



VISUAL IDENTITY

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# CASE STUDY

GREEN COMMUTE INITIATIVE

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Re-brand the Green Bike Pool Initiative to encourage car users to 'get on their bikes' and decrease pollution



## GREEN COMMUTE INITIATIVE VISUAL IDENTITY

# The Brief

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GCI (Green Commute Initiative) required a re-design and re-launch of the 'Green Bike Pool Initiative' as their branding was tired and had laid dormant for a number of years.

GCI realised there was untapped potential in the scheme and that they were losing significant market share by not having a visible and coherent offering for the corporate bike sector. This was a problem that needed addressing quickly but effectively.

# Our Solution

Surefoot investigated the market, concentrating on the target audience and their potential needs as well as understanding their competition in this sector. We were also very conscious from the start which routes to market GCI would be using. The use of printed and digital content needed to be clear and consistent whilst also being immediately recognisable in the corporate bike pool market.

The new brand cleverly integrated the 'green' element of the offering as well as keeping the bike central to the design to run seamlessly alongside the main GCI brand. Within two weeks GCI had an impactful new brand, guidelines and digital content templates.

Alongside the brand, Surefoot created several key illustrations of the target audience, all carefully balanced to demonstrate the scheme's usage across various corporate and private sectors.





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# The Client

Green Commute Initiative is a Social Enterprise scheme with a vision to get commuters out of cars and onto bikes, with the dual purpose of improving both the individual's health and wellbeing, as well as reducing the environmental impact of pollution and congestion from cars.

GCI has worked with Surefoot for many years, mostly involving the creation of marketing assets such as sales collateral, brochures, leaflets and digital content.



# THANK YOU

For more information and to explore how we can help you,  
please contact our branding team:

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