

CREATIVE KAT
DESIGNS



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

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

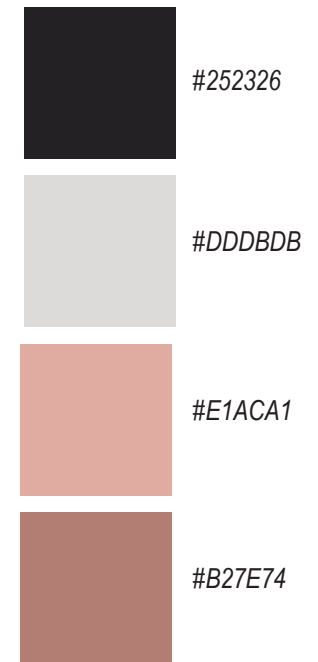
ILLUSTRATION
Nyaminyami Book

CORPORATE IDENTITY

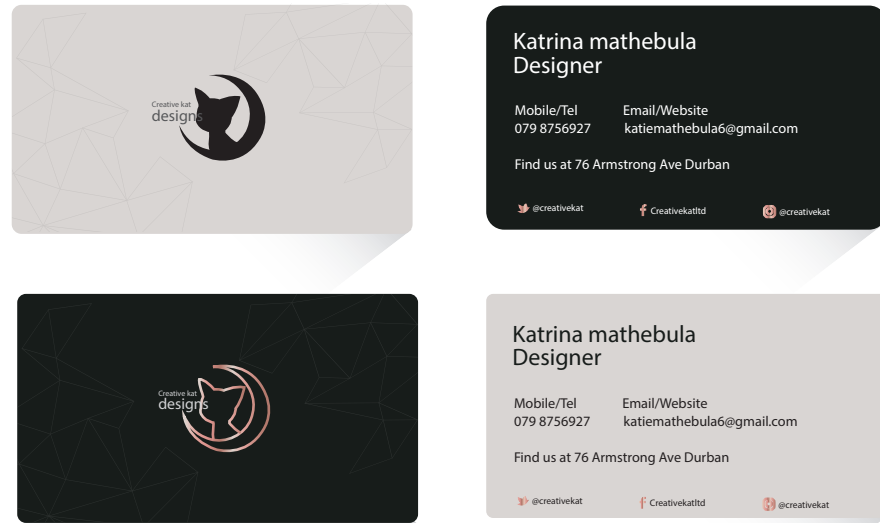
Creative Kat

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

Logo:



Business Cards:



Stationary:



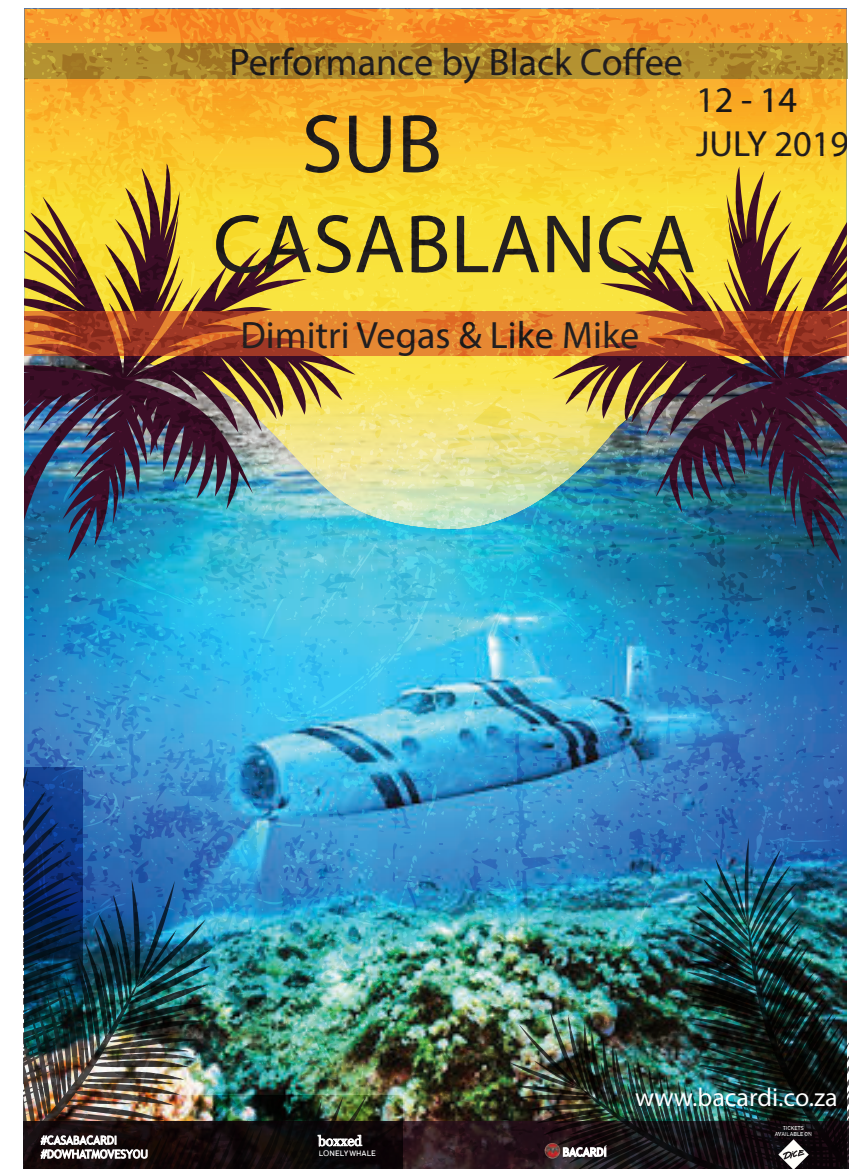
Promotional Packaging:



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.



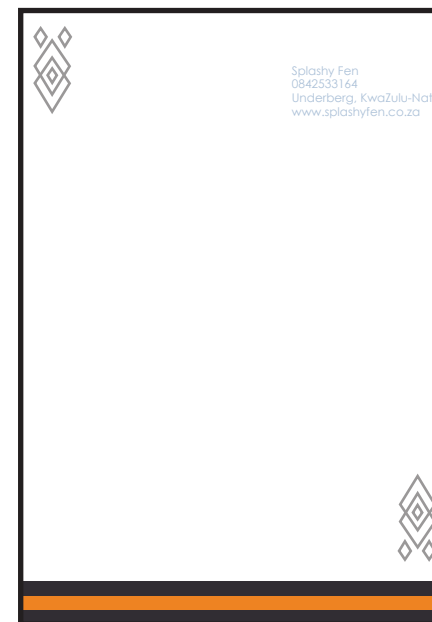
BRAND STRATEGY

Splashy Fen

Logo Specifications



STATIONARY



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

PROMOTIONAL ITEMS

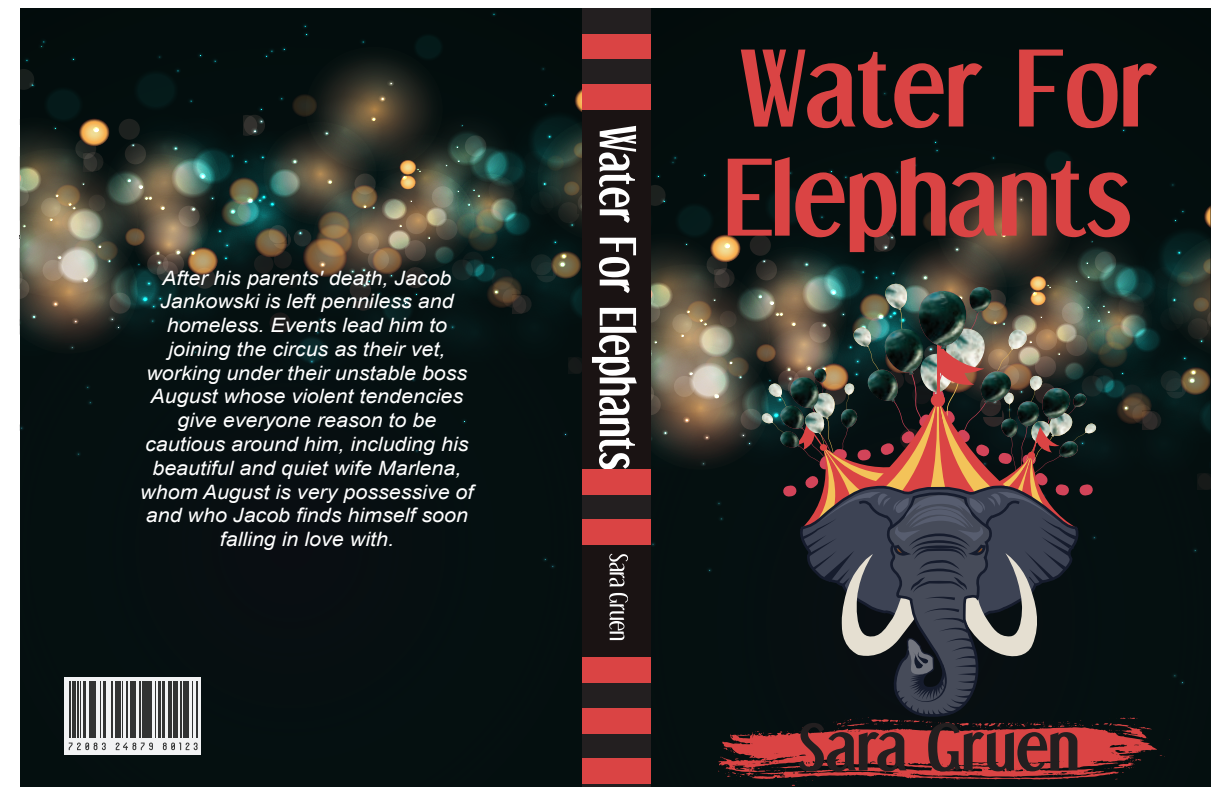
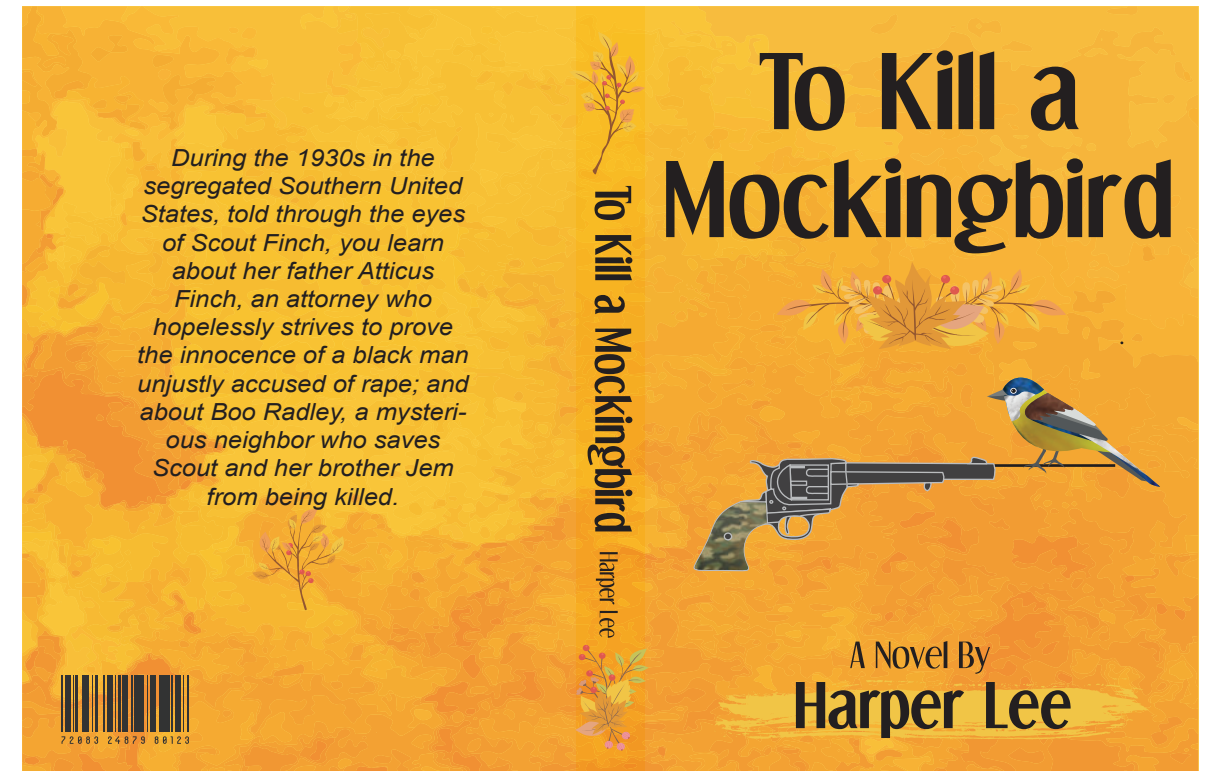


VEHICLE LIVERY



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.

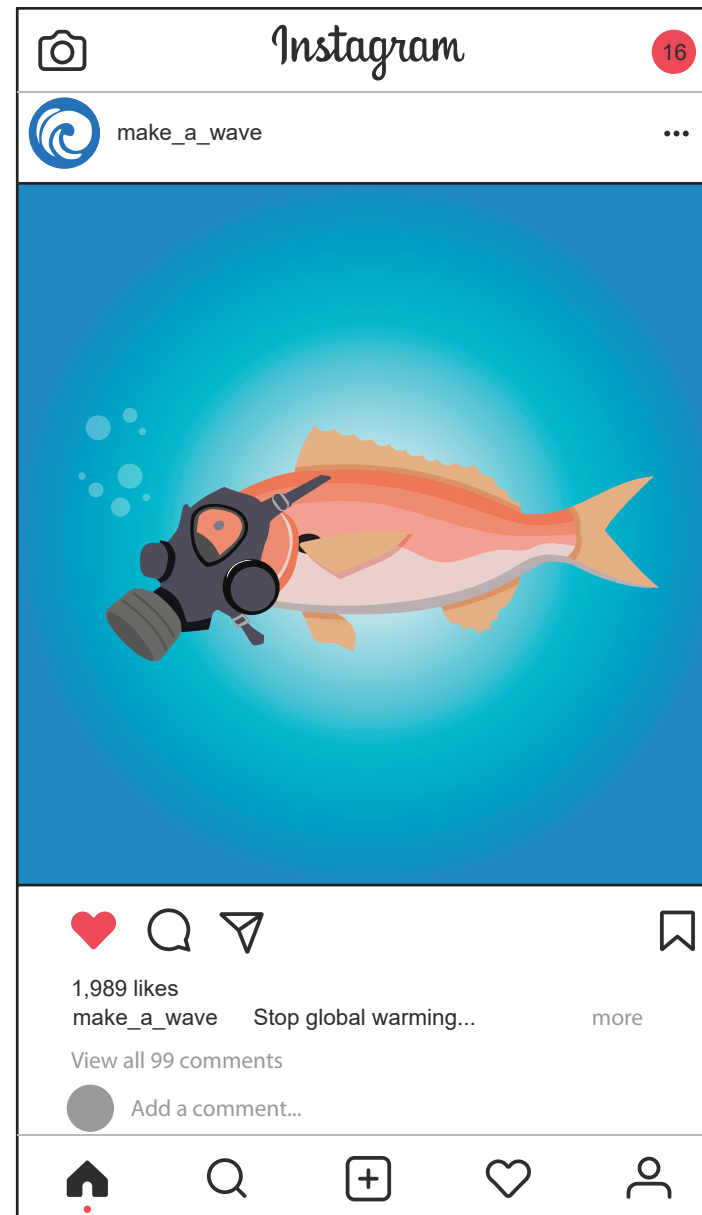
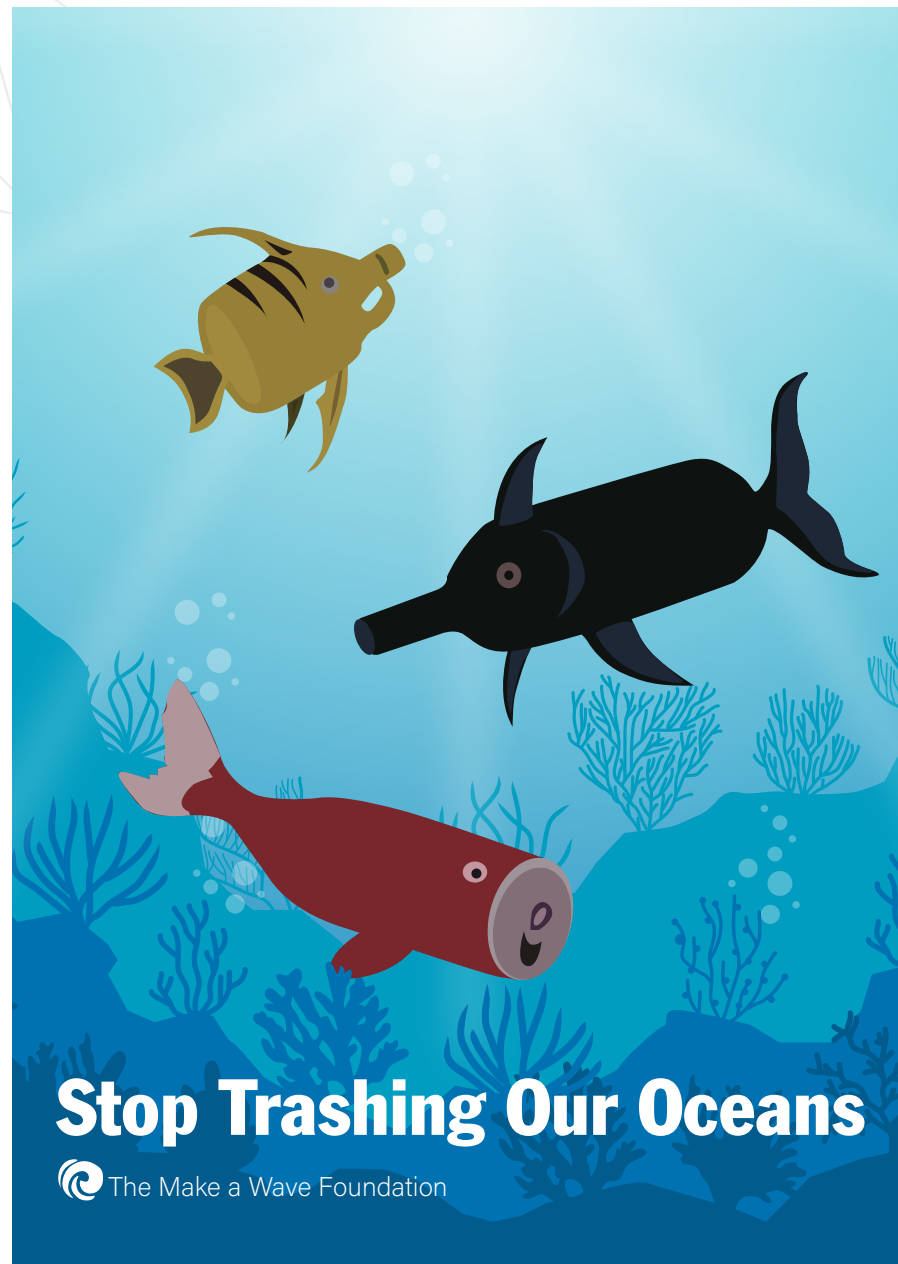
The Press Advert represents the spicy flavoured Aromat.

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

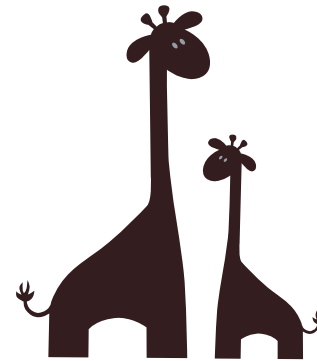


CAMPAIGN DESIGN

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 Nyaminyami Book

Book illustrations for Nyami Nyami Tonga River God myth.

