

CREATIVE KAT  
**DESIGNS**



# TABLE OF CONTENTS

CORPORATE IDENTITY  
Creative Kat

BRAND STRATEGY  
Bacardi

BRAND STRATEGY  
Splashy Fen

EDITORIAL DESIGN  
Book Covers

ADVERTISING AND PROMOTION  
Aromat

ADVERTISING CAMPAIGN  
Ocean Pollution

BROCHURE DESIGN  
Happy Pets

CAMPAIGN DESIGN  
Wall Murals

ILLUSTRATION  
Peach Brandy

ILLUSTRATION  
Sea Pollution

ILLUSTRATION  
Elephant Poster

ILLUSTRATION  
Nyaminyami Book

This graphic design portfolio presents the work that best represents my range of skills and personal style. In this portfolio it has been divided into categories showing both Graphic Design and Illustration projects.

- Katrina Mathebula



# CORPORATE IDENTITY

## Creative Kat

Corporate identity for my brand as a graphic designer. Creative Kat Designs.



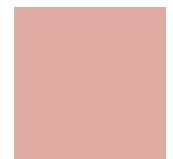
Logo:



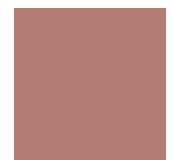
#252326



#DDDBDB



#E1ACA1

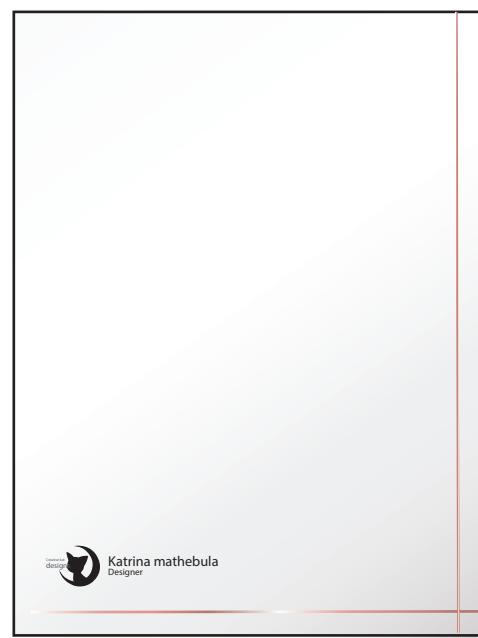


#B27E74

## Business Cards:



## Stationary:



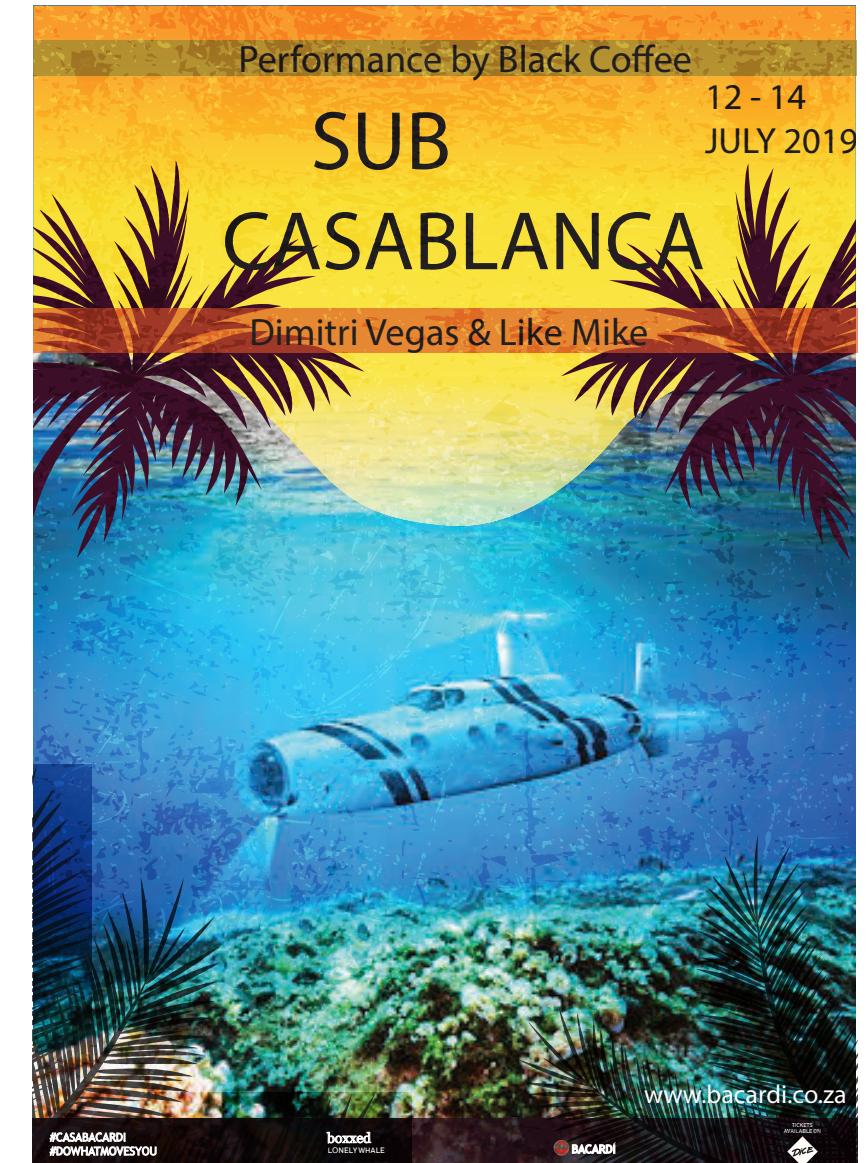
## Promotional Packaging:



# BRAND STRATEGY

## Bacardi

The challenge was to create a physical activation or experience that creates an epic summer moment, the concept i came up with is Bacardi's will host a party in a submarine! called Sub Casablanca.



# BRAND STRATEGY

## Splashy Fen

### Logo Specifications



### STATIONARY



Splashy  
Splashy - SA's Friendliest Festival  
New brand identity for Splashy Fen 2019

## PROMOTIONAL ITEMS



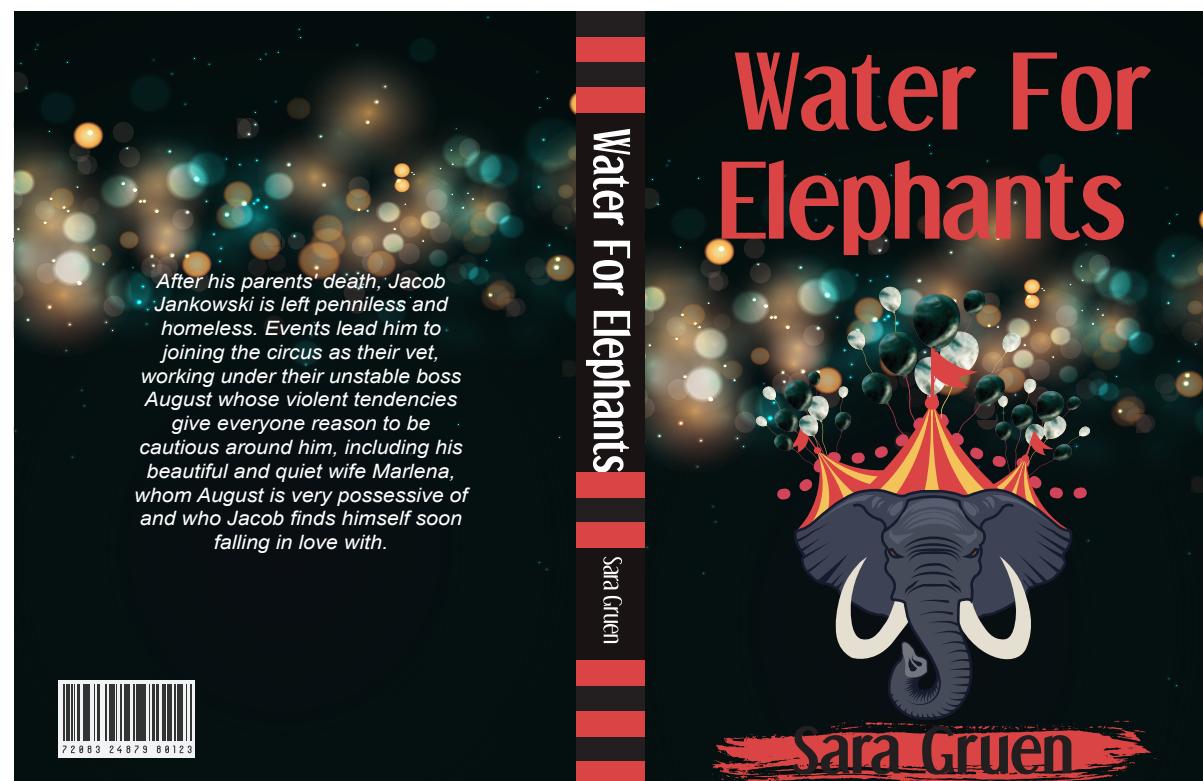
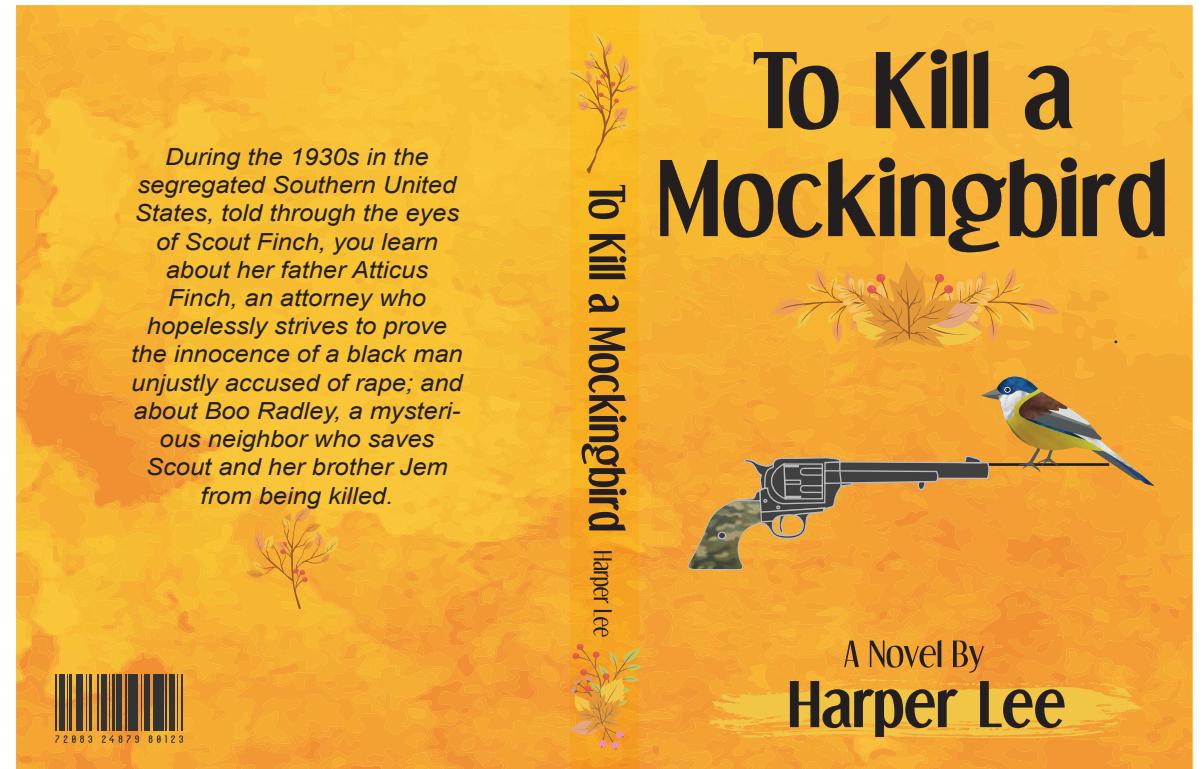
## VEHICLE LIVERY



# EDITORIAL DESIGN

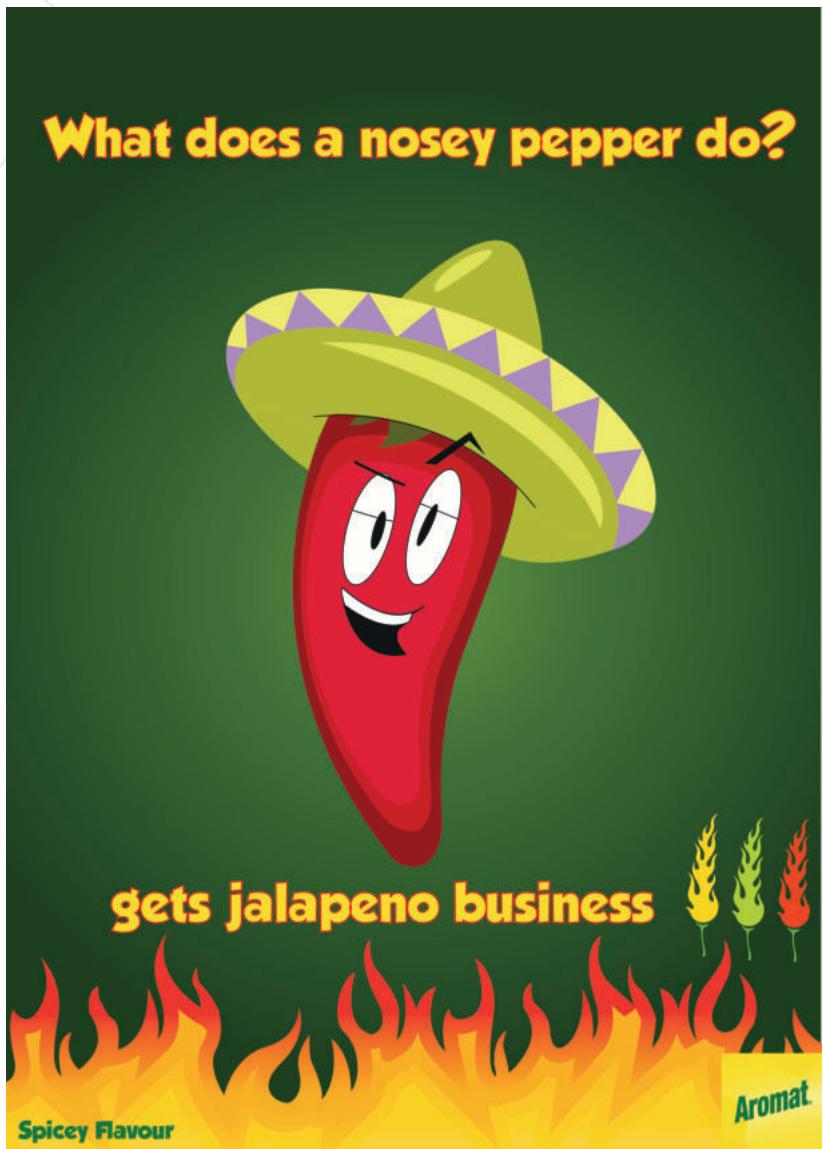
## Book Covers

Re-design for existing book covers.



# ADVERTISING AND PROMOTION

## Aromat



Press Advert

Guerrilla Advert



Storyboard



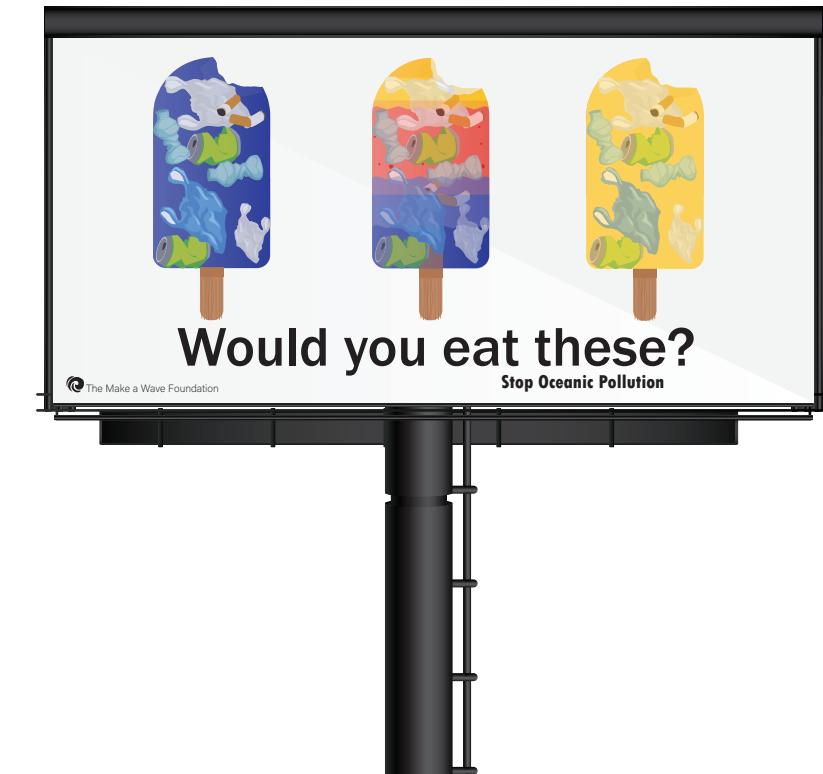
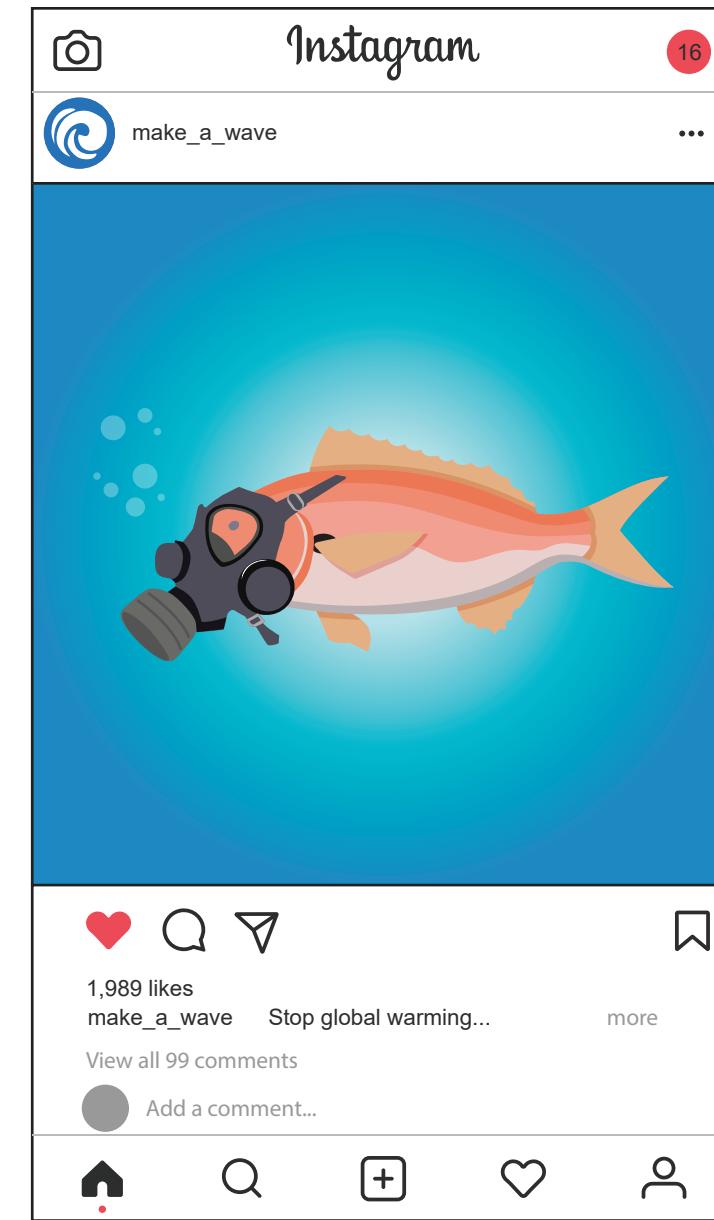
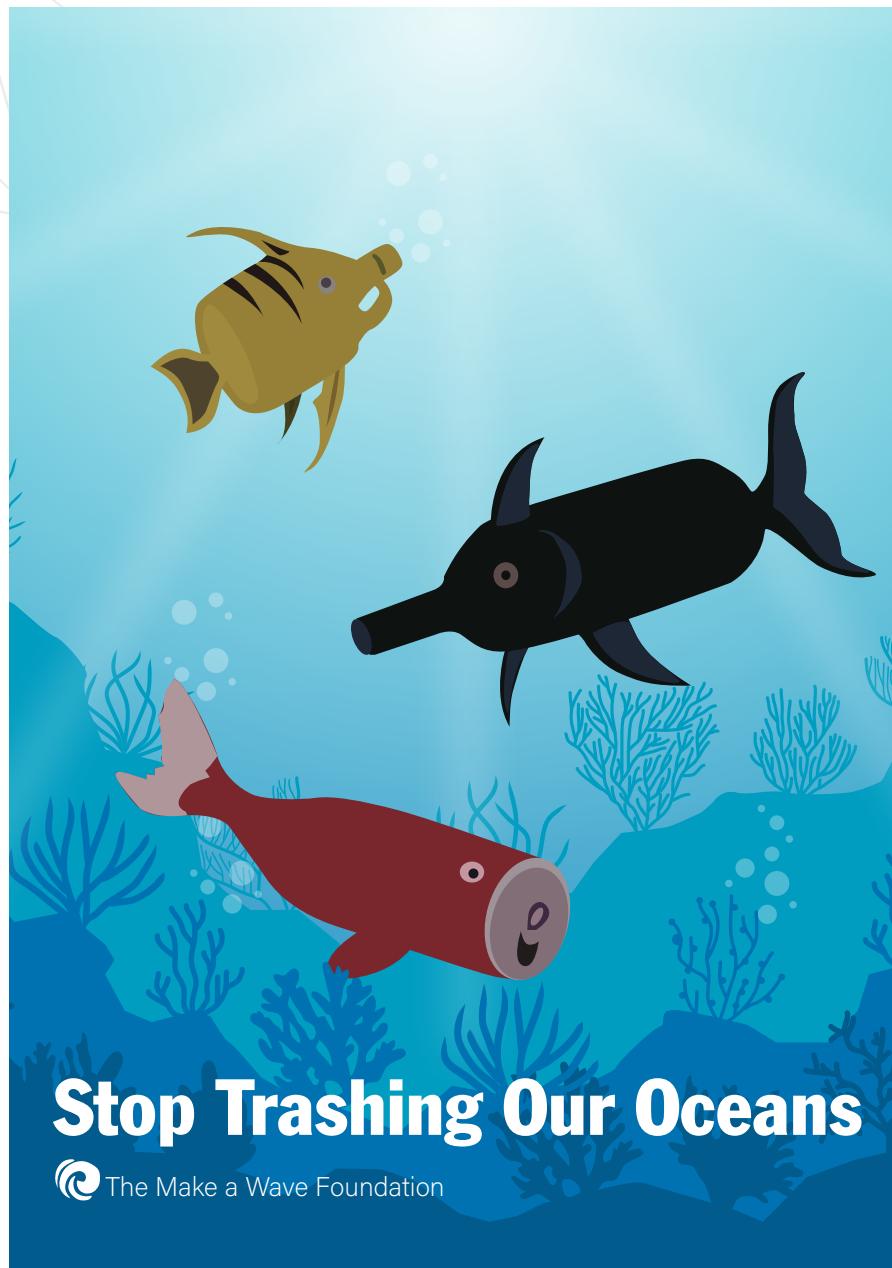
I have displayed the three different types of Aromat flavours through advertisement

The Guerrilla Advertisement is of a mealie on a sidewalk, it represents the corn flavoured Aromat.  
The Press Advert represents the spicy flavoured Aromat.  
The Storyboard represents the cheese flavoured Aromat.

# ADVERTISING CAMPAIGN

## Ocean Pollution

Social awareness campaign for the Make a Wave Foundation. Creates awareness for oceanic pollution and the devastating affects it has on marine life and human consumption.



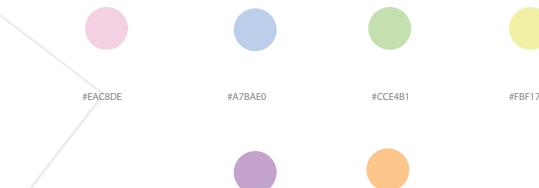
# BROCHURE DESIGN

## Happy Pets

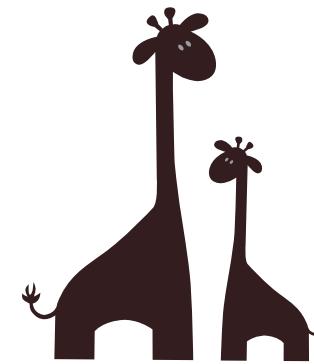


# CAMPAIGN DESIGN

## Wall Murals



Wall mural for children to colour in with chalk.



Design solution for children in Warwick Junction Durban.  
“Concrete jungle” wall murals.



# ILLUSTRATION

## Peach brandy

Paul Masson Peach Brandy surrealism poster.



# ILLUSTRATION

## Sea Pollution

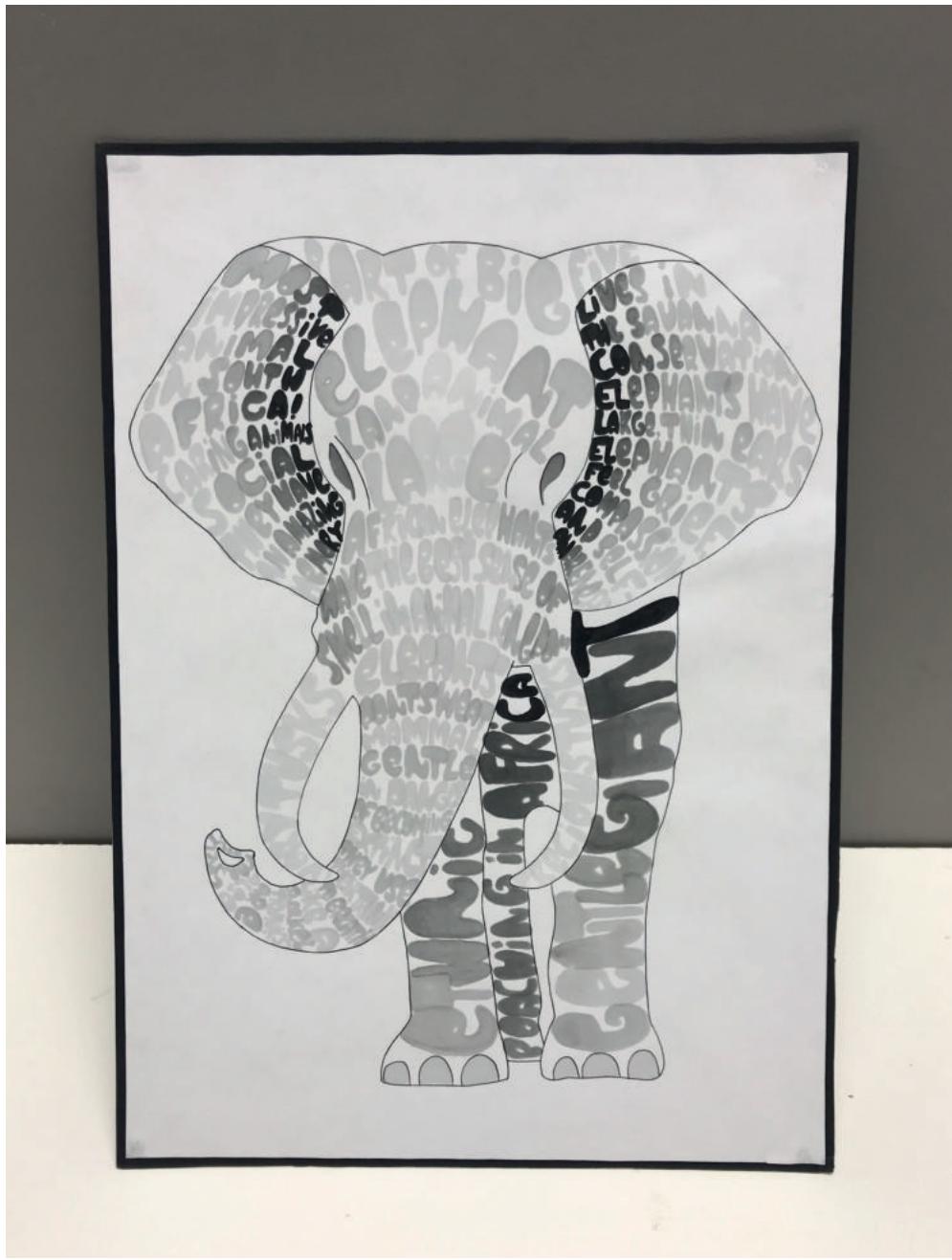
Poster of turtle with plastic around its neck to encourage awareness for sea pollution.



# ILLUSTRATION

## Elephant Poster

Poster made of words that describe an elephant



# ILLUSTRATION

## Nyaminyami Book

Book illustrations for Nyami Nyami Tonga River God myth.

