

# BRANDING OF THE BICYCLE CENTER

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# INTRODUCTION

The subject that was given to us in the first place was Bicycle Center services. We started this project by researching the previous works from the last few years. We found out that many things had been improved since the first project and there had been several good ideas about different services for the Bicycle Center.

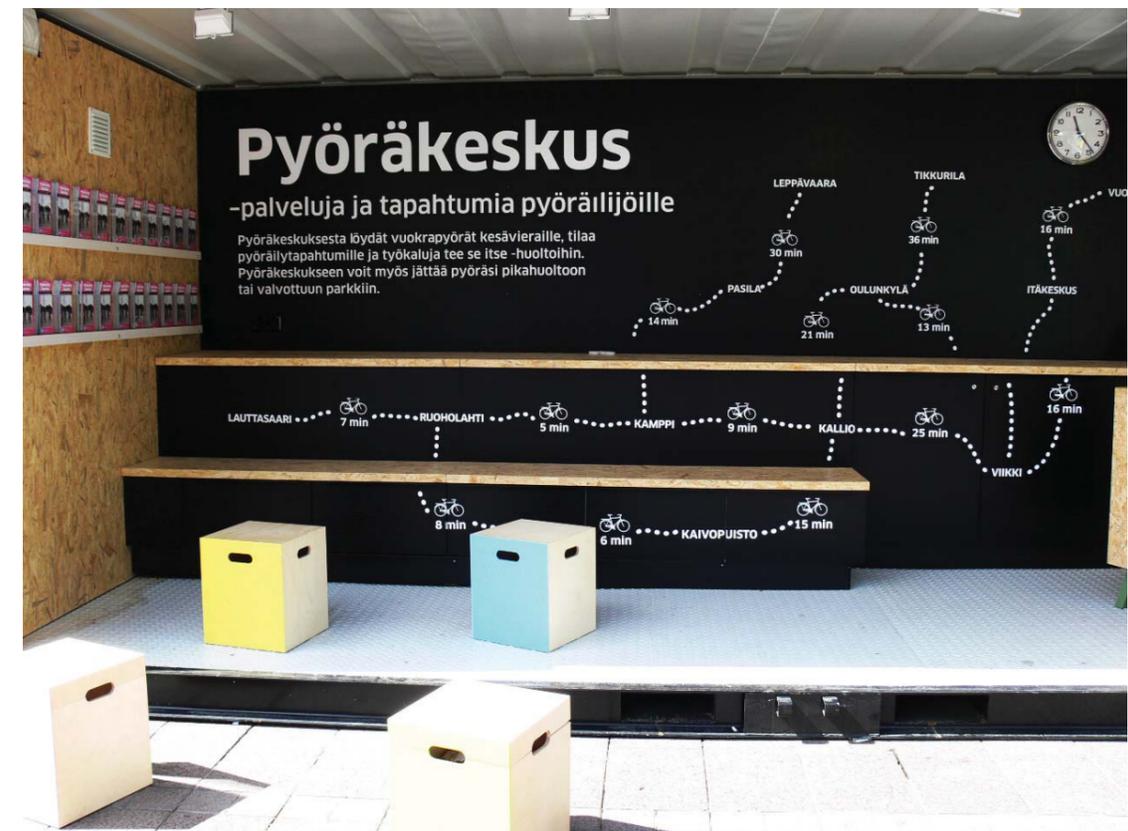
It took us some time to come up with a good improvable idea. We didn't have an urge to improve the already existing ideas, but we didn't have very bright new ideas from ourselves either. We wanted to create something that we would feel like this is our thing and we are going to make it awesome.

We visited Bicycle Center at Narinkkatori and from our opinion their services were very good and useful. They offer information, do-it-yourself maintenance and pump station for free. They also rent bicycles and arrange different events for cyclists.

By then we finally got the bright idea. We realized that despite of having brilliant services and central location, people haven't really found the Bicycle Center. We decided that our service for the Bicycle Center would be advertising. We started planning a new marketing campaign, which aims to increase the number of visitors and also to bring the free services to common knowledge.



Liikkuvan Arjen Design



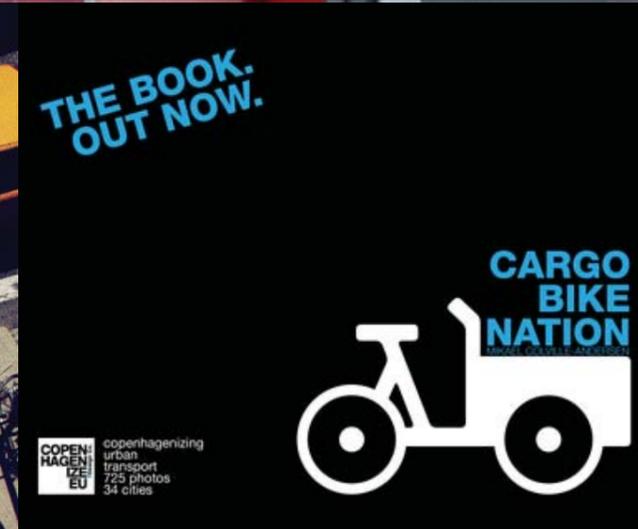
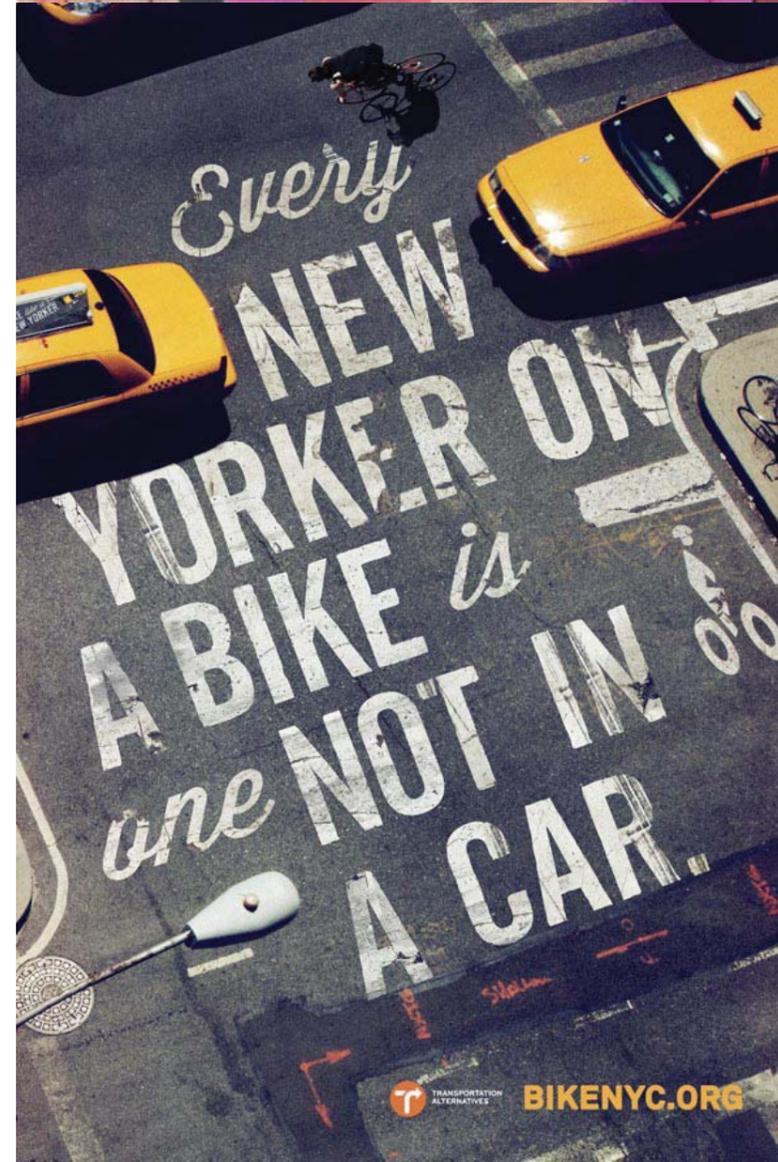
**BACKGROUND**

# OTHER BICYCLE CITIES

Copenhagen has a very colourful and outstanding bicycle brand. They use bright colours in large areas. In the concept they use different tones of red, which continues to the bicycle lanes. In the advertising they use mainly black and white. It creates a stylish image that can be easily modified.

London uses the same palette in their logo. Their logo consists of different sized and coloured circles. But even though there is just a suggestive image, you can still form the picture of a bicycle and cyclist.

A part of a bicycle brand can also be a statement. New York uses road marking as a part of their campaign. The letters are painted at the road as size of a car and they fit in the cityscape.



# HELSINKI

Helsinki has noticed that there is a need for bicycle services. They have started making a recognizable bicycle brand.

Baana and its surrounding area is a good example. They have used red and orange tones in Baana. Red stands for the cycleways and parking. Orange has been used in different elements. Bright colours and clearly marked zones give Baana a credible label.



**BICYCLE  
FILM  
FESTIVAL**  
AUG 30-31.2013  
**HELSINKI**

# BICYCLE CENTER TODAY

Bicycle Center doesn't stand out from the environment. There are many events held at Narinkkatori and because of that people confuses Bicycle Center with other commercial services.

The path to the Bicycle Center is poorly guided and hard to approach by bike.

The image of the Bicycle Center is a little childish and inconsistent. It doesn't catch the interest of bypassers. For a layperson the meaning of the Bicycle Center remains unclear. And when you take a closer look of the logo, it resembles a sad face.



# GOALS

Our primary goal is to make Bicycle Center more visible and increase the number of visitors. Besides this we want to build up Helsinkis cycling brand and inspire and encourage people to cycle more.

To achieve our goals we have designed a new and positive brand for the Bicycle Center.

Our message is that Bicycle Center offers easy way to approach bicycle services.



# VALUES

Userfriendly services  
Effortless  
Urban lifestyle  
Esthetics

# TARGET GROUP

The target group of our campaign are the users of the Bicycle Center. The usergroup consists approximately of twenty to fifty years old cycling citizens.



# CONTENT

In February 2013 Helsinki city published a *Cycling promotion program*. The goal of the program was to make a positive and recognizable cycling brand for Helsinki.

When considering our goals the Cycling promotion program contained a lot of useful information and we researched it carefully. We wanted to approve Helsinki's bicycle brand by using the Bicycle Center as an example.

We went through the most important subjects that needed to be reformed. Then we divided them into three main topics: Environment of the Bicycle Center, guiding & info and graphic design.

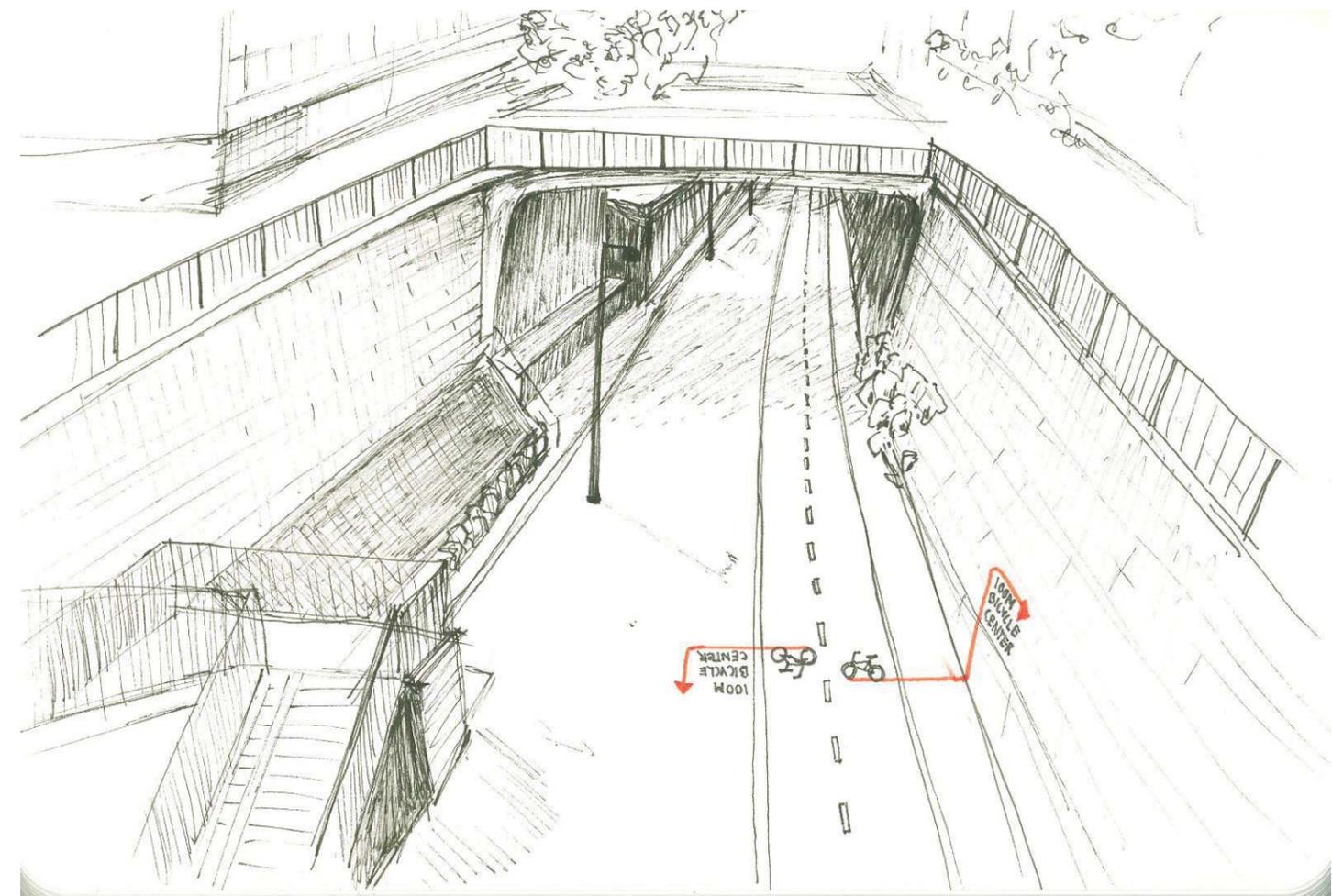
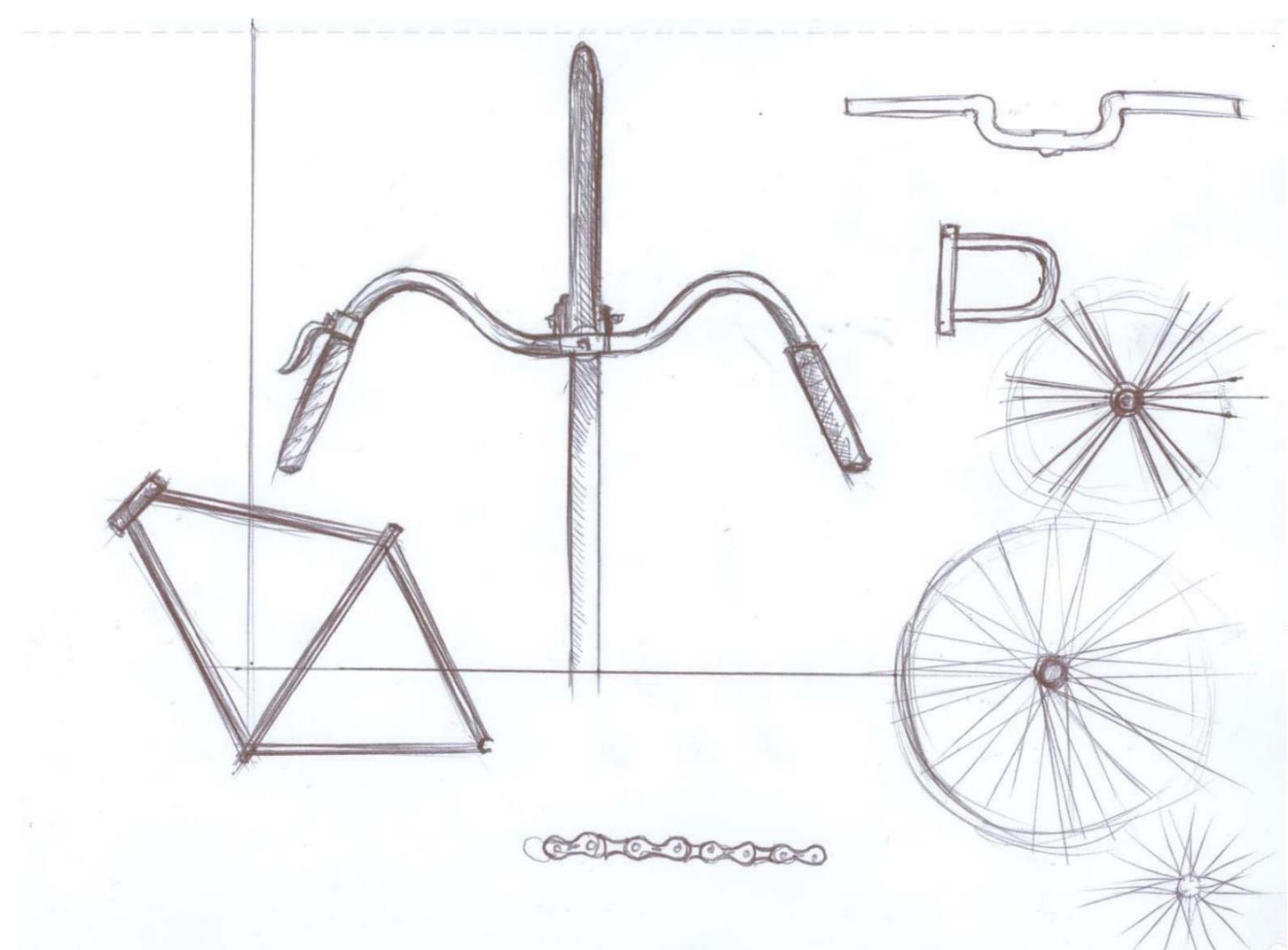
By updating the outward appearance of the Bicycle Center we want the building to stand out from its surroundings.

Good guiding and info is the main factor when aiming to increase the number of visitors.

A coherent graphic design makes it easier for people to understand the entire concept and what does it offer.

# ADVERTISING CHANNELS

Bicycle Centers new look will be seen on the cycleways. Different kinds of ads will be placed around the city and near by the Bicycle Center. We will also update their websites.



# GRAPHIC DESIGN

# GRAPHIC DESIGN INSPIRATION

Our style is youthful, suggestive, urban and simplified. We want to use big elements, thick font and clear figures. We also want to bring more volume to the street advertising.



# COLOURS

Before defining our main colours we did some background research of the meaning of colours. We gathered images of wellknown bicycle cities and compared the colours of which they had used in their campainings.

We also found out there was a workshop that researched Helsinki's cycling brand in autumn of 2012. Few of the major themes were effortless, design, urban, unique and brave pioneer. One of the results was that people want solutions based on clear symbols or colors. As a result people also learned that bright colors are visible and make things easy to detect.

Based on those reacearches we chose our own prime colour, bright orange. It is chosen from Tikkurilas colourmap. As a contrast we use black and white. To maintain a simplified look we wanted only a few colours. Colours are designed to be compatible with gray, which is the most common colour in cityscape. Moreover, these colours gives the Bicycle Center a fresh and outstanding style.

M304



# FONTS

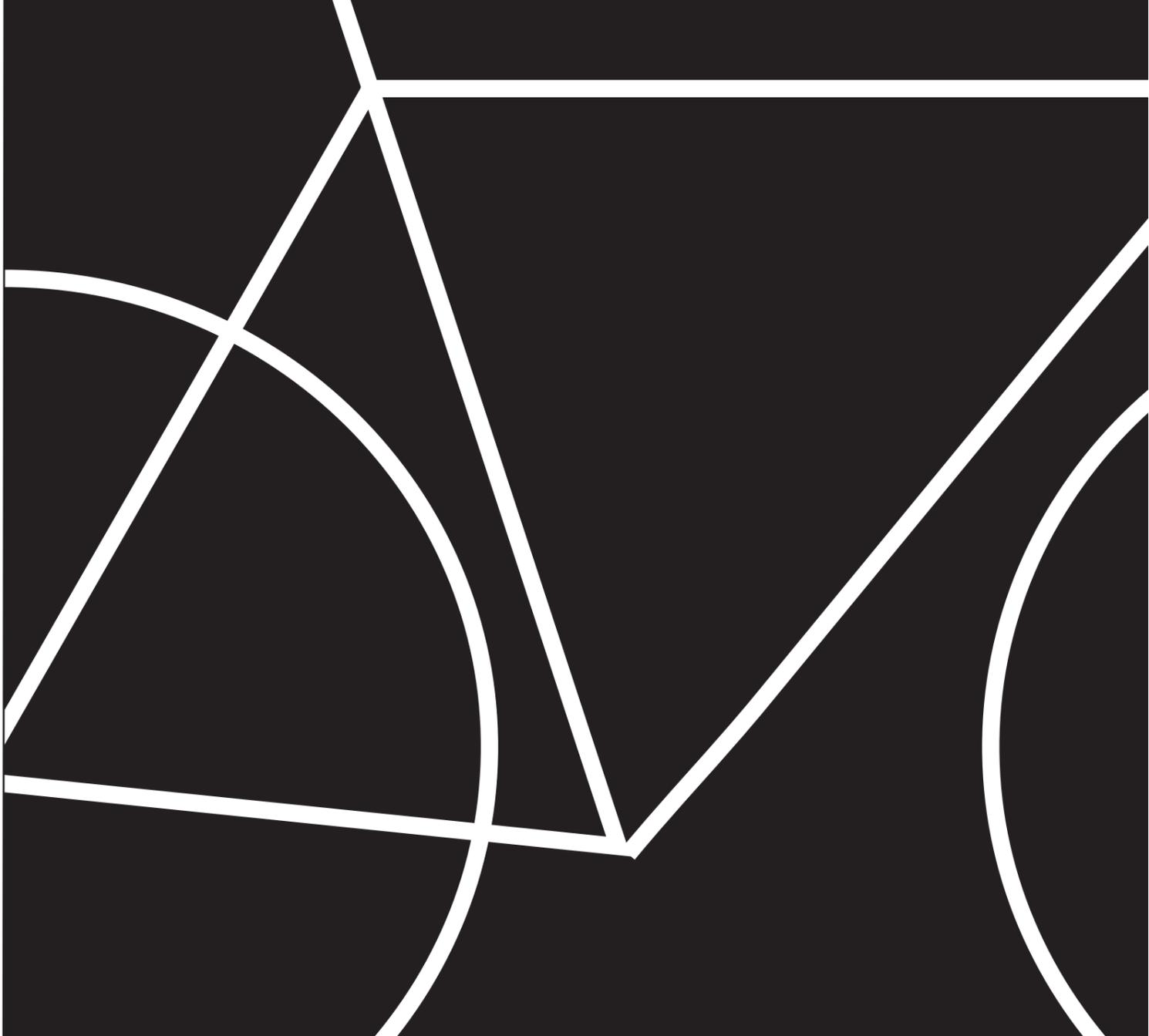
Our fonts are clear and simple. The first font is used for the logo and headlines. The second one is for the main text. At the poster you can see the fonts in use.

Futura Md BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?

Futura Bk BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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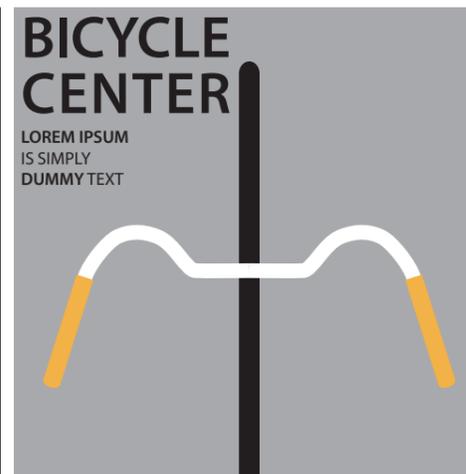
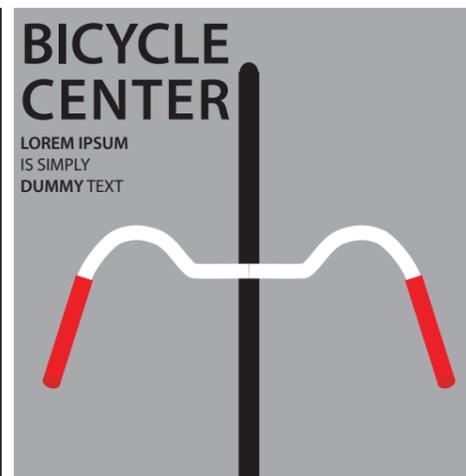
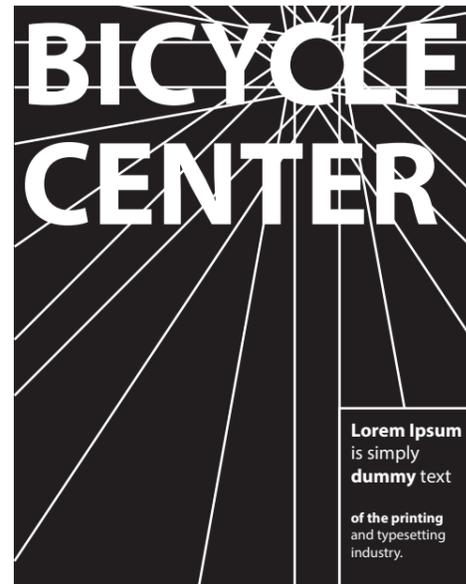
# BICYCLE CENTER

## SERVICES FOR ALL CYCLISTS

Bicycle rental / spare parts / fixing corner / lounge  
Monday to saturday 10-18 at Kansalaistori

# LOGO SKETCHES

We became inspired of bicycle parts. Instead of an average bicycle figure with two tires, we want to show a different point of view.



# LOGO

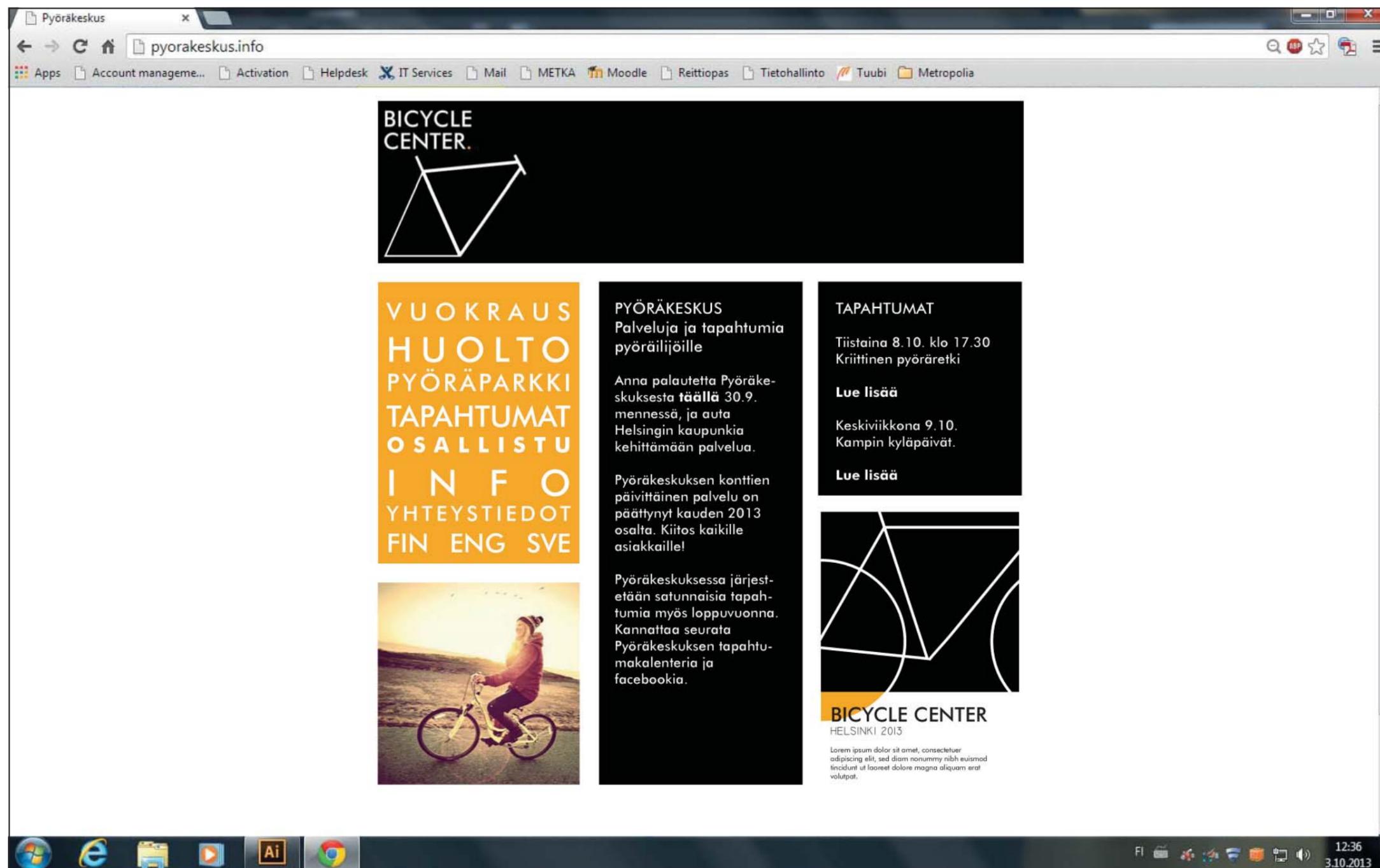
New logo is very simplified and suggestive. We intend to create a recognizable graphic element.

The main colours of the logo are black and white, but to spice up the look we used also a bit of orange.



# WEBSITES

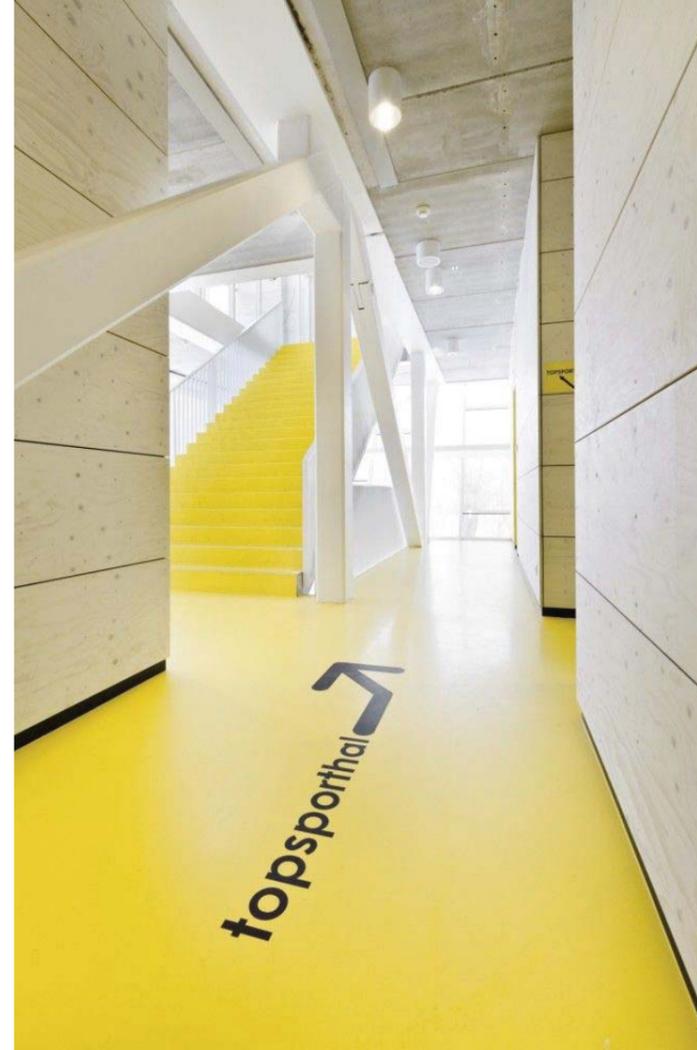
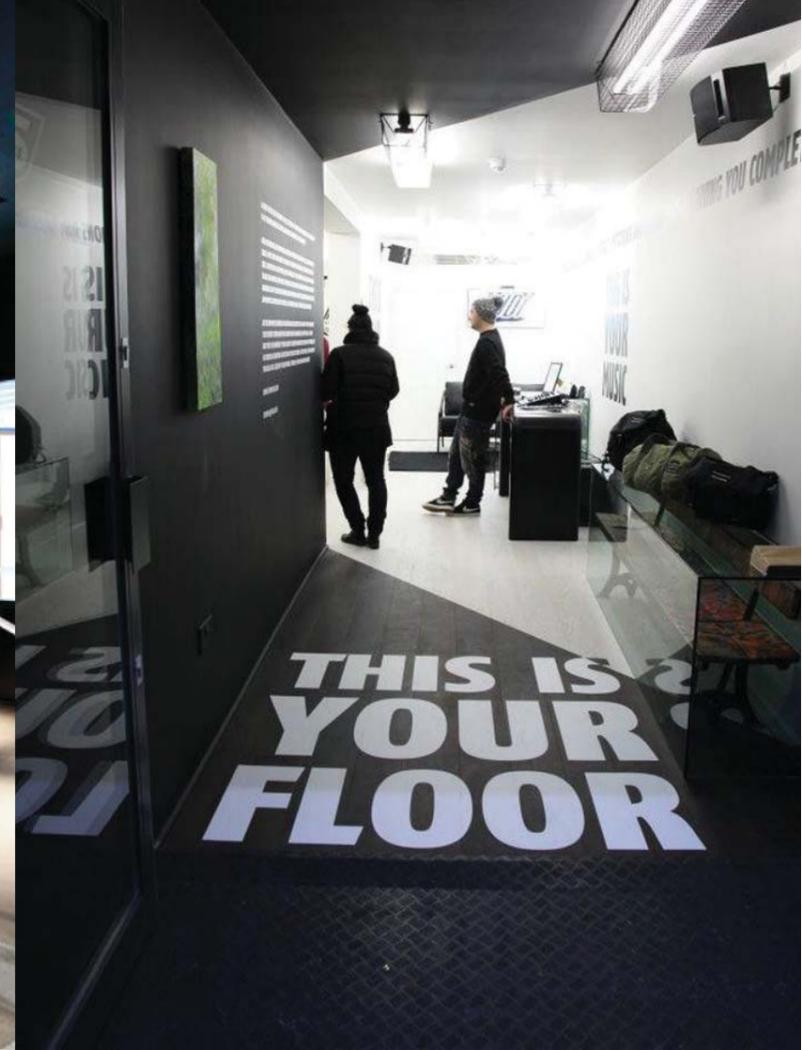
This is an example how the Bicycle Center's website could look like. Our graphic look would continue at the website. Visitors can find all the necessary information straight from the front page.



# **GUIDING AND INFORMATION**

# GUIDING INSPIRATION

In these pictures we like how colours had been used boldly. The colour leads the way and shows the right direction. This style is also easy to modify to different spaces.



# HOW TO GUID

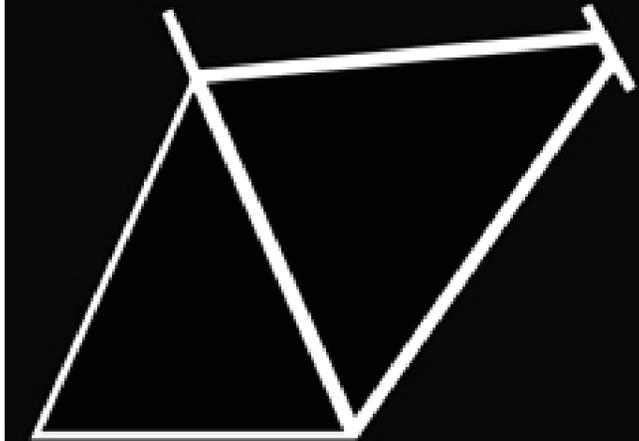
We started to plan guiding from the cyclists point of view. We would place the guidings at the bicycle lanes because there cyclists will notice them. Besides that there should be information arround the Bicycle Center.

# INFO SIGNS

There are few info signs located near by the Bicycle Center. People can see the services even if they are just passing by the Bicycle Center. The info signs purpose is to encourage people to visit the Bicycle Center.

The text and the logo are lit, so you can see them also in the dark. Sign would be made of thick metal plate. The height of the sign has been designed from the cyclists point of view. The dimensions of the sign are 220x80cm.

**BICYCLE  
CENTER.**

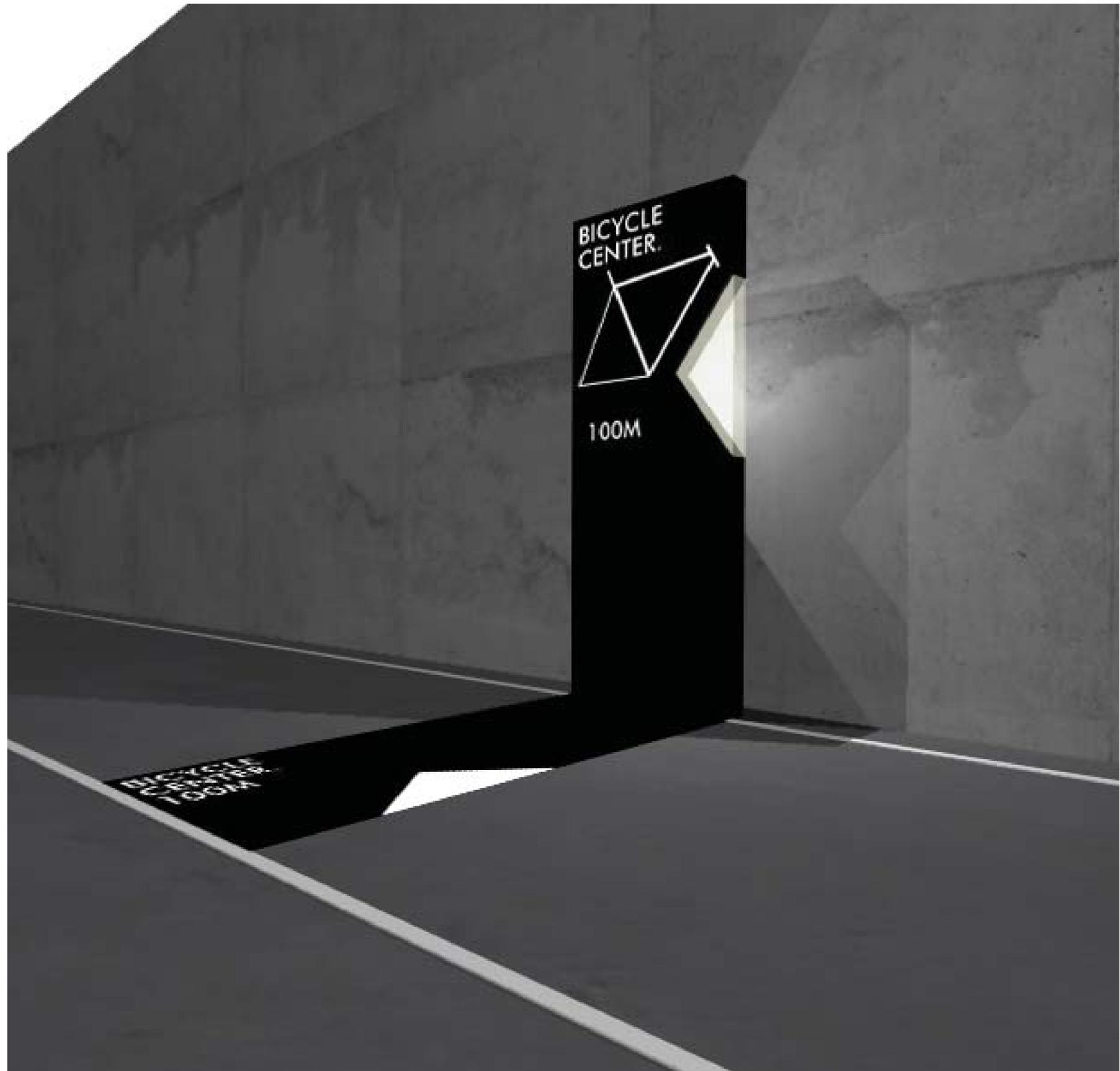
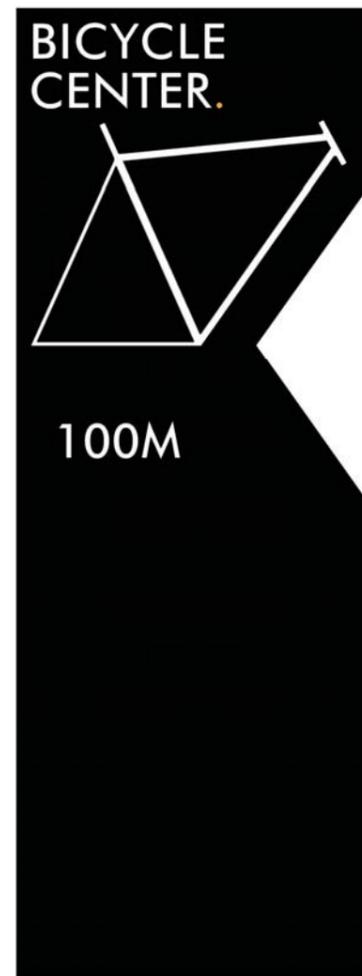


**INFO  
BICYCLE REPAIR  
GUIDING  
BICYCLE RENTING  
CAFÉ**

# GUIDEPOSTS

We wanted to combine the road markings and the guidepost. The combined guidepost consist information about direction and distance of the Bicycle Center.

Signs are placed on the right side of the street, beside the bicycle lanes. The dimensions and materials are the same as in the info sign.



# ROAD MARKING

We wanted to use the already existing bicycle road markings and bring some humor in them. First a cyclist will notice the mark of a broken bicycle and few meters later there is a combined guidemark.



BICYCLE  
CENTER  
100M



BICYCLE  
CENTER  
100M



# **ENVIRONMENT OF THE BICYCLE CENTER**

# ENVIRONMENT INSPIRATION

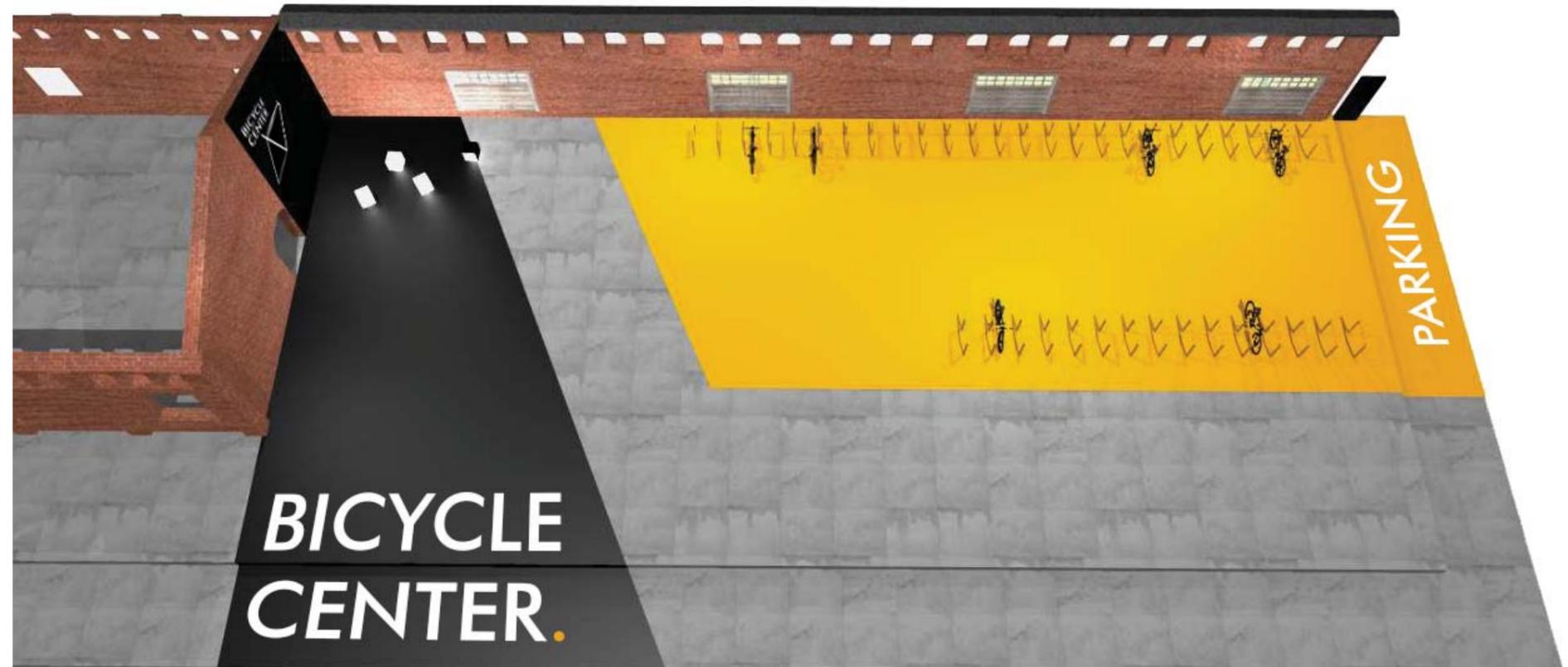
We collected interesting examples of colours used in zoning spaces. Especially we liked how the yellow colour stands up from the gray cityscape.



# EXTERIOR

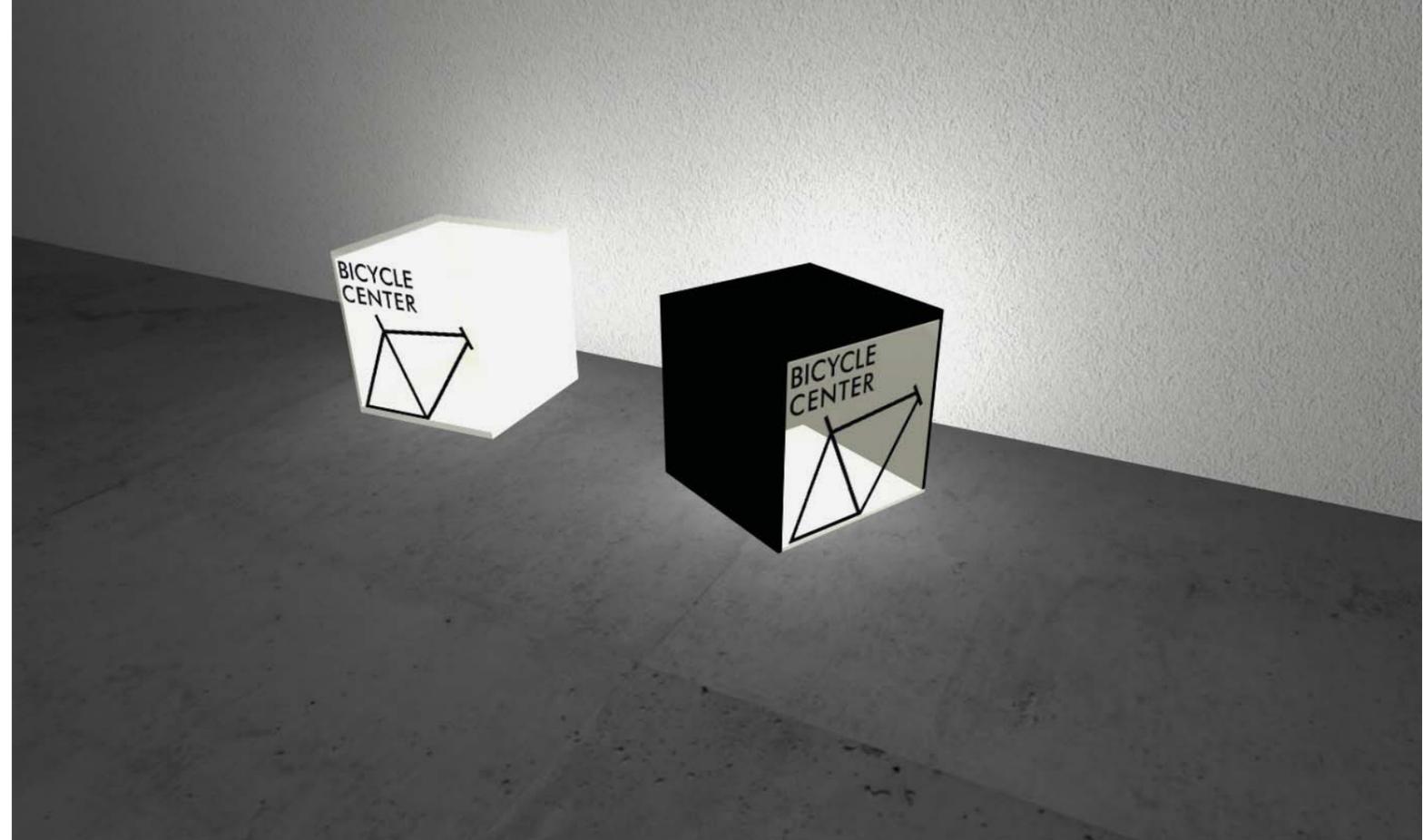
We have used Kansalaistori as a demonstration to show our idea. To maintain our graphic look in the building and its environment, we will use colours to define different areas. By black we are showing the entrance and orange stands for parking area.

We are also bringing graphic look to exterior by using fonts and logo as the elements.



# LIGHT ELEMENT

We designed this lighting element to be a part of Bicycle Centers concept. It is designed to be freely moved and to be used as a chair or a table. It includes Bicycle centers logo, so it works also as an memorable advertisement. The route team could also use it in their bicycle sheds.



# INTERIOR

The same colour theme continues in the interior spaces. Different functions are defined by colors and the colours leads users to right direction.

The materials variates by the function of the area. For an example the lounge area will be covered by acustics materials.

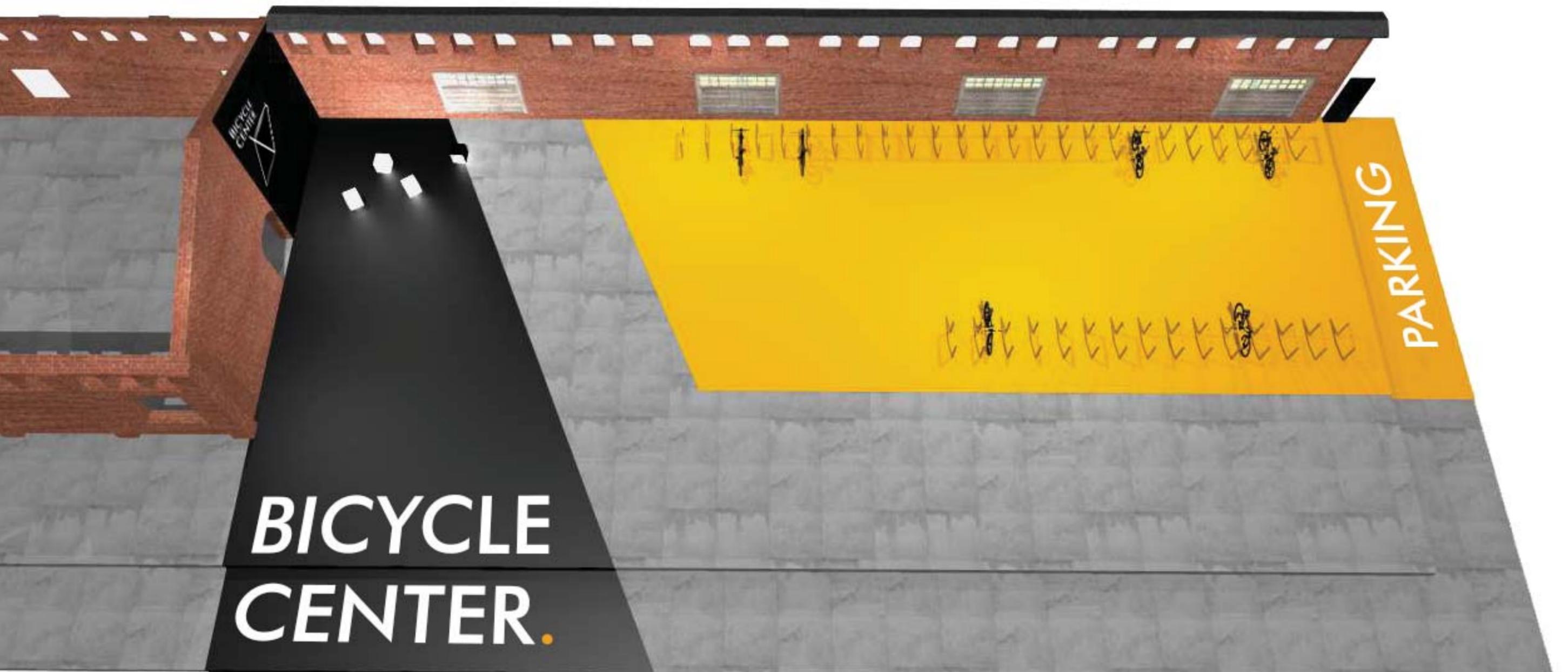


# MATERIALS

Coloured floors are covered with rubber mat. Generally this material has been used at outdoor playgrounds and running tracks. It would be functional to use for example to the fixing area, so the floor stays clean.



THANK YOU.



**BICYCLE  
CENTER.**

**PARKING**

# SOURCES

Pictures:

<https://www.google.fi/imghp?hl=fi&tab=wi>

<https://pinterest.com/>

<http://pyorakeskus.info/>

<https://www.facebook.com/helsinginpyorakeskus?fref=ts>