

Troy Everett Ford

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Cystic Fibrosis Foundation

This project was a nice way to give back to my local scientific community. The Cystic Fibrosis Foundation held a logo design challenge for their “Sham Rock the Cure” fund-raiser event.

The logo I created was a clear winner, and I was able to attend the event for my efforts. The event was a rare treat, and I enjoyed the opportunity to meet a lot of great people who raise money for an important cure.



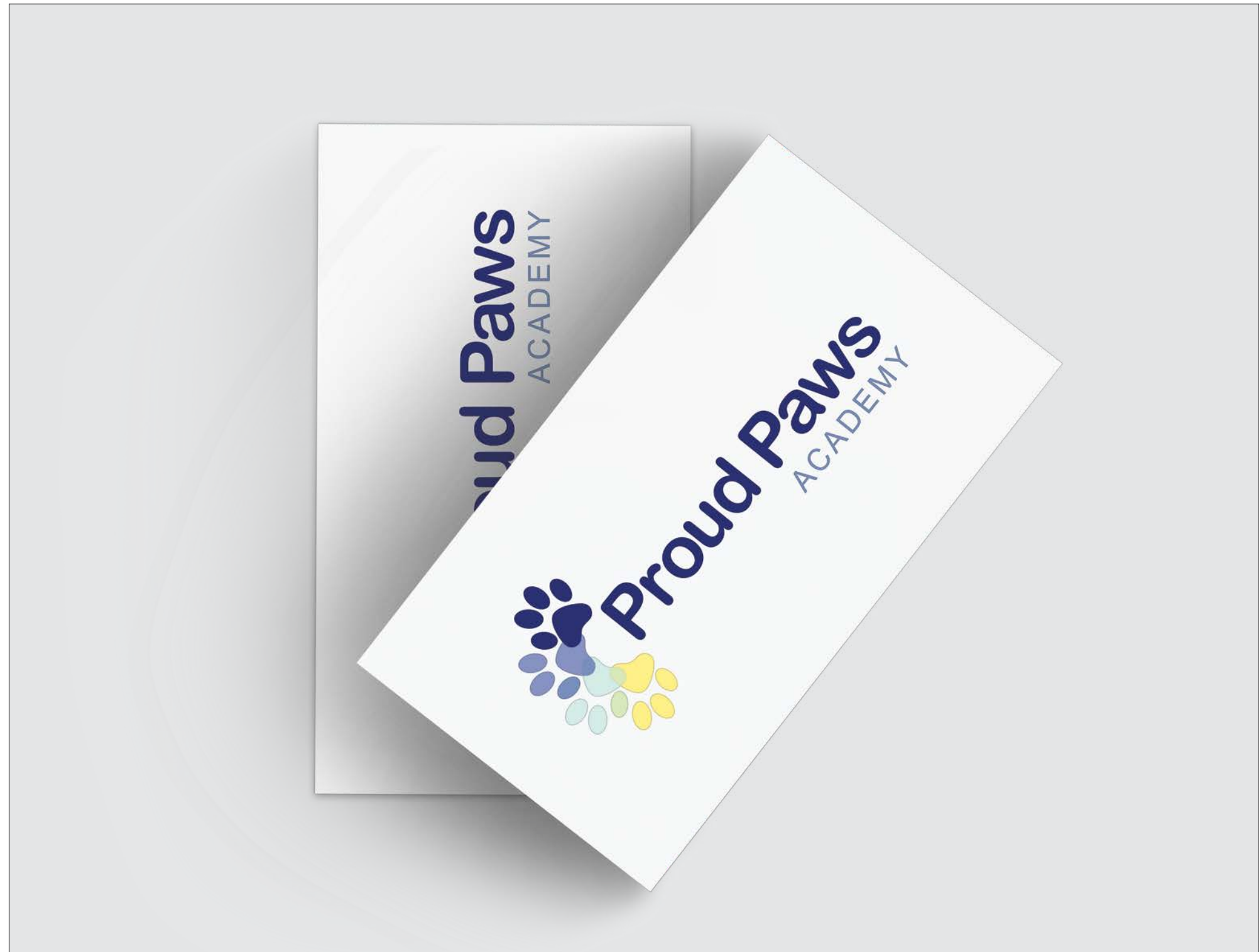
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Proud Paws

This project was for a small business owner in need of a logo and business cards, to help get a fledgling business out in the world.

[Website](#)



Sassy Pantry

A local blogger and forever foodie asked for my help in creating a logo for her blog. As a professional marketer she had things under control from there.



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The Halides

The Halides are a local cover band, who share a love for music, and playing for great causes. The band needed a logo that told the story of the origin of their band, and visually referencing the periodic table was a nod to the six founding members who are all scientists.



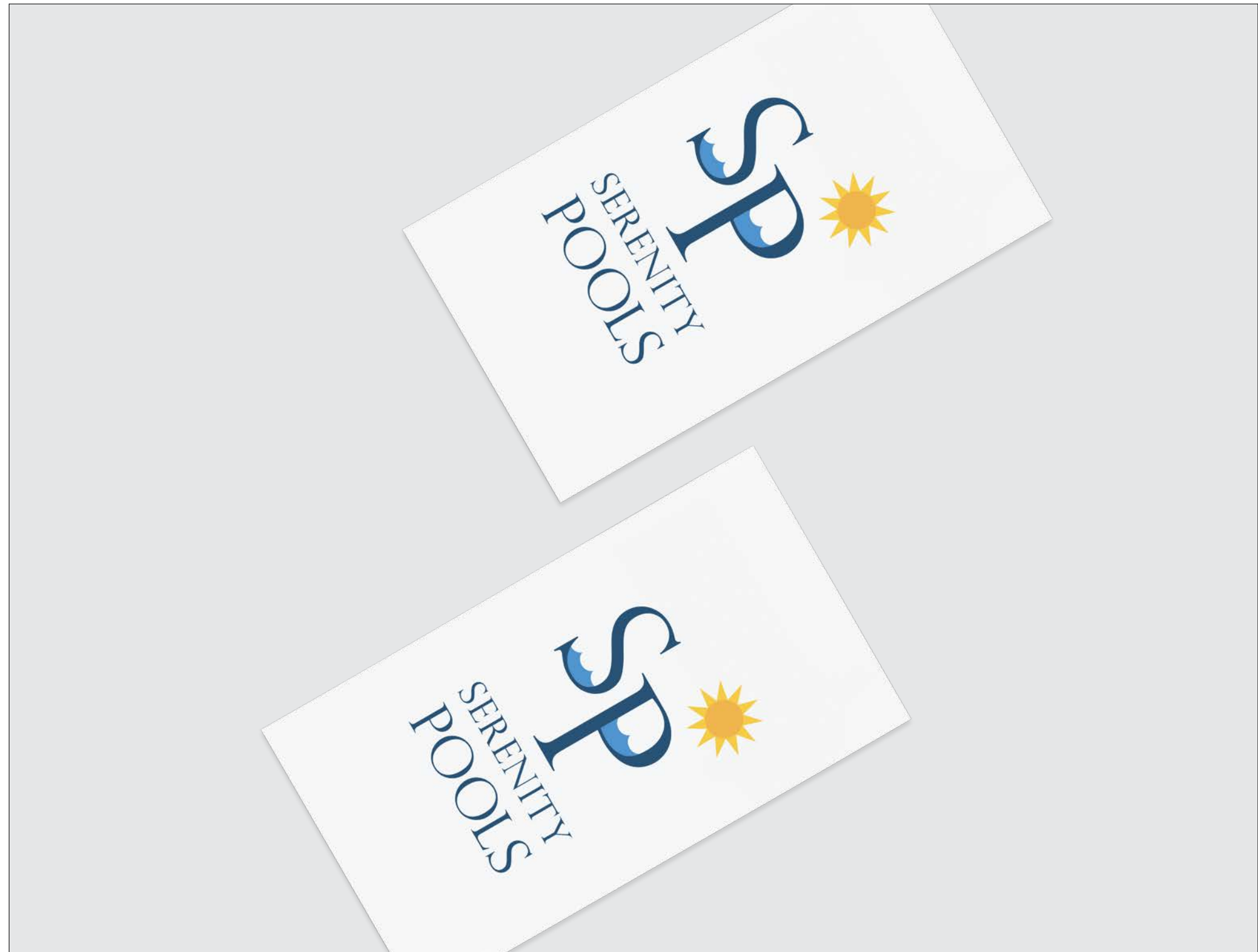
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Serenity Pools

Currently working with a small business owner who has a great grasp for the identity of his business. This logo was designed to help him stand out from his competitors, and developing a web presence is the next step.



The Wedding

As a wedding gift for close friends, I designed their names in hand-drawn type which was machined into a hand-made wooden marquee to hang in their home.



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The Euro Trip

This Spring our family took a long trip through Italy and France. To document the trip, I'm creating a book of some of our best photos. The cover was the most fun.

[Download](#)



HeadsUp!

This Washington DC start up needed help with a graphical presentation that drew people into a funding event. They wanted the viewer to learn more about the problems in their industry, and all the solutions their product was trying to solve.



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Hawks Hill Ranch

A small winery in Central California solicited designs for their first bottling. The concept was a vector drawing of the estate at the summit of a hill.



Saute Creative - Concepts

This local marketing studio needed help mocking up a website design they had planned, in order to sway a potential client.



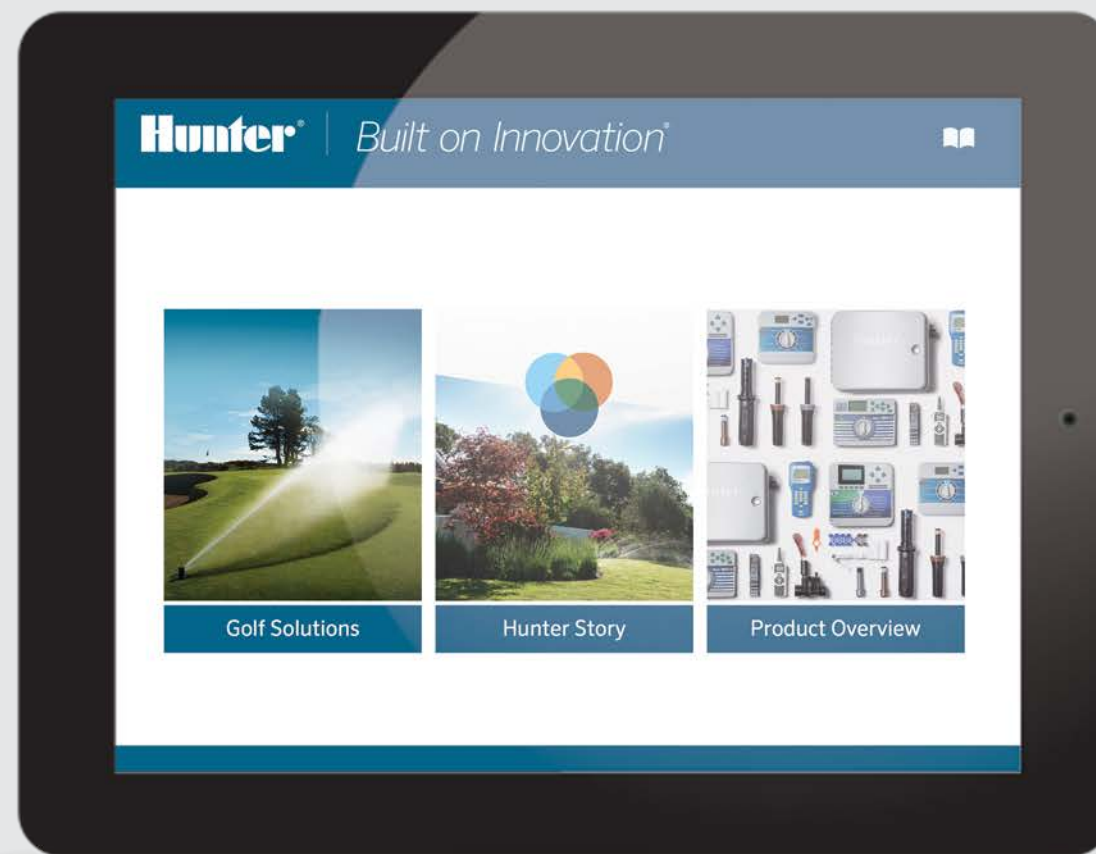
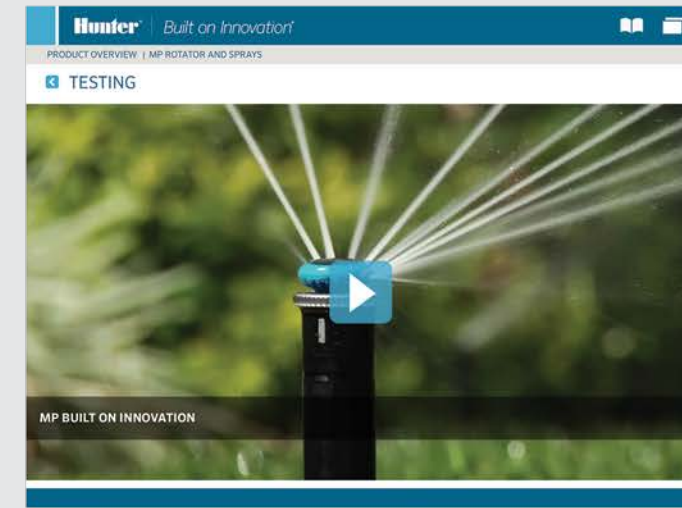
The Halides

The Halides needed cover art for the sleeve of their first album, and this was the final concept.



Hunter Industries

This sales enablement tool was developed for use at trade shows on tablets and screen cast to larger televisions around the show floor. I developed the look and feel of the navigation, iconography, and all photography and content layouts.



Hunter Industries

The flagship controller at Hunter was launched in 2017 and I was part of a development team that created the user interface and button configuration of this controller. The look of the facepack and all design elements were created for this controller.



Hunter Industries

My primary project and responsibility at Hunter Industries is the Product Catalog of irrigation products for residential and commercial applications. This document is translated into 9 languages and over 75,000 copies are printed, in annual editions. Work on this project includes layout work, illustration, photo editing, art direction, and translation coordination.

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Hunter Industries

Developed marketing materials for product launches, updated product information, and communication with customers. Work on these materials included art direction, layout, illustration, and photo editing.



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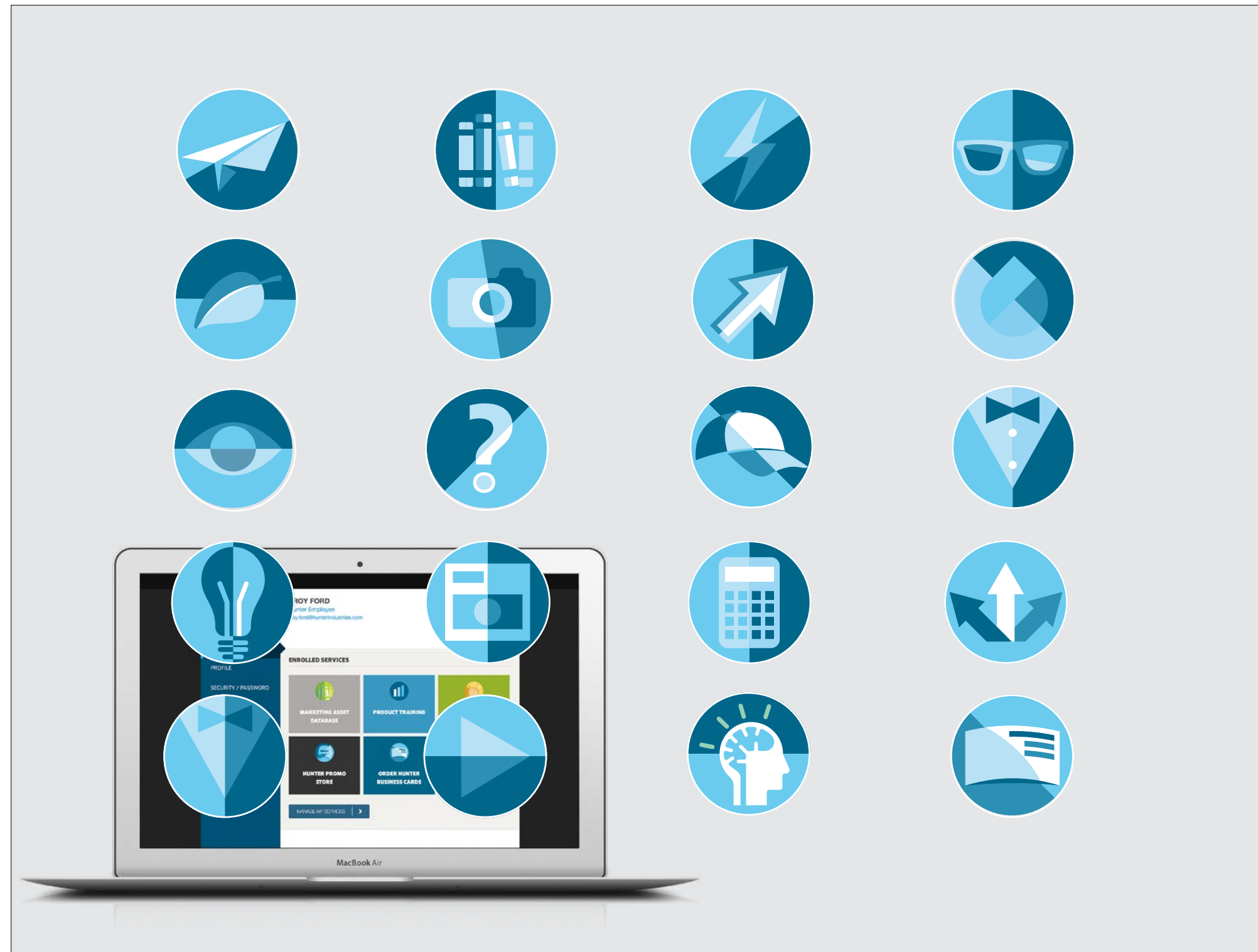
Hunter Industries

This design was an advertising piece for a company event. The leadership team was gathered in a studio with a classic car for a photo shoot, then I designed the scene around them to complete the piece.



Hunter Industries

The icons in this piece were designed to represent a group of user benefits that Hunter offers to customers and employees as part of a single sign on system.



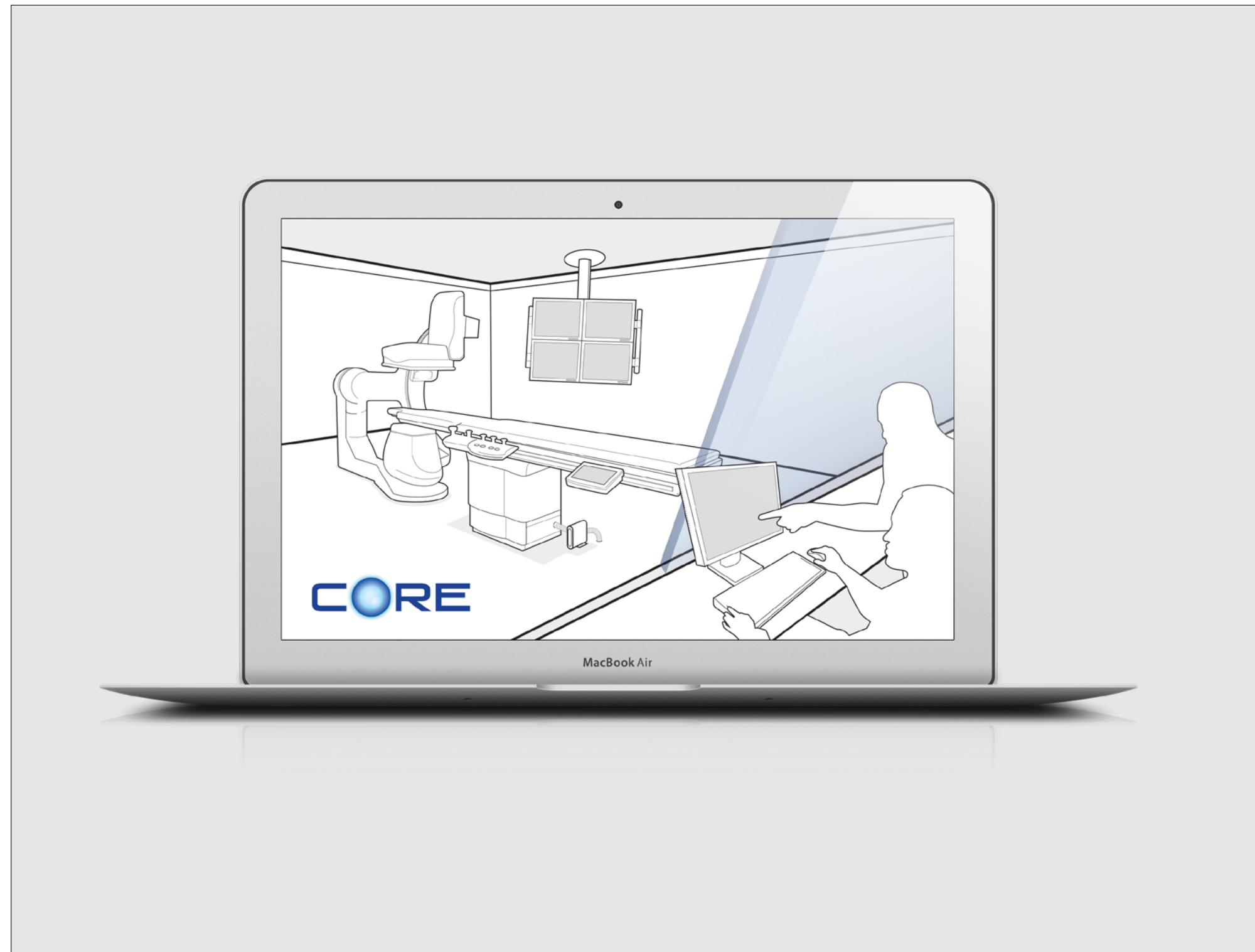
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Volcano Corporation

This illustration was included in marketing materials of a product launch for technology used in a surgical heart catheter lab. The design shows in gray additional components to be added to existing systems to help doctors visualize where the parts would be installed on their instrumentation.



Volcano Corporation

Developed a major re-brand of Volcano's literature strategy including the crafting of an illustration style for their brochures. Illustration of medical devices and their interaction with the human body was essential to describing the products.

