

Brakes!



Concept

Brakes is a cycling brand built on the philosophy that riding is as much about pausing as it is about moving. Its core mission is to transcend the conventional cycling app, evolving into a vibrant community where riders can connect, exchange experiences, and discover new routes and ways to live cycling. It balances performance with mindfulness and the joy of sharing a ride.



Naming

The name Brakes! is a linguistic hybrid blending two near-homophones: brakes, representing control and deceleration, and breaks, denoting a pause or interval. This overlap delivers a clear message: slowing down is an intentional choice to pause. The exclamation mark—where the dot is replaced by a custom glyph stands at the heart of the brand identity. The asterisk, traditionally a typographic note, invites a dual reading, while the exclamation mark turns it into an imperative: brake, and take a break. Simple and versatile, this sign can be applied across various surfaces as a sticker, turning into a recognizable icon within everyday cycling culture.



Concept

Naming

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Naming

Palette

Brand Palette

The Brakes palette is anchored in black and white to guarantee maximum contrast. Alongside them, six complementary colors, three primary and three secondary, serve as chromatic support. Each pairing is engineered to ensure high visibility on the road while fostering a strong sense of community belonging. Yellow, green, and blue map directly to the platform’s three core experiences: yellow for an inclusive and accessible family experience, green for a solitary and personal journey, and blue for a professional and distinct adventure.

HEX: #000000

RGB: 0, 0, 0

CMYK: 75, 68, 67, 90

HEX: #FFB000

RGB: 255, 176, 0

CMYK: 0, 35, 100, 0

HEX: #2FAF14

RGB: 47, 175, 20

CMYK: 77, 2, 100, 0

HEX: #3019D1

RGB: 48, 25, 209

CMYK: 87, 84, 0, 0

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: #FFF9B0

RGB: 255, 249, 176

CMYK: 2, 0, 38, 0

HEX: #B8E8CE

RGB: 184, 232, 206

CMYK: 27, 0, 24, 0

HEX: #B7C9E5

RGB: 183, 201, 229

CMYK: 27, 14, 1, 0

Concept

Naming

Palette

Typo

Brand Typography

The brand typographic system relies on a complementary pairing designed for both impact and clarity. **Clash Display Bold** delivers a distinct and highly modern voice driven by unique counterforms and ink traps. It is paired with Synonym, in its **Bold** and Medium weights, which brings stability, consistency, and optimal legibility to standard and everyday applications.

Clash Display
Bold

- * Logo
- * Headlines
- * Banners
- * Tags
- * Labels

Synonym
Bold
Medium

- * Bodycopy
- * Paragraphs
- * Subheadings
- * Menus

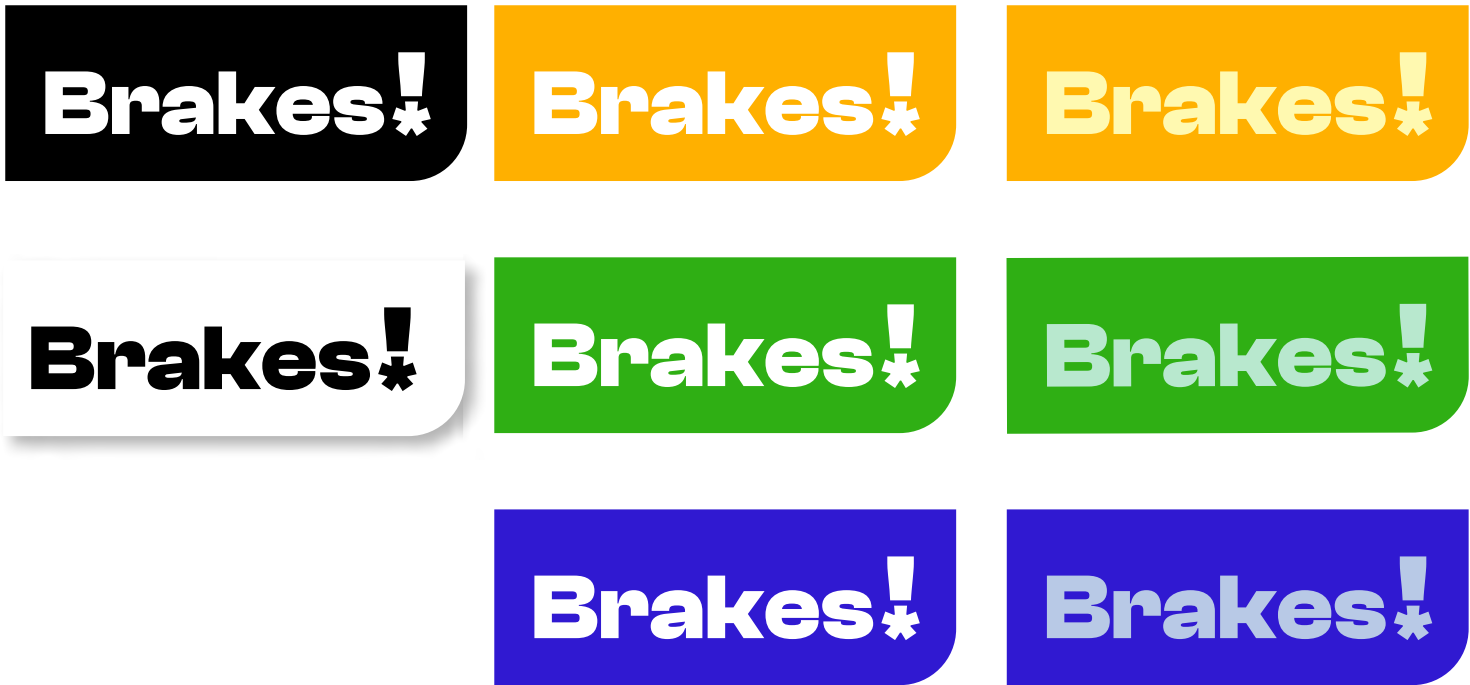
- Concept
- Naming
- Palette
- Typo
- Logo



Logo



Grid



Allowed Palette



50%

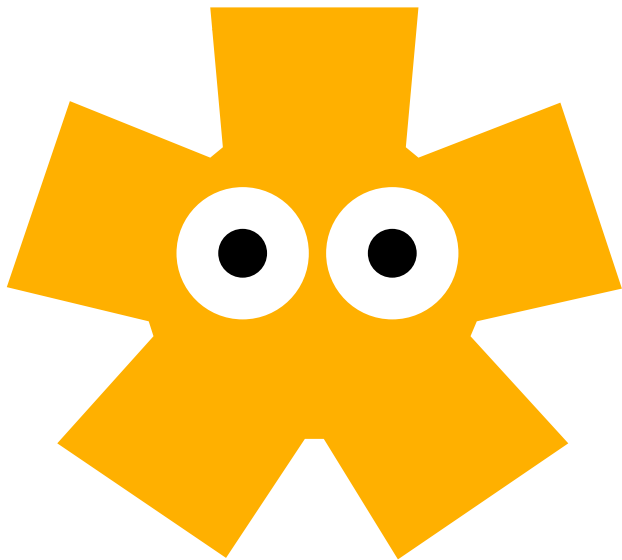


25%

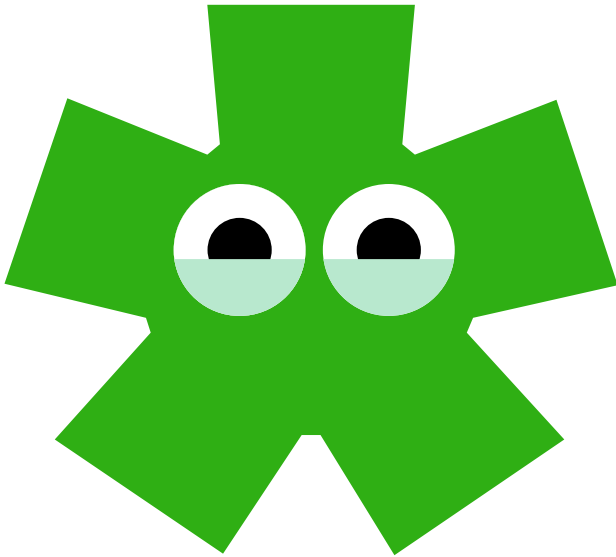
- Concept
- Naming
- Palette
- Typo
- Logo
- Mascotte

Mascotte

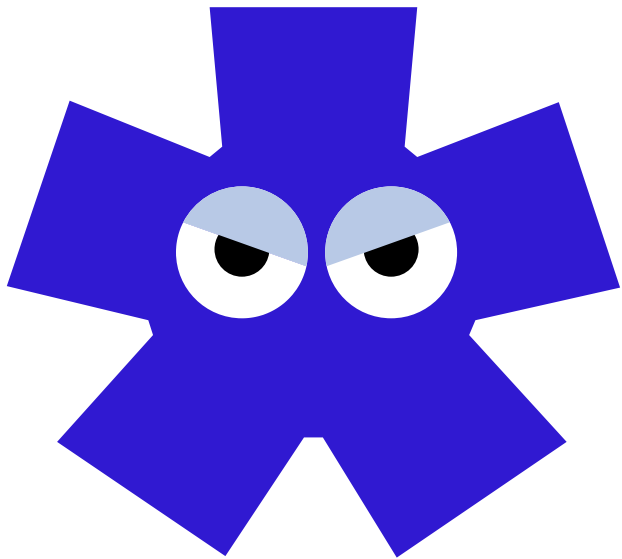
The three experience categories are brought to life by a trio of friendly mascots. Their shape echoes both a bi-cycle brake disc and the asterisk embedded in the logo exclamation mark, linking the characters directly to the brand core DNA. Each mascot adopts the colors of its respective category, making it instantly recognizable and tied to its specific riding experience.



Family



Solo

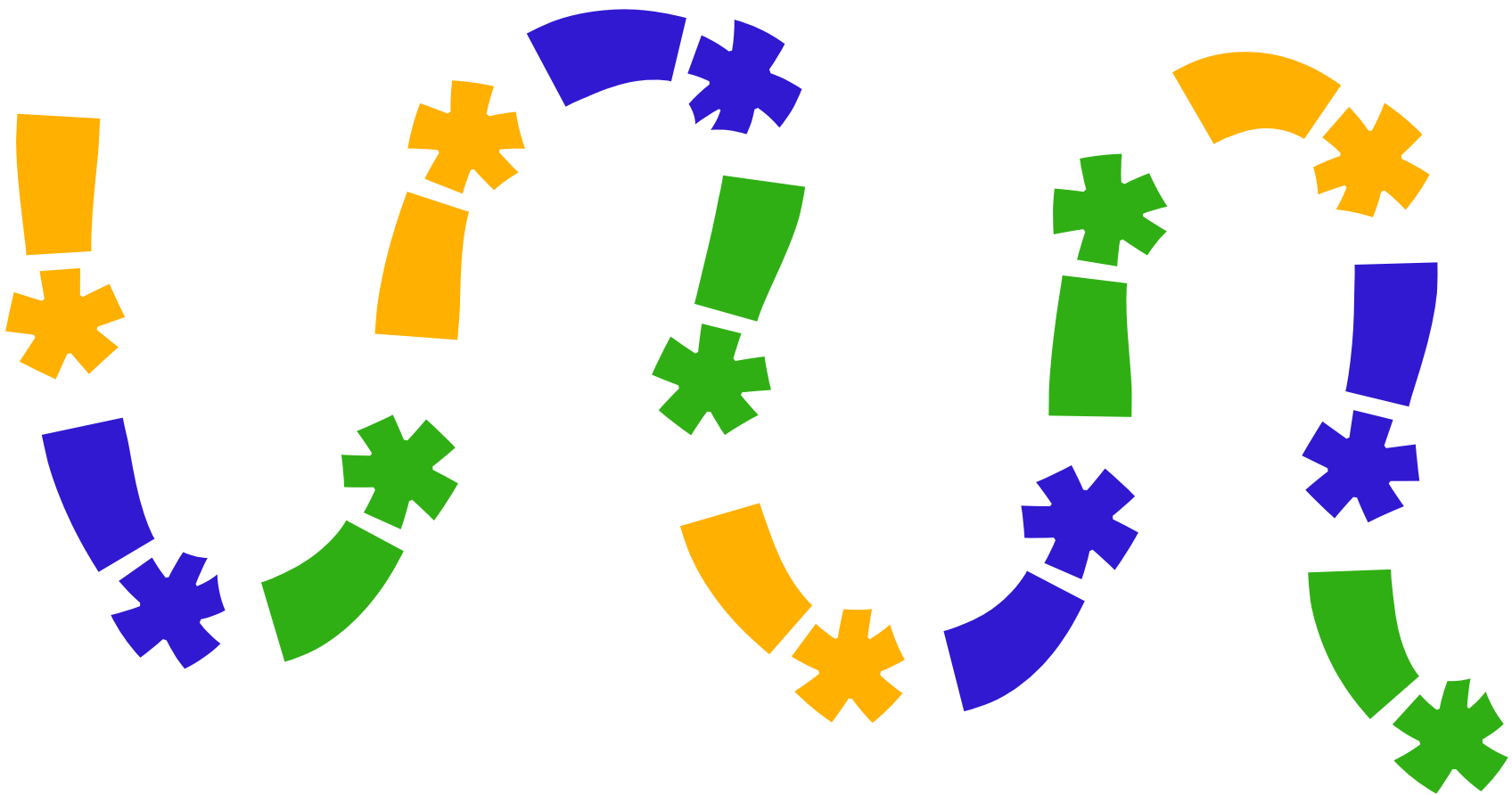


Expert

- Concept
- Naming
- Palette
- Typo
- Logo
- Mascotte
- Pattern

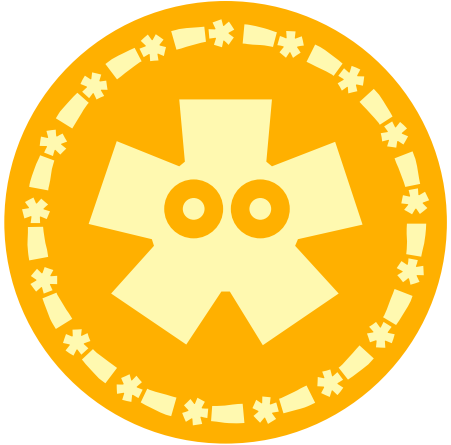
Pattern

The brand patterns feature a playful and entertaining drive designed to attract younger cyclists while remaining instantly recognizable to older ones. Through the sequence of the logo typographic glyph, a chromatic and cycling path comes to life alongside an additional standalone pattern that can be applied anywhere as pre-spaced graphics. This pattern is formed by the keywords of the three experiences, fused together with a fresh new take on the mascots.



Exper! Trip Solo Trip Family
ni!y Trip Exper! Trip Solo Tr!
Trip Family Trip Exper! Trip
'r!p Solo Trip Family Trip Exp
Exper! Trip Solo Trip Family

- Concept
- Naming
- Palette
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- Logo
- Mascotte
- Pattern
- Welcome Kit



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- Pattern
- Welcome Kit
- Staff



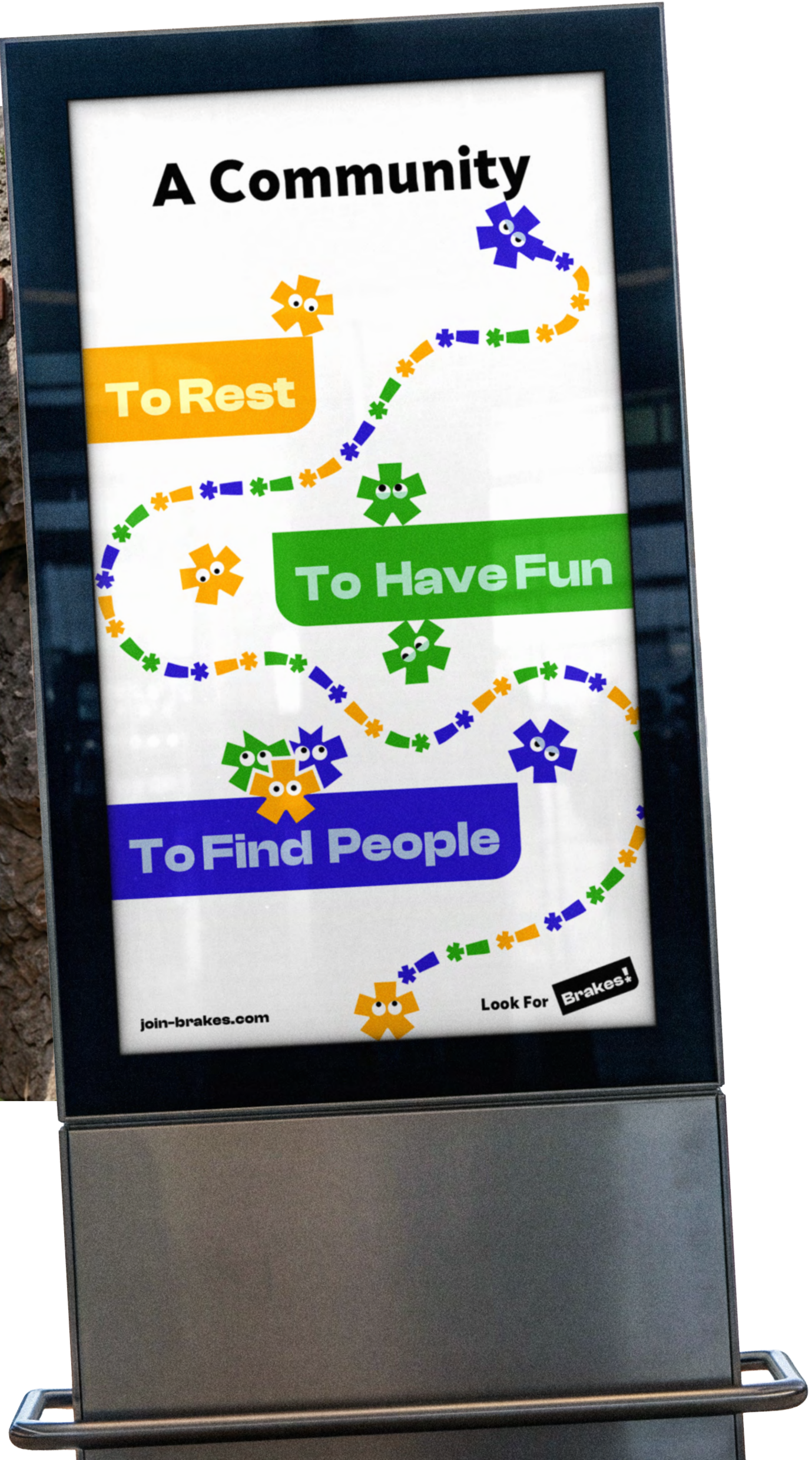
- Concept
- Naming
- Palette
- Typo
- Logo
- Mascotte
- Welcome Kit
- Staff
- Merchandise



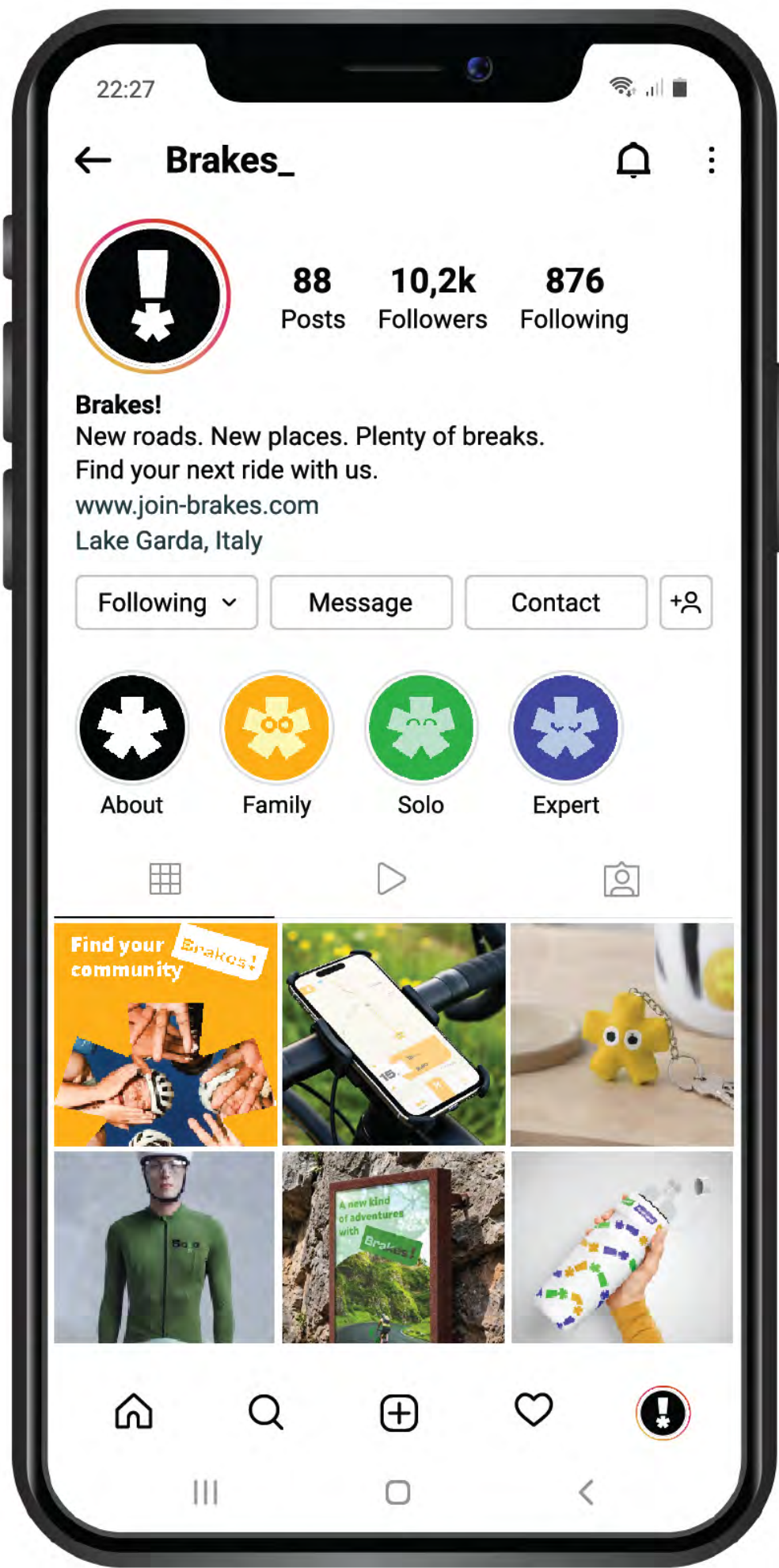
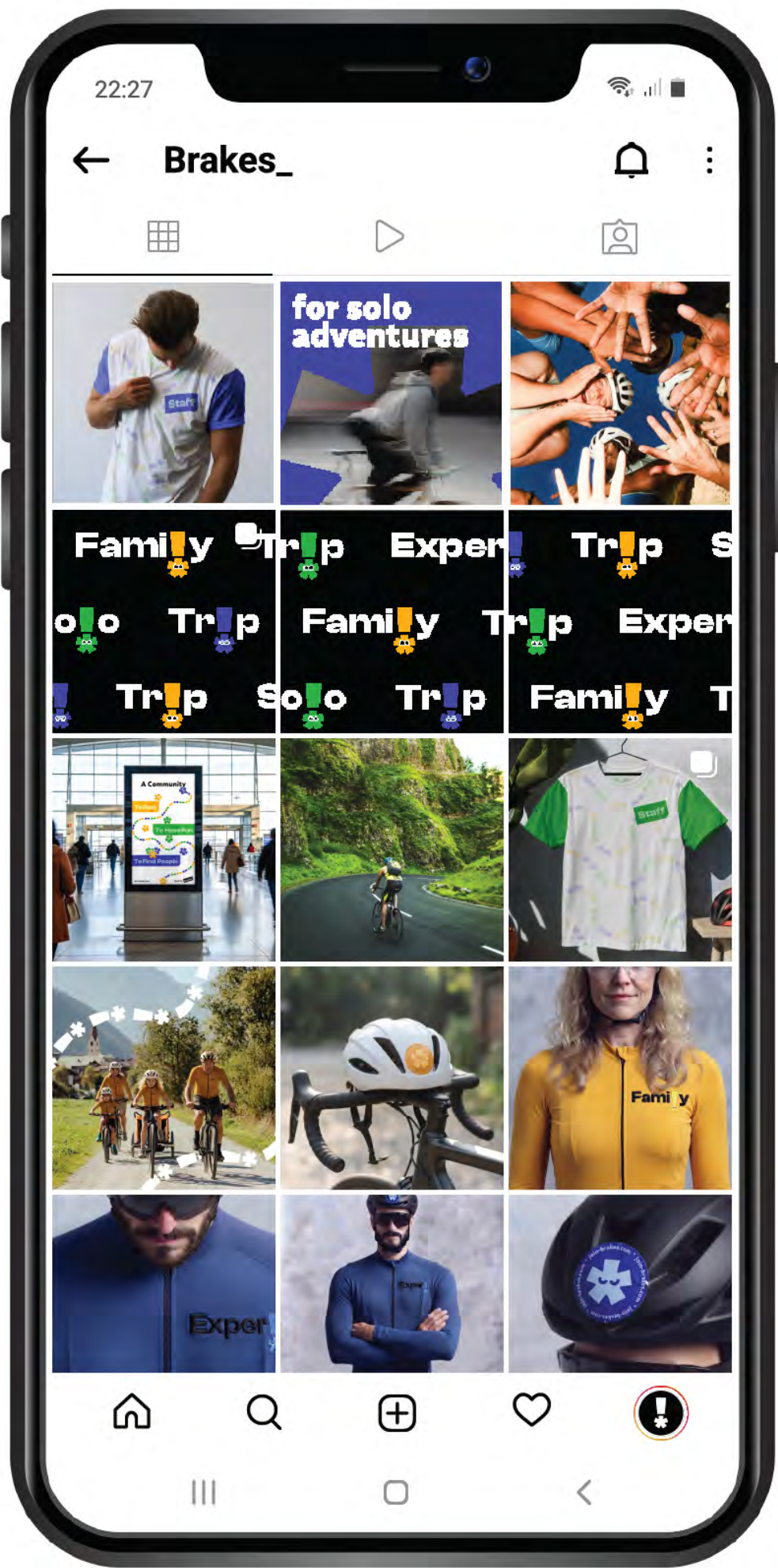
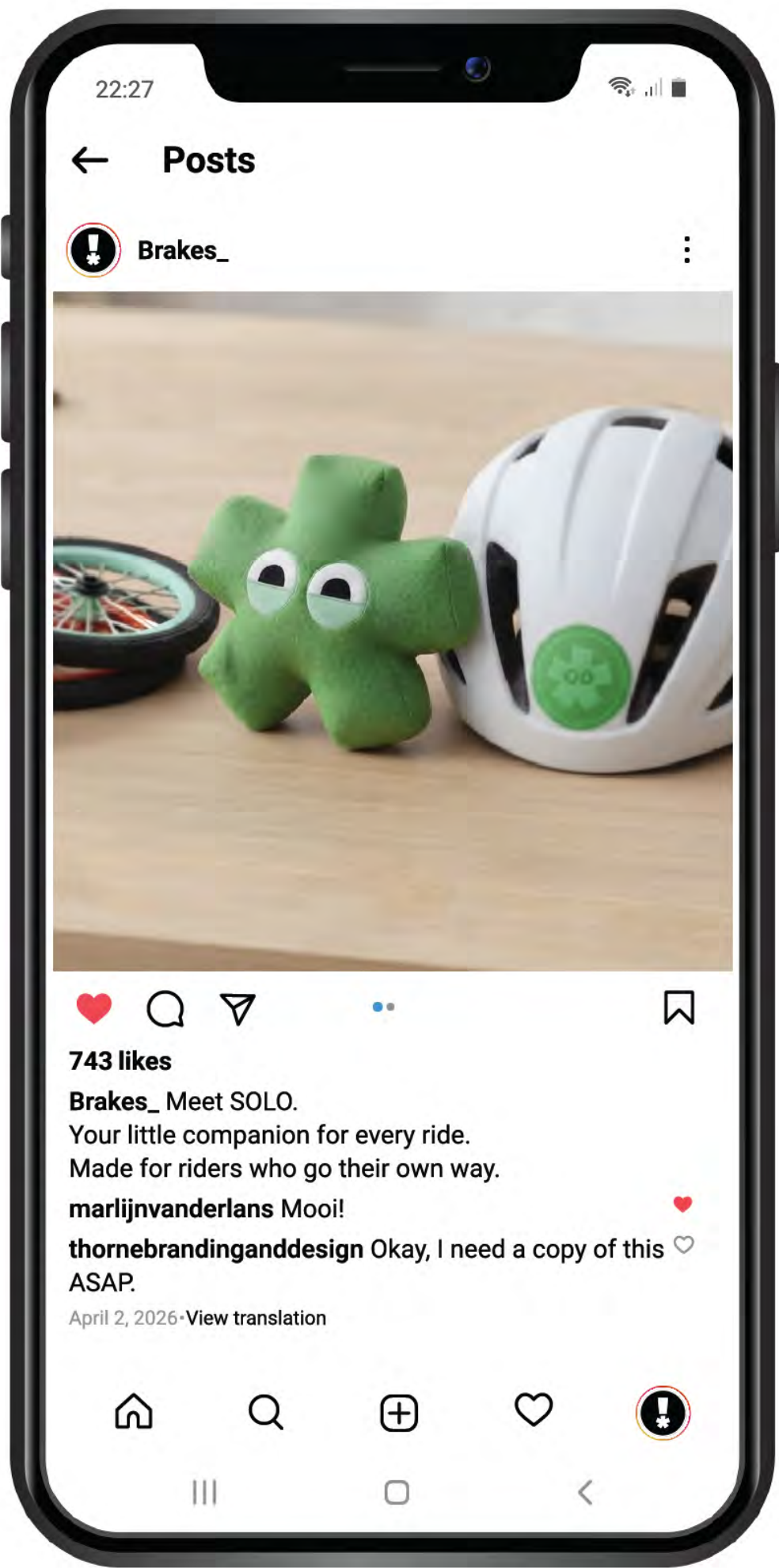
- Concept
- Naming
- Palette
- Typo
- Logo
- Mascotte
- Welcome Kit
- Staff
- Merchandise
- Mobile App



- Concept
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- Logo
- Mascotte
- Welcome Kit
- Staff
- Merchandise
- Mobile App
- Advertisement



- Concept
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- Mascotte
- Welcome Kit
- Staff
- Merchandise
- Mobile App
- Advertisement
- Socials



Thanks

