

PELOTON FOR BUSINESS

PELOTON BIKE FOR COMMERCIAL USE | BRANDING & MARKETING GUIDELINES



Game-changing fitness, at your facility

Thank you for choosing the Peloton Bike, bringing our world-class instructors and motivating content under your roof! Ready to delight your exercisers, invite new ones in, and keep them coming back?

This playbook is meant to help fully maximize your Bike offering. Read on for visual and voice guidance, messaging tips, and plug-and-play marketing tools.

Let's put the power of Peloton to work for you!



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PELOTON BIKE FOR COMMERCIAL USE

VOICE & VERBIAGE



How we speak



Some key terms

Maintaining a consistent brand style is important, so feel free to adapt our recommendations to your brand voice. However, please follow these guidelines when naming Peloton products, Memberships, and other ownable terms. These are the words and how we style them; the rest is up to you.



In each asset, the first reference to the “Peloton” name should be accompanied by the “®” symbol; e.g. Peloton®, Peloton® Bike.

SAY THIS...

Peloton equipment

Peloton Bike (1st mention) /
Bike (subsequent mentions)

Peloton App

Riding / Cycling

Instructors

Peloton Members / Members

Guest Room with Peloton Bike
(ex: King Bed with Peloton Bike, 1 King with Peloton Bike)

NOT THAT...

Peloton hardware

Peloton bike (with lowercase “b”), bike, spin bike,
spinning bike, Peloton, a Peloton

App (“app” on its own is not capitalized)

Spinning

Coaches / Trainers

Peloton members / members

Peloton Room / Peloton Bike Room

How we speak



Some talking points

Feel free to use this messaging across your marketing channels like **email, social, landing pages, and more.**

- **XXX [location]** is excited to announce the launch of Peloton Bikes in our Fitness Center!
- Get ready to ride: Indoor cycling comes to **XXX** with the Peloton Bike.
- Peloton Members: Keep your streak alive at **XXX**.
- Discover the game-changing power of Peloton—no membership or payment required.
- Fitness that fits you: Find a Peloton workout to fit your schedule—from a 10-minute Low Impact Ride to a 45-minute HIIT & Hills class.
- Make it your own: Choose from thousands of live and on-demand classes, plus choose-your-own-adventure content like Scenic and Lanebreak rides.
- Find the instructor, music genre, and class type that fits your mood and your goals.
- Ride with Peloton's top-notch instructors, guaranteed to bring out your best.
- Not a Peloton Member? No problem. Your ride is waiting at **XXX**, no payment required.

PELOTON BIKE FOR COMMERCIAL USE

THE PELOTON LOGO



Wordmark



The Peloton wordmark now acts independently as our main brand logo. It's our first choice of logo — unless the application demands otherwise.

To determine clearspace for the wordmark, use the height of the wordmark on all four sides of the mark. The minimum height of the wordmark is 10px for screens and 1/8" when printing. Follow these guidelines to avoid distorting or crowding the logo and to ensure legibility.

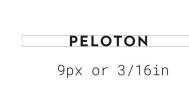
CONSTRUCTION & CLEARSPACE



KEY



MINIMUM SIZE

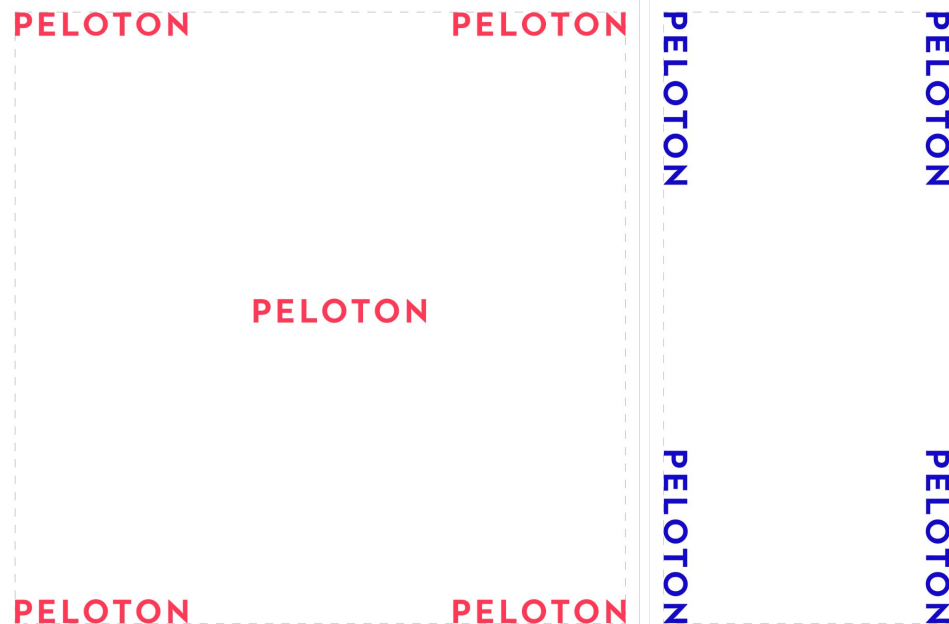


Wordmark use



The Peloton wordmark should be placed in either of the corners, or in middle when used horizontally. When used vertically it should only read from top to bottom, used in corners and not middle.

ACCEPTABLE USAGE



Logomark



The Peloton symbol is a secondary choice of logo used with due consideration — for small scale uses it comes more into play as it doesn't rely on type legibility.

To determine clearspace for the logomark, use 50% of the height of the logomark on all four sides of the mark. The minimum height of the logomark is 25px for screens and 3/8" when printing.

CONSTRUCTION & CLEARSPACE



KEY



MINIMUM SIZE



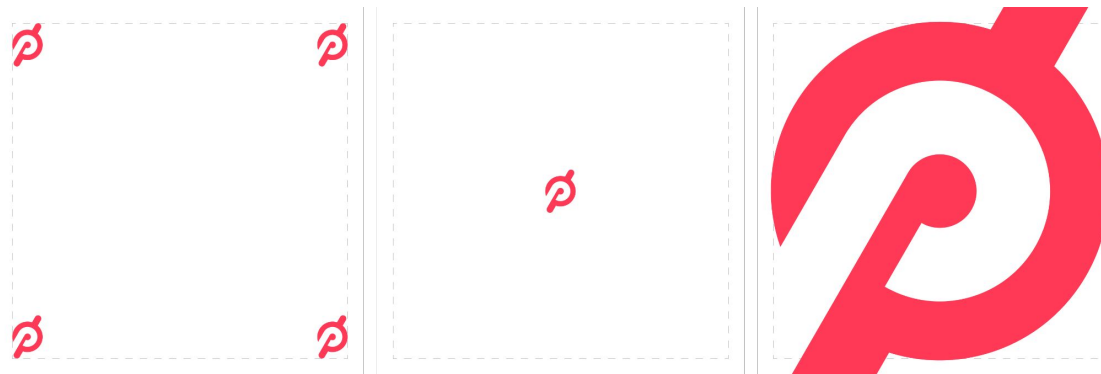
24px or 1/2in

Logomark use



The Peloton logomark should be placed in each corner or used in the middle. Only on special occasions can it be used as a full crop, with permission from the Peloton team.

ACCEPTABLE USAGE

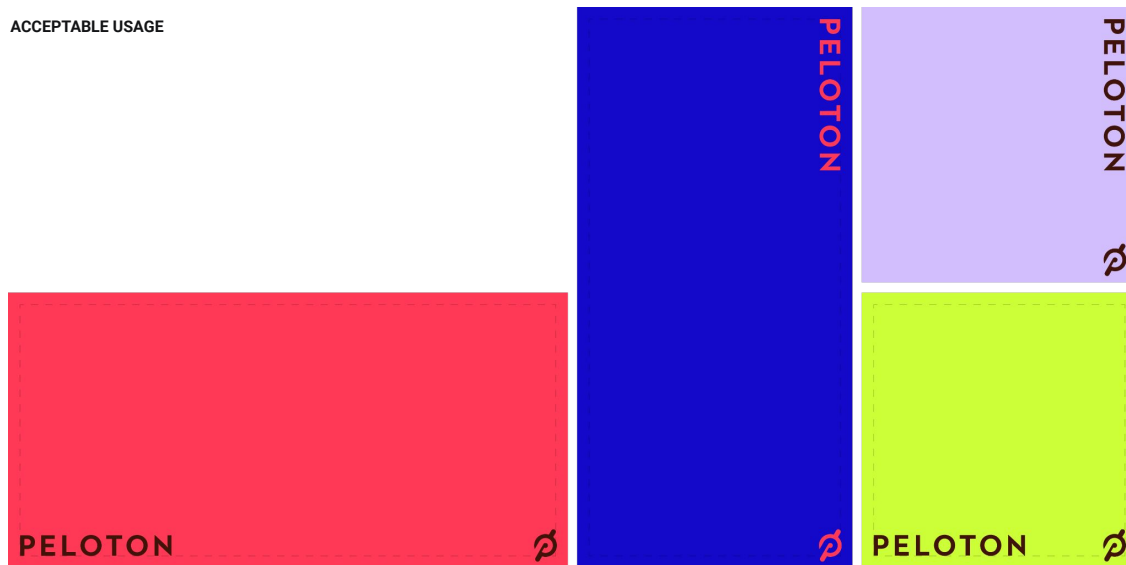


Logo pairing



The most common use for symbol pairing is to place the wordmark in top or bottom left corner, then the symbol in right bottom corner. It should feel natural to read the wordmark first and then have the symbol as sign-off.

ACCEPTABLE USAGE



Logo misuse



Peloton logos should only be used in the ways detailed previously. This section lists explicit examples of how not to use the logo.

UNACCEPTABLE USAGE

~~PELOTON~~



Don't use different scale of wordmark and symbol.

~~PELOTON~~



Don't use logo placement that isn't defined in the guidelines.

~~PELOTON~~



Don't use outline or stroke on wordmark or symbol.

~~PELOTON~~



Don't use different color on wordmark and symbol.

~~PELOTON~~

Don't crop wordmark.



Don't use wordmark on busy image.



Don't use wordmark color with low contrast on image.

PELOTON BIKE FOR COMMERCIAL USE

FACILITY BRANDING



Facility branding: Dedicated to Peloton Bikes



Applies to: a facility with a dedicated, stand-alone space exclusively for Peloton Bikes and accessories; i.e. separated from the rest of the fitness facility. This space does not need to be sectioned off with floor-to-ceiling walls or doors but should not have any other brands' fitness equipment.

GUIDELINES

Naming convention

The following co-branded naming convention is allowed with approval from Peloton's commercial team:

Peloton® + [Hotel/Club/MFR Brand] or [Facility/Space Name] with Peloton®

To use: Reach out to commercialmarketing@onepeloton.com with details of your proposed Bike space, including number of Bikes, images or renderings, list of equipment and amenities.

The co-branded naming convention for your dedicated Peloton Bike space is only permitted for use in the immediate vicinity of where the Bikes are placed. The naming convention should not be used at the entrance to the commercial facility's fitness center, on any wayfinding signage, or in any way that uses/suggests Peloton branding beyond the Bikes. If you create a co-branded dedicated area for the Peloton Bikes, no third party fitness or other wellness equipment may be permitted in that dedicated area without written permission from Peloton. Peloton Bikes may not be placed in any area branded with third party fitness or other wellness equipment (e.g., the "Therabody Wellness Room", etc.)"



Facility branding: Dedicated to Peloton Bikes



GUIDELINES (continued)

Logo / image usage

The following usages of the Peloton mark and images are approved:

- **Peloton Mark:** The Peloton mark may be used on a wall within the Peloton® + [Hotel/Club/MFR Brand] standalone space as well as at the entrance of the fitness center.
- **Peloton Imagery:** Peloton's commercial marketing team is happy to provide a selection of images that may be used for visual merchandising. Please connect with commercialmarketing@onepeloton.com for available images and usage guidelines.

To use: Download the Peloton mark and usage guidelines at <https://brandportal.onepeloton.com/>.

Promotional Assets:

Creative assets for branded signage can be downloaded from business.onepeloton.com. Available assets include branded banner stands, wall signs, and digital signs for TVs, tablets, and readerboards.



Facility branding: Featuring Peloton + mixed equipment



Applies to: standalone clubs or fitness centers in facilities with Peloton Bikes in addition to other fitness brands.

GUIDELINES

Naming convention	Opportunities to brand physical spaces with Peloton are not available.
Logo / image usage	Peloton mark, logo lockup, and images are not available for use on the walls, floors or exteriors of fitness spaces in this application.
Promotional Assets:	Creative assets for branded signage can be downloaded from <u>business.onepeloton.com</u> . Available signage includes branded banner stands and wall signs for placement next to Peloton Bikes.



Facility branding: Hotel guest room with Peloton



Applies only to: a hotel with guest rooms that permanently include a Peloton Bike and Peloton accessories with no other competing connected-fitness equipment (e.g. Mirror, Tonal, Hydrow, etc.).

GUIDELINES

Naming convention

The following naming convention is allowed for guest rooms with Peloton Bikes:

- Guest Room with Peloton Bike
 - *Examples: Suite with Peloton Bike, 1 King with Peloton Bike*
- **Not allowed:** Peloton Room, Peloton Bike Room

Logo / image usage

Peloton mark, logo lockup, and images are not typically available for use on the walls, floors or exteriors of guest rooms. Please reach out to commercialmarketing@onepeloton.com with any questions regarding logo usage.

Promotional Assets:

Creative assets for guest rooms can be downloaded from business.onepeloton.com. Available assets include: key card inserts, banner stands, wall signs, and digital signs for guest room TVs and tablets. Check out our full [Hospitality Marketing Toolkit](#) for digital content and assets to help you activate and promote your rooms!



Reference guide



DO...

- Use Peloton imagery from <https://brandfolder.com/peloton-for-business/marketing-guidelines>
- Include the Peloton logo and ™ symbol in marketing materials consistent with these guidelines
- Get approval for all marketing outside of these guidelines by reaching out to commercialmarketing@onepeloton.com
- Get approval for Peloton name and/or logo use in any materials that will be sent to media by reaching out to commercialmarketing@onepeloton.com

Need marketing support outside of these guidelines?

Brand usage questions? Please email

commercialmarketing@onepeloton.com

DON'T...

- Edit any Peloton imagery (adding graphics or other types of visuals, etc.) without approval by Peloton's commercial marketing team
- Implying or stating that your facility is an exclusive provider of Peloton Bikes
- Refer to being "in partnership with Peloton" or a partner of Peloton in any external comms unless pre-agreed with the Peloton commercial Comms and Marketing team
- Use Peloton logo as wall art (unless specifically approved)
- Display Peloton imagery in a more prominent manner than your own company branding or in any way that would mislead consumers as to the nature of your facility's relationship with Peloton
- Use unapproved naming conventions when referring to Peloton Bikes at your facility:
 - "official Peloton partner" ◦ "spinning classes by Peloton" ◦ "spin bike"
 - "Peloton studio" ◦ "spin studio"

PELOTON BIKE FOR COMMERCIAL USE

PHOTO & VIDEO



Photo & video



Peloton brand images and usage

A selection of Peloton lifestyle imagery is available for you to download at

<https://brandfolder.com/peloton-for-business/marketing-guidelines> (see “Business” section) and can be used across your facility’s digital channels.

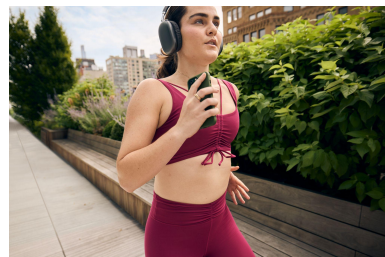


Photo & video



Photo/Video guidelines for shooting the Bike in a commercial facility

We recommend the following Bike settings and positioning:

- **Legal Requirement:** When selecting an area for Bike to be shot in, make sure to allow for minimum 5 ft (1.5 m) distance between the Bike and its environment
- Seat and handlebars should be level with each other; don't shoot with handlebars at max height
- Face knobs A and B south, Face knob C north, and if the logo on the resistance knob shows, make sure it's displayed appropriately
- Align the pedal bar with the crossbar logo
- Avoid prominent competitor logos if the focus of the photo is on the Bike
- Shoot the Bike with the screen off and add an image during post production



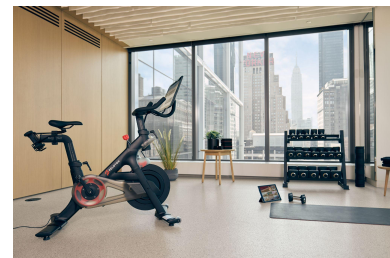
Photo & video



Photo/Video guidelines for shooting the Bike in a commercial facility continued

Setting up the environment and story:

- **The Environment:** To tell believable stories, our fleshed-out characters live in real and tailored worlds. The set, props, and movement should all provide a snapshot of a specific moment in the life of our Peloton Member.
- **The Experience:** It is critical to devise workouts that are engaging and sustainable for our characters. The workout at hand should feel challenging, yet achievable, and we should always believe in our subject and be rooting them on.
- **The People:** At the core, our talent should be strong and positively tenacious. Their stamina should imply that they are regularly physically active. This does not translate into thin and/or muscular body types only. Strength and tenacity takes time and focus to develop, but ultimately comes in a variety of shapes and sizes.



A woman with long dreadlocks is running on a treadmill in a home setting. She is wearing a light-colored tank top and a dark patterned skirt. The treadmill has a large screen displaying a live workout with a male instructor. The screen shows various metrics like time, distance, and heart rate. The room has a large window on the left, a bookshelf on the right, and a potted plant. The text "See you on the leaderboard!" is overlaid in the center.

See you on the leaderboard!