

NERA


ALICE HERBALS | NERA

Introducing AYA, the first fragrance from NERA, a new olfactory contribution of Alice Herbals. A light, refined blend rooted in botanicals—grapeseed oil, rosehip oil, sandalwood and a signature essential oil composition crafted for clarity, softness, and subtle presence. A modern scent with an herbal soul.

Live on aliceherbals.com in December.

"aya"

Ingredients: Organic Grapeseed Oil, Rosehip Oil, Proprietary Essential Oil Blend
 For External Use Only. Avoid Contact with Eyes. Do not ingest. Discontinue Use if Irritation occurs.
 Directions: Apply a small amount to pulse points.
 Allergen Medication: Contains natural essential oils. Patch test if sensitive.
 Keep away from heat or open flame.
 Shelf life: Store in a cool, dry place away from direct sunlight.



NERA



Ment "ner" with just a few botanical ingredients, the scent stays closer to its natural character. Nothing synthetic competing or overpowering. The result is a perfume that smells exactly like what it's made from: flowery, woody, and earthy notes that come directly from real plants oils.



118 ml "aya"
 30 ml "aya"
 18 ml "aya"

NERA

ABOUT THE DESIGN

NERA means "pure" in Latin, reflecting Alice Herbals' commitment to simple organic ingredients. The bamboo imagery symbolizes clarity and simplicity, the same qualities found in the fragrance's clean, minimalist formula.

The color palette is inspired by the moss and muted greens of Mount Tachibana, an iconic mountain in Marin County.



DAYFLOWER
 Botanicals
 Contains Organic, Vegan, Cruelty Free, and Sustainable Ingredients. No Synthetic Fragrance, No Phthalates, No Parabens, No Sulfates, No Alcohols, No GMOs, No Microplastics, No Animal Products, No Palm Oil, No Nickel, No Lead, No Cadmium, No Mercury, No Arsenic, No BPA, No PVC, No Phthalates, No Parabens, No Sulfates, No Alcohols, No GMOs, No Microplastics, No Animal Products, No Palm Oil, No Nickel, No Lead, No Cadmium, No Mercury, No Arsenic.

Miles Crock

Fall 2025

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

Grid systems, typography, and color theory are central to how I communicate ideas. They shape both the structure and emotional tone of my work, guiding how people understand and move through a design. My focus is on graphic design and UI/UX, where clarity, usability, and strong visual systems work together. I draw inspiration from architecture, music, photography, and design history, using those influences to approach projects with intention and balance. I work closely with clients from early ideation through final execution, making sure each design evolves clearly and serves its purpose.

At the core of my practice is the belief that design should do good. I'm especially interested in promoting sustainable design solutions and using my skills to create work that is thoughtful, responsible, and meaningful beyond aesthetics.

Title**Original Format**

Figure 1: MERA	Illustrator, Photoshop, InDesign, 8.5 in x 11 in
Figure 2: MERA	Illustrator, Photoshop, InDesign, 11 in x 17 in
Figure 3: ACT Film Festival	Illustrator, Photoshop, InDesign, 18 in x 24 in
Figure 4: BIOM Publication	Illustrator, Photoshop, InDesign, 8.5 in x 11 in
Figure 5: Black Ink Bistro	Illustrator, Photoshop, InDesign, 8.5 in x 17 in
Figure 6: B93 Typeface	Illustrator, Photoshop, InDesign, 17 in x 11 in
Figure 7: Do It Differently Self Mailer	Illustrator, Photoshop, InDesign, 11 in x 17 in
Figure 8: TAC Center	Illustrator, Photoshop, InDesign, 22 in x 34 in

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Figure 1: NERA

NERA



ALL NEW ORGANIC OIL BASED FRAGRANCE | ALICE HERBALS X MERA | ALICEHERBALS.COM | MILESCROCK.COM

NERA



ALL NEW ORGANIC OIL BASED FRAGRANCE | ALICE HERBALS X MERA | ALICEHERBALS.COM | MILESCROCK.COM

NERA



ALL NEW ORGANIC OIL BASED FRAGRANCE | ALICE HERBALS X MERA | ALICEHERBALS.COM | MILESCROCK.COM

Figure 2: MERA



Figure 3: ACT Film Festival



BLACK INK

BISTRO

UNAGI ROLL \$18.90

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TAKKA MAKI \$21.90

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UNAGI + AVO \$18.90

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DRAGON ROLL \$27.90

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SPICY TUNA \$32.90

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BEVERAGES \$8-22

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Figure 5: Black Ink Bistro

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
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B93

Miles Crock



Figure 6: B93 Typeface

Miles Cruck
1300 Lynnwood Dr.
Fort Collins, CO 80521



Associate Professor Jason Prazier
Art and Art History
1770 Campus Delivery
Fort Collins, CO 80523-1770

DO IT DIFFERENTLY

Small choices that make a healthier planet
and a healthier you.

START WITH ONE CHANGE

You don't need a perfect lifestyle to make a real impact just choose differently. One meal, one outfit, one walk, one moment at a time.



A new government study estimates that nearly 30% of adult Americans do not get the recommended amount of exercise each week, potentially setting themselves up for years of health problems.

In America alone, the average person throws away around 91 pounds of clothing yearly. This leads to a staggering 85% of textile produced in the country ending up in landfills or being burned.



DRESS DIFFERENTLY

Fast fashion costs the planet far more than it costs us. Choose pieces that last, reuse what you already own, thrift first, and repair when you can. Style isn't about buying more, it's about choosing better.



Spending just 20-30 minutes outdoors can measurably lower cortisol, the body's primary stress hormone.



MOVE DIFFERENTLY

Not every trip needs a car. Walk, bike, ride, or carpool whenever you can. Your body and the planet both benefit.



EAT DIFFERENTLY

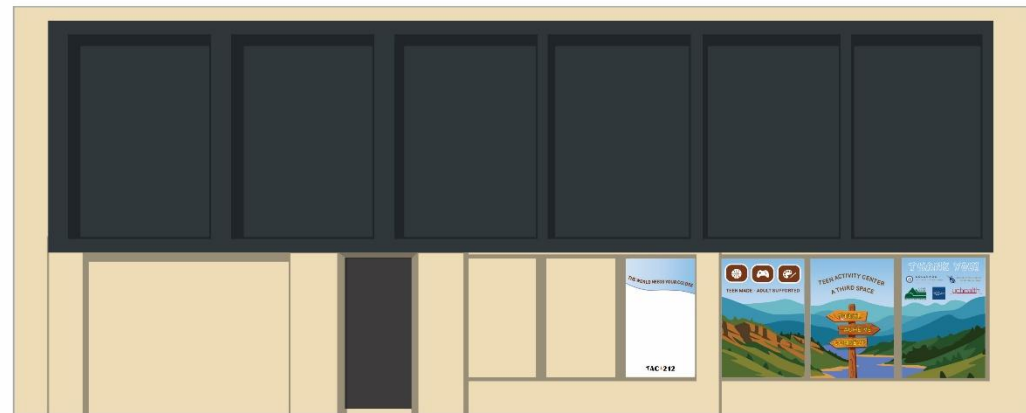
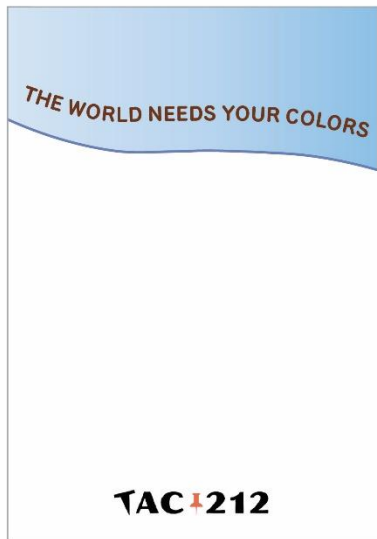
What you put in your body and bring into your home shapes your health, and the planet's.

Choose real ingredients over ultra-processed foods. Support local food when possible. Waste less by planning meals. Small habits make a meaningful difference.



DO IT DIFFERENTLY

Figure 7: Do It Differently Self Mailer



MILES CROCK

This project draws inspiration from the vibrant colors and natural beauty of the National Parks. My aim was to create a lively, engaging visual representation of Horsetooth Reservoir that also reflects the spirit and mission of The TAC Center. When considering my symbols, I wanted to create a set of simple, yet fun symbols that would be easy to read at a quick glance

Figure 8: TAC Center