

5.0 Branding

5.1. Logo Design

The Roadaway Cycling Logo has been created utilising Canva Pro. The logo has a simple hexagonal outline with a silhouette design of a mountain range in the central location, accompanied with the writing of Roadaway Cycle Tours and the date established.

The name Roadaway is meant to represent the action of riding away from the mundane and tedium of conventional daily life, transcending to a far out destination and experience. The word 'Road', in this instance, can be used synonymously with 'Rode' as a bi-meaning with cycle riding and a transportation avenue.



Logo 1: Black on white background



Logo 2: White on black background

Both above will be the primary logos. A simple black outline will always be used on a white negative background and a white outline for use on a negative black background. These will be used for the majority of marketing materials including Instagram, Website (5.4a), Flyers, Equipment and Merchandise.



Logo 3: Navy Blue and White

The logo will be in Navy Blue and used purely for the cycle jersey merchandise that the guest will receive upon arrival. The jersey will consist of a navy blue logo with an ivory white jersey material.



SIROKO

Bianchi

5.2 Colour Palette

There will only be three different colours utilised for the logos, consisting of ivory white, black and navy blue.



Navy Blue - used solely for the jersey merchandise as it looks sleek and professional portrayed on an ivory white background. It represents the luxurious nature of the event as well as a simplistic yet bold aesthetic.

Black & Ivory White - Although black can be seen as a negative colour, the use in this logo presents elegance and power, and in tandem use with ivory white is a simple but effective way to portray the brand.

5.3 Typeface



Montserrat Bold was chosen and utilised as it works very well when used in capital letters. It has a modern and sophisticated look whilst also having high readability and ability for scaling. The font works well with online marketing such as websites and social media posting, in addition to printed material such as garments.

5.4. Marketing

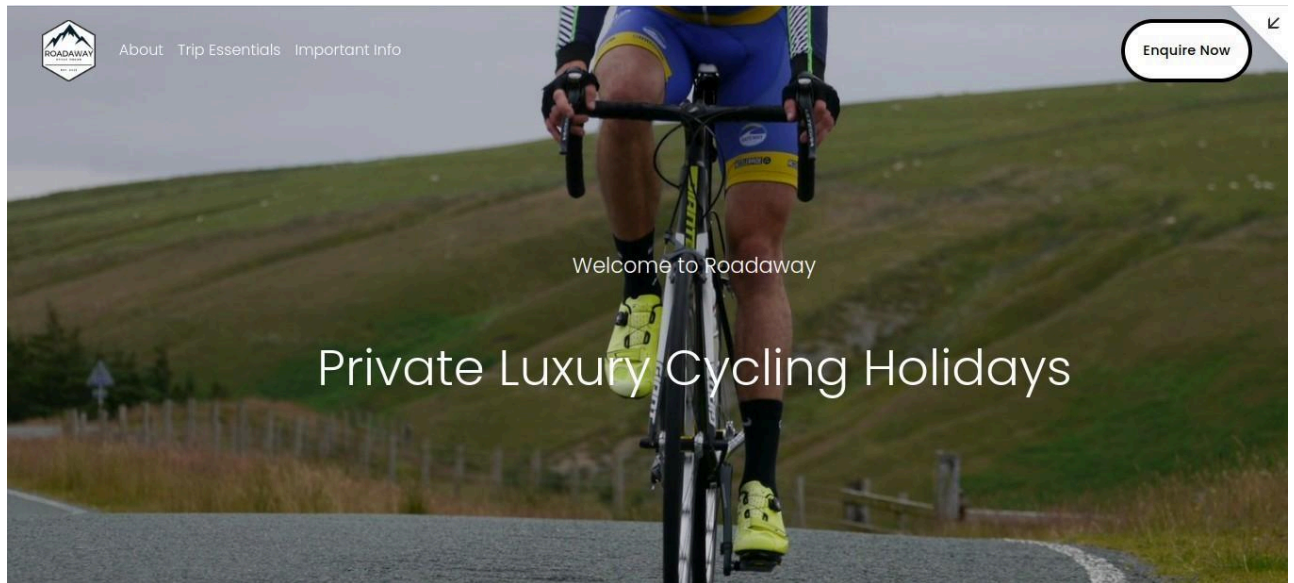
All marketing materials will be undertaken by the Media Relations Manager. Marketing materials will include:

- Instagram
- Website
- Pamphlets

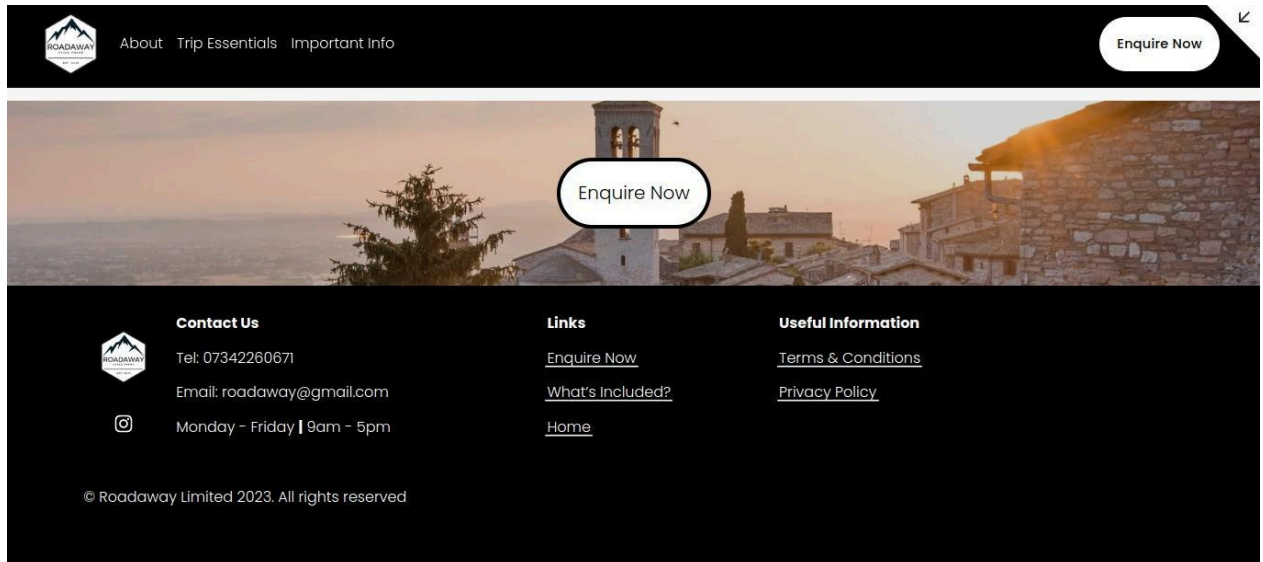
5.4 Website Development

The wireframe will be designed and the website will be developed on Squarespace, which will be utilised to complete the Landing Page, Enquiry Page and Important Information Page, which includes the legal booking terms and conditions, privacy policy and cookies policy.

Landing Page



Footnote/Bottom Ribbon



Important Information - Legal Terms and Conditions



Instagram and website marketing will be the two major platforms to promote and sell tickets. We will have the website linked to the instagram page and ticket purchase will be available through the website. We will also have an enquiry form that guests are able to fill out to provide answers to any queries or questions, which will allow us to obtain email details for further email marketing in-house linked to Squarespace.

The website will be completed on Squarespace which allows for the integration of Stripe (payment system) and SimpleTix (ticketing platform). Guests will also be able to view booking terms and conditions, as well as information as to what is included at the event.

Appendix 5 - Mood Board

