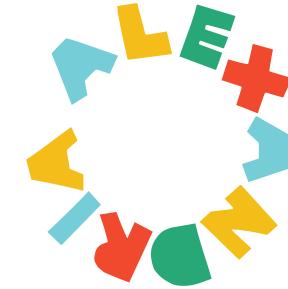
# ALEXANDRIA TROUP







alexandria.design helloalexandriadesign@gmail.com











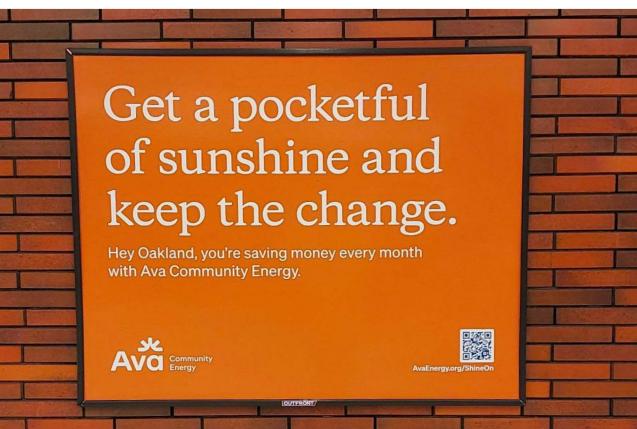
## AVA COMMUNITY ENERGY

**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





### We see blue skies in your green future.

Ava Community Energy is your local not-for-profit electricity provider.



We see blue skies in your green future.





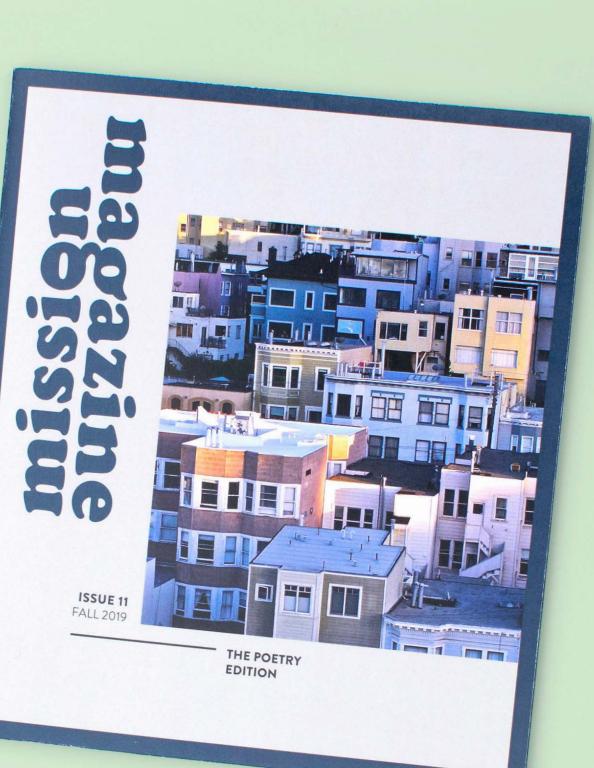




## **MISSION MAGAZINE**

Print

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





A Cello at Night	Up Above Grace Bayne	Riding a bike
<text><text><text><text><text></text></text></text></text></text>	The sea and the light found my eyes. The world from under. Fee planted into soil Use the forget-me-nots To triad to grow. Third to be the twilight to my moon, The stars to my sky: Start in the fading night, Binded by the star placed above. Each intricately woren, Seen into the vast black camos. The same camous you hold so close. Remembering your celpice lover Add the light she head, That too caught your eyes.	Riding a bike is a joy and running like the wind like the cornet. Have a friend on the patic and my deer bike too waiting for me to go for a run. Ny bike is the color red and beautiful is had some divils on the wheels and brakes and silver handles have a star of affirmation. Riding a bike is a joy I feel happy traveling on bikes because I forget all my problems. I must confess that one day I fell down and ligo blood on my freen halped me get up and I karned to raver g even though I have some accidents. I love my bike its wheels are like wings I feel that with more pedaling I get farther than the sky.



Freedom in a Vision

FREEDOM IN A VISION		Nayeli Veloz		Bielsy Garcia	
Osvaldo Perez An Ordinary Day in San Francisco		Untitled	21	fireworks in the dark	33
liordan Guzman	8	Tracy Brenes Life Through Bird's Eye View	21	Rolando D. Canales Sánchez Time	34
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he hope within	12	Lucian Scher Riding the wave of life	25	Aaliyah Hernandez The Clothes I Wear	and the second se
Aelissa Croda ied to Stereotypes	12	Fabiola Martinez Rivas Your Moment		Oskar Costanza	37
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low I Know That and blackout poem asha Belayadi	14	Hei Man Hung Not Yet	28	Gabi Ponce In My City	39
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be Feldman ast Ride	16	Untitled Ting-Jui (Titus) Lai	29	A little person who I didn't meet Josue Us Cool	40
arlos Varela is not done vet!	17	The Last Stand Man Kevin Costa	30	My Dreams and Aspirations Aranzazu Robles	41
ryan Martínez ne Roughest of Tails	18	left up	30	The Purple Night	41
obert Sotelo		Sheny Juarez Where Is Peace?	31	Kristina Arroyo IDENTITY	42
ntitled aron Villarcal	18	Melvyn Aguilar My Fear of Decaying		Geovanna Veloz Him and I	42
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iguel Anguiano ntitled	19	love from the moon Abiel Perez	32	Chris Ponce Herrera	43
		Wave	33	A stroll in my city	44

The Roughest of Tails Bryan Martinez	Untitled Robert Sotelo	Untitled Aaron Villareal	Untitled Miguel Anguiano
I am Nicholar I am outside Even bought I aur you had a dog Named Mar Barit & Ged in a surrioun bathmon Drama.	When you don't Win I Win I Give it your best Another game Always To Be the Difference	I NEVER FOUND MY TRUE PASSION I REMEMBER MY LIFE	i Destination is nothing more than Not here? when you read a book that's similar to driving? A pool can make stories? Jyou can write a tale? You can write a tale? You can write a tale? You can write that your can is a machin realize that your can is a machin fromtoing that we so buil? If some for build then you can build one? You can comtruct just like everyth els? that's what I love about real





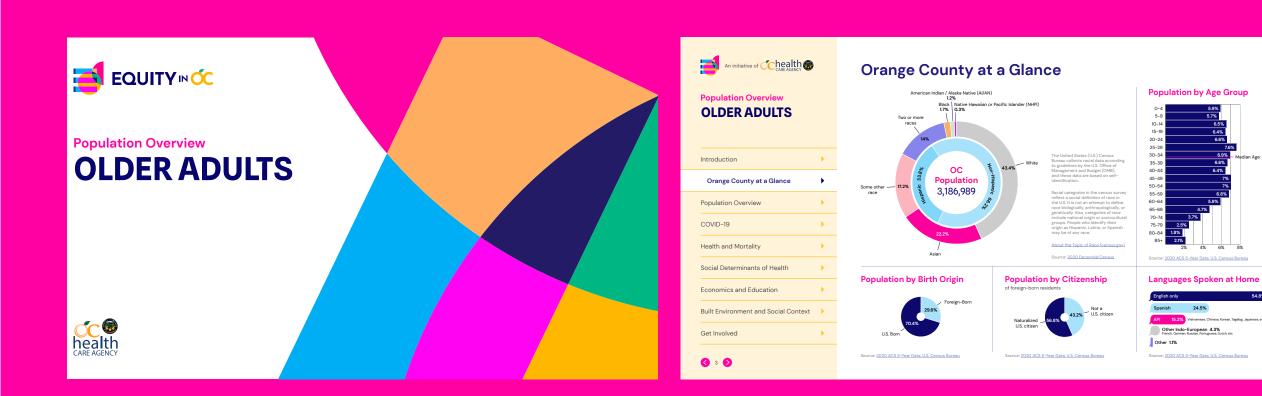


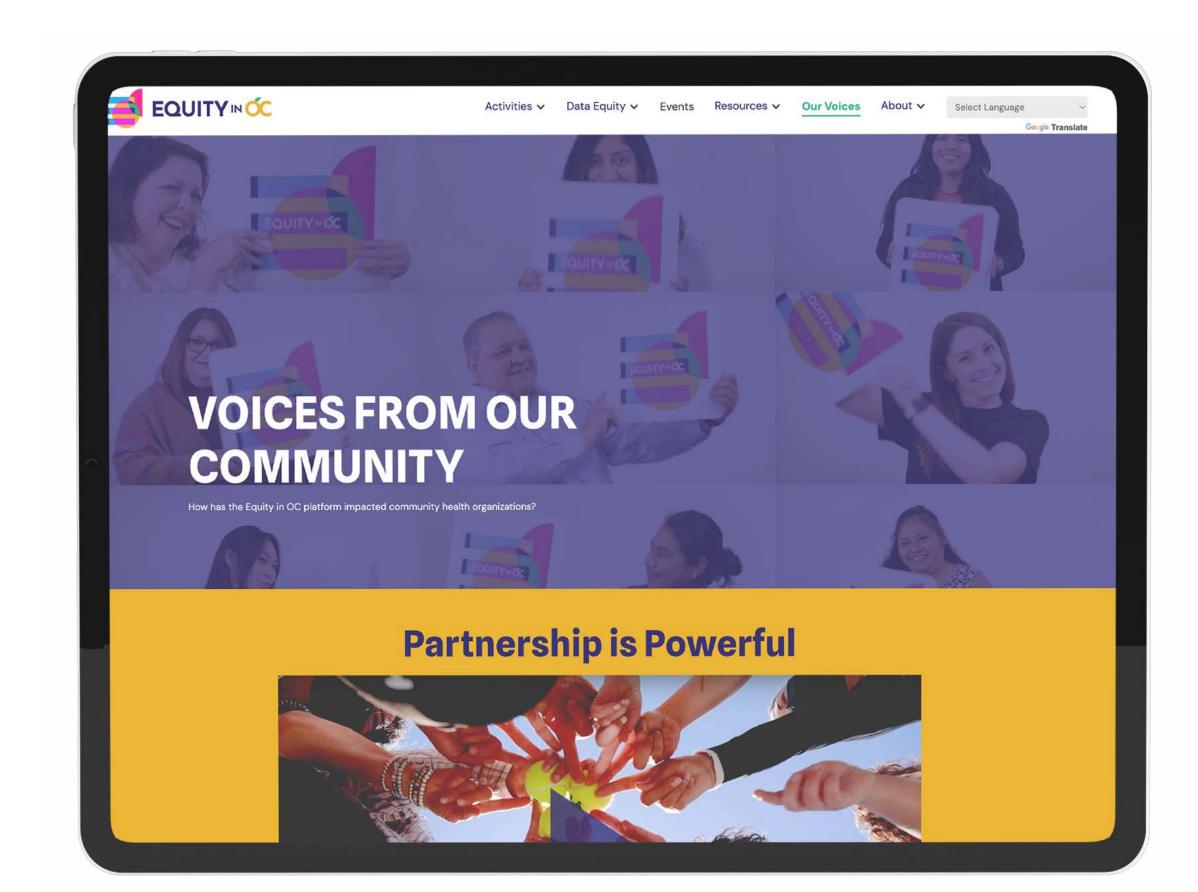
## EQUITY IN OC

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







### **OLDER ADULTS**

Chealth 6

Introduction	•
Orange County at a Glance	•
Population Overview	•
COVID-19	•
Health and Mortality	×
Social Determinants of Health	•
Economics and Education	•
Built Environment and Social Context	•
Get Involved	•

### **Economics and Education**

For older adults on a fixed income, the growing cost of housing,

eholds, the proportion of older adults is as follo

9.5% (99.207) are individuals aged 65 and older who live alone 42.4% of all households in Orange County (442,385) have at lea

who is aged 60 and older Of the 297,117 non-family households, 33.6% are 65 and older who lives alone

### **9.5% 42.4%** Older Adults 65+ who live alone



Homelessness Among Older Adults From the 2018 CES Point-in-Time Count: "In 2015, the median age of the homeless population within Orange County was 50 years, which is higher than the county median age of 38.3, indicating an aging trend in homelessness in the county. Currently, older adults make up about 7.1% of the homeless population, and much of this group



were in Orange County, and 3,057 of them were u ess individuals, 718 were adults aged 62 and older, and 300 of them were unsheltered.

#### Racial and Ethnic Differences in Economic Security

Single Asian older adults have lower rates of economic insecurity (5.2%) when compared to Asian older adult couples (12.8%). Black (5.2%) when compared to Asian older adult couples (12.8%). Black single older adults face higher rates of economic insecurity (16.4%) when compared to Black older adult couples (7.6%). Latino single older adults and older adult couples have similar rates of economic insecurity (14.4% and 14.2%, respectively). These are higher than the rate of other raciallythmic groups and the overall rate (9% and 9.6%, respectively). White intervalues of adults of the older back. respectively). White single older adults and older adult couples have similar rates of economic insecurity (7.6% and 6%, respectively) that are lower than the rate of other racial/ethnic groups and the overall rate (9% and 9.6%, respectively).

### ive of Chealth

**OLDER ADULTS** 

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Built Environment and Social Co	ntext 🕨
Get Involved	

### **Built Environment and Social Context**

#### Social Isolation/Loneliness oneliness is the feeling of isolation, not belonging,

older are socially isolated. Older adults are also at increased risk for loneliness and social isolation because they are more likely to live alone, experience the loss of family or friends, or have chronic illness and/or hearing loss. In Orange County in 2019, 22% of adults aged 65 and older lived alone and may be at risk for social isolation

In Orange County, close to 100,000 older adults live alone. The In Orange County, close to 100,000 older adults live alone. The loneliness score (as reported by <u>AARP\*</u>), which measures how left out or isolated a group feels, is slightly higher than the national average. This is a public health concern because higher scores indicate greater feelings of isolation and because social isolation and loneliness can increase a person's risk of death. Loneliness has been linked to a greater risk of heart attack, metastatic cancer, stroke, depression, dementia, and neurodegenerative diseases. Research from UCL shows that lonely adults are 25% more likely to die prematurely. Also, older adults who are lonely die at twice the rate as those who are socially comenced. Chronic loneliness was associated with higher numbers of chronic illness and higher depression scores.



**Q** 24 **D** 



## 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

## BUZZW

Previous

## **BUZZWORD**



## **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.













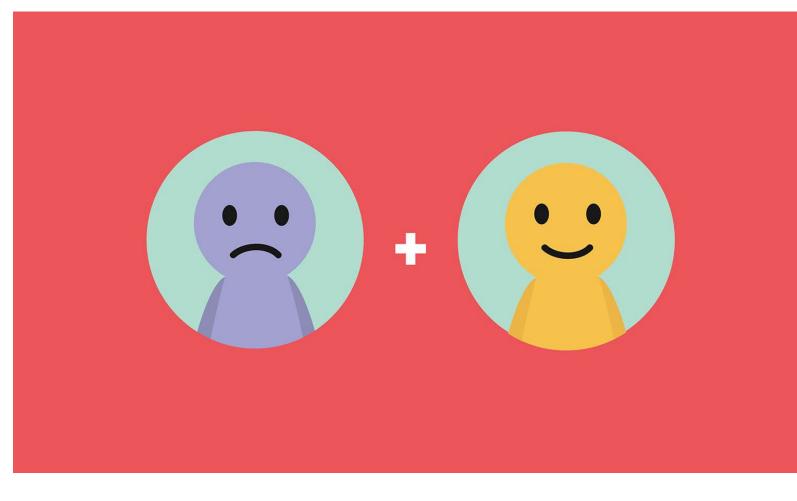


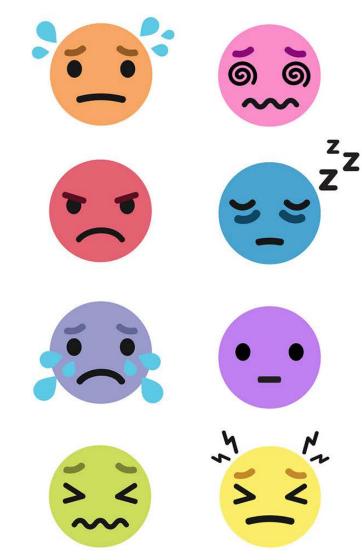
## EMOJI SET

lcons

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.

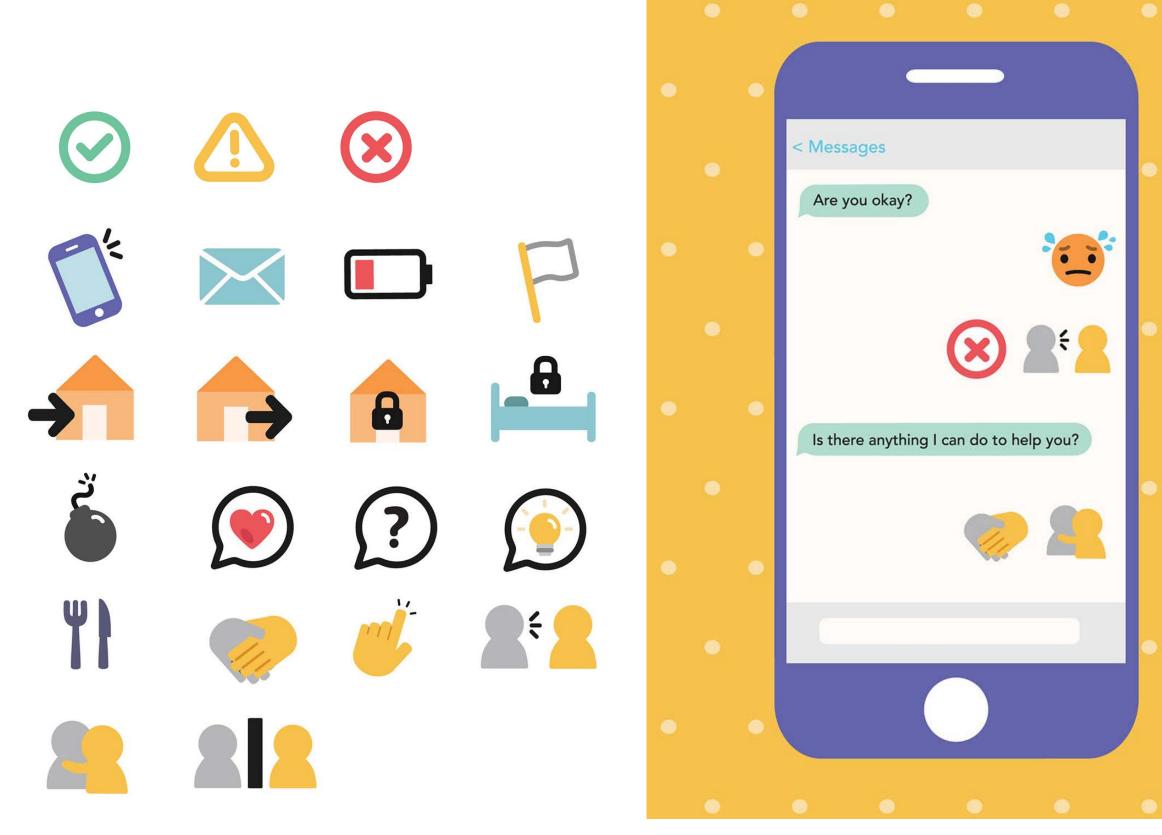
The final key to using this emoji set is the inclusion of modifier symbols to connect the emojis together as if they were language. By combining both the emotions and symbols with these positive/negative indicators, a deeper meaning can be understood than just using the emoji alone.

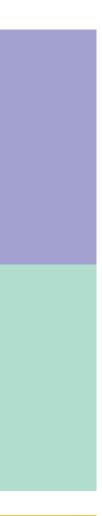




### How I am feeling

### What I want you to do for me



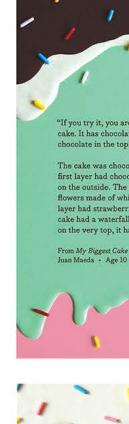




## THE CAKE OF MY DREAMS

**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!





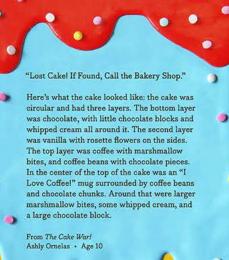




cake. It has chocolate sprinkles and melting late in the top!" I said to my friends The cake was chocolate with sprinkles. The

first layer had chocolate with rainbow sprinkles on the outside. The second layer had blue flowers made of whipped cream. The third layer had strawberries on top. The top of the cake had a waterfall of melted chocolate, and on the very top, it had a sign that said "826."









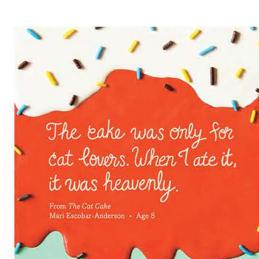
Saul's wish was that the puppies would make a cake for her dog. Then the puppies tried to make a cake. BAM!

Something felll But they tried it again! It smelled like chocolate and strawberries because one half was going to be made of chocolate and the other half was going to be made of strawberry.

The cake was decorated with swans on the oottom layer and a Chihuahua on top. It was a tres leches cake, and was soft, but firm.

From The Amazins







They wanted people to see how beautiful the sunset is, how it is in the night, some of the things that they liked, and what made them happy. They loved animals, the sunset, and the water. And that's what they put on their cake.

Jhanelly and Sophie thought that they should add more details to the cake so it looked more cute, and was even more beautiful. It had all the things that they liked. Their favorite layer was vanilla with sprinkles ice cream.

From Crazy Idea anelly Ramos and Sophie Menjivar • Ages 10





First, I woke up in the middle of the nigh vas hungry, so I was going to invent a ne eam cake. It was called Hot Cheetos Ic ream Cake. Next. I crumbled Hot Cheeto to ice cream because I liked Hot Cheete n I tasted it and it was good! After, I ked the clock and it was 3:00 a.m

er, we were playing a board game. The ard a sound. We called more friend ise we were scared. Finally, the cake was done. When we ate it, we found out tha ie top layer was super-spicy Hot Chee





the cake made by the aliens! From The Alien Cake Andrés Santisteban • Age



r. What is this? Oh, it's a newspap

They taste the competitors' cakes and they Il are gross except for one, and it's mine!





skateboarded home, and I imagined the red elvet skateboarding cake. I went back to the oakery that same night. At 12:00 a.m. I gave hem the ingredients.

So the cake man went and made it. He made a sign and put it outside his shop saying, "Check out this awesome cake! It was made by Ivan, who goes to school at Buena Vista Horace Mann, in his 826 Valencia group!

I put a piece of it in my mouth. I said, 'Mmmmmm, it's delicious! It tastes like all my dreams of skateboarding in a cakel'

From The Skateboard Cake I Always Dreamed Abou ewton Ponce · Age 8

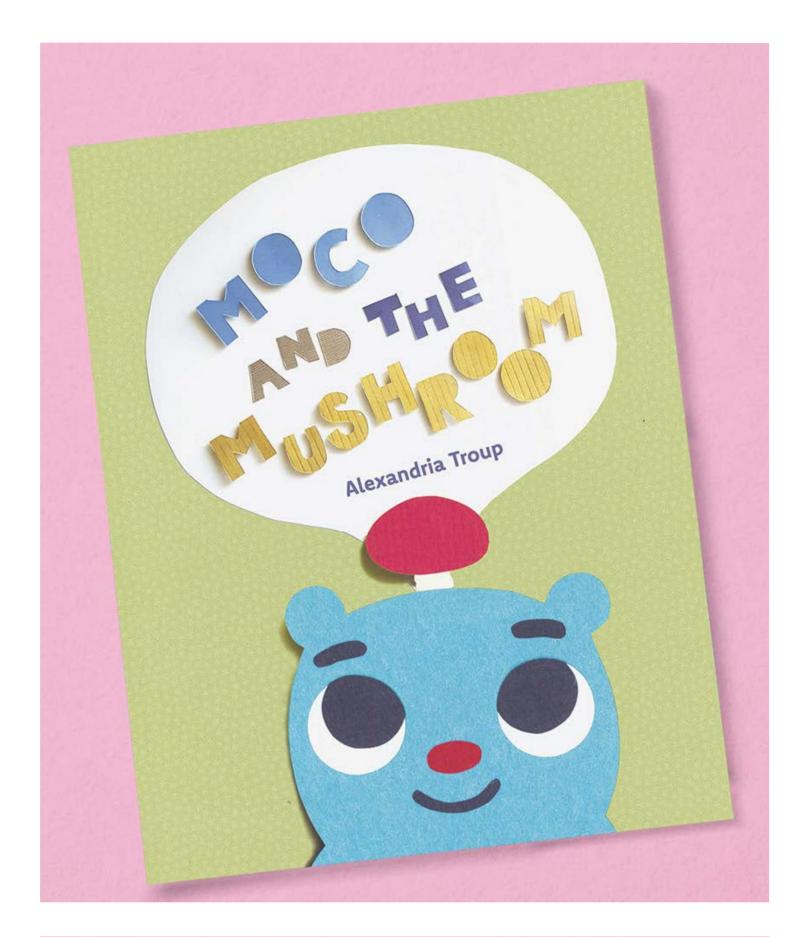




## MOCO AND THE MUSHROOM

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

lllustration

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









## **36 DAYS OF TYPE**

lllustration

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

