

GRAPHIC DESIGN **PORTFOLIO**



CENTEX
TECHNOLOGIES®

LOGOS

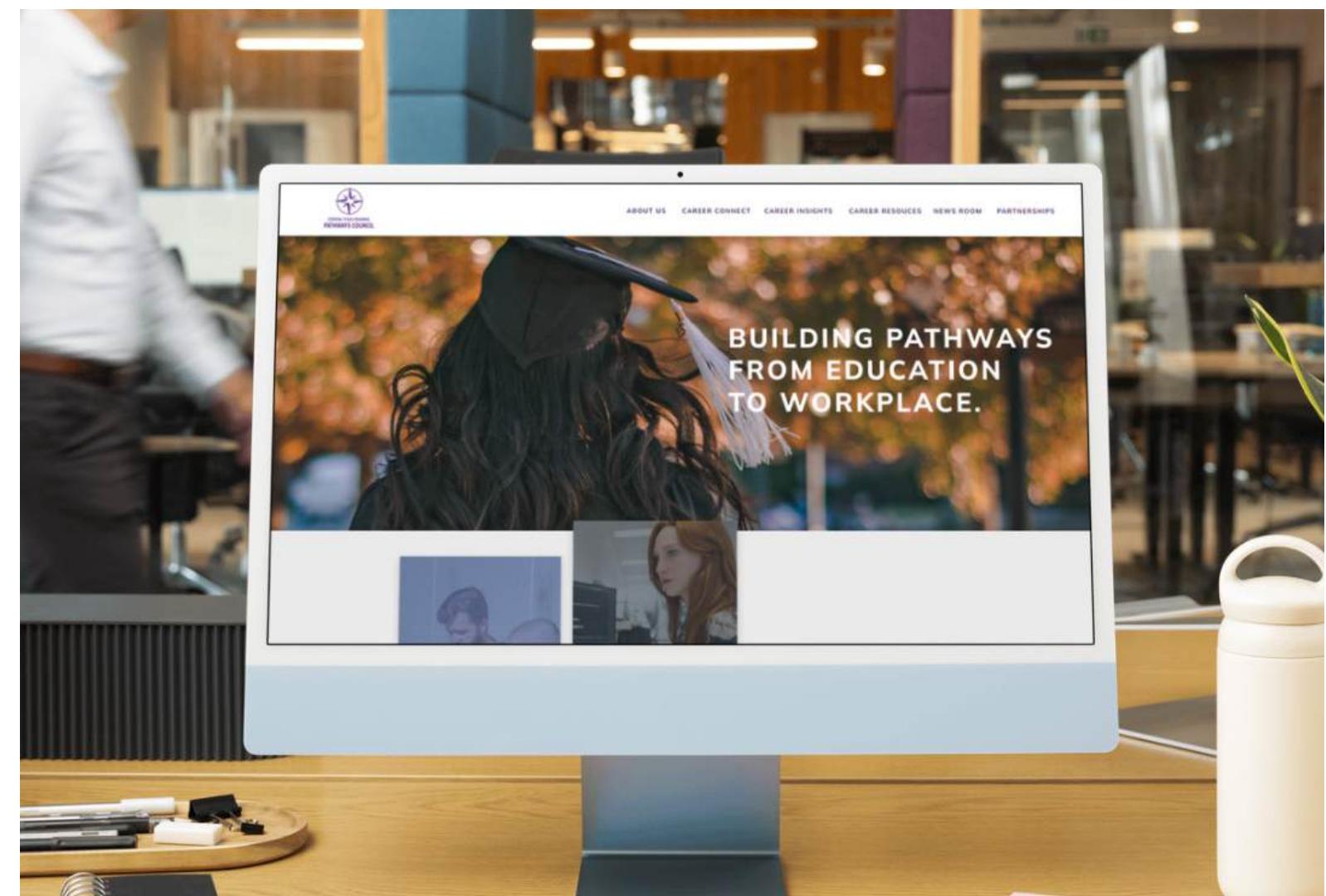
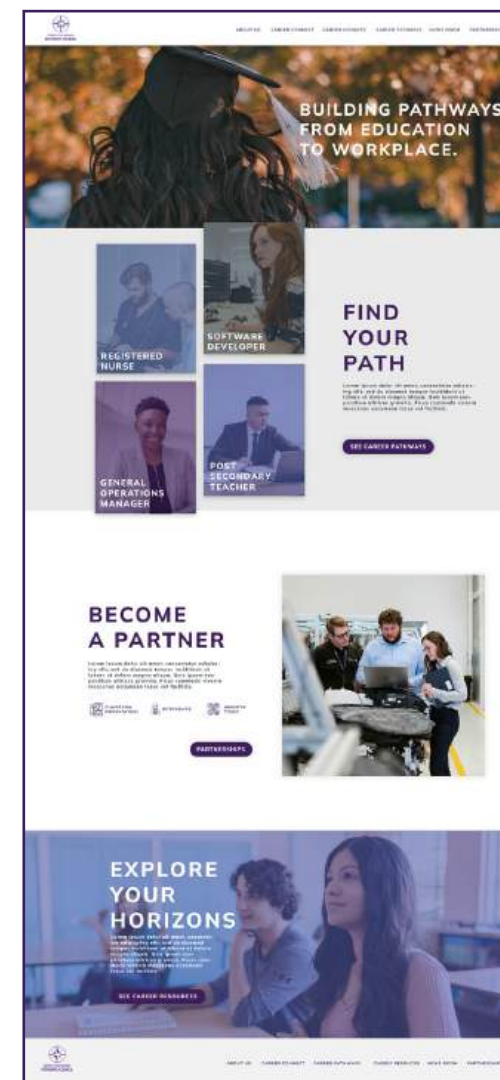
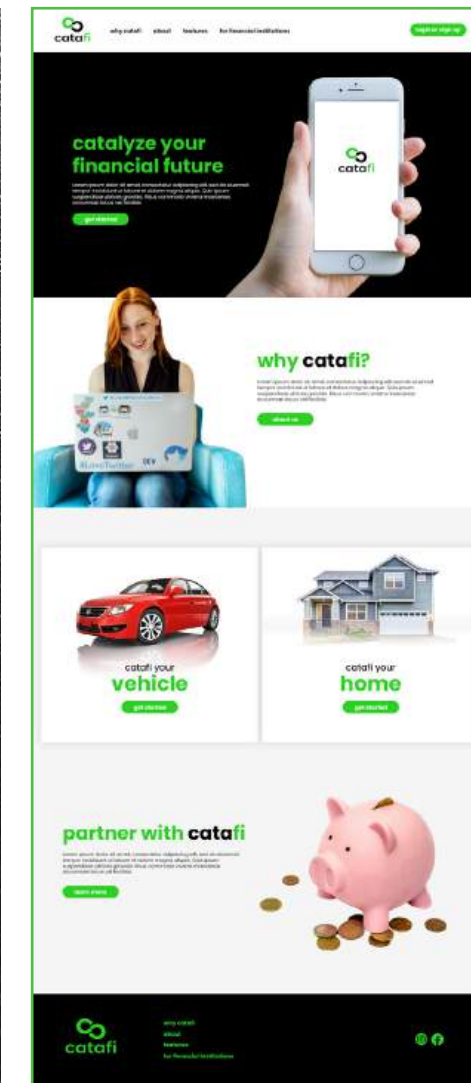
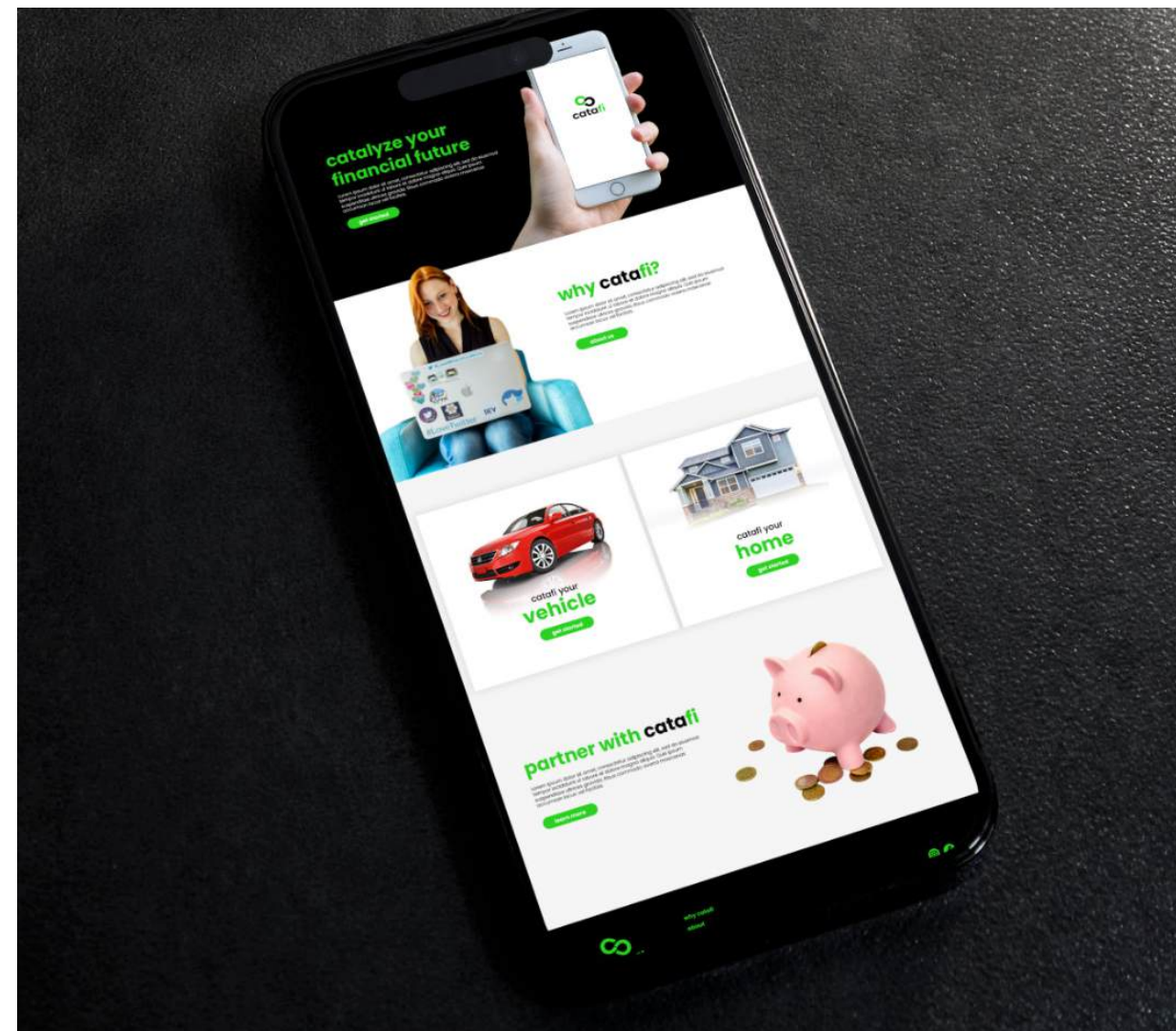
Explore unique and effective logo designs, born from the point where creativity meets strategy and visual storytelling. Every logo here is created with a delicate eye to bring out a loud statement of brand identity, so that it speaks to its audience. This portfolio presents sleek, modern, bold, and dynamic styles fitting different industries.



UI DESIGN

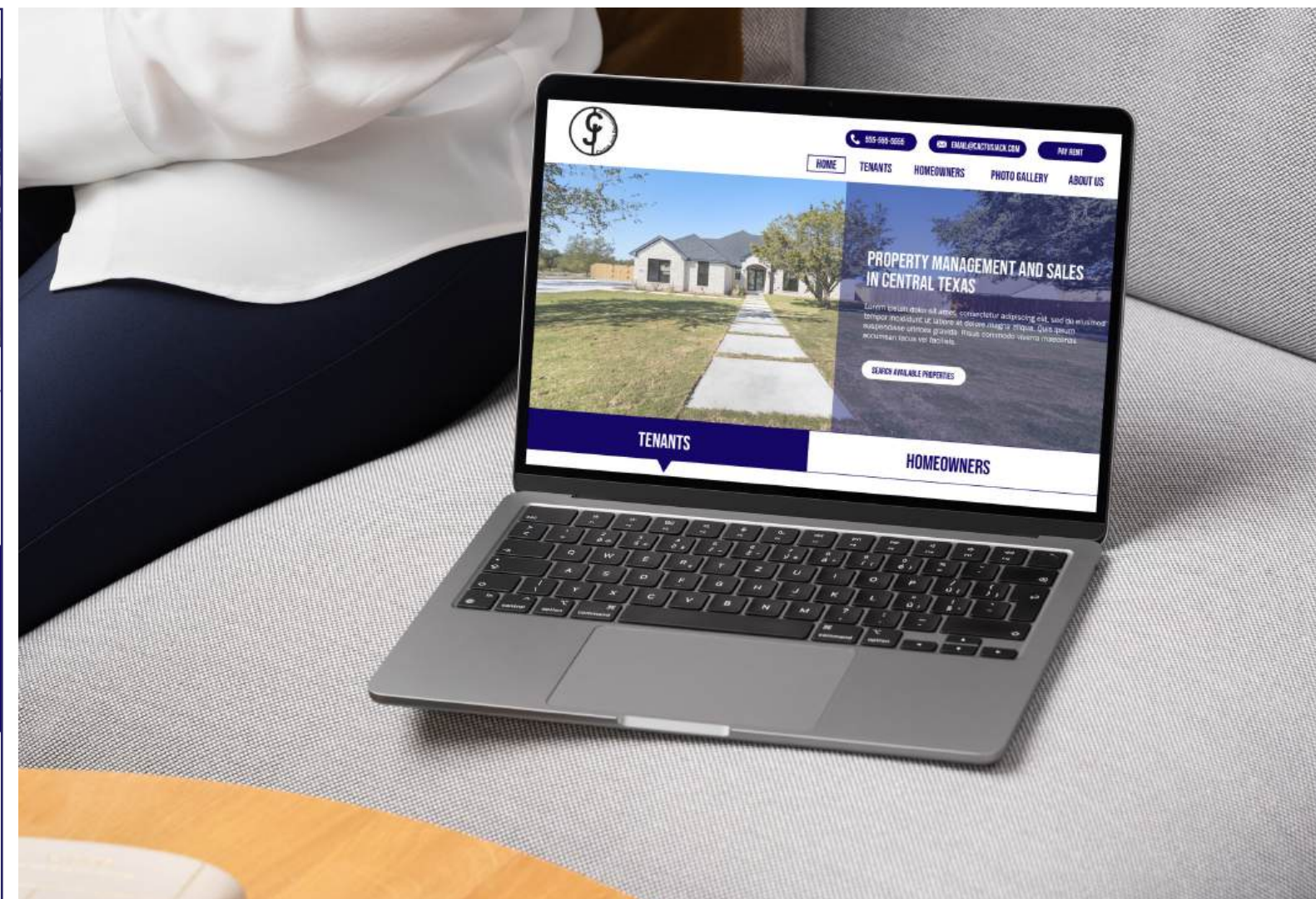
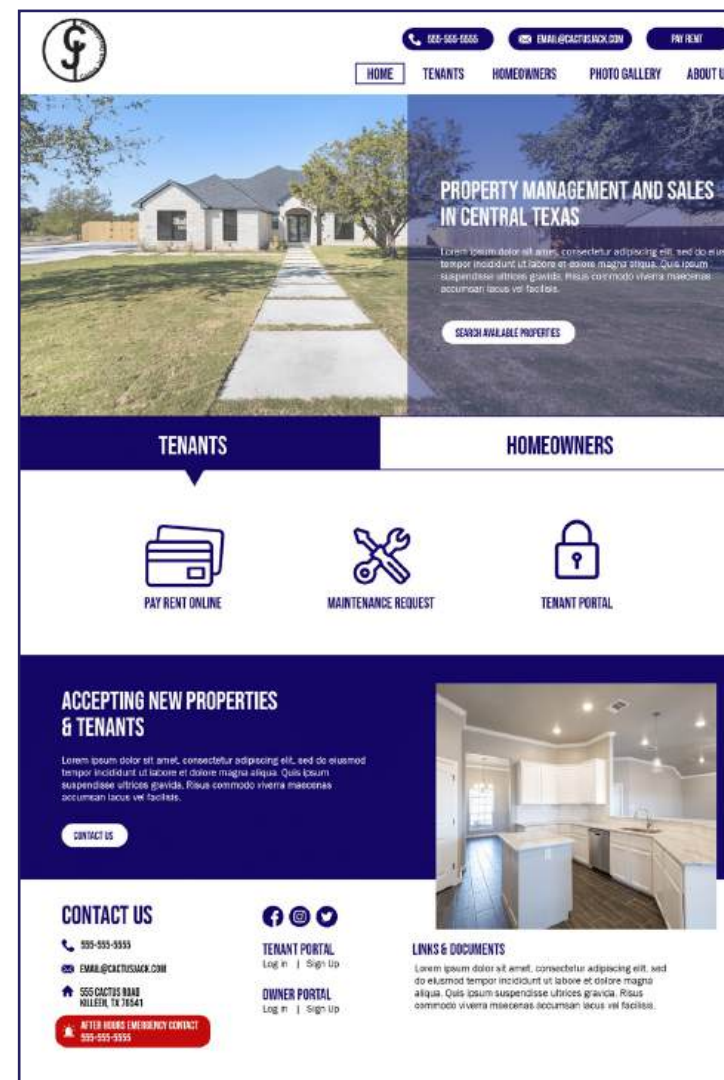
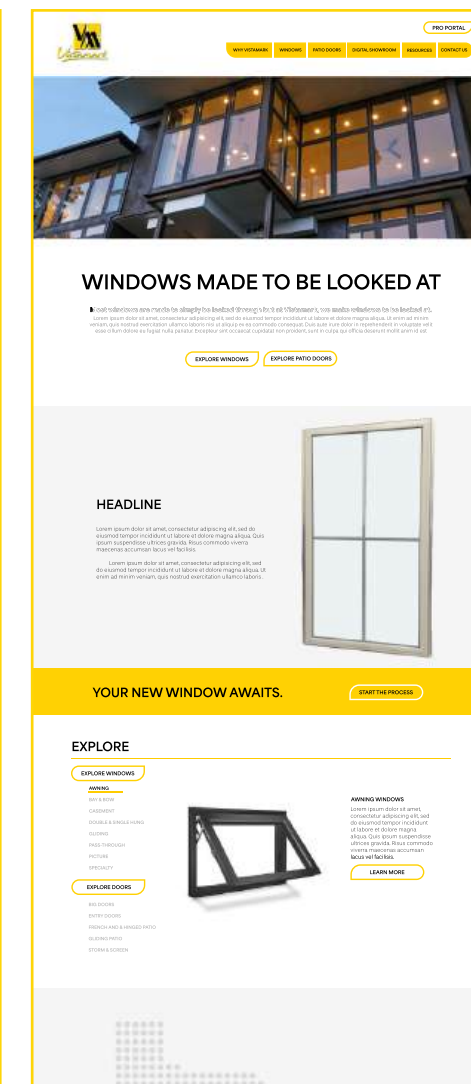
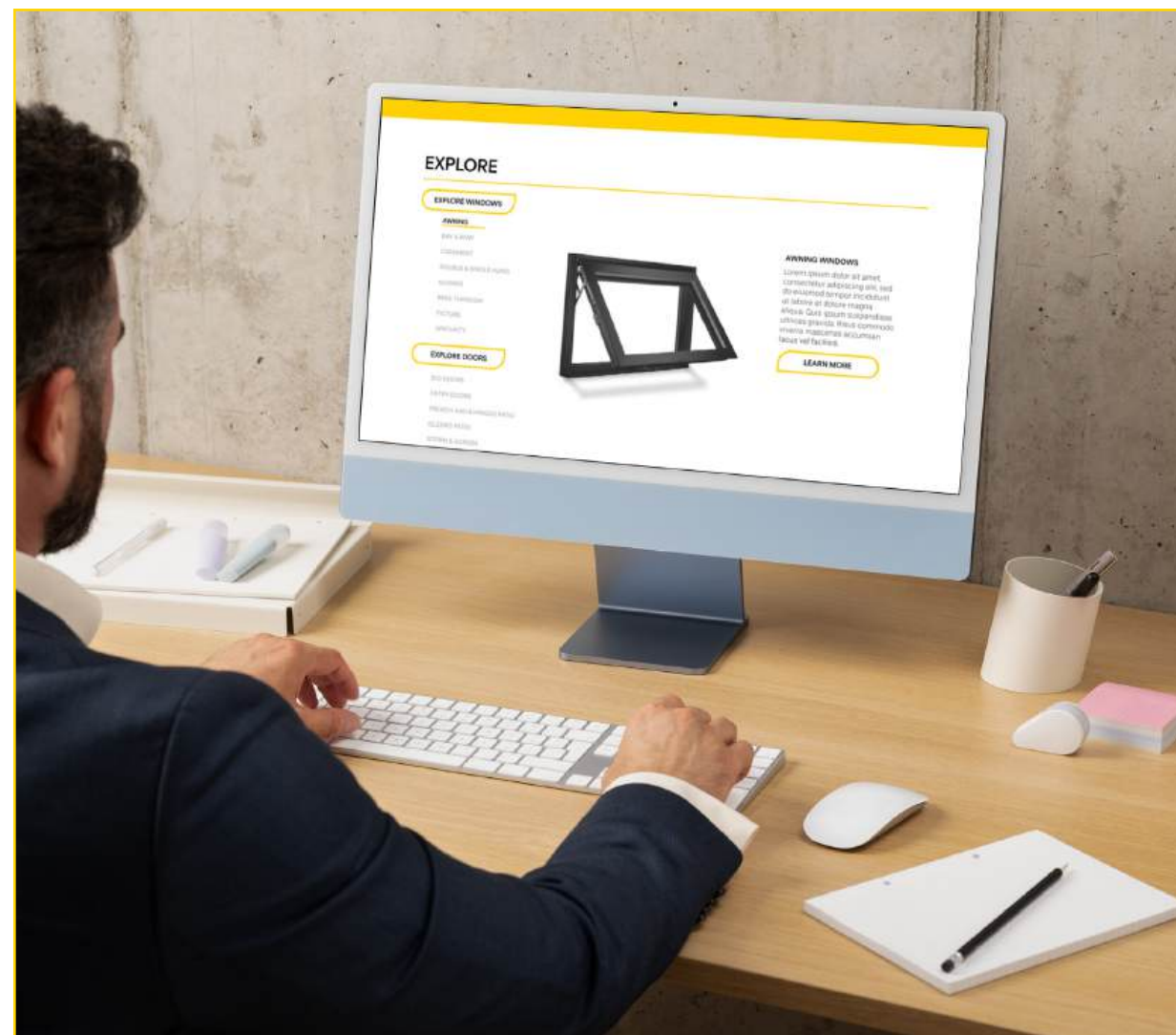
Experience innovative, user-centered UI design where aesthetics and functionality seamlessly align with strategy. Every interface is carefully crafted for precision and usability, engaging users and bringing digital products to life.

Take a sneak peek at sleek, modern, and intuitive designs across various industries. Each project reflects a thoughtful design approach to ensure seamless interactions and strong visual identities. Let's create captivating, high-performing experiences!



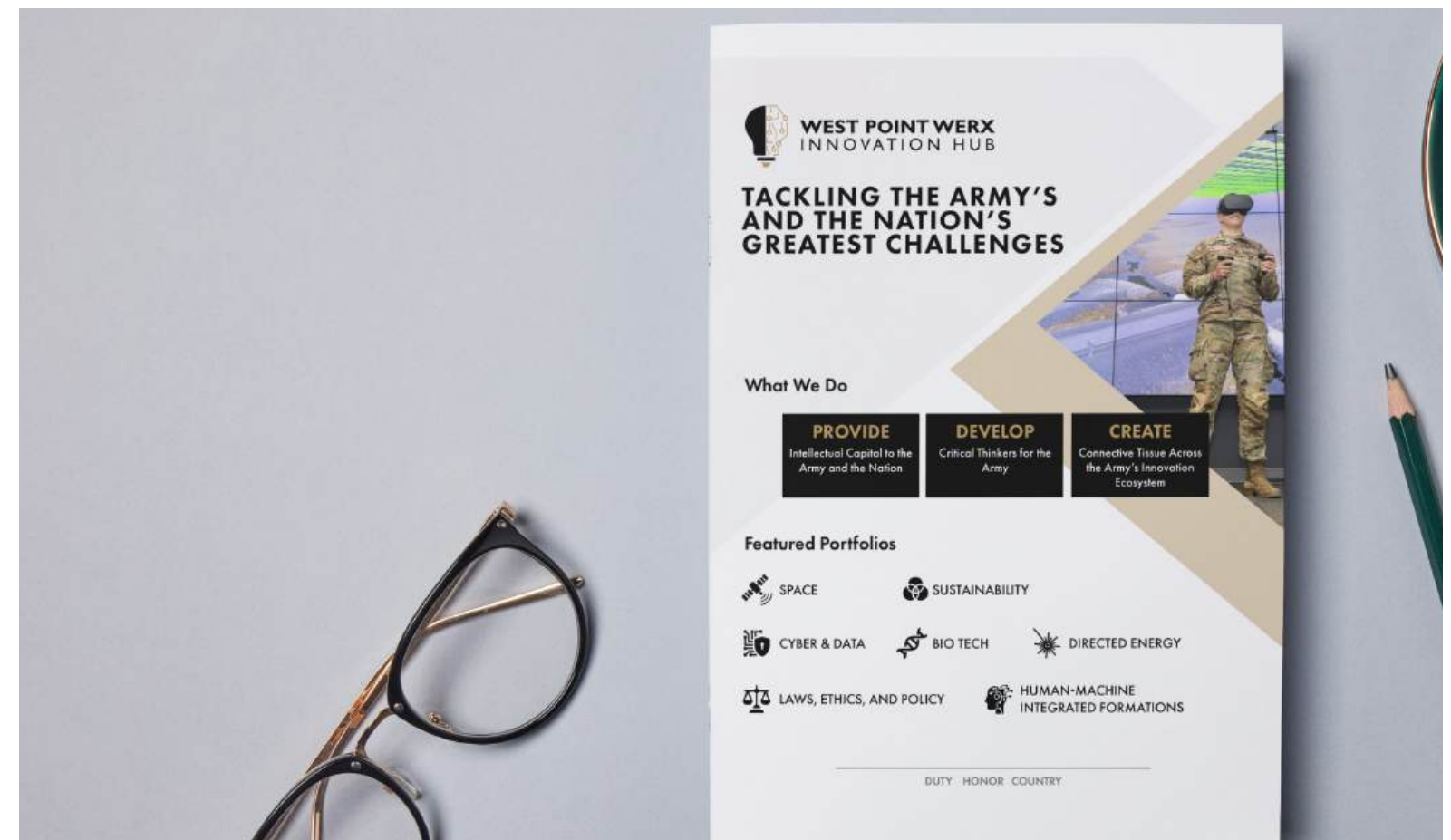
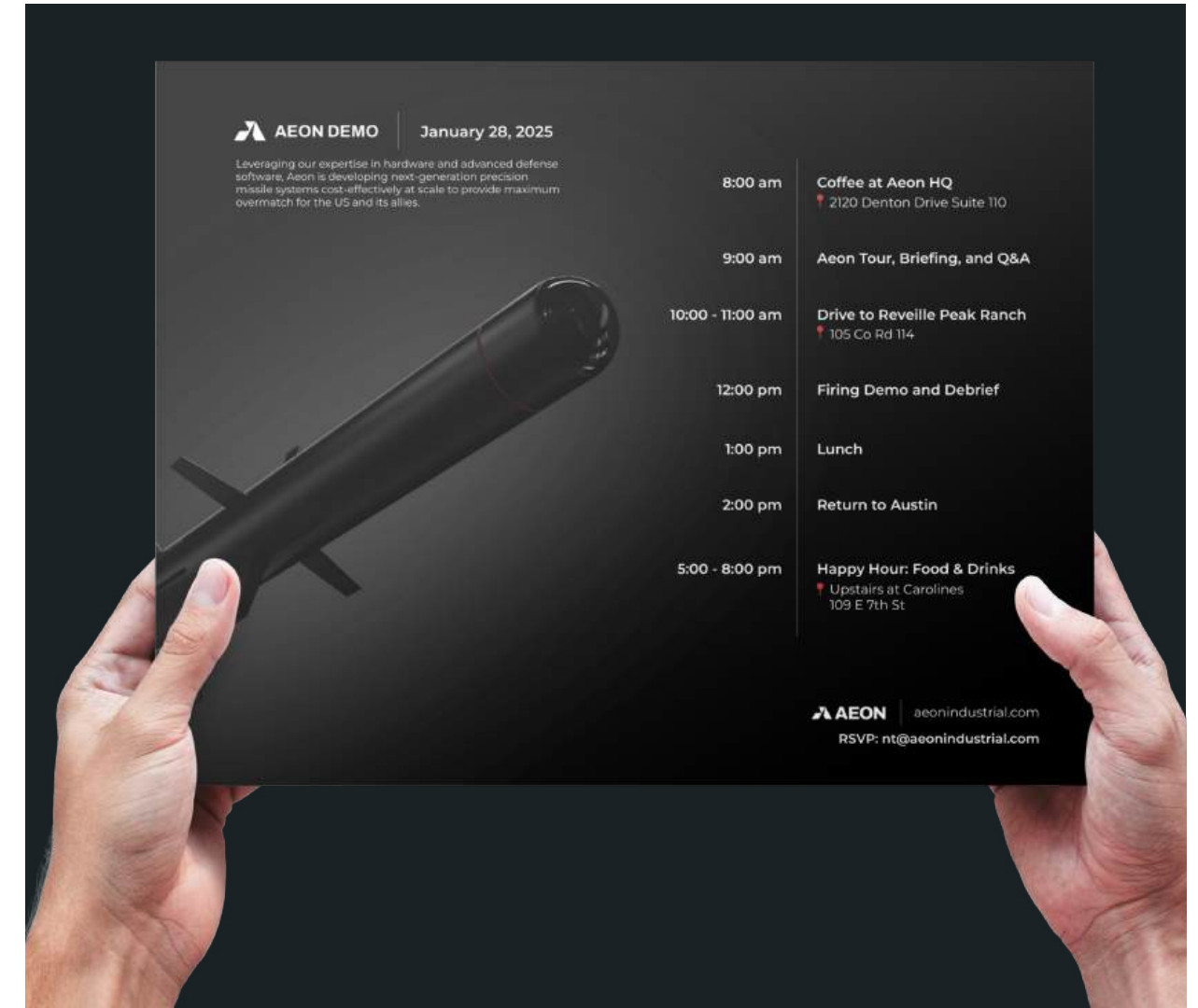
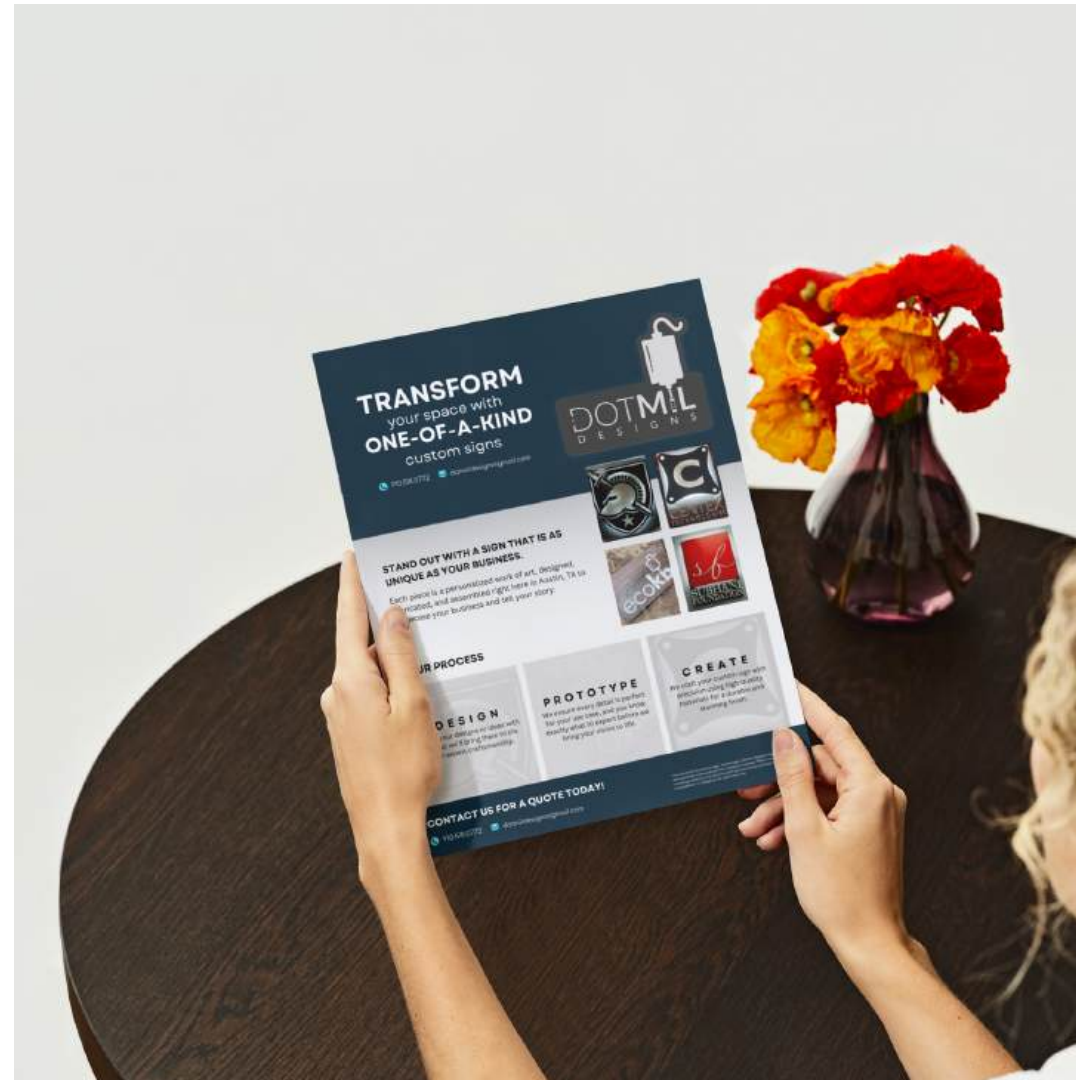
UI DESIGN

(cont.)



PRINT

Explore unique and effective print designs, where creativity meets strategy and visual storytelling. Every piece is crafted with a keen eye for detail to make a bold statement and enhance brand identity. This portfolio showcases sleek, modern, bold, and dynamic designs tailored for various industries, ensuring each print material speaks directly to its audience.

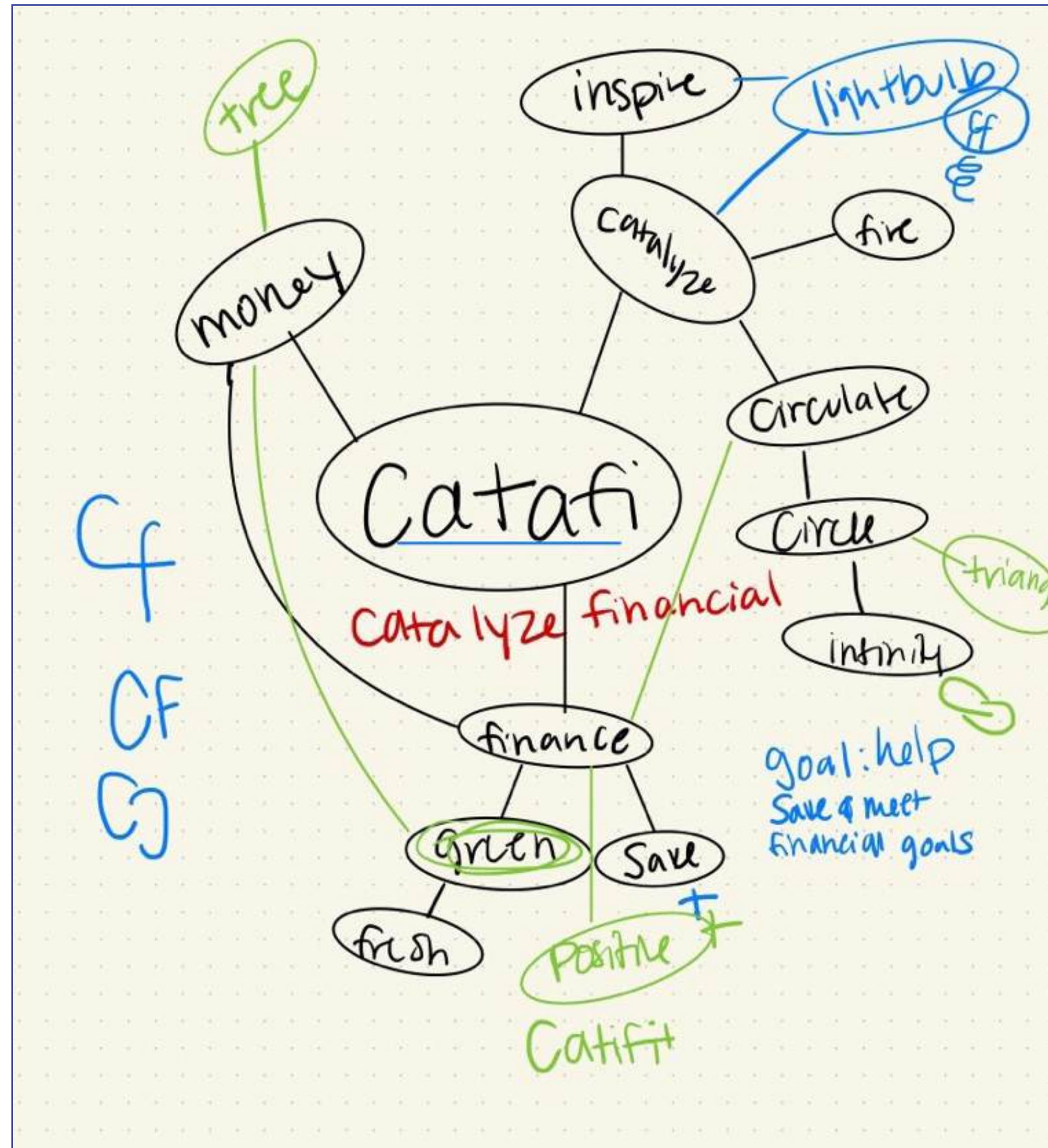




OUR PROCESS

BRAINSTORM

At Centex Technologies, we understand that the heart of every great design lies in the power of brainstorming. In this initial stage, we prioritize fostering a collaborative environment where creativity flourishes. Our team comes together to generate a wide range of ideas, encouraging open dialogue and the free flow of thoughts without judgment. This approach allows us to explore every possibility—whether practical or unconventional—ensuring we uncover innovative solutions tailored to our clients' needs. By embracing the brainstorming phase, we lay the foundation for designs that are not only functional but also forward-thinking and inspired.

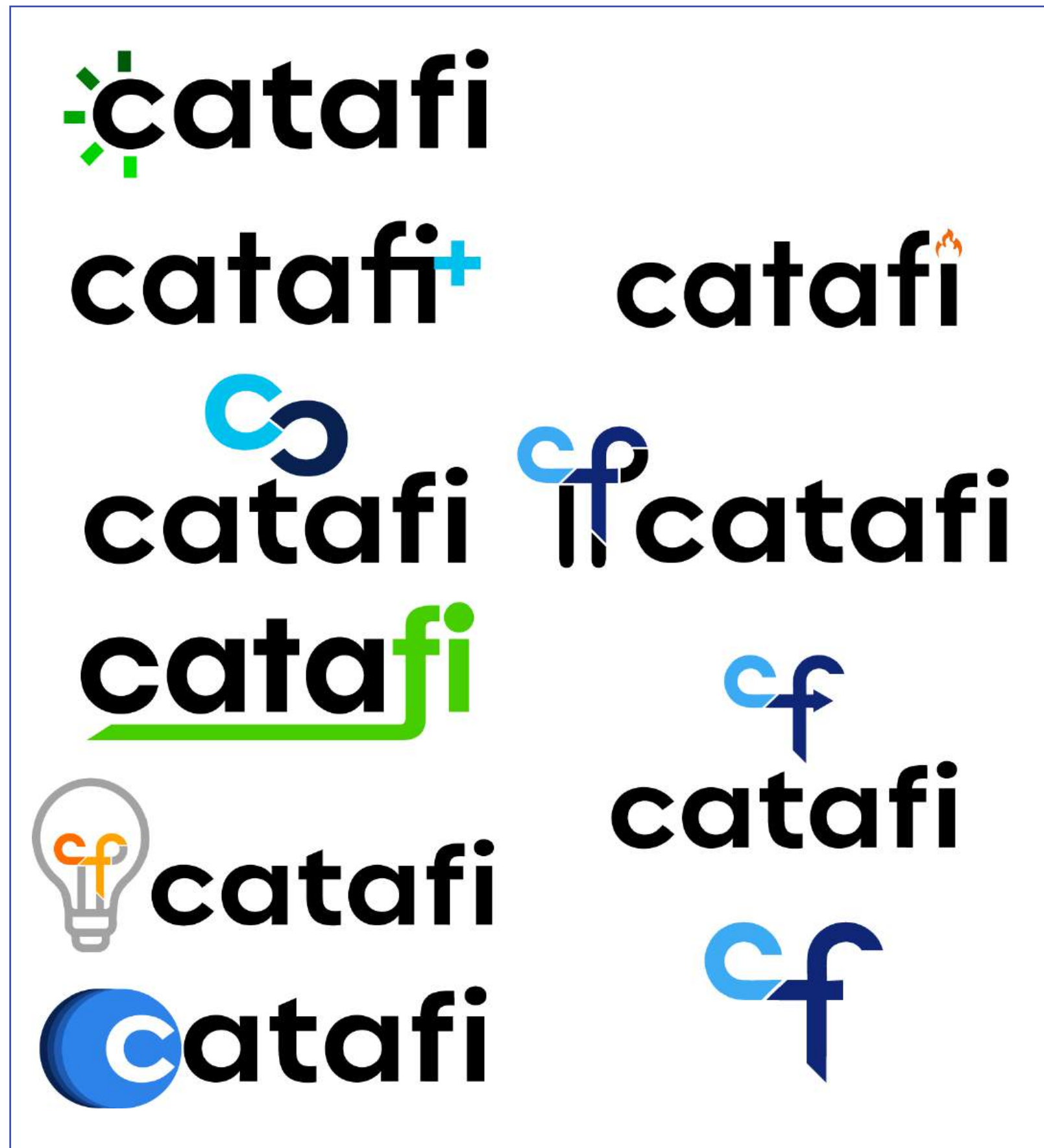


STEP ONE

Like any project, we started the Catafi branding project with brainstorming. Taking into consideration the priorities and wants of the client, and the meaning behind the brand, we refine what different directions we can go.

DESIGN

The next step brings our project from pen and paper to the computer. Utilizing our brainstorm, we create initial designs to determine what does and does not work. After this step, these initial designs will be presented to the client. We will discuss what we like, thoughts behind choices, what else we might like to see and overall how we can improve or combine ideas to end up with a brand that accurately portrays the message and vibe of the company.



STEP TWO

Using our first step, our brainstorm now turns into solid ideas.

REFINE

After receiving client feedback on the initial designs, we refine and determine the best direction to move forward. This may involve adjusting colors, fonts, layouts, or refining shapes. We might also combine elements from different initial designs to create the perfect final concept. Depending on the project, we may present multiple versions with the discussed changes or a more finalized version of one design.

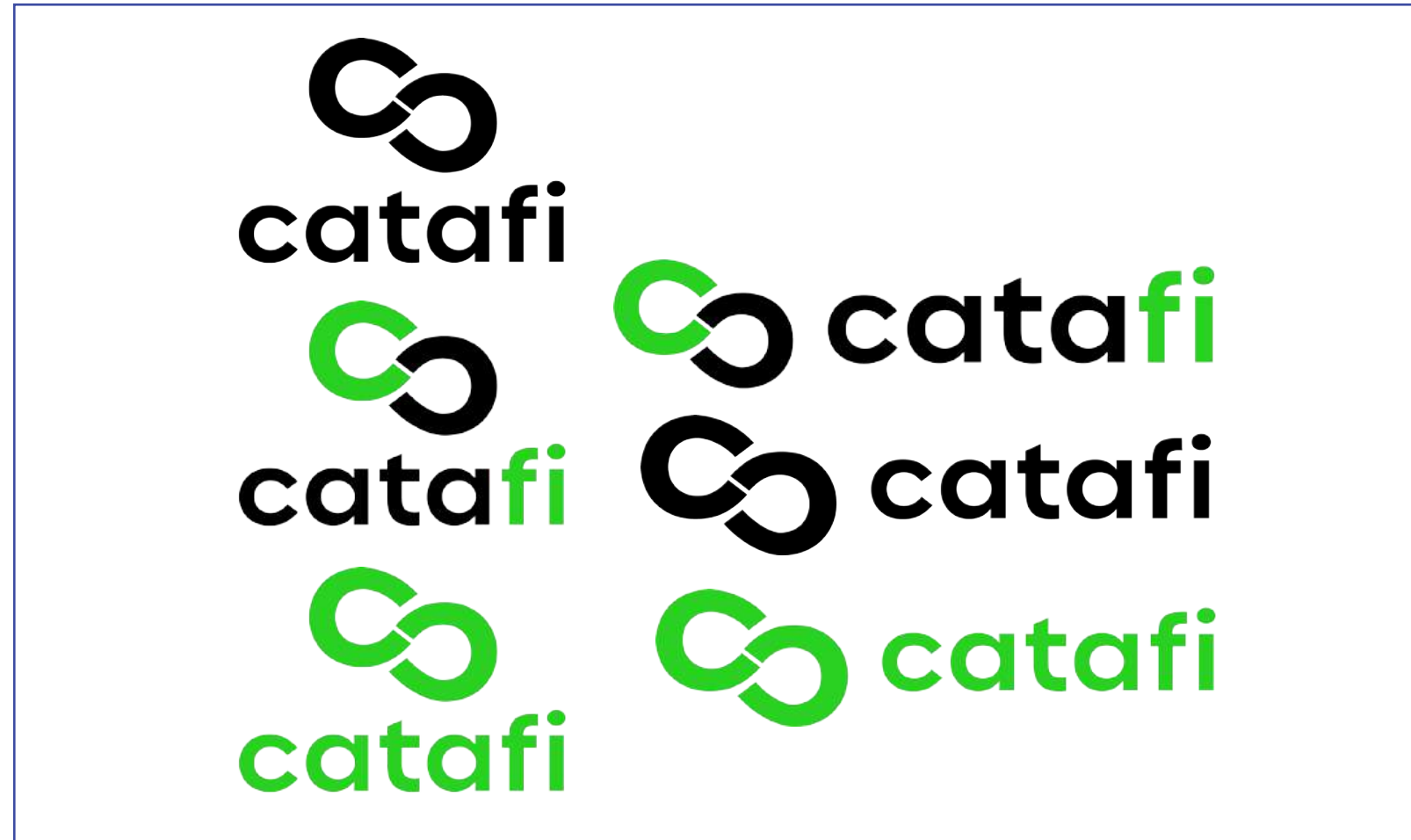


STEP THREE

From client feedback, we came back with a great base for CataFi that only needed slight tweaking. We prepared for our final delivery.

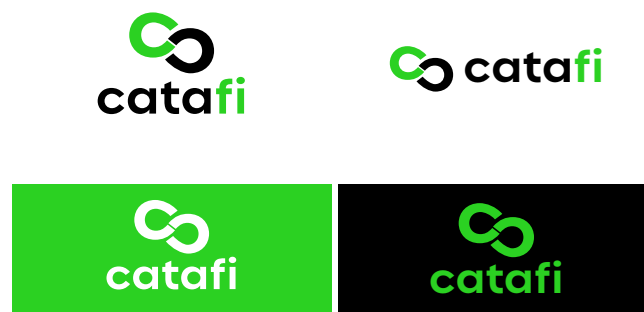
DELIVERY

Once the client is satisfied with the design, we move on to the delivery phase. For logos, we provide not only the full-color version but also several color variations and different file types, ensuring you're equipped for any project you may have.



catafi brand guide

logo



font

Poppins

Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy
123456789

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy
123456789

Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy
123456789

colors

#2BD122
C: 69
M: 0
Y: 100
K: 0

#000000
C: 75
M: 68
Y: 67
K: 90

#D1D1D1
C: 17
M: 13
Y: 13
K: 0

STEP FOUR

For CataFi, we provided multiple color, layout, and file variations to ensure the client can confidently choose the best logo version for their upcoming projects. Additionally, we included a brand guide that highlights the fonts used, showcases examples of different logo types, and provides color swatches to maintain the brand consistency across other collateral.

FINAL PRODUCT

At Centex Technologies, we are dedicated to delivering a final product that not only meets our clients' needs but also sets them apart from the competition. We value client feedback throughout the process, using our expertise to create designs that are both eye-catching and memorable. We look forward to bringing your vision to life and addressing your unique needs.



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