

# Alas

Final Brand Presentation

05.25.2022

MAT 185 - Graphic Design 3

MiraCosta College - Spring 2022

Professor : Min Choi

Logan Bloch

# Design Brief

**Name of company (is there a story behind it?):** Alas Social Business

**Location:** Baja California

**Year founded:** 2013

**Size (number of employees + clients):** 142 Women working, 42 Groups, Project with group Creaciones Mixtecas.

**Main goals or Mission:** Show design and gender are related from an empathic perspective through lives of indigenous women.

**Challenges to achieve goals:** Society seeing women as a domestic unit, and the women want to run their business.

**Services, products, infrastructure:** Collaborate with indigenous women to show empowerment. Process through production, operation, quality, commercialization, and evaluation

**Market (audience, clients):** Female audience, both women and girls.

**Who are their main competitors? What makes them stand out from the competition?**

Toy-makers, or even Doll-makers having their own company that brands certain dolls. Alas' dolls are made by hand, which is a part of their cultural background, and has it symbolize that's ideal them.

**What will be the central ideas or key messages for the new brand?**

Dolls dressed as professional workers not just shown as a children's toy, but as a role in education.

**What is this brand's target market (clients, audience)? BE SPECIFIC**

Little girls playing with dolls, Women seeing them as an antique to store in their home, Doll collectors

**Which attributes will it have (tone, spirit, look and feel)? Use only adjectives.**

Symbolizing women's liberty, freedom, and privilege.

**Which elements are you keeping from the current branding as EQUITY?**

The wing design, it's to give a symbol of women having empowerment, to show that women can do what they want as their own career on what they want to be.

# Tagline

Handcrafted for generations to soar to their potential

## Brand Positioning

Alas provides dolls to inquisitive customers in a creative environment with a caring voice. Helping them feel inspired and be connected.

## Brand Attributes

### Culture:

Authentic  
Transparent  
Creative  
Sustainable  
Environmental  
Originating

### Customer:

Caring  
Inquisitive  
Social Aware  
Empathetic  
Buoyant  
Passionate

### Voice:

Respectful  
Welcoming  
Unifying  
Empowering  
Inspirational

### Feeling:

Inspired  
Curious  
Enlightened  
Admired  
Hopeful

### Impact:

Educational  
Connected  
Involved  
Cohort  
Engaging  
Thoughtful  
Attentive

### X-Factors:

- Helping a community learn from individuals supporting indigenous women
- The dolls dressed as workers can both play and educate the child on what they want to be in the future
- Collectors would find them to be intriguing to its history
- People would learn about how the dolls are part of their indigenous culture
- People that has a fond of any artistic desire could find this really interesting to know how they make the dolls



# Maria Dawson

“A smart mind is the road to a brighter future”

## About

**Age:** 37

**Occupation:** Professor

**Location:** San Jose, CA

**Status:** Married

## Bio

As a long-time history professor, and mother of two, Maria wants to make the best of her kids to grow up well-educated and passionate on what they want to do in the future. Part of her job as a professor involves taking trips to historical countries or sites with her class, and does recommend those sites to her family when she has her time off from teaching.

## Favorites



## Likes:

Traveling, Exercising, Movies, Spending Time with Family, Trying new Foods, Creating Activities, Tea, Reading

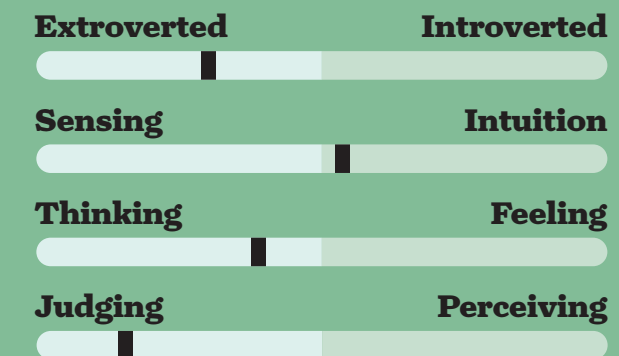
## Dislikes:

Procrastinating, Loud/Rough Music and Parties, Non-Organic Food, Slow Days, Fake News or Items

## Hobbies:

Cooking, Writing, Antique Collecting, Puzzles/Brainteasers

## Personality





# Amy Castillo

“Art can be seen all around us”

## About

**Age:** 30

**Occupation:** Artist

**Location:** San Diego, CA

**Status:** Single

## Bio

A really passionate artist, Amy has a creativity for drawing and painting around the environment, involving both modern and historical designs. Due to her love of certain crafting, she loves to create designs for anyone that has an interest in either modern designs, or ones that were part of history. She even likes having some historical objects for decoration in her home as she sees some kind of artistic design to it.

## Favorites



## Likes:

Walking, Drawing (paper or digital), Music, Sweetened Coffee, Touring, Seeing Exhibits with design (Art or History)

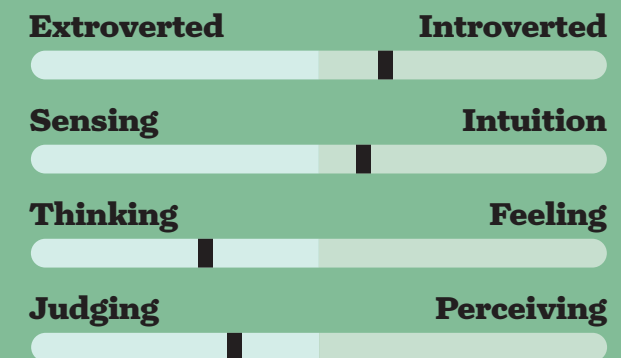
## Dislikes:

Windy Weather, Fake Art or History, Seafood, Low/Loss of supplies, Spicy Food, Embarrassing Jokes

## Hobbies:

Reading, Sewing, Crafting, Drawing/Painting

## Personality







alas



Handcrafted for generations



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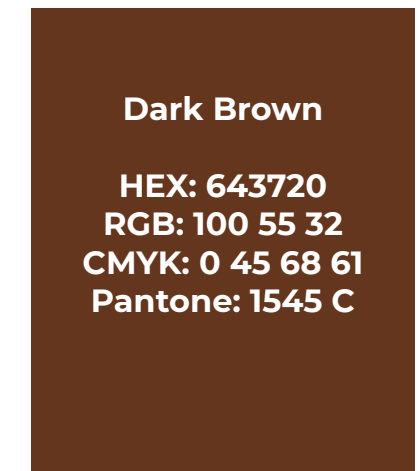
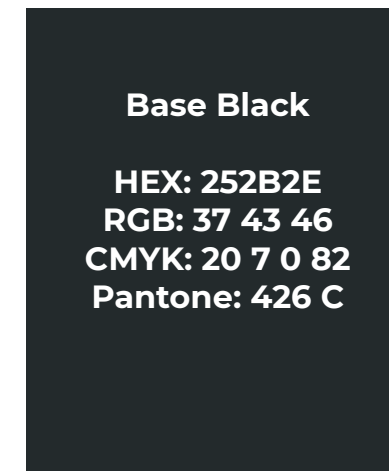
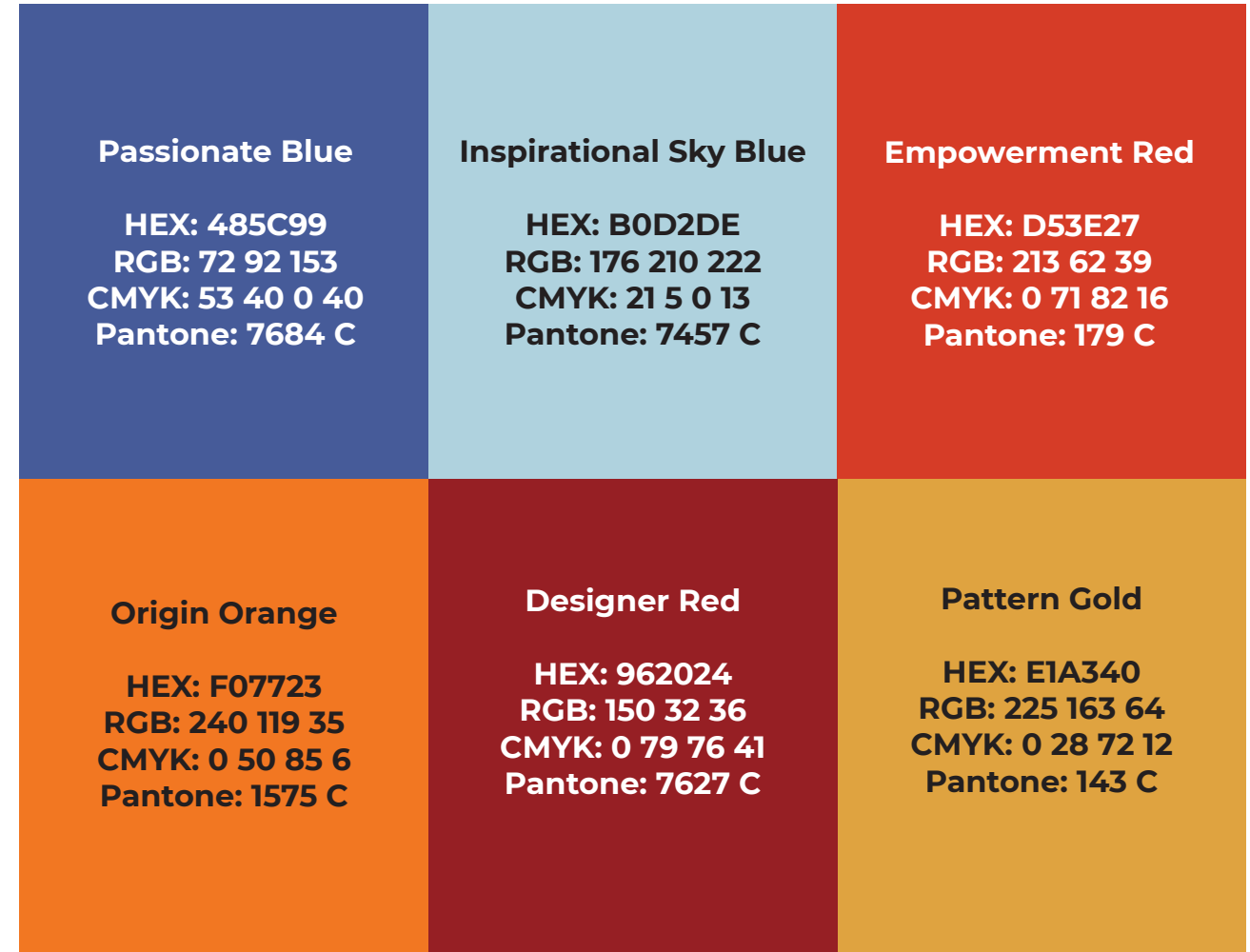
to soar to their potential



alas

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\*All Fontweights here have italics\*

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**Turnip Medium [Web Subheads]**

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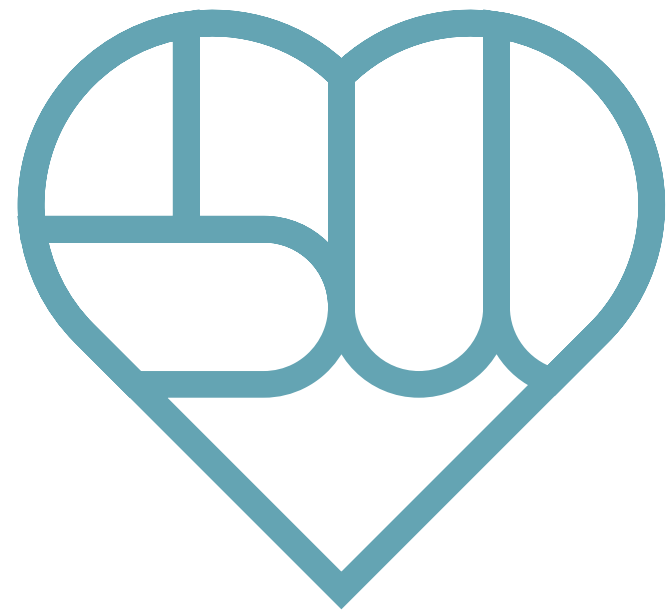
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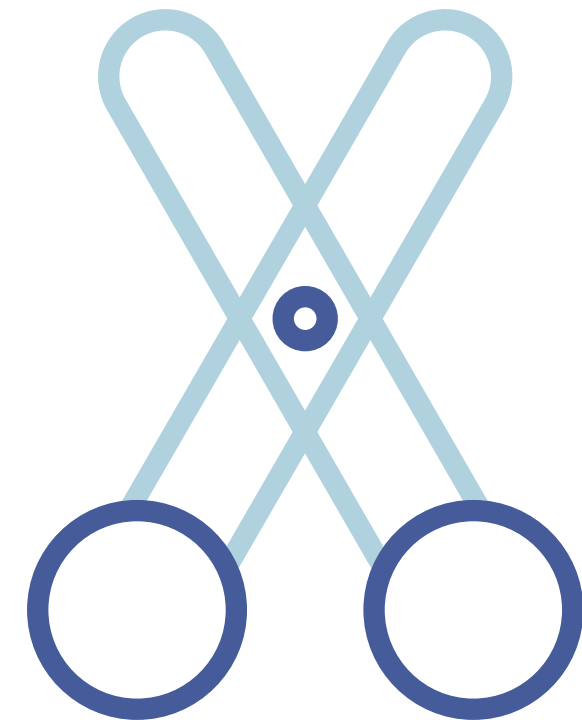
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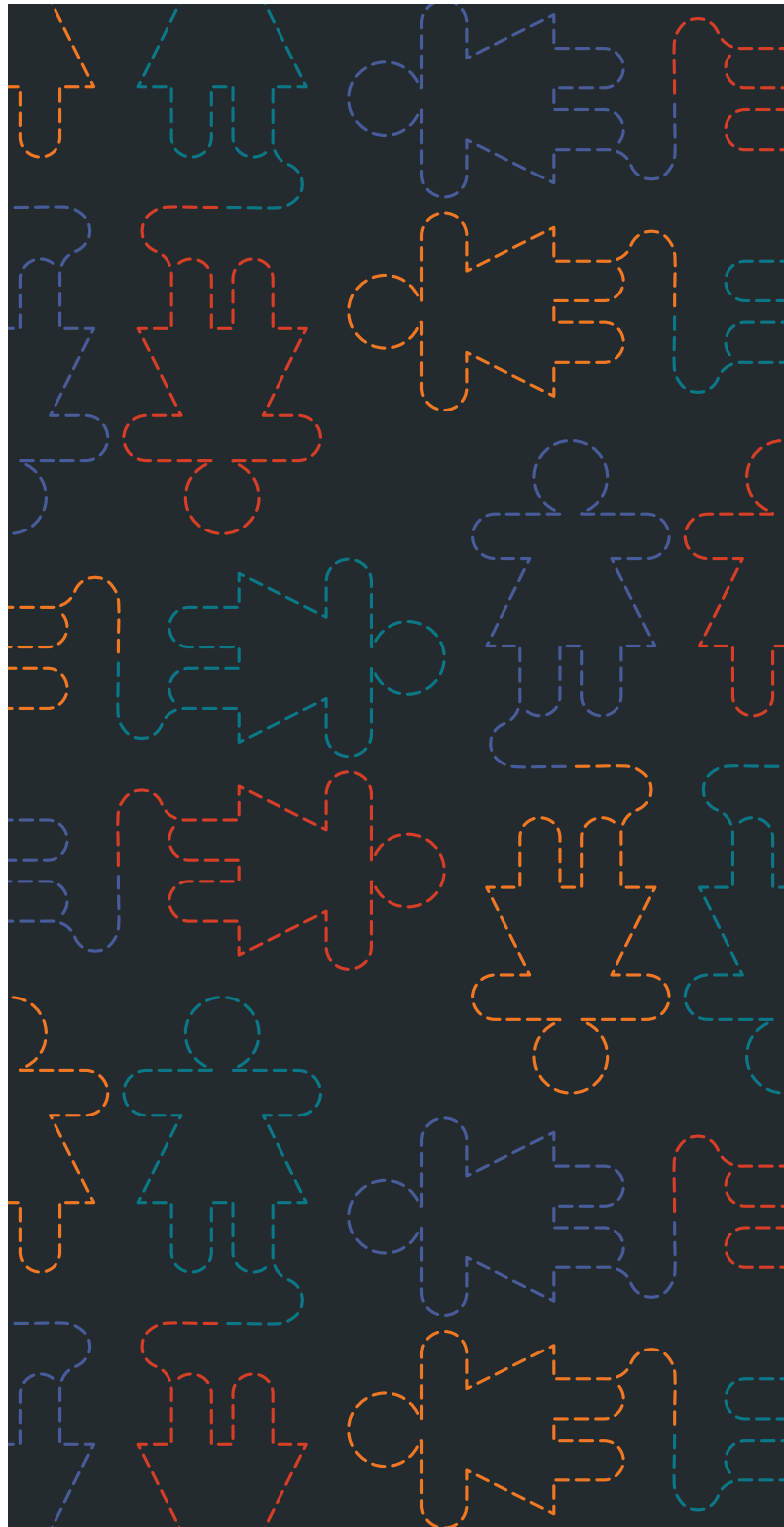
**Empowerment**



**Unity**



**Creativity**





alas



Handcrafted  
for generations  
to soar to their  
potential

What is your future  
passion?



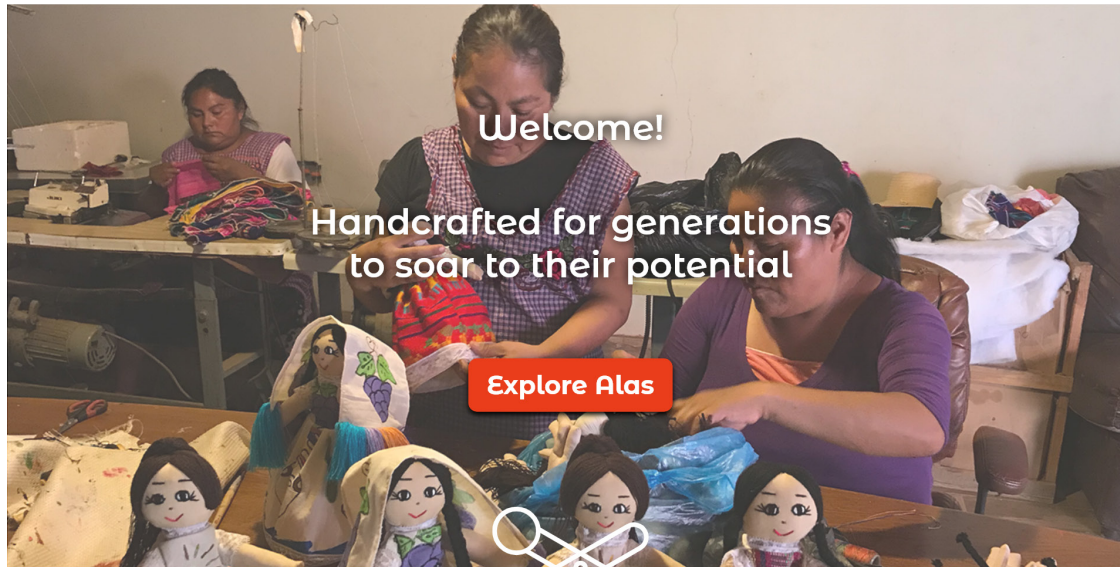
Which doll describes  
you?

Refining the  
Future



Interested in knowing  
more about Alas?

Website Name



Welcome!

Handcrafted for generations to soar to their potential

[Explore Alas](#)



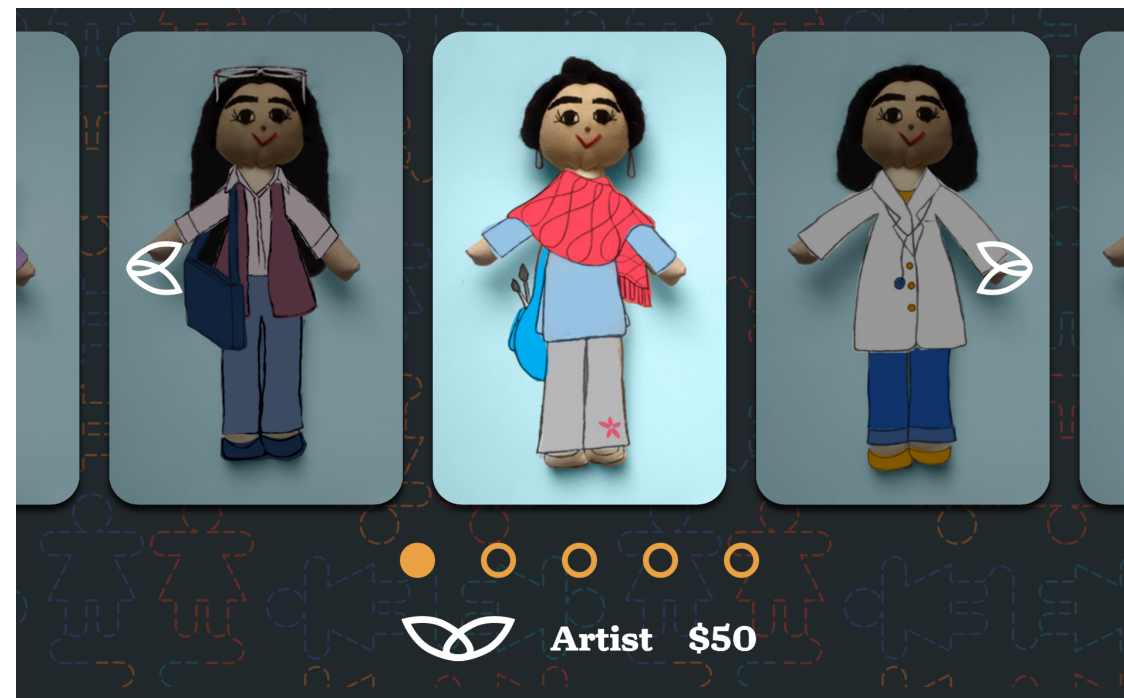
## Our Mission

Alas focuses on creating hand-made and custom dolls as part of their cultural heritage. These dolls customized and styled as professional workers are to show a form of empowerment, where women can do more. These dolls for the girls help those decide, and even educate them on who they feel, and who they want to be in the near future.

Each doll has its own unique career. Many titles to choose from. Check them out and find the one that best suits for your child.



## Choose your Career



Artist \$50

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## Artists



**Maria**

Tijuana, Baja California

The founder of Alas, helping send a message to younger girls, and women, to show that they can be and do more in the future. Alas is producing dolls dressed as workers to show a form of empowerment to change the future.



**Andrea**

Rosarito, Baja California

Grown up in a family where they learn to sew and craft, Andrea takes her skills to a whole new level to show and design these dolls for children to both educate and play.



**Emilia**

Tijuana, Baja California

Working with crafting dolls, Emilia is a hard-working and fast designer for choosing the right color and style to produce for the children. She's able to help find ways to produce and know how and where to sell to those that are interested in buying the dolls.



**Victoria**

San Felipe, Baja California

Since she was a child, Victoria has learned from her family on creating hand-made dolls, including ways to style her own. Working with Alas, she's able to help generate ideas on how to style these dolls for the kids to both enjoy and be educated on who they want to be for the future.







**Welcome!**

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[Explore Alas](#)




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**Thank you!**