



2024 VIEWBOOK

ABOUT

FREELANCE GRAPHIC DESIGNER WITH A PASSION FOR THE OUTDOORS.

Hi, I'm John Coleman. I'm a graphic designer and illustrator based in the Adirondacks, NY. I worked for eight years as a graphic designer and art director at marketing agencies, and I'm now offering graphic design, branding, and illustration services on a freelance/contractual basis.

I specialize in branding & identity, illustration, and print design, and can provide creative strategy & direction for brands and companies looking to produce memorable creative, improve their positioning, and grow their reach.

My work is inspired largely by the outdoors. When I'm not designing, I'm fly fishing, hiking, mountain biking, or skiing. I'm also a musician, and play guitar and sing at local pubs and restaurants.

Stay up to date!



@jcolemandesign



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The background of the image is a vast, scenic landscape. In the foreground, a dense, dark green forest of evergreen trees covers a hillside. Beyond the forest, a series of rolling mountain ranges are visible, each layer becoming progressively lighter and more hazy as they recede into the distance. The sky above is a clear, pale blue, suggesting a bright but slightly hazy day. The overall composition is horizontal, with the mountains and forest filling most of the frame.

PUBLICATION DESIGN

MOUNTAIN GAZETTE

2020-PRESENT

- Graphic Design & Layout
- Art Direction
- Merchandise Design
- Advertising & Partnerships

I work with a remote team to produce Mountain Gazette—a print-only outdoor culture magazine published twice a year and mailed to more than 7,000 subscribers. Each issue is brimming with long-form journalism and stunning outdoor photography.

In 2020, I worked with editor Mike Rogge to create a template for Mountain Gazette that paid homage to the magazine’s legacy that dates back to the late 1960s, but also has a contemporary feel. The size of the magazine (11” x 17” when closed) leaves a lasting impression with anyone who gets their hands on it.

Learn more at mountaingazette.com.



GREENE COUNTY TOURISM TRAVEL GUIDE

2021

- Graphic Design & Layout
- Art Direction
- Ad Design

I worked on a contractual basis with Greene County Tourism and Workshop to produce GCT's annual Travel Guide. The guide features stories, photographs and listings that both inform the traveler and enhance the brand.



The image is a landscape illustration. In the foreground, a dense, dark green forest of evergreen trees covers a hillside. The trees are detailed with individual needles and branches. In the background, a series of mountain ranges are visible, each progressively more hazy and blue-toned as they recede into the distance. The sky is a clear, pale blue. The overall composition is horizontal, with the forest occupying the lower half and the mountains filling the upper half.

ILLUSTRATION

ILLUSTRATION

SKI THE EAST

2023-PRESENT

- Merchandise & Apparel

In 2023, I worked with Ski the East to create four designs for T-shirts and signed, limited-edition posters. The designs were featured in their Fall 2023 collection.



ILLUSTRATION

ANNIE IN THE WATER

2023

- Merchandise & Apparel

In 2023, fast-growing regional jamband Annie in the Water contracted me to create beer label artwork, poster artwork, T-shirt artwork, and stickers.



CLOVER LIVING

2022

- Editorial Illustration

In 2022, I worked with Clover Living—a national health and wellness publication and website—to create a series of editorial illustrations for their spring 2023 publications. The illustrations accompanied a story about Alzheimers awareness and prevention.



ILLUSTRATION

MOUNTAIN GAZETTE

2021-PRESENT

- Social Media/Email Graphics

In addition to publication layout, I also work contractually with Mountain Gazette to produce apparel designs and social media/email graphics.



OTHER ILLUSTRATIONS





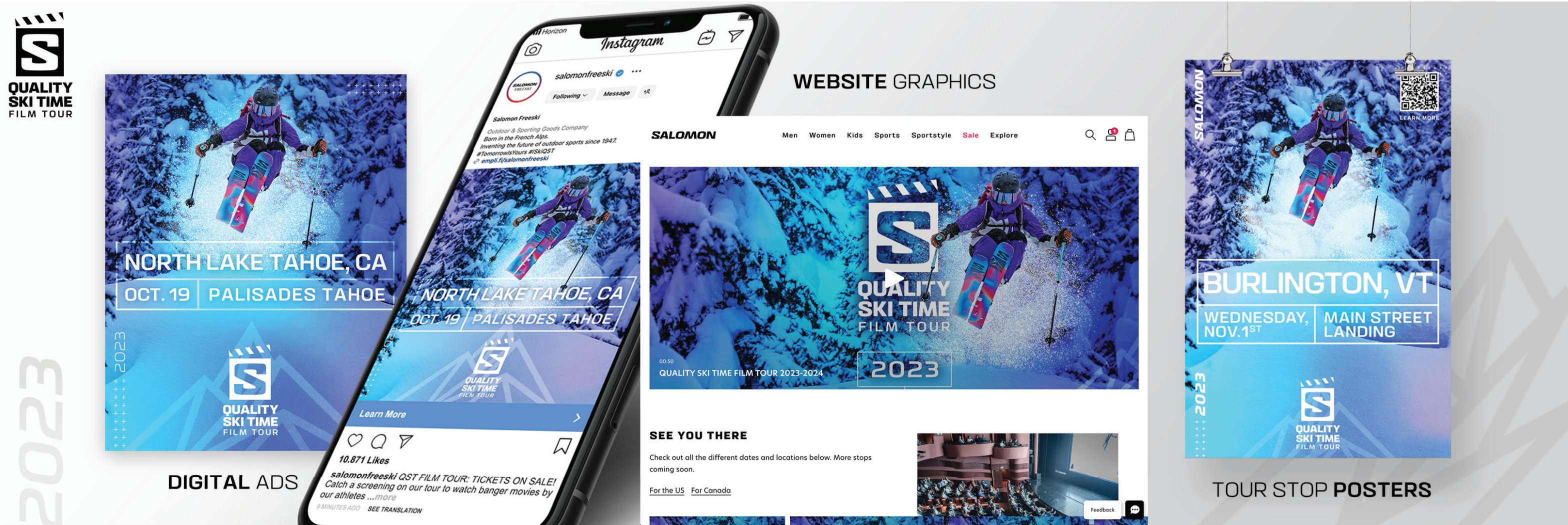
DIGITAL MARKETING

SALOMON FREESKI

2023

- Campaign Concepting
- Digital Ad Design
- Print Flyer Design
- Website landing page graphics

I worked with Salomon Freeski in 2023 to create a campaign promoting its 2023 Quality Ski Time Film Tour. The tour made 16 stops across the country screening the year’s hottest ski films with Salomon Freeski athletes present to add context to the films and meet fans. Many stops were sold out.



1080 X 1920



1080 X 1350



1080 X 1080



BREWERY OMMEGANG

2022

- Campaign Concepting
- Copywriting
- Graphic Design
- Animation

I worked with Workshop and Brewery Ommegang to create a promotional campaign with the goal of increasing visitation to their Cooperstown taproom.

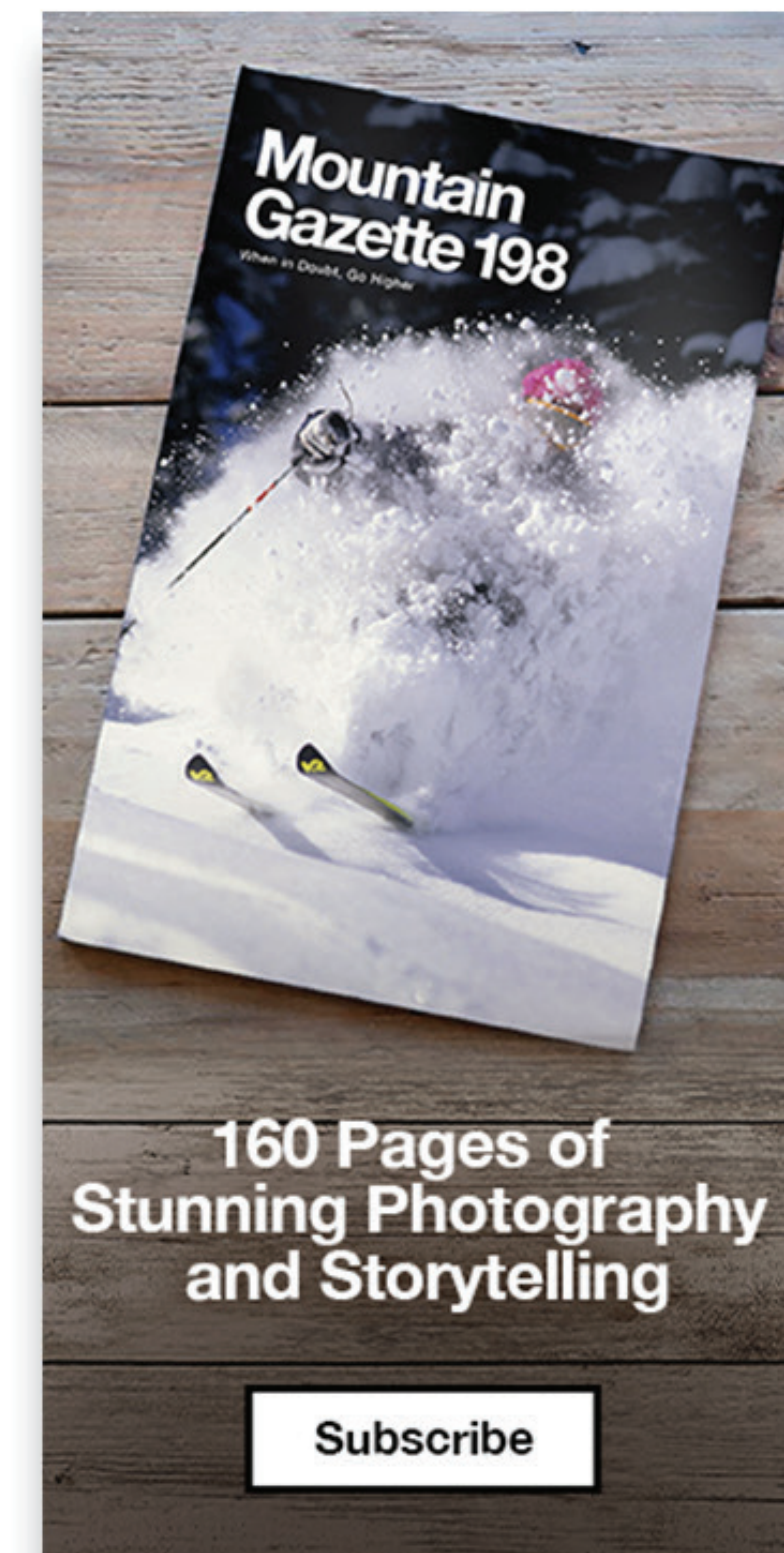
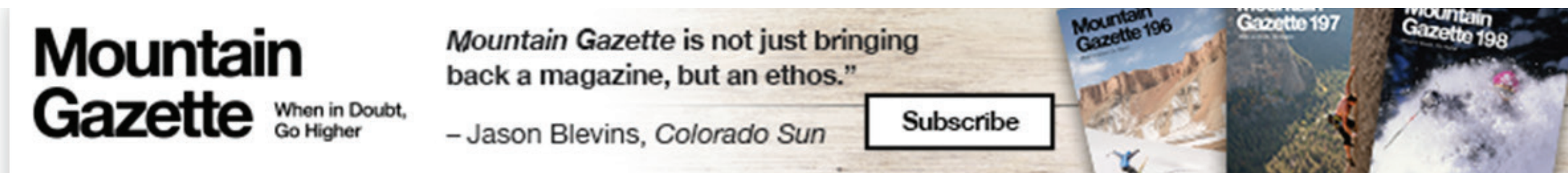


MOUNTAIN GAZETTE

2022-PRESENT

- Social Ads
- Display Ads

I worked with Mountain Gazette to create a suite of branded ads to attract new print subscribers. We are currently at 15,000 subscribers worldwide.

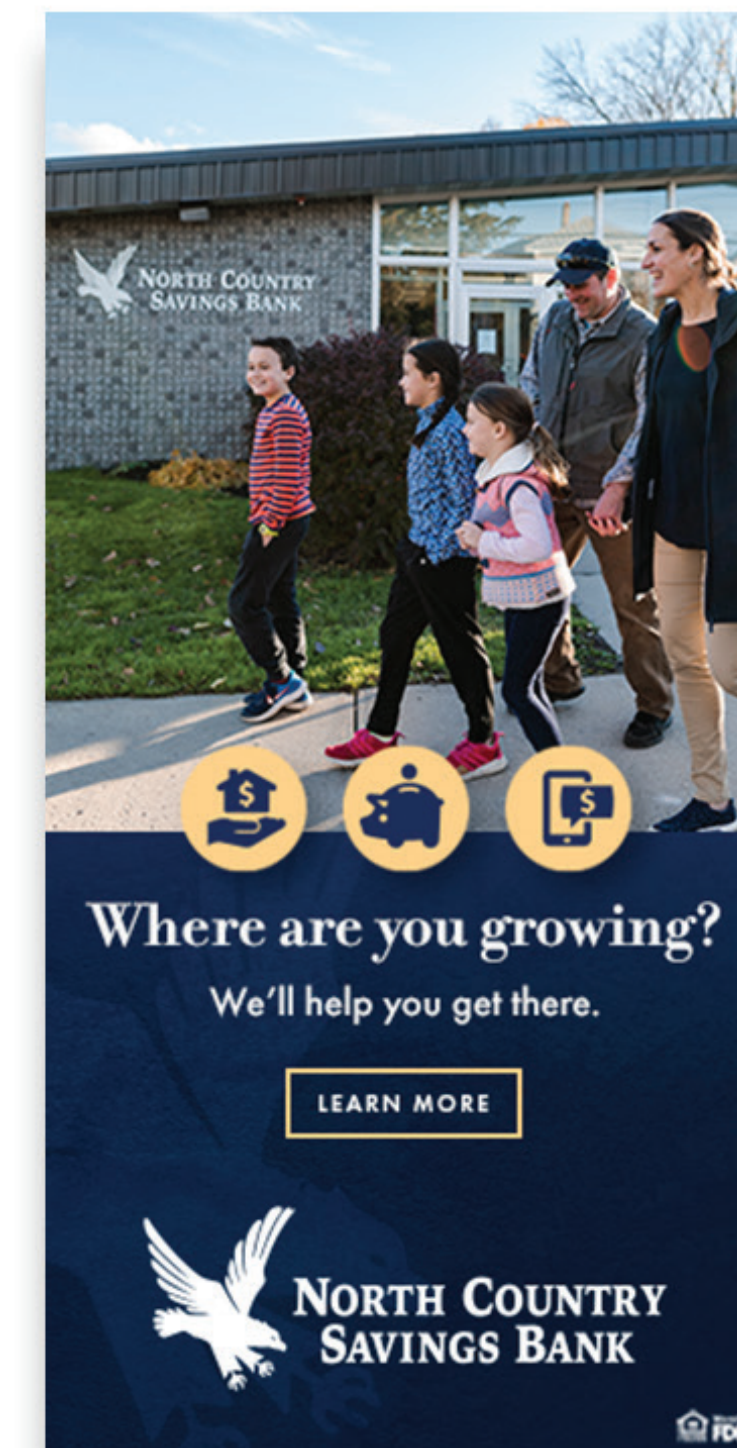


NORTH COUNTRY SAVINGS BANK

2022

- Campaign Concepting
- Copywriting
- Photography art direction
- Social Ad Design
- Display Ad Design

Integrated digital ad campaign for North Country Savings Bank to cross-promote their service offerings and locations.



GREEN COUNTY TOURISM

2021-2022

- Social Ad Design
- Display Ad Design

Digital ad campaign for Greene County Tourism to promote mountain biking in the county.





BRANDING

+ LOGO DESIGN

TRES MIJAS

2022

- Logo Design

I worked with the owners of Tres Mijas to create a brand for their Mexican food truck business. The logo includes silhouettes of the owners' three daughters, or "tres mijas." Knowing the logo would become iconic of the business, I made sure the logo was bold and created a custom font that was both unique and legible. Tres Mijas reported having a very successful first year in business and has become a local favorite.



TRAILHEAD VANS

2021

- Logo Design

Trailhead Vans in Northern California contacted me in 2021 to help create a logo for their new adventure trail rental company. Inspired by the ocean views of California's scenic Highway 1, I created a badge mark with graphics and color palette that resembles a sun setting over ocean waves. The easily scalable mark has found its way onto their vans, as well as merchandise.



BRANT LAKE CANOE RACE

2022

- Branding & Logo Design
- Merchandise & Apparel
- Print Collateral
- Strategy

The founders of Brant Lake Canoe Race approached me in 2021 to help create a new brand for the event that takes place annually in the Adirondacks, NY. They wanted a logo that would look great on merch and on screens. The logo has the versatility to live within a canoe shape container when used on backgrounds, as well as an alternate wordmark logo.

THE GREAT
BRANT★LAKE
CANOE RACE
ADKS NY EST. 1974



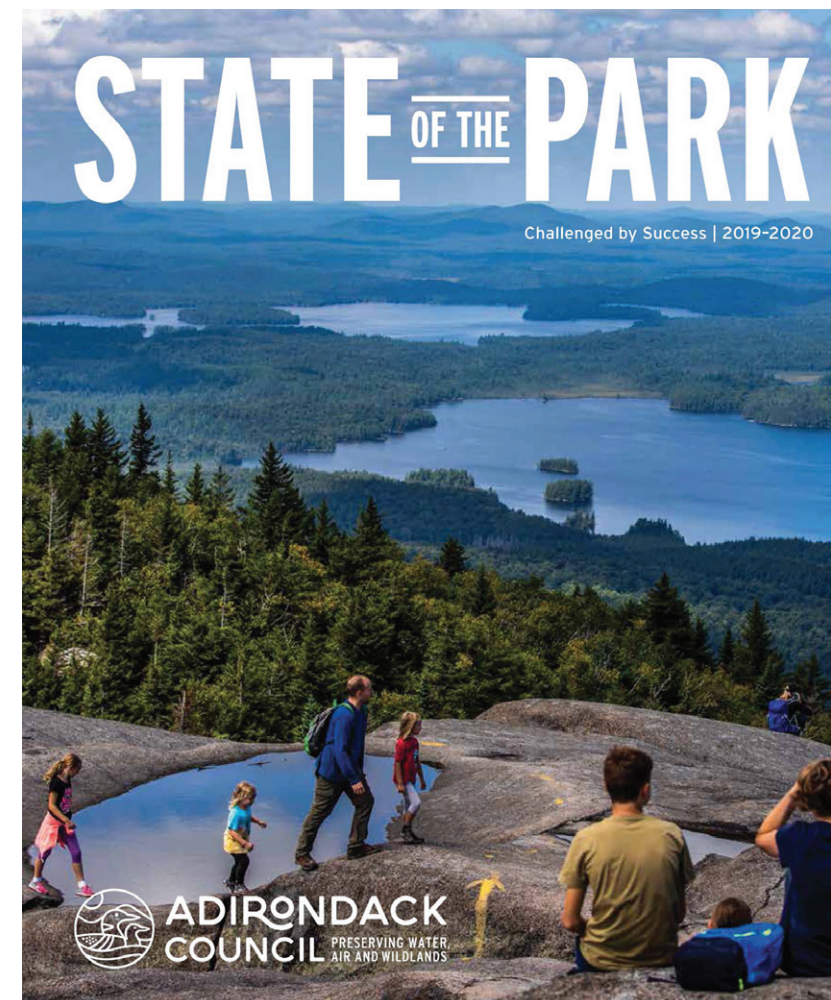
ADIRONDACK COUNCIL

2019

- Branding & Logo Design
- Print Collateral

In 2019, I helped Adirondack Council— described as the “nation’s most successful environmental organization”— with its first rebrand in the organization’s history. Its dedicated board members were involved in the process from early concepts to logo completion. This was a unique challenge to gain trust and consensus from those who were married to the original logo design, but it was extra rewarding when I was able to create a logo that paid respect to the old, while ushering in a new, modern approach for the organization.

Our work with Adirondack Council also extended to annual reports, merchandise, and other collateral.



OTHER LOGOS





THANK YOU!

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