

Cyclus

DESIGN FICTION

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#010A6C

#CF21FF

#FF2079



LOGO

The name Cyclus was chosen as a portmanteau of the words 'cycle' and 'us'.

To convey the electric capabilities, a lightning bolt motif with rounded edges was chosen.

Lightning bolts were also chosen as a literal empowering motif, as the bikes can use electricity to aid the user during steeper climbs, as can the user also generate energy in flatter planes.

Using Bézier curves proved to be difficult, but the smooth writing of the brand name proves to be worth it for a simple clean look.

MOODBOARD

stands out a lot more, higher legibility

Bold font

Italic font

slanted, emphasis on moving forward (as it is read left to right)

Sans Serif typefaces feel more modern and easier to read



OLD-STYLE

Neo

Humanist

Geometric

More consistent line width in the type-face feels more calculated and fine tuned

A more geometric, plain font was initially considered, however it did not mesh with the brand logo.

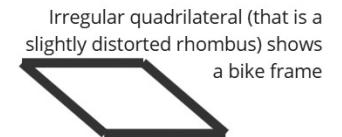
Features such as the consistent line thickness and thick lines were kept.

Cyclus' font is Arial Rounded MT Bold, for an easy to read, clear presentation.

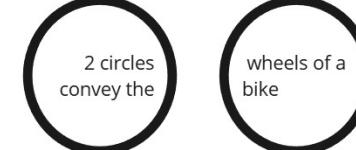
Lightning bolt - show the bike has electrical capabilities, made to be more efficient



Bike chain, puts more focus on the automation.



Pedals, motif for movement by automation, by the user



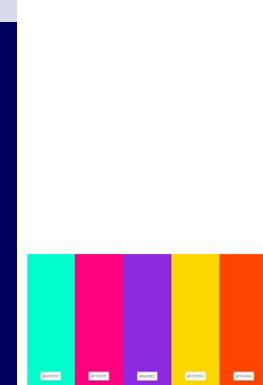
2 circles convey the

wheels of a bike

Looks a bit like the Greek symbol Phi Φ (21st of the Greek alphabet)

Phi is used in physics as the symbol for the golden ratio, believed to be

Several simple shapes we drafted, most of which related to the basic structure of a bike. The Greek symbol Phi would have been appealing, as it, slanted, looks like pedals, however may confuse an audience that does not know Greek.



Futuristic colour palettes convey that it is the more efficient way to bike and that it's new. Uses flashy unnatural colours to stand out.



Overlapping colours

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Gender neutral colours make it less polarising to any particular gender, to encourage any able-bodied adult in the city to use the service. This will help increase the amount of women who will use bikes in particular.



More natural colours also indicate that the bike will have a positive impact on health

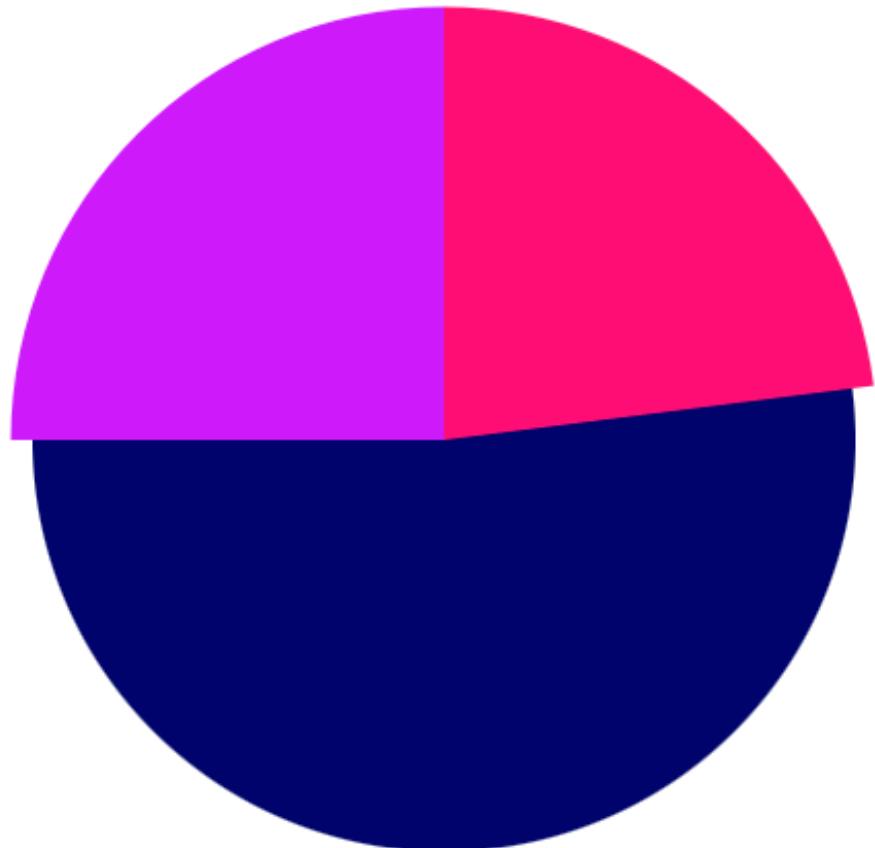
More eco friendly colour palettes convey the eco friendliness of using a bike share, less materials used, less space taken up, bikes get used way more often so less overall is wasted. Colours of nature are universally calming to anyone, product will feel more familiar.

The prompts: futuristic, gender neutral and eco-friendly were followed, and the previous colour palette was dark and light turquoise. However, turquoise is more calming rather than energetic.

A very neon futuristic color palette was leaned into instead, and it suits the branding better. It caters to feminine and masculine colours, and make the eco-friendly focus put on the power generation capabilities in the bike.

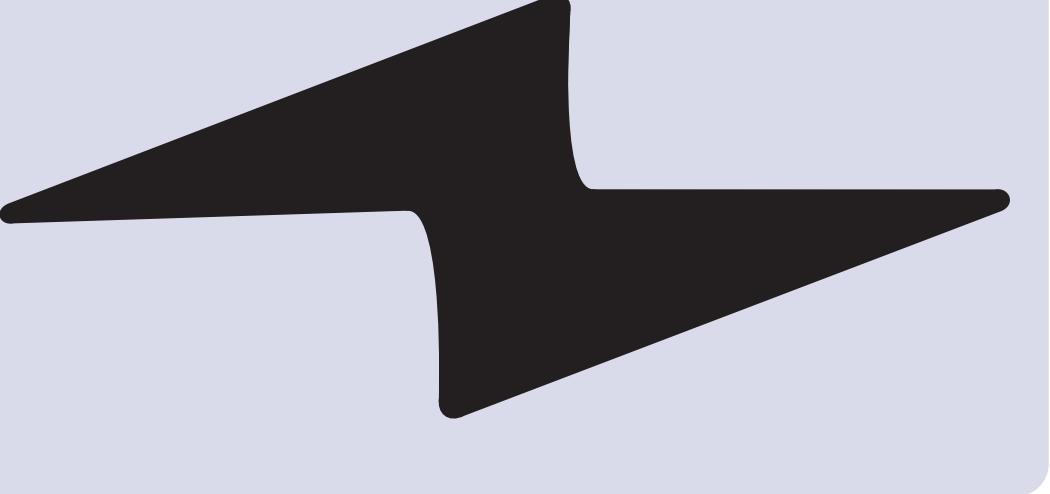
Increasing Accessibility

According to The Guardian, cities with bike-share schemes see the amount of female bike commuters jump from 25% to 42%. City bike commuters also report feeling healthier and happier.



Cyclus aims to balance the gender ratio even more, for a healthier, happier population for those already with stress on their schedule.

Design that includes the height of the seat and handlebars to be altered, will allow for more range of body types to cycle ergonomically.



WEBSITE ASSETS

Some extra assets were designed for the website, being an opaque lightning bolt, a simple bike and the Cyclus wheel design.

The opaque lightning bolt was used for page breaks in the website, and the latter two were used in Javascript animations using the p5.js library, which made the pages feel more energetic and dynamic.





The first mock-up features a more geometric, simple design, with repeated text motifs that mimic the lightning bolt. The language was carefully chosen to be short, snappy and to the point of the service.

The bike design features the text lightning bolt motif on the wheels, and a bold blending bike frame. The wheels will appear to have more lightning bolts the faster the user goes.





The first of two designs with a mixture of simple shapes and less smooth textures. Given the, likely busy, environment, opting for even less words would make more of an impact.

The lightning bolt being drawn with horizontal lines put another twist on depicting it, and makes it look more like a neon light.

The poster was made to have an urban, city presentation with the harsh, bright colour smudges, along with the road-sign simple bike motifs.

More text lightning bolts were added, by creating negative space, to make the background feel like graffiti.

