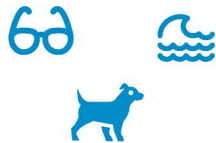


ASSOCIATED WITH
Love, blood, fire,
power, energy,
heat, passion



ASSOCIATED WITH
Sunshine, joy,
optimism, wisdom



ASSOCIATED WITH
Sky, sea, peace,
loyalty, intelligence



ASSOCIATED WITH
Environment, health,
plants, money,
healing, harmony



ASSOCIATED WITH
Royalty, luxury,
wisdom, spirituality,
imagination, wealth



ASSOCIATED WITH
Autumn, citrus,
energy, whimsical,
creativity, health



NEGATIVE ASSOCIATIONS
Anger, battle aggression,
violence



NEGATIVE ASSOCIATIONS
Caution, jealousy



NEGATIVE ASSOCIATIONS
Depression, detachment,
coldness



NEGATIVE ASSOCIATIONS
Greed, poison, nausea



NEGATIVE ASSOCIATIONS
Excess, cruelty



NEGATIVE ASSOCIATIONS
Loudness

COLOR AND CULTURE: if you are looking to communicate to a specific market, or plan to have an international brand, make sure you understand the cultural differences that your colors may have. Here are some examples:

In Japan **YELLOW** is associated with courage.

In most of Asia, **RED** is a color that links to marriage and prosperity.

Most of the world considers **BLUE** a masculine color, but in China it's the color for little girls.

GREEN is a color symbolic to Islam.

In Thailand mourning widows wear **PURPLE**.

ORANGE is a color that signifies Hinduism in India.

We believe in using design as a **catalyst** for positive change.

Nikte Creative Design LLC is an award-winning design + branding firm that is committed to helping companies succeed by providing collateral that is acutely in tune with their mission.

We specialize in navigating the widespread diversity in gender, age, literacy, heritage and linguistics found in the market today to maximize our clients' message and reach.

We value your time and ours. We don't juggle your project among a zillion others, but fully partner with you as a select client, giving you our focus. As we work toward your goals together, we go through a process that ensures we present you with concepts and designs that are one-of-a-kind and truly reflective of your company's mission.

SERVICES:

- + Identity Design
- + Strategic Communications
- + Branding
- + Event Marketing
- + Signage
- + Websites

[LEARN MORE](#)

SELECT CLIENTS:

- + Adobe Spark
- + Dogs on Deployment
- + Houston Zoo
- + Service Corporation International
- + Pets Best Insurance Services
- + Run on a Mission
- + Appleyard Agency



ABOUT NICTE CUEVAS

Nicte Cuevas is the Principal & Creative Cultivator at Nicte Creative Design, LLC. Her firm is committed to helping companies succeed and grow by providing conceptual design that's acutely in tune with their mission.

Her specialty is empowering her clients through strategic design & branding, fulfilling her own mission to use design as a catalyst for positive change—where visual communication always has a purpose and intention.

Nicte has applied this when working with Adobe Spark and Twitter, a Purina partnership (with Dogs on Deployment), Girl Scouts, The Houston Zoo and The Contemporary Arts Museum.

Her excellence in communication, design and marketing has been recognized by multiple national and international awards, including a coveted feature in Graphic Design USA's People to Watch. Nicte holds a BFA in Graphic Communications from the University of Houston.

SELECT ACCOLADES

- + **Graphic Design USA**
People to Watch
- + 2016 GDUSA American
Package Design Award
- + 2015 GDUSA American
Graphic Design Awards [x4]
- + 2015 Special Delegate Inc. 5000
- + 2014 GDUSA American
Graphic Design Awards [x3]
- + 2014 GDUSA American
Package Design Award
- + 2014 Communitas Award
- + 2014 MARCOM Awards
[Platinum + Gold]
- + 2014 GDUSA Health +
Wellness Design Award
- + 2013 GDUSA Hispanic Graphic
Design Awards [x2]

Thank you!



LET'S STAY CONNECTED VIA



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