

# MARTHA MARTINEZ-FLORES



United Way of San Antonio  
and Bexar County

## 2021 United Way Campaign Poster Designer

- Martha Martinez-Flores was born in Chicago, raised in San Luis Potosí, Mexico, and made San Antonio her home 22 years ago after marrying her husband, Mike, a native Texan.
- San Antonio is the city where their daughters were born, where they are raising them and where they feel they belong. She says, “the community has embraced us and inspired us to serve and give back.”
- She is the owner and Creative Director of MM Creative, her Latina-owned Creative Consulting Studio based in San Antonio.
- The 18”x24” campaign poster is based on Martha’s vision inspired by the sense of color, community and culture that defines San Antonio.
- United Way messaging is prominently found in the center of the design through the artist’s bright depiction of words used to bring us all together: **LIVE UNITED | VIVE UNIDO**.
- As the **heart** of the community, lifted by **helping hands**, you will see how United Way serves diverse populations including children, students, individuals and families. An **abacus, ruler, gradation cap, and scale** symbolize the importance of early childhood education, the value of math and reading proficiency, and the balance sought for wage equity for women of color with White male earners.
- A **baby bottle** exemplifies United Way’s work provide access to prenatal care for all mothers in Bexar County. The **key** symbolizes many things: United Way as the key to building strong futures; it represents open doors to a brighter future, successful career, and new possibilities. It signifies freedom or, for many, the goal of homeownership. A **ladder** stands for the progression of workforce development initiatives and the pathways up in life that lead to stability and success because of United Way initiatives.
- The **2-1-1 logo and military stripes** demonstrate the round-the-clock Help Line resources available for those in need and crisis, as well as the specialized care and services for military members.
- You can easily spot unique elements of our beloved city with the inclusion of landmarks like the Alamo, River Walk, Mission San Francisco de la Espada, and La Antorcha de la Amistad (The Torch of Friendship.)
- Our culture is represented with vivid contrasting colors, featuring flowers, a native kingfisher bird you find along the Mission Reach, the migration of butterflies, and the abundance of cacti.
- Martha describes her work: “A graphic celebration of the impact United Way makes in our community. The design highlights our rich cultural heritage with the use of color, design elements and texture.”
- You can find more of Martha’s work at [mmcreativity.com](http://mmcreativity.com) and [www.felizmodern.com/collections/sa-is-amor](http://www.felizmodern.com/collections/sa-is-amor)