

Pedal Peoria

Kora Bernhard



Design Brief

Create a brand identity for a city bike hire in Peoria, IL that shows the opportunities it offers both to the city and to the people.

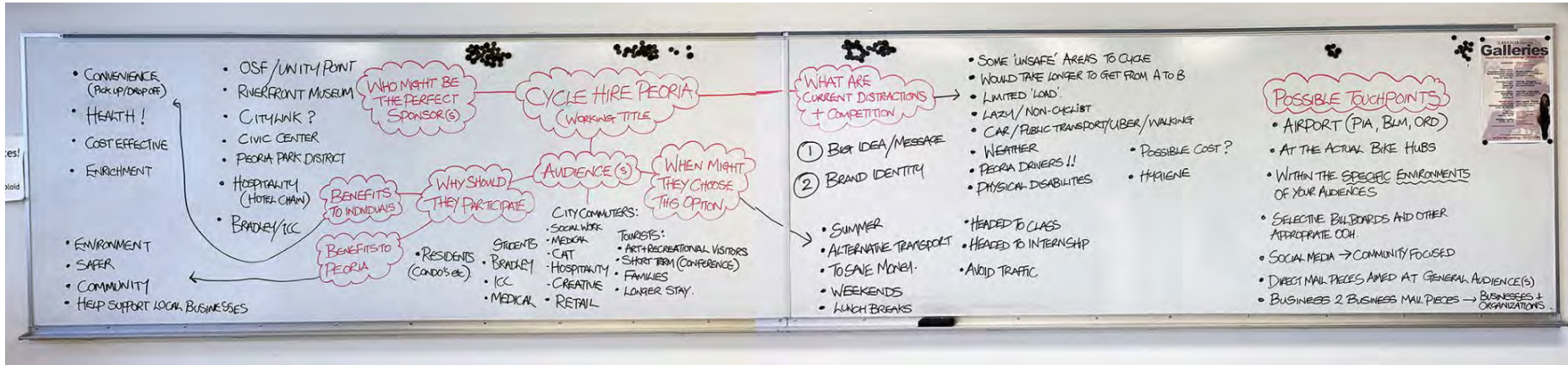
Research Process

Research consisted of gathering information on different bike hire schemes and different locations in Peoria that people might be interested in visiting on a bike.

Target Audience

The target audience I decided to focus on is people in Peoria, locals or visitors, who want to get out of the house and go do something fun or explore the city.

Mind Mapping



Sketches



Color Palette and Fonts

Pedal Peoria
Berlin Sans FB

Because getting there is part of the fun

Century Gothic

#4CBDE5

#0F3459

#5B7684

#DDD02C

#425260

#1A2D38

Logo



Bike Wrap



Bike Hub



 Don't know where to go?
Try checking out some of
these locations!


Rhythm Kitchen Music Cafe is
0.73 miles from your location

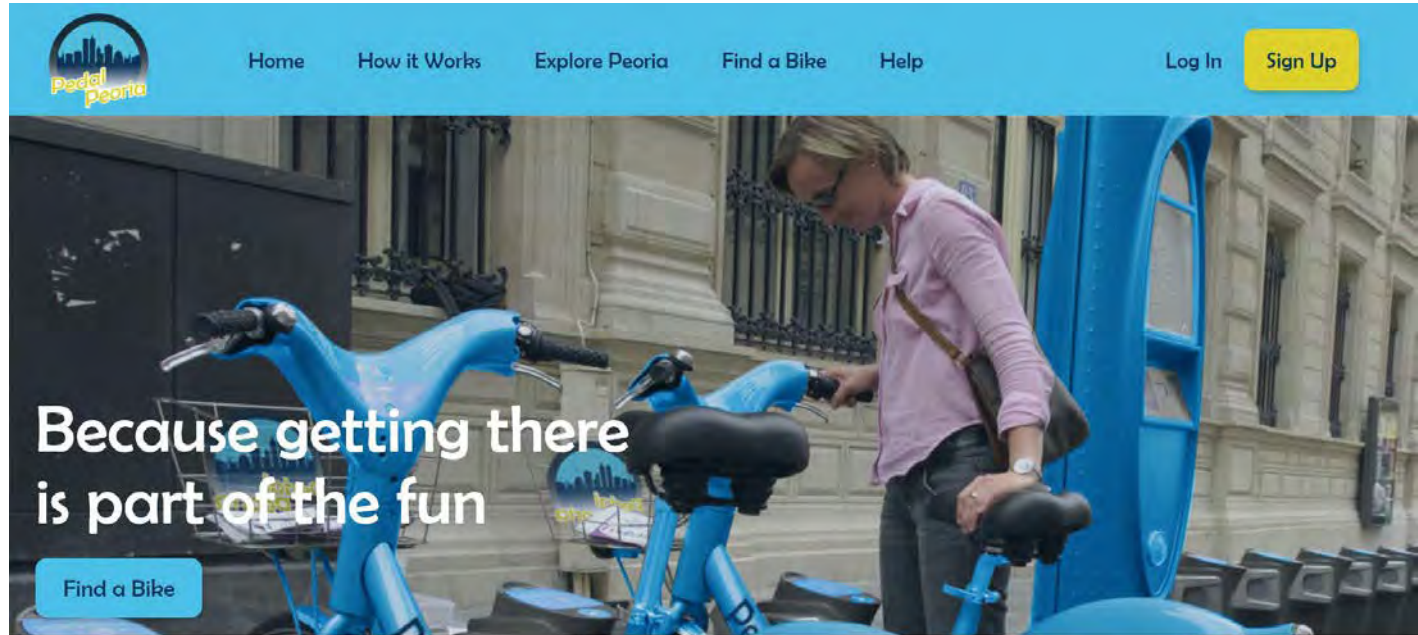
 **Rhythm Kitchen Music Cafe**
I have no idea what this place is but it sounds kind of cool so
it's on the list. We're all just going to pretend that there's a
nice, accurate description of this Music Cafe place in this
handy little box.



Merchandise



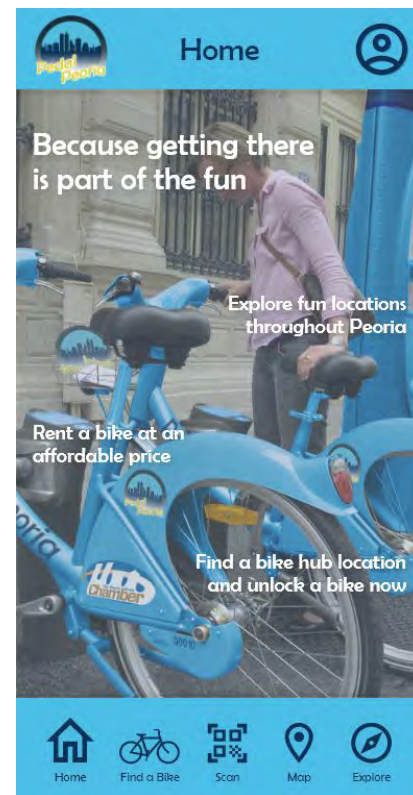
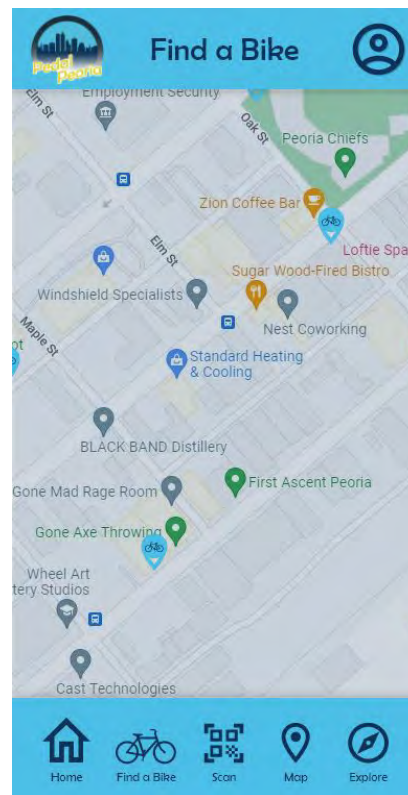
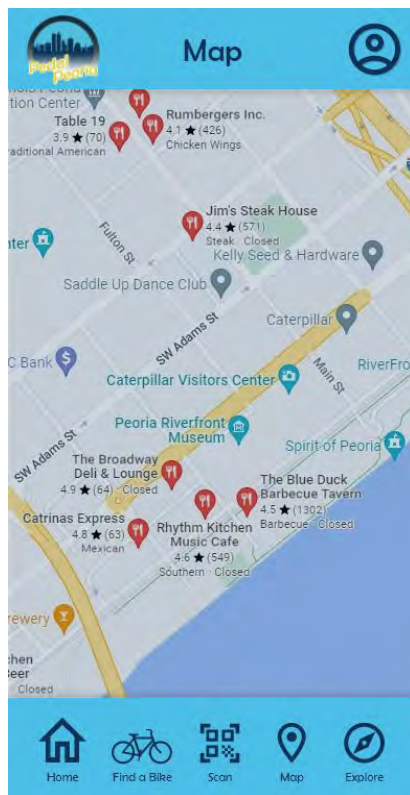
Web Page



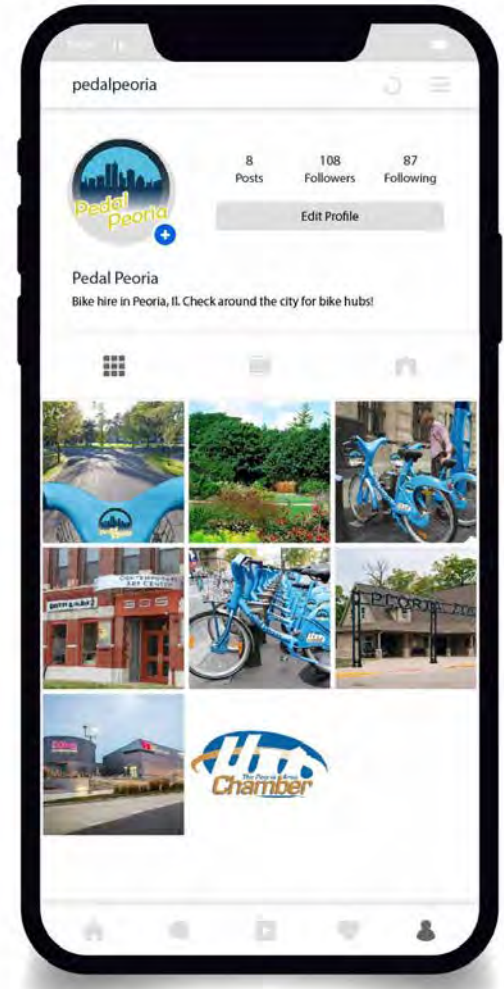
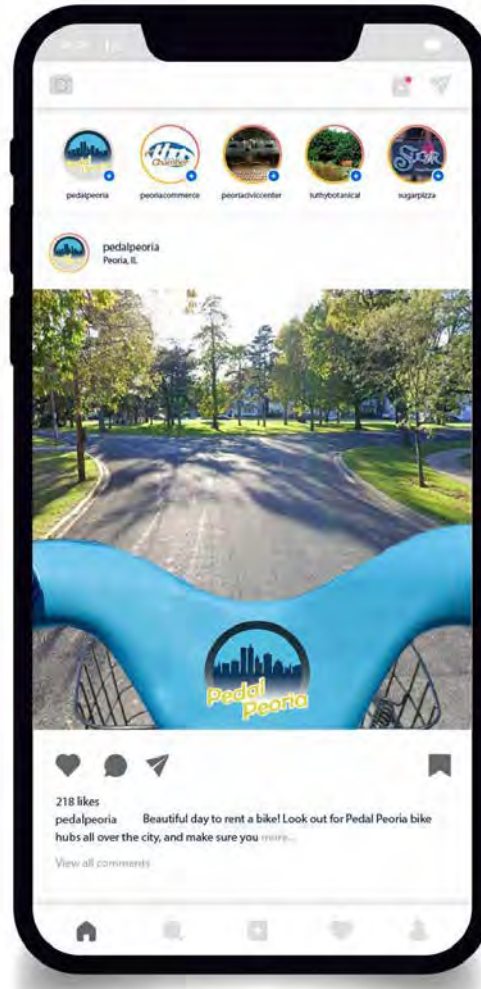
Prices

Single Ride	Day Pass	Annual Membership
\$3.30 a trip	\$15.00 a day	\$9.00 a month
One trip up to 30 minutes	Unlimited bike rides up to 24 hours	Unlimited biking for a year \$108 charged annually
More Details	More Details	More Details

App Screens



Social Media



City Advertisement

