

kickstand

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INTRODUCING KICKSTAND

Kickstand is a bicycle repair company that focuses on providing efficient and speedy service to the bike owners of Austin, Texas.



RESEARCH & PROFILES

Research was conducted by identifying consumer demographics and creating audience personas. Audience personas are fictional, archetypical customers that ascribe a profile, needs, wants and expectations in order to design the best possible brand and brand strategy.





PERSONA ONE JOE

He is a 41 year old businessman.
He has a big family and a cocker spaniel.
He is conservative and lives in the suburbs.
He plays golf on Thursdays.

Joe is in need of a reliable repair service for all of his family's bikes. He wants convenience and affordability. He expects quick and friendly service.



PERSONA TWO TRENT

He is a 27 year old non-profit volunteer.
He has a Master's degree.
He is a vegetarian and likes to read.
He likes to go mountain biking.

Trent is in need of a thorough repair service for his off-road bike. He wants ready availability on the trail. He expects long-lasting results.



PERSONA THREE BRYAN

He is a 16 year old BMX rider.
He is outspoken and well-liked.
He likes trying different food trucks.
He always has the latest video game.

Bryan needs a complete repair service for his competition bikes. He wants ready availability at competitions. He expects knowledgeable and innovative mechanics.



PERSONA FOUR KAT

She is a 35 year old philanthropist.
She is single and lives with her sister.
She owns a garden.
She participates in marathon bike races.

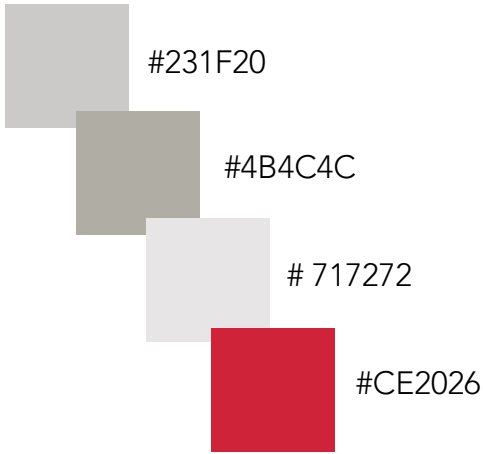
Kat needs frequent repair service for her competition bikes. She wants ready availability at races. She expects quick service from knowledgeable mechanics.

TYPE SYSTEM & COLOR PALETTE

Adelle Sans
{ Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz }

Adelle BOLD
{ **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz** }

Adelle
{ Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz }



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KICKSTAND LOGO & IDENTITY

In the developmental process of branding Kickstand it was important to the designers to originate a single conceptual design that captures the message with a modern twist, thus the kickstand logo was created.



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BRAND TOUCH POINTS

Throughout the development of Kickstand, the brand has plans to expand it's target audience and create a well established name for itself. Some of the ways that the company plans on achieving this includes several successful brand touch points that better articulate the brand and it's mission.





KICKSTAND SERVICE TRUCKS

Kickstand prides itself on quality service in a timely fashion. The image on the left shows a possible service truck option to increase convenience and productivity.





KICKSTAND APPAREL

Every Kickstand employee will be required to wear a Kickstand shirt when on call or working at the store.



THE CONCLUSION

In conclusion, Kickstand has high hopes to thrive as one of the leading bike support and service businesses in the Austin area. The company prides itself on uniqueness, dependability, quality service, and quick response and service time.

