



Process book
Indian Motorcycle rebranding
-Ben Schaal

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Indian motorcycle rebrand

Current 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 made bicycles!) first factory 1901

1923 changes name to Indian motorcycle

old reddy helmet



had eye & signals

Produced vehicles for both world wars

Name Ideas

Moto cycle

Hendee cycle

American
motorcycle

Pedal free cycles Pedalless cycles

Sit easy cycles

~~Indiana motorcycle~~

Butt.10 motorcycle?

Wing motorcycle

Logan motorcycle

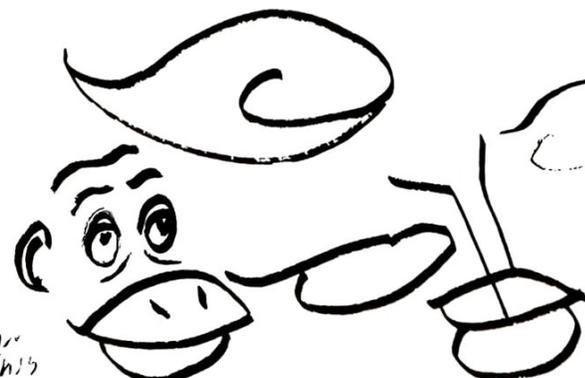
President motorcycle

Patriot motorcycle

George motorcycle

Wavy lines and scribbles at the top of the page.

Moto cycle



1998 This

Avé l'onde



MOTO CYCLE
Moto cycle
CAMERA
eye

MOTO
cycle

Hand



MOTO
cycle

MOTO
cycle



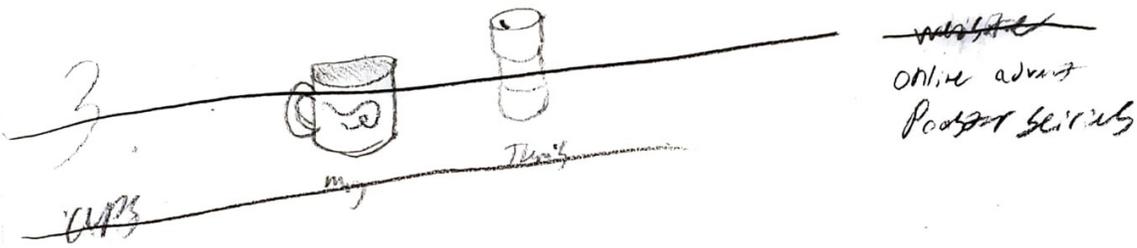
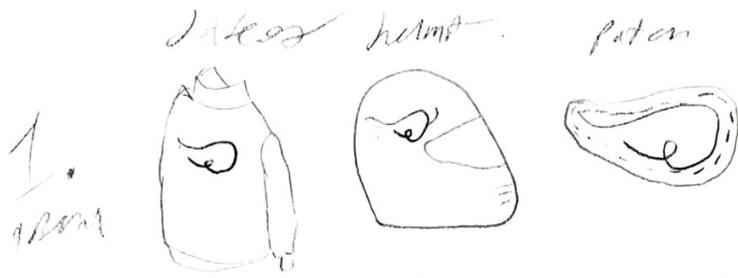
MOTO
cycle



Some
weather
wind







4. *patent* *my* *patent* *my* *UP*

patent

Hand 10

MSOXWGU

I didn't realize



↓

The motorcycle company




for sure
I didn't realize



we are
re-branding

now
we are



The motorcycle company



Good damn
the brand



The motorcycle company

Same quality
but name



~~that~~ new
name

we were
I didn't realize



we are now
The Motorcycle Company




3

Which communicates speed?

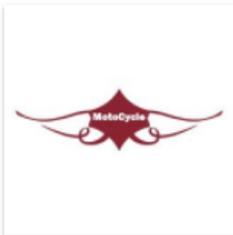
Option 1



Option 2

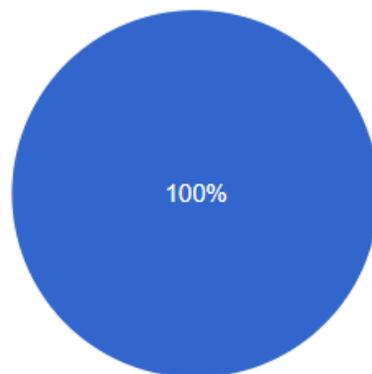


Option 3



Which communicates speed?

10 responses



- Option 1
- Option 2
- Option 3

Which invokes the idea of freedom?

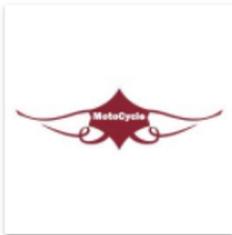
Option 1



Option 2

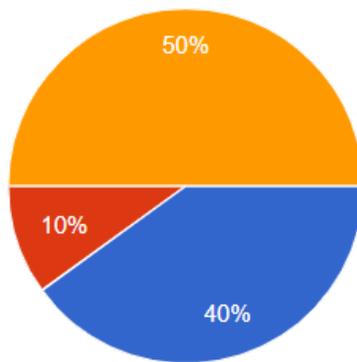


Option 3



Which invokes the idea of freedom?

10 responses



- Option 1
- Option 2
- Option 3

Which has a classic feel?

Option 1



Option 2

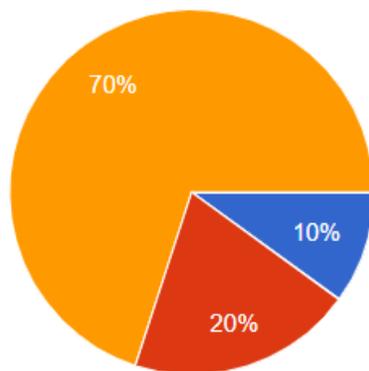


Option 3



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

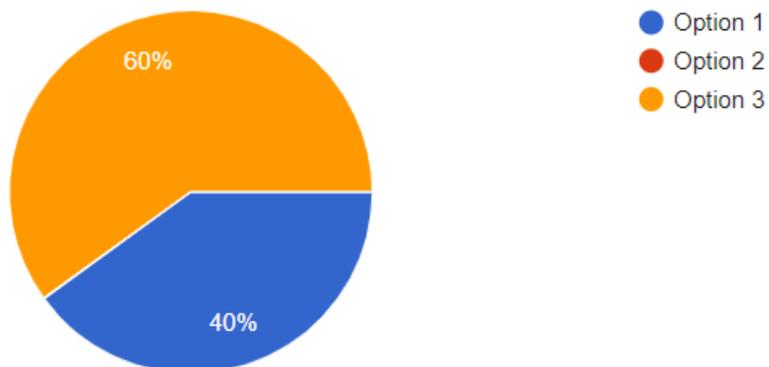


Option 3



Which would expect to see on a motorcycle?

10 responses



which gives off an aura of performance?

Option 1



Option 2

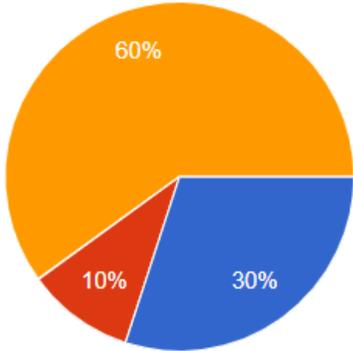


Option 3



which gives off an aura of performance?

10 responses



- Option 1
- Option 2
- Option 3

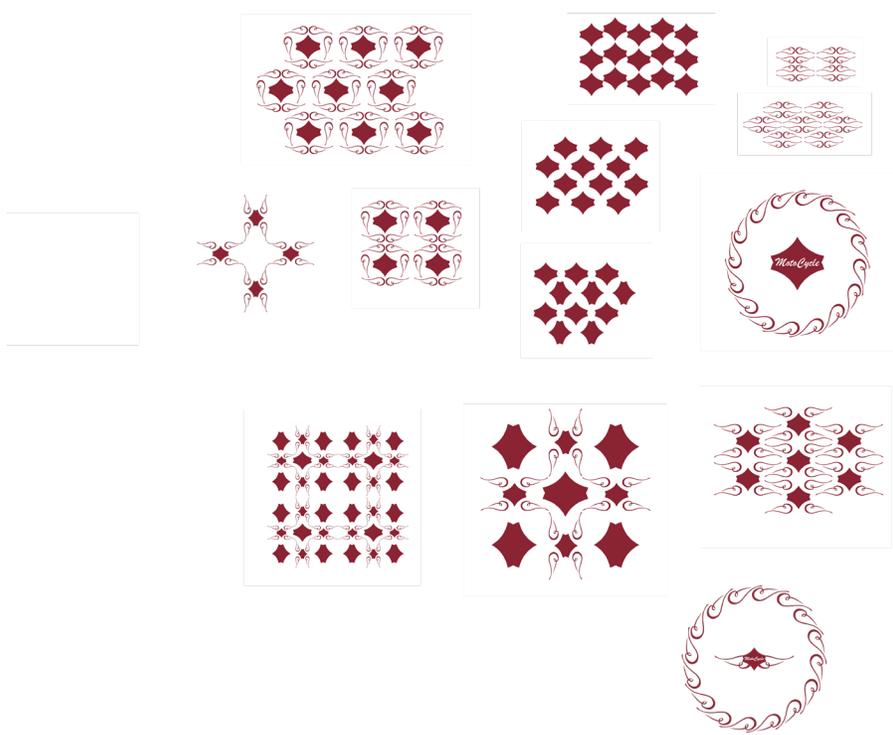
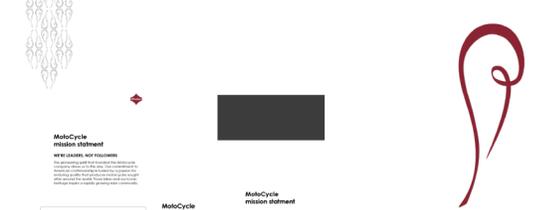
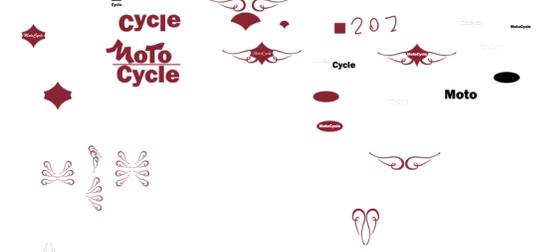
color
 papirone 202 c
 85A282
 C: 38
 M: 50
 Y: 155
 K: 205

1 color
 papirone 202 c

2 color
 papirone 202 c
 white

1 color
 white

1 color
 black





MotoCycle