



C Y C L E F I T N E S S

FUNCTION x BEAUTY

Community-oriented



Inviting imagery and colors

“Gearing you up for the road ahead.”

Urban-based target market
Goals for expansion



Motto

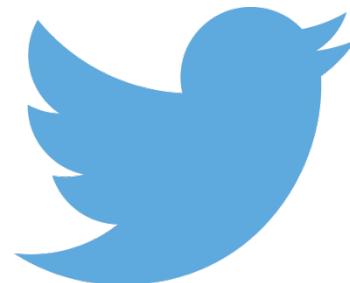
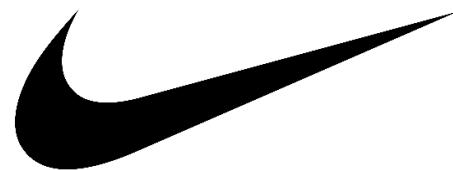
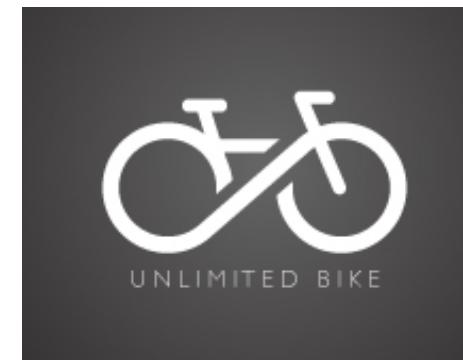
Clean, modern, minimalistic

INSPIRATION

VISION

DEVELOPMENT

EXECUTION



DEVELOPMENT

VISION

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EXECUTION

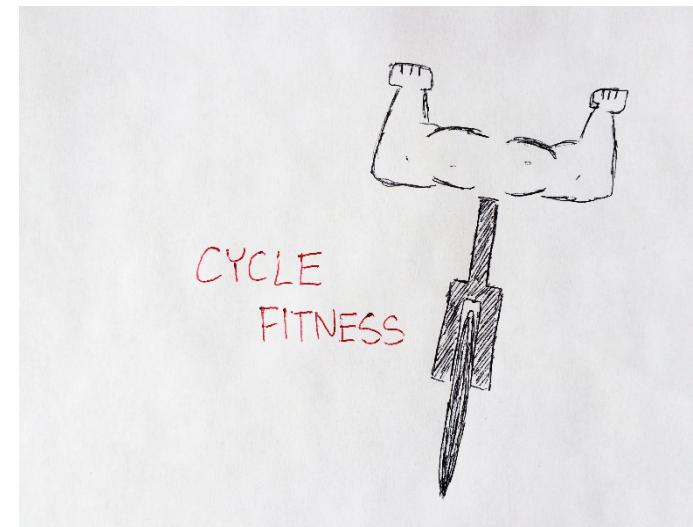


DEVELOPMENT

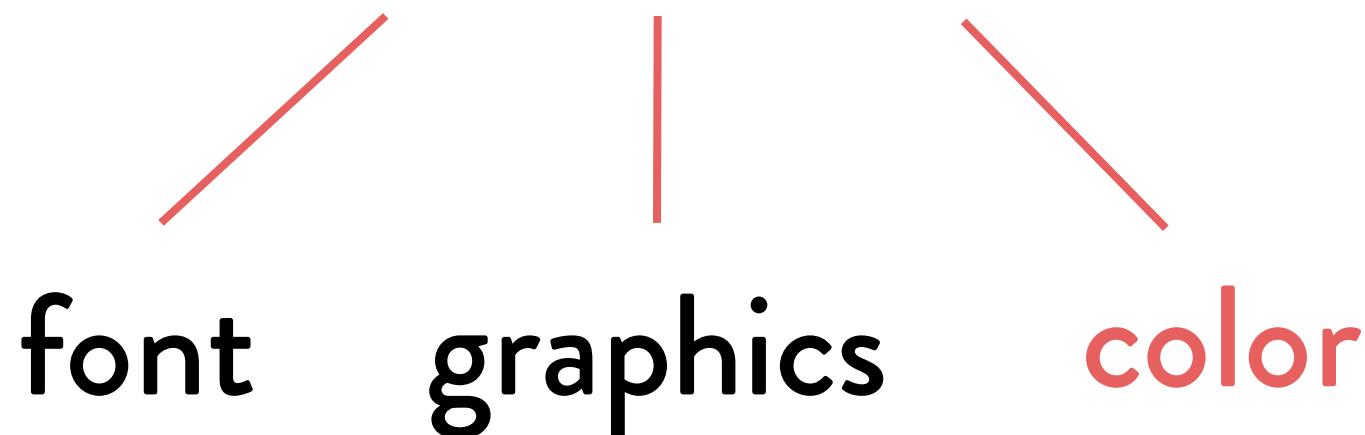
VISION

DEVELOPMENT

EXECUTION



functional and beautiful



font graphics color

Brandon Grotesque

Brandon Grotesque
Brandon Grotesque
Brandon Grotesque

TYPOGRAPHY

VISION

DEVELOPMENT

EXECUTION

WELCOME!

TODAY'S SCHEDULE

Biking Safety Seminar

COLORS

VISION

DEVELOPMENT

EXECUTION



E6605F

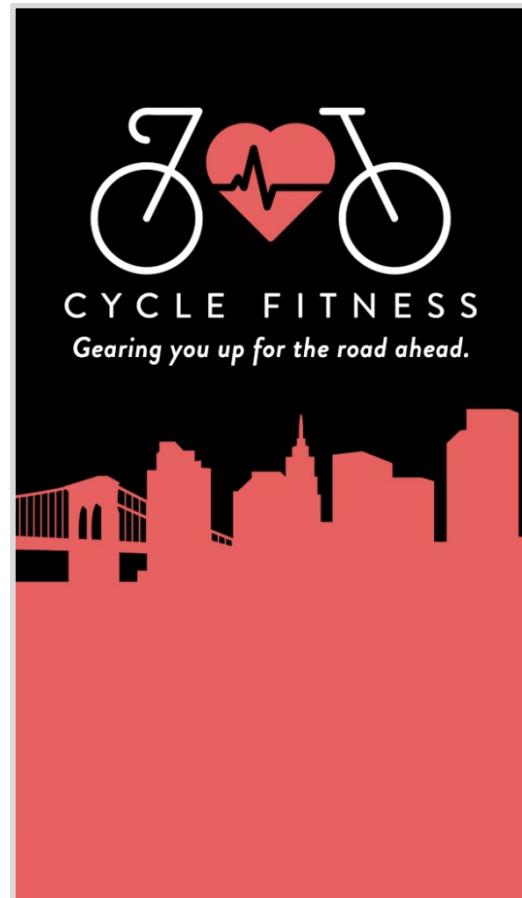
coral
red

LOCALIZATION

VISION

DEVELOPMENT

EXECUTION



Business Card

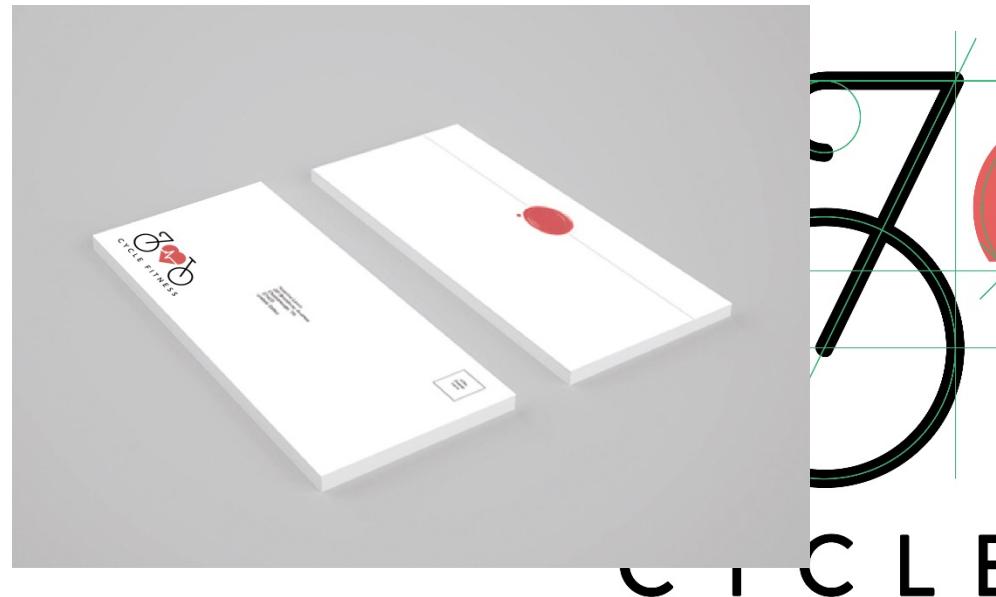
- **New York Skyline**
- **Accommodates future locations**

LOGO

VISION

DEVELOPMENT

EXECUTION



GRAND OPENING POSTCARD

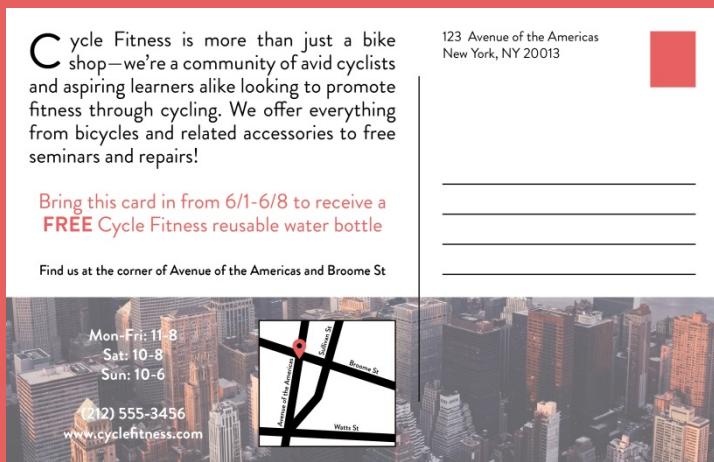
VISION

DEVELOPMENT

EXECUTION



- Simple
- Eye-catching
- Incorporates NYC skyline



- Informative
- Intuitive
- Beneficial to the customer

BUSINESS CARD

VISION

DEVELOPMENT

EXECUTION



- NYC background
- Simple and clear
- Adaptable

RACK CARD

VISION

DEVELOPMENT

EXECUTION

FREE SEMINARS

FREE - TAKE ONE!



CYCLE FITNESS
Gearing you up for the road ahead.

We offer free seminars to aid bikers of all ages and experience levels. Learn from our passionate, experienced staff and be sure to ask plenty of questions!

BIKE SAFETY BASICS

Biking can be safe if you follow a few simple rules. Beginning cyclists of all ages are invited to this essential seminar to go over the basics of bike safety, including protection, road laws, and etiquette! ❤

1ST THURSDAY OF EACH MONTH
5 pm, community room



BIKES FOR KIDS

Planning to buy a bike for your toddler or child? Cycle Fitness has one of the largest youth bike inventories in the New York area! We'll go over the basics of choosing a bike that will grow and adapt with your child's cycling ability. ❤

3RD MONDAY OF EACH MONTH
5 pm, community room



BIKE SHOPPING 101

We'll teach you the inside tips and tricks to buying the perfect bike. Learn the correct terminology and the ways to try out a bike for fit and functionality. Learn how to maintain your new bike to keep it in great shape after hundreds of miles. ❤

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CONTACT US
123 Avenue of the Americas, New York, NY | (212) 555-3456 | www.cyclefitness.com

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PICKING A BIKE

Unfortunately, engineers haven't created the perfect bike yet, so we invite all potential bikers to attend this seminar on picking the perfect ride. Whether you're looking to hit the mountain trails or the road, we can help you pick the best bike! ❤

1ST FRIDAY OF EACH MONTH
5 pm, community room



THE FRIENDLY ROADS

Cycling is an ever-growing way to keep fit in our busy lives. Come to this in-depth seminar to learn how to organize your own monthly cycling group. We'll give you tips and tricks to make cycling with your friends safe and fun. Don't miss it! ❤

2ND TUESDAY OF EACH MONTH
5 pm, community room



CYCLING FOR FITNESS

Debunk the myths of cycling for fitness by attending our fun and informational seminar. Our passionate experts will guide you through the basics of staying fit, on and off the road. Learn how to set goals, get better, and have fun while doing it. ❤

2ND THURSDAY OF EACH MONTH
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- Times and locations presented uniformly
- Easy to scan and use

NEWSPAPER AD

VISION

DEVELOPMENT

EXECUTION



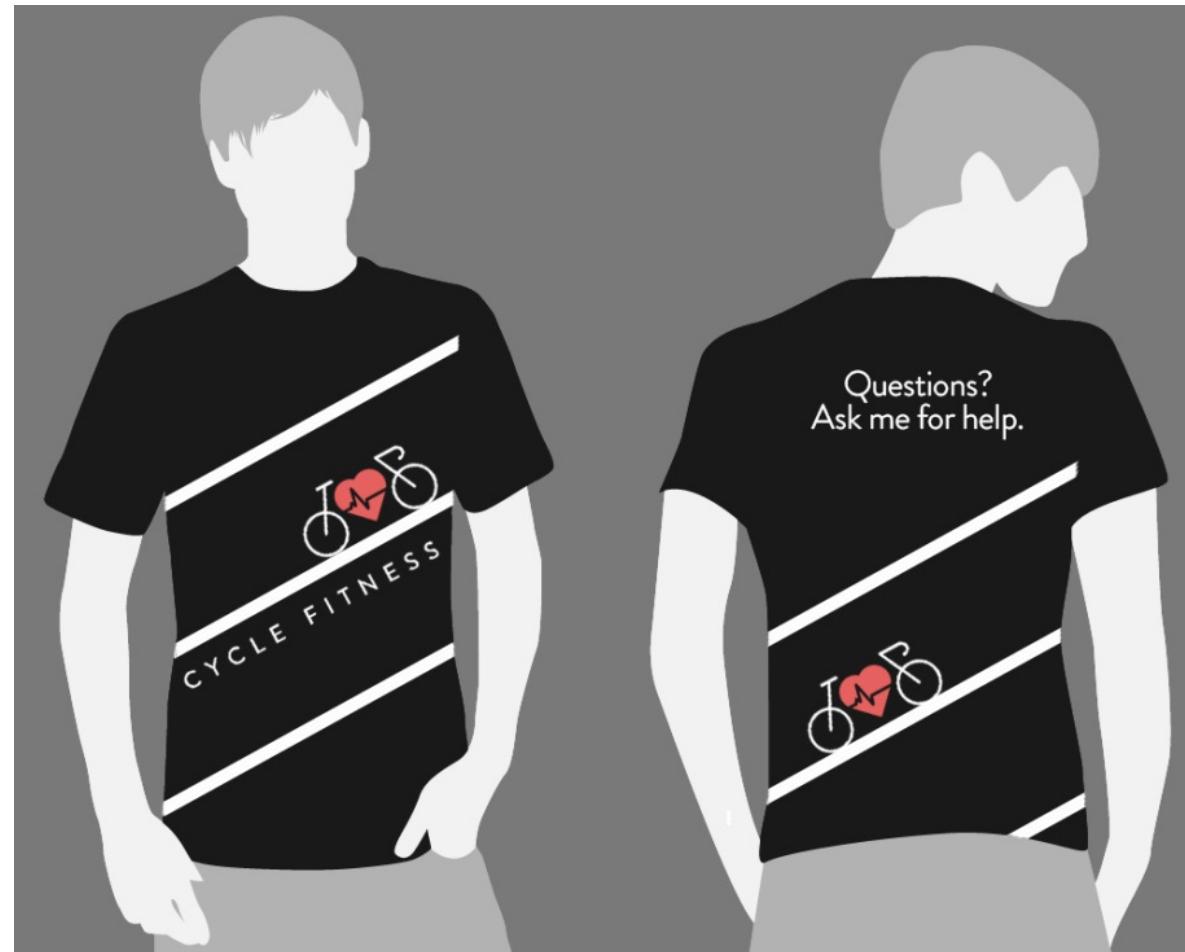
- Bolder variation of font
- Eye-catching contrast
- Consistent logo
- Addition of store hours

STAFF T-SHIRT

VISION

DEVELOPMENT

EXECUTION

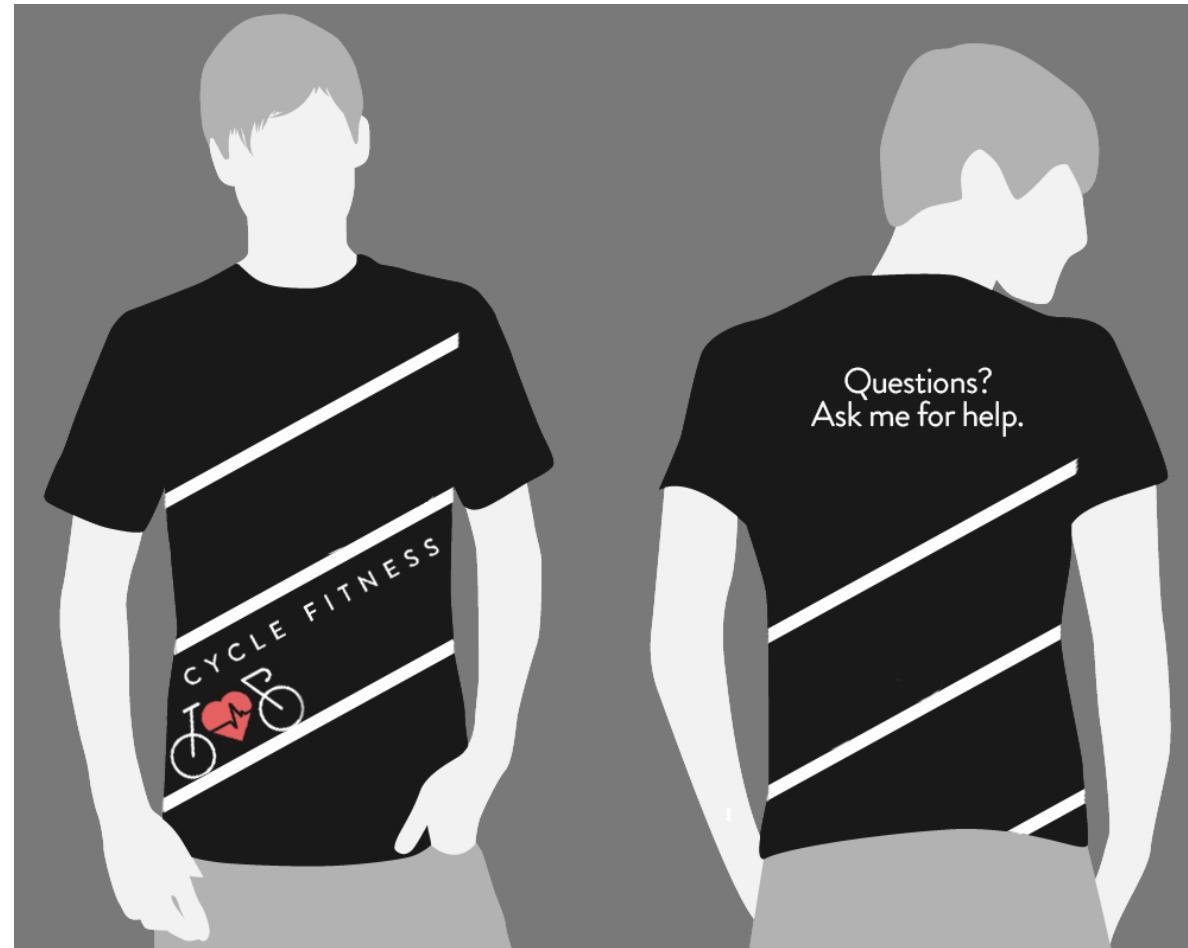


STAFF T-SHIRT

VISION

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EXECUTION





CYCLE FITNESS
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NEW YORK STORE
123 Avenue of the Americas,
New York, NY 20013
(212) 555-3456
www.cyclefitness.com
contact@cyclefitness.com

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Cycle Fitness is more than just a bike shop—we're a community of avid cyclists and aspiring learners alike looking to promote fitness through cycling. We offer everything from bicycles and related accessories to free seminars and repairs!

Bring this card in from 6/1-6/8 to receive a **FREE** Cycle Fitness reusable water bottle

Find us at the corner of Avenue of the Americas and Broome St



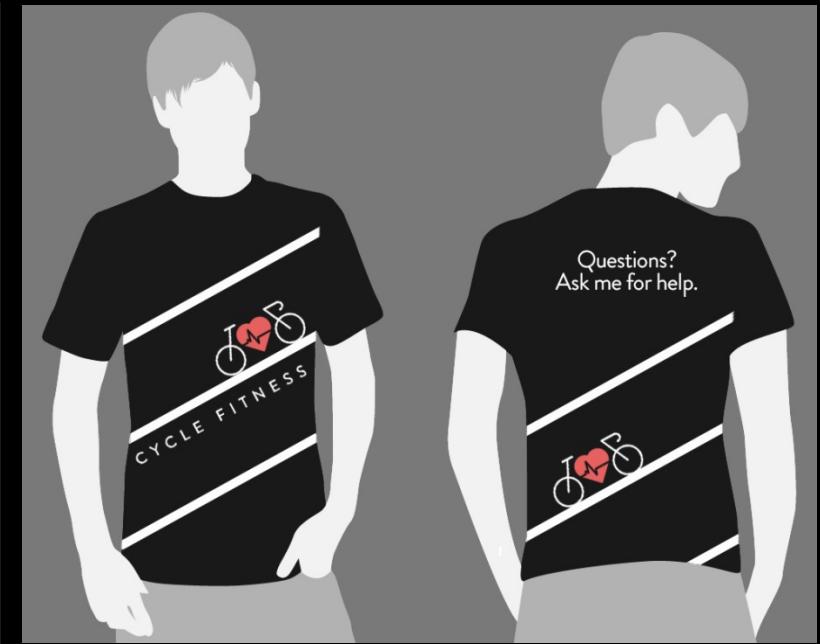
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**GRAND OPENING:
JUNE 1**

Bring this in from 6/1-6/8 to receive a **FREE** Cycle Fitness reusable water bottle!

M-F: 11-8
Sat: 10-8
Sun: 10-6

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New York, NY 20013
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New York, NY 20013



C Y C L E F I T N E S S

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LYNBROOK HIGH SCHOOL
SAN JOSE, CALIFORNIA