

RECYCLED CYCLES BRANDING



Jake Dickey /
Senior Portfolio /
Recycled Cycles Branding

Background :

Recycled Cycles is located in the North Seattle area, focusing on selling both consignment bicycles and new bicycles.

Problem :

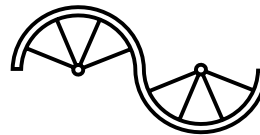
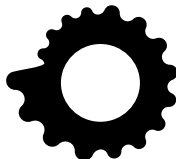
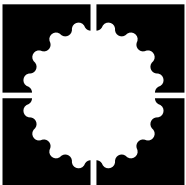
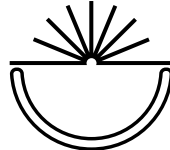
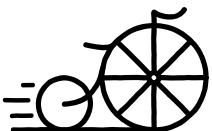
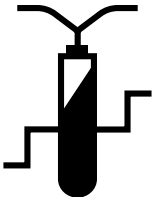
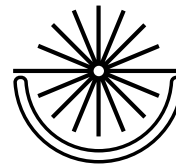
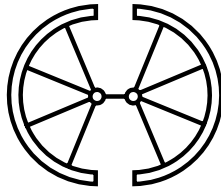
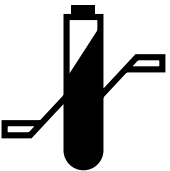
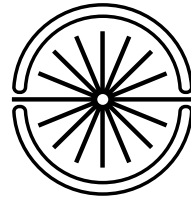
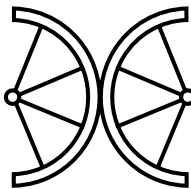
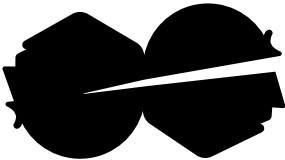
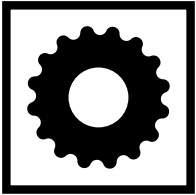
Recycled Cycles has fallen behind as far as their brand image. They are a staple of the Seattle area, but their brand doesn't give them much room to grow.

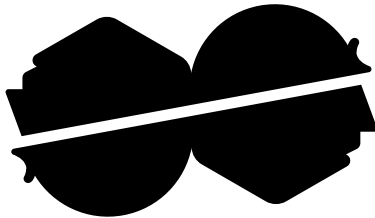
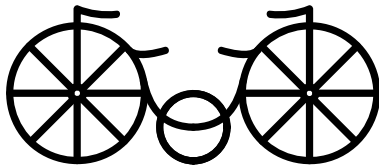
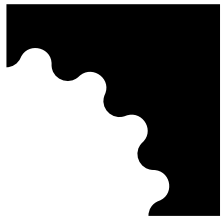
Solution :

The business needs a modern mark that represents both sides of their business, the family atmosphere, and the professional.









**RECY
CLED
CYCL
ES** co.

**RECYCLED
CYCLES** co.

**RECYCLED
— CYCLES**

RECYCLED

RECYCLED

**RCYCLED
ECYCLES**

RECYCLED
CYCLES COMPANY

RECYCLED
CYCLES co.

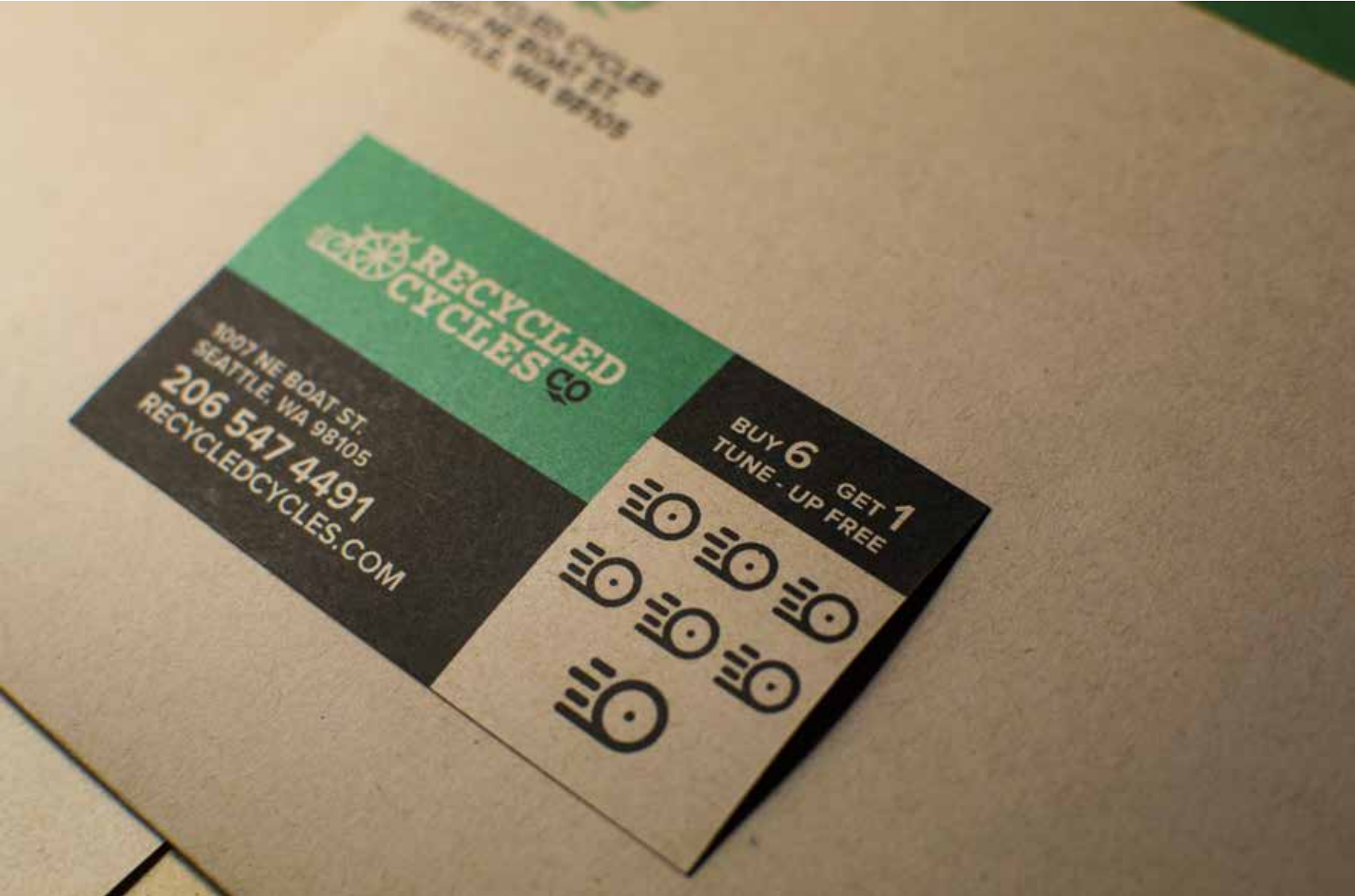






The logo for Recycled Cycles Co features a stylized bicycle icon on the left, composed of black outlines. The front wheel has three horizontal lines to its left, suggesting motion. The main body of the bicycle is a large circle with a cross inside, and a curved line above it representing the handlebars. To the right of the icon, the words "RECYCLED" and "CYCLES" are stacked in a bold, black, sans-serif font. The letters "CO" are positioned to the right of "CYCLES" and are colored green. A green arrow is integrated into the bottom of the letter "O", pointing downwards and to the right.

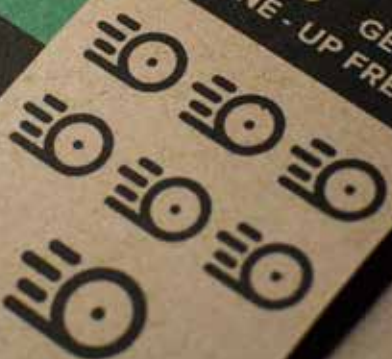




RECYCLED
CYCLES CO

1007 NE BOAT ST.
SEATTLE, WA 98105
206 547 4491
RECYCLEDCYCLES.COM

BUY 6 GET 1
TUNE - UP FREE



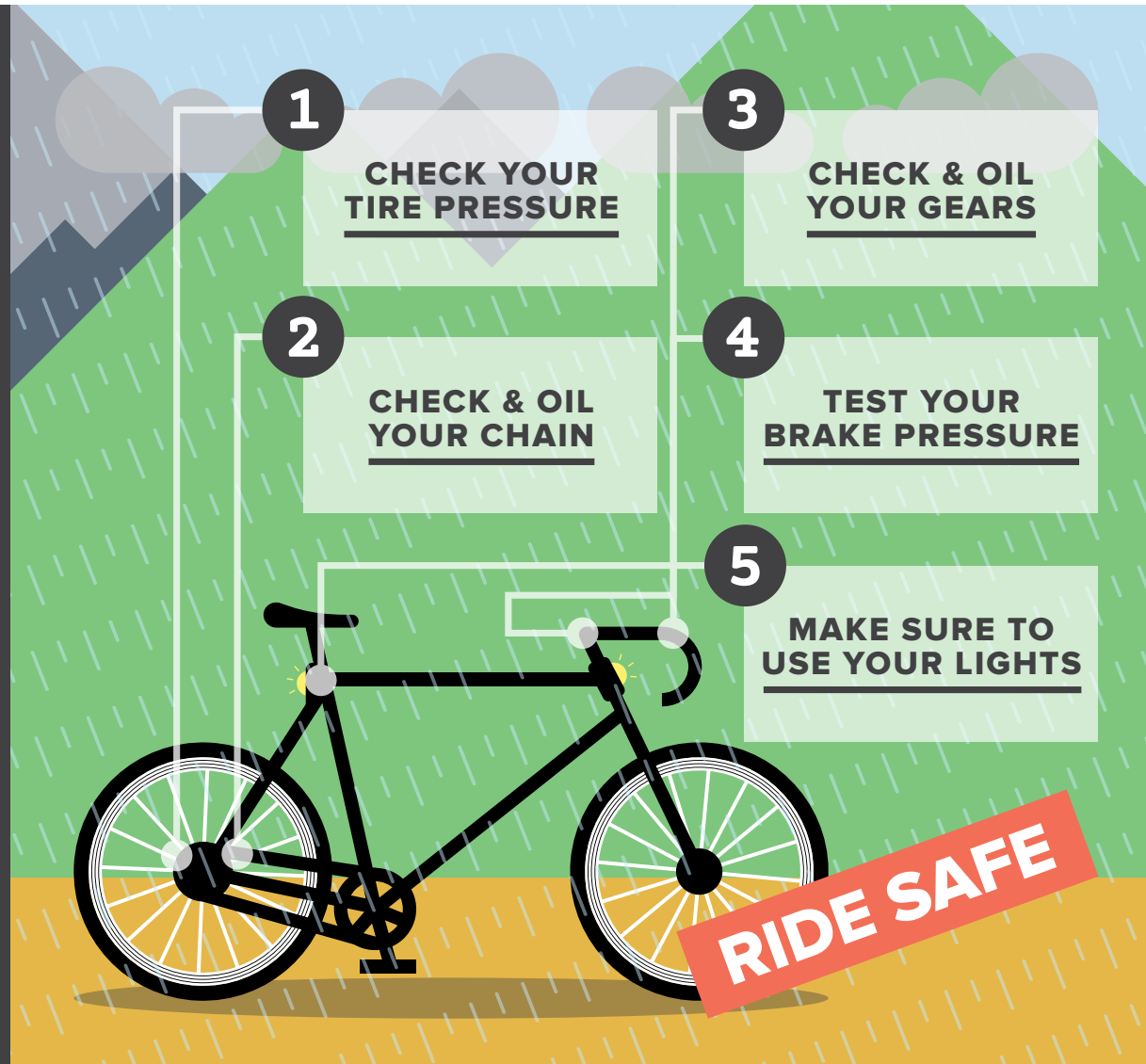


WINTER RIDER CHECKLIST

BONUS LIST

- 1 DRESS FOR THE WEATHER
- 2 KEEP A REPAIR KIT WITH YOU
- 3 STAY HYDRATED
- 4 USE HAND SIGNALS

 **RECYCLED
CYCLES CO**
recycledcycles.com @recycledcycles



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WORKER UNIFORM



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