



Tomo Rin Suyama

Brand Book

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# Brand Overview

## Brand Positioning Statement


For businesses aspiring to establish a powerful visual brand identity, Rin Design Studio specializes in the art of modern minimalism. With a focus on logo and identity design, we create timeless, luxurious brand identities that leave a lasting impression. Unlike our competitors, Rin Design Studios not only prioritizes aesthetic appeal but also places a strong emphasis on understanding the core values and unique selling propositions of each client.

# Brand Board


**Tomo Suyama**  
 Rin Design Studios  
 rindesignstudios@gmail.com  
 (501) 316-8228  
 www.behance.net/rindesignstudios

 @rindesignstudios  
 @rindesignstudios

**LOGO**



**MARK**



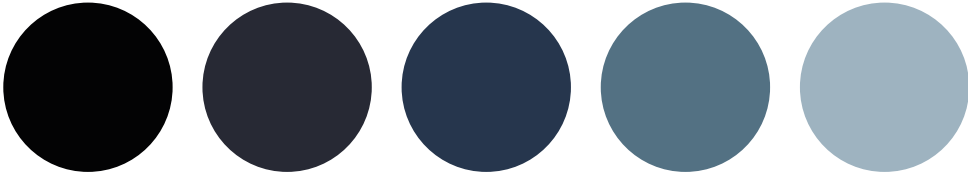
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**BRAND POSITIONING STATEMENT**

For businesses aspiring to establish a powerful visual brand identity, Rin Design Studio specializes in the art of modern minimalism. With a focus on logo and identity design, we create timeless, luxurious brand identities that leave a lasting impression.





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**COLOR PALETTE**



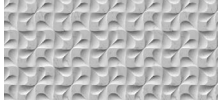




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**PATTERNS**

**TEXTURES**

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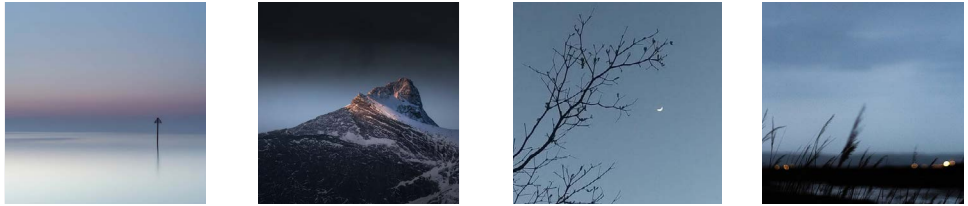
**TYPEFACES**

**Louis George Cafe**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!?,.

**Baskerville**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!?,.

---

**Photography**



# Visual Guidelines

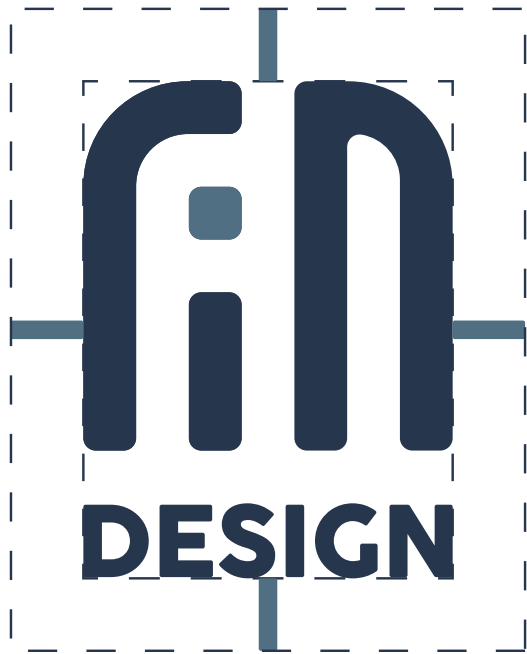
Logo



Mark



Clear Space Requirement



A blank space the size of the logotype's 'i' in DESIGN must be present around the logo to preserve visual clarity.



## Minimum Size



0.6 in

The minimum size for this logo is 0.6 inch height.

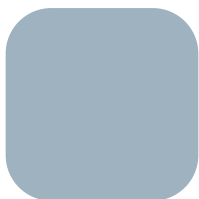
## Colors



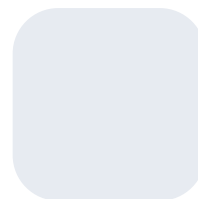
Pantone: PMS 534 C  
RGB: (38, 54, 77)  
CMYK: C15 M9 YO K70  
HEX: #26364c



Pantone: PMS 5415 C  
RGB: (81, 111, 131)  
CMYK: C20 M8 YO K49  
HEX: #516F83



Pantone: PMS 536 C  
RGB: (158, 178, 191)  
CMYK: C13 M5 YO K25  
HEX: #9EB2BF



Pantone: PMS 656 C  
RGB: (231, 235, 241)  
CMYK: C4 M2 YO K5  
HEX: #E7EBF1



## Color Variations



This is the only acceptable color variation of logo on white or bright background.

## Reverse Treatment



Use this logo style in case of placement on a black or dark background



## Unacceptable Logo Usage



Do not skew or distort logo in any way that is not the correct proportion.



Do not reassign colors that are not in the approved color variations to logo.



Do not reposition, resize, separate or change components of logo in any way.



Do not lower opacity of logo.



Do not use pixelated or low-resolution images of logo.



Do not place logo on illustrative background or photograph.

# Typography

## Sans Serif

The primary Sans Serif font is Louis Georg Cafe. Louis George Cafe Bold should be used for headlines, captions and small amount of text, and Louis George Cafe Regular should be used for body text, call-outs, and large amount of text.

**Louis George Cafe Bold**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

Louis George Cafe Regular  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

## Serif

The primary Serif font is Baskerville. Baskerville Bold should be used for headlines, captions and small amount of text, and Baskerville Regular should be used for body text, call-outs, and large amount of text.

**Baskerville Bold**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

Baskerville Regular  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

# Alternative Typography

## Sans Serif

If our preferred typeface is not available, please use Arial Regular and Bold to replace both Louis George Cafe Regular and Bold.

**Arial Bold**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

Arial Regular  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

## Serif

If our preferred typeface is not available, please use Times New Roman Regular and Bold to replace both Baskerville Regular and Bold.

**Times New Roman Bold**  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

Times New Roman Regular  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqrstu**vwxyz**  
1234567890!?,.

# Visual Identity System

## Letterhead



The top margin must be 2 inches, with side margins being 0.5 inch, and bottom margins being 0.75 inch.

Use the Preferred Typeface for all body text. Set this font at 11 pts. and use 18 pt. space between the lines of text.

# Visual Identity System

## Business Card



An example of Rin Design Studios business card is shown above. The business card should be approved before print and use.

## Website Favicon



## Social Profile Mark

**rindesignstudios** ▾ ● @ ⊕ ≡



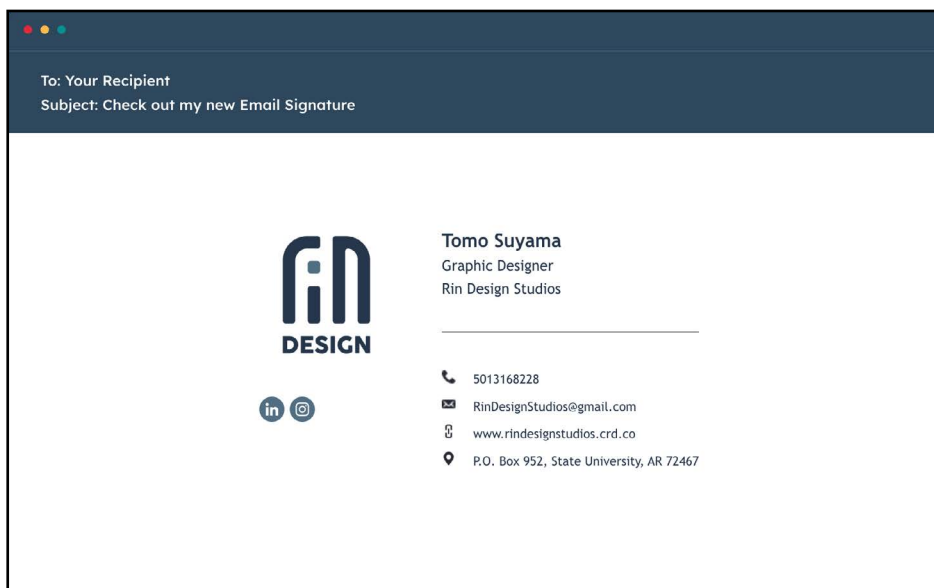
0  
posts

0  
followers

0  
following

Rin Design Studios

## Email Sign-Off



Resumé

# Resumé



**Tomo R. Suyama**

501.316.8228

[rindesignstudios.crd.co](http://rindesignstudios.crd.co)

[rin\\_designstudios@gmail.com](mailto:rin_designstudios@gmail.com)

[@rindesignstudios](https://www.instagram.com/rindesignstudios)

[@rindesignstudios](https://www.linkedin.com/company/rindesignstudios)

[Tomo Suyama](https://www.behance.net/TomoSuyama)

## Education

Bachelor of Fine Arts in Graphic Design  
Arkansas State University | GPA 3.85

- 2023-2024 A-State Art & Design Scholarship
- 2020-2024 National Collegiate Network Out-of-State Scholarship
- 2021-2023 Resident Assistant Housing Scholarship

## Relevant Classes

- Design Entrepreneurship
- Information Design
- Identity Systems
- Photography
- Professional Practice
- Portfolio Capstone

## Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Procreate
- Photography
- Swift
- Bilingual - Proficient in English and Japanese

## References

Available upon request.

## Professional Experience

August - December 2023  
Designer/Business Owner

**Self-Made** | Jonesboro, AR

- Created various products for sale at pop-up shop.
- Engaged customers and designed table setup.

August 2021 - May 2023  
Resident Assistant

**Arkansas State University** | Jonesboro, AR

- Planned and organized on-campus events.
- Worked desk and phone duties on weekly basis for students in need of assistance.

July 2022  
Graphic Designer

**Niimi University** | Okayama, Japan

- Designed logo for student coffee shop.
- Provided consultation on interior design.

May - July 2022  
Graphic Designer

**Saiwai-cho Community Center** | Chiba, Japan

- Designed layout and typography of posters and pamphlets for local community center.
- Utilized Adobe Creative Suites Softwares to redesign pre-existing posters.

October 2020  
Volunteer

**A-State Japanese Student Organization** | Jonesboro, AR

- Designed logo for T-shirt .
- Researched Japanese symbols, motifs, and cultural elements.
- Brainstorm concepts that resonates with the organization's goals and values



# References



## References

Kimberly Vickrey

Professor of Graphic Design

**Arkansas State University**

2401 Aggie Rd, Jonesboro, AR 72401

[kvickrey@astate.edu](mailto:kvickrey@astate.edu)

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Nataly Eskew

Executive Director of University Housing

**Arkansas State University**

101 N Caraway Rd, Jonesboro, AR 72401

[neskew@astate.edu](mailto:neskew@astate.edu)

+1 (870) 972-2042

Supervisor

Hiroshi Watanabe

Branch Manager

**Hitotsubashi Seminar**

1-chome 24, Takasu, Mihama Ward, Chiba, Japan

[h-nabechan1969hw@docomo.ne.jp](mailto:h-nabechan1969hw@docomo.ne.jp)

+81 (090) 4061-1547

Supervisor

[rindesignstudios.crd.co](http://rindesignstudios.crd.co)

[@rindesignstudios](https://www.instagram.com/rindesignstudios)

[@rindesignstudios](https://www.linkedin.com/company/rindesignstudios)

# Correspondence

# Cover Letter



February 20, 2024

Dear Mr. Beamer;

I write this letter to express my interest in the Graphic Designer opening advertised on your company's website. From day one, I believe my contributions to the team at redpepper could be a worthwhile addition.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, photography, and typography will allow me to play a crucial role in implementing your branding initiatives.

The following are highlights of my skills and accomplishments:

- Exceptional expertise in logo design and branding, illustrating a deep understanding of spatial composition and color theory
- Effectively managed a variety of design projects simultaneously, including data visualization, software UI/UX design, and branding, demonstrating strong organizational skills in delivering projects on schedule
- Raised in multiple countries and fluent in both Japanese and English, I bring a diverse perspective and effective communication skills to any team or project

Enclosed are my resumé and references for your review. You may also view my portfolio of work at [rindesign.com](http://rindesign.com) or learn more about me on Instagram [@rindesign](https://www.instagram.com/rindesign). I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you this week or please feel free to reach me at 501-316-8228 or [rindesign@gmail.com](mailto:rindesign@gmail.com).

I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

A handwritten signature in dark blue ink, appearing to read 'Tomo Suyama', written over a light blue horizontal line.

Tomo Suyama

[rindesignstudios.crd.co](http://rindesignstudios.crd.co)

 [@rindesignstudios](https://www.instagram.com/rindesignstudios)

 [@rindesignstudios](https://www.linkedin.com/company/rindesignstudios)

# Thank You Email

[drewbeamer87@gmail.com \(gmail.com\)](mailto:drewbeamer87@gmail.com)

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THANK YOU – Tomo Suyama, Junior Graphic Designer

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Mr. Beamer,

Thank you again for meeting with me today regarding the Junior Graphic Designer position with Redpepper. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company. I am available for any follow-up questions you or the team at Redpepper might have. I look forward to hearing from you.

Thank you,

Tomo Suyama



**Tomo Suyama**  
Graphic Designer  
Rin Design Studios

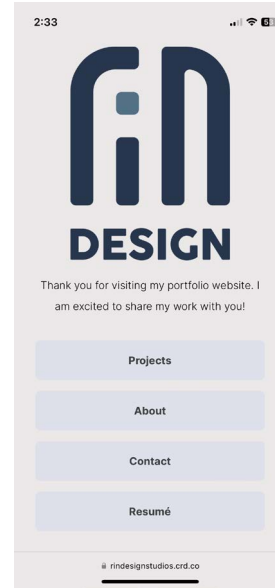
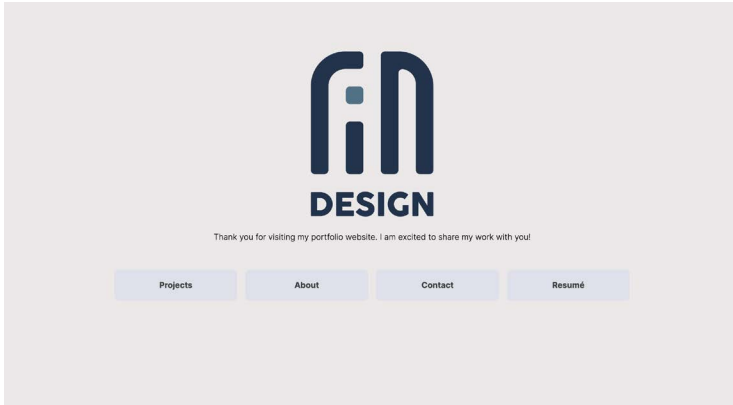
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 5013168228  
 [RinDesignStudios@gmail.com](mailto:RinDesignStudios@gmail.com)  
 [www.rindesignstudios.crd.co](http://www.rindesignstudios.crd.co)  
 P.O. Box 952, State University, AR 72467

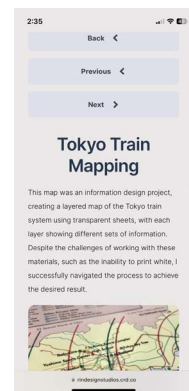
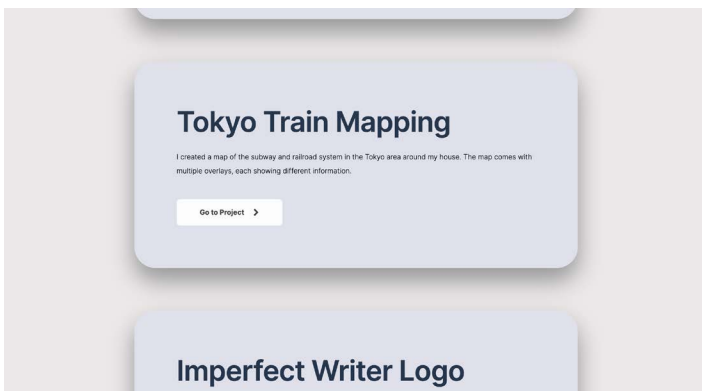
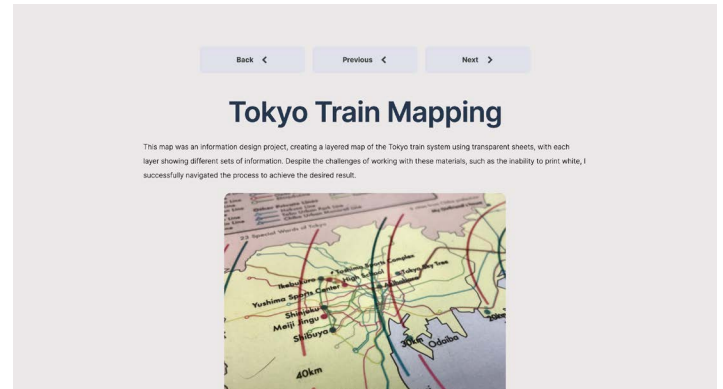
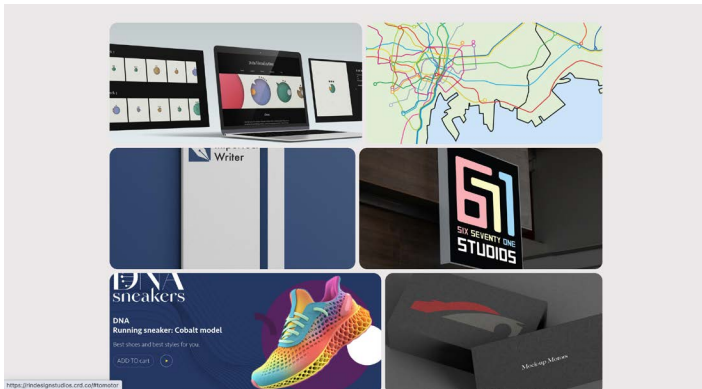
Website

# Homepage

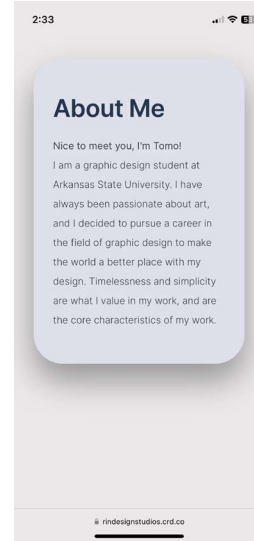
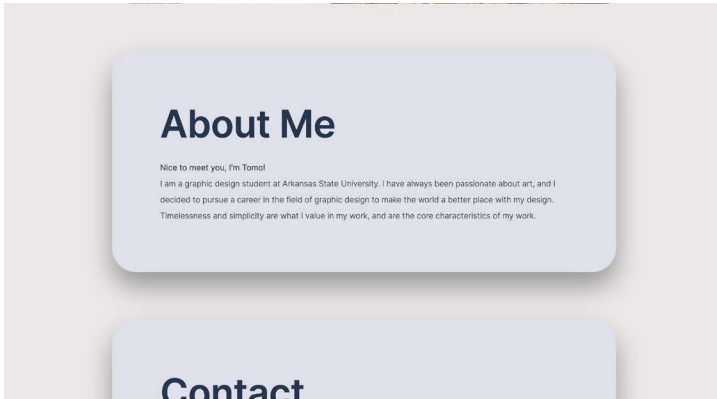
[rindesignstudios.crd.co/](http://rindesignstudios.crd.co/)



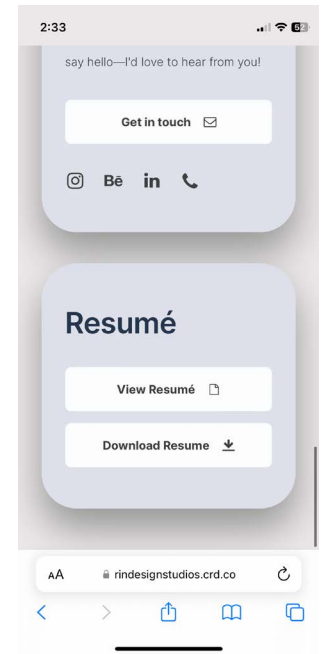
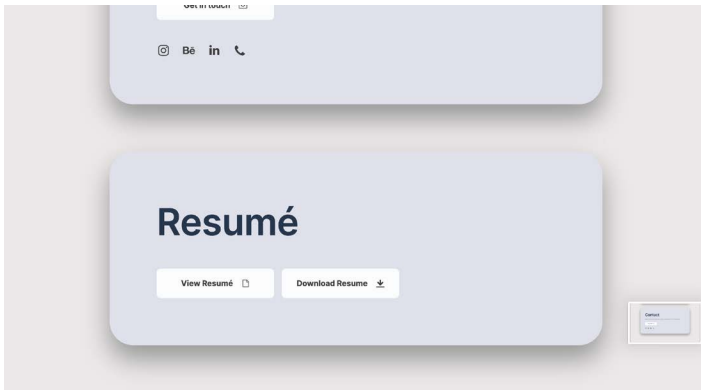
# Portfolio



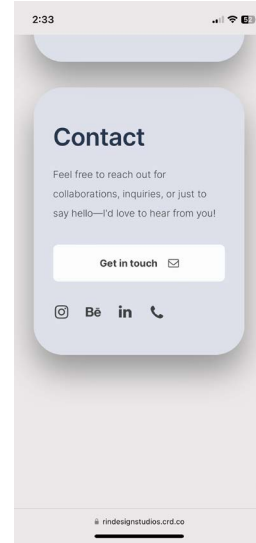
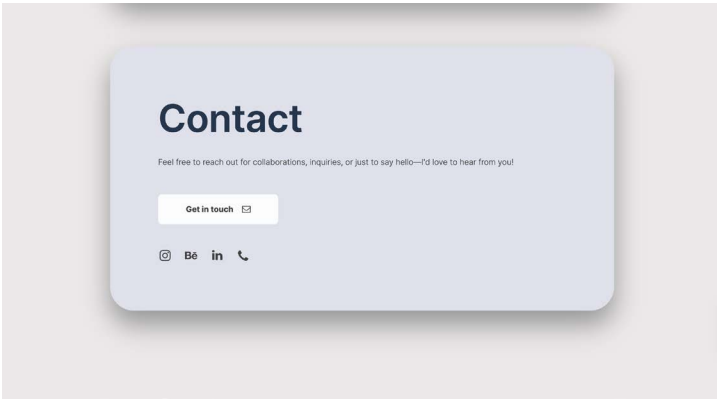
# About Me



# Resume



# Contact





Social Media

# Social Media Statement

I see social media as more than just a tool—it's our playground for creativity and connection. I'm all about sharing our passion for design, sparking conversations, and building a community that thrives on inspiration. From sharing behind-the-scenes glimpses to showcasing our latest projects, I'm here to engage, entertain, and elevate. So come join me on this exciting journey as I explore the endless possibilities of visual storytelling and make our mark in the digital world, together.

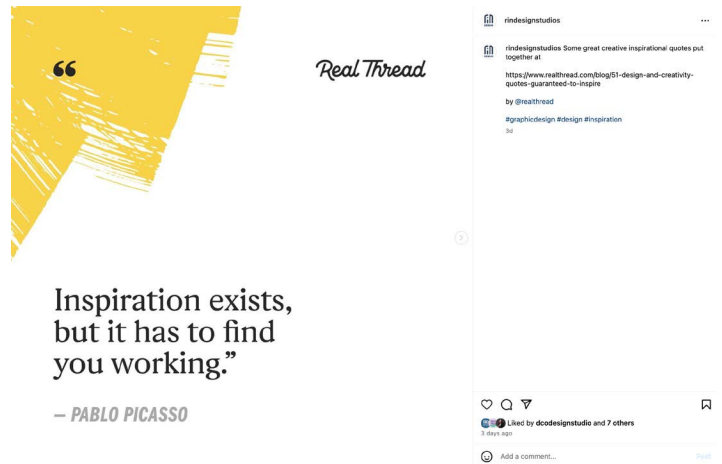
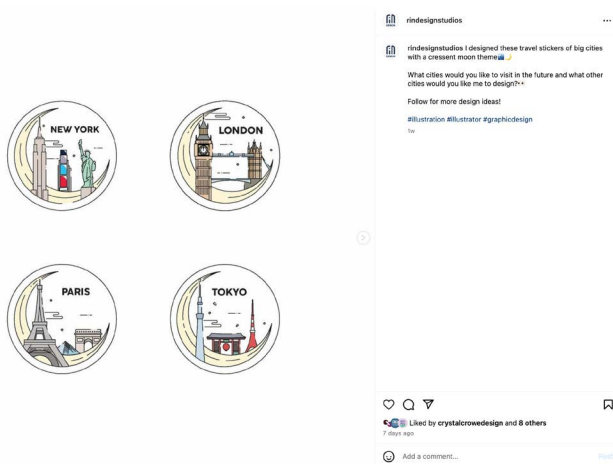
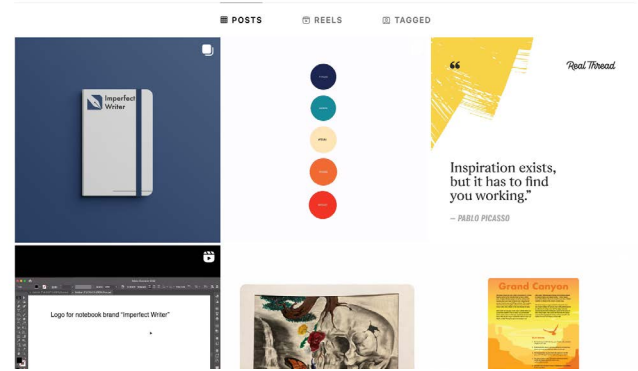
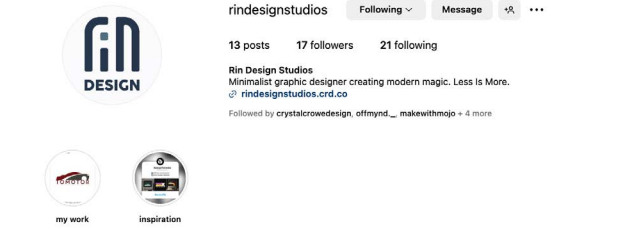
# Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>12pm 📍 Post Design inspiration</p> <p>1pm 📍 Schedule contents ahead of time</p> <p>5pm 📍 Story Reshare reel from Saturday (Add to highlight)</p> <p>8pm 📍 Check for comments/interactions</p>	<p>12pm 📍 Post Finished project</p> <p>3pm 📍 Reel Color palettes and moodboard ideas #moodboardmonday #colorpalette 📍 Post finished project</p> <p>5pm 📍 Story Reshare reel from Sunday (Add to highlight) 📍 Post new project</p> <p>8pm 📍 Check for comments/interactions</p>	<p>12pm 📍 Post Finished project 📍 Post finished project</p> <p>3pm 📍 check for comments/interactions</p> <p>5pm 📍 Story Reshare posts from Monday (Add to highlight)</p> <p>6pm 📍 Reel Illustrator tutorial #tutorialtuesday #toolsday #illustrator #Adobe</p> <p>8pm 📍 check for comments/interactions</p>	<p>12pm 📍 Post Finished project 📍 Post finished project</p> <p>3pm 📍 check for comments/interactions</p> <p>5pm 📍 Story Reshare posts from Tuesday (Add to highlight)</p> <p>6pm 📍 Story Share @designers 📍 Post new project</p> <p>8pm 📍 check for comments/interactions</p>	<p>11am 📍 check for comments/interactions</p> <p>12pm 📍 Post finished project</p> <p>3pm 📍 check for comments/interactions</p> <p>5pm 📍 Story Reshare posts from Wednesday (Add to highlight)</p> <p>7pm 📍 Schedule contents ahead of time</p> <p>8pm 📍 check for comments/interactions</p>	<p>11am 📍 check for comments/interactions</p> <p>3pm 📍 Post Studio Art Work 📍 check for comments/interactions</p> <p>5pm 📍 Story Reshare posts from Thursday (Add to highlight)</p> <p>7pm 📍 Story Share useful design related content</p> <p>8pm 📍 check for comments/interactions</p>	<p>12pm 📍 Reel Finished Project</p> <p>3pm 📍 check for comments/interactions</p> <p>5pm 📍 Story Reshare posts from Friday (Add to highlight)</p> <p>8pm 📍 check for comments/interactions</p>

# Instagram

[@rindesignstudios](https://www.instagram.com/rindesignstudios)

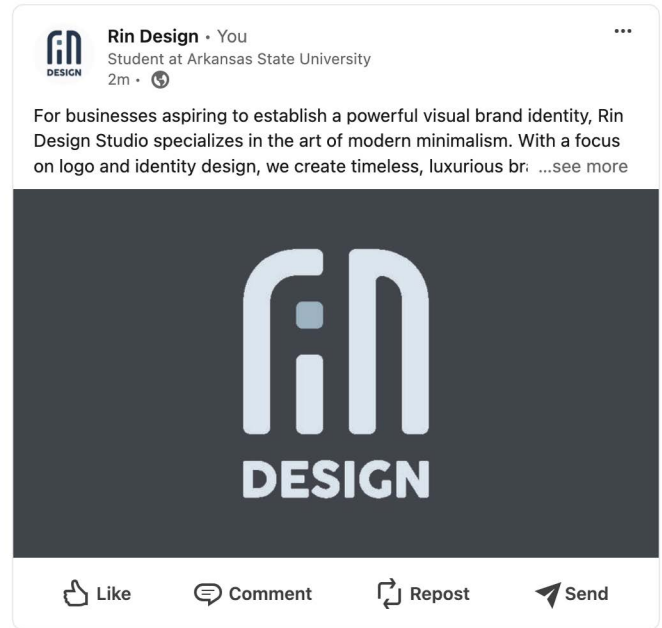
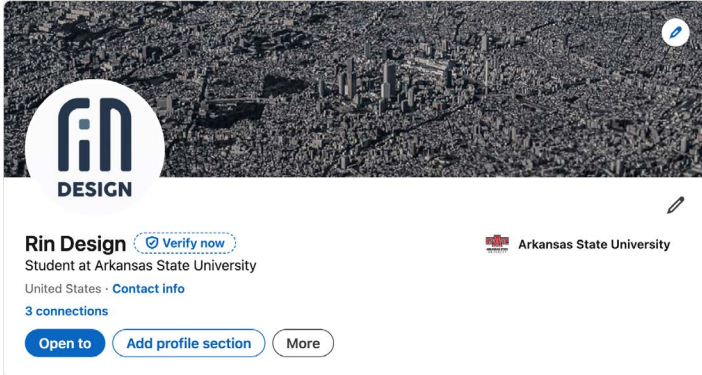
Using the content calendar, I utilized varieties of features on Instagram such as posts, stories, reels, and hashtags. I used this platform not only as a place to share my own work but also as a place to inspire other designers through my content, and to share work by others as inspiration.



# LinkedIn

[Rin Design](#)

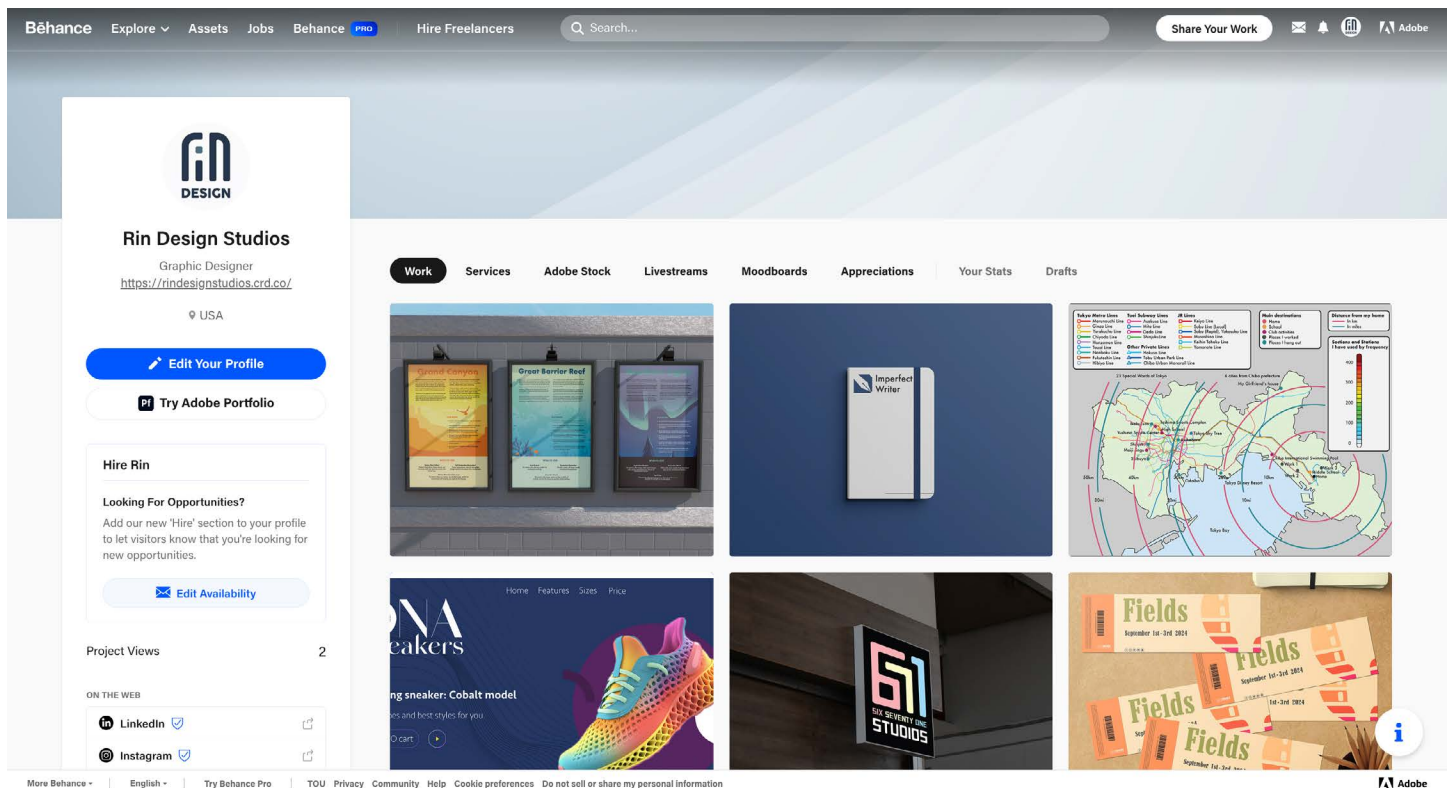
I used LinkedIn as a more professional platform to connect with other professionals in the field.



# Behance

## [Rin Design Studios](#)

Behance has been a fantastic platform for me to display my work and detail the process behind each project. It's not solely about the end result; it's about the steps along the way.



# Business Plan

## IDENTITY:

### What's your full name?

Tomo Rin Suyama

### Would you like to create a brand that refers to you as a person or you as a thing?

By my name.

### What is the location of your business?

A medium-sized city in the west coast region U.S.

### Where would you rather work? Virtual from home or at a physical office?

I would prefer to work virtual from home because it's an easier environment for me to focus on something but also because most virtual jobs have more flexible working hours and I can manage my own time.

## S.W.O.T.

### S - Strengths (internal/personal aspects that give you an advantage):

I am a fast learner  
I am well organized  
Culturally diverse background

### O - Opportunities (external/public - new services, products or markets for you to consider):

Remote working  
New environment moving from Japan  
New technologies

### W - Weaknesses (internal/personal aspects that might hinder you or cause problems):

I procrastinate  
I overthink  
Cultural and language barrier

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

Financial limitations  
Generative AI  
Competitive industry

## MISSION:

### What drives you? What keeps you motivated? What are you passionate about?

Making a living on my own and having a family in the future.

### What is important to you in business?

Working in something I am passionate about and things I enjoy. Work is a big part of life and I don't think people should be spending all their lifetime on things that they don't enjoy. I don't have any specific work that I want to do but I would love to fill the world with more good designs and replace the bad designs.

## **FUTURE:**

### **Where do you see yourself in 5 years?**

Having a job, living together with my partner and a dog, enjoying my hobbies in my free time, and traveling to places around the world on holidays.

### **Where do you see yourself in 10 years?**

Having my first kid, settling down somewhere in Japan or in the U.S., spending time with my family in my free time, still enjoying all my hobbies from time to time.

### **How are you going to make this 10-year goal happen?**

Being financially stable by building up my career.

## **PRODUCTS AND SERVICES:**

### **Strength 1:**

Logo Design

### **Qualifications & Competitive Advantages:**

Creativity, team collaboration, Adobe Illustration

### **Strength 2:**

Drawing illustration

### **Qualifications & Competitive Advantages:**

Creativity, drawing skills, tech adaptability

### **Strength 3:**

Marketing strategy

### **Qualifications & Competitive Advantages:**

Problem solving, researching, critical thinking

## **COMPETITION:**

### **Creativity/Ideation:**

Naturally creative. More experience in life in general. More diverse backgrounds.

### **Training:**

More prestigious school. Double degree/minors. More experience in internships.

### **Experience:**

Experience with more tools/software. Real work experiences. Experiences in commission work.

### **Specialty:**

Proficient in more tools/software. Multilingual.



## CLIENTS:

### **Ideal client(s)**

I would like to work in-house because I will be able to have more control over the brand identity that I design and maintain. However, I also have a feeling that I want to have multiple contracts with big corporations because I get bored easily so it's better for me to have multiple different projects rather than having only one for a long time.

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

I would like to have most control over my project with suggestions from the client. My ideal would be about 7:3.

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

### **Cost of basic Health Insurance:**

\$550

### **Cost of Equipment (Software and Hardware):**

\$59.99 for Adobe Creative Cloud

\$1,599.00 for Mac Book Pro M3

### **Cost of Website:**

\$0

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

Approximately \$1,388 quarterly (\$347 monthly)

50,000/yr.

Divided by 12 >> \$4,166

\$4,166/month / 3 = \$1,388

### **Other:**

\$75 for car insurance

\$272 for utility

\$100 for transportation

### **TOTAL ESTIMATED COST PER MONTH:**

\$1,403.99

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

**How much will you charge?**

\$50 per hour

**How many days of the week will you work?**

5 days

**How many hours per week do you expect to be billable?**

40 hours per week

### **TOTAL ESTIMATED PROFIT PER MONTH:**

\$ 6596.01

# Financial Forms

# Hourly Estimate



## Hourly Estimate

The following is an estimate from Rin Design Studios for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours.  
**THANK YOU FOR THIS OPPORTUNITY!**

**Date:** XX.XX.XXXX  
**Job Number:** XXX

**Client Name:** Company (or Person's) name here  
**Address:** Street Address Here: City State Zip  
**Phone:** (XXX) XXX-XXXX

### Project Description

#### Name of Project

#### Notes:

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

#### Materials Requested:

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

#### Timeline:

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

Rate: \$XX/hr  
Hours: X  
Revisions: X  
Total: \$XXX

- 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.

P.O.Box 952, State University, AR, 72467  
501.316.8228 call/txt | [rindesignstudios@gmail.com](mailto:rindesignstudios@gmail.com)  
[@rindesignstudios](https://www.instagram.com/rindesignstudios) | [@rindesignstudios](https://www.linkedin.com/company/rindesignstudios)  
[rindesignstudios.crd.co](http://rindesignstudios.crd.co)

Thank you

# Project Quote



## Project Quote

The following is a quote from Rin Design Studios for work.  
This is not a legally binding contract, nor an invoice.  
See meeting notes to provide the expected total of hours.  
THANK YOU FOR THIS OPPORTUNITY!

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**Date:** XX.XX.XXXX  
**Job Number:** XXX

**Client Name:** Company (or Person's) name here  
**Address:** Street Address Here: City State Zip  
**Phone:** (XXX) XXX-XXXX

---

### Project Description

#### Name of Project

#### Notes:

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

#### Materials Requested:

IF client has requested specific materials, list here. 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.

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**Total:** \$XX

*Revisions: X*

- 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 an hourly charge of \$XX/hr.*

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Thank you

# Hourly Invoice



## Hourly Invoice

THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.  
All payments can be made to Rin Design Studios and mailed to the address below. Please contact me with questions about this or any future work!

Date: XX.XX.XXXX

Job Number: XXX

Payment Due: XX.XX.XXXX

Client Name: Company (or Person's) name here

Address: Street Address Here: City State Zip

Phone: (XXX) XXX-XXXX

### Project Description

#### Name of Project

Rate: \$XX/hr

Hours:

Total: \$XXX

- 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



## Project Invoice

THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.

All payments can be made to Rin Design Studios and mailed to the address below. Please contact me with questions about this or any future work!

Date: XX.XX.XXXX

Job Number: XXX

Payment Due: XX.XX.XXXX

Client Name: Company (or Person's) name here

Address: Street Address Here: City State Zip

Phone: (XXX) XXX-XXXX

### Project Description

#### Name of Project

Project Charge: \$XX

> Revisions:

Rate: \$XX/hr

Hours: X

Total: \$XXX

- 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 beyond the number allowed on the estimate/quote. If none were necessary, remove this.

TOTAL DUE: \$XXX

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Thank you

# Promotional Merchandise







Thank you for reading  
my Brand book