



Design Brief

Peoria's Warehouse District is up and coming in the local community. To encourage those who are a part of the local community and those who are visiting from abroad to explore the city and connect with the community, the goal was to create a bike sharing service unique to Peoria.

Following in the footsteps of other successful bike sharing services in cities across the world, Peoria needs a bike sharing service that makes sense with it's geography. The challenge of designing such a service encompasses being able to create a strong brand identity that people are intrigued by and are excited to investigate.

Mission

BumbleBikes' mission is to create a greater sense of community in the Peoria metropolitan area. Like bees, everyone has to work together to create a hive that thrives!

By using our bikes, locals and tourists would be able to expand their palette of experiences in Peoria. Those who use the service would be able to feel like they're doing good for themselves and the community. The potential is limitless.

Research & Design Process

Throughout my preliminary research, I was exploring and studying the various bike sharing services that already exist, such as Divvy, Lime, and Citi Bike.

Working backwards, I began brainstorming names. Eventually, I came upon BumbleBikes and the name stuck. From there, I began designing potential logos with matching design elements.

The connection with the bee came naturally, along with the concept that the bee promotes the idea of a tight-knit community.

After multiple logo variations, I decided to go with the bottom-most design due to its simplicity and versatility. It's easily identifiable by consumers and would stand out among the concrete jungle that downtown Peoria is.

BumbleBikes

BumbleBikes

 **Bumble
Bikes**

 **Bumble
Bikes**

Courier New Bold

Aabcdefghijklmnop
pqrstuvwxyz
0123456789

Andale Mono


Aabcdefghijklmnop
pqrstuvwxyz
0123456789

Bee a part of our hive

Bb

Explore Peoria Without Limits





RGB 255/255/255
CMYK 00/00/00
#ffffff

RGB 237/255/00
CMYK 7/00/100
#edff00

RGB 00/00/00
CMYK 00/00/00
#000000

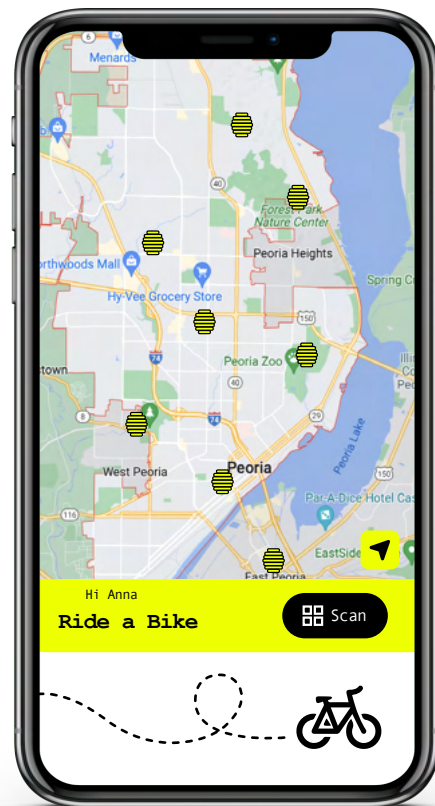
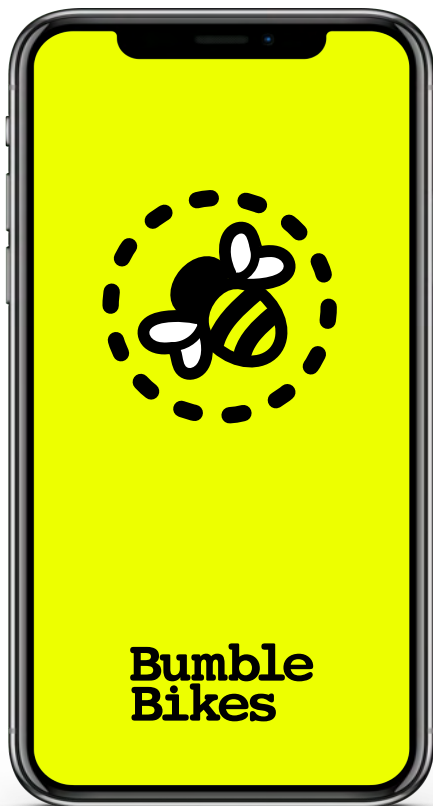


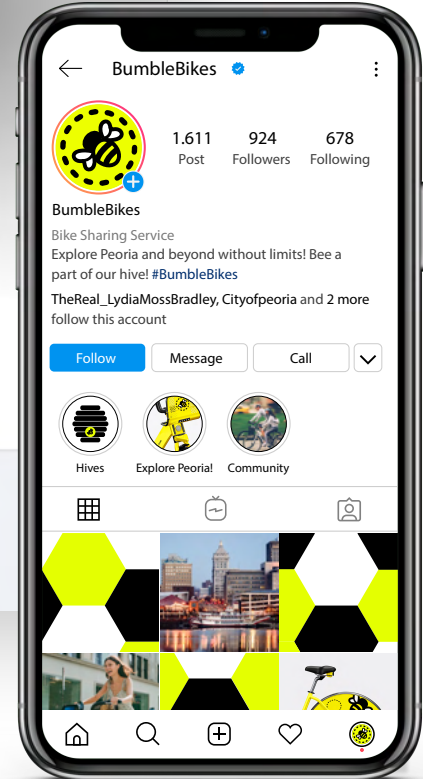
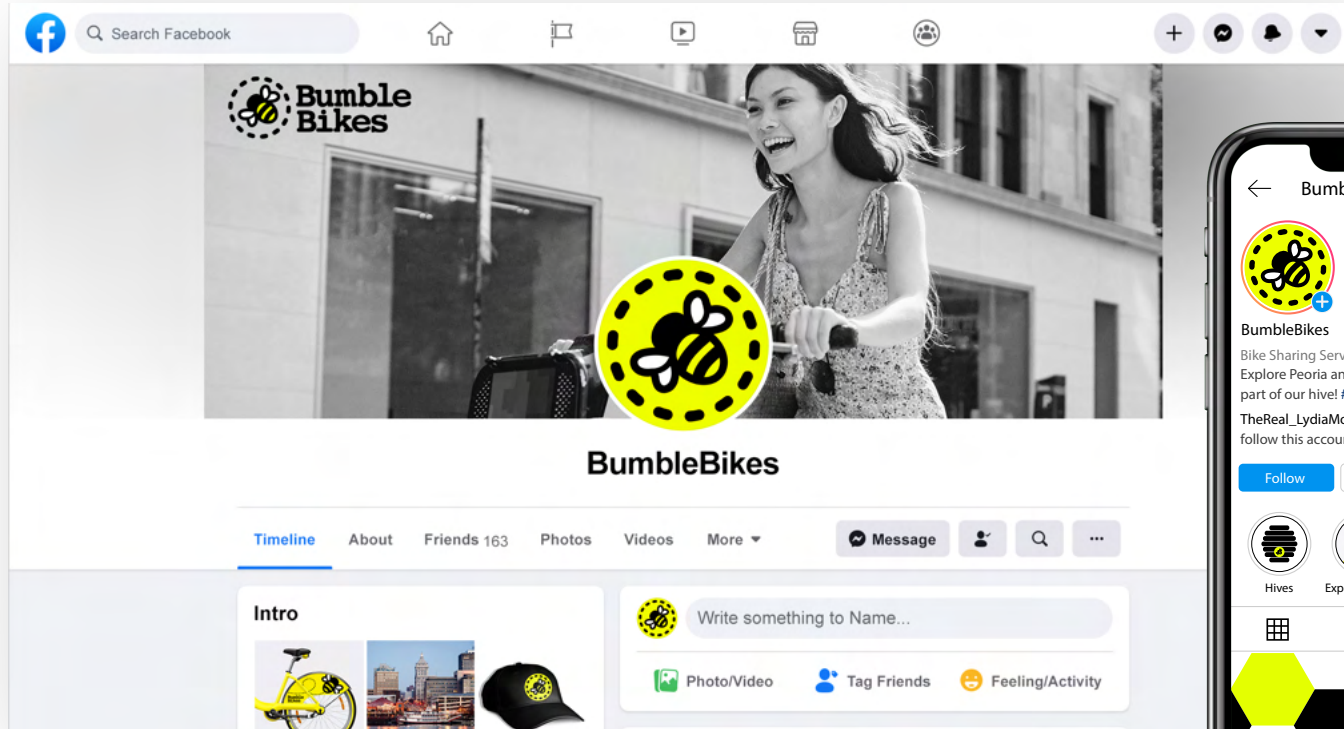




*Parallax screen

As the user scrolls through the BumbleBikes website, the bee icon will leave a trail as it flies across the screen!





Promotion

Partnering with the Peoria Riverfront Market, BumbleBikes would have a tent set up with demonstration bikes for people to try out.

During it's launch, this would serve as a way for locals and visitors to become exposed to the brand and the image associated with it.

To encourage people to venture to the farmer's market, posters and other print material would be posted around the city. Social media would be utilized as well.



Conclusion

So finally, we're left with the question, why BumbleBikes? BumbleBikes is a way for Peoria locals, and tourists alike, to come together and enrich their community through a ride-sharing service.

Users are able to get from point A to B in a fun and efficient way. It's a great way for friends to hang out, families to spend time together, and the community to connect with each other like never before. There are also plenty of local destination recommendations for users to go, including everything from coffee shops to the Riverfront Museum.

At the end of the day, BumbleBikes wants to encourage stronger relationships between members of our community. A hive can only thrive when everyone works together!