

DAYBREAK CYCLING CLUB

Brand direction | feedback draft

Ride. Train. Connect.

1. BRAND SUMMARY

A local road cycling club in South Jordan, Utah built around group rides, training, racing, and year-round connection. Welcoming, road-focused, organized, and built for riders who want community close to home.

EST. 2026

RIDE. TRAIN. CONNECT.

2. LOGO SYSTEM



Primary bike sticker | frames, bottles, jerseys, website



Secondary circular badge

3. COLOR PALETTE



Midnight Navy
#071B31



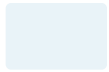
Deep Blue
#0B2747



Club Gold
#D89B1D



Sunrise Gold
#F4BD3D



Ice Blue
#E9F3F8



White
#FFFFFF



Charcoal
#101418



Slate Gray
#5F6973

4. TYPOGRAPHY

OSWALD BOLD

Inter

Condensed athletic headline font paired with clean, readable body text.

5. STICKER & MERCH USE

- Bike frame sticker
- Water bottle
- Helmet or car decal
- Jersey chest hit
- Social profile icon

6. FEEDBACK QUESTIONS

- Which logo feels strongest for the club?
- Would you put either logo on your bike, bottle, helmet, jersey, or car?
- Does the identity feel more community-oriented, race-oriented, or balanced?
- What would you simplify, remove, or change before we produce stickers?