

# Peoria Bike Hire Campaign

# Brief Objectives and Research

# Brief

The goal of this project is design a brand identity of a local bike hire business in Peoria. The brand school take into account the different types of audiences and opportunities available in the city along. With different experiences and give the audience not only a reason to ride bikes but to rent bikes from you company.

# Initial Research

- Benefits

- Health
- Less commitment
- More environmentally friendly
- Don't have to worry about storing the bike
- Sense of achievement and independence

- Detriments

- Weather dependent
- Inability or scared to ride a bike
- Lack of ensured safety
- Distance
- Need for proper protective gear
- Unsafe areas

# Initial Research

- Competition
  - Cars
  - Drive share services
  - Buses
  - Walking
  - People who own bikes
  - Gyms

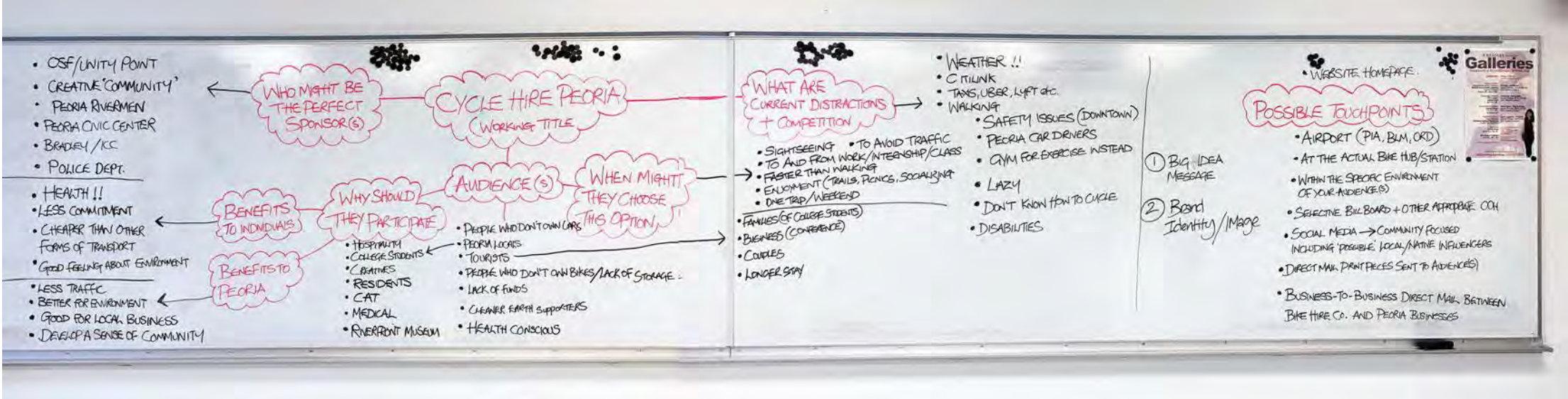
Research also included looking at other Bike Rental companies specifically Divvy

# Initial Research

- Audience
  - Locals
    - College students
    - Workers
    - Commuters
  - Tourists
    - Visiting family
    - Business workers
    - Vacationers
  - Health Conscious

Process Work

# Mind Map





# Big Idea

- Focus the numerous benefits that are associated with not only bike riding but bike rental. Allow for people to feel good about themselves as well contribute their community and environment.
- Audience – both local people and tourists because the the benefits could be applied to both. It would also attract more people to use the service.

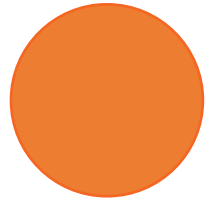
Better Your *Body*

Better Your *Mind*

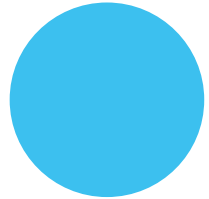
Better Your *Community*

Better Your *Planet*

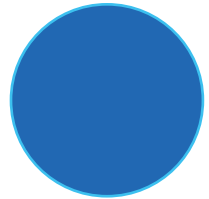
# Color Palette and Font



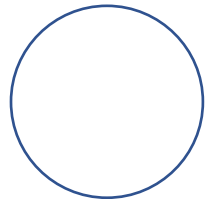
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## New Order

Bike University

Street Path

Hey! Helmet

Directions Enjoy

Ride Community

Fun Body

Share Mind

Safe Planet

## *Calgary Script OT*

*Bike University*

*Street Path*

*Hey! Helmet*

*Directions Enjoy*

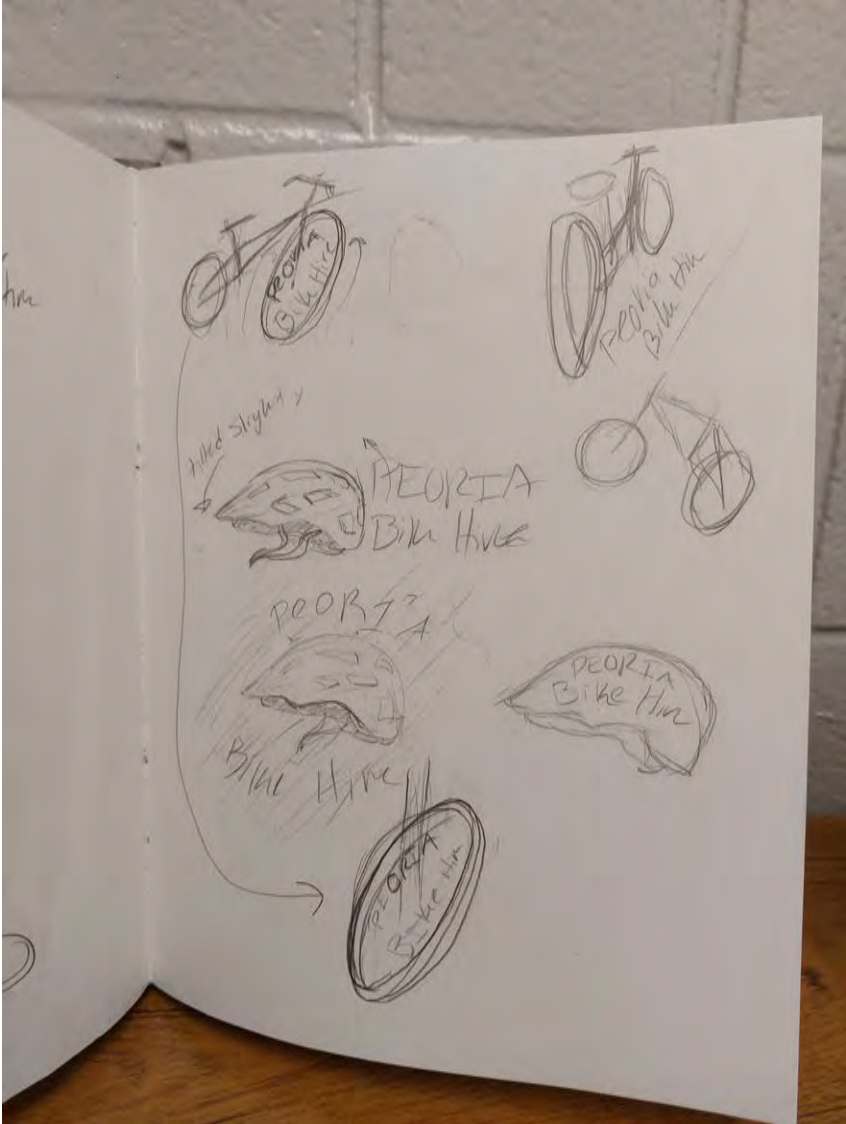
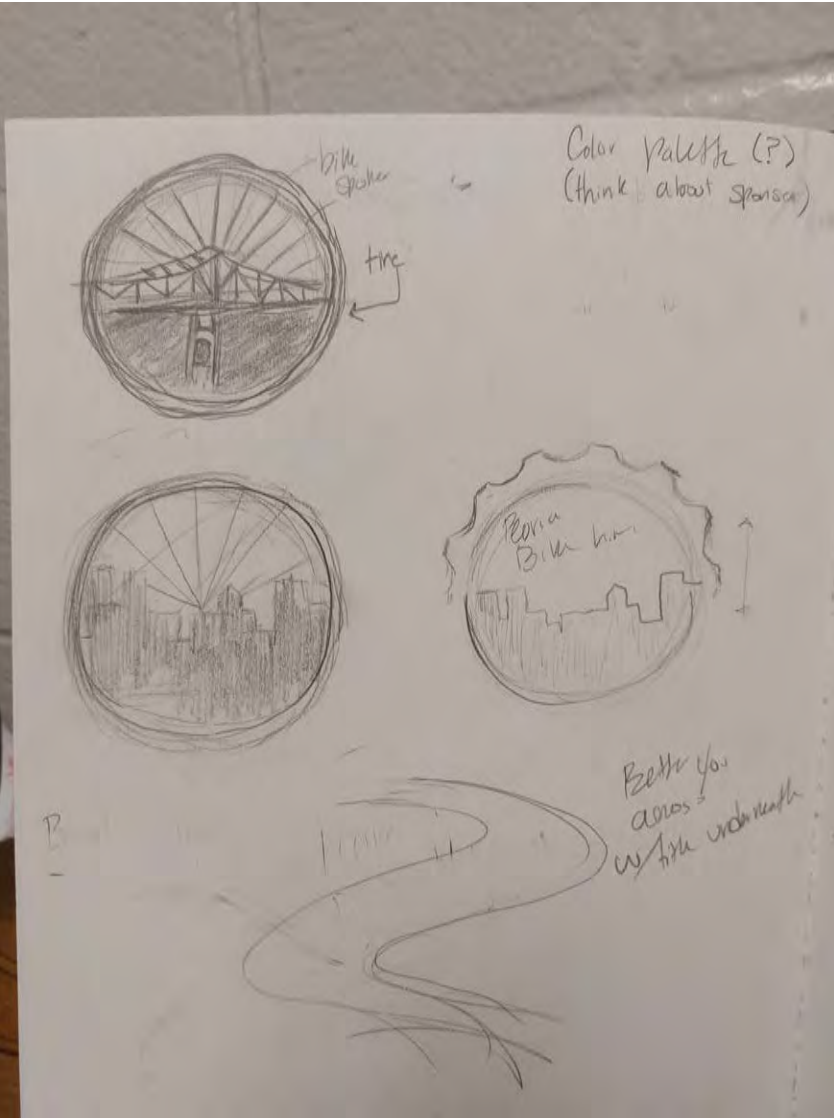
*Ride Community*

*Fun Body*

*Share Mind*

*Safe Planet*

# Logos





Peoria Bike Rental



Peoria Bike Hire

Peoria Bike Hire



Final Designs

Logo

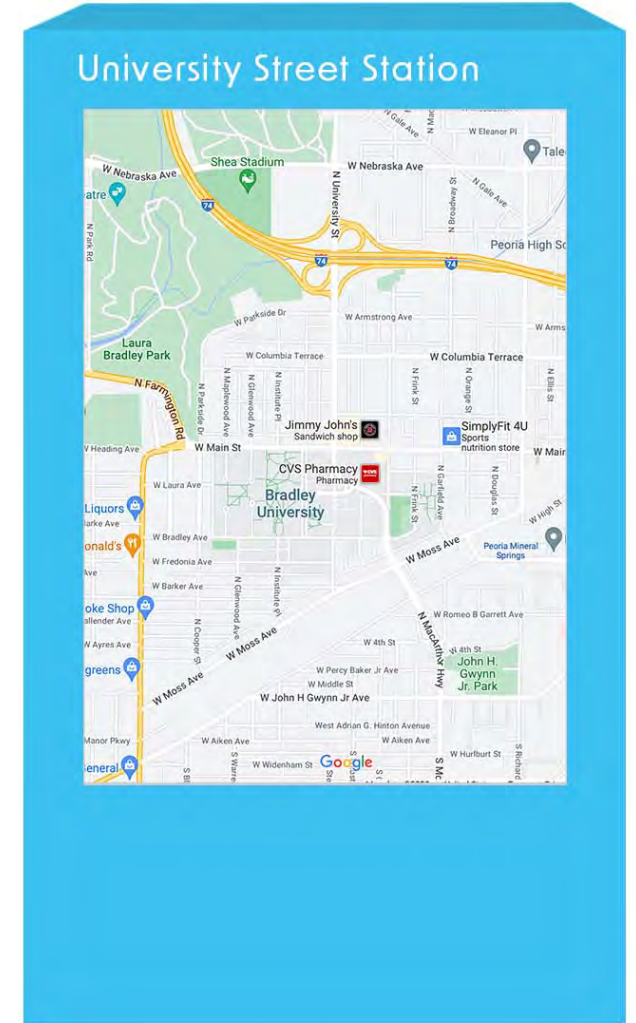
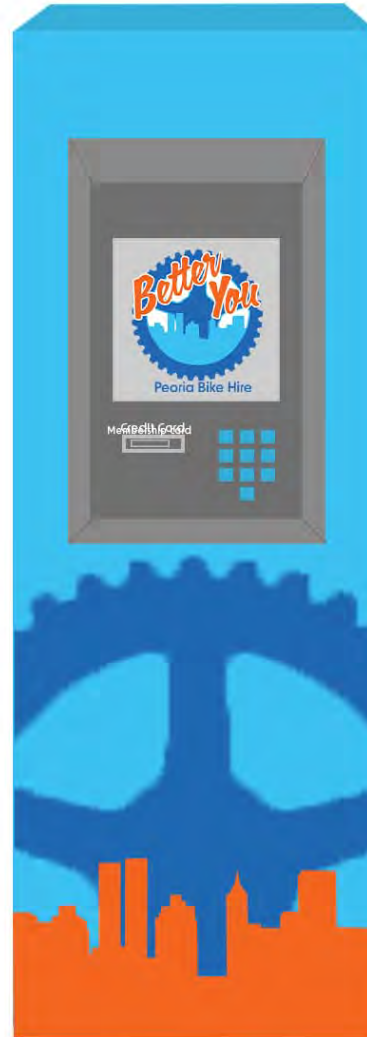


# Bike Wrap

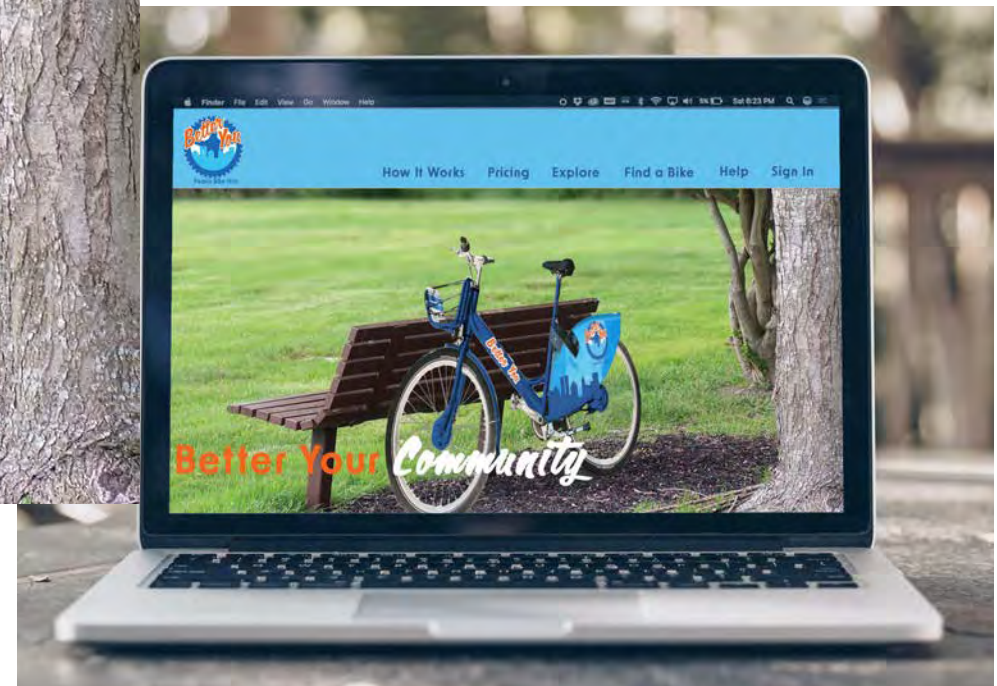
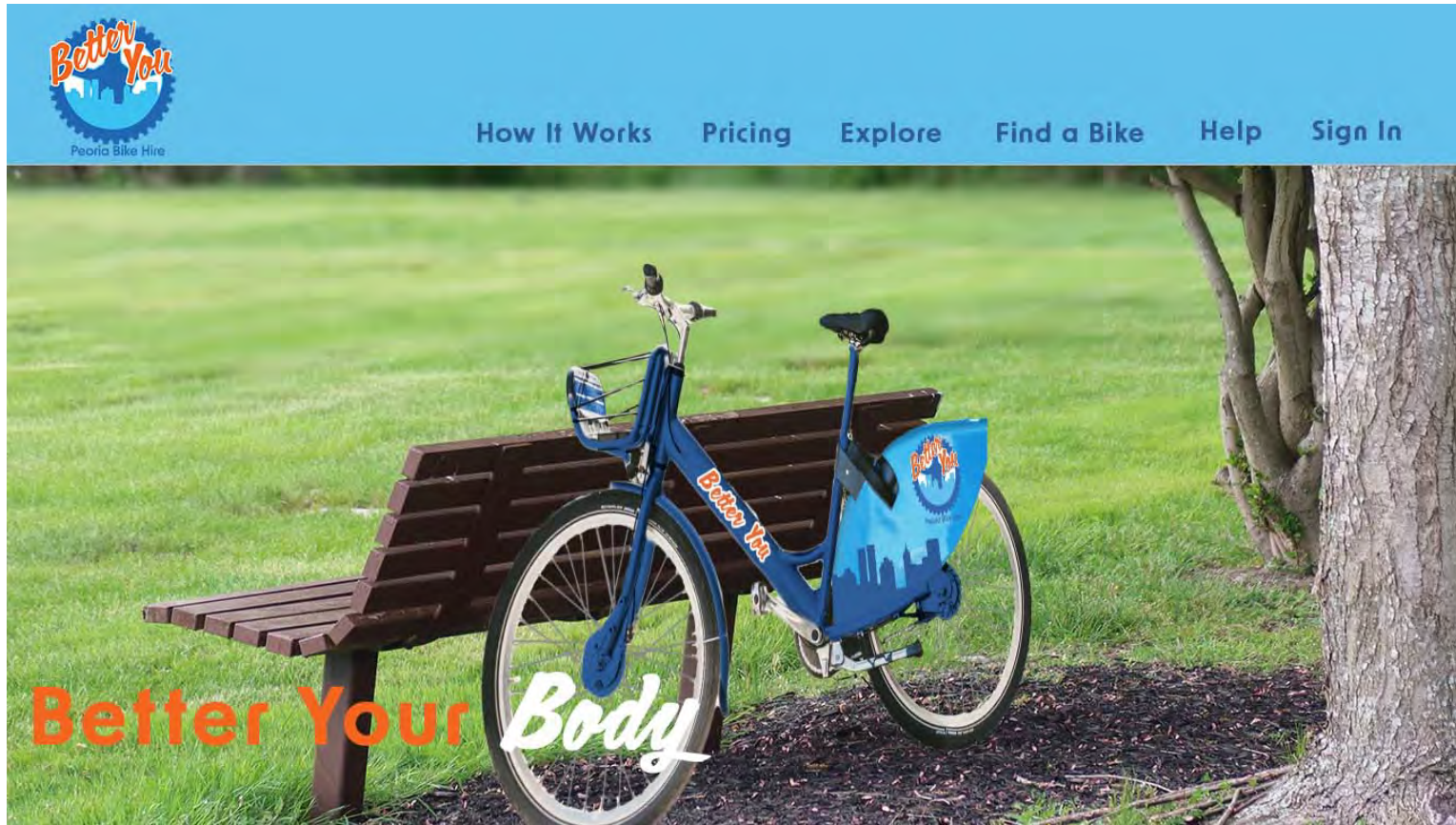




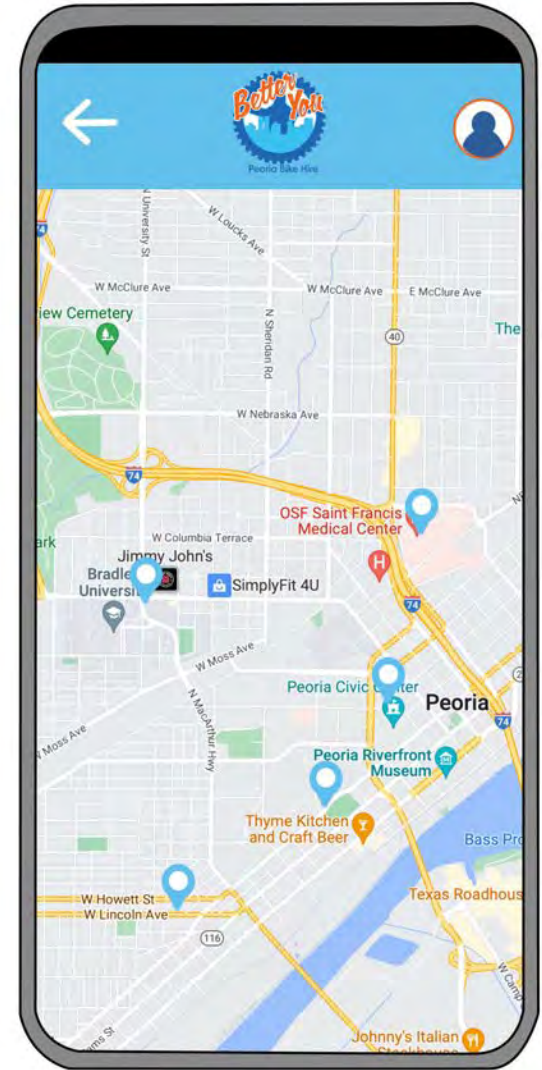
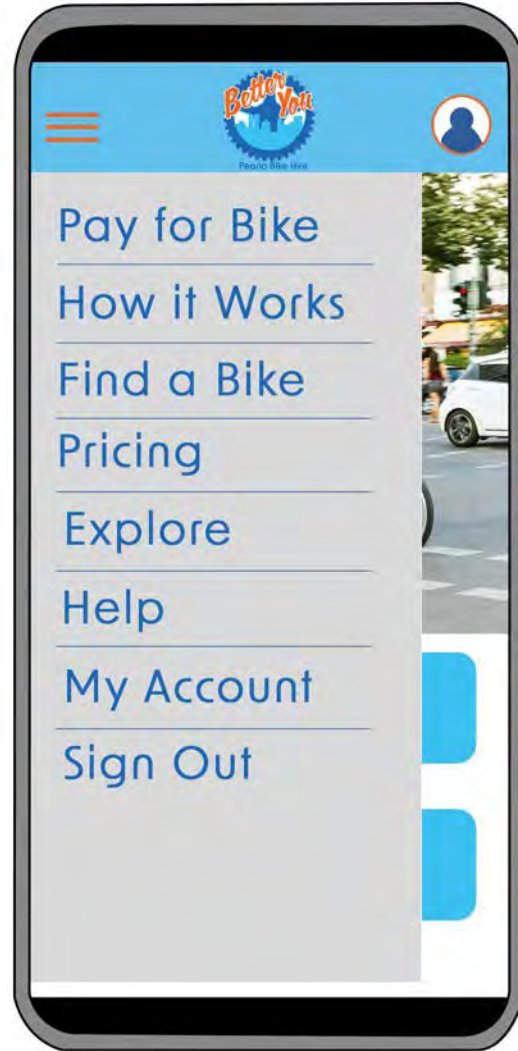
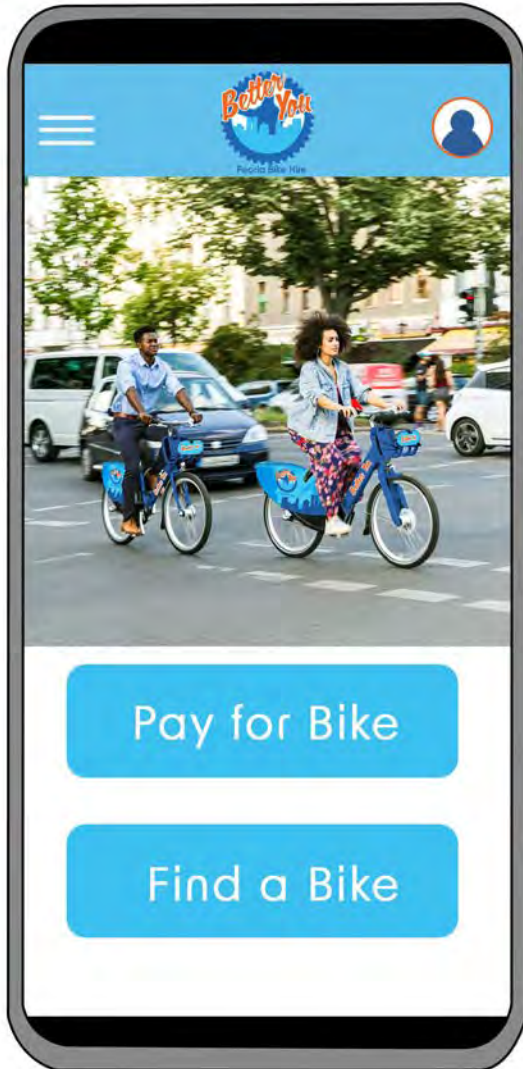
# Bike Hub



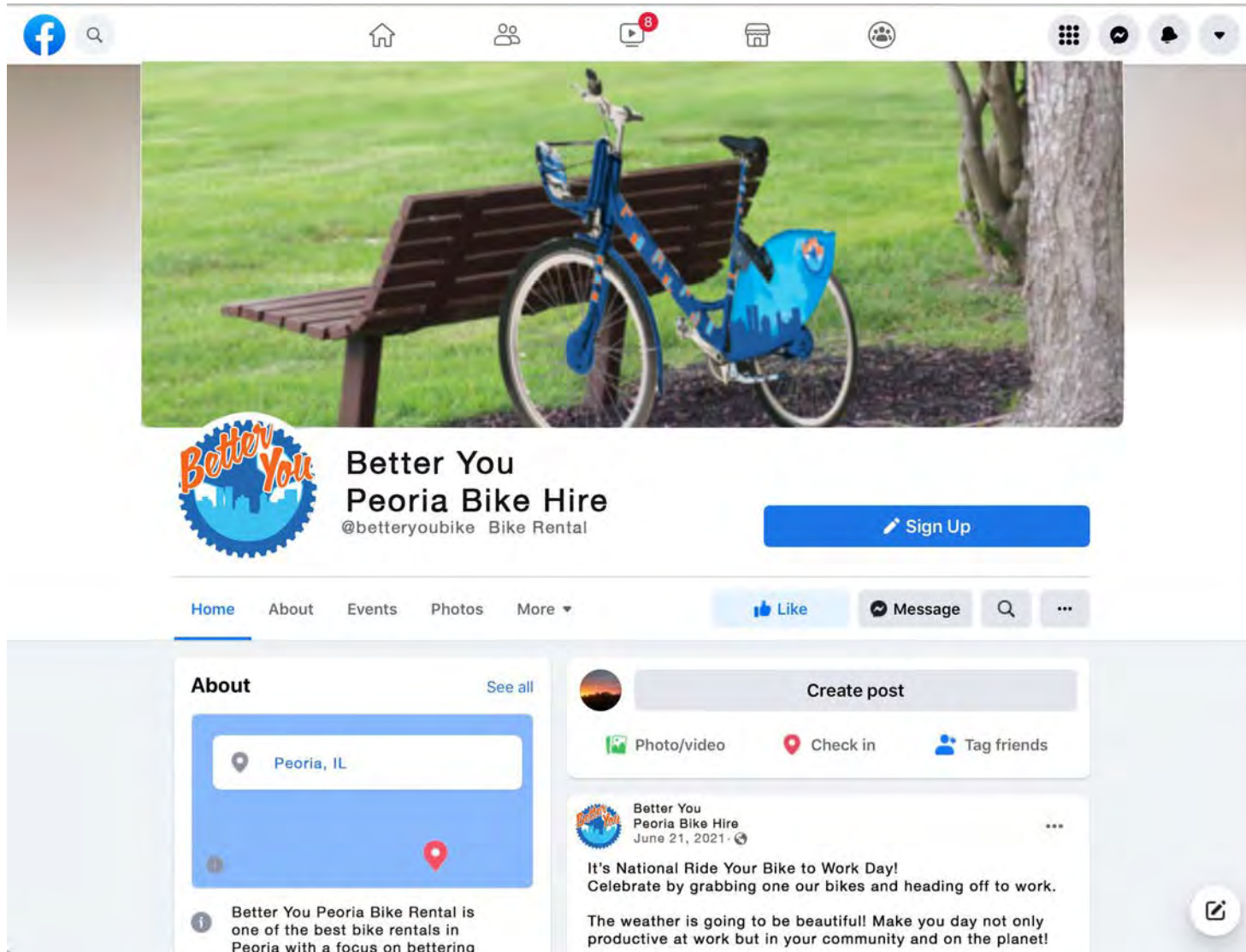
# Website



# App



# Social Media



The image shows a desktop view of the Facebook profile for 'Better You Peoria Bike Hire'. The profile picture is a blue bicycle with a blue bag hanging from the handlebars, parked on a wooden bench in a park. The cover photo is the same image. The profile name is 'Better You Peoria Bike Hire' with the handle '@betteryoubike' and 'Bike Rental' below it. A blue 'Sign Up' button is visible. The navigation menu includes 'Home', 'About', 'Events', 'Photos', and 'More'. The 'About' section is expanded, showing a location pin for 'Peoria, IL' and a description: 'Better You Peoria Bike Rental is one of the best bike rentals in Peoria with a focus on bettering'. The 'Create post' section is also visible, with options for 'Photo/video', 'Check in', and 'Tag friends'. A post from June 21, 2021, is shown with the text: 'It's National Ride Your Bike to Work Day! Celebrate by grabbing one our bikes and heading off to work. The weather is going to be beautiful! Make you day not only productive at work but in your community and on the planet!'.

**Better You Peoria Bike Hire**  
@betteryoubike Bike Rental

Sign Up

Home About Events Photos More

Like Message

**About** See all

Peoria, IL

Better You Peoria Bike Rental is one of the best bike rentals in Peoria with a focus on bettering

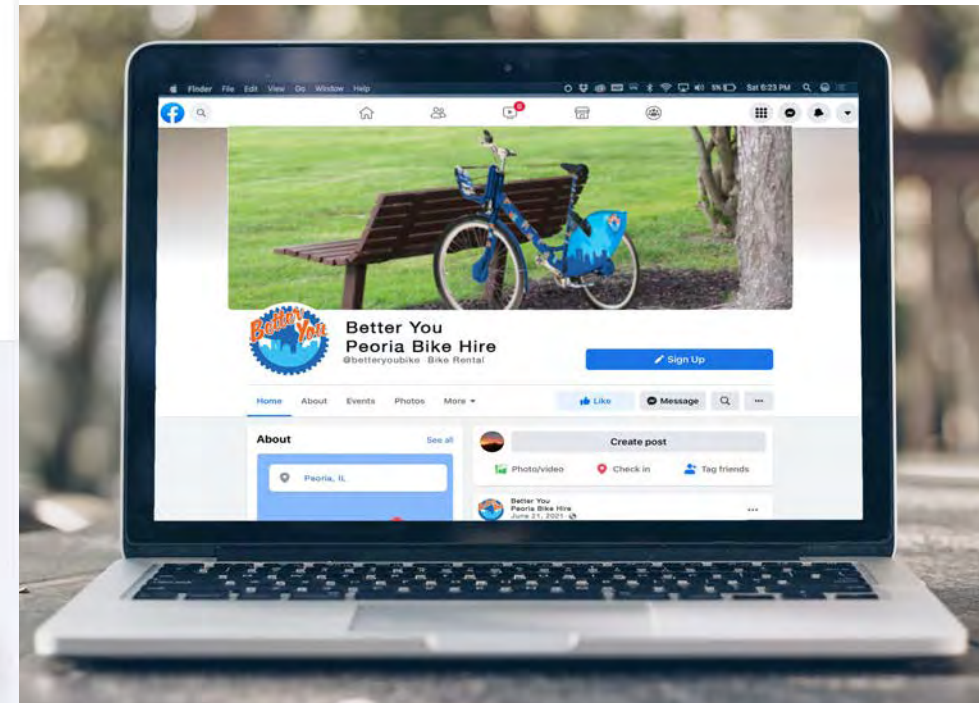
**Create post**

Photo/video Check in Tag friends

**Better You Peoria Bike Hire**  
June 21, 2021

It's National Ride Your Bike to Work Day! Celebrate by grabbing one our bikes and heading off to work.

The weather is going to be beautiful! Make you day not only productive at work but in your community and on the planet!



The image shows the same Facebook profile page for 'Better You Peoria Bike Hire' displayed on a laptop screen. The layout and content are identical to the desktop view, showing the profile picture, cover photo, name, handle, 'Sign Up' button, navigation menu, 'About' section with location and description, 'Create post' section, and a post from June 21, 2021.

**Better You Peoria Bike Hire**  
@betteryoubike Bike Rental

Sign Up

Home About Events Photos More

Like Message

**About** See all

Peoria, IL

Better You Peoria Bike Rental is one of the best bike rentals in Peoria with a focus on bettering

**Create post**

Photo/video Check in Tag friends

**Better You Peoria Bike Hire**  
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# Billboard



# Pamphlet



## Locations

Bradley University  
Zion Coffee House  
Riverfront Museum  
OSF  
Warehouse District

**Better You**

Peoria Bike Hire

Hello! I would like to introduce you to a great new service coming to Peoria. Better You rental bikes! There are many benefits to riding bike, such as they are good for the environment and a good form of exercise. They are also simply fun! We have numerous bike hubs around Peoria, go out and try one today!

Visit us at: [www.betteryoubikes.com](http://www.betteryoubikes.com)

# Merchandise



# Why Better You Peoria Bike Hire

With this company and the benefits that it emphasizes the riders get to help the community and the planet, but they also get as sense of self-fulfillment.

