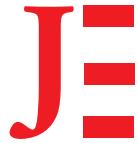


**JOHANNA ESPINOSA** *portfolio*

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(614) 312-5481 | [jespinosa75@gmail.com](mailto:jespinosa75@gmail.com)  
1507 Carter Oaks Drive, Valrico, FL 33596

*Let's keep in touch!*



### *Welcome to My Portfolio*

I'm Johanna Espinosa, a graphic designer and artist with over two decades of experience showcasing my work both nationally and internationally. My artistic journey has been profoundly shaped by my exposure to diverse cultures in the United States and Nicaragua.

My artwork is featured in several notable collections, including the Nicaraguan Central Bank Collection, The Ohio State University, and The Wexner Center for the Arts.

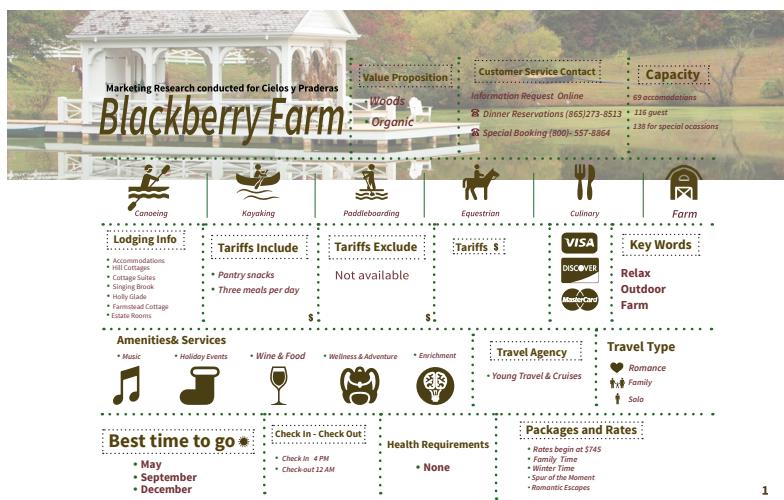
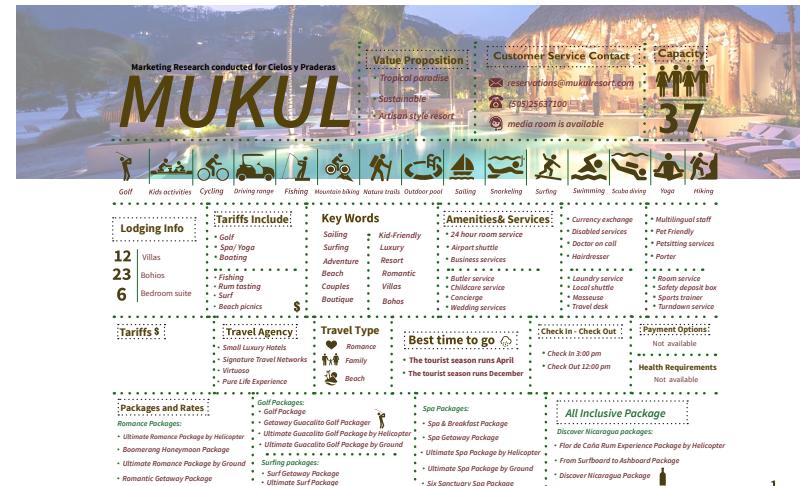
In addition to my artistic pursuits, I have carved out a niche as a design consultant, brand strategist, and marketing for various companies in the U.S. and abroad, including Nekupe, Biosortia, Univenture, and UniKeep™. Before my work with Nekupe, I managed marketing campaigns and played a pivotal role in developing the Univenture corporate identity across multiple mediums. I've also had the pleasure of serving as a design consultant for the Nicaraguan Institute for Small and Medium-Sized Industries, where I planned international events to promote Nicaraguan handcrafts and ceramics.

My multifaceted career has included roles such as a Webmaster for the Center for Latin American Studies at The Ohio State University and illustrating children's books. I am honored to have received awards for my contributions to both national and international art exhibitions. I hold a Master of Fine Arts from The Ohio State University and a Master of Education from Framingham State University in Boston. I invite you to explore my portfolio and see how my experiences and inspirations have shaped my work.

*Let's keep in touch!*

**JOHANNA ESPINOSA**

I conducted marketing research for a future resort. I needed to fit all the information graphically onto one page for each resort. Here are some examples of the 15 resorts where I conducted research.



## Process

Tagüe is a Nicaraguan Company that promotes Nicaraguan Ceramics.

Tagüe comes from Nahualt: Clay in Colors

Pronunciation in English: Tawi

Trademark: Geometric Ceramic Vase

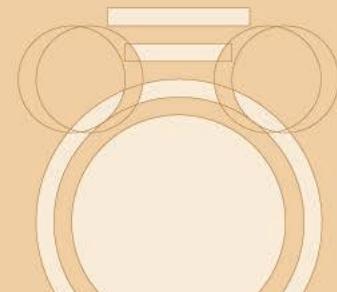
1. The horizontal signature will be used on print items and vehicles.

2. The vertical signature will be used on buildings and billboards.

3. The mark was constructed on a grid using geometric shapes.

4. Process Color

5. Color Study



C-4 M-13 Y-27 K-0
C-4 M-13 Y-27 K-0
C-5 M-19 Y-38 K-0



## PRIMARY LOGO



## BLACK &amp; WHITE



## WORDMARK



## BRAND STANDARD COLORS



PMS 638 blue



PMS 375 green



80% black

C: 89  
Y: 0  
M: 7  
K: 0

R: 0  
G: 175  
B: 216

HTML: #00AFD6

C: 47  
Y: 0  
M: 94  
K: 0

R: 146  
G: 212  
B: 0

HTML: #92D400

C: 0  
Y: 0  
M: 0  
K: 80

R: 35  
G: 31  
B: 32

HTML: #5B5B5B

## BRAND FONTS

Helvetica Neue- Marketing collateral (there are many other available versions in this family)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

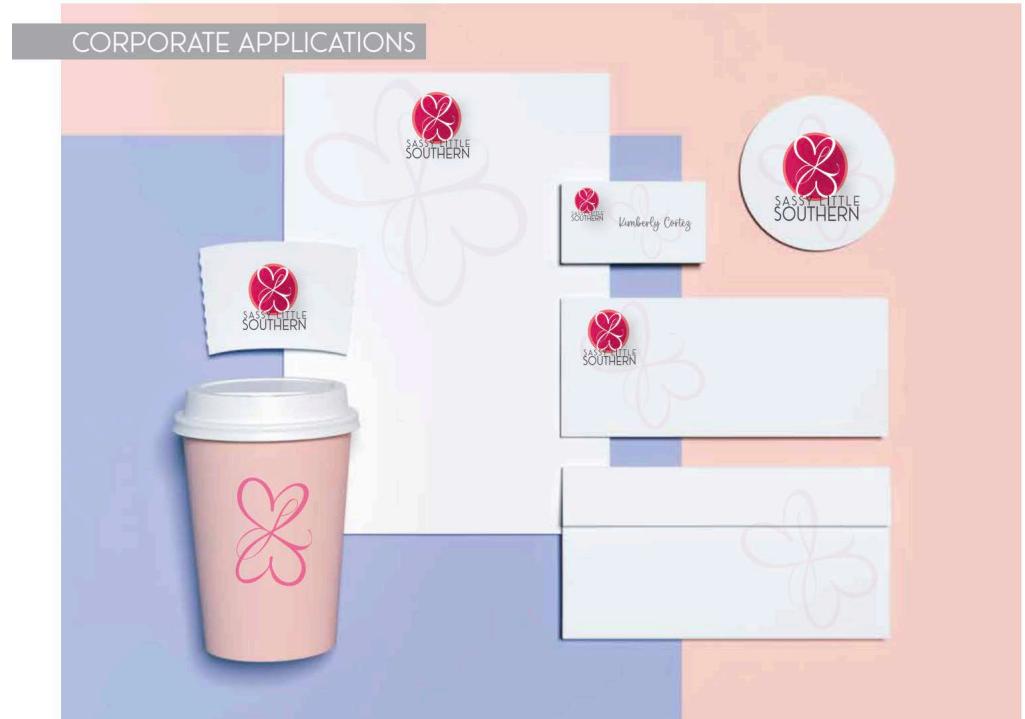
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0



THE ICON INSIDE STANDS FOR THE ACRONYM SLS





### OPERS Retirement Board adopts Health Care Preservation Plan

On Sept. 9, 2004 the OPERS Retirement Board voted to adopt a Health Care Preservation Plan (HCPP) with an effective date of Jan. 1, 2007. More than two years of hard work and

research went into the plan by the OPERS board and staff, and by a health care work group comprised of representatives from OPERS' constituency groups and experts in the

fields of health care and finance. Put simply, the HCPP restructures OPERS' health care benefits program to improve financial solvency in the face of skyrocketing health care costs. OPERS is announcing adoption of the HCPP more than two years in advance of its implementation, giving our members and retirees additional time to prepare.



#### Dear OPERS Members and Retirees:

On behalf of the OPERS Retirement Board, I would like to thank you, our members and retirees, for all the comments and input we've received in recent months addressing retiree health care. It is clear that, like us, you are concerned about skyrocketing health care costs and their impact on health care benefits. The opinions you voiced have been extremely important and we have carefully considered each one. I am pleased to announce that after more than a year of research and deliberation, the board has adopted a plan that we believe will preserve retiree health care benefits well into the future.

It's no secret that the entire health care industry is in crisis. Many public and private pension funds have been forced to cut back, and, in some cases, terminate health care programs altogether. OPERS' retiree health care costs have doubled from \$524 million in 1999 to more than \$1 billion this year. Providing full retiree health care coverage after 10 years of service has become unaffordable for OPERS and is a benefit that is virtually unavailable in either private or public sector employment. If OPERS did nothing to curb the rising costs of its program or to bring in more revenue, the \$11 billion now reserved for health care benefits could be gone in less than 12 years, forcing retirees to bear nearly the full cost of health care, estimated at \$640 per month in today's dollars.

Many months ago, the OPERS board committed to doing everything within our power to ensure long-term members and retirees would continue to have access to meaningful health care benefits well into the future. As part of this commitment, OPERS created the Health Care Preservation Plan (HCPP), a long-term plan designed to extend the solvency of our health care fund. While the overall plan may seem complex, its premise is quite simple. In order for OPERS to provide health insurance for you during retirement, you will need to share in the cost. How much you will be required to share in the cost depends on your length of membership in OPERS

at retirement. Employees with the most service will pay the least. By sharing the cost, we share in a solution of preserving health care benefits in retirement—a benefit that many other retired workers in America will not have. And unlike other pension systems, we have announced the adoption of the HCPP two years in advance of its implementation, giving our retirees and members additional time to prepare. In addition, implementation is going to be phased in over five years to allow members to compensate for the changes.

In recent months, there has been a tremendous effort to educate OPERS members and retirees on the details of a draft HCPP. OPERS provided information on the draft plan through seminars, newsletters and the website, and also asked for your feedback. This feedback was compiled and presented to the board for consideration prior to our adoption of the HCPP. The attached bulletin details the HCPP and provides a summary of the feedback we received during our draft plan education effort. In addition, the bulletin addresses how we listened to your concerns and made significant changes to the draft plan before adopting the HCPP. It is important that you get the facts and understand how the HCPP is going to affect you and your family. Please read this bulletin carefully.

Again, thank you for your support and attention to this issue. If you have general questions regarding the HCPP that are not addressed in this bulletin, please visit our website or call 1-800-222-7377. Since the HCPP will not take effect until Jan. 1, 2007, please continue to read future OPERS newsletters and visit our website for news regarding the plan and its implementation.

Sincerely,  
  
 Charlie Adkins, Chair  
 OPERS Retirement Board

**Philosophy and Guiding Principles Behind the Plan**

To provide access to meaningful health care benefits to eligible retirees and dependents throughout the target solvency period.

**Guiding Principles**

1. Preserve access to quality health care coverage for all eligible members and their dependents.
2. Commit to a long-term solvency period.
3. Balance health care changes between current and future retirees.
4. Consider career service, membership status and affordability in determining health care premiums.
5. Balance OPERS responsibilities with the personal accountability and consumption of our members to preserve benefits for the long term.
6. Manage the program using sound business principles consistent with industry norms and market developments.
7. Review annual program adjustments to keep with increasing health care and actuarial costs which allow for a phased in approach to the plan.
8. Support health and disease management that assist benefit recipients and help them to results.
9. Pursue health care public policy change advocacy activities.
10. Maintain affordability of health care through multiple plan designs with purchasing power.
11. Educate and communicate with all as easily as possible and on an ongoing basis all aspects of the OPERS health care plan.

**Group 1**

**Current retirees and those eligible to retire with health care coverage before January 1, 2007**

- Receive 100 percent allocation.
- Dependents receive 75–90 percent of retiree allocation, depending on the retiree's years of service.
- Dependent premium increase is phased in over 5 years (20 percent per year).

**Important to Group 1 members:**

- OPERS members are eligible to retire with available health care benefits at age 60 with 10 years of service credit, at age 55 with 25 years of service credit and at any age with 30 years of service credit.
- Once a member becomes a retiree their graded monthly allocation will increase each year by wage inflation (approximately 4 percent). If health care inflation exceeds wage inflation, the retiree may be responsible for up to 5 percent of this excess health care inflation as a part of their monthly premium. The determination of what portion of this 5 percent will be passed on to the retirees in the form of a premium will be determined on an annual basis by the OPERS Retirement Board.
- The Health Care Preservation Plan phases in changes affecting Group 1 (dependent premiums only) at the rate of 20 percent per year through 2011. This means that Group 1 will pay 20 percent of the added cost in 2007, 40 percent in 2008, and so forth, until they are paying 100 percent of the added cost.

**Group 1: Health Care Premiums**

**Estimated future health care coverage costs in 2007**

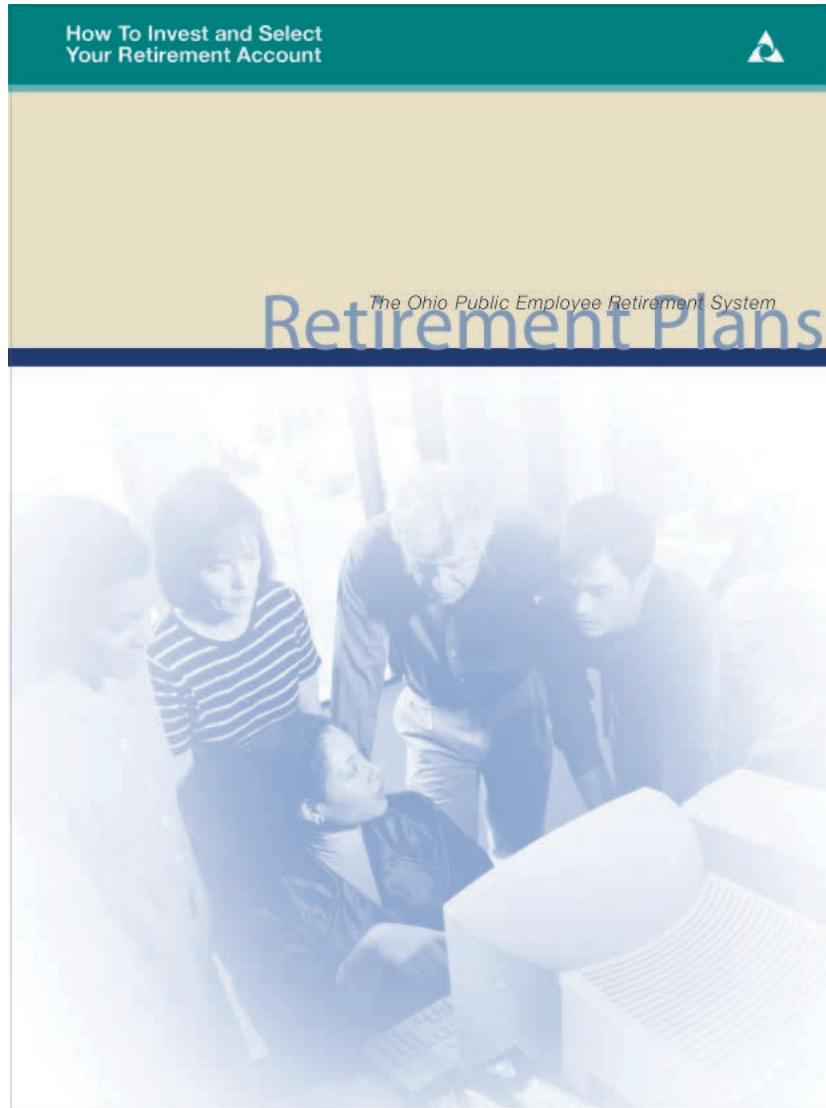
Years of service	30	25	20	15	10
Under 65 Retiree Pays	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Over 65 Retiree Pays	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Under 65 Dependent Pays	\$80	\$120	\$160	\$200	\$200
Over 65 Dependent Pays	\$40	\$52	\$69	\$88	\$88

All older retirees are monthly premium based on a projected \$800 per month system cost to insure an under-65 individual of \$300 per month for an over-65 individual in 2007.

The premiums listed above:

- are estimates only, actual premiums may vary
- are based on inflation and other factors
- are based on highest possible benefit coverage
- include ultimate plan cost reduction from 2007
- will be reduced by 30 percent for qualifying low-income retirees

The image is the front cover of the November/December 2004 issue of White Castle connects magazine. The title 'White Castle connects' is prominently displayed in large, white, sans-serif letters across the top, with 'White Castle' in a blue box and 'connects' in a larger, stylized font. Below the title is the date 'november / december 2004'. The White Castle logo, featuring a blue castle with a white 'W' and the words 'White Castle' in blue, is located in the top right corner. The main headline 'Record Number Inducted Into 25 Year Club' is in large, orange and blue text. To the left of the headline is a short poem. The central image is a photograph of a formal dinner at a restaurant, with a man in a suit speaking into a microphone. A circular inset shows a close-up of the same man speaking. The bottom section contains several columns of text and small images related to the 25th Anniversary Club.



**Univenture**  
Inventing & manufacturing

UniKeep LLC • EcoEndure™ • Safety-sleeves • EnvyPak™

## Guarantee an unforgettable message with digital printing

*The UniKeep™ Binder you know and love with a fresh new twist!*



contact your sales rep at 800.992.8262



**is digital printing for me?**

Digital printing is a form of high volume printing that is becoming increasingly popular. Unlike traditional printing, digital printing is not limited by the size of the job or the number of colors. It is also faster and more cost-effective.

**what are the benefits of digital printing?**

- Digital printing is faster and more cost-effective.
- Digital printing is more flexible.
- Digital printing is more accurate.
- Digital printing is more versatile.
- Digital printing is more eco-friendly.

**UniKeep Binders**

UniKeep Binders are designed to be the perfect solution for your business needs. They are made from high-quality materials and are designed to be durable and long-lasting.

**EcoFriendly Binders**

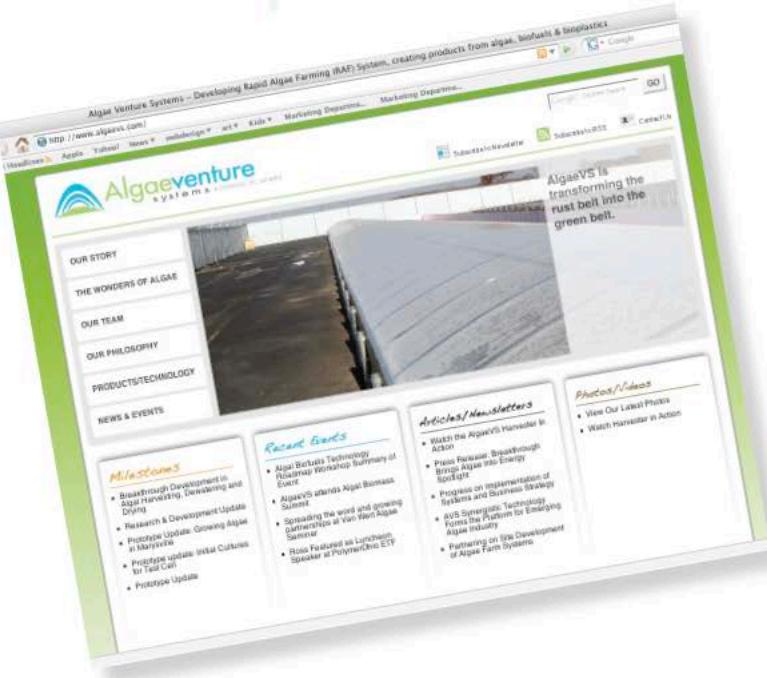
EcoFriendly Binders are made from 100% recycled materials. They are designed to be durable and long-lasting.

**Accessories**

UniKeep Binders come with a variety of accessories, including a folder, a folder with a 'WHY BE BORING?' graphic, and a folder with a 'Montgomery' graphic.

I designed and developed the brand for Biobent. This press kit serves as an example of the work I accomplished during that process.





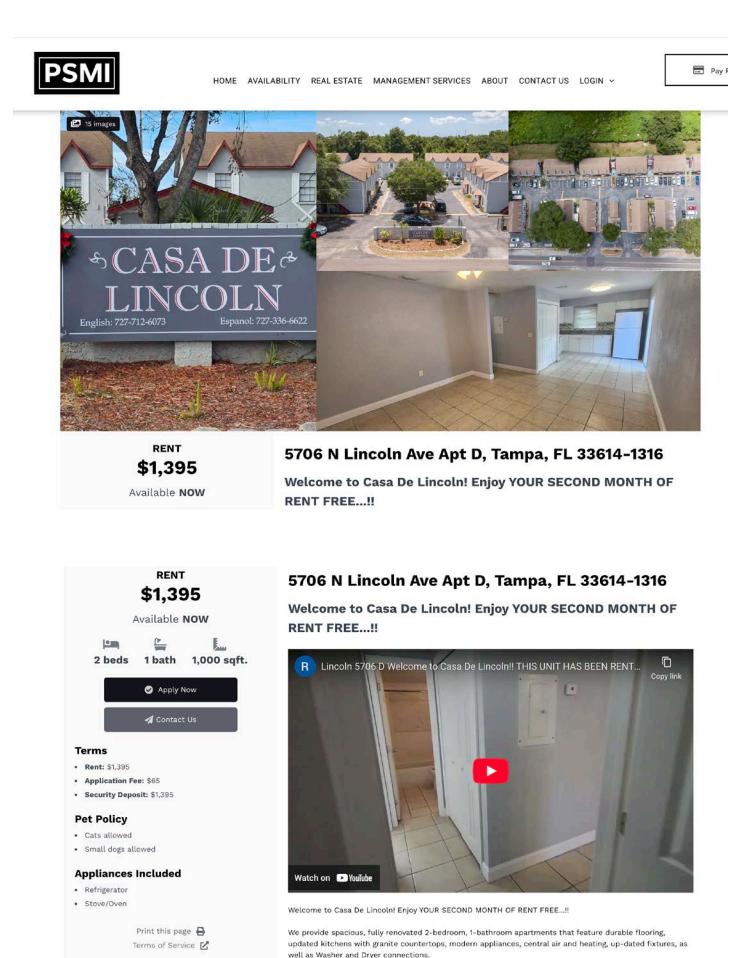
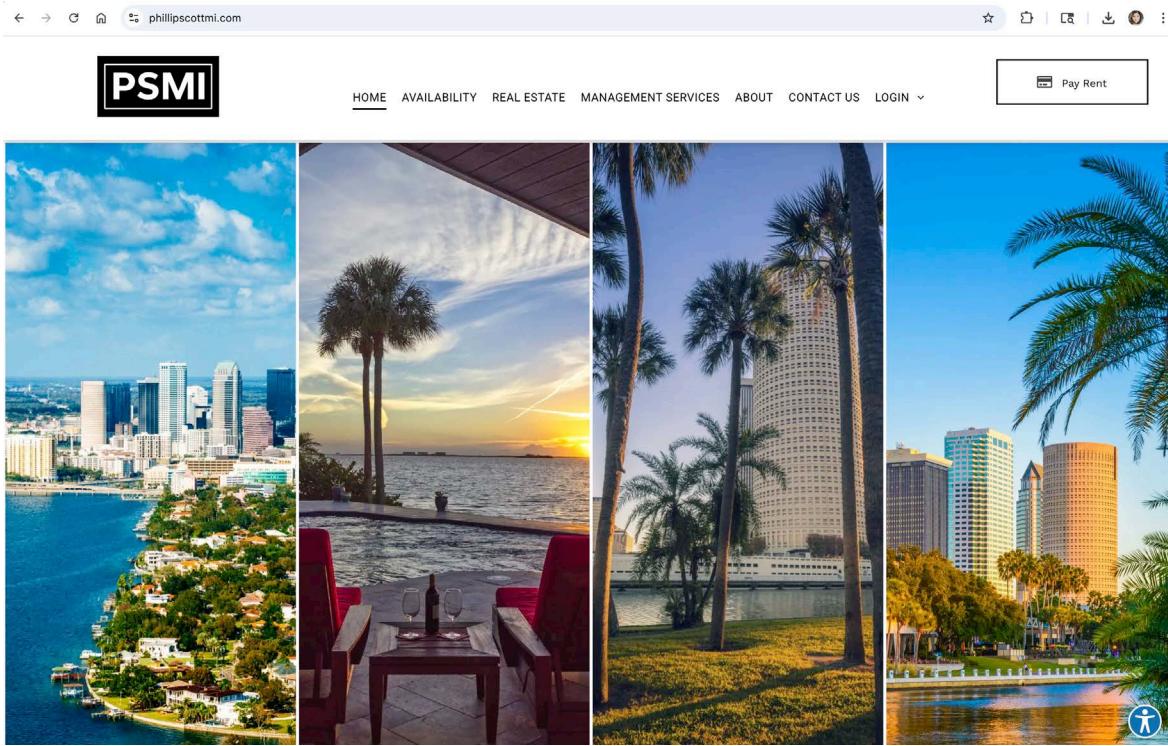
The website for Algaeventure Systems features a green and blue color scheme. The header includes the company logo and navigation links for Home, About, Products, News, and Contact. The main content area has sections for Our Story, The Wonders of Algae, Our Team, Our Philosophy, Product Technology, and News & Events. A large image of an AlgaeVS system is prominently displayed. The 'Milestones' section lists achievements like 'Breakthrough Development in Algal Harvesting, Dewatering and Drying' and 'Research & Development Update'. The 'Recent Events' section highlights 'Algal Biomass Technology Research Workshop Summary of Event' and 'AlgaeVS at the Algal Biomass Summit'. The 'Articles/Newsletters' section features links to 'Watch the AlgaeVS Harvest in Action', 'Algae Venture: Biogas/Biofuel Brings Algae into Energy', 'AlgaeVS on Implementation of Algal Systems and Business Models', 'AlgaeVS Synergistic Technology Firms the Foundation for Emerging Algal Industry', and 'Partnering on Site Development of Algae Farm Systems'. The 'Photos/Videos' section includes links to 'View Our Latest Photos' and 'Watch Harvest in Action'.







I designed and wrote content, directed the photo shoot for the UniKeep products, and developed a retail strategy for their sale in retail stores. Later, these products were distributed and sold at Staples.



Designed and presented investor-facing marketing materials highlighting key property features and investment data.

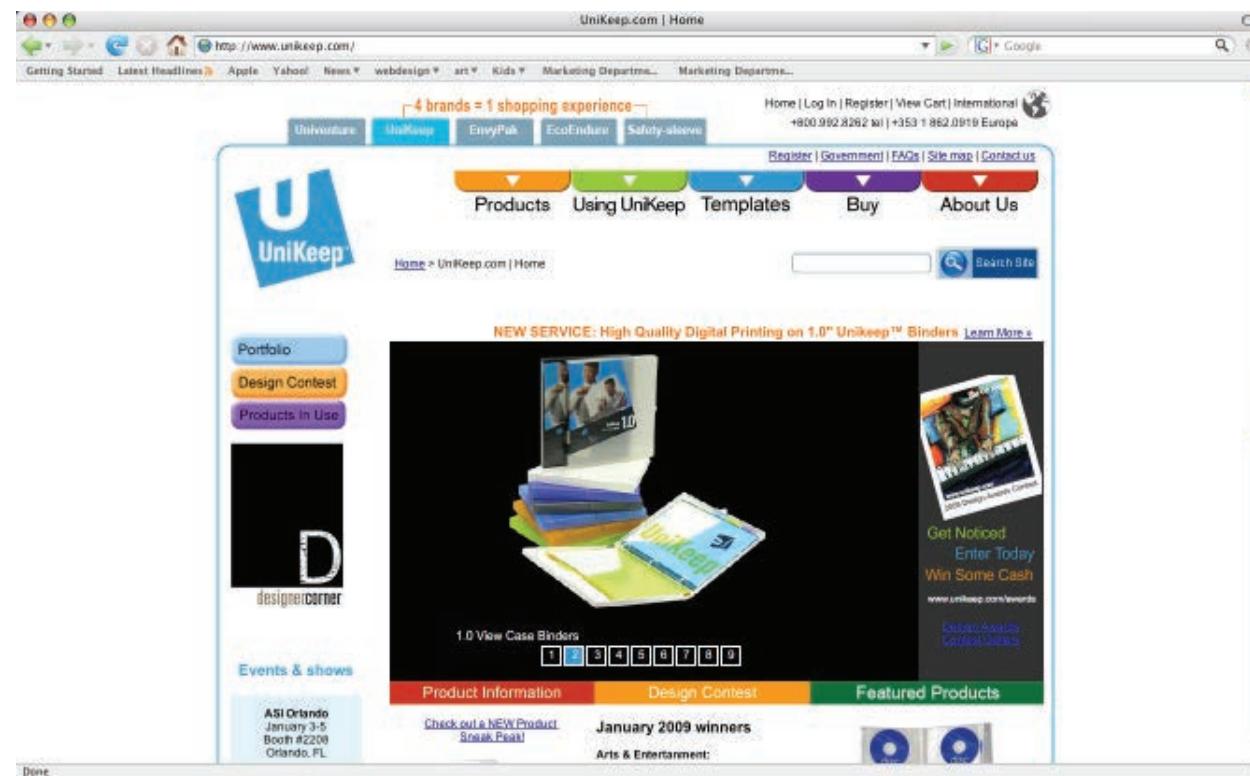
Managed website content and visual assets to drive investor and tenant engagement.

## E-Mail Strategy

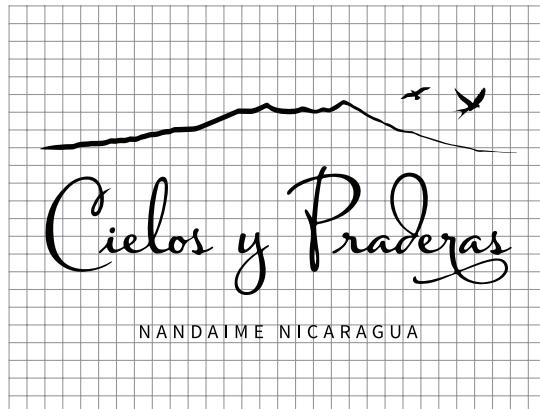
As a Marketing Director, I was tasked with a strategic challenge:

- Developing a cohesive corporate website that serves as the umbrella for Univenture while effectively showcasing our diverse brands.
- Creating individual websites for four distinct brands—UniKeep™, EnvyPak™, EcoEndure™, and Safety-sleeve®—ensuring each brand's identity is highlighted.
- Integrating these websites into a unified landing page, allowing seamless navigation and a strong connection between Univenture and its brands.

Example of the strategic challenge: UniKeep™ brand and website under the corporate Univentre website.



OFFICIAL LOGO WITH DESTINATION IN BLACK &amp; WHITE



OFFICIAL LOGO WITH DESTINATION IN PRIMARY COLORS

PRIMARY COLOR ONE  
BROWN

Timber Rust is the official brown color for the Cielos y Praderas brand and logo. When printing or using the logo in color "Deep Woods" is the primary color of choice for the official logo.

PRIMARY COLOR TWO  
ORANGE

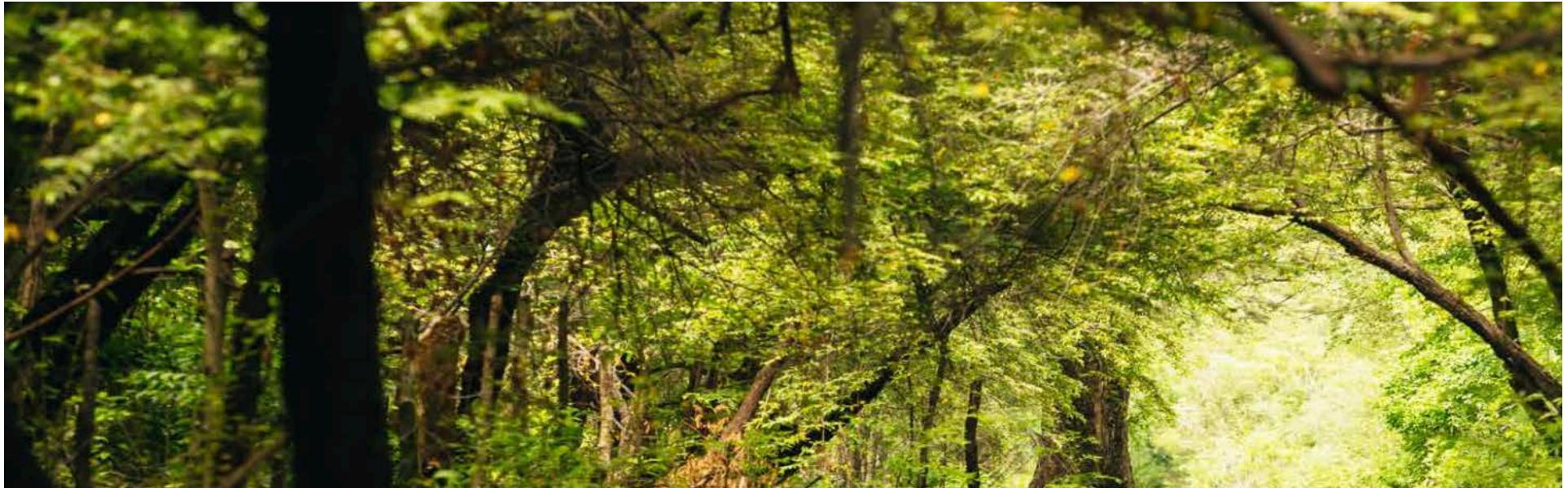
Ceramica is the official orange color for the Cielos y Praderas brand and logo. The logo may be used in Volcanic Green for under strict guidelines.



JE

JOHANNA ESPINOSA *portfolio*

*Project I: Cielos Y Praderas*

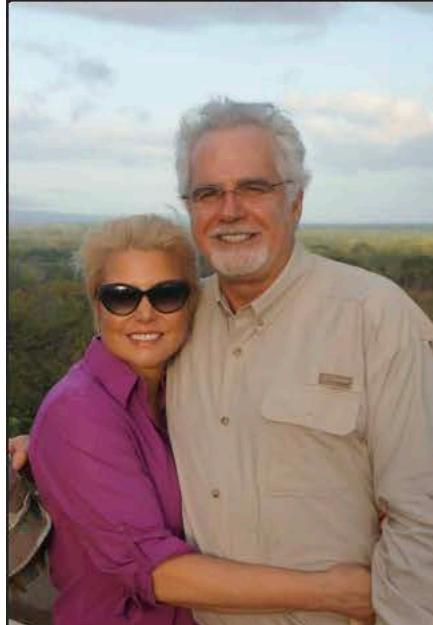


  
*Cielos y Praderas*

NANDAIME NICARAGUA

NATURAL WELLNESS RETREAT & SPORTING RESORT





BORN FROM A VISION TO REBUILD OUR LAND

## INTRODUCTION

Cielos y Praderas is a luxury resort that creates a meaningful and wellness based outdoor lifestyle.

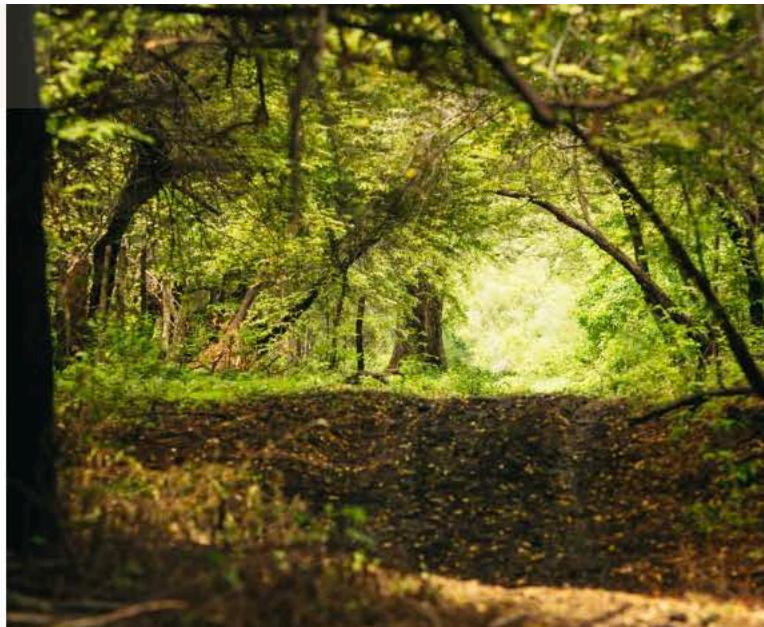
Cielos y Praderas exists on a beautiful area of picturesque valleys, unforgettable sights on this majestic Nicaraguan hillside. The resort aims to provide authentically refined Nicaraguan hospitality, and locally sourced inspired cuisine in its highest form, all within this beautiful socially responsible reserve.

Privately owned by the Pellas Cardenal family, Cielos y Praderas hopes to create memorable experiences with friends and family where all can reconnect with their surroundings, each other, and themselves.

All activities and areas of the property are designed to guarantee comfort, safety, and enjoyment. We offer recreational activities and amenities with the best and highest quality services and products.

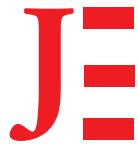
We understand that our venue and staff is as much of the experience as our setting. We are not only proud of our land, and its natural and cultural richness, but of the people who work to create this experience for our guests.

From our family here at Cielos y Praderas we look forward to hosting you.



I was asked to plan an exclusive event to showcase the innovative ideas and vision behind Cielos y Praderas. This gathering served as a focus group, inviting several esteemed guests to experience and test the brand's offerings. Participants had the opportunity to engage with the concepts directly, providing valuable feedback that shaped the future of Cielos y Praderas.





JOHANNA ESPINOSA *portfolio*

*Event planning & strategy*





After receiving valuable feedback from the event, the owner asked me to conduct marketing research on several hotels from our future competition, as well as to change the name of the project from Cielos y Praderas to Nekupe. This new name was much easier to pronounce and remember for the international audience, yet still meaningful to the origins of Nicaragua.

Nekupe Meaning: Sky, heaven, peace, calm, and happiness.

# Nekupe

Nature Reserve | Sport & Wellness Estate

*nekupe* es la palabra chorotega para “cielo”—y está fuertemente vinculado a la visión original del proyecto—el feeling de andar al aire libre, bajo el vasto y enorme cielo.

“cielo” no solamente se refiere al cielo atmosférico, sino también lleva connotaciones de “heaven”—alegría, paz, y tranquilidad total.

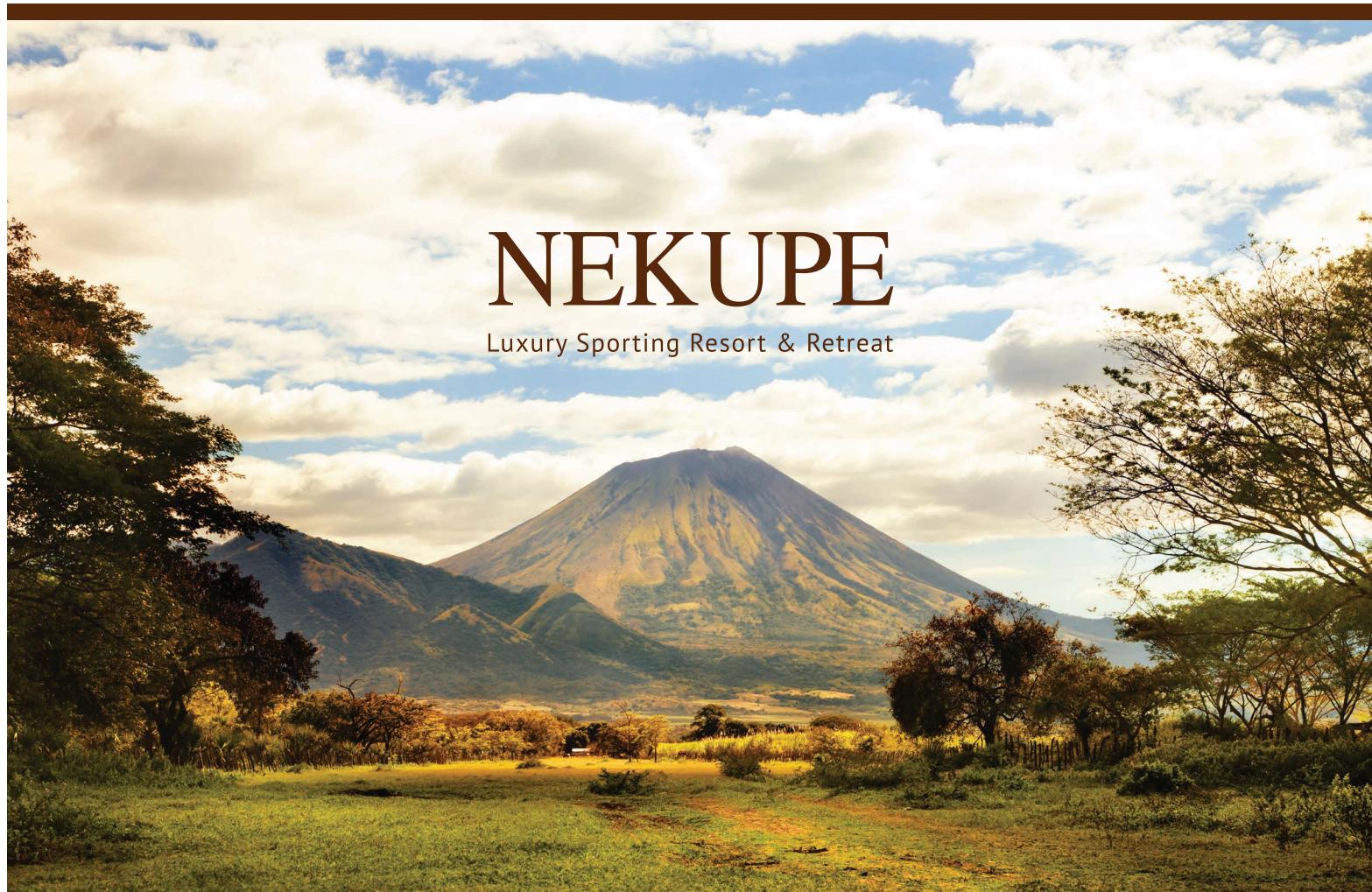
se recomienda usar subtítulos en inglés al utilizar nombres extranjeros

ante todo, la palabra *nekupe* suena exótico e intrigante. Inmediatamente, uno quiere saber qué significa. También es corto, memorable, e único.

es fácil de pronunciar para hablantes del español e inglés.

I recommended using English subtitles for Nekupe to facilitate easier access for international audiences.

I conducted extensive research on Nahuatl and Chorotegan words, and this was the selected word./name A presentation is available upon request.



Management asked me to direct a photo shoot session to capture the vision of Nekupe. This is a view of a volcano that you can see inside the property.

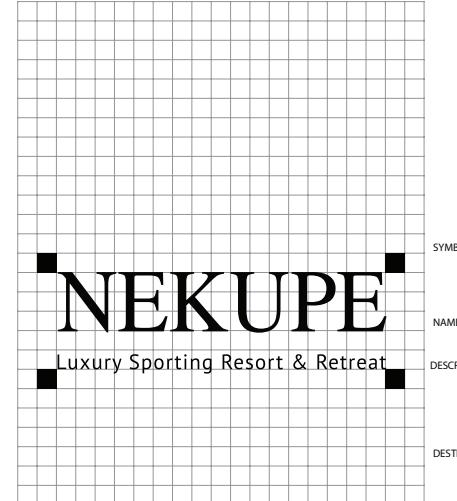


A LOGOTYPE IS USUALLY A DISTINCT TEXT-ONLY TYPOGRAPHIC TREATMENT OF THE NAME OF A COMPANY, USED FOR PURPOSES OF CORPORATE BRANDING.

## LOGOS 03

VARIATIONS AND SURROUNDING SPACE

### ELEMENTS OF THE LOGO



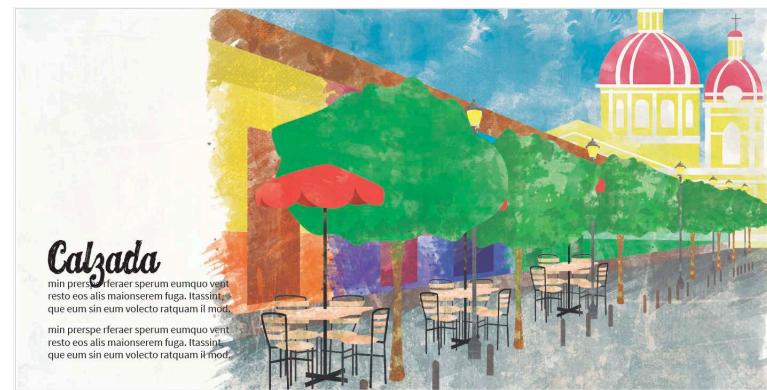
### PRIMARY BRAND COLOR SYSTEM

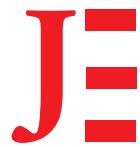


## OFFICIAL COLORS 02

This project aimed to immerse children in the rich culture and stunning scenery of the region through engaging illustrations and interactive activities. Each page is filled with colorful depictions of iconic locations, inviting readers to explore and discover the unique charm of Nicaragua. From historical landmarks to breathtaking natural wonders, this activity book served not only as a guide for children in Nekupe, but also as a canvas for creativity and exploration.







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With over two decades of experience showcasing my work both nationally and internationally. My artistic journey has been profoundly shaped by my exposure to diverse cultures in the United States and Nicaragua.



