

# UCycle

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# Brief, Objectives, & Research

## Design Brief

(Re)Imagine the brand identity of a local bike hire scheme in Peoria. This can be one that already exists, but most likely, a completely new scheme based down in the ever growing redeveloped Warehouse District.

Your brand should consider the opportunities bike hire can offer someone in your city, the experiences they'll encounter and create an identity that sells this opportunity. Along the way your campaign message should be able to create a sense of empowerment, self-esteem, self-achievement, and a sense of 'doing good' for the environment and personal health of your target audience.

## Research Process

My research consisted of looking at similar businesses, such as Divvy, mindmapping, and segmenting the target audience based in Peoria.

I determined that my audience might be **wellness oriented** and value **health** and/or **sustainability**. It might include students, residents, and tourists. Overall, a bike hire business would be presented as an alternative to public transit and driving that is **convenient, healthy, and fun**.

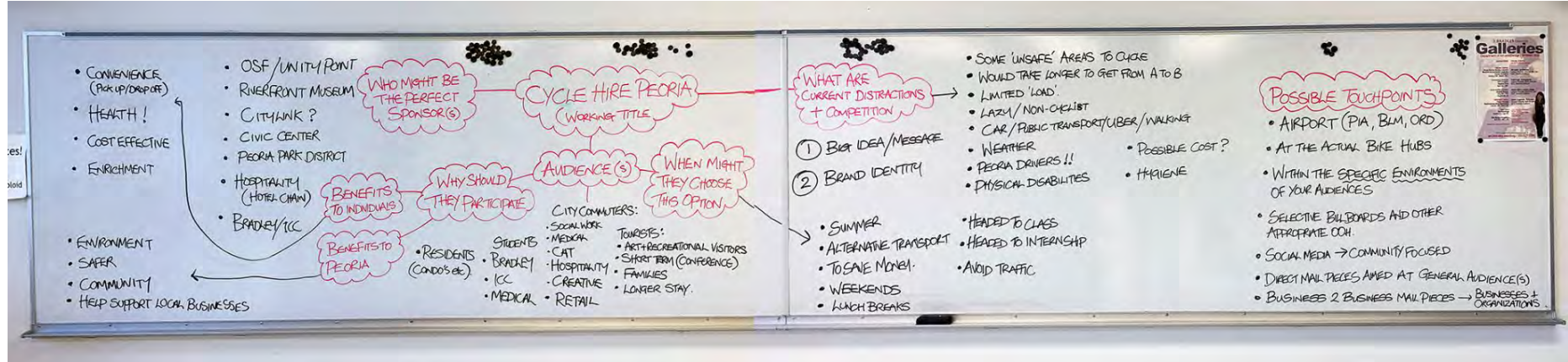
## Target Audience

I decided to focus my efforts towards people who are concerned with **wellness**. These people enjoy being active and look forward to activities which allow them to do so. While they may be using this for **commuting**, they could also perceive this as a **fun weekend activity** to enjoy by themselves or with others.

## Sponsor

For my sponsor, I wanted a business that shares the ideals of my target audience: **health** and **wellness**. I decided to choose the Riverplex because they offer various fitness and wellness centered activities at their facility, they already have members who share the same values, and they schedule fitness classes and events that might pair well with bike riding.

# Process Work



Mind Map

Broke down audience and decided to focus on people who value wellness

Bike the Peoria Campaign

Audience

- people interested in urban mobility
- people interested in fitness
- tourists (tourism, art, entertainment, business)
- locals/residents
- tourists w/o cars? (no, broken, no car)
- adventurous people
- health/wellness enthusiasts
- hospitality
- creative
- CAT
- City Council

Competition

- bikes
- cars
- Uber/Lyft
- Electric Scooter
- Stroller Co?
- Walking

Interest

- urban areas
- inter-locks than driving
- cost saving as much
- busy/lean cyclists
- health
- Peoria fitness!!!
- Physical Disabilities
- Appropriate hygiene

Big Idea / Message

Brand Identity

- income
- logo
- colors
- wrap
- hub station

Sponsors

- Metropolitan
- ONE Healthcare / Unity Peoria
- East Peoria Museum
- Wetland Zoo
- Peoria Civic Center
- Peoria Playhouse + Children's Theatre
- Peoria People's Theatre
- Any Peoria Companies??
- Pea District
- Hotels + Hospitality
- Arts + Culture
- Arts Bureau of Central Illinois
- Peoria Area Convention & Visitors Bureau

Benefits

- convenience
- bike storage
- physically active (health!)
- cheap(er) cost effective??
- environment
- cost of community
- benefits to Peoria
- better for the environment
- safer?

map support local business

and responsive to maintenance

Urban

- improve/better weather
- less in car
- no save money
- sidekicks
- health benefits
- traded to classes

traded to

- relationship
- avoid traffic

Made a list of possible sponsors before deciding on Riverplex

Big Idea

Wellness Peoria?

to help to get people to bike cycling over other forms of transit

feasible, convenient, healthy, fun?

to be more experiential way to travel

to get to using cities

to bring people to the environment

to want an app be necessary?

to succeed popular plans, deals, memberships → fit city

to provide support to starting time at 8:00

to make bike options?

Names

- Spin Peoria
- Peoria Bike
- Green Bike
- PeaBike
- CityBike
- PeaBike
- Spin Peoria
- Peoria Spin
- Peoria Cycle
- Pea Cycle
- Pea Cycle

Peoria Attractions - Peoria has a system

Peoria District

- local buildings being turned into lots, condominiums, art studios, office buildings
- help to become pedestrian friendly

Peoria Point

- memberships
- memberships + one pass
- membership card

Peoria Point

- memberships
- memberships + one pass
- membership card

Peoria Point

- memberships
- memberships + one pass
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Peoria Point

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Determined my brand's values would be convenience, health, and fun

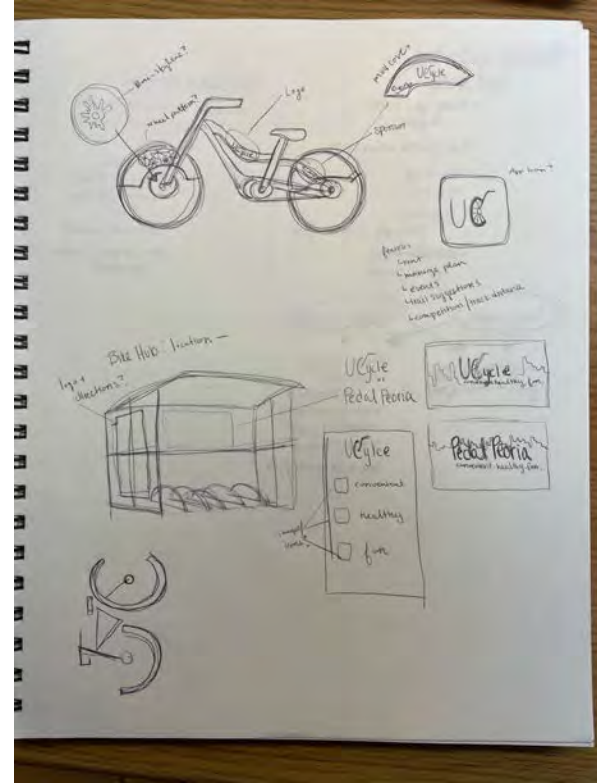
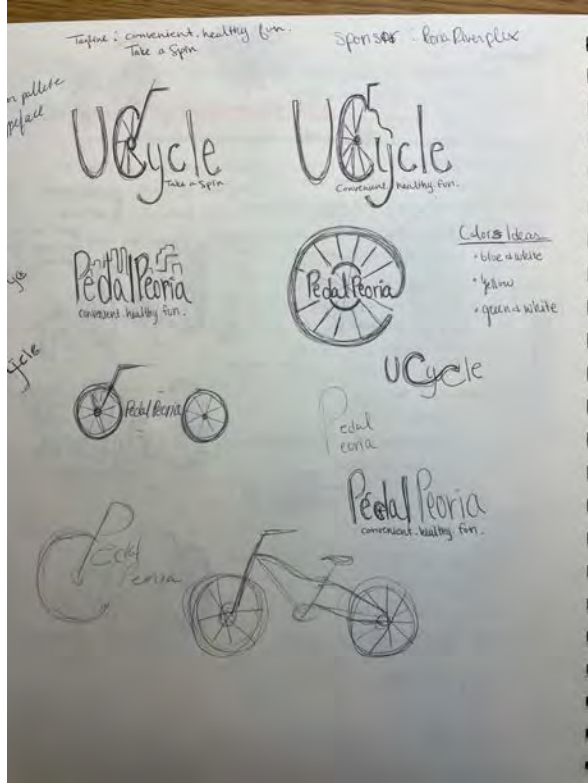
Narrowed down to 2 names: Pedal Peoria and UCycle

Decided on tagline: Take a Spin

Sketches

Made some logo sketches for both names

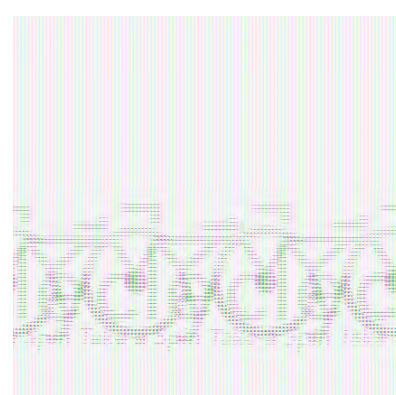
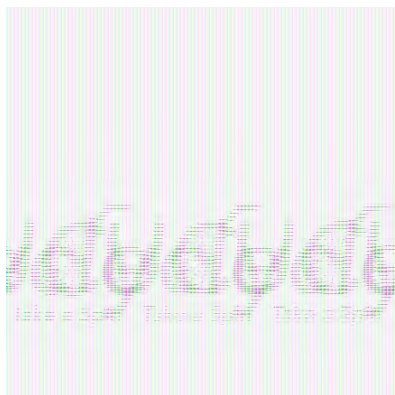
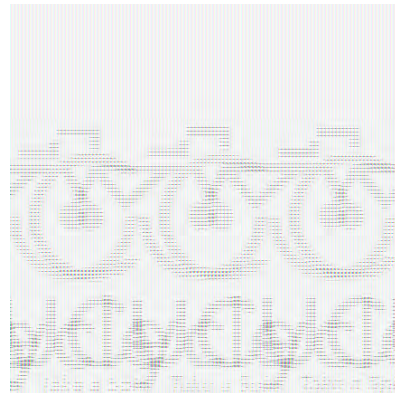
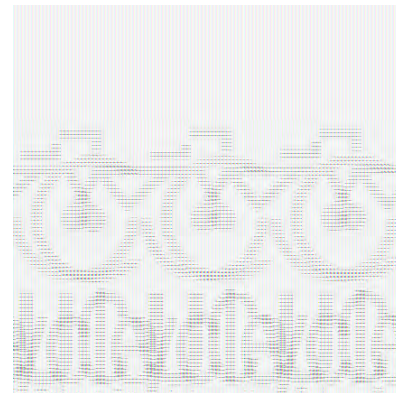
Decided on UCycle for the name



Sketched a bike wrap to determine placement of information

Sketches





In Progress Logos

# Brand Identity

## Color Palette:



DDEBED



64A1AB



E6A480

## Font: Acumin Variable Concept

### **Titles**

*Tagline*

**Subheadings**

*Subheadings*

Body Copy

**Emphasized Words**

*Links*

Color Palette and Font Choices



Master Logo and Tagline



Bike Wrap



Bike Rack



Download the App to Take a Spin



Tap



Ride



Return

sponsored by RIVER PLEX

Bike Rack Poster



sponsored by RIVERPLEX



Sign In

[Create an account](#)

sponsored by RIVERPLEX



### Events in the Area



#### Group Bike Ride

Placeholder text for the Group Bike Ride event description.



#### Breakfast Ride

Placeholder text for the Breakfast Ride event description.



### Group Bike Ride



Saturday, March 19th, 1:00pm

Placeholder text for the event description.

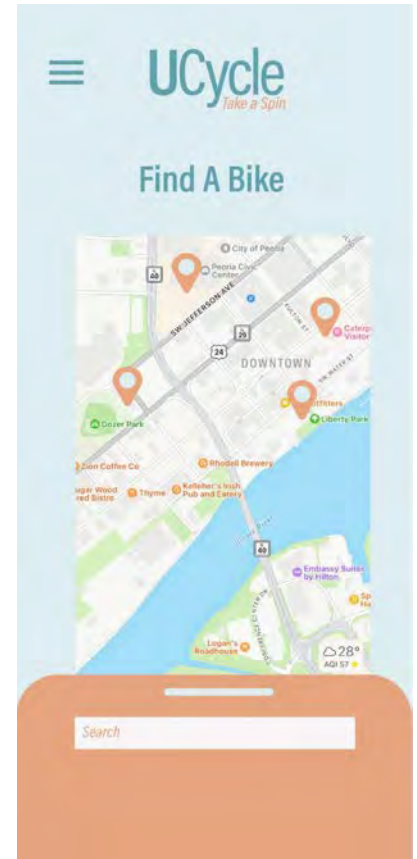
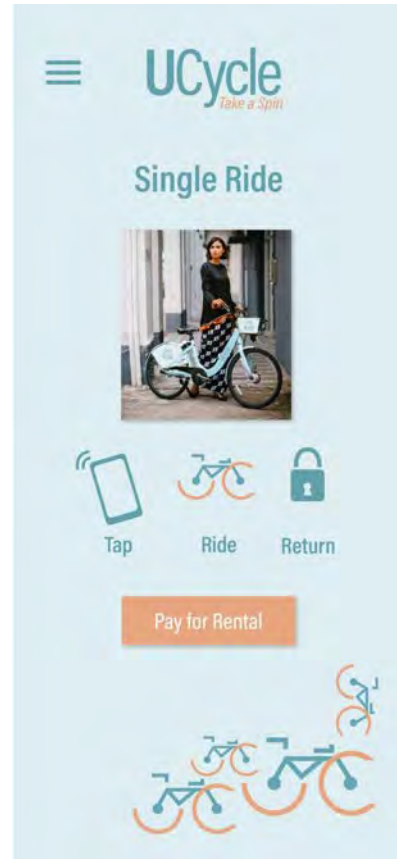
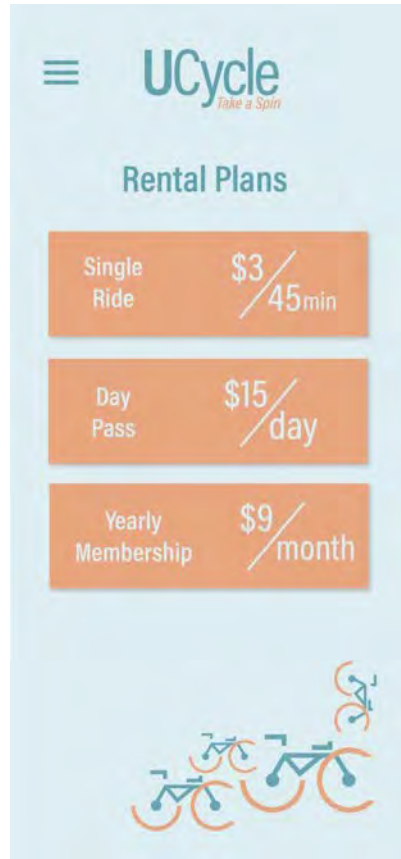
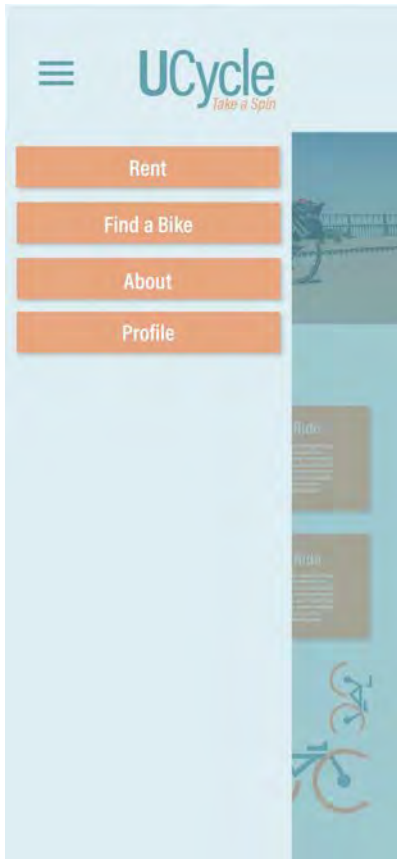
Location: 600 Northeast Water Street,  
Peoria, IL 61603

Add to Calendar



App Screens





App Screens

convenient.  
healthy.  
fun.

More convenient than waiting for the bus.  
Healthier than driving.  
More fun than walking.



#### How it Works



Tap



Ride



Return

#### An Affordable Way to Travel

Single Ride

\$3 / 45 min

[See Details](#)

Day Pass

\$15 / day

[See Details](#)

Yearly Membership

\$9 / month

[See Details](#)

#### Popular Places to Ride



The Riverfront



Downtown Peoria



Grandview Drive



[How it Works](#)

[Pricing](#)

[Find A Bike](#)

[Explore Peoria](#)

convenient.  
healthy.  
fun.

More convenient than waiting for the bus.  
Healthier than driving.  
More fun than walking.

[How it Works](#)

Web Page Continued

## How it Works



Tap



Ride



Return

## An Affordable Way to Travel

Single Ride

Day Pass

Yearly Membership

Web Page Continued

45 min

[See Details](#)

day

[See Details](#)

month

[See Details](#)

## Popular Places to Ride



The Riverfront



Downtown Peoria



Grandview Drive

sponsored by **RIVER PLEX**

Web Page Continued



Merchandise Examples

# Brand Launch Campaign



sponsored by RIVER PLEX

Why Wait?

Learn more at [ucyclepeoria.com](http://ucyclepeoria.com)  
or download the App.

Bus Stop Ad



Bus Stop Ad



Search Facebook

UCycle Peoria

@UCyclePeoria • Bike Rental

Send message

Home About Instagram Twitter More

Liked

**About** See all

Peoria, IL

UCycle is Peoria's bike rental service with several stations located across the city. UCycle has various stations in the downtown area, the warehouse district, and along the riverfront.

1,056 people liked this

1,234 people follow this

21 people checked in here

<http://ucyclepeoria.com/>

(309) 555-5555

Typically replies within a day

Send message

Always open

MON TUE WED THU FRI SAT SUN

**Create post**

Photo/video Check in Tag friends

**UCycle Peoria** 5.1m

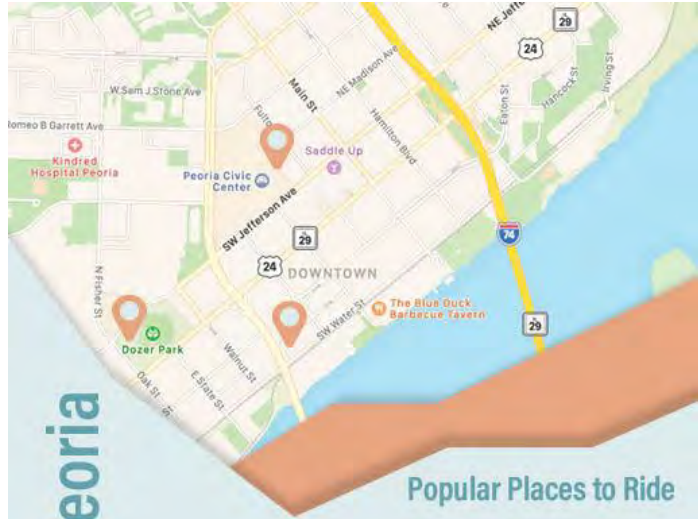
The @riverfront monthly breakfast bike will be taking place at 8 am this Saturday. Join us to bike over to Zion's for coffee and a bite to eat. Those looking for a longer adventure may then join the group for a bike ride along the Riverfront.

Don't have a bike? No problem! Rent one of our's for just \$3.00 for a single ride.

12

Like Comment Share

Facebook Page



# Explore Peoria

Make biking your main mode of transportation! It is a great way to discover new places and activities in the area while getting some exercise. UCycle has several bike racks in the Peoria area, making travel by bike easy and convenient. Grab a bike and head towards your next destination, then easily return it at one of our rack locations.

## Popular Places to Ride



The Riverfront



Grandview Drive



Downtown Peoria



Brochure (Outside)



## How it Works



**Tap**  
Download the UCycle app and choose from one of our rental plans.



**Ride**  
Take a spin. Enjoy the convenience of riding on one of our bikes around Peoria.



**Return**  
Once you are finished, return the bike to one of our bike racks.

**convenient.  
healthy.  
fun.**

More convenient than waiting for the bus.  
Healthier than driving.  
More fun than walking.

Brochure (Inside)

## Goal

The goal of my branding and campaign was to appeal to an audience who values health and wellness by using simple, straightforward visuals. I want to reach people who are already engaging in wellness based activities such as members at the Riverplex. I wanted my campaign to emphasize that biking is a healthier alternative to driving, but I also wanted to promote the ease and convenience it offers.

## Intended Customer Action

The campaign encourages people to download the app and/or visit the website. Since this is a new brand, it emphasizes discovering the brand and how it can fit into daily life. It establishes the brand and attracts customers through its social media, its website, and its app. It also aims to attract current Riverplex members through a brochure that would be distributed there.