<div class="container">

<div class="row">

<div style="height:100px;" class="col-md-3 bg-danger d-flex align-items-center justify-content-center mr-2"><img src="cinqueterre.jpg" style="width:35px;height:35px;" class="img-fluid mr-2"> hello</div>

<div style="height:100px;" class="col-md-3 bg-primary">hello</div>

</div>

</div>

Example VIP

<div class="container-fluid">

<div class="row ">

<div style="height:100px;" class="col d-flex align-items-center mr-2 bg-primary"><h5 class="text-center mx-auto">center</h5></div>

<div style="height:100px;" class="col mr-2 bg-info d-flex align-items-center "><div class="mx-auto bg-warning" style="height:50px;width:50px;"></div></div>

</div>

</div>

***Another solution***

<div class="container-fluid">

<div class="row ">

<div style="height:100px;" class="col d-flex align-items-center justify-content-center mr-2 bg-primary"><h5 class="">center</h5></div>

<div style="height:100px;" class="col mr-2 bg-info d-flex align-items-center "><div class="mx-auto bg-warning d-flex align-items-center" style="height:50px;width:50px;"><h6 class="mx-auto">hello</h6></div></div>

</div>

</div>

<!--######################################################-->

For text inside inside

<div class="container-fluid">

<div class="row ">

<div style="height:100px;" class="col d-flex align-items-center mr-2 bg-primary"><h5 class="mx-auto">center</h5></div>

<div style="height:100px;" class="col mr-2 bg-info d-flex align-items-center "><div class="mx-auto bg-warning d-flex align-items-center" style="height:50px;width:50px;"><h6 class="mx-auto">hello</h6></div></div>

</div>

</div>

<!--###################################################################-->

For images

<div class="container-fluid">

<div class="row ">

<div style="height:100px;" class="col d-flex align-items-center mr-2 bg-primary"><img src="cinqueterre.jpg" class="rounded mx-auto" style="height:50px;width:50px;" alt="Cinque Terre"></div>

<div style="height:100px;" class="col mr-2 bg-info d-flex align-items-center "><div class="mx-auto bg-warning d-flex align-items-center" style="height:50px;width:50px;"><h6 class="mx-auto">hello</h6></div></div>

</div>

</div>

<!--###########################Flex box centering#######################-->

.red{background-color:red;

height:100px;

width:100px;

margin-bottom:10px;

display:flex;

align-items:center;

}

.green{background-color:green;

height:100px;

width:100px;

margin-bottom:10px;

display:flex;

align-items:center;

justify-content:center;}

img{margin:0 auto;}

</style>

</head>

<body>

<div class="red"><img src="cinqueterre.jpg" class="rounded mx-auto" style="height:50px;width:50px;" alt="Cinque Terre"></div>

<div class="green">hello</div>

</div>

</div>