

Partners team up to offer 'visual identity'



Tribune Photo/LOU SABO

Imagine Creative Design partners, from left to right, David Coleman, Penny Coleman and Kevin Fye, pose for a photo in the firm's offices in the Prairie Building on North William Street in downtown South Bend.

By **JOLENE BILINSKI**
Tribune Correspondent

They even look like a team this Friday afternoon, right down to their light blue shirts and khakis.

No company uniform, but the picture might be an indication of just how connected David Coleman and Kevin Fye can be as partners in Imagine Creative Design, along with Penny Coleman, David's wife. Penny heads up accounting and marketing duties for the firm.

The company, which provides graphic design for print, video and the Web, is located in the newly-renovated, fashionably-decorated Prairie Building in downtown South Bend (115 N. William St.). The building itself is a team of sorts, featuring five other creative businesses.

David Coleman, 43, and Fye, 44, worked together at Golden Dome Productions in South Bend, prior to 2001 and the seed for a partnership was planted then by Coleman, who told Fye, "We should go into business together."

He was only half joking at the time. They eventually teamed up to "craft visual solutions for companies" at a very turbulent economic time — about the time of the 9/11 tragedy in 2001.

"It was the worst economy with everything going on with 9/11, and we came through that and have done well ... we feel fortunate ... our future is good," said Fye.

The goal for Fye and Coleman is to develop a visual impact for any company — to get consumers and companies to be noticed and remembered.

"When we first started I saw a visual identity gap," noted Coleman. "We want to give a visual face to the identity."

That philosophy comes through in the marketing of their own company.

"Great design is an essential part of your message that captures the public's attention in a heartbeat," a brochure pitches to potential customers.

That touch is delivered in their own Web site at www.imagine-creative.com. Coleman and Fye are the creative

brains to the business.

Together they have more than 35 years of design experience.

Coleman, who has a B.A. in Graphic Design from Michigan State and attended the College of Business Administration at the University of Notre Dame, has specialized in graphic design, illustration and animation.

Fye earned his undergraduate degree from Indiana University and has an M.A. in Art History from Notre Dame. His experience ranges from logo to set design. He also has worked as an elementary art teacher and college instructor with experience in professional theater and television production.

Coleman and Fye consider the small size one of the unique aspects to their business.

"We sit down one-on-one with our customers," Coleman noted. "We don't have a layer that other companies have ... We aren't a Swiss army knife ... There's no watered down service. Some design companies have niches. That's not us. We can

handle the appropriate design that matches the identity."

There's another aspect to their business that will always separate them from others.

"If you are creative, I think you will be unique," said Fye.

"There are things that larger ad agencies do that we don't," Fye added. "We are more design than an ad agency, but we can be a resource to the ad agency."

Among the other creative enterprises in the Prairie Building complex include Adimage (marketing and advertising); Big Idea Company (broadcast and corporate media consultants); Force 5 Media (design and development for Web/CD/DVD, video production and live presentation); Grass Roots Media (broadcast and non-broadcast video production for businesses and organizations); and Phase Two Architects (architectural design).

Imagine Creative Design can be reached by calling 233-9903 or on the Web at www.imagine-creative.com.