

PELOTON

Inspiration



POOLHOUSE



EXPERIENCE AN INFINITE SPECTRUM



YOUR ONLY LIMIT IS YOU

RUN FOR A POSITIVE CAUSE

DON'T MISS THIS

BE A PART OF EVERY MOMENT

Enfin venen, que nos'rod exor'pation allance labors nos'it' al'q'aj ex'is com'edo cons'equat. Quo' n'allo' d'ore' d'ob'is in' r'ep'ro'p'and'ent'it' in' volup'ate' vol'it' esse' c'illum' d'ob'is' ex' f'ugiat, n'ulla' p'ar'it'at'. Ex'cep'tur' n'ull' acc'usant' exp'edit'it' non' p'ro'ident'.





Logo and Icon





U

Icon:



Icon+Logotype

PELOTON

Colors

Midnight

RGB 2, 21, 61
CMYK 100, 92, 40, 55
#02153d

Indigo

RGB 70, 39, 117
CMYK 89, 100, 21, 8
#462775

Dark Cyan

RGB 67, 149, 171
CMYK 73, 28, 28, 0
#4395ab

Aqua

RGB 107, 233, 209
CMYK 48, 0, 28, 0
#6be9d1

**Midnight—
Indigo**

**Dark Cyan—
Indigo**

**Aqua—
Dark Cyan**

**White—
Aqua**

Graphic Elements



Fonts

Primary font

Europa Grotesk

The quick
brown
fox *jumps*
over
the lazy
dog!

Pairing font

Source Family (VARIABLE)

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HEADER SAMPLE

Title Sample

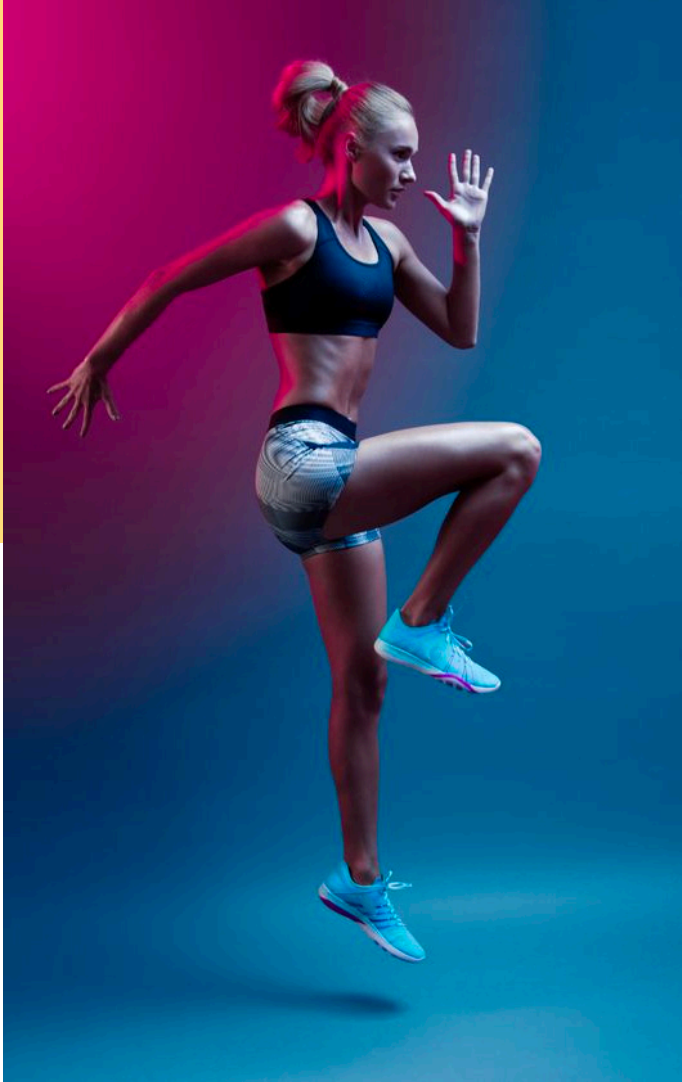
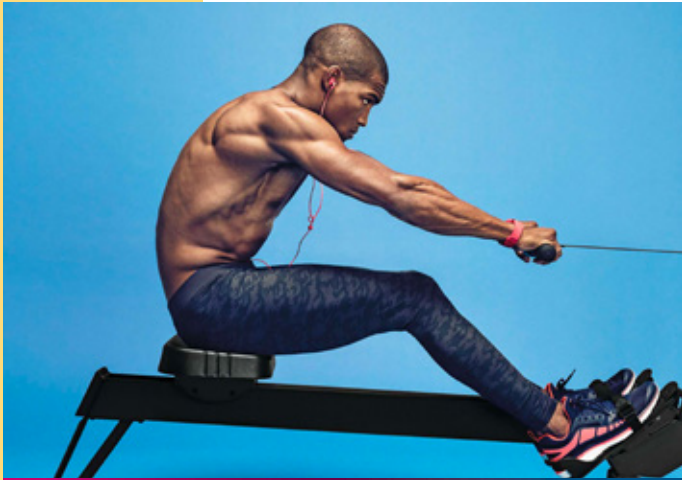
Subtitle Sample

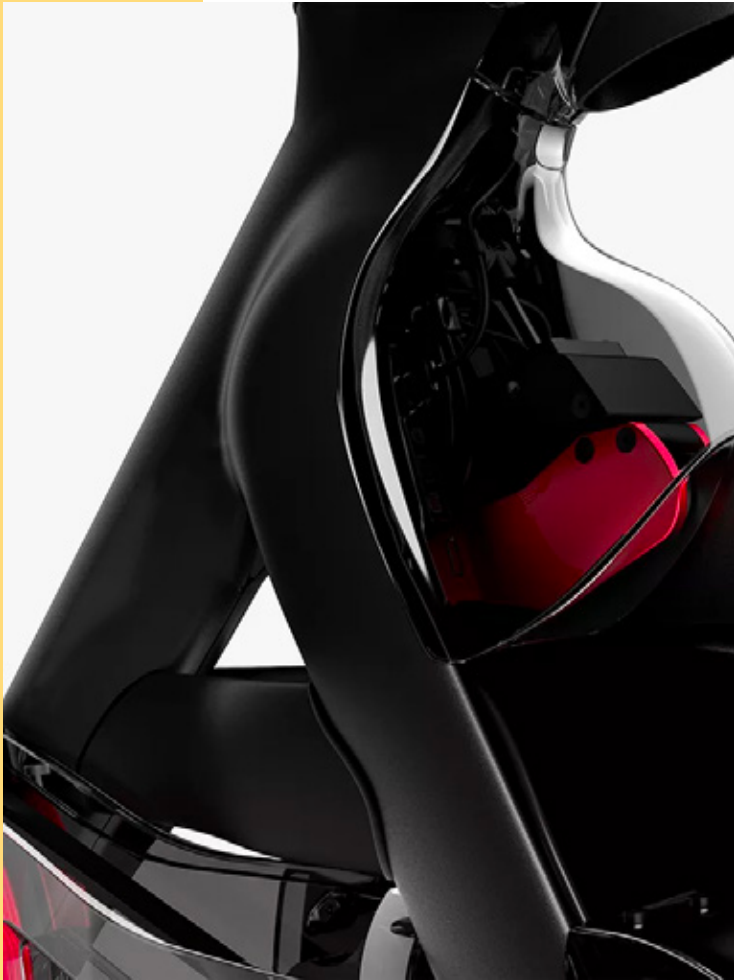
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”Cuptatis alibust ionserchit, sin co Nam, quam quo dolut voluptatem.”

Corissi berit quiatessero in resequam id minverio eseniente volorepro blacea santis dolum qui omnia dolorectium abo. Itaque

Photography



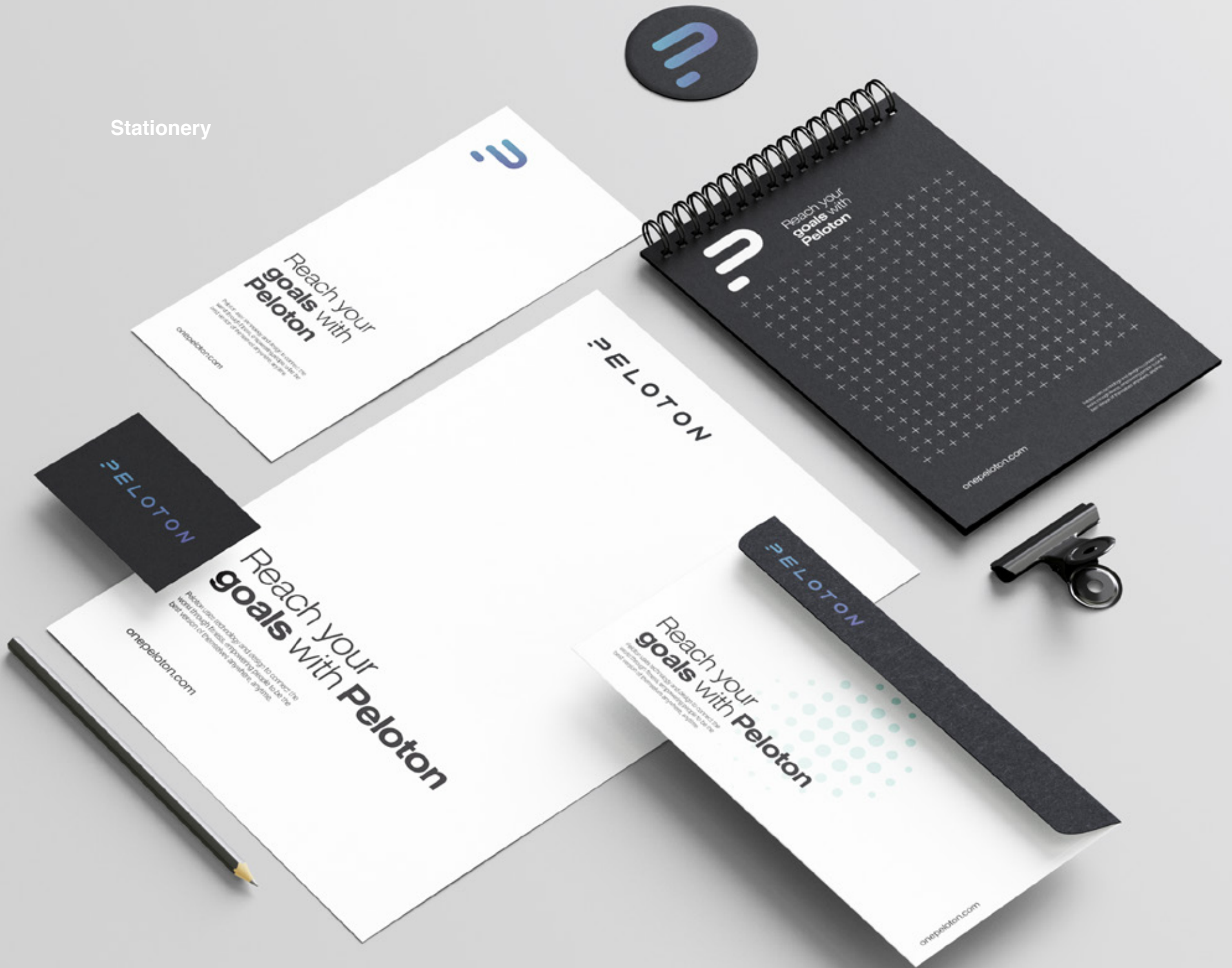


Photography Filters

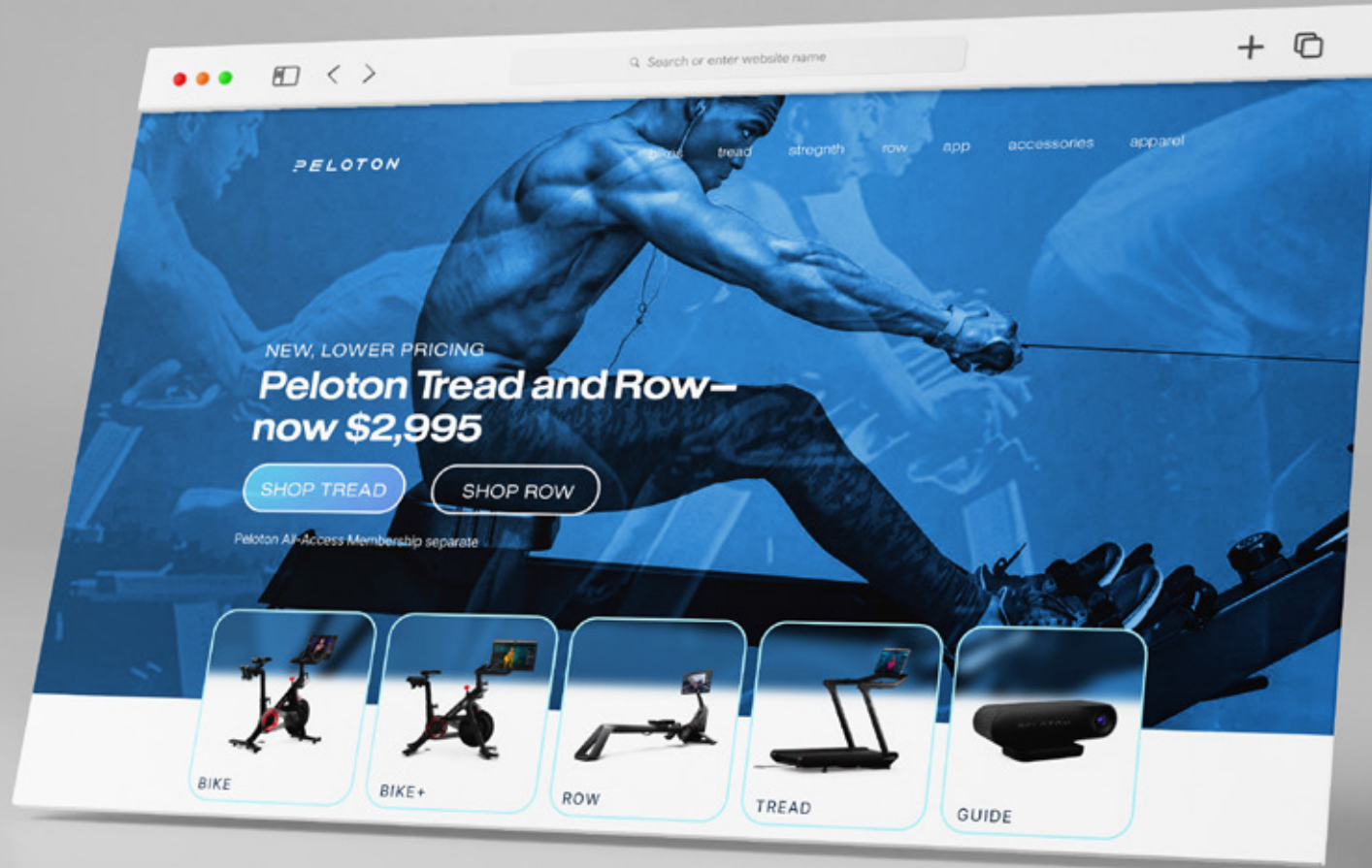


Brand in Action

Stationery



Homepage







Social Media

The image features a central smartphone displaying an Instagram post from the official Peloton account. The post shows a woman with long braids riding a Peloton bike, with the text "Reach your goals with Peloton" overlaid. The post has 1,984 likes and a caption that reads "Fashion Try this out! #fashion #modazz #love".

Surrounding the smartphone are three promotional banners for Peloton bikes:

- Left Banner:** Features a Peloton bike with the text "PELOTON NEW, LOWER PRICING **bike+** now \$2,995".
- Middle Banner:** Features a Peloton bike with the text "PELOTON NEW, LOWER PRICING **bike** now \$2,599".
- Right Banner:** A dark blue banner with three people riding Peloton bikes and the "PELOTON" logo at the bottom.

The overall design uses a color palette of blue, white, and black, with the Peloton logo prominently displayed in each section.

Email Marketing

PELOTON

Reach your goals with Peloton

Peloton uses technology and design to connect the world through fitness, empowering people to be the best version of themselves anywhere, anytime.

NEW, LOWER PRICING
Peloton Tread
now **\$2,995**

SHOP TREAD

Peloton All-Access Membership separate

LICENSES AND NOTIFICATIONS: PELOTON ALL-ACCESS MEMBERSHIP (STANDARD MONTHLY PRICING), ACCESSORIES AND TAXES (SEPARATE, NOT AVAILABLE OUTSIDE THE US) DELIVERY RESTRICTIONS APPLY. ADDITIONAL DELIVERY FEES MAY APPLY OUTSIDE OF THE CONTINENTAL U.S. VOID WHERE PROHIBITED.

Get the most out of your workout.

DOWNLOAD APP

Peloton All-Access Membership separate

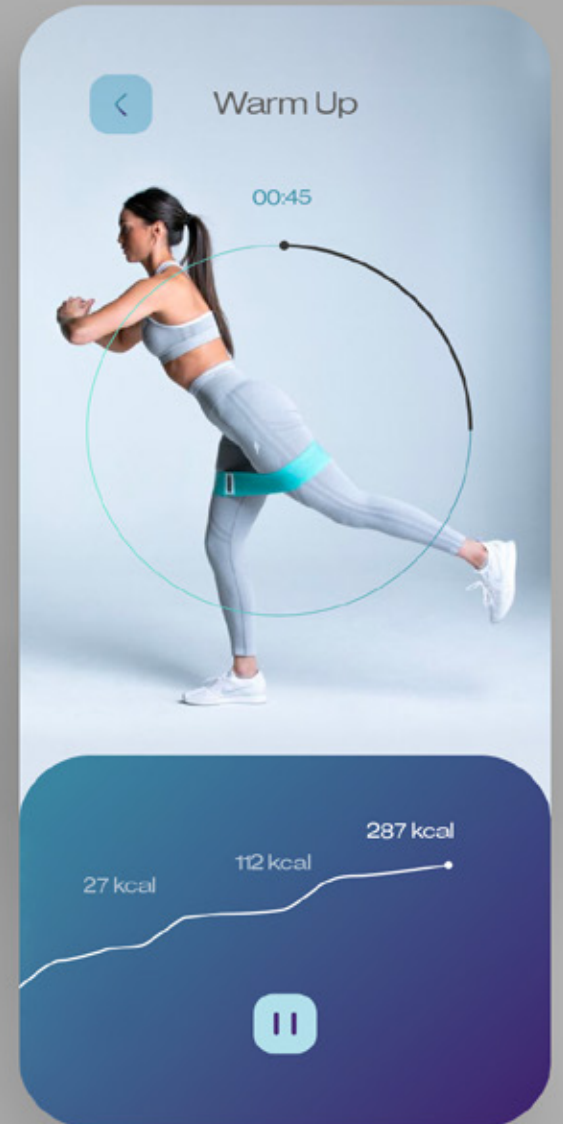
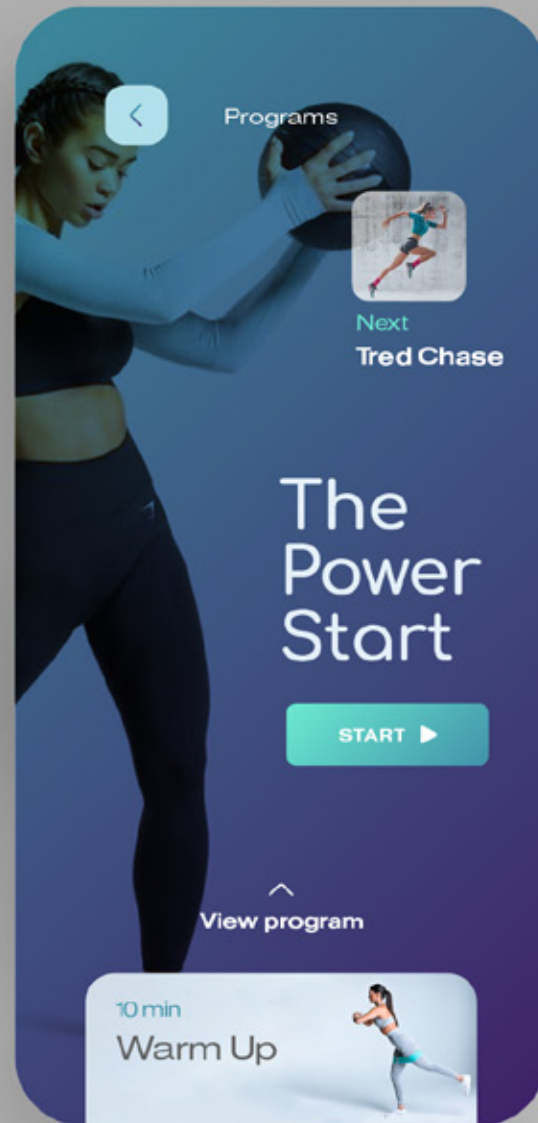
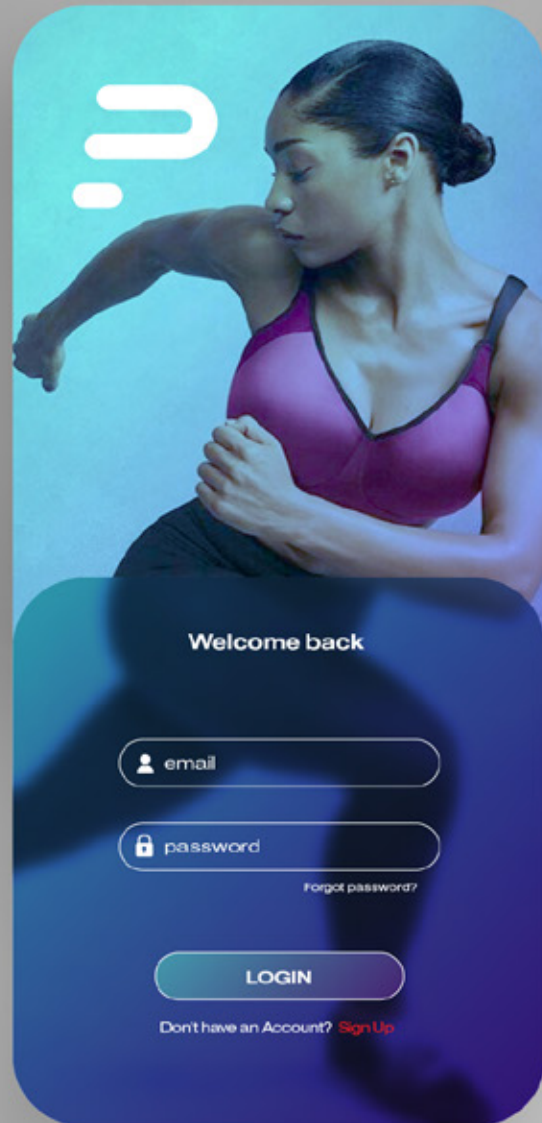


MORE INFO

onepeloton.com

Financing Offer: Peloton Tread, at time of purchase only. \$149 per household. 1st year payment required. Delivery within 30 days of delivery for full retail, provided that interest amounts paid to Peloton financing partners may not be refunded. Only eligible in 48 participating states. Full terms at onepeloton.com

App



Uncomn[®]

Thank you!