

ALEXANDRIA TROUP



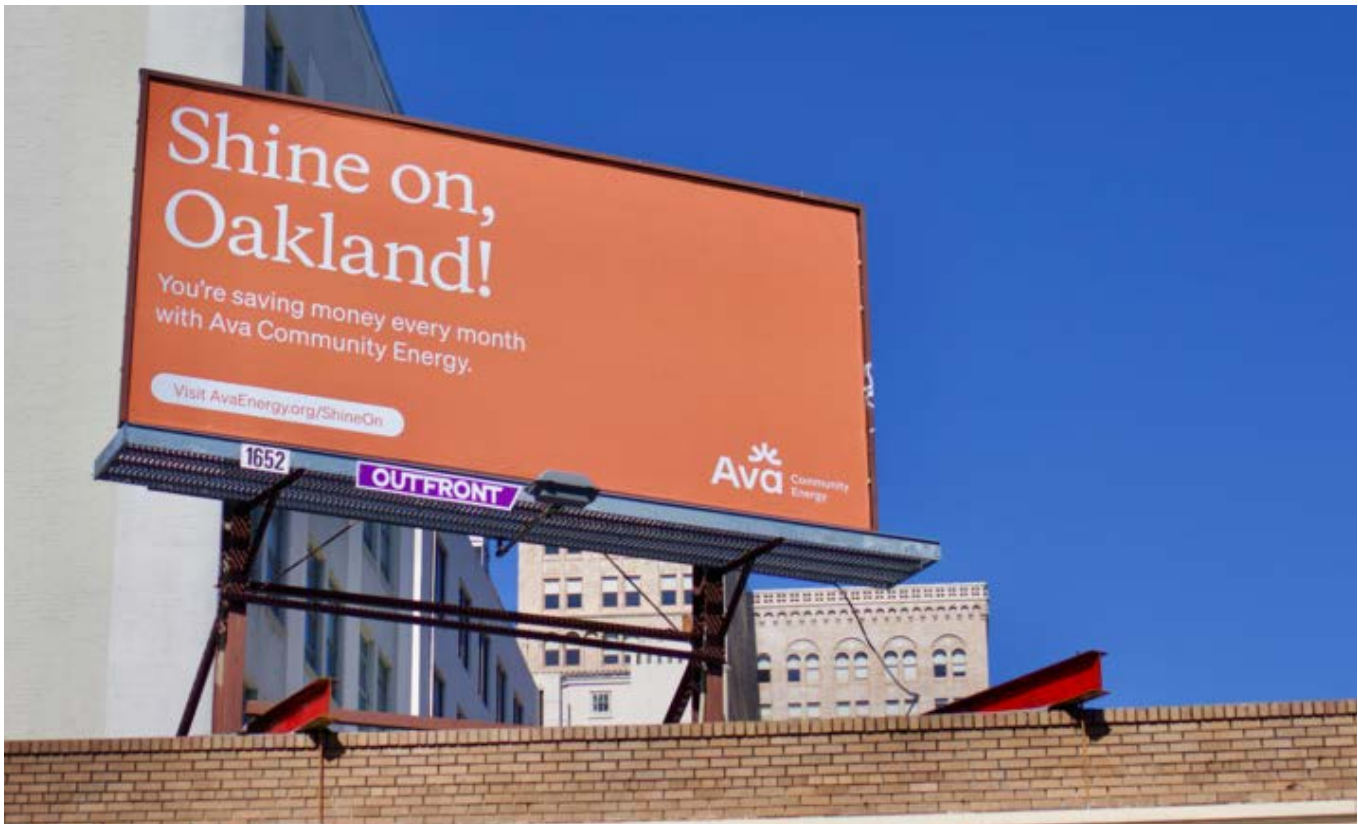
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AVA COMMUNITY ENERGY

Brand Collateral

When Ava Community Energy, a Bay Area based Community Choice Aggregation, came out with a full rebrand in 2023, Celery was tasked with rolling out the new brand to the public. We refreshed dozens of documents and assets into the new branding, as well as launched an online and outdoor ad awareness campaign to familiarize the public with their local clean energy company.

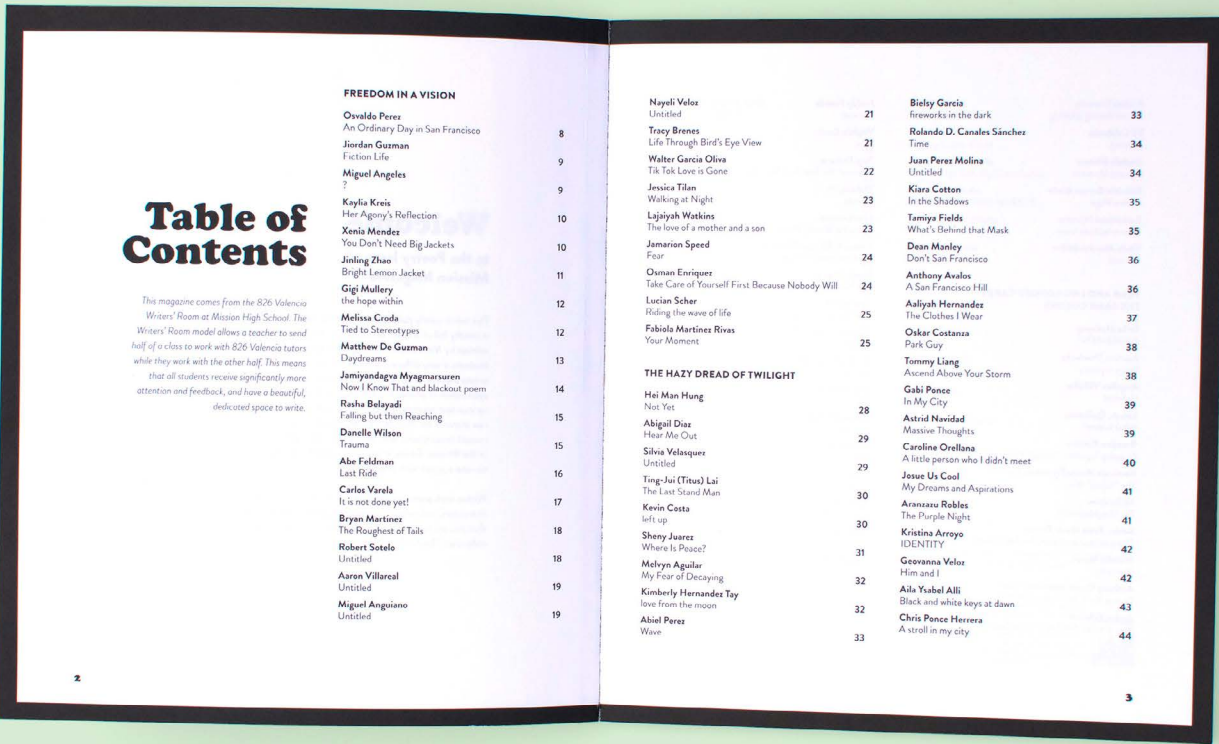
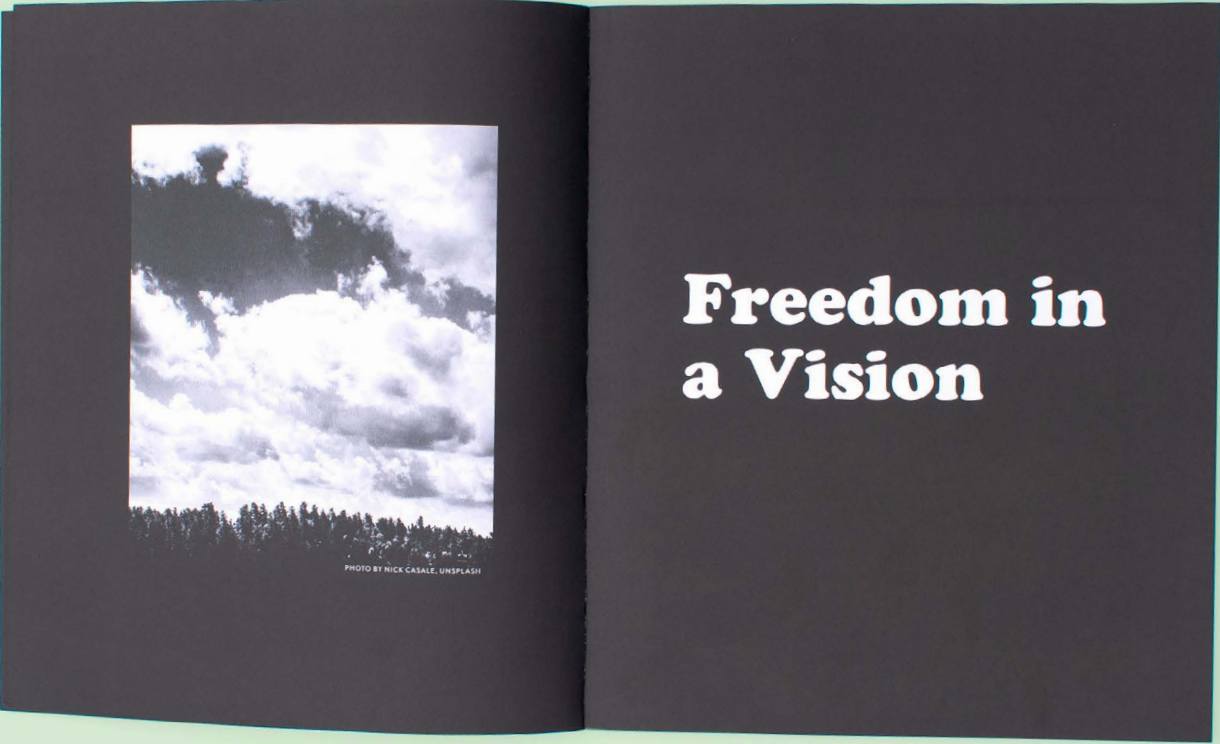
Creative Director: Brian Cox
Designer: Alexandria Troup



Mission Magazine

Print

A biannual publication containing poetry by Mission High School students in an ongoing program with 826 Valencia. Printed in black and white.

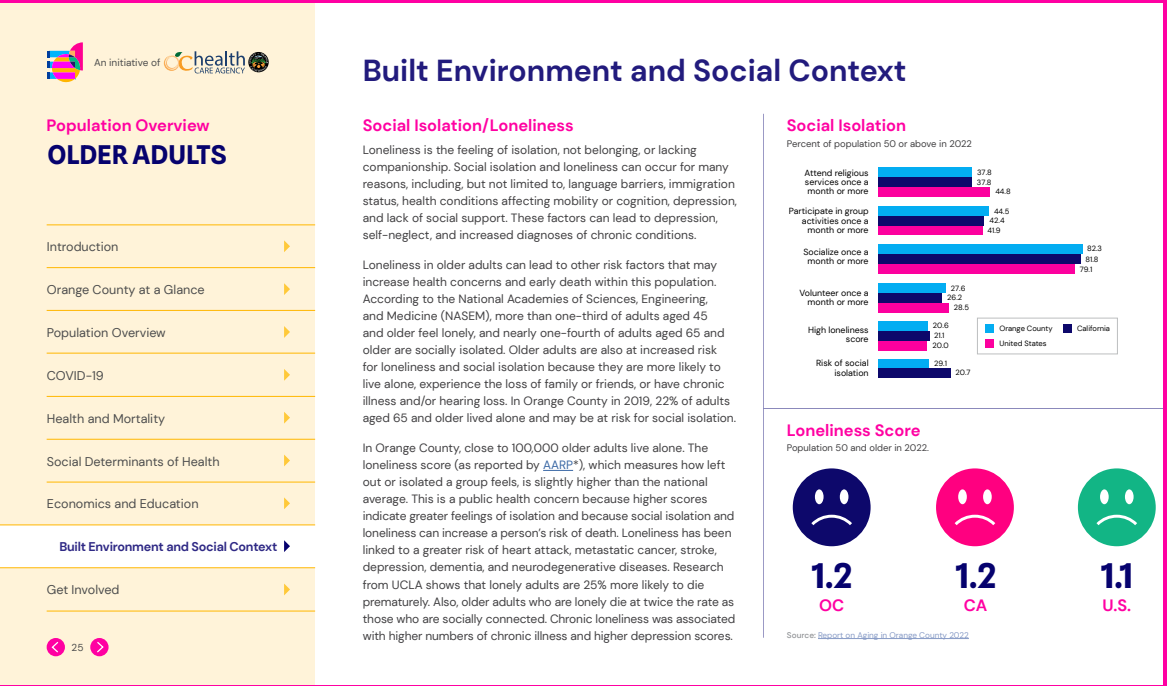
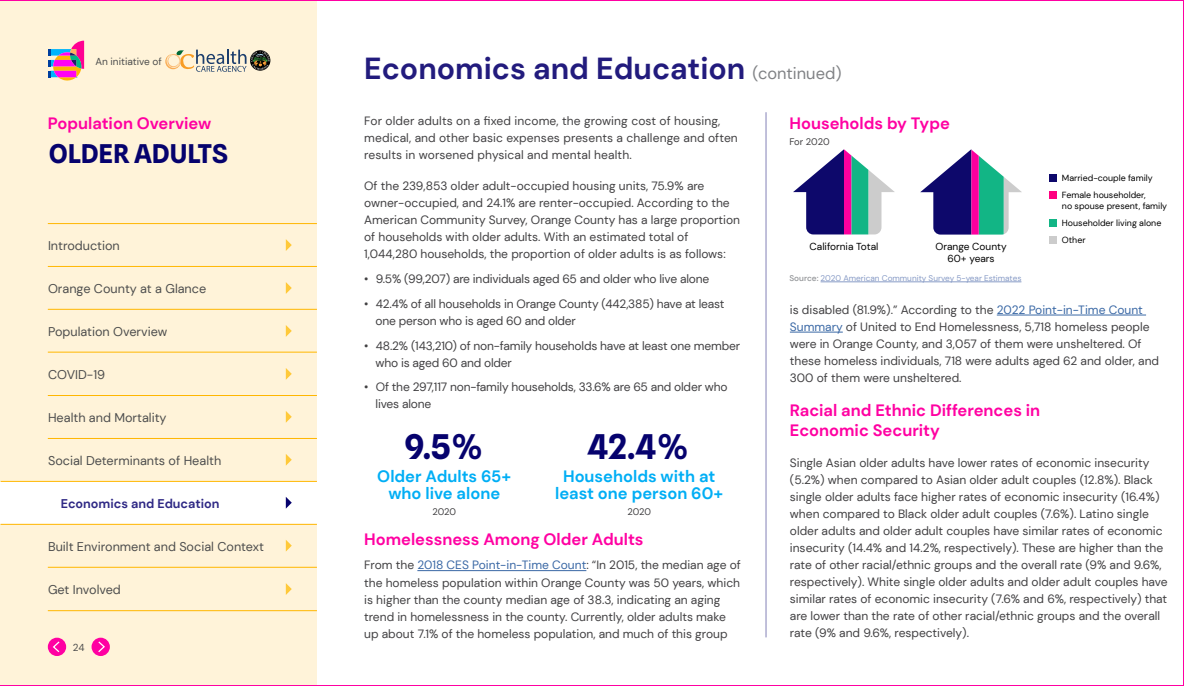
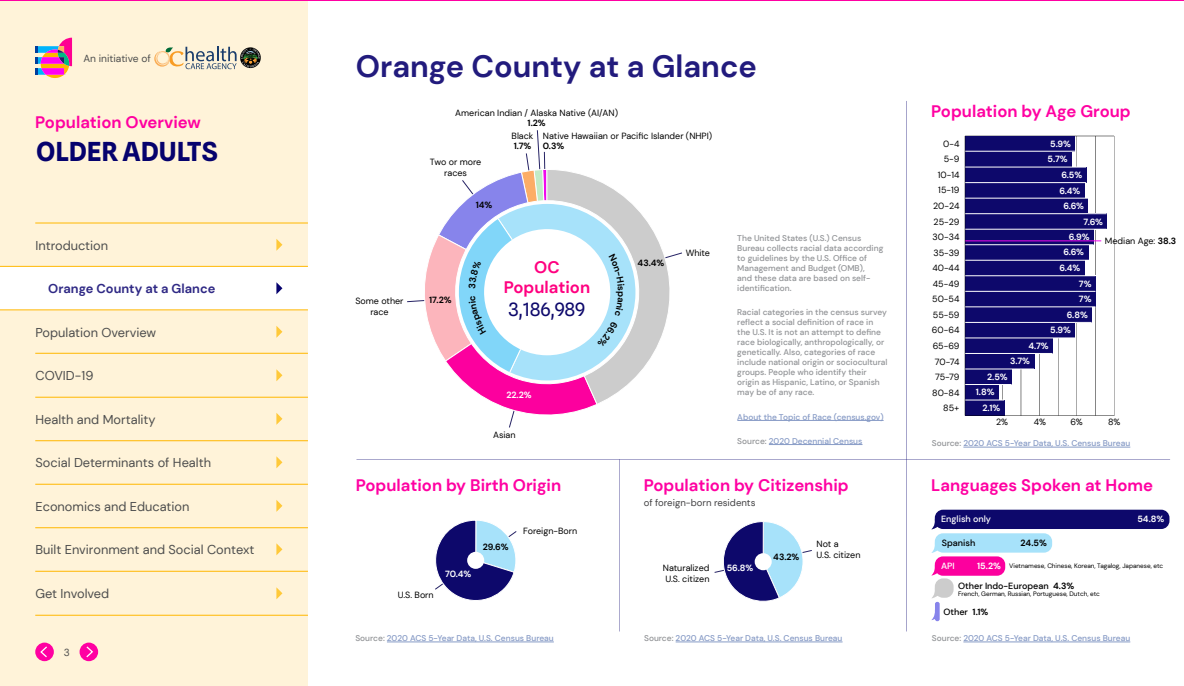
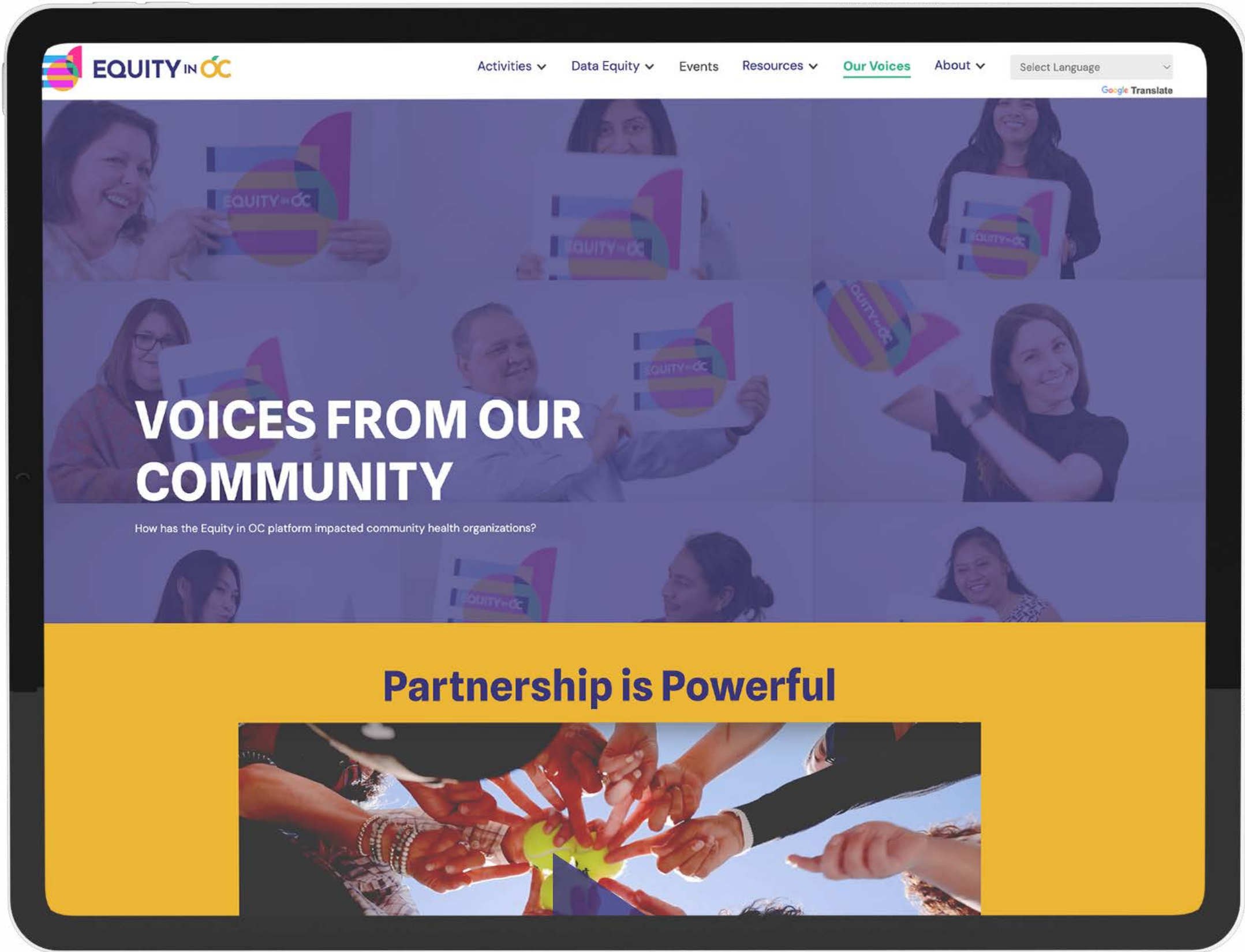


EQUITY IN OC

Web, Brand Collateral, Infographics

A nonprofit working to close the gap in health outcomes across Orange County, Equity in OC tasked Celery Design with identity, web design, and a number of informational Population Overviews. Based on the previously created identity, I assisted in web design as well as overviews that included a number of charts and infographics.

Senior Designer: Christopher Paguio
Designer: Alexandria Troup



BUZZWORD

Logo

Buzzword, a sustainability and ESG reporting consultancy, asked for an updated version of their previous bee logo. Using an infinity symbol to represent sustainability, I created a more elegant and refined icon paired with a new wordmark font.



Updated



Previous

DELIVER!

Event Branding

Our team worked to bring to life an internal event celebrating the employees of Edged, an efficient data center company. Using existing brand colors and a modular logo, we created a series of modular patterns used throughout the event that represent the people that are the building blocks of Edged. The patterns were then applied to various banners, presentations, and animated.

Creative Director: Felicia Reyes
Designers: Daniela Rodriguez,
Alexandria Troup, Kennan Choy



KODOMOCHI

Logo

Kodomochi is an imagined mochi (Japanese rice cake) shop where everyone is encouraged to play and build their own 'mochi monster'. The name is a combination of the Japanese words 'kodomo' (child) and 'mochi', connecting the ideas of playing and creating as a child would. The iconic sticy and stretchy texture of mochi is reflected in the logo that also doubles as a smile. Colors are taken from traditional mochi flavors, and rounded, organic forms reflect the shape of hand-molded mochi.

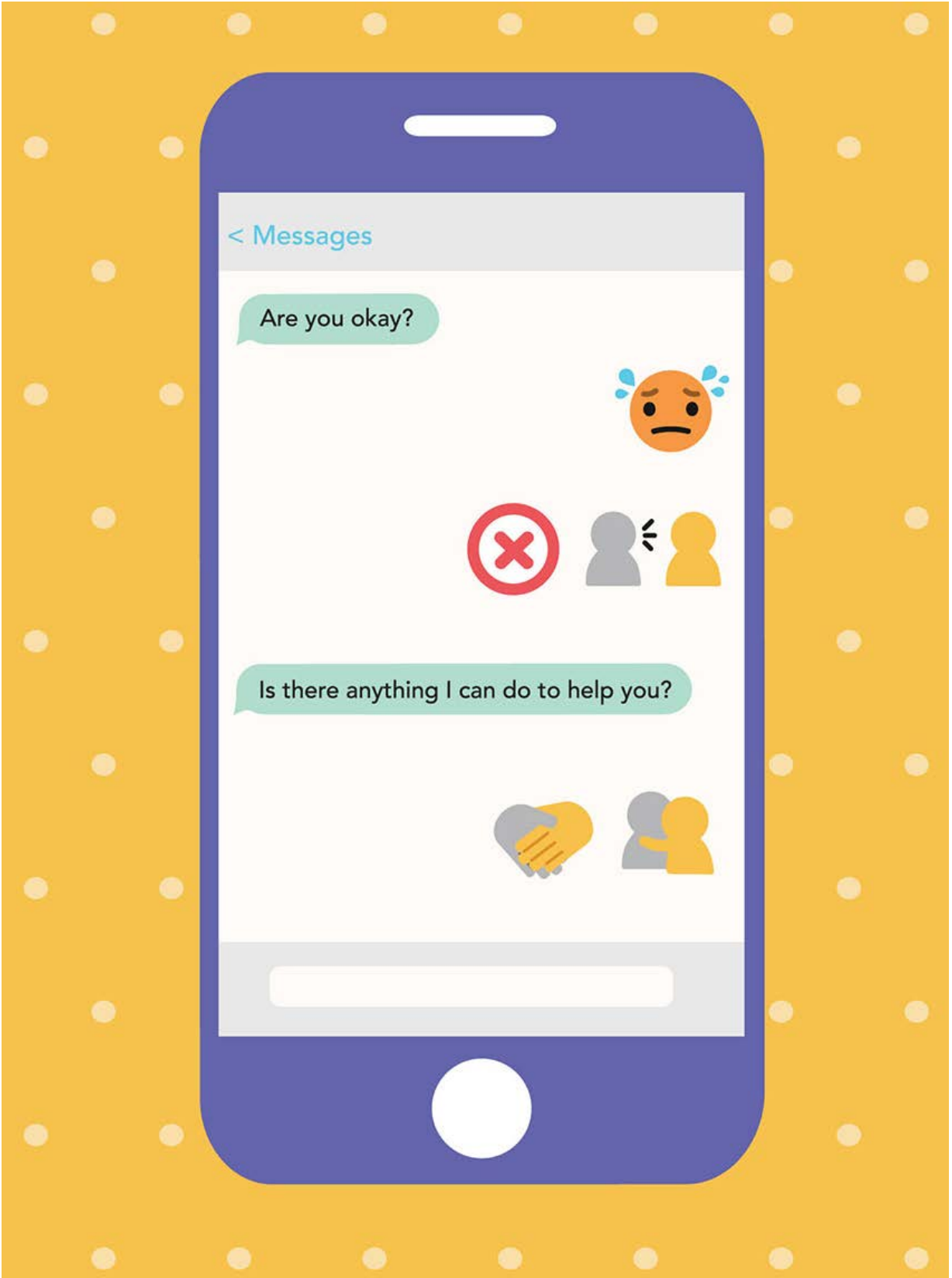
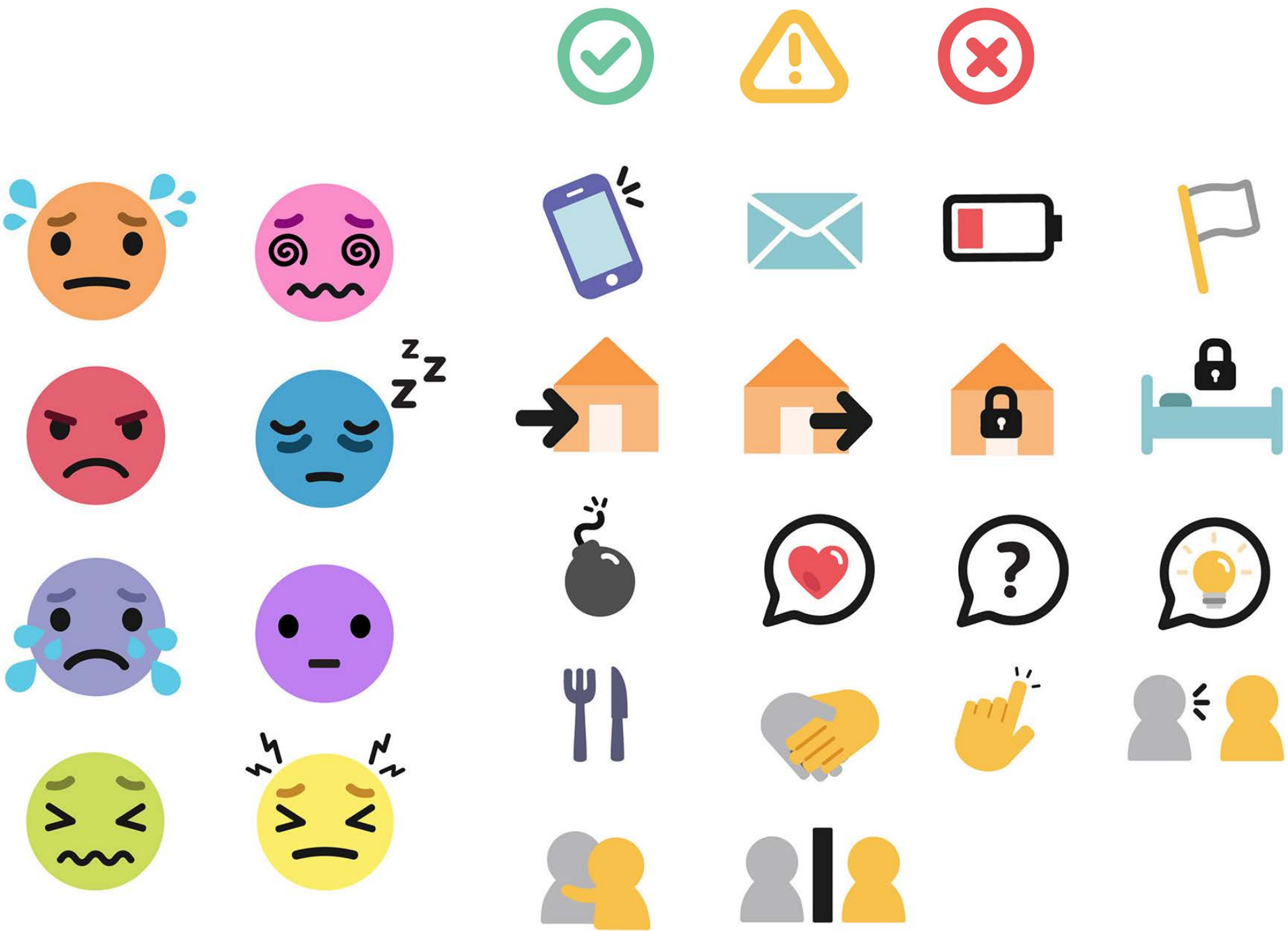
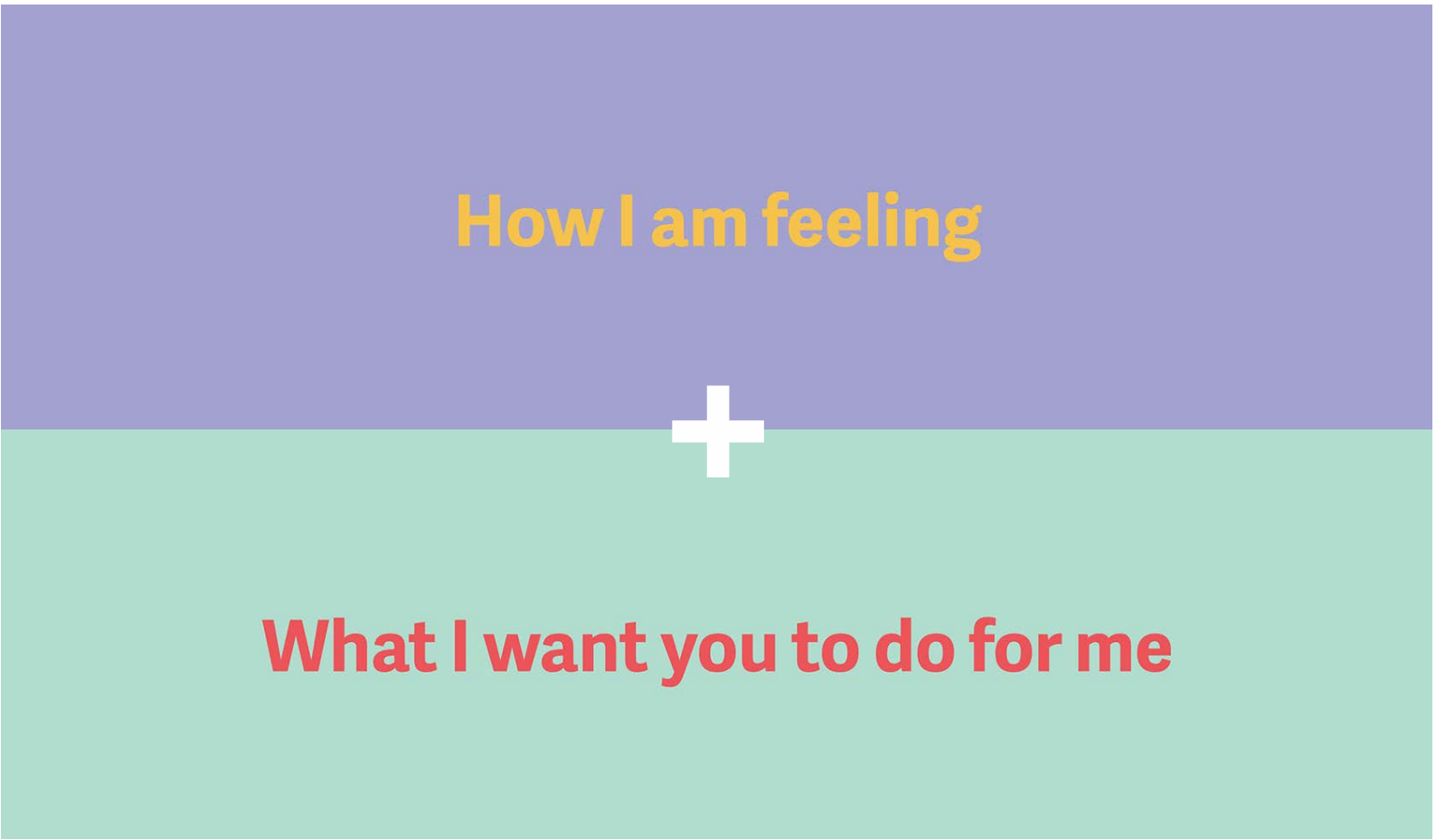
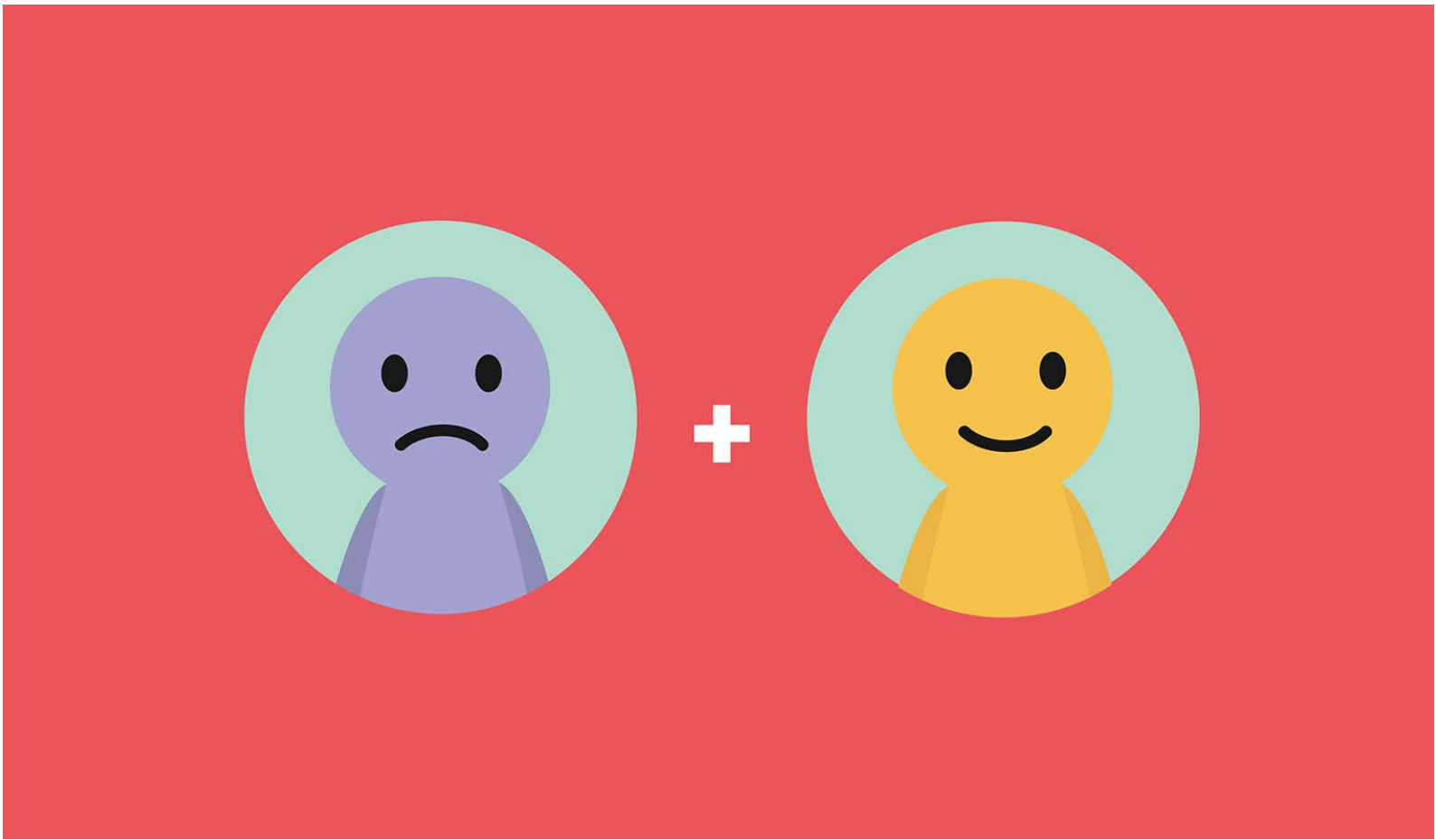


EMOJI SET

Icons

A set of emojis that can be used between two people to better facilitate conversation about negative feelings when words are too difficult. After conducting a survey with hundreds of responses, I learned people wished to communicate two things when they are struggling: “How I am feeling” and “What I want you to do for me.” Based on the data I gathered I created an emoji set with a variety of emotions and accompanying symbols. Many of the symbols have to do with the location of the person, physical touch, or verbal/text communication.

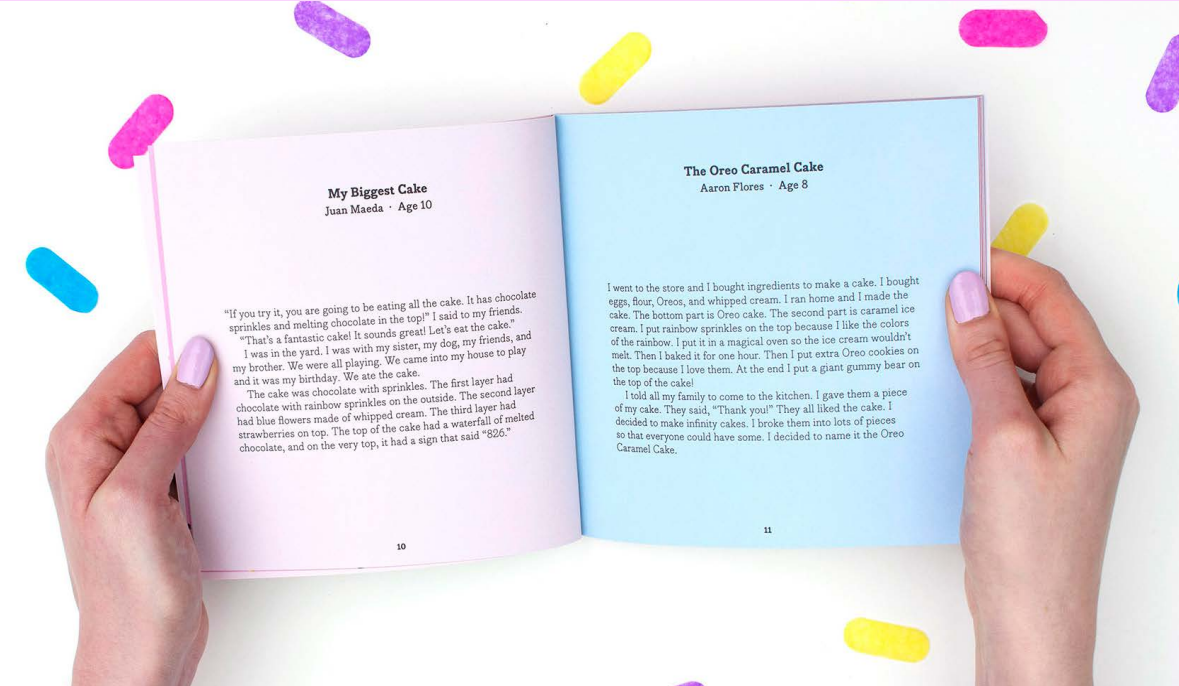
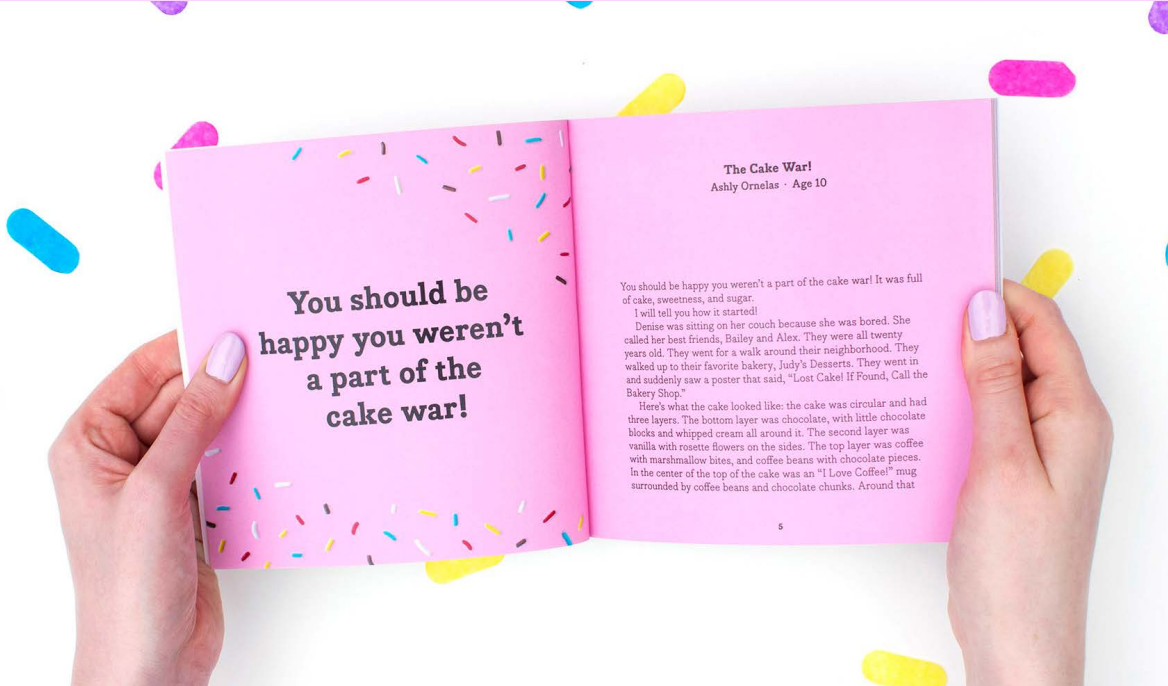
The final key to using this emoji set is the inclusion of modifier symbols to connect the emojis together as if they were language. By combining both the emotions and symbols with these positive/negative indicators, a deeper meaning can be understood than just using the emoji alone.



THE CAKE OF MY DREAMS

Poster Series, Book

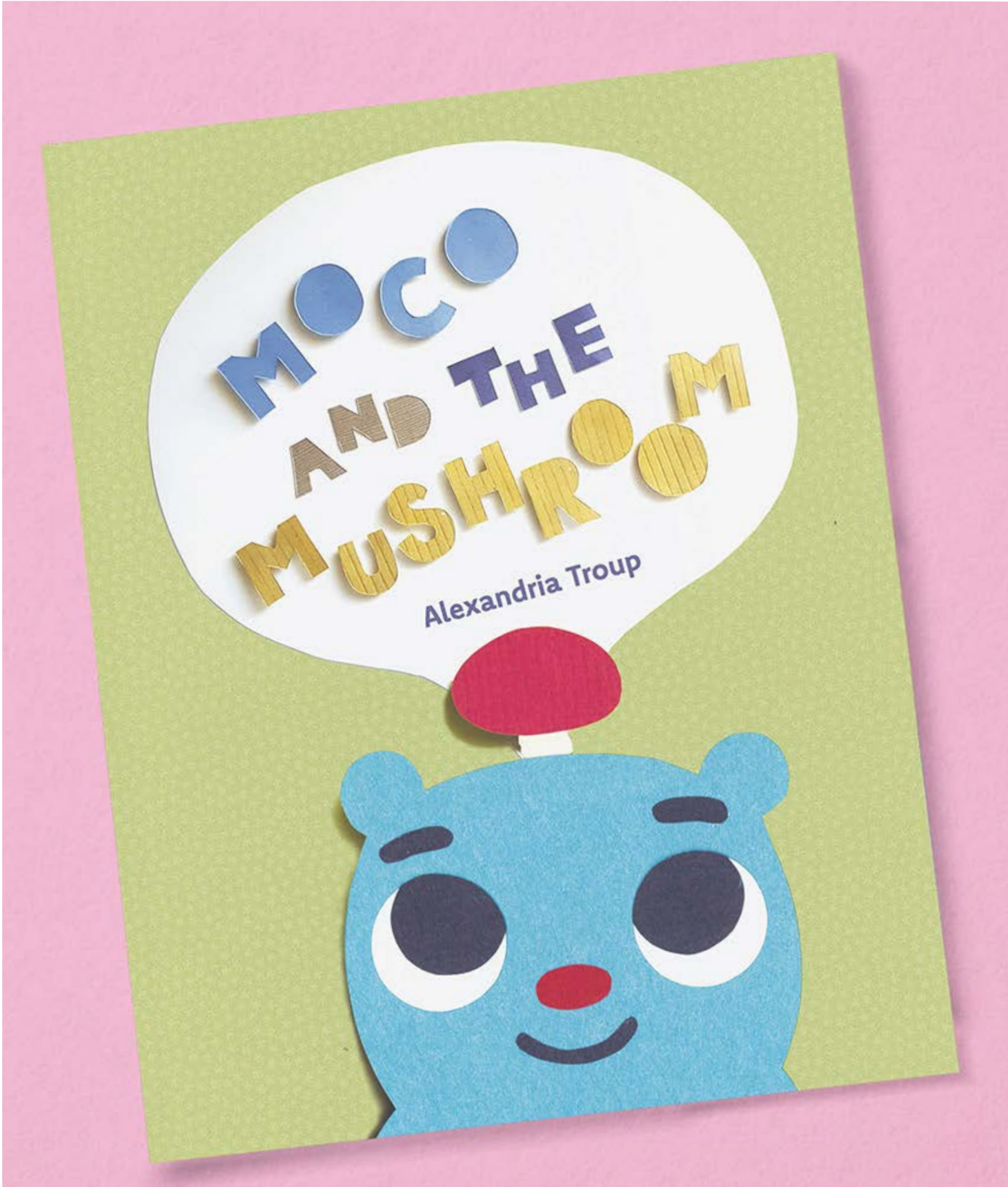
If you could have your dream cake, what would it look like? 826 Valencia partnered with local Mission District bakery to display excerpts of creative student writing about their dream cakes. I cooked up a series of posters to hang on the wall inside of the baker, using acrylic paint drips and real sprinkles that mimic the fun textures and colors of sweet treats. I also had the opportunity to bake the writing into a little book so that each student could take home a piece. The end result was pretty sweet and a lot of fun to make!



MOCO AND THE MUSHROOM

Illustration, Book Design

A children’s book I wrote and illustrated. All illustrations are hand cut from paper and photographed to show dimension.



826 VALENCIA BOOK

Illustration

Book illustrations for San Francisco based children’s education nonprofit 826 Valencia.



36 DAYS OF TYPE

Illustration

Illustrations based on the 36 Days of Type challenge on Instagram.

