



Process book
Indian Motorcycle rebranding
-Ben Schaal

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Indian motorcycle rebrand

unit logo



silhouette of fuel tank



all info is from
The Indian motorcycle website

History

America's first motorcycle company

co-founder Oscar Hedstrom

1897 George M. Hendee founded Hendee Manufacturing

(they make bicycles!) first factory 1901

1923 changes name to Indian motorcycle

old rally helmet



hair cut & goggles

produces vehicles for both work and recreation

Name Ideas

Moto cycle

Hendee cycle

American
motorcycle

Pedal free cycles Pedless cycles

Sit easy cycles

~~Indiana motorcycle~~

Buttlo motorcycle?

Wing motorcycle

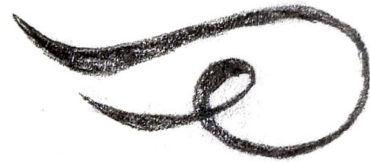
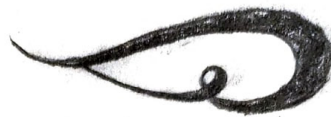
Logan motorcycle

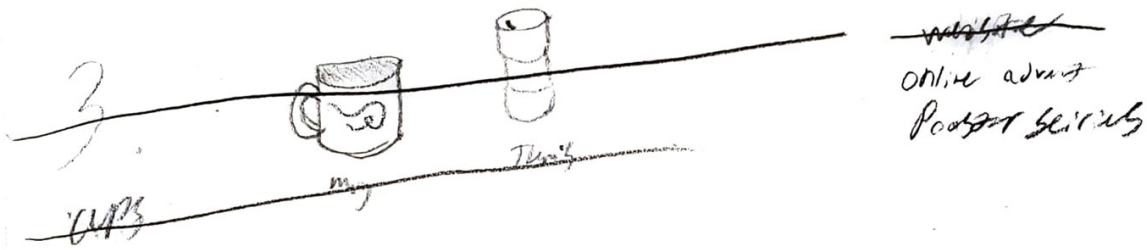
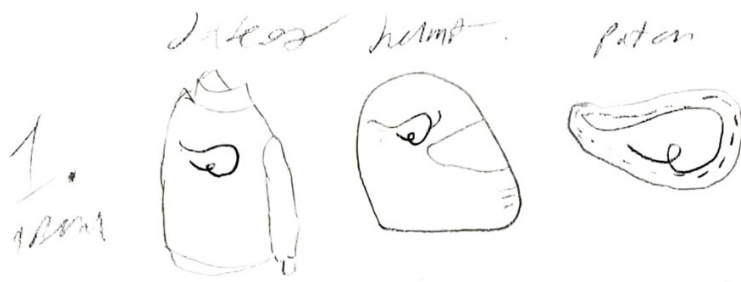
Precision motorcycle

Patriot motorcycle

George motorcycle



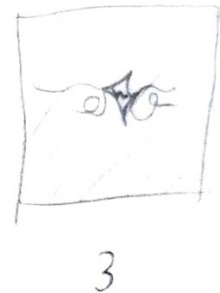
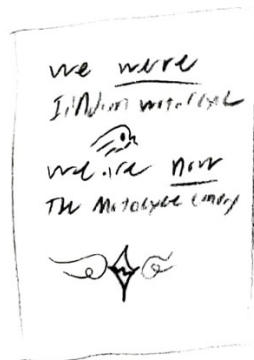
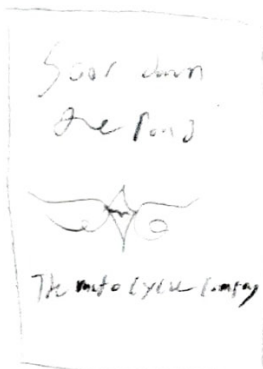
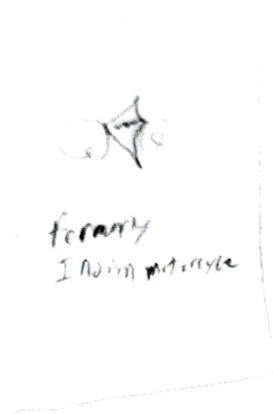
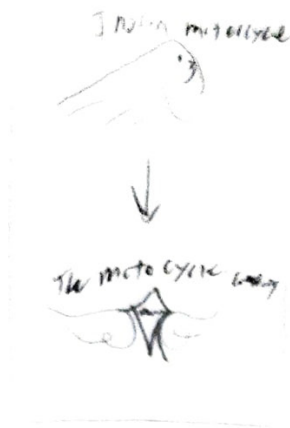




4. *public & private mic up*
history

1/12/10

1030x1080



Which communicates speed?

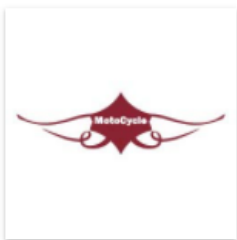
☐ Option 1



☐ Option 2



☐ Option 3



Which communicates speed?

10 responses



- Option 1
- Option 2
- Option 3

Which invokes the idea of freedom?

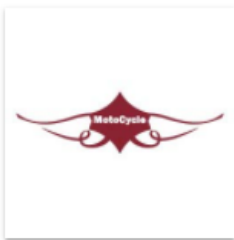
☐ Option 1



☐ Option 2

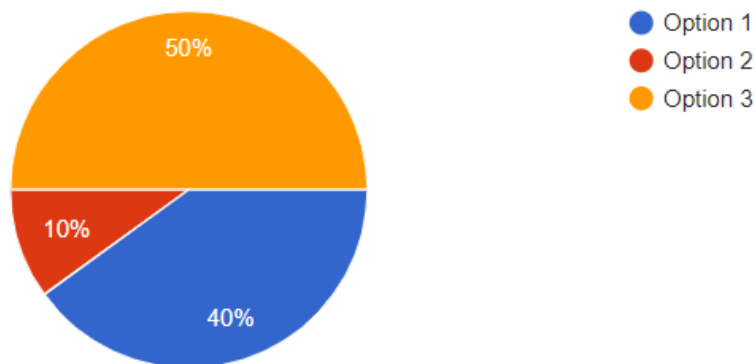


☐ Option 3



Which invokes the idea of freedom?

10 responses

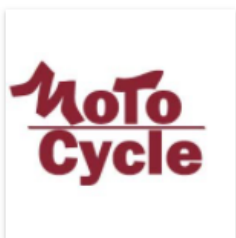


Which has a classic feel?

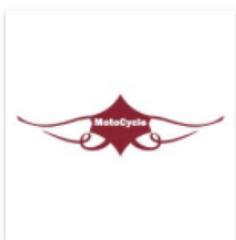
☐ Option 1



☐ Option 2

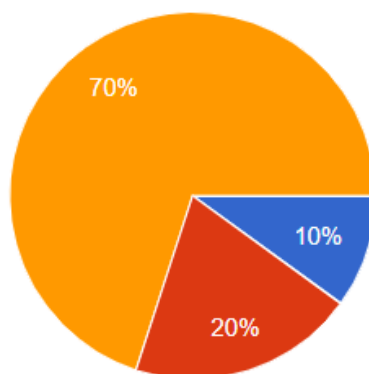


☐ Option 3



Which has a classic feel?

10 responses



● Option 1
● Option 2
● Option 3

Which would expect to see on a motorcycle?

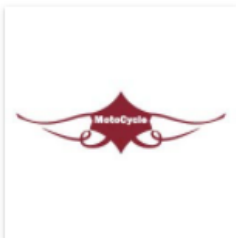
☐ Option 1



☐ Option 2

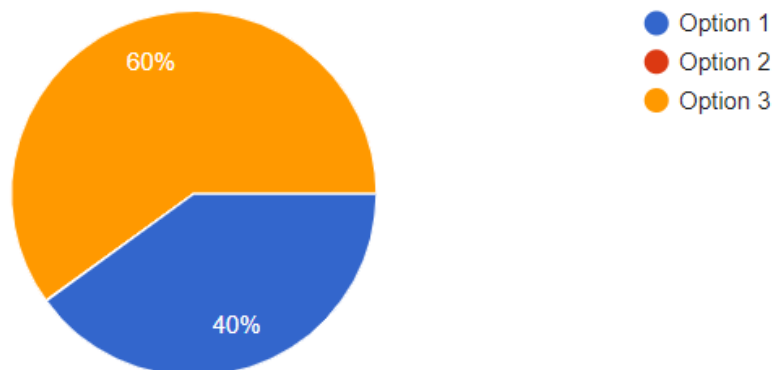


☐ Option 3



Which would expect to see on a motorcycle?

10 responses



which gives off an aura of performance?

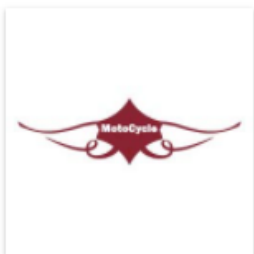
☐ Option 1



☐ Option 2

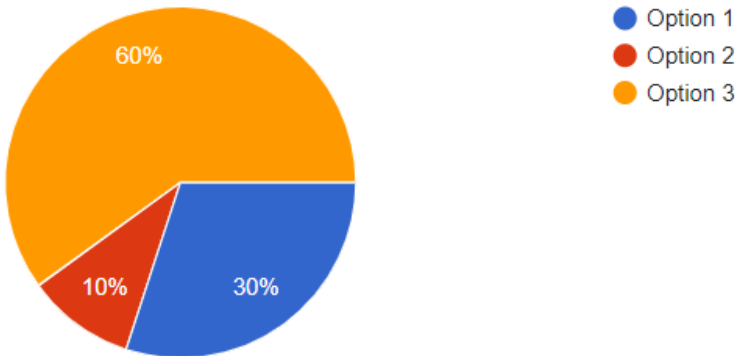


☐ Option 3



which gives off an aura of performance?

10 responses







MotoCycle