



CECIL LOPEZ JR
creative design co.

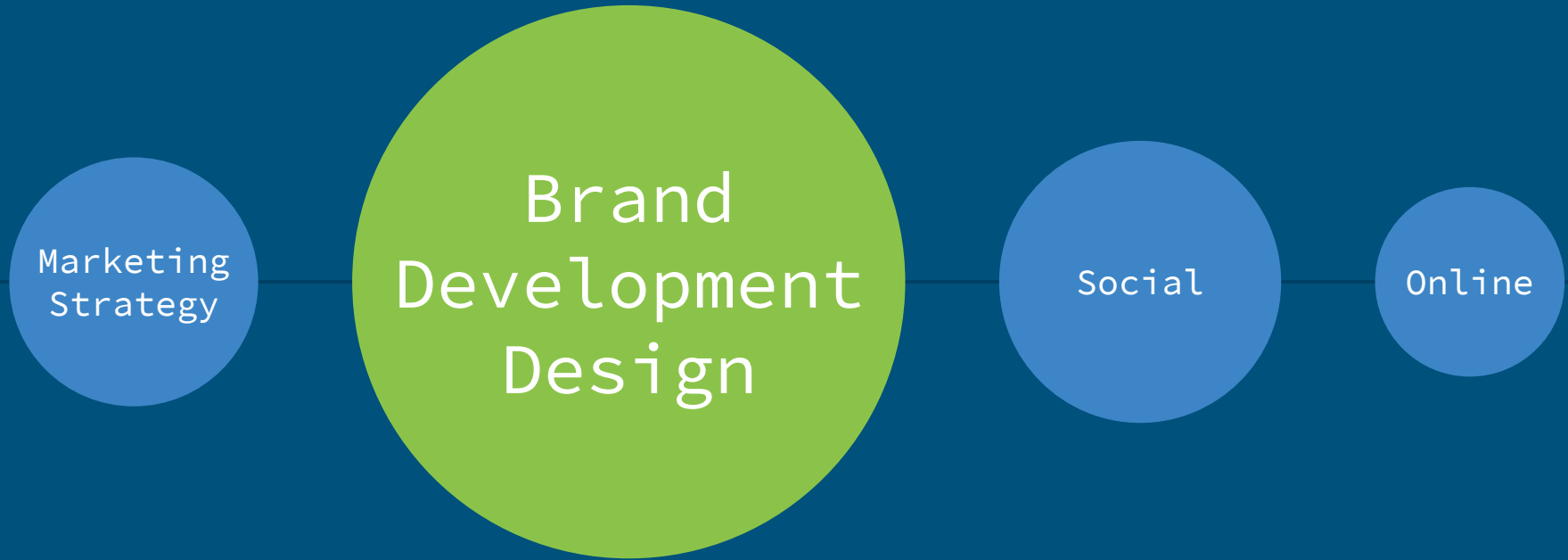
Brand Design & Management

About

Forged from the fire of traditional graphic design principals. Cecil started his journey as a designer in 1992. From image setting, negatives, stripping to getting on the computer in it's early years. Fast forward 25 years and the creative fire formed from those formative years, along with multiple ad agencies to help perfect his craft, Brought him back to his love of brand designing.

BOLD, SIMPLE & TIMELESS has been Cecil's basis for his design work. To design simple takes years of cultivating destroying and building again. The use of bold colors, smart icon design with well thought branded imaging is what sets this design boutique apart.

Skills & expertise



Portfolio samples

Visalia Transit

Awarded the contract to rebrand Visalia City Coach, was a special moment. Having grown up with Visalia City Coach, seemed dated. We did a 4 week discovery phase with the transit department.

We deemed that the name had to change to adapt to the growing city and it's services. VISALIA TRANSIT was accepted and the brand identity.

What we provided:

Research, Design, Print, Bus Design



Sequoia Shuttle

Having just re-branded Visalia Transit, The City hired us again! This time it was for a new service they had just developed. Sequoia Shuttle is a service that transports people to the Sequoias with various pick up locations and times. A round trip experience.

We dove in and developed an identity that was what we saw as "What you notice" the Sequoia Tree Base was an easy identity. We also used the SawTooth peaks for identity. The logo was purposely left "rugged" along the bottom to give it a "organic" feel

What we provided:

Research, Design, Print, Bus Design





Pro Youth needed a face lift. Working with then, Executive Dir. Laurie Ishom, We explored the non-profit and developed a simple, yet effective Icon and slogan "Champion our Children" We went on to help them bring Greg Mortenson author of 3 cups of tea, and sold out the Convention Center

Pro Youth

Services:

Strategy, Design, Web, Social, Print media, Fundraising, Advertising



FAMILY SERVICES
SUPPORTING TULARE COUNTY

Family Services another non-profit hired us to up lift the brand and make them more recognizable to their audience and the community as a reputable resource in services for families in need and women's rights.

Family Services

Services:

Design, Web, Social, Print Media, Fundraising, Signage



A need for change..Pita Kabob sales where in the double digits. With a meeting, the owner let us know he had (x amount \$) to spend on either, staying open for the next 3 months and hope for a change, or, hire an agency to get them to the next level....

Pita Kabob

Services:

Strategy, Design, Web, Social, Print media, Advertising



Continuing our City of Visalia Re-Branding...we were awarded the contract to re-brand Visalia Convention Center. We chose simple and bold, exciting colors that mimic stage lighting.

Visalia Convention Center

Services:

Design, Social, Print media, Signage

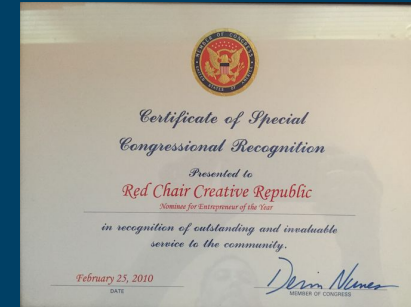
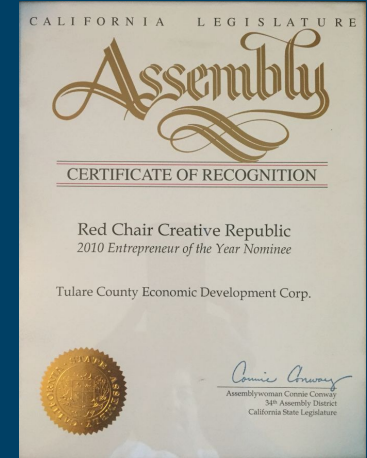
Career highlights

Recognized by the VEDC

In 2010, I was recognized by Tulare Economic Development Corp. For Entrepreneur of the Year.

Changed Visalia Transit

Awarded and changed the 36 year old brand to Visalia Transit





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