

# ROUTE 1 – WORD MARK ONLY; SIMPLE UPPERCASE TYPOGRAPHY (one or two colours)

## Typography references

**DOLCE & GABBANA**



## Two colour execution example – consider black & red on white

**FOLLOW THAT**

**ROUTE 2 – WORD MARK; CURSIVE TYPOGRAPHY. POTENTIAL TO INCLUDE A SUBTLE CUE TO BIKES (top 2 at left – circle could somehow represent a wheel?).**



**ROUTE 3** – IS THERE A WAY TO INTEGRATE BIKE CUES INTO ‘EUROWHEEL’ WORDMARK? EXAMPLES BELOW ARE SIMPLY ILLUSTRATIVE OF THE DIRECTION.  
MUST BE GENDER NEUTRAL & NON-CLIQUED.  
TYPOGRAPHIES SHOWN HERE ARE NOT INDICATIVE OF PREFERENCE.



## ROUTE 4 – COLOUR & IMAGERY

Like this colour red



Integrate person on a non-descript bike  
with wordmark



Typography made out of circles/wheels?

