

RENT-A-CYCLE

Brand Manual



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We at **Rent-A-Cycle** aim to impart to our customers a warm and rejuvenating experience within the rush of a metropolitan.

We're trying to promote cycling as a way of leading a happy, healthy and social life, allowing our customer to garner the joys of a sub-urban all the while living in the belly of modern city.

The silent-comforting picture of a 'Bombay along the marine drive at night' seems to come to mind when we talk about relaying such an experience.

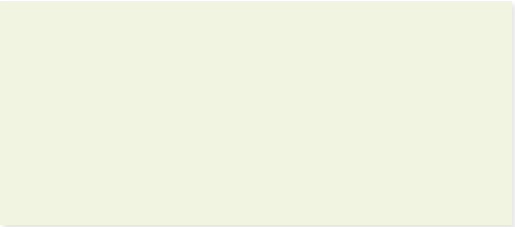
At the end of the day we expect our customers to go away feeling relaxed, warm and soothed.

Safety | Assurance | Warm |
Fresh | Energetic | **Bright** |
Spring | Dawn | Subtle
| **Charming** | Mellow |
**“The apparent silence of a
city full-lit at night along the
sea”** | Leisure |
Recreation | Fitness
| Rejuvenation

MOODBOARD



COLOR PALETTE

			
C 1 M 19 Y 100 K 0	C 89 M 75 Y 54 K 66	C 48 M 25 Y 34 K 0	C 5 M 1 Y 13 K 0
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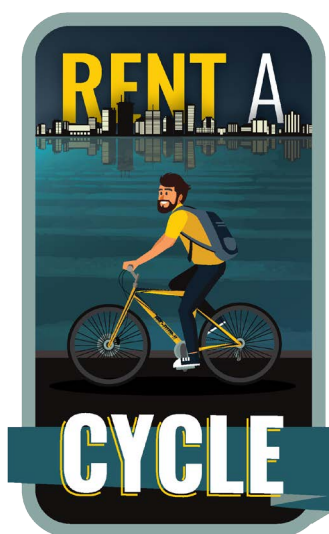
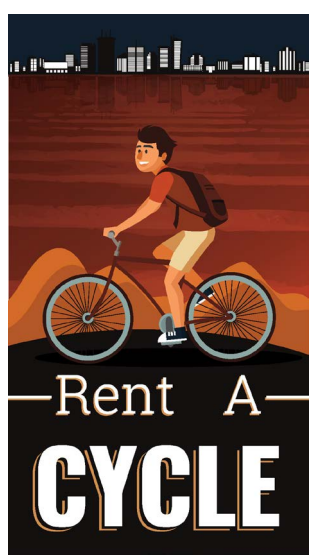
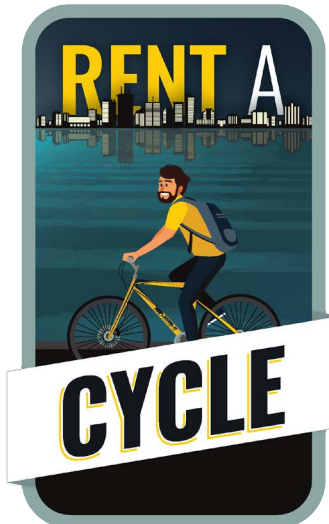
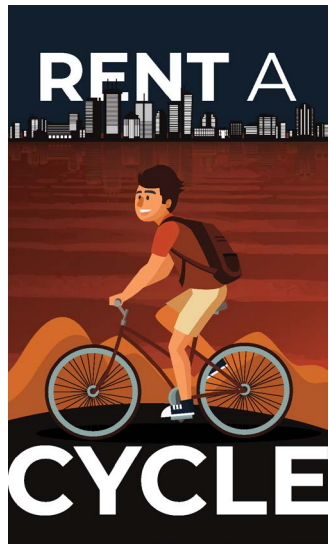
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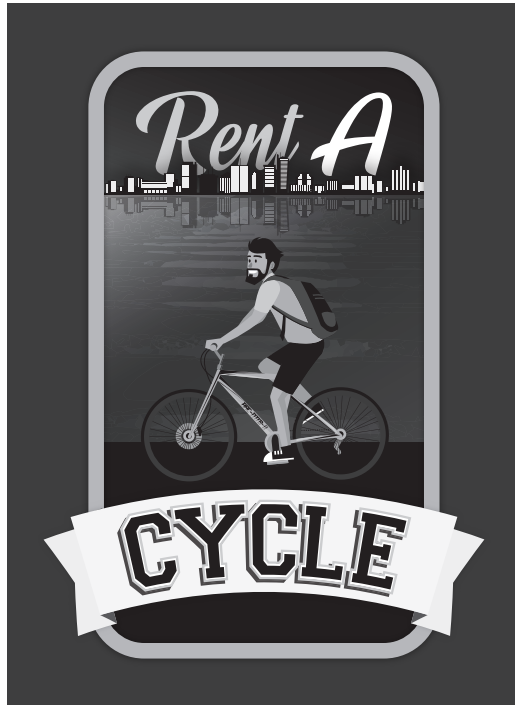
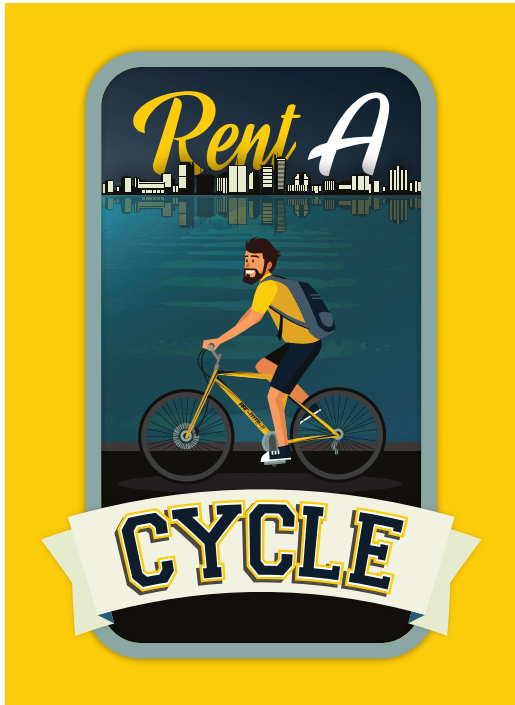
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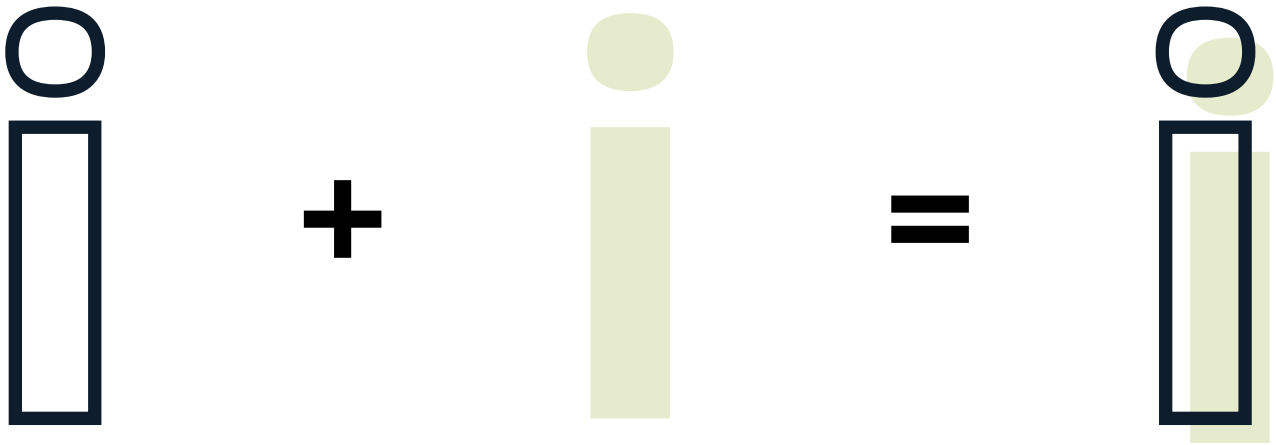
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LOGO ITERATIONS









BACKGROUND GRAPHICS

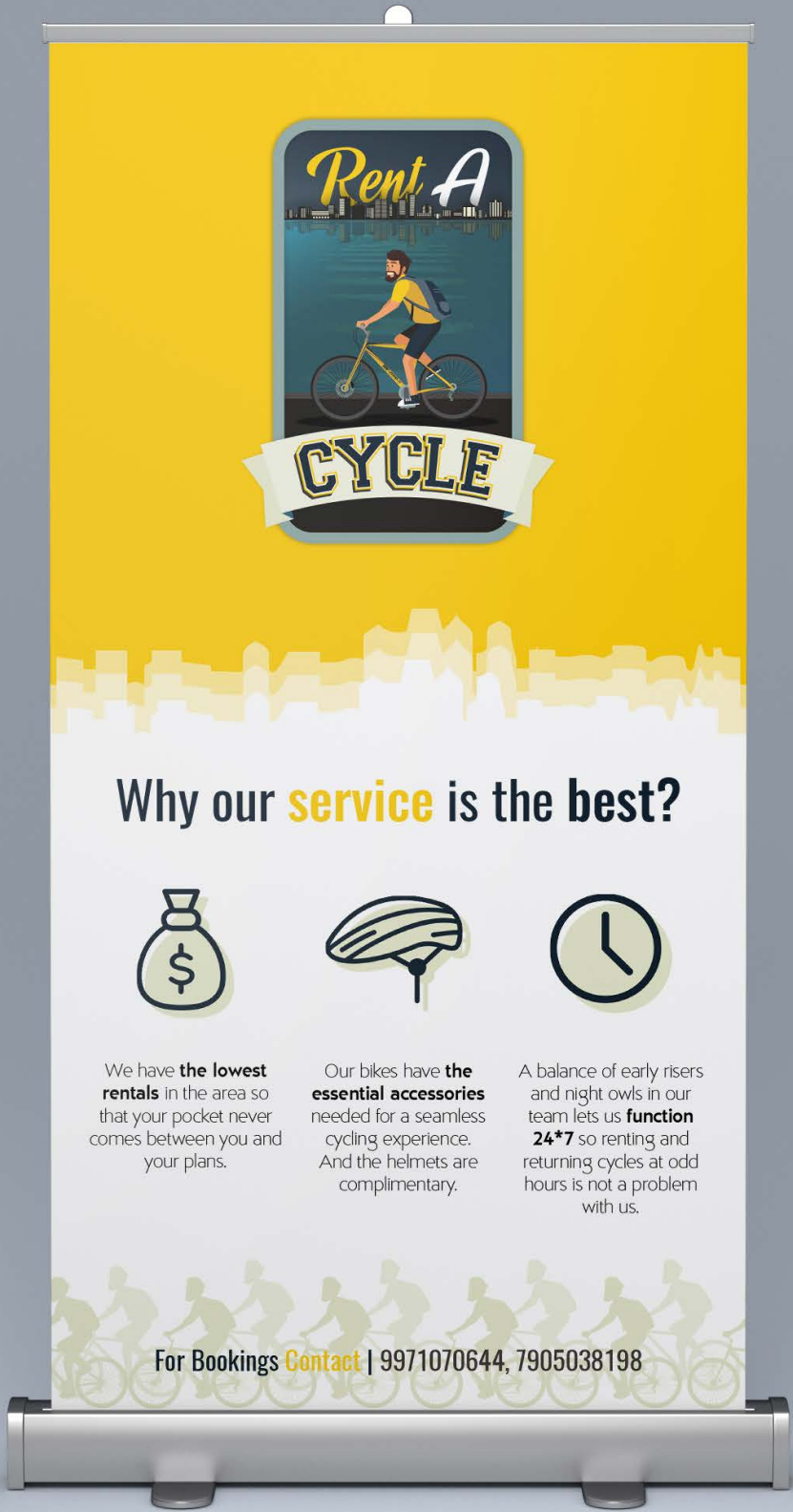
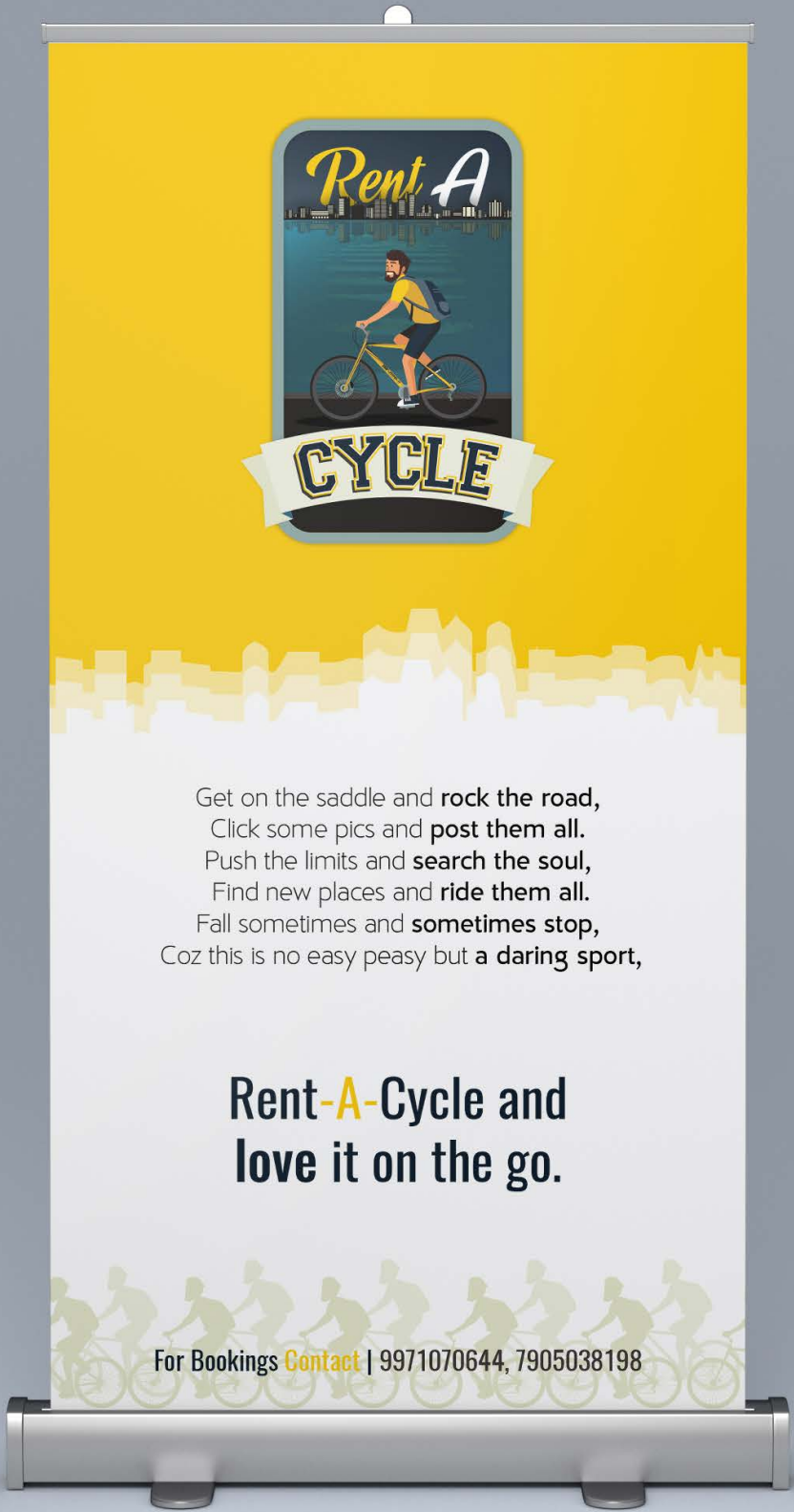


BUSINESS CARD





STANDEES



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