

# *The Studded Chain*

Research and Concept Development

Róisín O'Keeffe  
12:00 Lecture  
c08453551





Fireflies

Dutch Bike Shop  
Geometric layout  
Vivid colours  
Fresh green  
Simple Logo



Swerve Bike Shop  
Go Media Inc.  
Simple shapes  
Limited palette  
Complimentary  
colours



EXISTING BIKE SHOP  
BRAND IDENTITIES





Bands of colour  
Clean lines



Flat Icons



Pure CSS buttons - flat & stroked



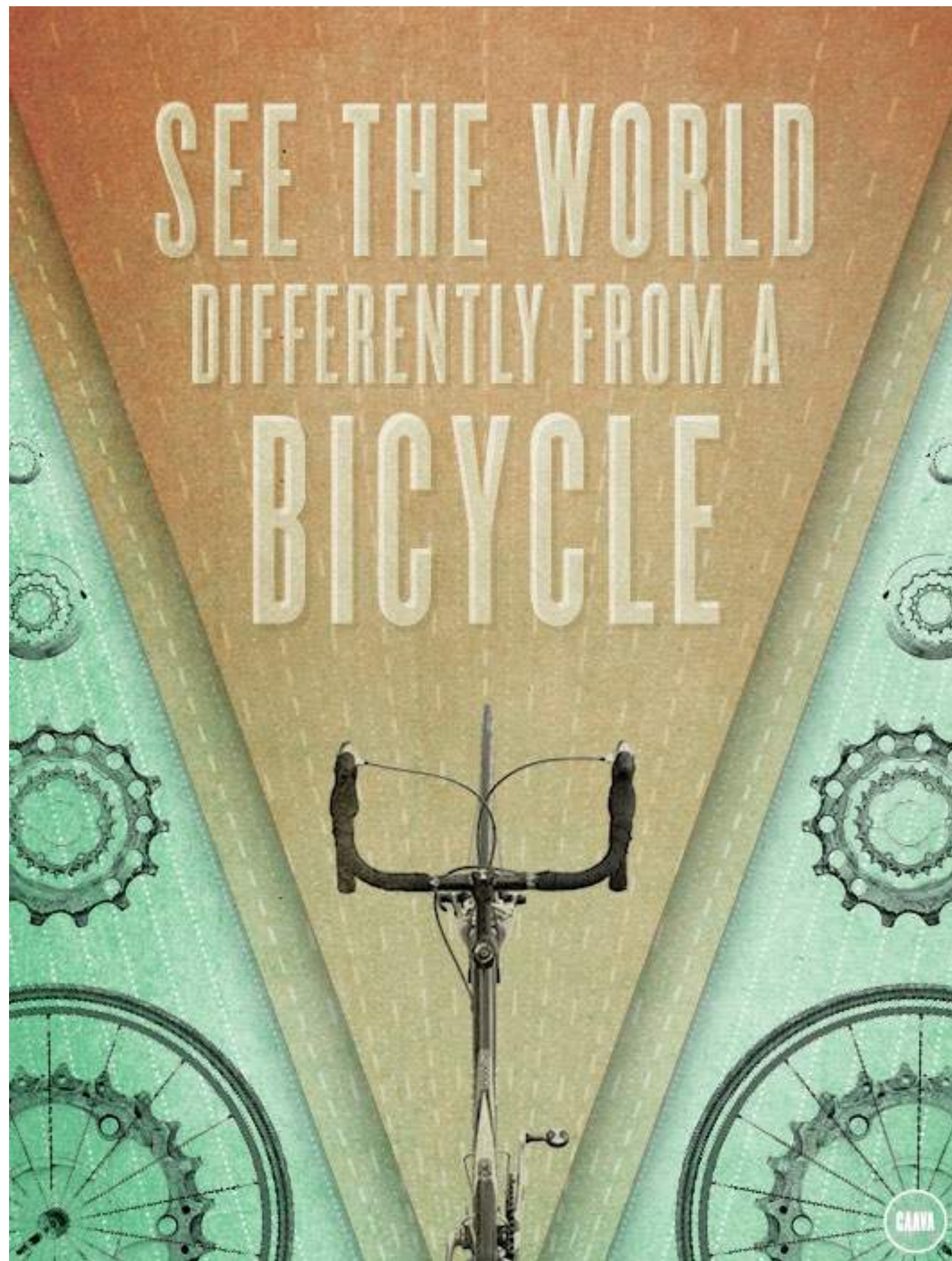
Grid Layout

Text across photographs  
Emphasis on typography



## CURRENT WEB TRENDS





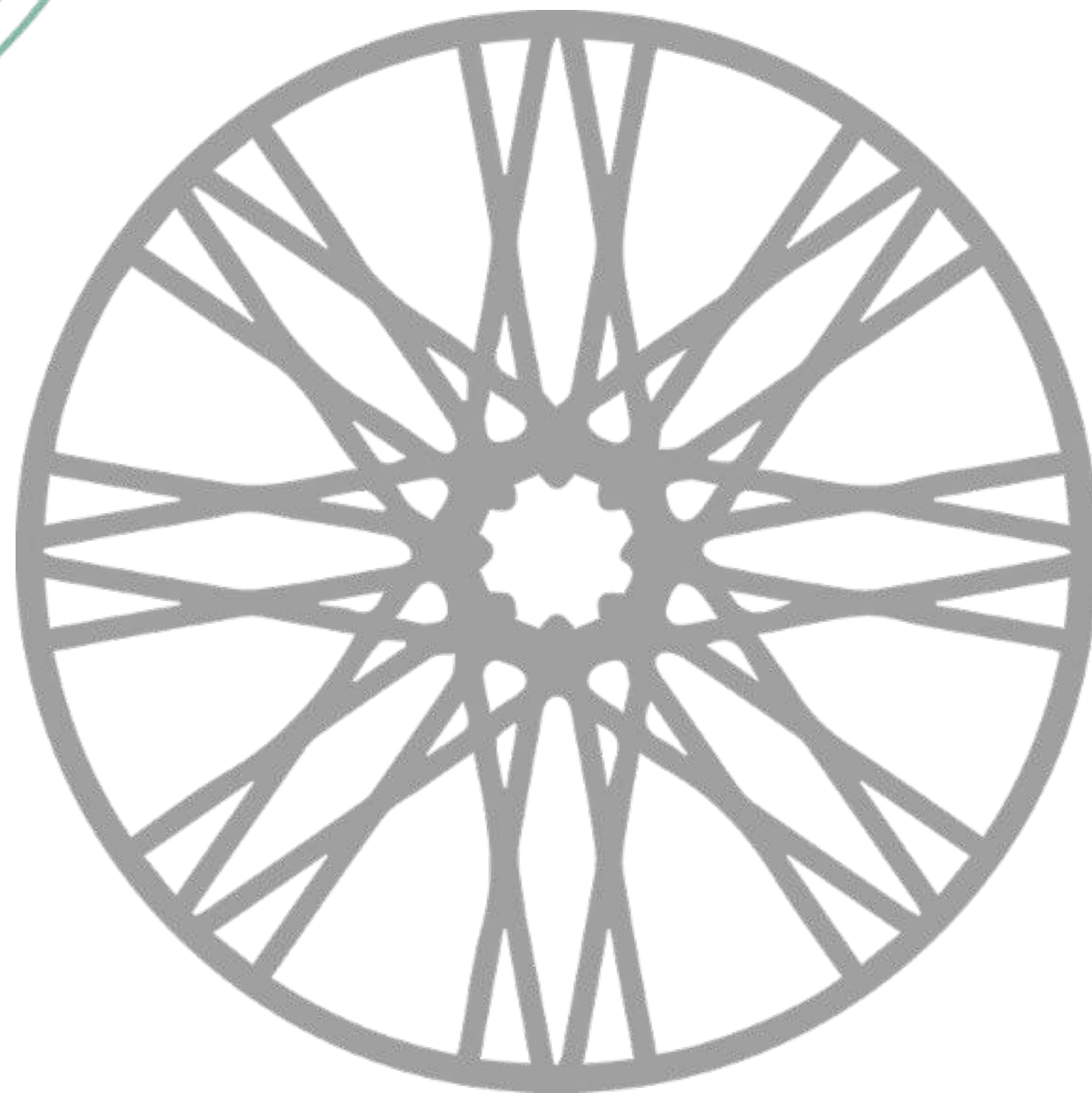
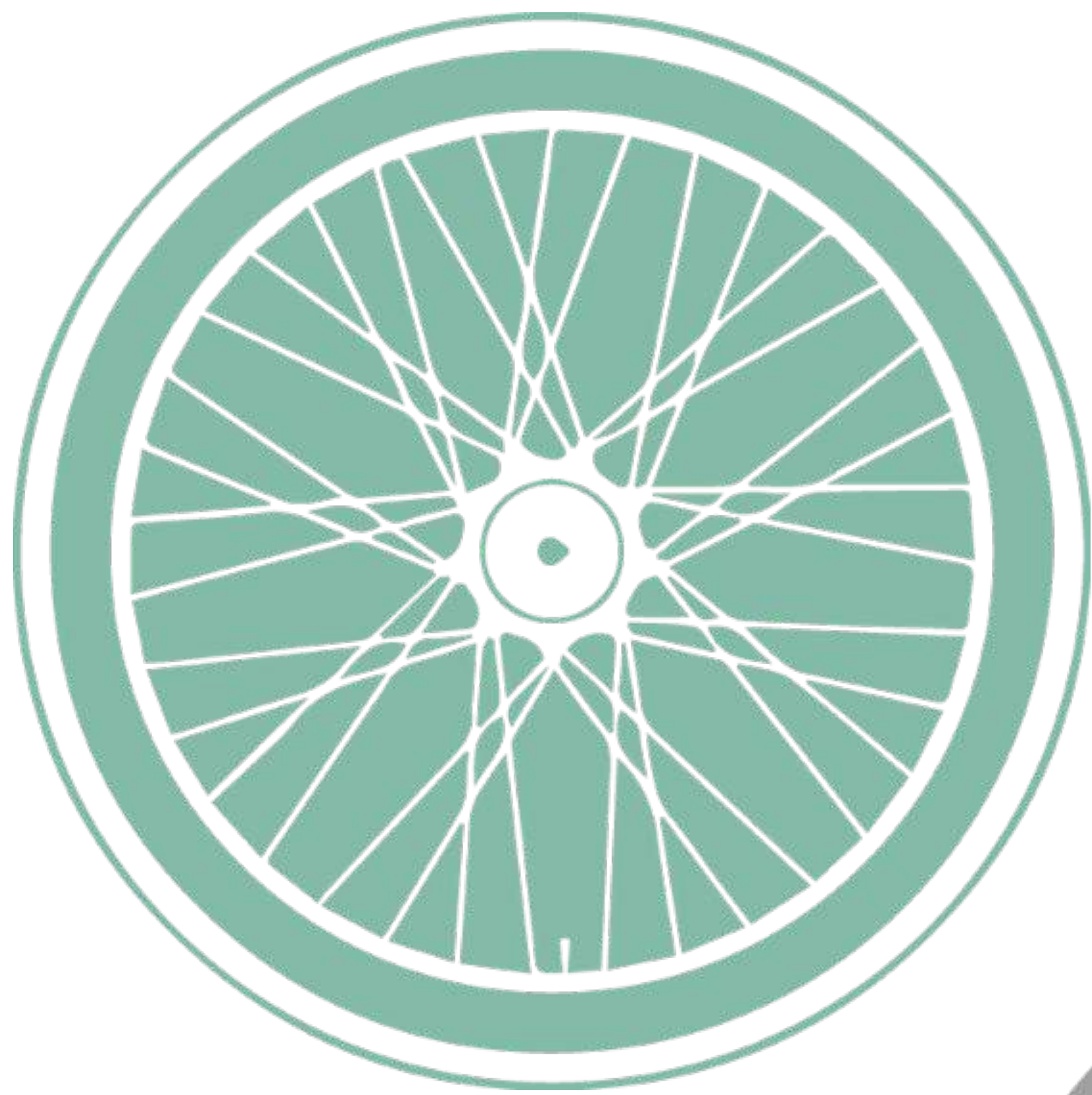
Friendly  
*font*  
for a  
*friendly*  
place



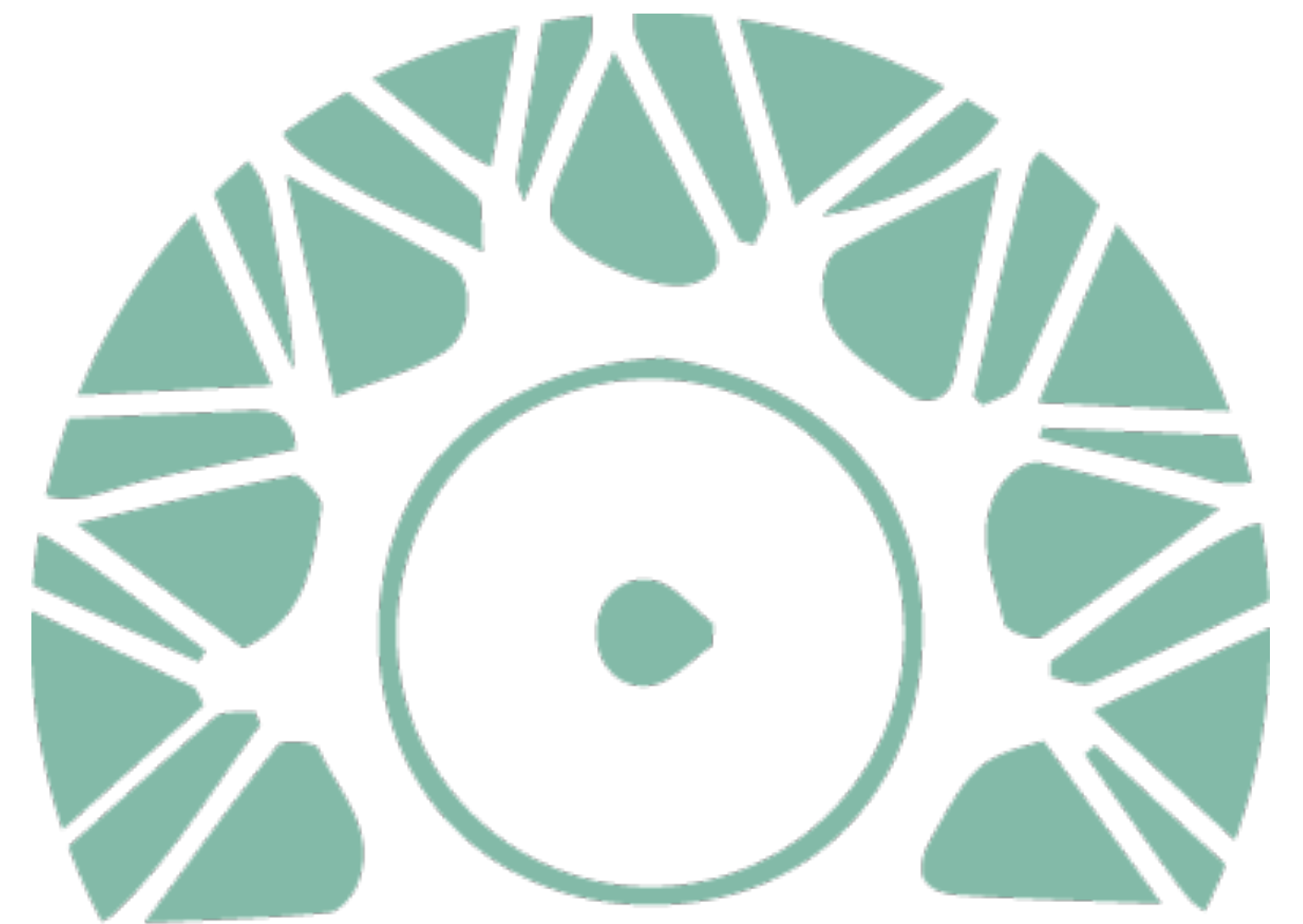
“Take a *breath* of fresh air”







Simple Geometric shapes  
Easily repeated - pattern  
Adaptable  
Soft Colours  
Positive and negative space  
Symbolism of circle - new life

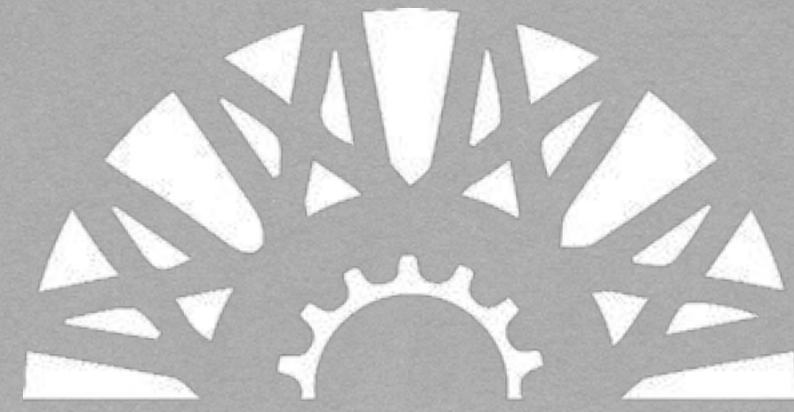




**THE STUDDED CHAIN**

Vintage Bicycle Co.





*The Studded Chain*

Vintage Bicycle Co.



*The Studded Chain*

Vintage Bicycle Co.



*The Studded Chain*

Vintage Bicycle Co.





HEX: #96b685 CMYK: 44, 14, 58, 0 RGB: 150, 182, 133	HEX: #b8dba1 CMYK: 29, 0, 46, 0 RGB: 184, 219, 161	HEX: #ffffff CMYK: 0, 0, 0, 0 RGB: 255, 255, 255	HEX: #8e8385 CMYK: 44, 45, 41, 5 RGB: 142, 131, 133
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*Fresh* Vintage  
 ORIGINAL  
 "A new lease of life"



*This is a Header*

Font: Thirsty Script ExtraBold #8e8385

THIS IS AN EXAMPLE OF A SUBHEAD

Font: Josefin Slab #96b685

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus molestie aliquam diam, et ornare velit. Sed blandit ut augue eu placerat. Maecenas malesuada volutpat dictum. Ut euismod felis eu tortor vehicula volutpat. Suspendisse sit amet pretium purus.

Font: Champagne & Limousines #8e8385

*This is an example of a text link*

CONTACT US

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## Final Design : Print Product

