

Isabella Salazar
Graphic Design Portfolio



2026

Senior Thesis

“Therra”

Therra is a conceptual brand identity and experience design project centered around the idea of the “third space,” which are environments outside of home and work where people can gather, communicate, and build community. Inspired by the importance of creativity, conversation, and hands-on experiences, Therra combines a community café with a ceramics and creative studio space designed to encourage connection through shared experiences.

The goal of the project was to create a cohesive visual identity system that felt welcoming, grounded, and community-focused while also exploring how branding can shape physical and emotional experiences within a space. The project included brand strategy, packaging design, menus, brochures, and café applications such as mugs, stickers, and coffee packaging.

Through elements such as ceramics, coffee culture, and communal gathering spaces, Therra encourages people to slow down, work with their hands, and engage more meaningfully with the people and environment around them.





Therra - Welcome Brochure

Therra Memberships

BECOME PART OF THE COMMUNITY

Membership provides access to creative spaces, events, and exclusive opportunities to connect with others who enjoy making and learning.

The Benefits

CREATIVE SPACE ACCESS

Members can reserve studio time in ceramics and other creative rooms with 24/7 access.

DISCOUNTED CLASSES

Members receive reduced pricing on workshops and ceramics courses offered by guest creatives.

EVENT INVITATIONS

Access to special events, community nights, artist talks, and creative gatherings. Sent out early in email.

CAFÉ DISCOUNTS

By using your number at each visit, members receive a discount on drinks and meals at The Studio Café.

PRIORITY REGISTRATION FOR CLASSES

Get early access to sign up for classes and workshops before they open to the public.

GUEST PASSES FOR FRIENDS

Invite friends to experience Therra with complimentary guest passes for select spaces and events.

Monthly Cost

\$100 A MONTH

Immediately enjoy our benefits, even if you sign up today. register with a team member for student, teacher, and military discounts. We cannot wait for you to join our family!

**sign up today at thera.com, or ask any team member for help*



Welcome To THERRA

GATHER | CONNECT | CREATE

(210) 315-5260
1066 Matterhorn St. Mobile, AL
isabellasalazardesigns@gmail.com

Visit therra.com for more

Therra - Welcome Brochure

What is Therra?

A PLACE TO GATHER, CONNECT, AND CREATE.

Therra is a community-centered third space designed to bring people together outside of home and work. Whether you're stopping by for coffee, joining a ceramics class, studying for the afternoon, or meeting friends, Therra offers a welcoming environment where creativity and conversation are always welcome and encouraged.

What is a Third Space?

A first place is considered your home, a second place is school or work, and a third space is a place where people can gather freely, outside of those responsibilities from home and work. These environments encourage **conversation, creativity, and connection** between people from all backgrounds.

At Therra, we believe communication and community are essential to everyday life. Simple interactions, sharing ideas, laughing over coffee, or learning something new can help create stronger relationships and healthier communities.

We are also aware of the steady decline of these essential spaces all across the United States. Our mission is to bring them back, and BETTER. Here, you can explore your creativity, connect with others, and relax away from life's responsibilities (*or use the comfort to get in some work*). We would be excited for you to join the family.

Gather, Connect, Create

THERRA IS BUILT AROUND THESE SIMPLE IDEAS

Create by working with your hands in the studio or exploring new creative outlets. Gather with others in the café and shared spaces designed for conversation and collaboration. Connect through shared experiences, whether in classes, events, or everyday moments.

We value the idea of connection and we aim to help our community grow with one another.

Inside Therra

THE STUDIO CAFÉ

A welcoming café offering coffee, breakfast, lunch, and pastries. Perfect for casual meetings, studying, or relaxing with friends.

THE CERAMICS STUDIO

A creative workspace for pottery classes, open studio hours, and hands-on exploration with clay. Occasional community courses.

**membership required. Ask an employee for more information.*

CREATIVE ROOMS

Flexible rooms for drawing, crafting, studying, or collaborative projects. Open to the community at anytime.

COMMUNITY AREAS

Comfortable seating and gathering spaces designed to encourage conversation and connection. With a wide range to choose from, every spot will be your favorite.



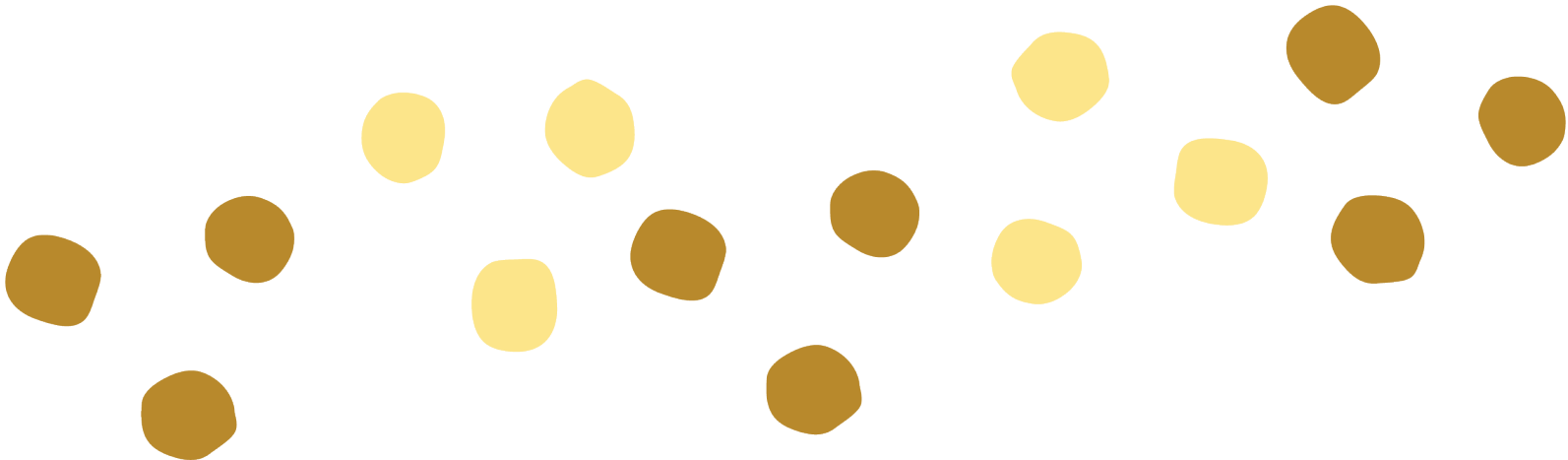
Everyone is Welcome

YOU DON'T HAVE TO BE AN ARTIST TO ENJOY

You can simply stop by for coffee, meet a friend, read a book, or enjoy the atmosphere. Therra exists to create a space where **creativity and community naturally come together**.

(210) 315-5260 | isabellasalazardesigns@gmail.com | therra.com

Therra - Stickers & Pattern



Therra -Mug Bellyband



Handmade
CERAMIC MUG
made by a local ceramic artist

16oz
dishwasher, microwave,
& oven safe

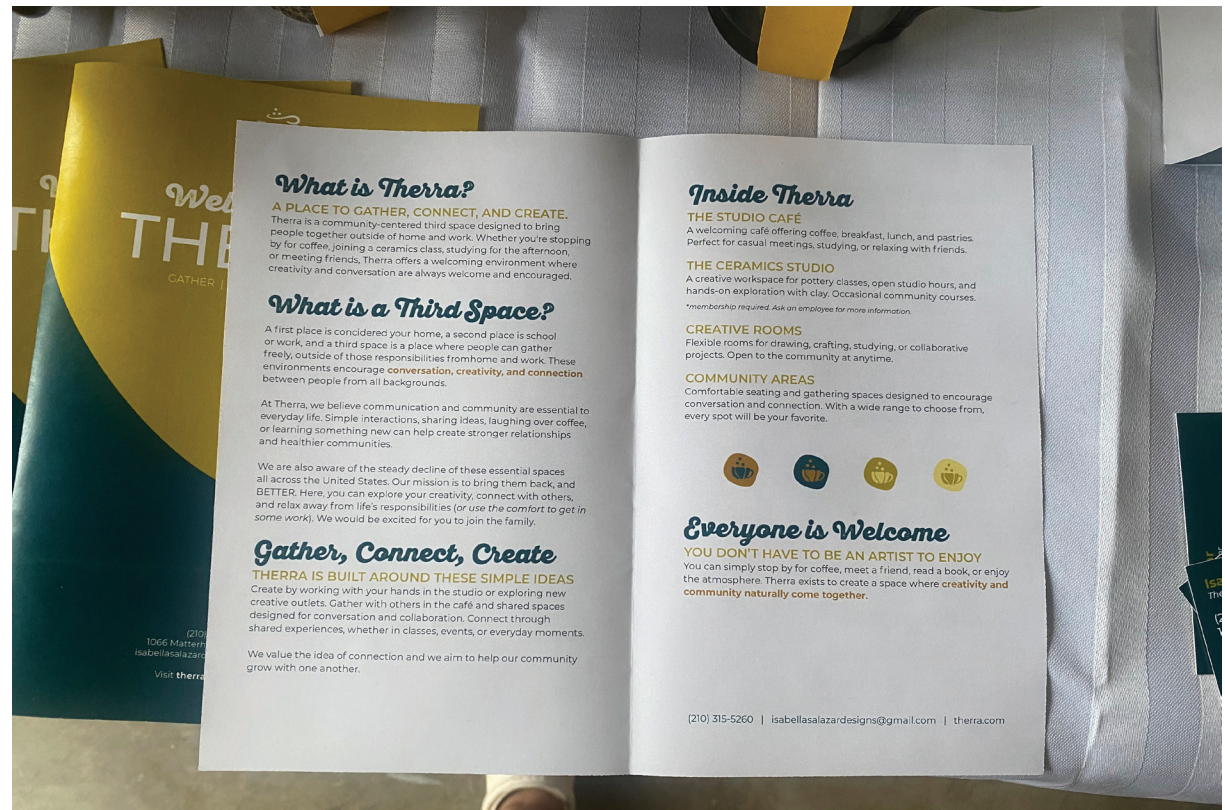
US 19.99



5 012345 678900

Therra - Coffee Bag Packaging





Essence Mattress Company

Essence is a conceptual luxury mattress brand focused on elevating an everyday household product through refined branding and cohesive visual identity design. The goal of the project was to transform mattresses from a purely functional purchase into a premium lifestyle.

The visual identity was designed to communicate comfort, simplicity, and luxury through clean typography, minimal layouts, and a bold, cohesive color palette. The project explored how thoughtful branding can influence the perception of ordinary products and create stronger emotional connections between consumers and everyday objects.

Essence Mattress Company - Brand Guidelines



Essence Mattress Company - Brand Guidelines



BRAND GUIDELINES

Essence Mattress Company - Brand Guidelines

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INTRODUCTION - Mission Statement & Values

Mission Statement
To provide high-quality, and luxurious mattresses that enhance the sleep experience and promote well-being.

Brand Purpose
At Essence Mattress Company, we believe that a good night's sleep is essential to a healthy life. Our mission is to make that possible for everyone who seeks it.

Core Values
Quality: We prioritize exceptional materials and craftsmanship.
Elegance: Our design reflects sophistication and style.
Integrity: We are committed to honesty and transparency in all interactions.

Essence Mattress Company - Brand Guidelines

INTRODUCTION - Company Overview

Essence Mattress Company stands at the forefront of innovation in the high-end sleep industry, blending state-of-the-art technology with artisanal craftsmanship. The company is committed to redefining what luxury sleep truly means, offering mattresses that are not only exceptionally comfortable but also scientifically designed to improve sleep quality. Each mattress is crafted using the finest materials—sustainable, hypoallergenic fabrics, and advanced support systems that adapt to individual sleep patterns.

The company doesn't just sell mattresses; it offers a lifestyle centered around rest and rejuvenation. By incorporating personalized sleep diagnostics and customizable comfort features, Essence aims to deliver more than a product—it's offering a tailored solution for each customer's unique sleep needs.

With its expansion strategy, the company is preparing to open flagship stores in key metropolitan areas, where customers will have access to exclusive sleep consultations and immersive in-store experiences. Essence Mattress Company's commitment to excellence includes premium customer service, a seamless shopping experience, and after-purchase support. By focusing on innovation, sustainability, and luxury, Essence is not just selling mattresses; it's elevating the art of sleep.

AUDIENCE INSIGHTS - Target Demographics

Age Range:

50–60 years old: 40%
60–70 years old: 25%
70+ years old: 10%

Household Income:

\$100K–\$150K: 40%
\$150K–\$250K: 35%
\$250K and above: 25%

Marital Status:

Married or Partnered: 70%
Single (Widowed/Divorced): 25%
Single (Never Married): 5%

Occupation:

Retired: 50%
Working (executive level): 30%
Business Owners: 15%
Other: 5%

AVERAGE AGE

55

AVERAGE HHI

\$195,00

AVERAGE MARITAL STATUS

married

AVERAGE OCCUPATION

affluent

Essence Mattress Company - Brand Guidelines

LOGO - Clear Space



Clear Space:
There should be a
space equal to the
letter 'E' around
the logo as the
clear space.



LOGO - Variations & Lockups



This is the primary logo that should be used light backgrounds only.



This is a web header option, and should not be used on any print materials. For use on light colored backgrounds only.



This is the primary logo that should be used on solid dark backgrounds only.



This is a web header option, and should not be used on any print materials. For use on solid dark colored backgrounds



This off-white color version should be used on dark background images as a reversed logo option only.



This is the reversed logo option for web only and should not be used on any solid backgrounds or print material.

Essence Mattress Company - Brand Guidelines

LOGO - Misuses



Do NOT use two colors in the logo. It should be one solid color.



Do NOT rearrange the icon and type, only use the provided horizontal and vertical logos from the lockup page.



Do NOT use the type only as the logo, or use the icon only. They should be used together on any platform or material.



Do NOT use any other colors from the palette other than brand dark blue, golden yellow, and off-white.



Do NOT rotate the icon or rearrange the elements in the logo in any way.



Do NOT use the golden yellow or off-white logos on a white background.

BRAND IDENTITY - Color Palette

Primary

Use Dark Blue as the dominant color choice in all design, elements and layouts.

Brand Navy Blue	hex = #1e3f69 pantone = 534 c	cmyk= 97 / 80 / 33 / 21 rgb= 30 / 63 / 105
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Secondary

Use as supporting colors. Charcoal grey is used for type on light backgrounds. Use off-white for text on dark backgrounds.

Golden Yellow	hex = #eac11d pantone = 7405 c	cmyk= 9 / 22 / 100 / 0 rgb= 234 / 193 / 29
Off-White	hex = #f2f1e6 pantone = p 1-9 u	cmyk= 0 / 0 / 5 / 5 rgb= 242 / 241 / 230
Charcoal Grey	hex = #3b3b3c pantone = black 7 c	cmyk= 0 / 0 / 0 / 92 rgb= 59 / 59 / 60

Tertiary

Used sparingly and only on single elements like a web page button. Never use for the logo, type, or background color.

Brand light blue	hex = #dcf2fd pantone = p 115-2 c	cmyk= 12 / 0 / 0 / 0 rgb= 220 / 242 / 253
Royal Red	hex = #9c1038 pantone = 194 c	cmyk= 15 / 100 / 65 / 30 rgb= 156 / 16 / 56

Essence Mattress Company - Brand Guidelines

BRAND IDENTITY - Typography

Rival Sans Primary Font

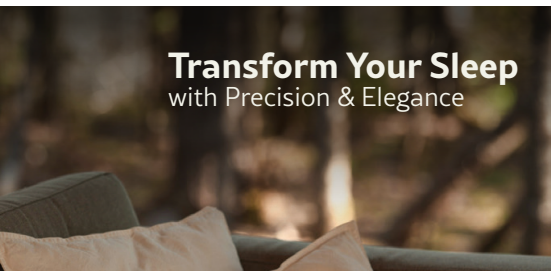
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Weights: bold, regular, light
Uses: headlines, subheadlines, and eyebrows
For Web: use for headlines 5 & 6

Geller Secondary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weights: text bold, text regular, text light
Uses: use for body copy, eyebrows, call to action, and numbers
For Web: Headlines 1 & 2



BRAND IDENTITY - Web Typography

HEADING 1 : Geller Headline Black Heading 2: Geller Headline Bold

Heading 3: Degular SemiBold
Heading 4: Degular Regular

Heading 5: Rival Sans Light
Heading 6: Rival Sans Extra Light

Paragraph: Rival Sans Medium (9pt type size, and 11pt leading)

At Essence Mattress Company, we understand that sleep is more than just a nightly routine—it is the foundation of a healthy, and vibrant life. As a leader in luxury sleep solutions, our mission is to revolutionize the way people experience their rest.

Each Essence mattress is a testament to our commitment to quality, meticulously crafted using the finest materials, from sustainable, hypoallergenic fabrics to advanced support systems that adapt to your unique sleep patterns. Our innovative sleep technology ensures that

every customer enjoys a personalized experience, designed to meet their individual comfort needs.

We believe that luxury should extend beyond the mattress itself. That's why we offer a complete sleep experience, from our signature mattresses to bespoke accessories and in-depth sleep consultations, ensuring every detail of your rest is taken care of.

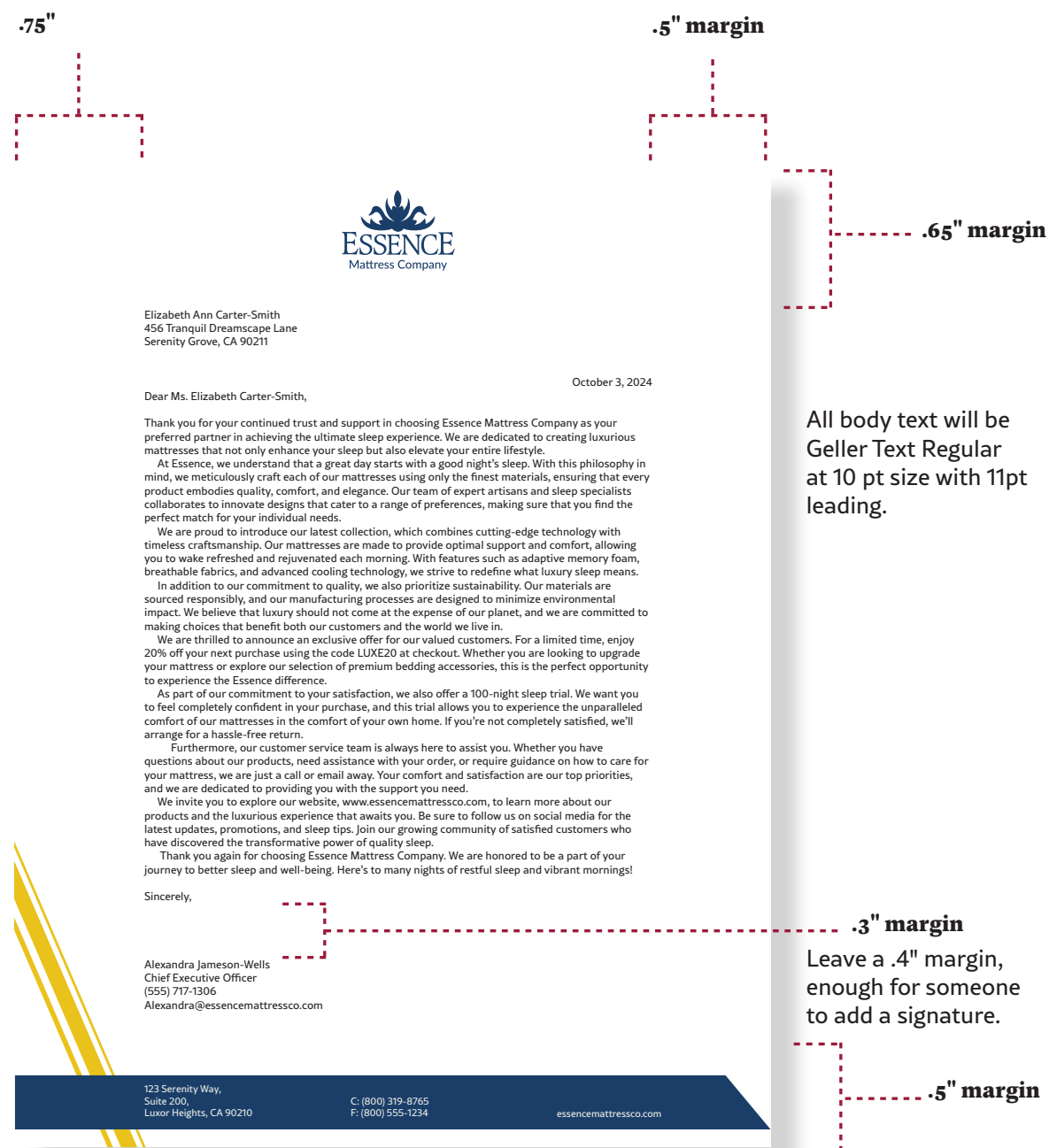
Web Button Options



Rectangular, royal red or brand light blue. Typeface will be Degular Display Bold.

Essence Mattress Company - Brand Guidelines

STATIONERY SET - Letterhead Margins



STATIONERY SET - Examples



Essence Mattress Company - Brand Guidelines

AD CAMPAIGN - Concept & Key Message

The concept behind this Essence Mattress Company magazine ad in Town & Country is to appeal directly to affluent individuals around age 55, many of whom hold high-income, high-stakes positions. This audience is discerning, values quality, and prioritizes health and wellness—especially as they seek balance and recovery from their demanding professional lives.

Headline: “Redefine Your Rest with Personalized Luxury.” The headline speaks directly to their desire for personalized solutions that elevate everyday experiences. By using “Redefine Your Rest,” the ad invites the reader to rethink how they approach sleep, offering an opportunity to upgrade from their current experience to something far more tailored and luxurious. The word “luxury” aligns with their preference for premium products that not only meet their functional needs but also reflect their lifestyle and status.

The ad speaks directly to high-achieving, financially successful individuals who are seeking to invest in their health and well-being. It positions Essence Mattress Company as the ultimate solution for those who demand more from their sleep experience, offering personalized luxury backed by innovation. The free sleep test adds an element of discovery and exclusivity, drawing them into a relationship with the brand that promises not just comfort, but a sleep experience perfectly tailored to their lifestyle.

AD CAMPAIGN - Examples



Full Page Ad - Town & Country
8.75"x10.875"

Town & Country reaches affluent, discerning readers who value luxury and wellness. With a high-income, 50+ audience, the magazine aligns with our target market, positioning Essence alongside other premium brands for maximum visibility to those who prioritize quality and personalized sleep solutions.



Half Page Ad - Town & Country
5.75"x8.75"

Essence Mattress Company - Brand Guidelines



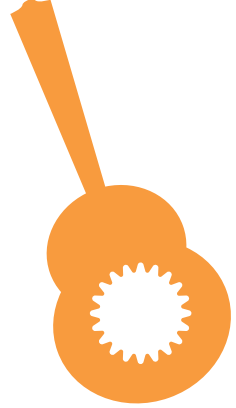
Saturday Music

Saturday Music is a conceptual music retail brand designed to create a more inviting, community-driven experience for musicians and creatives. Inspired by retro music culture and the social connection that comes from sharing music, the project reimagines the traditional music store as a space that feels energetic, approachable, and visually engaging.

The project focused on developing a cohesive identity system that could extend across multiple sub-brands and packaging applications while maintaining a unified visual tone. Deliverables included a primary logo system, sub-brand identities, packaging design, and custom patterns that were integrated throughout the brand experience.



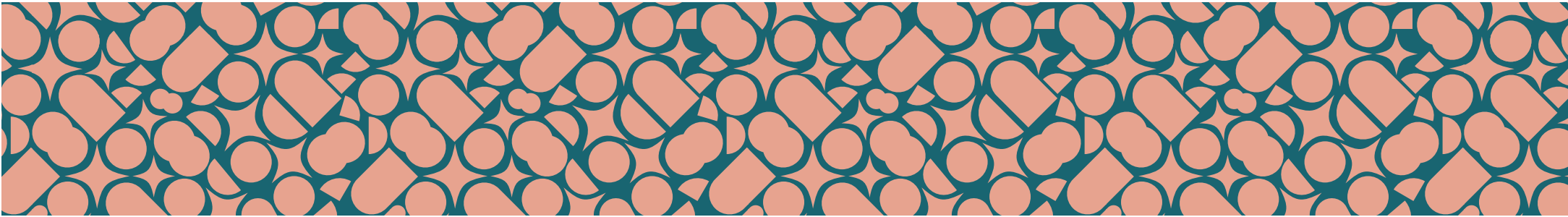
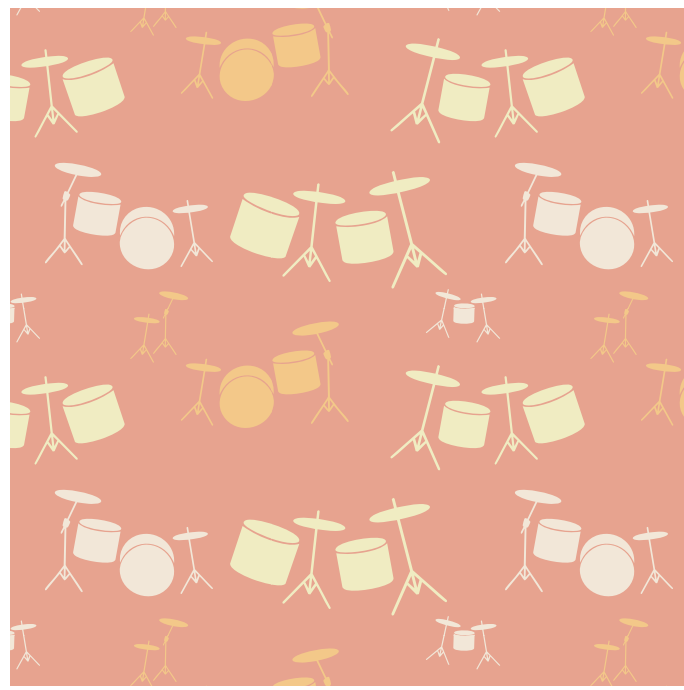
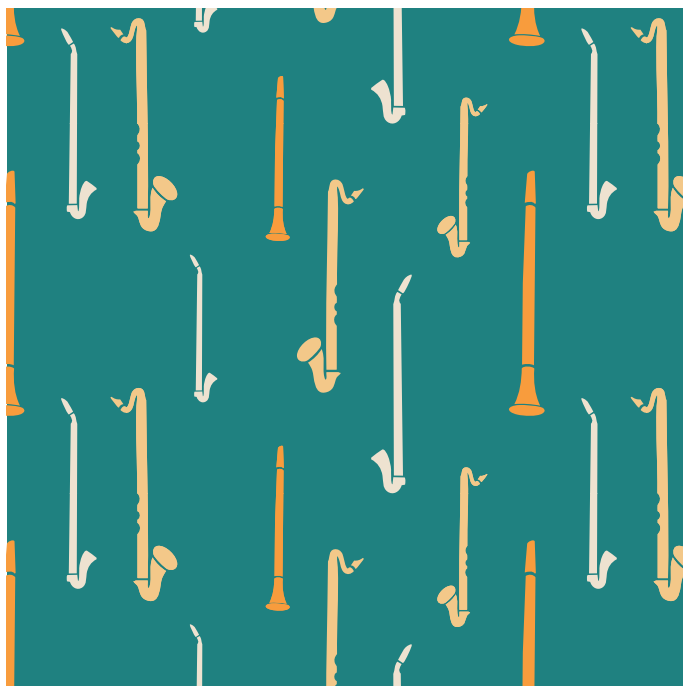
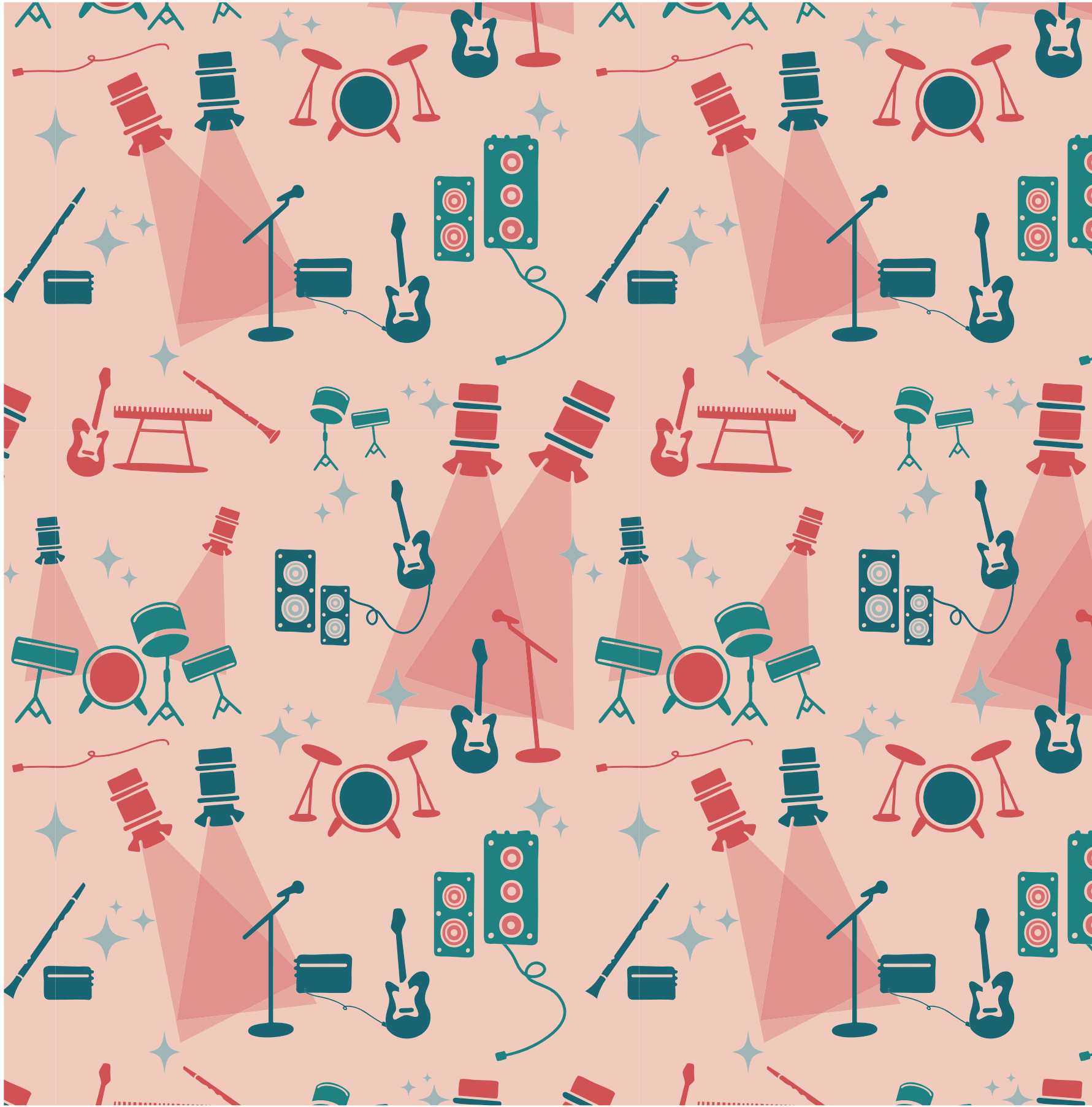
Saturday Music Sub Brands

revival 

*silver &
sound* 

sonaura 

Saturday Music Patterns



Saturday Music Patterns



Saturday Music Packaging



Saturday Music Packaging



Shape Shifters!

Shape Shifters is an educational children's game designed to encourage creative problem-solving, spatial thinking, and hands-on learning for children ages 6 and up. The project combines playful visual design with interactive gameplay to create an engaging experience centered around shapes, creativity, and imagination.

The project included the design and development of the full game system, including packaging, instructional materials, game cards, and hand-built prototype shape pieces used for gameplay testing and interaction. Bright colors, approachable typography, and dynamic layouts were used throughout the system to create a playful and accessible experience for younger audiences.



Game Contents

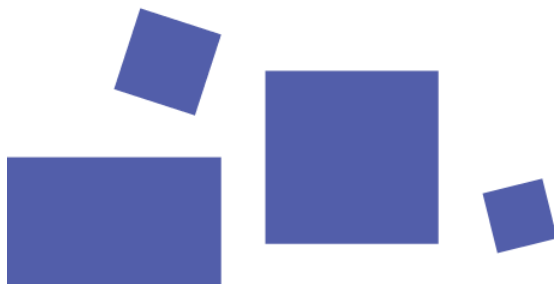
Build a house with at least 3 shapes



Create TWO different sized buildings



Create at least 1 letter in the alphabet
add 2 points if you create two letters



KEEP TRACK OF YOUR SCORE!
*if playing in solo mode, use each player column to try and beat your past score

Round	Player 1	Player 2	Player 3	Player 4	Player 5	Player 6
1						
2						
3						
4						
5						
Total						





Game Rules

Shape Shifters

Welcome to Shape Shifters, the fast-paced, brain-bending puzzle game where shapes aren't just shapes—they're the key to patterns, pictures, and endless possibilities. Can you shift your shapes into stars, cars, castles, or even your name? The clock is ticking, and the challenge is on.

What's Inside the Box

- ▲ 100 Shape pieces (triangles, circles, rectangles, half-circles, and more)
- ▲ 50 Challenge Cards (easy-yellow, medium-green, and hard-blue)
- ▲ 1 Sand Timer (60 seconds)
- ▲ Score Pad

Objective

Use your shape cards to complete challenges as quickly and cleverly as possible. Race against time, compete against friends, or take on solo challenges to see how many patterns you can create.

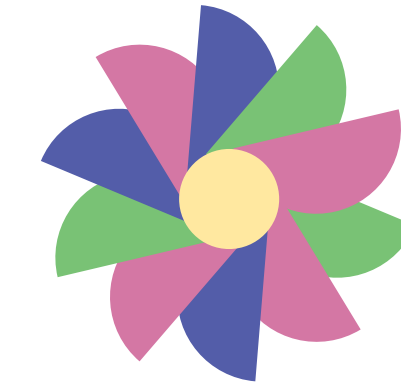
Setup

- ▲ Add the shape pieces into the bag and mix it up
- ▲ Shuffle the Challenge Card deck and place it nearby.
- ▲ Decide if you are playing solo or with friends.
- ▲ Place the timer where everyone can see it.

How to Play

Solo Play

- ▲ Draw one Challenge Card.
- ▲ Flip the timer.
- ▲ Complete the prompt on the card.
Complete as many challenges as you can in 30 minutes OR try to beat your high scores.
- ▲ Write down your score as you go using the sheets.
- ▲ Want a twist? Shuffle in "Bonus Challenges" like "spell your name," "use only one color," or "build with only 4 cards."



Multiplayer Play (2-6 players)

- ▲ Each player draws 10 Shapes to form their hand.
- ▲ Draw one Challenge Card and read it aloud.
- ▲ Flip the timer and race to complete the challenge first.

Possible Shapes *complicated shape = worth more points



square



rectangle



parallelogram
*complicated shape



right triangle



triangle
*complicated shape



circle



half circle
*complicated shape



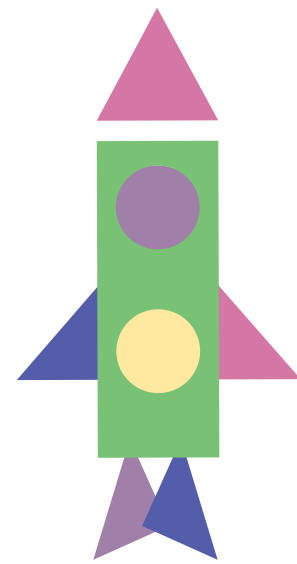
quarter circle
*complicated shape

Game Rules

Scoring works like this:

- ▲ Each shape card used is worth 1 point.
- ▲ Complicated shapes (check previous list) are worth 2 points.
- ▲ If you use more than 5 shapes in a single design, you earn 5-point bonus.
- ▲ The first player to finish correctly gets a 5-point speed bonus.
- ▲ After the round, discard shapes you used and draw back up to 10. You will always have 10 shapes to start the round.
- ▲ Play until each player has had 6 challenges, or 30 minutes—whichever comes first. The player with the highest score wins.

Scoring Example



Your challenge is to make a rocket. You use 4 right triangles, 1 rectangle, 1 triangle and 2 circles.

- ▲ 7 easy shape cards = 7 points
- ▲ 1 complicated shape = 2 points
- ▲ Bonus for using more than 5 cards = 5 points
- ▲ If you finished first, add a speed bonus = 5 points

Total Score = 7+2+5+5 =19 points

Game Variations

- ▲ Lightning Round: Everyone gets only 5 shapes in their hand.
- ▲ Endless Mode: Keep building until you run out of shapes.
- ▲ Creative Contest: Skip the Challenge Cards and invent your own designs. Vote on the best one.

Helpful Tips

- ▲ Think outside the box. A circle could be a head, a wheel, or even the sun.
- ▲ Keep track of your shape stash. Do you want to use your circle now or save it for later?
- ▲ How can you use more shapes to build the same object?...two right triangles do make a square.

End of the Game

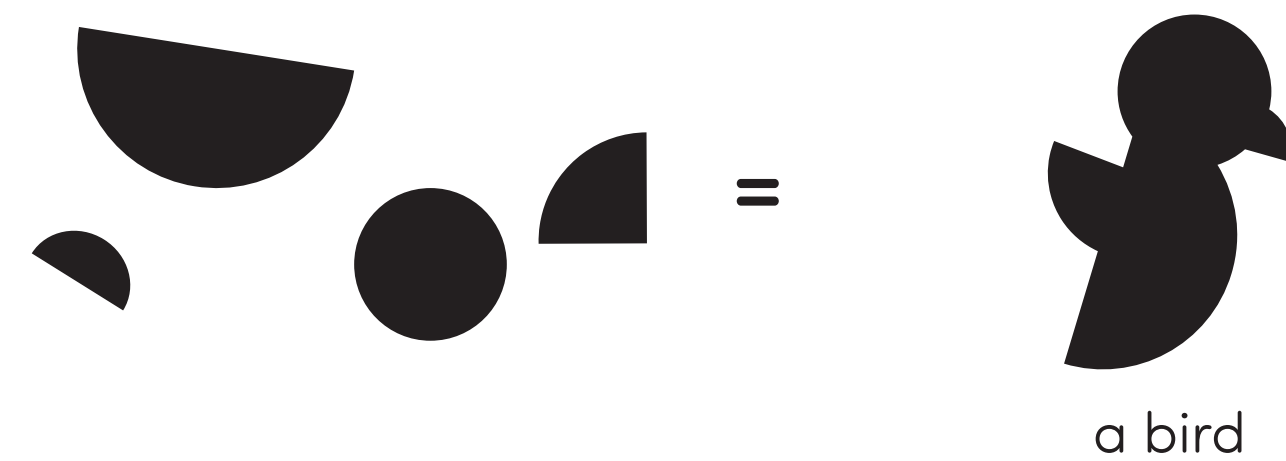
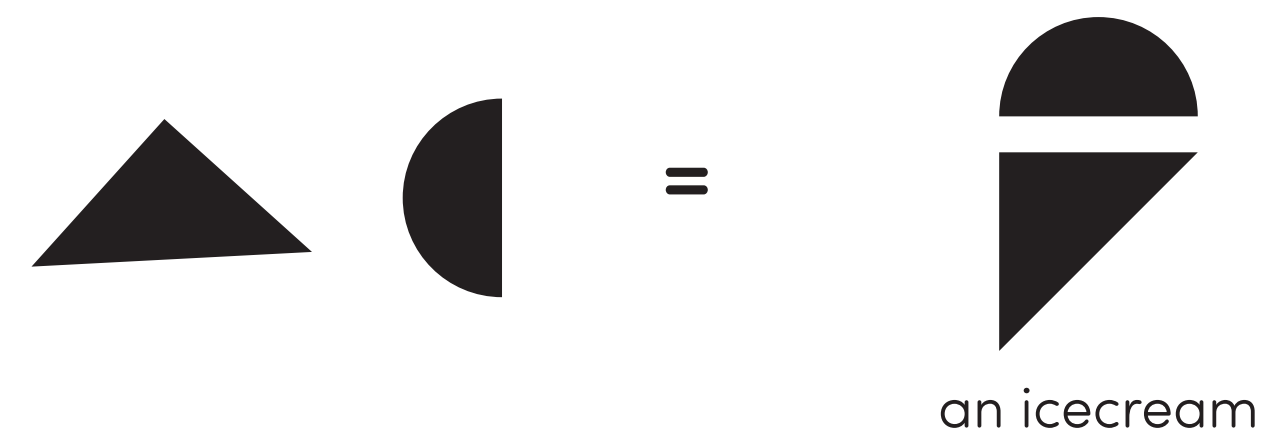
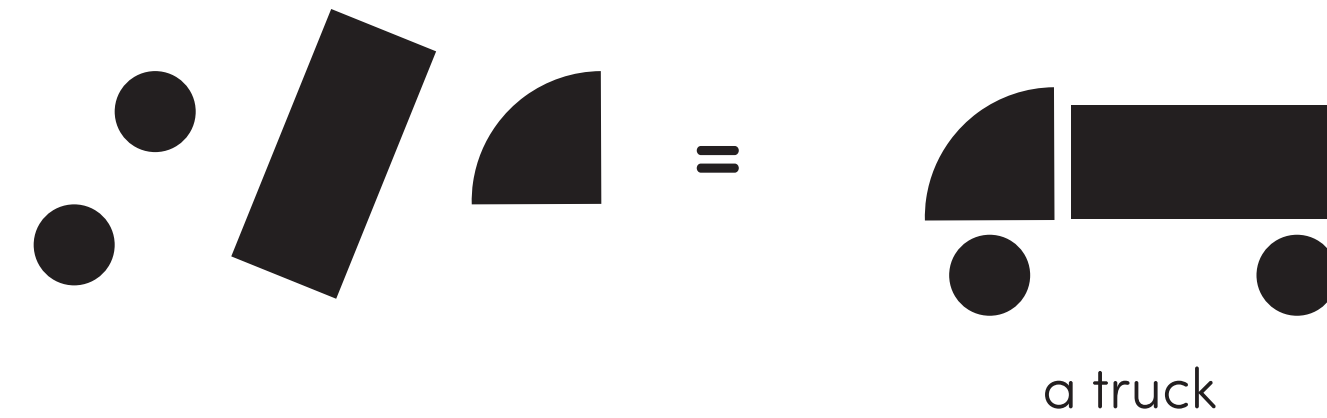
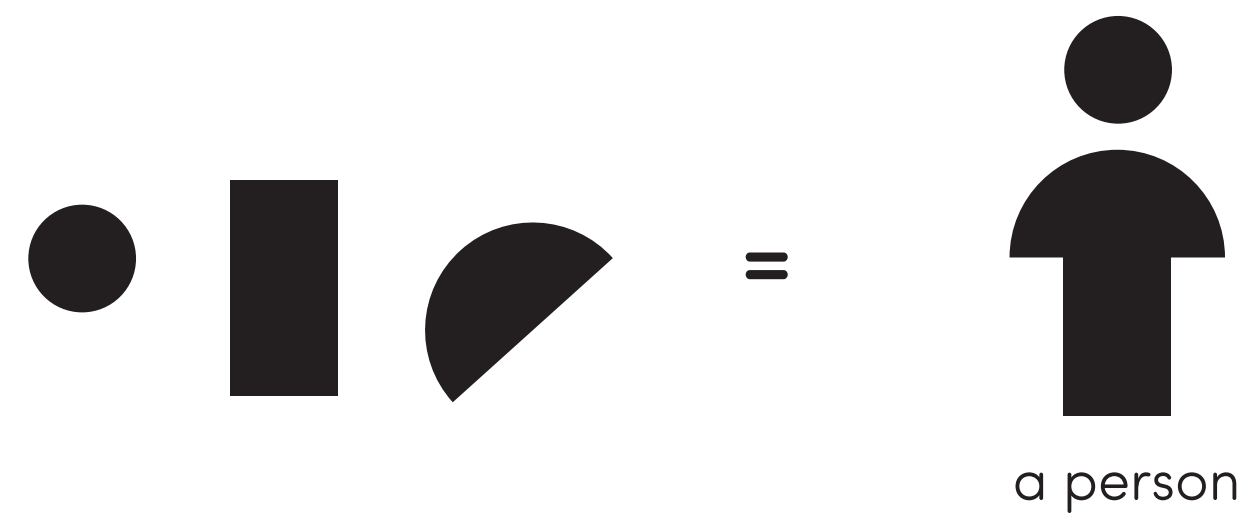
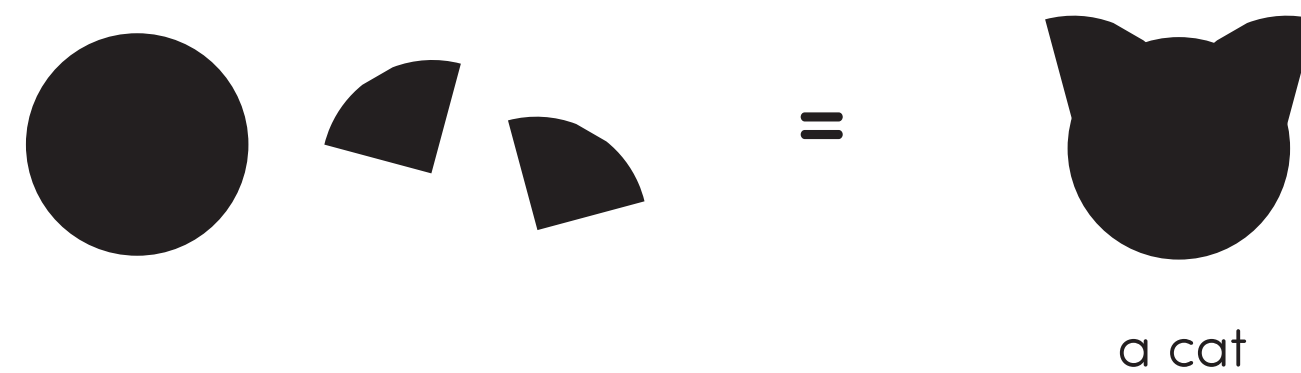
Once the rounds are over, tally up the scores. The player with the highest total wins the title of Master Shape Shifter.

REMEMBER: in Shape Shifters, it's not just about building patterns. It's about thinking fast, being creative, and shifting the way you see the world—one card at a time.

Game Rules

Simple Builds

Use these examples to help build bigger patterns and complete harder challenge cards!



BE CREATIVE, AND HAVE FUN!

Game Packaging



**Thank You
For Your Time**



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2026