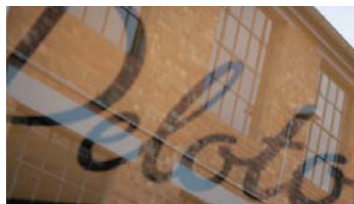
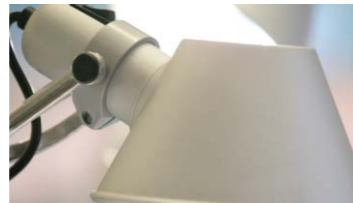


More details...





... about Peloton Design.

We are not driven by fashion or house style, but strive to develop a creative and effective solution for each project we undertake.

So, if you are in need of an identity, brand, brochure, website or an effective piece of promotion, hopefully a flick through this will give you a good idea of what we do.

Our work is effective and people enjoy working with us...

What more needs to be said?

If you would like to know what people think, read on or visit **www.pelotondesign.co.uk**



Identity

The next three pages show examples of identities and the development of the Tour of Britain logo and the subsequent delivery of this branding across a broad range of media and merchandise.

Client experience

I have worked with Peloton since 2004 on a number of different projects. They are driven to deliver the best solution possible. I trusted Peloton to come up with the goods for Chris Hoy and once again they hit the mark.

Anthony McCrossan Cyclevox Director



Strada

cyclevox



**TOBACCO
FACTORY**





Branding

Branding projects are our passion. We love getting stuck into different ways in which an identity can express itself and be most effective.

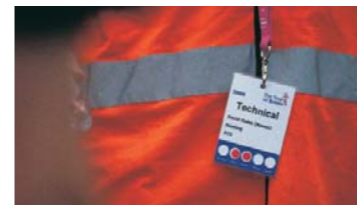
Cycling heroes

The Tour of Britain has had many incarnations – the Milk Race, Kelloggs and Pru Tour. We needed to create a new look that sponsors would identify with – something that celebrated cycling in Britain and captured the excitement of a live event. Peloton quickly caught on to what we were looking for and delivered in spades.

Hugh Roberts CEO, SweetSpot

Branding application

Logo, race manual, promotional literature, vehicle graphics, podium, race signage, media boards, banners and jerseys.



Brand application
Carmen, Molieres School for Wives,



realfood
festival

Digital

We have designed sites for events, corporate organisations, educational institutions, architects, photographers, television personalities and many more. We have developed sites that are data driven, e-commerce to simple sites of just a few pages.

Click on the screens on the following pages to see the sites in full.

Tempting delights

You can measure the success of the work Peloton create by the amount of times I get asked who produces our creative. Our clients love the design, packaging and promotion as much as the food we produce.

Rebecca Blackstone Blackstone Food

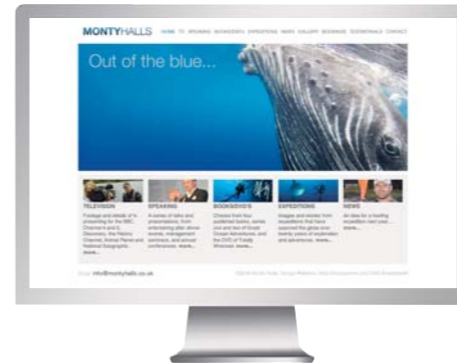
Click on screens to see sites in full.



exploration-architecture.com



blackstonefood.co.uk



montyhalls.co.uk



directions.uk.com



Promotional literature

Peloton pride its self on getting most effective results from printed literature. We can produce everything from the most basic of flyer to a highly complex technical manual. Printed work includes, annual reports, programmes, magazines, events, sales, banners, posters, leaflets and promotional brochures.

Over the next few pages are samples of what we do.

Think different

Peloton are diligent, accurate and highly creative. Their minds works in a way that many others do not, they see things others don't – if you want contemporary design, and creative flair, Peloton is your obvious choice.

Matt Ward Atfer Market Limited

Tobacco Factory Theatre

A Tri Annual brochure. The front cover is cut short by 15mm to allow the image on page one to peak through. The image crop adds intrigue to the content.



TOBACCO FACTORY THEATRE

→ MAY 09

WHATS ON:
JULIUS CAESAR / ANTONY & CLEOPATRA /
STEPHEN W AMOS / RICHARD HERRING /
LUCY PORTER / MARK WATSON / SHAZIA MIRZA /
SHERLOCK HOLMES / DR WHO / THINK NO EVIL OF US /
BEEMASTER / JACKAJACK / ACROSS THE DEEP BLUE SEA /
SHEELANAGIG / MAN IN THE LONG BLACK COAT /
A CHRISTMAS CAROL / MR DICKENS'S NEW CAREER /
OLIVER TWIST READING / THE LITTLE RED MEN / CLAYTIME /
JUMPING MOUSE / PROTOTYPE / SCRIPT SPACE 2 /
SO YOU WANT TO BE... AN ACTOR? / EASTER DAYSCHOOLS /
SATTF LUNCHTIME TALKS / SATTF WORKSHOPS /

BOX OFFICE: 0117 902 0344
WWW.TOBACCOFACTORYTHEATRE.COM

BRISTOL OLD VIC THEATRE SCHOOL PRESENTS

A MONTH IN THE COUNTRY

ADAPTED BY BRIAN FRIEL

Thu 12 – Sat 21
June
(not full)
7.30pm

Matinees

Thu & Sat
2.30pm

"The School taught me a respect for the profession that I was entering. It showed me how much I did not know, how much I needed to learn and started me on a process which to this day continues"
Jeremy Irons



Directed by Sue Wilson

A comic classic, *A Month in the Country* was written in the mid-nineteenth century by the dashing Russian novelist Ivan Turgenev. At the heart of the action is a comfortable aristocratic family which is shaken out of its apparent stability by the arrival of an eager young student, who has a domino effect on each of them.

Turgenev uses the complex interplay of love, esteem and affection to explore the fragilities of human relationships, with comic results.

Now a refreshing version of the play comes from the pen of Brian Friel, the leading contemporary Irish dramatist (*Dancing at Lughnasa*, *Translations*), who has clothed it in a language sparkling in its humour and utterly contemporary in its feel.

Tickets

Opening night 9
Eves & weekday mat 13
Full 13
Concession 9
Fri & Sat 13

From

"Bristol Old Vic Theatre School gave me the best training I could have wished for. I feel extremely privileged to have been one of their students"
Amanda Redman

www.oldvic.ac.uk

06 Box Office 0117 902 0344

BRISTOL OLD VIC THEATRE SCHOOL PRESENTS

EMMA

ADAPTED FROM JANE AUSTEN'S NOVEL

Wed 25 – Sat 28
June
7.30pm

Matinees

Thu & Sat
2.30pm

"What does the Bristol Old Vic Theatre School mean to me? Absolutely everything"
Pula Poshthrwaite



Adapted from Jane Austen's novel by Martin Millar & Doon MacKichan
Directed by Elwyn Johnson

Beautiful, clever, rich – and single – Emma Woodhouse is perfectly content with her life and sees no need for either love or marriage. Nothing, however, delights her more than organising the romantic lives of others. But her carefully laid plans don't take long to unravel and there are consequences she never expected... With its imperfect but charming heroine and its witty and subtle exploration of relationships, *Emma* is often seen as Jane Austen's most flawless work.

"Most stage adaptations of great novels are deadly... In contrast, this *Emma* is full of life and vitality. It is an unashamedly modern reworking, but despite the irreverence it is crystal clear that Millar and MacKichan love the book ... There's no doubt that this is an admirably lively, daringly provocative production that will give Austen fans a lot to ponder over and enjoy"
Daily Telegraph

Tickets

Opening night 9
Eves & weekday mat 13
Full 13
Concession 9
Fri & Sat 13

From

www.oldvic.ac.uk

www.tobaccofactory.com 07

University of Bristol, Subtext Magazine

Subtext, is an award-winning University magazine about people at Bristol, their work and interests. It is published three times a year.

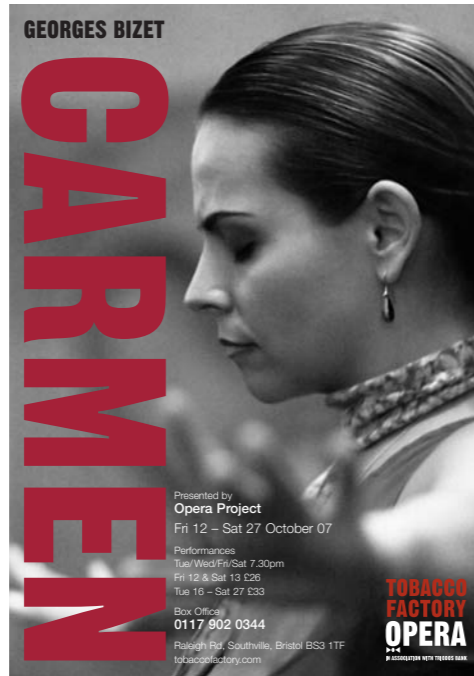


Migrations music events
Identity, banners, posters and leaflets.



Posters

Carmen, School for Wives, Tosca, Rigoletto and Cosi Fan Tutte.



GEORGES BIZET

CARMEN

Presented by **Opera Project**
Fri 12 – Sat 27 October 07

Performances
Tue/Wed/Fri/Sat 7.30pm
Fri 12 & Sat 13 £26
Tue 16 – Sat 27 £33

Box Office
0117 902 0344

Raleigh Rd, Southville, Bristol BS3 1TF
tobaccofactory.com

**TOBACCO
FACTORY
OPERA**
IN ASSOCIATION WITH TRIODOS BANK



The School For Wives

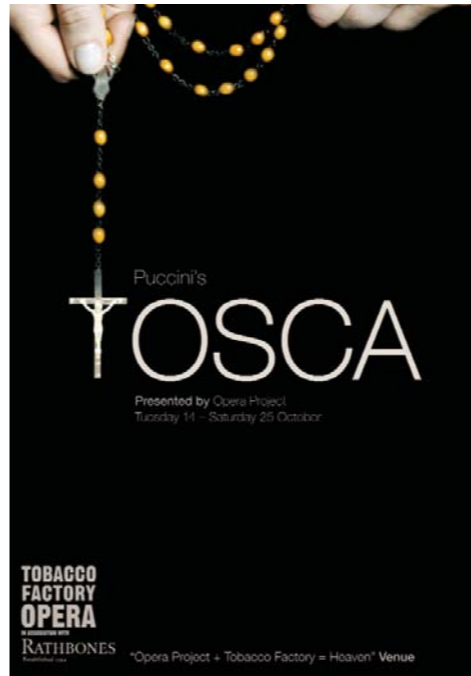
By Moliere Translated by Ranjit Bolt

Directed by Dan Danson
Designed by Ruth Hall
Music by Liz Purnell
Lighting by Paul Towson

A new production of Moliere's comic masterpiece.

Triodos @ Bank

**TOBACCO
FACTORY**
IN ASSOCIATION WITH TRIODOS BANK



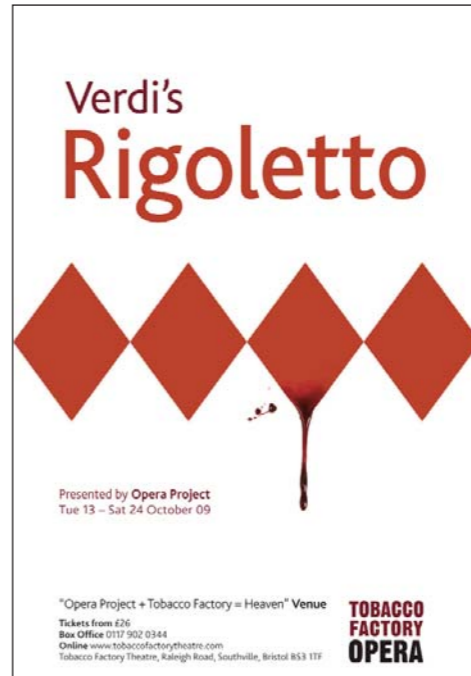
Puccini's

TOSCA

Presented by Opera Project
Tuesday 14 – Saturday 25 October

**TOBACCO
FACTORY
OPERA**
IN ASSOCIATION WITH RATHBONES

"Opera Project + Tobacco Factory = Heaven" Venue



Verdi's Rigoletto

Presented by Opera Project
Tue 13 – Sat 24 October 09

"Opera Project + Tobacco Factory = Heaven" Venue

Tickets from £26
Box Office 0117 902 0344
Online www.tobaccofactorytheatre.com
Tobacco Factory Theatre, Raleigh Road, Southville, Bristol BS3 1TF

**TOBACCO
FACTORY
OPERA**



COSI FAN TUTTE

**TOBACCO
FACTORY
OPERA**
IN ASSOCIATION WITH TRIODOS BANK

Presented by **Opera Project**
Tue 21 Oct – Sat 1 Nov 03

Performances Tue/Wed/Fri/Sat 7.30pm
£25 Full/£15 Conc
£7.50 Children 8 – 10 Yrs
*Limited seats/limited house available

Box Office
0117 902 0344

WOLFGANG AMADEUS MOZART

Testimonials

cracking design!

Anthony McCrossan Director Cyclevox

Tour de force

Peloton created a brand that personifies British bike racing. The logo sums up everything we're about and is timeless. Best of all, they are a pleasure to work with.

Mick Bennett Technical director,
The Tour of Britain

Decisions, decisions

I've already told Peloton that they are my designers of choice for the rest of my life.

Monty Halls Marine Biologist, TV presenter, explorer, author and corporate speaker

Communicating complex ideas

How do you sum up 'Nano research' in a logo and create something that will attract and engage? I was impressed with how quickly the team from Peloton got to the heart of this difficult subject and produced a mark that touched on a complex idea in a simple and memorable way.

Fred Hale Operational Building and Resources Manager, Centre for NSQI University of Bristol

No problem

I have a great working relationship with Peloton. Whenever I call them, even if it's a rush job they say, "we'll fit it in". After four years I know I can rely on them to be on time, every time. And what they create is cracking.

Chris Holman, Marketing Director

Contact

Peloton Design

Unit 1.4 Paintworks

Bath Road

Bristol BS4 3EH

T 0117 971 7961

E info@pelotondesign.co.uk

www.pelotondesign.co.uk