

# Navigation bar

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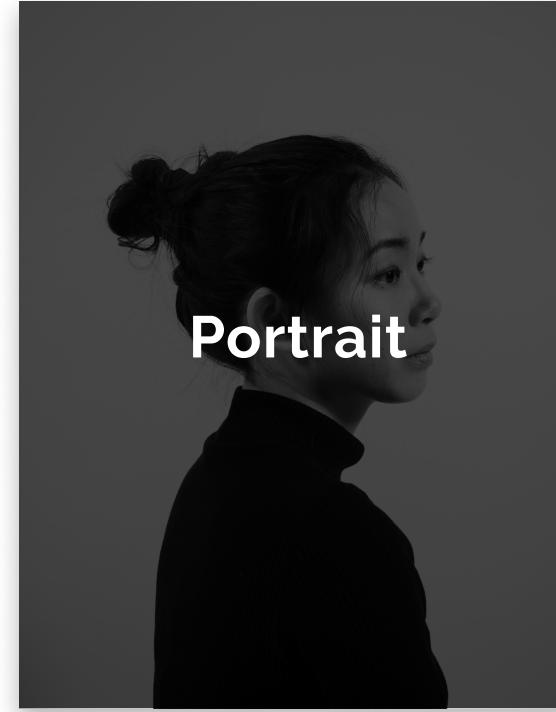
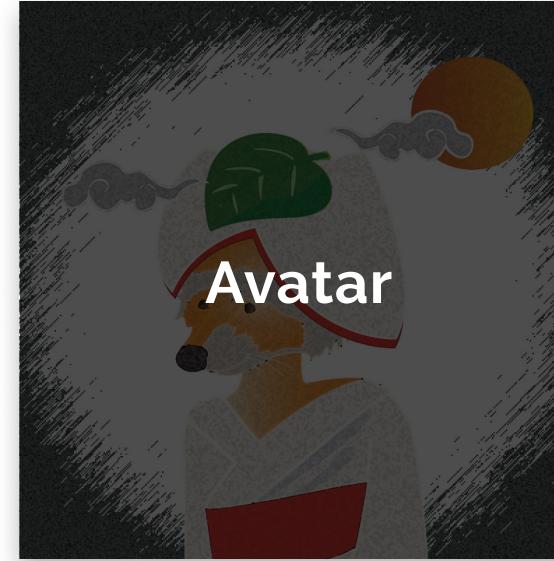
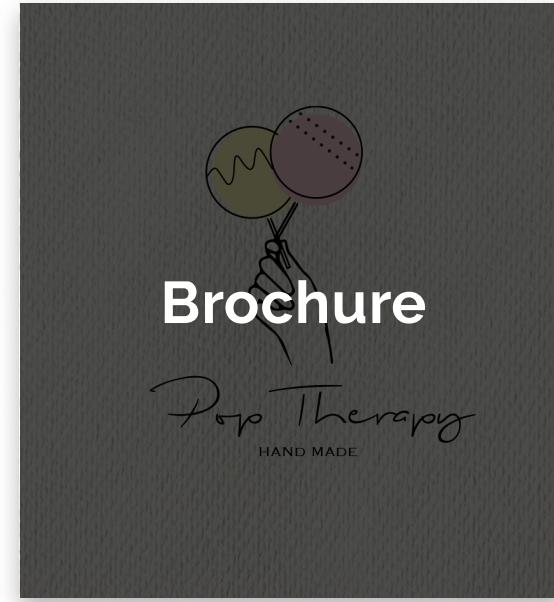
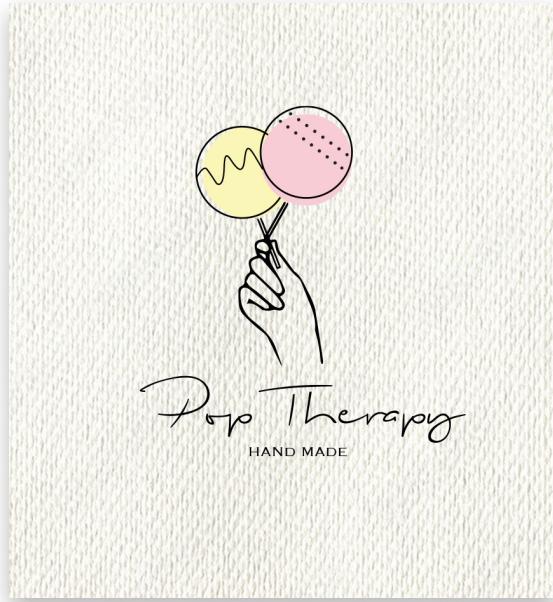
Check out my work →

Check out my work →



Back to Work

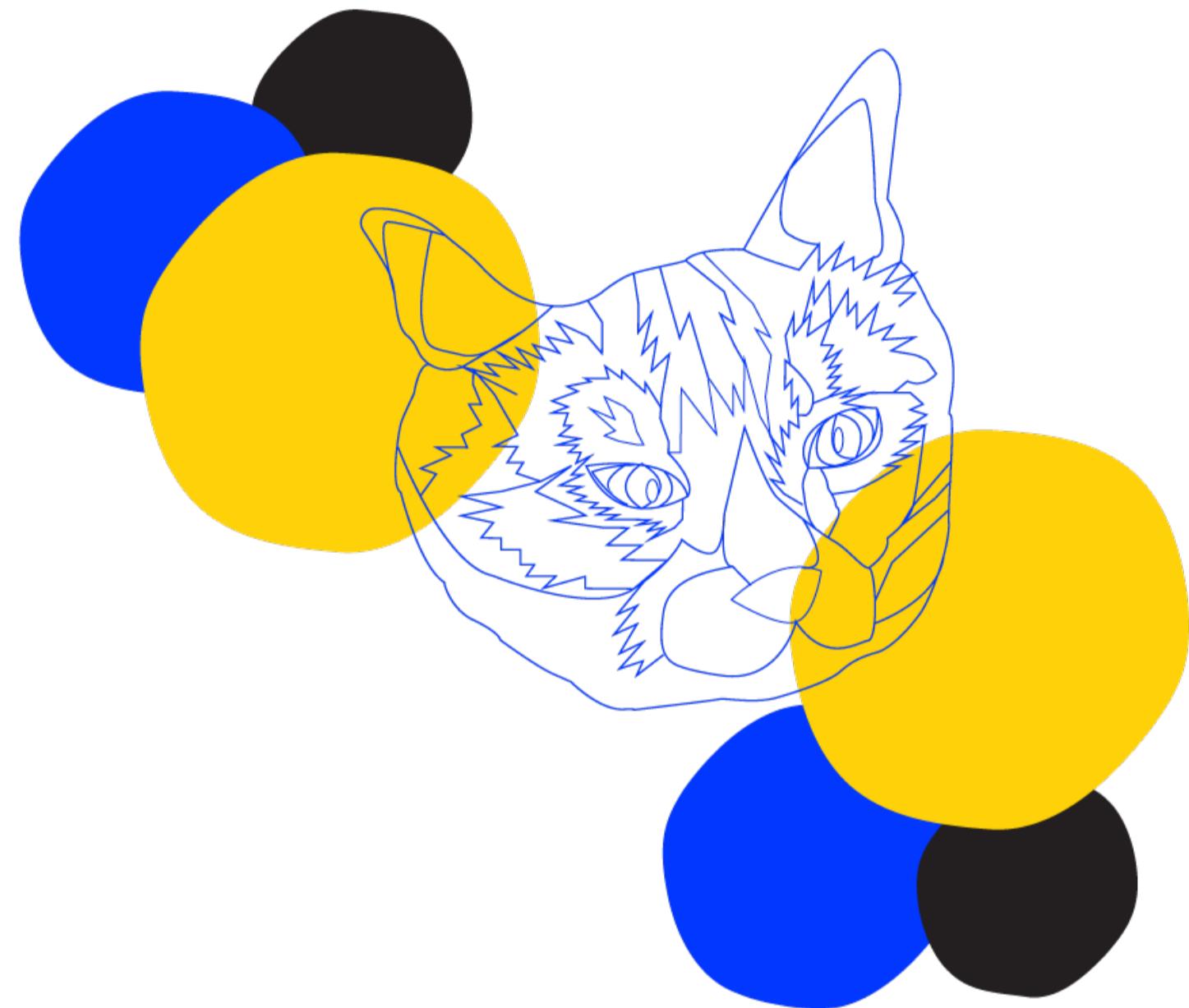
Back to Work



# HI, I'M EMMA.

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# ABOUT ME



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**Get in touch**



# LET'S TALK

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Email (required)

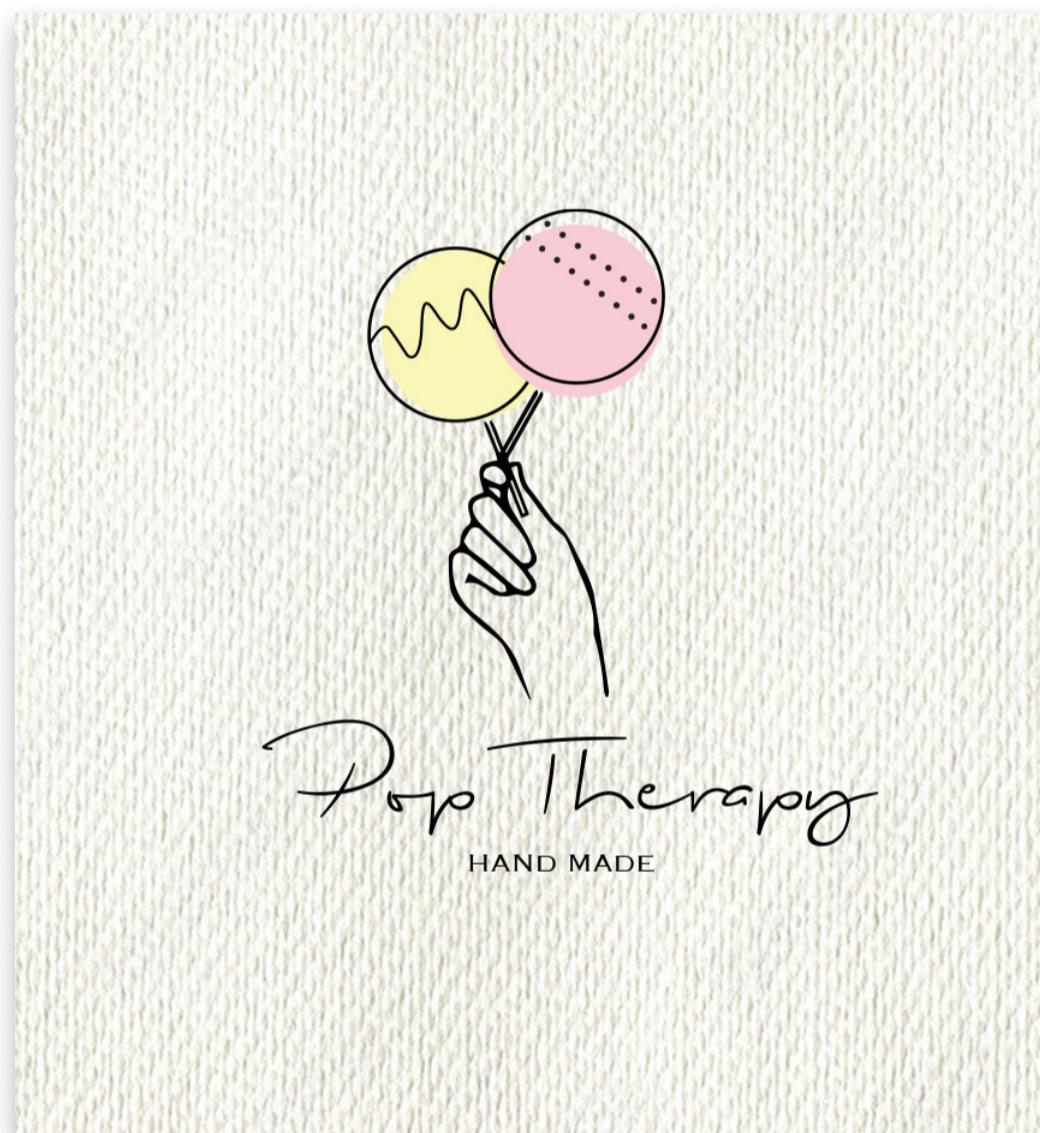
Subject (required)

Message (required)

Submit



# MY WORK



# BROCHURE

In this project, I created a brochure for our mock-up client - a cake pop bakery located in Place D'Orleans. The process involved researching the target market, creating a persona, and finalizing the visual identity.

The logo concept conveys the joy of eating cake pops. In the client's menu, white, yellow, and light pink represent happiness and a good mood, so I chose these colours for the cake pops. Using a hand to hold the cake pops symbolizes happiness and joy. On the menu, each flavour represents a different mood, it combined an emoji with a cake pop to create a fun effect.



**Pop Therapy**  
HAND MADE

**MOOD**



BORED (BLAH)   JOYFUL (SUNNY)   NAUGHTY/  
MISCHIEVOUS (DEVILISH)   ENVY (GREEN  
WITH ENVY)   SORE LOSER (SALTY)

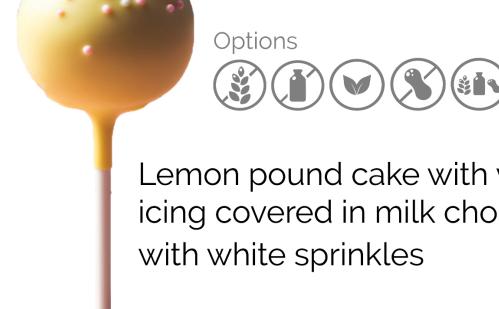
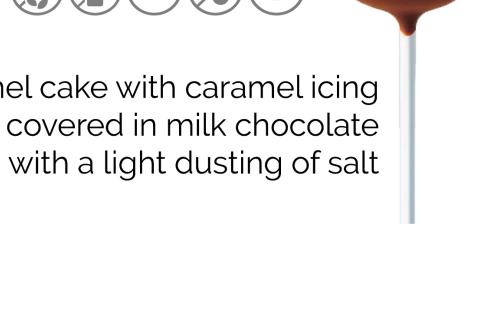
*How's your mood doing today?  
Pick your flavor and have a good time!*

**Price**  
1 single cake pop - CAD 3  
1 batch of 24 pops - CAD 25



ACTIVE/  
HEALTHY (ACTIVE)   EXCITED (EXCITED)   GOOD (JUST PEACHY)   ANGRY (HANGY)   TIRED (TIRED)

**MENU**

<b>BLAH</b>	<b>GREEN WITH ENVY</b>
 Options	 Options
Vanilla cake and icing covered in white chocolate with white confetti	Key lime cake with vanilla icing covered in milk chocolate
<b>SUNNY</b>	<b>ACTIVE</b>
 Options	 Options
Lemon pound cake with vanilla icing covered in milk chocolate with white sprinkles	Zucchini protein cake with chocolate icing covered in a yogurt coating with a coffee bean on top
<b>DEVILISH</b>	<b>HANGRY</b>
 Options	 Options
Devils food cake with chocolate icing covered in dark chocolate	Red velvet cake with cream cheese icing covered in milk chocolate with a hazelnut on top
<b>SALTY</b>	<b>EXCITED</b>
 Options	 Options
Caramel cake with caramel icing covered in milk chocolate with a light dusting of salt	Confetti cake with fudge icing covered in milk chocolate with multi-colored confetti

\* Each flavor offers different options for you to choose from.  
Vegan / Dairy free / Gluten free / Nut free /  
No dietary restrictions (contains dairy, nuts, and gluten)

**MENU**

<b>JUST PEACHY</b>	<b>TIRED</b>
 Options	 Options
Peaches n' cream cake with vanilla icing covered in light milk chocolate with pink sprinkles	Coffee cake with chocolate icing covered in dark chocolate icing with a coffee bean on top

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**Contact Us**

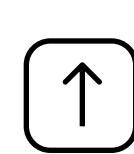
 @poptherapy

For big orders or special requests, get in touch with us!

Pop Therapy

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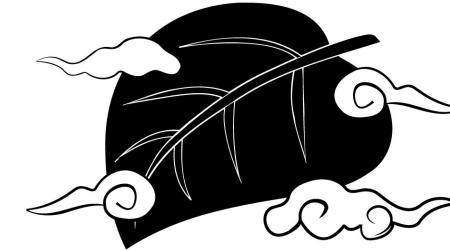


# AVATAR

In Japanese raccoon lore, leaves symbolize power and magic. Raccoons get power from leaves to transform their appearance.

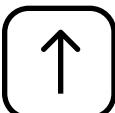
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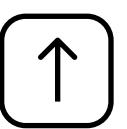
Next →



# PORTRAIT

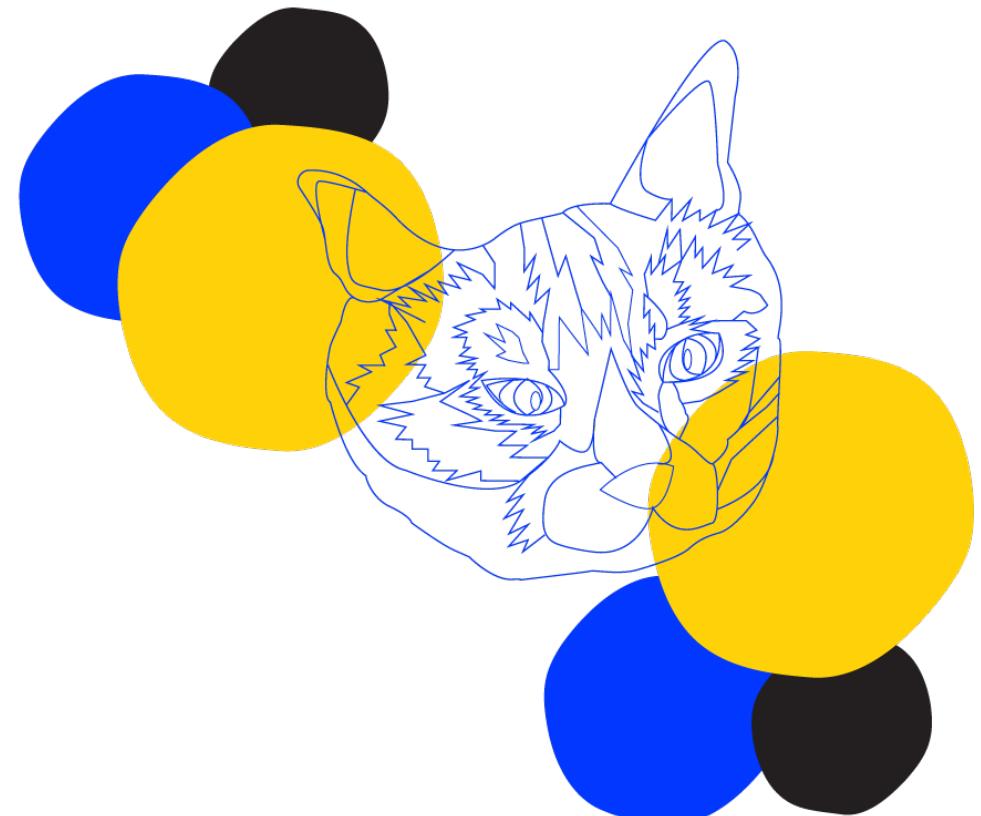


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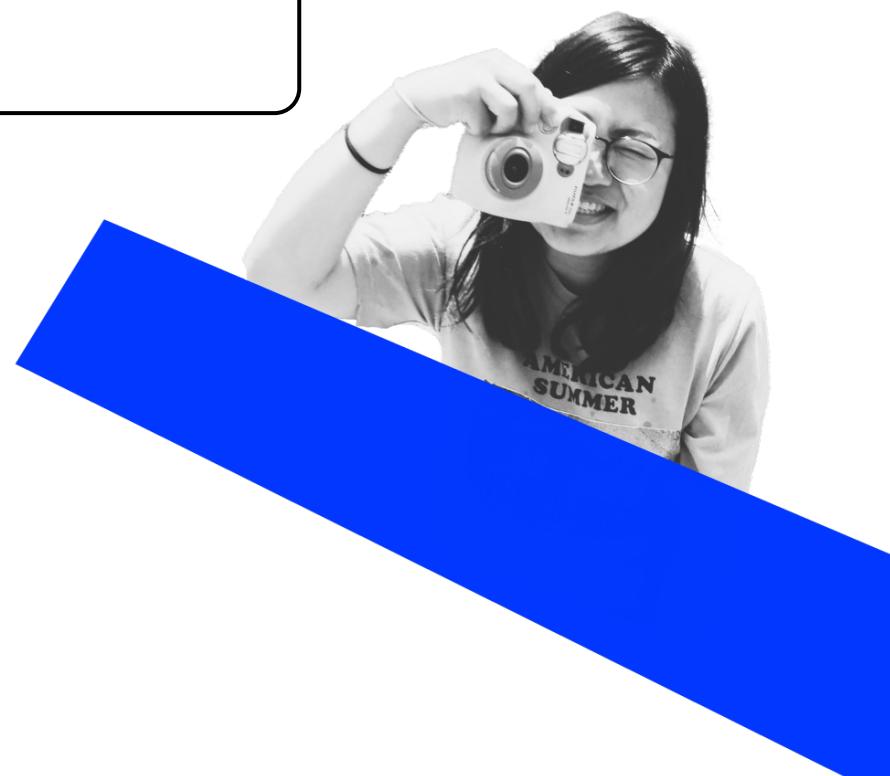
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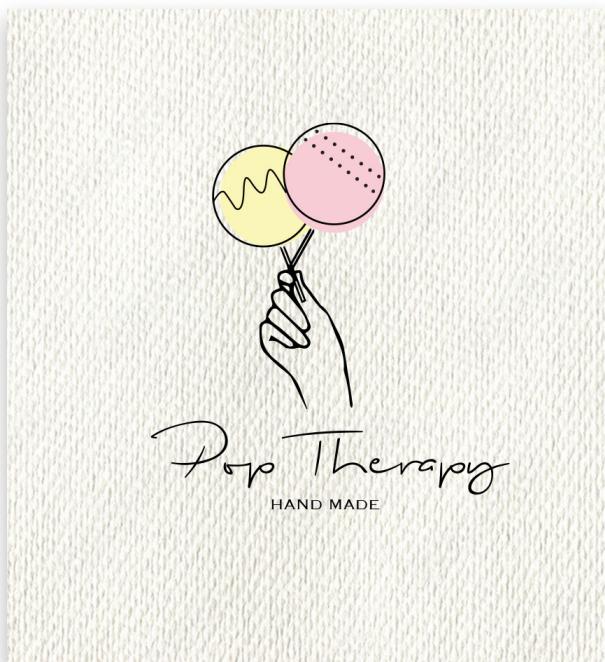
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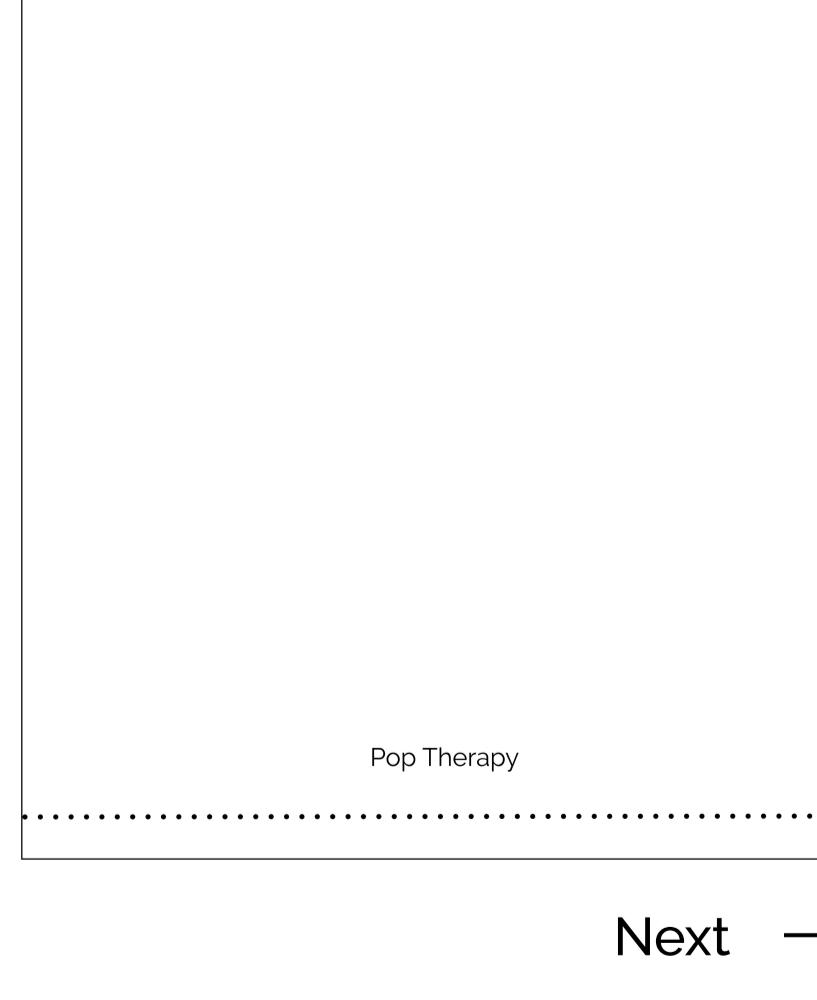
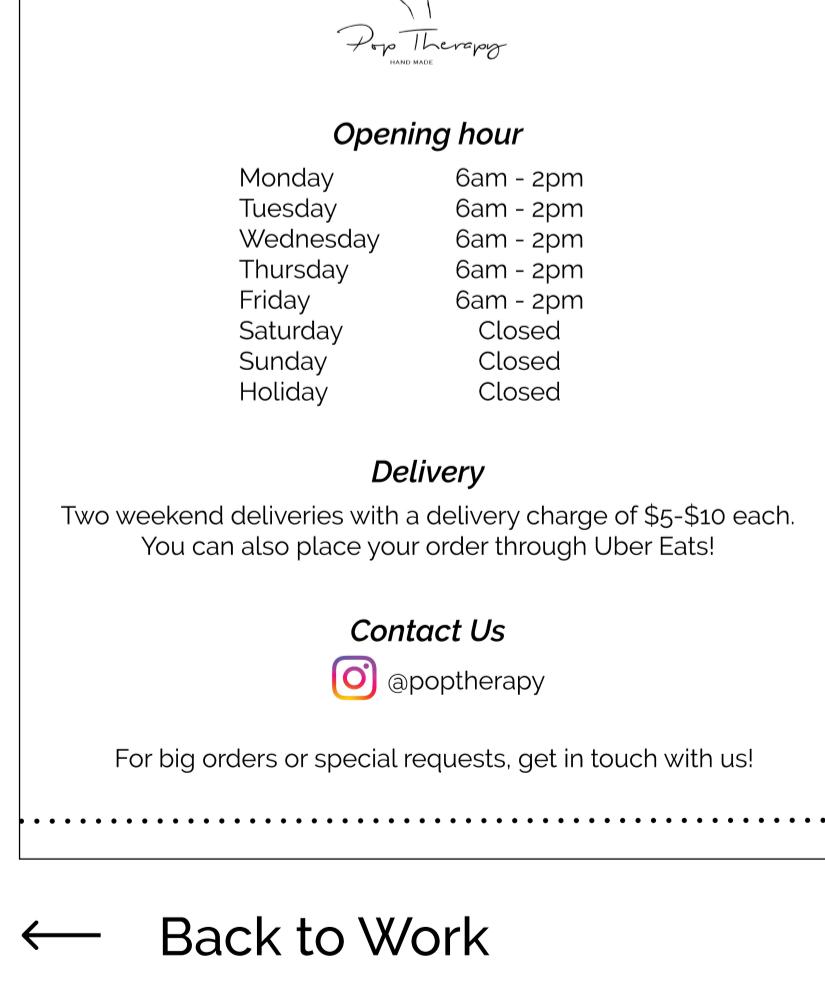
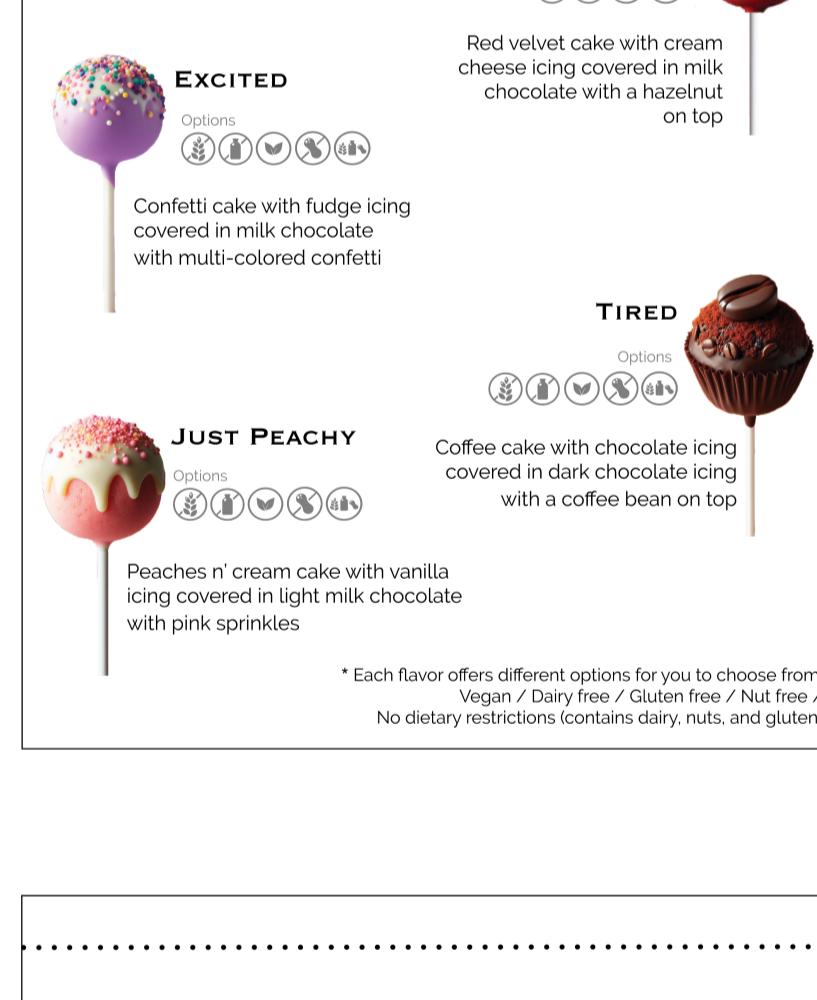
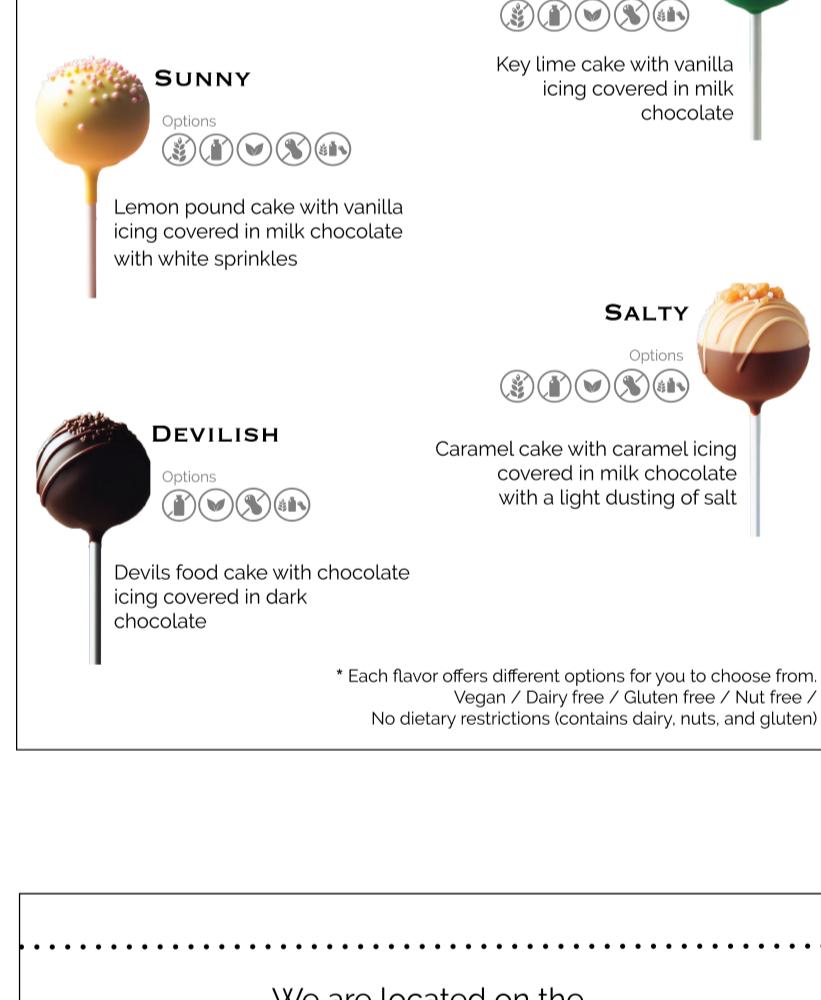
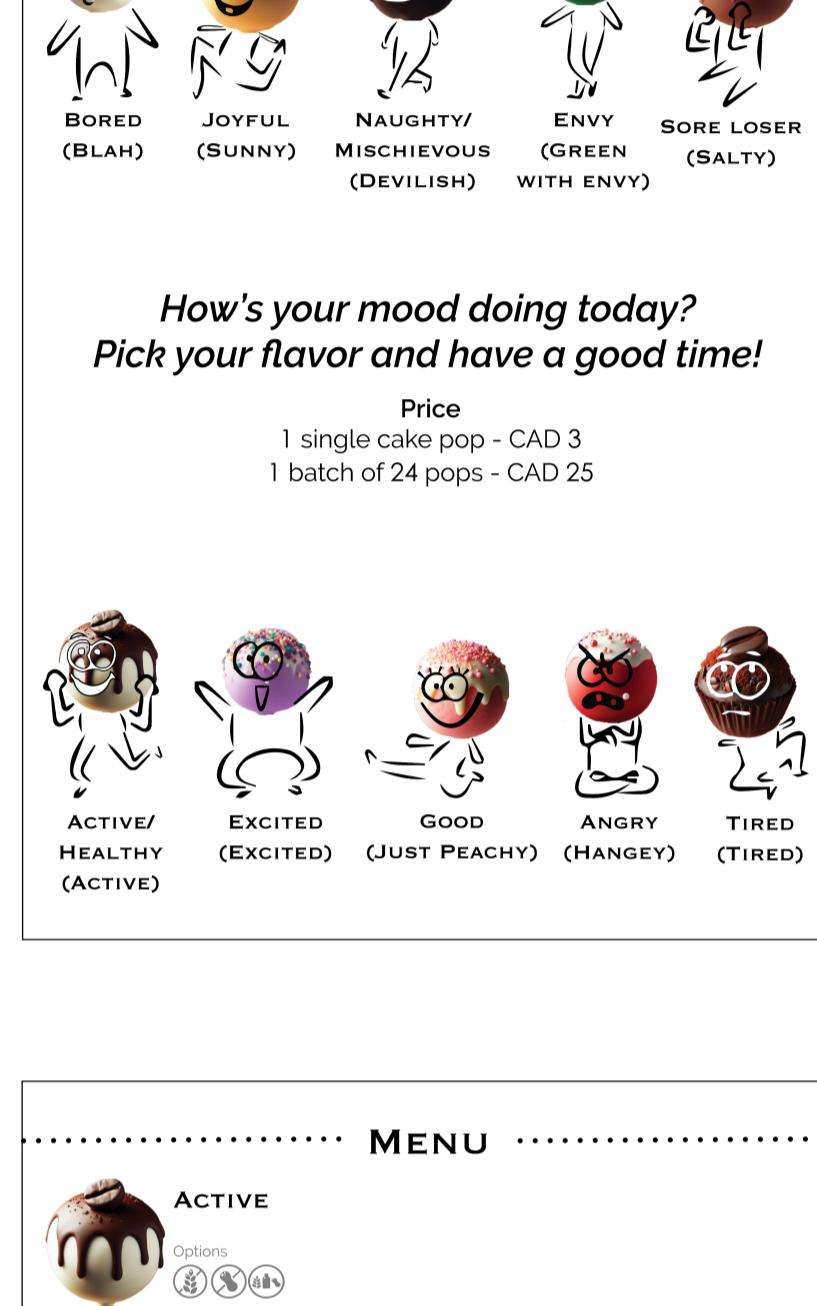
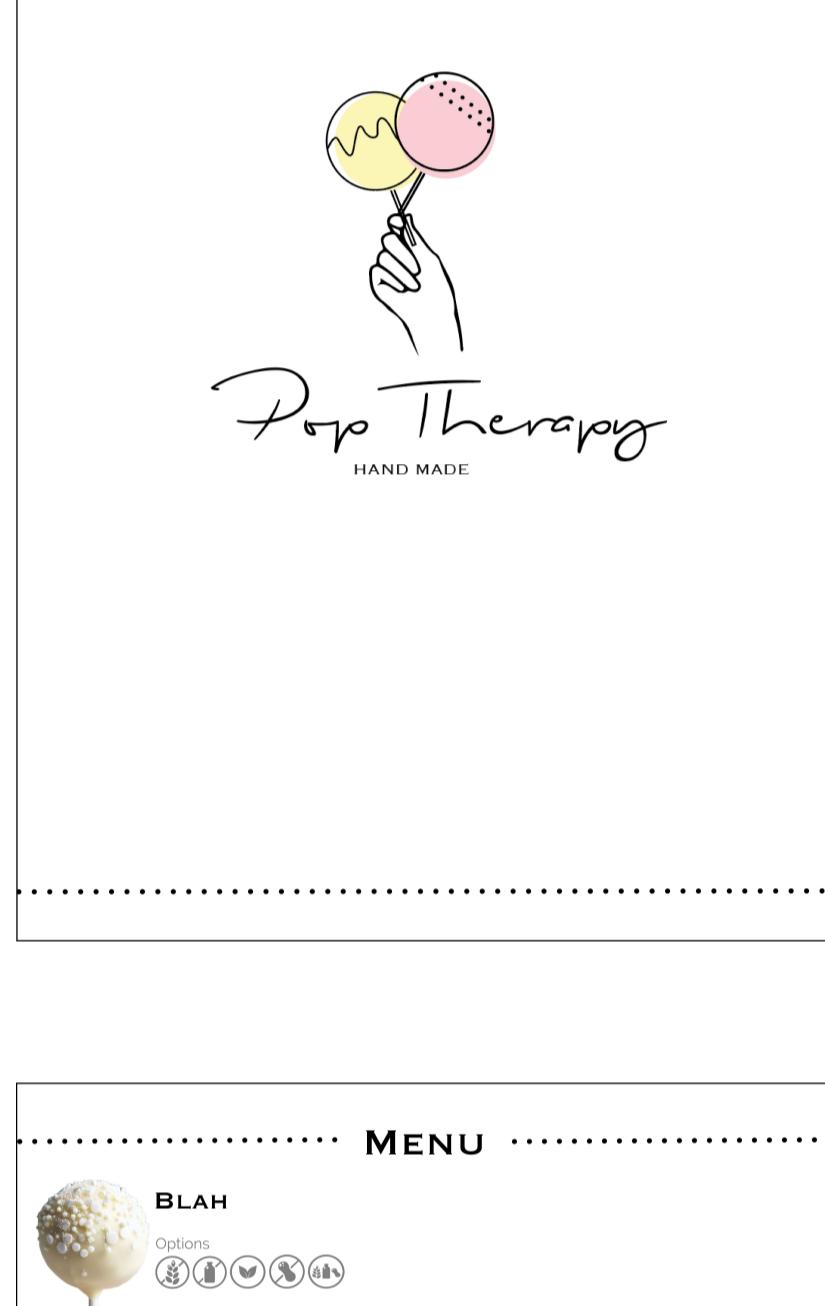
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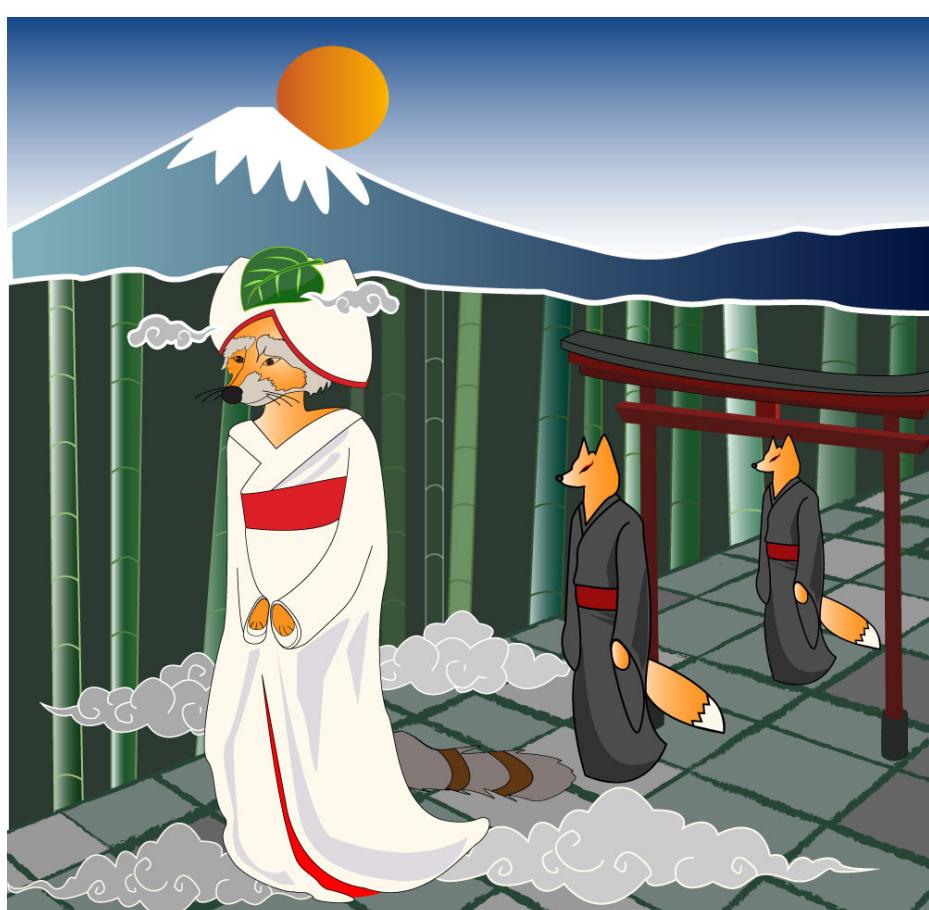


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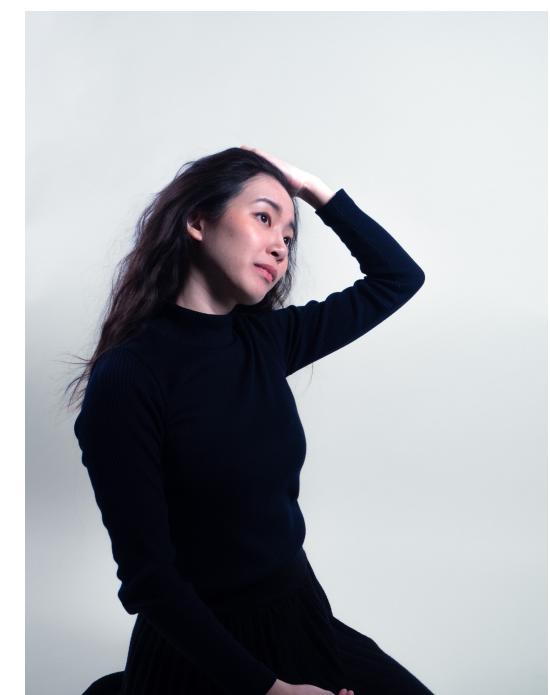


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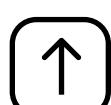
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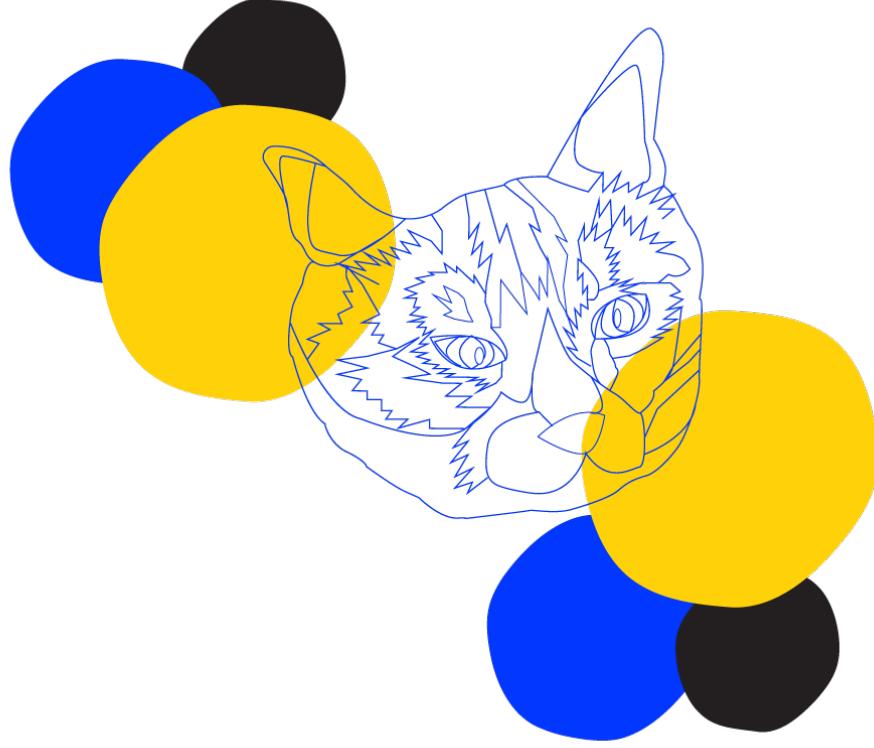


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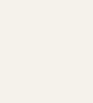
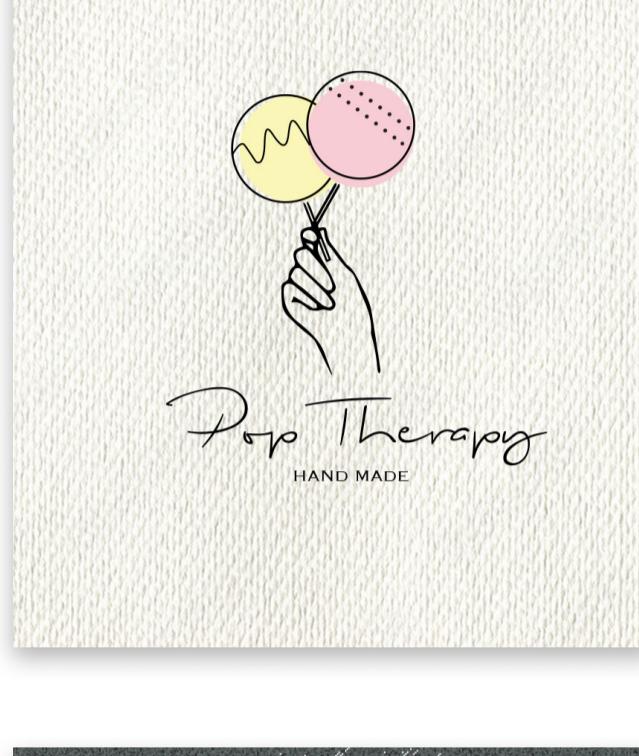
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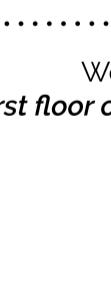
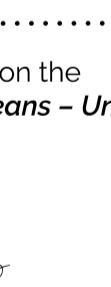
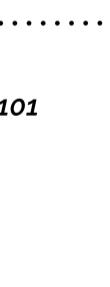
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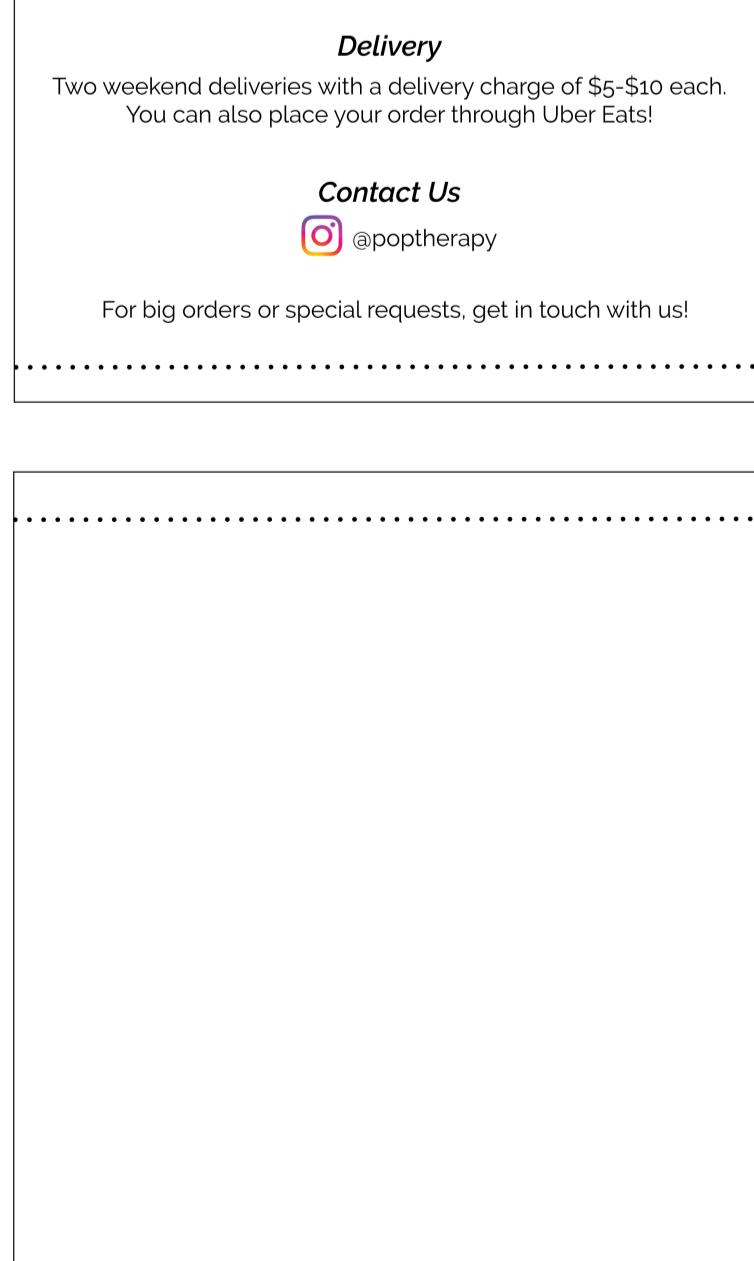
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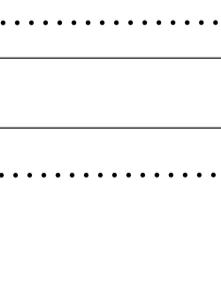
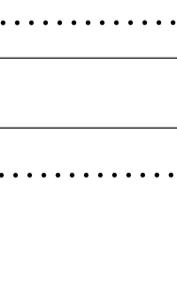
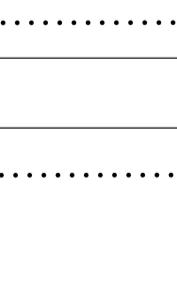
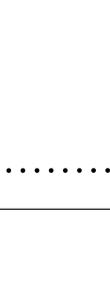
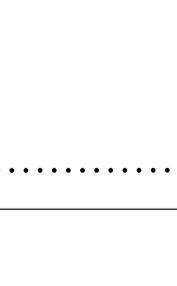
**MOOD**

 <b>BORED (BLAH)</b>	 <b>JOYFUL (SUNNY)</b>	 <b>NAUGHTY/ MISCHIEVOUS (DEVILISH)</b>	 <b>ENVY (GREEN WITH ENVY)</b>	 <b>SORE LOSER (SALTY)</b>
 <b>ACTIVE/ HEALTHY (ACTIVE)</b>	 <b>EXCITED (EXCITED)</b>	 <b>GOOD (JUST PEACHY)</b>	 <b>ANGRY (HANGY)</b>	 <b>TIRE (TIRED)</b>

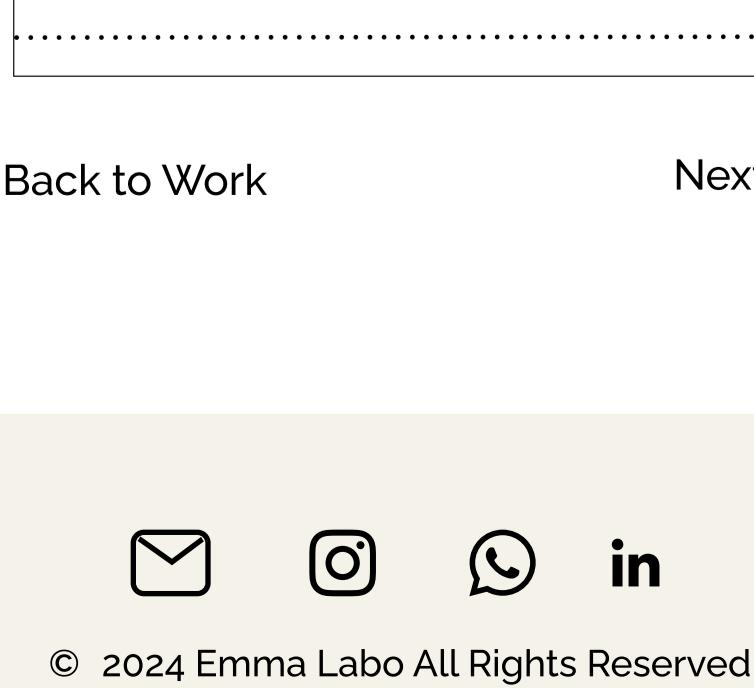
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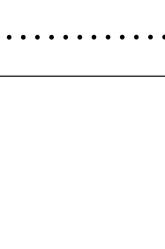
**MENU**

 <b>BLAH</b> Options  Vanilla cake and icing covered in white chocolate with white confetti	 <b>GREEN WITH ENVY</b> Options  Key lime cake with vanilla icing covered in milk chocolate
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HAND MADE

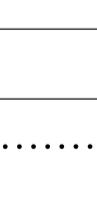
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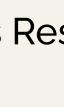
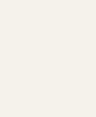
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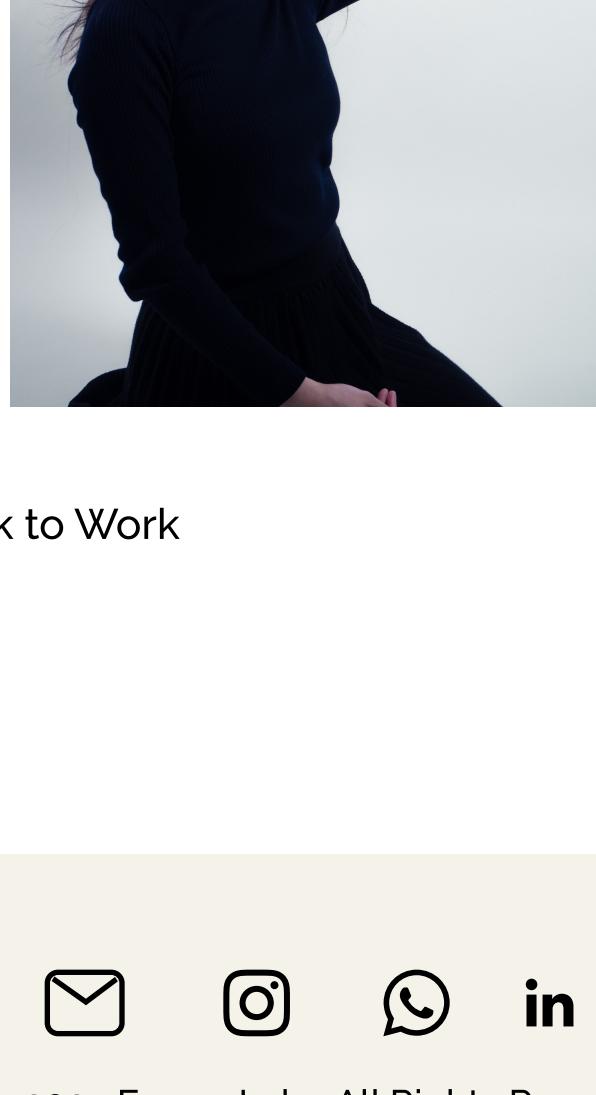
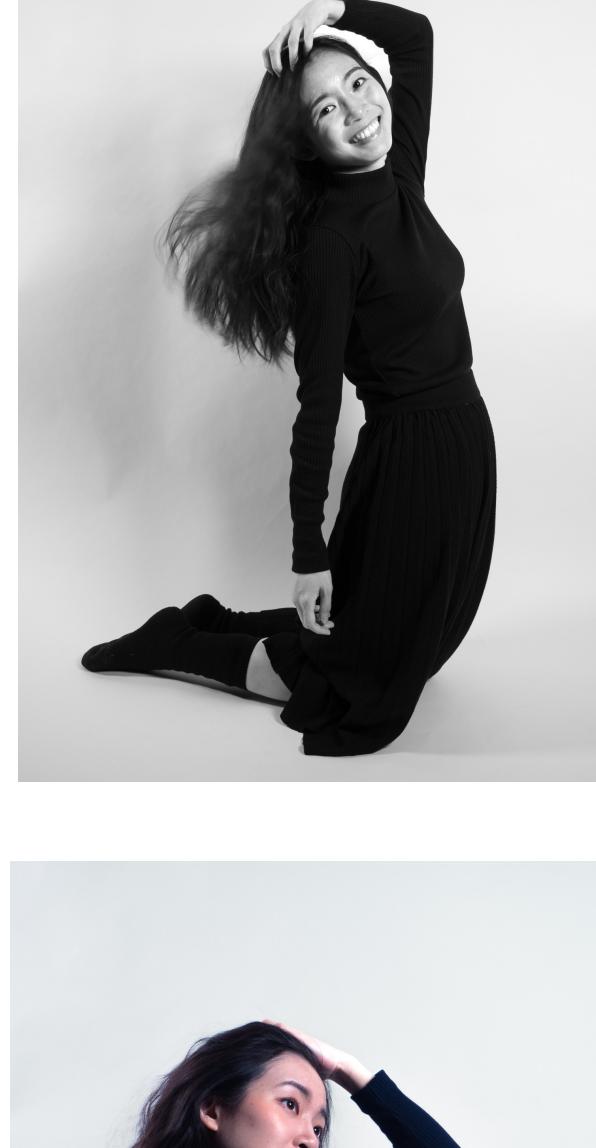
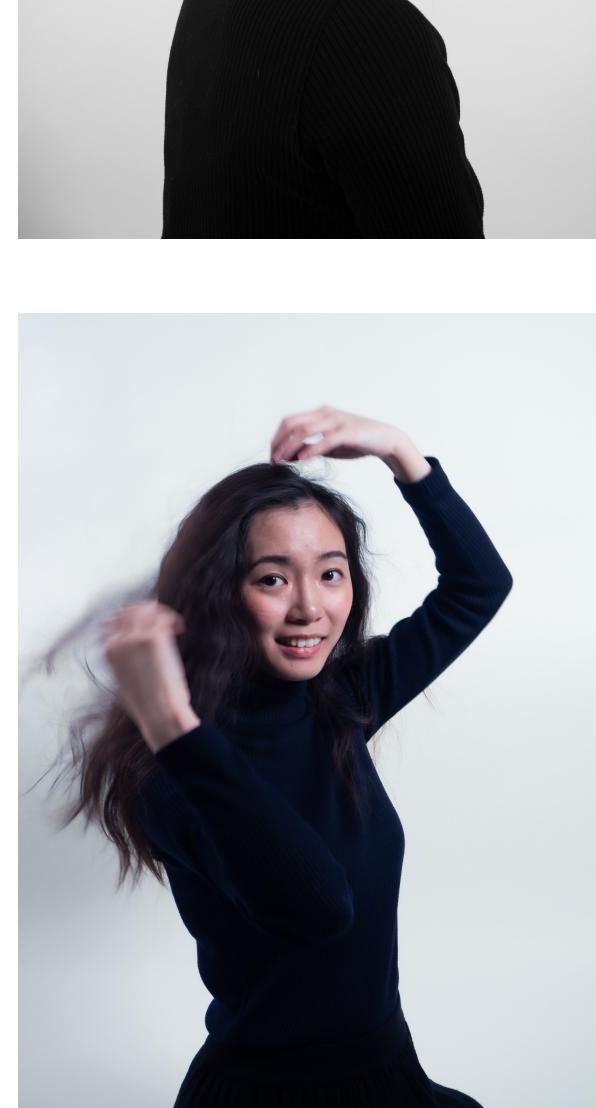


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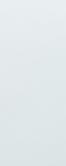
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# PORTRAIT



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