

Peloton Bike for Commercial Settings

Marketing & Activation 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 for commercial facilities. 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!

For questions on these guidelines connect with [Peloton Commercial marketing](#).



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Peloton Bike for Commercial Settings

The Peloton Logo



LOGO LOCKUP

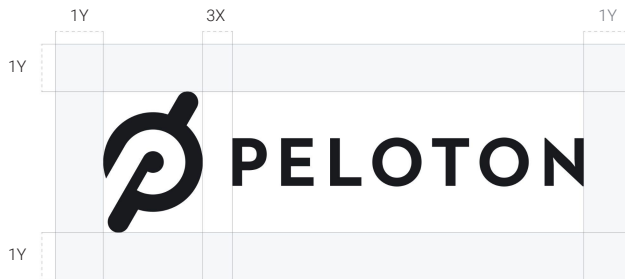
The Peloton logo lockup is our primary logo and should be used in most cases. The logo lockup includes the Peloton logomark and the Peloton wordmark. The size ratios and spacing between the two should never change.

To determine clearspace for the logo lockup, use the height of the wordmark on all four sides of the mark. The minimum height of the lockup is 24px for screens and 1/2" when printing. Follow these guidelines to avoid distorting or crowding the logo and to ensure legibility.

Use of the Peloton logo alongside any other brand in any promotional application (digital, print, signage, etc.) must be pre-approved in writing or electronically by [Peloton Commercial marketing](#).

[Download](#)

LOCKUP CONSTRUCTION AND CLEARSPACE



KEY



MINIMUM SIZE



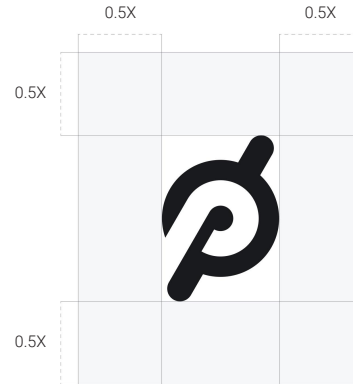
PELOTON LOGOMARK

The Peloton logomark acts as both part of our logo lockup and as an independent secondary mark. It can be used for branding when the space is too small to fit the Peloton logo lockup, or to add a hint of brand color when used in 'super red.'

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 24px for screens and 1/2" when printing.

To use the Peloton logomark alongside any other brand in any promotional application (digital, print, signage, etc.) connect with the [Peloton Commercial marketing](#).

LOGOMARK CONSTRUCTION AND CLEARSPACE



KEY



MINIMUM SIZE



PELOTON WORDMARK

The Peloton wordmark is also used in the construction of the Peloton logo lockup and also can act independently as a secondary mark. It should be used whenever the logo lockup is inappropriate or simply doesn't fit in the space provided.

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 9px for screens and 3/16" when printing. Follow these guidelines to avoid distorting or crowding the logo, and to ensure legibility.

To use the Peloton wordmark alongside any other brand in any promotional application (digital, print, signage, etc.) connect with the [Peloton Commercial marketing](#).

WORDMARK CONSTRUCTION AND CLEARSPACE



KEY



MINIMUM SIZE



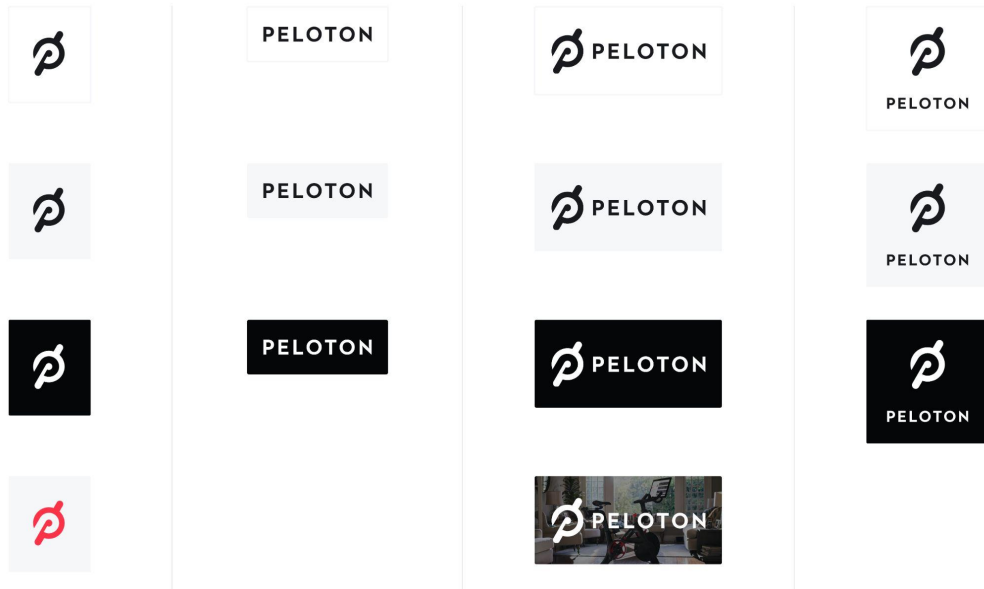
LOGO USE

The Peloton logo lockup must *always* be used in either “Peloton Black” or white, preferably on neutral backgrounds. The logo lockup can be used over imagery or video, but when doing so, make sure there is enough contrast so that the logo remains legible.

The wordmark should be used with the same parameters as the lockup but should not be used over imagery or video.

The logomark can be used in the same way as the lockup and the wordmark but can also be set using Peloton “Super Red.” This is the *only* logo that can receive this color treatment.

ACCEPTABLE USAGE



LOGO MISUSE

The Peloton logo lockup and stacked lockup should only be used in the ways detailed on the Logo Use page. This page lists explicit examples of how **not** to use the Peloton logo lockup and stacked lockup.

UNACCEPTABLE USAGE



Do not place logo on multicolored background colors



Do not use any colors when representing the Peloton lockup



Do not put a stroke around the logo



Do not place logo on colors with low contrast



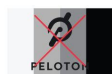
Do not place the logo on overly complex backgrounds



Do not use the super red logomark and black wordmark together



Do not change the size or relative position of elements in the lockup



Do not place logo on multicolored background colors



Do not use any colors when representing the Peloton lockup



Do not put a stroke around the logo



Do not put the logo on colors with low contrast



Do not place the logo on overly complex backgrounds



Do not use the super red logomark and black wordmark together



Important: Do not change the size or relative position of elements in the stacked version of the lockup. Relative sizing and position must remain consistent.



Peloton Bike for Commercial Settings

Voice & Verbiage



HOW WE SPEAK

Some ground rules

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

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

Some talking points

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

- XXX [Facility Name] 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 added membership or payment required.
- Tap into motivation and feel energized after every class with the Peloton Bike.
- Fitness, fitted to you: Find a Peloton workout to fit your schedule—from a 5-minute power ride to a 45-minute ride + arm weights combo 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.
- Meet Peloton's top-notch instructors—and their curated playlists—guaranteed to bring out your best.
- Not a Peloton Member? No problem. Your ride is waiting at XXX, no payment required.

FOR YOUR WEBSITE

For Peloton Bike(s) in a fitness center

The following copy is intended for use when mentioning or describing Peloton Bikes within your fitness center.

SAMPLE COPY

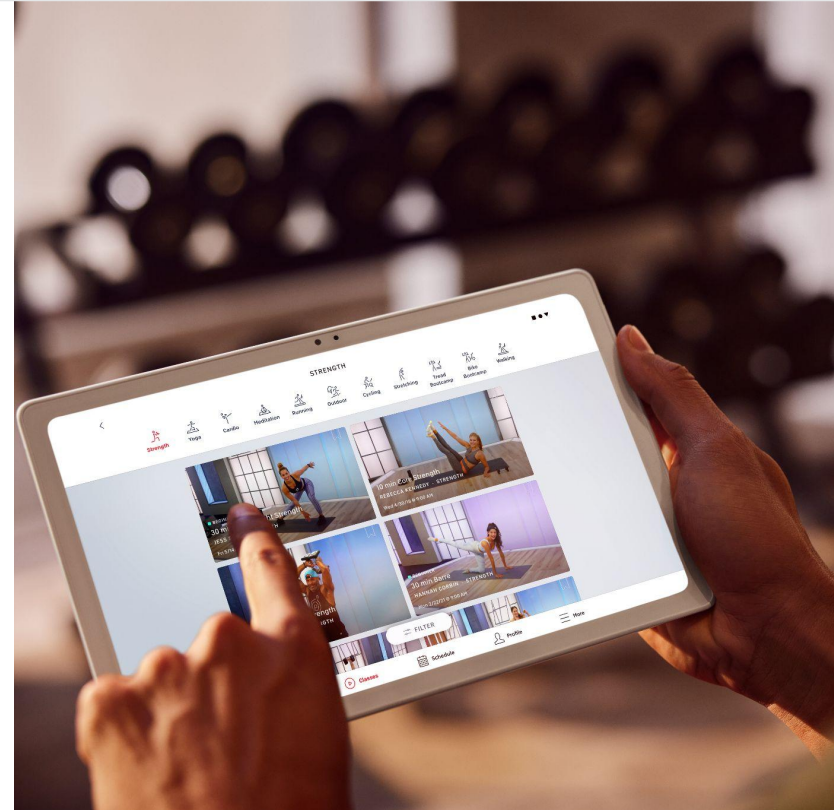
Short	Our fitness center features ## Peloton® Bikes, each with [dual-sided pedals with SPD clips with toe cages].
Medium	<p>Options:</p> <ul style="list-style-type: none">• Experience immersive live and on-demand Peloton® workouts that will keep you coming back for more. Our fitness center features ## Peloton Bikes, each with [dual-sided pedals with SPD clips with toe cages].• Join millions worldwide and experience immersive live and on-demand Peloton® workouts in our fitness center at no added cost to you. Our ## Peloton Bikes include [dual-sided pedals with SPD clips with toe cages].
Long	<p>Experience immersive live and on-demand Peloton® workouts that will keep you coming back for more. Our fitness center features ## Peloton Bikes, each with [dual-sided pedals with SPD clips with toe cages]. First time rider? Watch this quick tutorial on how to adjust the Bike settings.</p> <p>Current Peloton® Members can sign in with their existing account. New riders can create a free profile to use the Peloton Bike in our facility and receive a free Peloton App trial (Terms apply) to experience Peloton while on the road or at home – Get started.</p>

SOCIAL MEDIA GUIDANCE

Let's be social

Here are a few guidelines to follow when calling attention to your facility's Peloton Bike(s) via social media channels.

- You may tag @onepeloton on Instagram and Facebook posts.
 - In Australia: @onepelotonau
- You may use #Peloton at the end of your posts.
 - In Australia: #PelotonAustralia
- Avoid using more than two hashtags in posts mentioning Peloton, and do not insert new or non-approved brand hashtags (either your own or Peloton's).
- Do not mention other competitive fitness equipment or accessory brands in the same post.
- Connect with [Peloton Commercial marketing](#) if your facility is planning influencer engagements that include or highlight the Peloton offering. We'll help align on the strategy and approve key messaging provided to influencers.



SOCIAL MEDIA COPY

Peloton Bike(s) in fitness center



Select an appropriate image for your social post from our [Peloton media press page](#).

SAMPLE COPY

It's here! Experience the immersive Peloton® Bike at [Facility Name] today.

Big news: our fitness center now features ## Peloton® Bikes! Come on in and can stay on track with your fitness goals.

Join live or on-demand studio classes featuring world-class Instructors at any time that works for you. Try the Peloton® Bike, now at [Facility Name].

Stay motivated and on track with your fitness goals. [Facility Name] is pleased to announce the arrival of Peloton® Bikes to our fitness center.

Start your day off strong with a Peloton® workout. We are proud to now offer Peloton Bikes in our fitness center!

REFERENCE GUIDE

DO...

- Use Peloton imagery from our [press page](#)
- 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 [Peloton Commercial marketing](#).
- Get approval for Peloton name and/or logo use in any materials that will be sent to media by reaching out to [Peloton Commercial marketing](#).

Need marketing support outside of these guidelines or any brand usage questions? Connect with [Peloton Commercial marketing](#).

DON'T...

- Edit any Peloton imagery (adding graphics or other types of visuals, etc.) without approval by Peloton Commercial
- 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 name and/or logo on external signage, interior wayfinding signage, or fitness center entrance signage
- 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 Settings

Facility Branding & Activation



FACILITY BRANDING: Overview

Our guidelines for branding your fitness facility with Peloton depend on the type of space the Bike(s) are in.

	Dedicated to Peloton Bike Only	Peloton + Precor Equipment	Peloton + Mixed Equipment	Hotel Guest Room with Peloton
Naming Convention	✓	✓	✗	✓
Logo/Image Usage	✓	✓	✗	✗
Promotional Assets	✓	✓	✓	✓

FACILITY BRANDING:

Dedicated to Peloton Bikes

Applies only 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 must be distinctly Peloton-only.

GUIDELINES

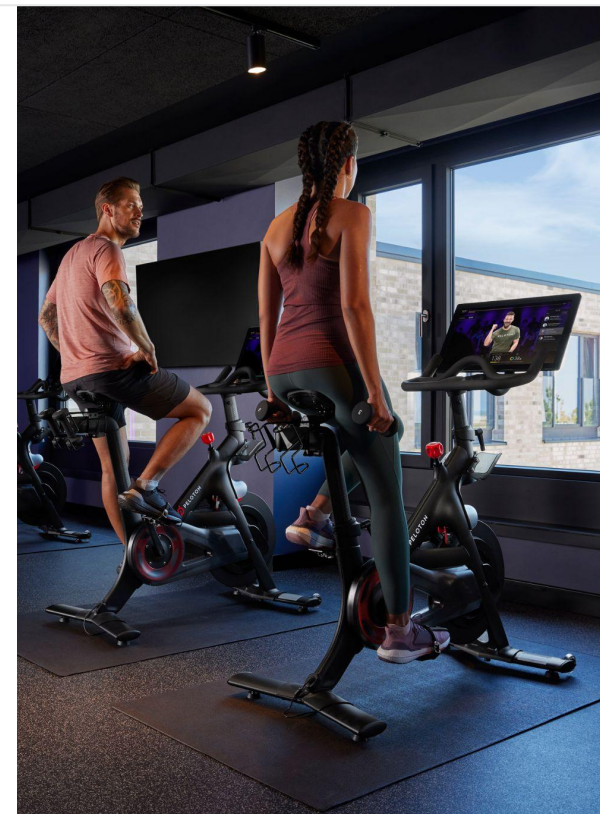
Naming convention

The following co-branded naming convention is allowed with approval from Peloton Commercial:

Peloton® + [Facility Name]

To use: Reach out to [Peloton Commercial marketing](#) with details of your proposed Bike space, including number of Bikes, images or renderings, list of equipment and amenities. We'll get back to you within 10 business days.

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.



GUIDELINES

Logo / image usage

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

- **Peloton Mark:** The Peloton mark may be used on a wall within the Peloton® + [Facility Name] standalone space as well as at the entrance of the fitness center.
- **Peloton Imagery:** The Peloton Commercial Marketing team is happy to provide a selection of images that may be used for visual merchandising. Please connect with [Peloton Commercial marketing](#) for available images and usage guidelines.

To use: Download the Peloton mark and usage guidelines referenced under logos in this document

Promotional Assets:

Creative assets for branded signage can be downloaded from <https://commercial.onepeloton.com/tools>. Available assets include branded banner stands, wall signs, and digital signs for TVs, tablets, and readerboards.



FACILITY BRANDING:

Featuring Peloton + Precor Equipment

Applies to: a fitness center in a facility with Precor cardio and strength equipment and Peloton Bikes.

GUIDELINES

Naming convention

Connect with [Peloton Commercial marketing](#) to discuss branded naming opportunities.

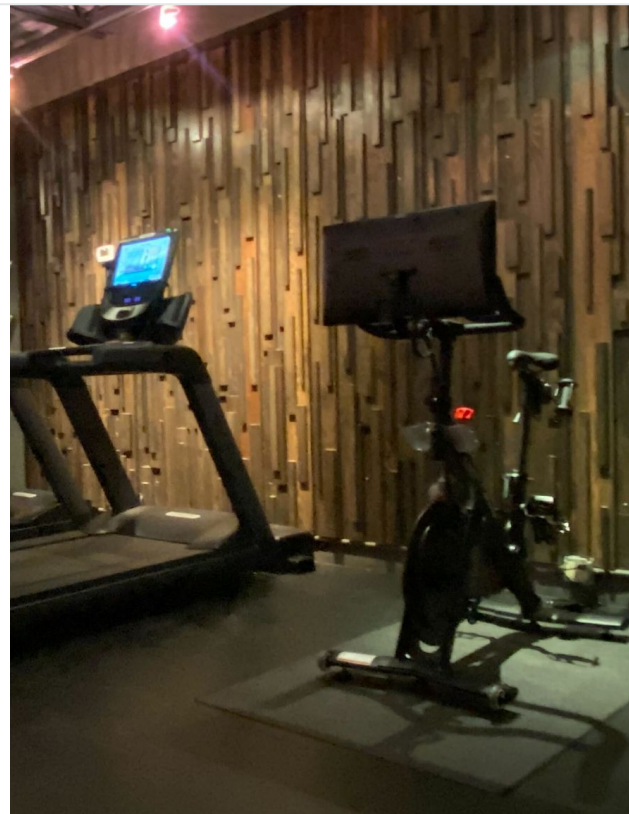
Logo / image usage

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

- **Peloton Mark:** The Peloton mark may be used on one wall in the facility in accordance with usage guidelines
- **Peloton Imagery:** The Peloton Commercial Marketing team is happy to provide a selection of images that may be used for visual merchandising. Please connect with [Peloton Commercial marketing](#) for available images and usage guidelines.

Promotional Assets:

Creative assets for branded signage can be downloaded [here](#). Available assets include branded banner stands, wall signs, and digital signs for TVs, tablets, and readerboards.



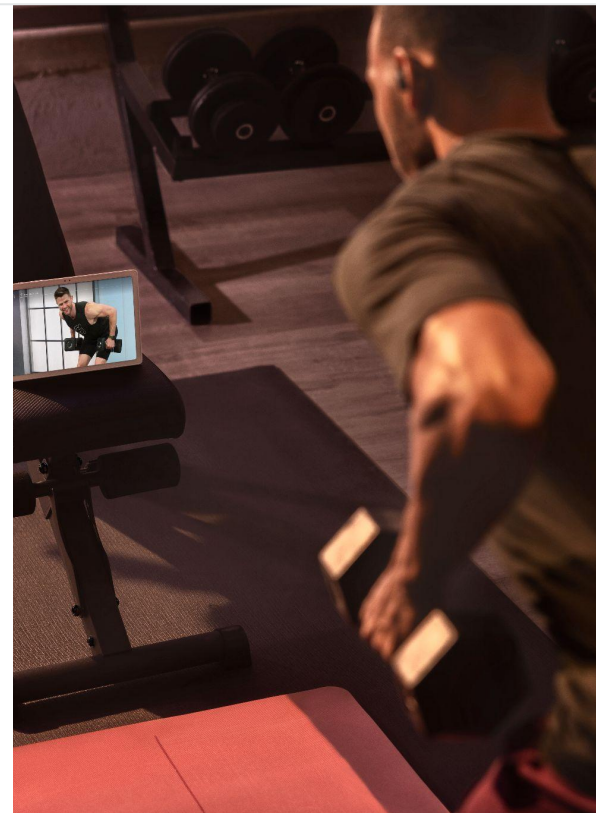
FACILITY BRANDING:

Featuring Peloton + Mixed Equipment

Applies to: standalone 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 <u>not</u> 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 here . Available signage includes branded banner stands and wall signs for placement next to Peloton Bikes.

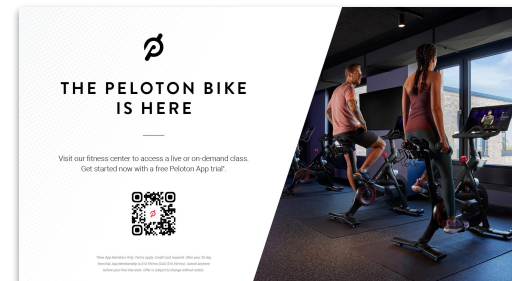
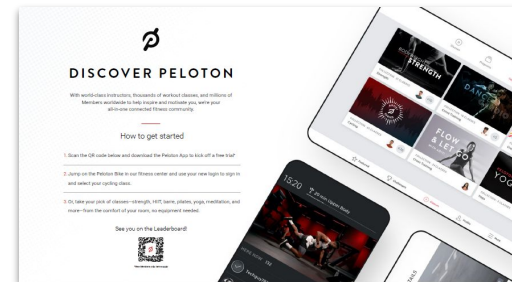
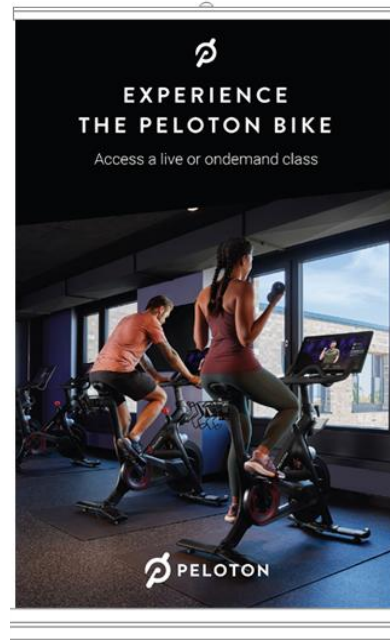
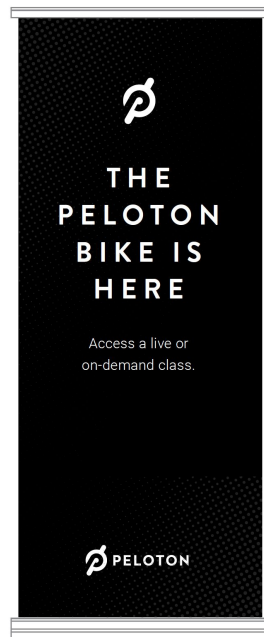


Access to Peloton brand marketing materials are included through our partner marketing guidelines.

Teams Can Access:

- Brand Copy for Digital Channels
- Fitness Center Banners and Signage
- Content for Readerboards
- Access to Peloton Logo
- Access to Peloton Brand Images

[Get Started](#)



Peloton Bike for Commercial Settings

Photo & Video



PHOTO AND VIDEO

Peloton brand images and usage

A selection of Peloton lifestyle imagery is available for you to download at from our [Peloton media press page](#) (see “Commercial” section) and can be used across your facility’s digital channels.

Please note that commercial usage rights for these images expire on June 1, 2023. Peloton reserves the right to request removal of Peloton assets such as our name, logo, imagery, and other marketing materials at any time.



PHOTO AND VIDEO

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

To show off your Peloton Bike in the best way possible, we recommend the following Bike settings for photo/video shoots:

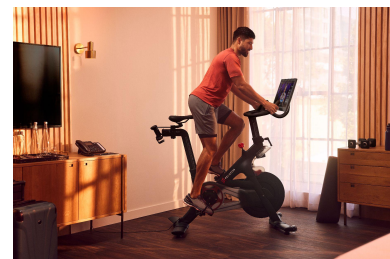
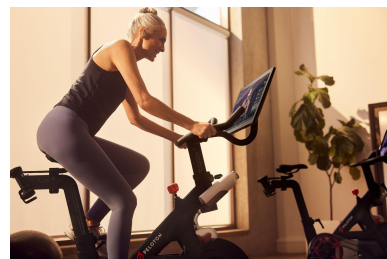
- Seat and handlebars should be level with each other; don't shoot with handlebars at max height
- Knobs:
 - Face knobs A and B south
 - Face knob C north
 - If the logo on the resistance knob shows, make sure it's displayed appropriately
- Align the pedal bar with the crossbar logo



PHOTO AND VIDEO (continued)

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

- **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
- **Preferred:**
 - Shoot the Bike from the right side (but any angle is approved so long as the full Bike is shown)
 - Avoid shooting the Bike at a hard profile to ensure the touchscreen is in view
 - 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



Peloton Commercial

Additional resources



HELPFUL LINKS & RESOURCES

Brand Resources

Peloton tools

MARKETING GUIDELINES

PELTON LOGOS

LIFESTYLE IMAGE GALLERY

PRODUCT IMAGE GALLERY

THE OUTPUT:
PELTON'S BLOG

Customer Resources

Tools for services and support

WELCOME TO PELTON
COMMERCIAL

PELTON BIKE FAQ

GET IN TOUCH WITH
SUPPORT

COMMERCIAL ACTIVATION
GUIDE

Exerciser Resources

Tips and tools to help your exercisers

PELTON APP TRIAL

BIKE SETUP INSTRUCTIONS

WELCOME TO
PELTON COLLECTION

ASK A MEMBER BLOG POST

PELTON APPAREL

Need marketing support? Connect with [Peloton Commercial marketing](#).

Peloton Commercial

See you on
the leaderboard!

