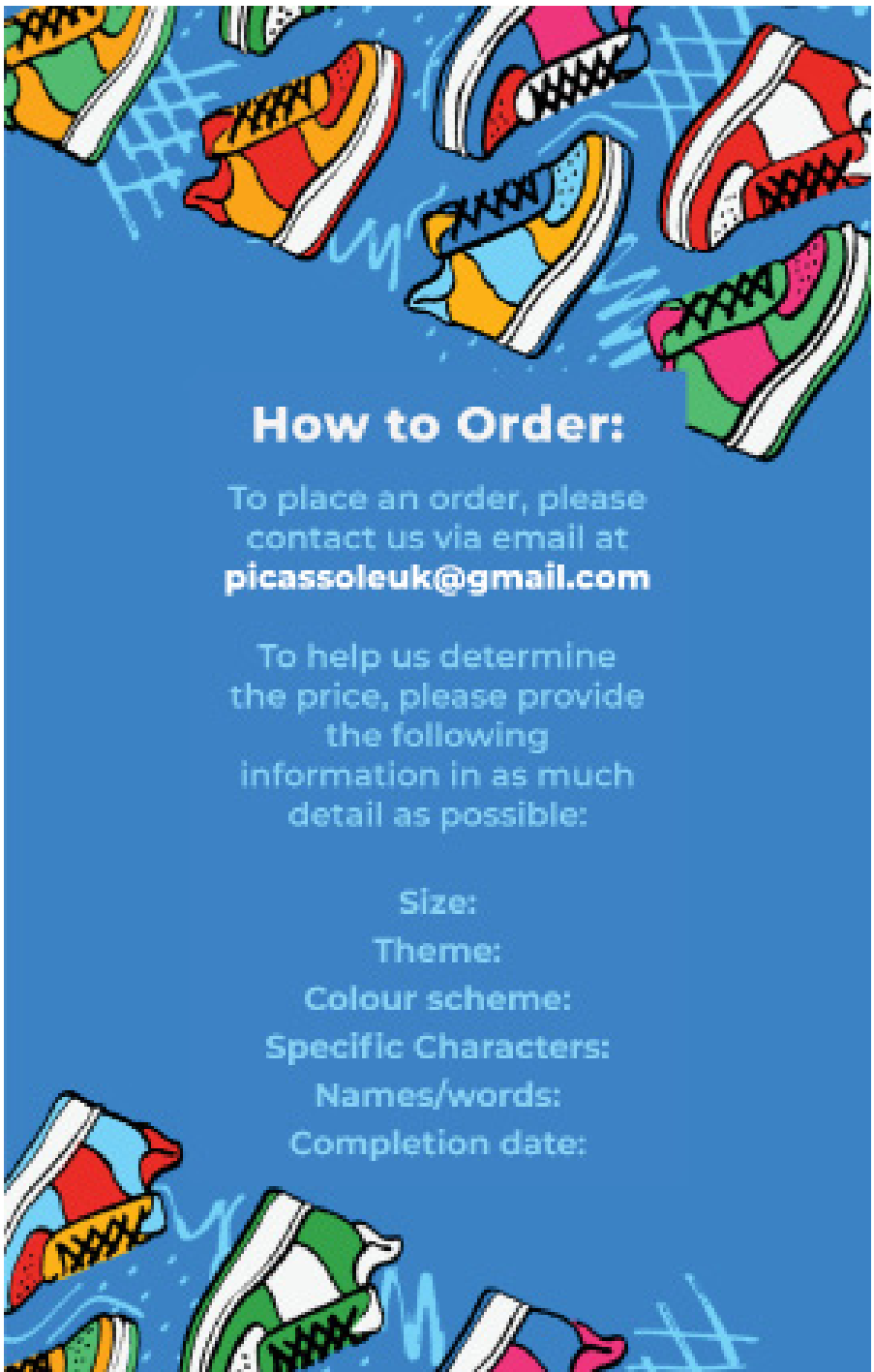
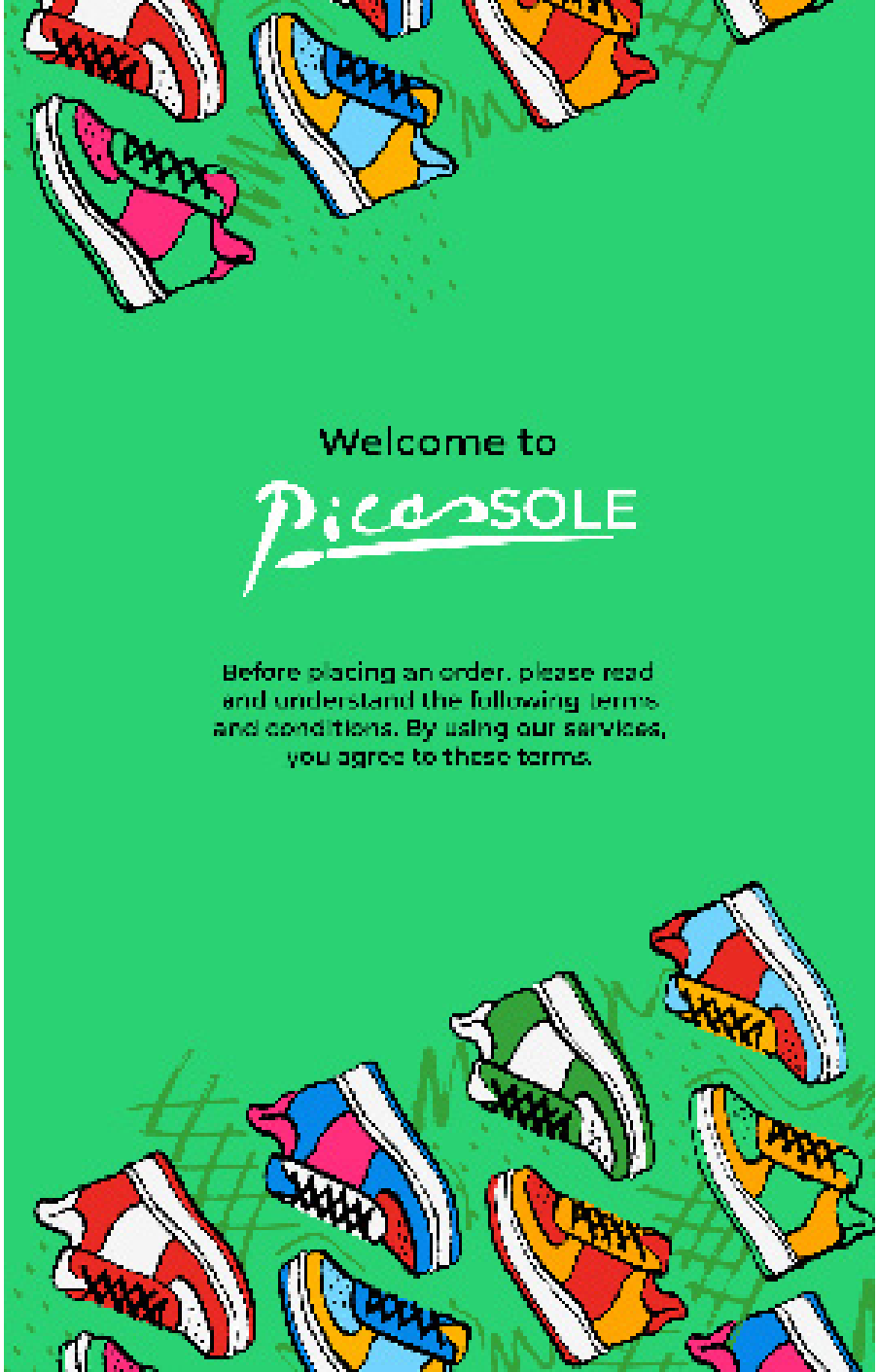
PicasSOLE

Category:
Brand Identity &
Social Media Branding

Client:
PicasSOLE

Year: 2025

Deliverables:
Visual Language
Illustrated Assets
Brand Guidelines
Packaging
Social Media Assets



The **CREATIVE PROCESS**

**CLEAR.
COLLABORATIVE.
DELIBERATE.**

A considered process from first conversation to final delivery.

01 DISCOVER

Understand the challenge, audience and objectives.

02 DEFINE

Establish the strategic and creative direction.

03 DESIGN

Explore, develop and refine the visual solution.

04 DELIVER

Prepare the final work for real-world use.

EXPERIENCE

SELECTED CLIENTS & COLLABORATORS

I've worked across events, education, hospitality, retail, entertainment and independent business, collaborating with organisations and brands at different stages of growth.



BOXPARK



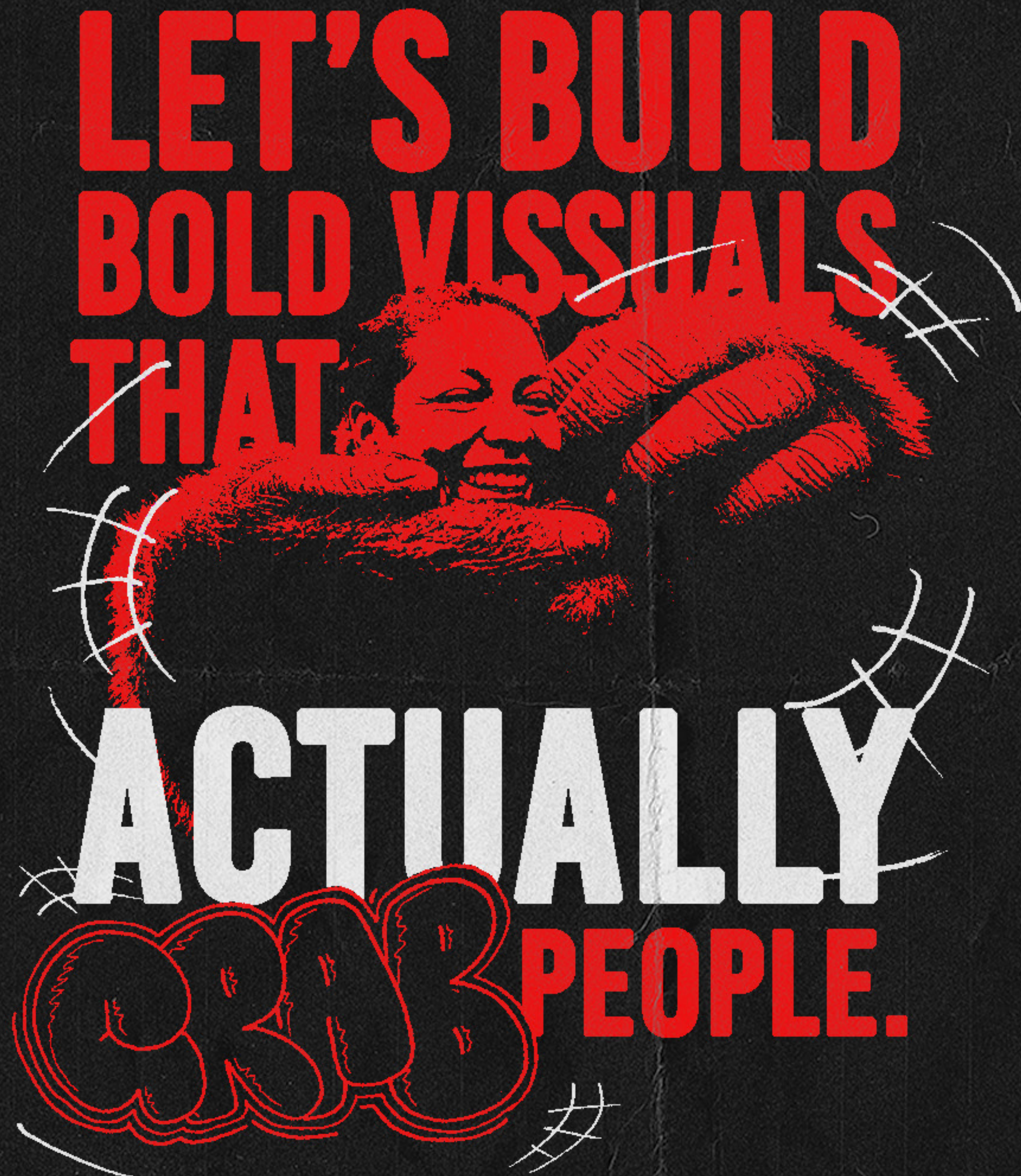
pollen.co

JUST VIBE



More than a decade of design experience across brands, businesses, organisations and events.





HAVE A PROJECT IN MIND?

LET'S TALK ABOUT WHAT YOU'RE BUILDING, WHAT YOU WANT IT TO ACHIEVE AND WHERE DESIGN CAN TAKE IT.

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