



# Brand Story

Welcome to Aloha Autos, your trusted destination for quality pre-owned vehicles in the vibrant city of San Diego. We take pride in offering a wide range of economical vehicles paired with easy financing solutions, catering to both English and Spanish speakers.

At Aloha Autos, we understand the diverse needs of our community, which is why we specialize in providing vehicles that are not only reliable but also budget-friendly. Our dealership is committed to serving a broad age range, from individuals in their 20s to those in their 60s, who are seeking economically viable options when it comes to purchasing a used vehicle.

Aloha Autos stands out as a dealership that truly cares about its customers. With a keen understanding of the preferences and requirements of the San Diego community, we recognize the importance of accommodating Spanish speakers. A significant portion of our clientele comprises Spanish speakers, and we are dedicated to ensuring that they have a comfortable and seamless experience throughout their time with us.

As your local dealership, we take pride in our extensive selection of 200 high-quality pre-owned vehicles. Each vehicle on our lot is carefully inspected and maintained to meet our stringent standards of quality and reliability. We understand that purchasing a vehicle is a significant investment, and our no-pressure sales approach is designed to provide you with a stress-free environment to explore your options and make an informed decision.

What truly sets Aloha Autos apart is our commitment to making vehicle ownership accessible to everyone. Our easy financing process is designed to ensure that every customer is approved, regardless of their credit history. We believe in the power of mobility and understand that a reliable vehicle is essential for everyday life.

Whether you're looking for a compact car for your daily commute or a spacious SUV for family adventures, Aloha Autos is here to fulfill your automotive needs. Join us in creating a stronger, more connected San Diego community as we provide you with the vehicles and services that you can trust.

Experience the Aloha Autos difference today – where quality, affordability, and exceptional customer service come together to redefine your used car buying experience.

*Fredy Corda*



The logo encapsulates the core identity and values of Aloha Autos in a visually captivating manner.

### Visual Elements:

At the heart of the logo, a classic orange-colored car emerges elegantly from a stylized sea wave. This imagery not only captures the automotive essence of your business but also metaphorically signifies a seamless journey – akin to a car gliding smoothly through the waves. This portrayal embodies the idea of a comfortable and effortless experience, which aligns perfectly with your brand's commitment to quality and customer satisfaction.

### Typography and Hawaiian Elements:

The choice of typography plays a significant role in conveying the Hawaiian theme. I've opted for a decorative Hawaiian style font to imbue the logo with a sense of authenticity and cultural resonance. The font exudes a warm and welcoming vibe, mirroring the hospitality that Aloha Autos represents.

To enhance the Hawaiian ambience, I've adorned the logo with delicate Hawaiian-themed flowers and leaves. These elements not only infuse a touch of nature but also bring forth the beauty and serenity of the Hawaiian landscapes. This additional layer of detailing further reinforces the Hawaiian theme, adding depth and character to the logo.

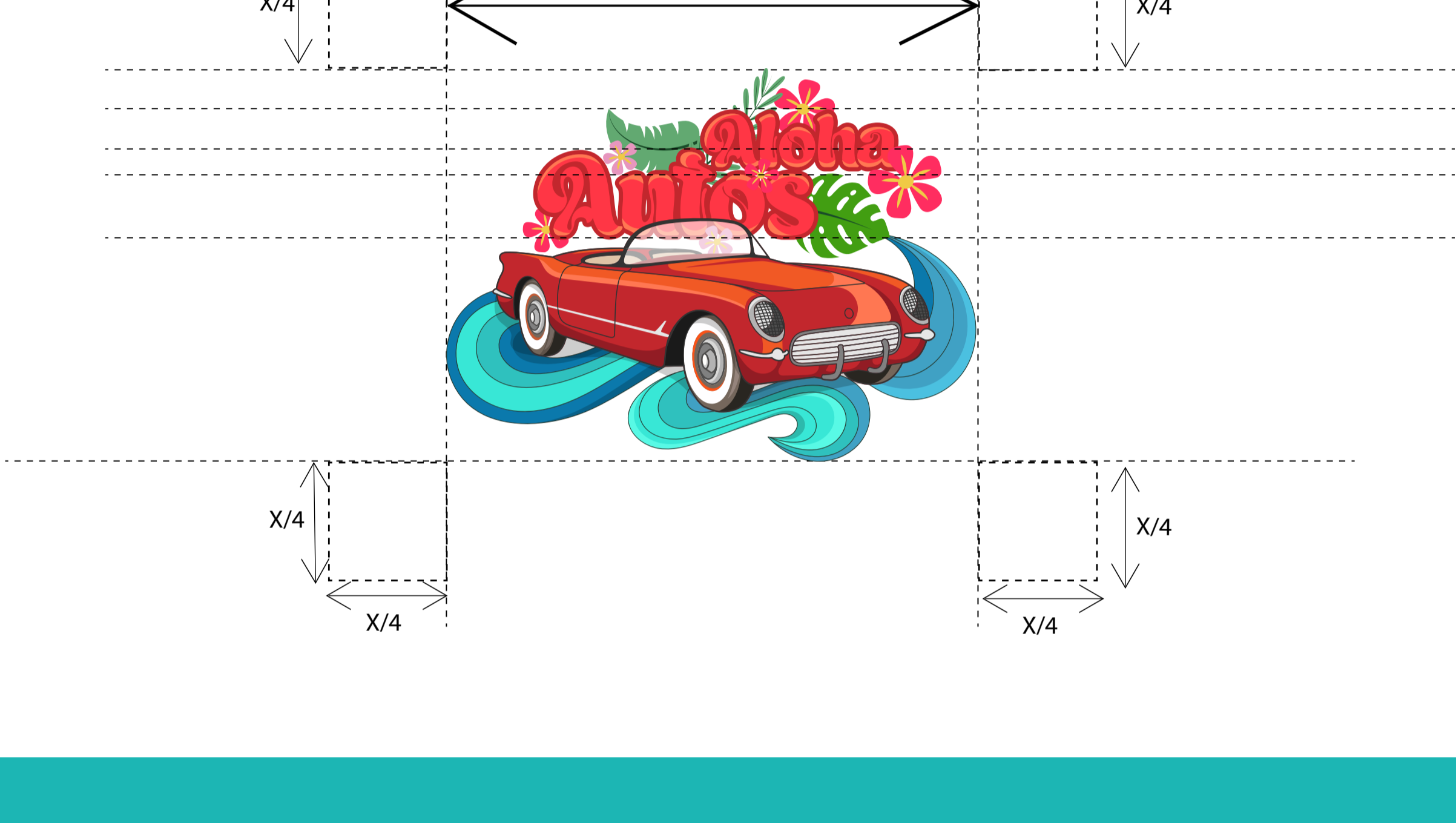
### Client-Centric Approach:

This design concept is a direct result of your request to incorporate a Hawaiian theme into the logo. I've endeavored to create a logo that not only reflects your brand's unique identity but also resonates with your target audience. By infusing the Hawaiian elements, we aim to establish a strong visual connection with your customers and convey the values of Aloha Autos in a distinctive and memorable manner.

# The Logo Mark



# Logo Clearspace



# Logo with Background Variations



# The Logo Colors

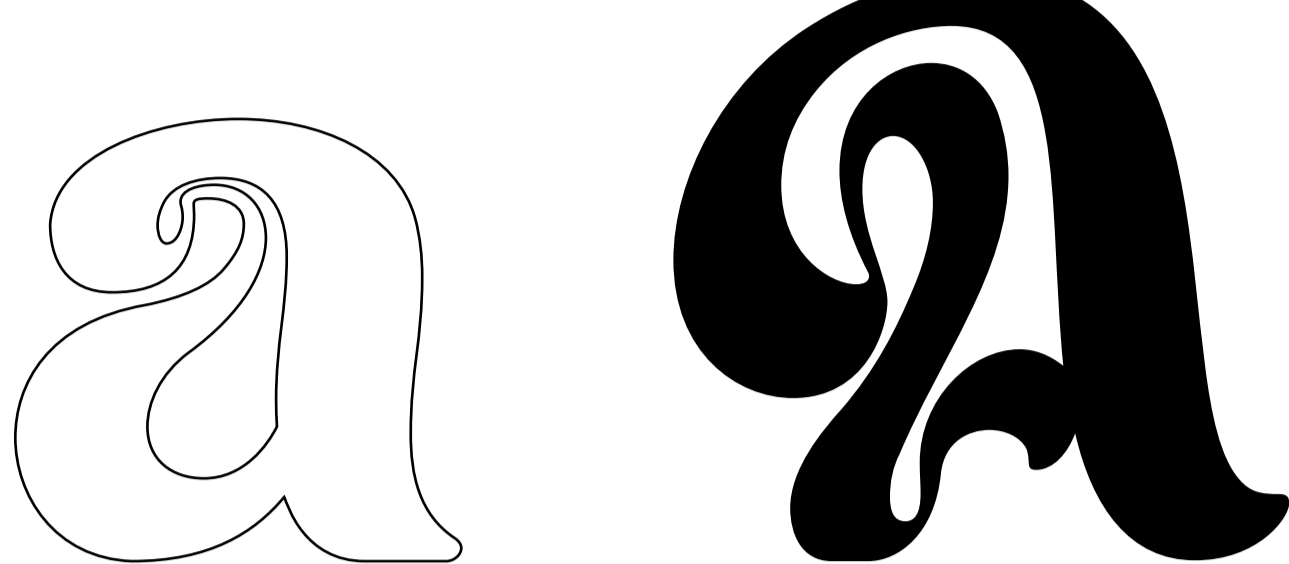




## Typography

The "Cream Cheese" font is an ideal choice for the Aloha Autos brand logo due to its soft and rounded appearance that conveys warmth and approachability, aligning perfectly with the dealership's commitment to a welcoming experience for a diverse clientele, including Spanish speakers. With smooth curves and a slightly playful touch, the font evokes friendliness, making it well-suited for a dealership catering to a broad age range and a diverse community, fostering an inclusive and inviting atmosphere. The font's clean, well-balanced structure suggests reliability and professionalism, harmonizing with the dealership's focus on offering meticulously inspected, high-quality pre-owned vehicles. Its balance of elegance and simplicity aligns with Aloha Autos' mission of providing budget-friendly vehicles of exceptional quality. The font's distinctive features also contribute to brand memorability, enhancing the logo's visibility and recognition. Additionally, its versatility ensures optimal legibility across diverse platforms and sizes, making it an apt choice for a logo that will appear on various media, including signage, business cards, and websites.

Font name : Cream Cheese



## Icon

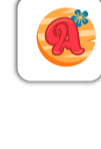
Instagram profile picture size  
110px by 110px



80px by 80px



Web favicon size  
32px by 32px



## Competitors



# Thank You