



COMMERCIAL MARKETING GUIDELINES

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## THE PELOTON BIKE FOR COMMERCIAL USE

Thank you for choosing the Peloton Bike for your facility! These promotional guidelines will ensure every rider is aware of the new addition to your property and can take advantage of the great Peloton experience.

**Any requests for marketing outside of these guidelines should be sent for approval.** For any brand usage questions regarding design, signage, printed collateral, etc., reach out to [commercialmarketing@onepeloton.com](mailto:commercialmarketing@onepeloton.com).



## COMMERCIAL MARKETING DO'S AND DON'TS

### DO

- Use Peloton imagery from our press page: [press.onepeloton.com](https://press.onepeloton.com)
- Incorporate the Peloton logo and ™ symbol in your marketing materials consistent with these guidelines. (brochures, emails, social media, website, etc)
- For hotels, gain visibility with riders who travel frequently by joining Peloton Hotel Finder ([hotelfinder.onepeloton.com](https://hotelfinder.onepeloton.com)). Click 'Add your Hotel' to complete a web submission form.
- Get written or electronic approval for all marketing outside of these guidelines by reaching out to [commercialmarketing@onepeloton.com](mailto:commercialmarketing@onepeloton.com)
- Get written or electronic approval to use our name and/or logo in any materials that will be sent to the media by reaching out to [commercialmarketing@onepeloton.com](mailto:commercialmarketing@onepeloton.com)

### DON'T

- Edit any Peloton imagery (adding graphics or other types of visuals, etc.)
- Imply or state that your facility is an exclusive provider of Peloton Bikes.
- Refer to or suggest any kind of official partnership between the two brands without the explicit written or electronic approval of a Peloton VP.
- Use our name or logo on external hotel signage, interior hotel wayfinding signage, or fitness center entrance signage.
- Use our logo as wall art (unless approved in writing or electronically).
- 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 the following language when referring to Peloton Bikes at your facility:
  - "official Peloton partner"
  - "Peloton studio"
  - "spinning classes by Peloton"
  - "spin studio"
  - "spin bike"

## MESSAGING

### Suggested Talking Points for Promotional Use

We encourage you to use the following language across all your marketing channels, including **email, social, landing pages and more.**

## HOW WE SPEAK

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- XXX Hotel is excited to announce the launch of Peloton Bikes in our Fitness Center.
- XXX Club now features Peloton Bikes.
- Indoor cycling comes to XXX hotel with the Peloton Bike.
- Hit your fitness goals while on the go.
- Experience immersive cardio that will keep you coming back for more.
- Join live or on-demand studio classes at any time that works for you.
- Feel like you're face to face with instructors on a sweatproof 22" HD touchscreen.
- Connect your Wi-Fi- or Bluetooth™-enabled device, including heart rate monitors and smartwatches.
- Keep your workouts fresh with different themes, difficulty levels and music genres.
- With classes that range from 5 to 90 minutes, find a ride for every mood.
- Find the instructor, music genre and class type to fit your mood and your goals.

**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.

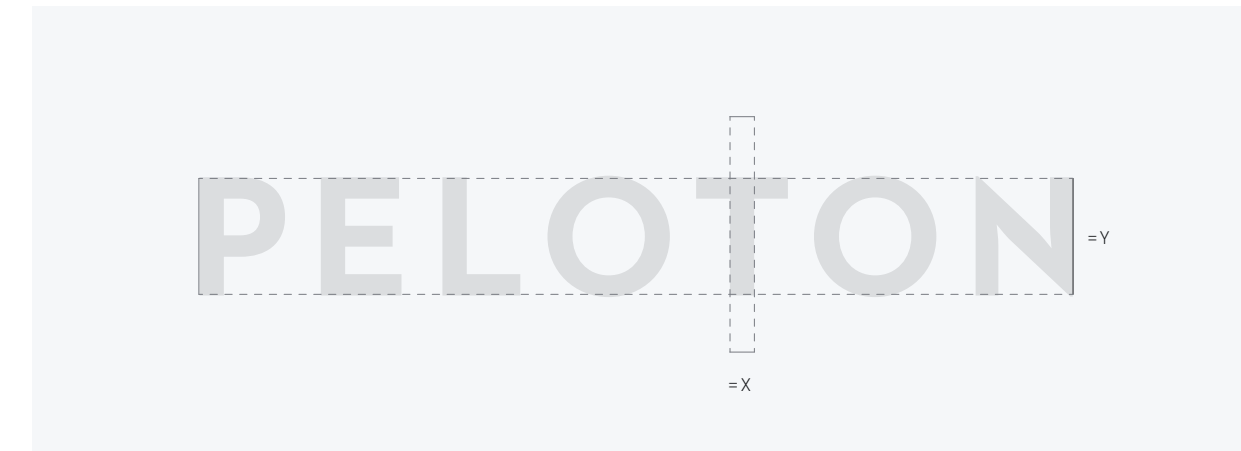
Use of the Peloton logo alongside any other brand in any promotional application (digital, print, signage, etc.) must be pre-approved in writing or electronically by Peloton.

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 25px for screens and 3/8" when printing. Follow these guidelines to avoid distorting or crowding the logo and to ensure legibility.

Construction and Clearspace:



Key:



Minimum Size:



## THE PELOTON LOGO

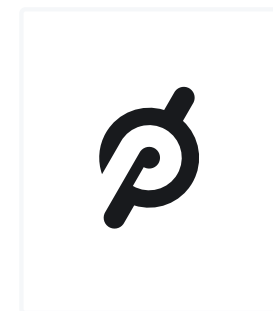
### Logo Use

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.

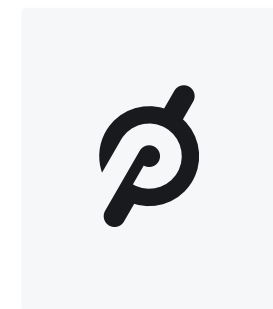
The wordmark should be used with the same parameters as the lockup, but should not be used over imagery or video.

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.

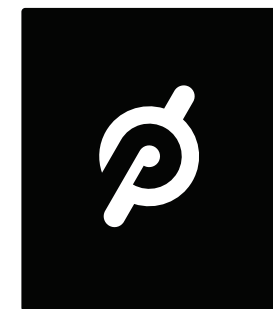
## ACCEPTABLE USAGE



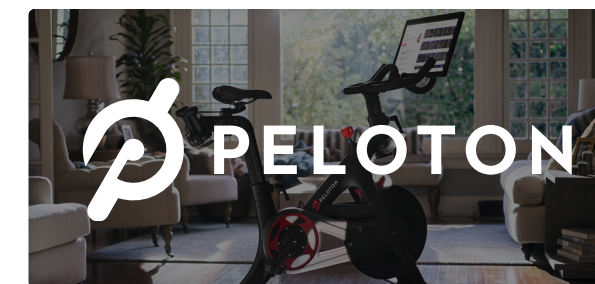
PELOTON



PELOTON



PELOTON





## THE PELOTON LOGO

### Logo Lockup 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 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



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



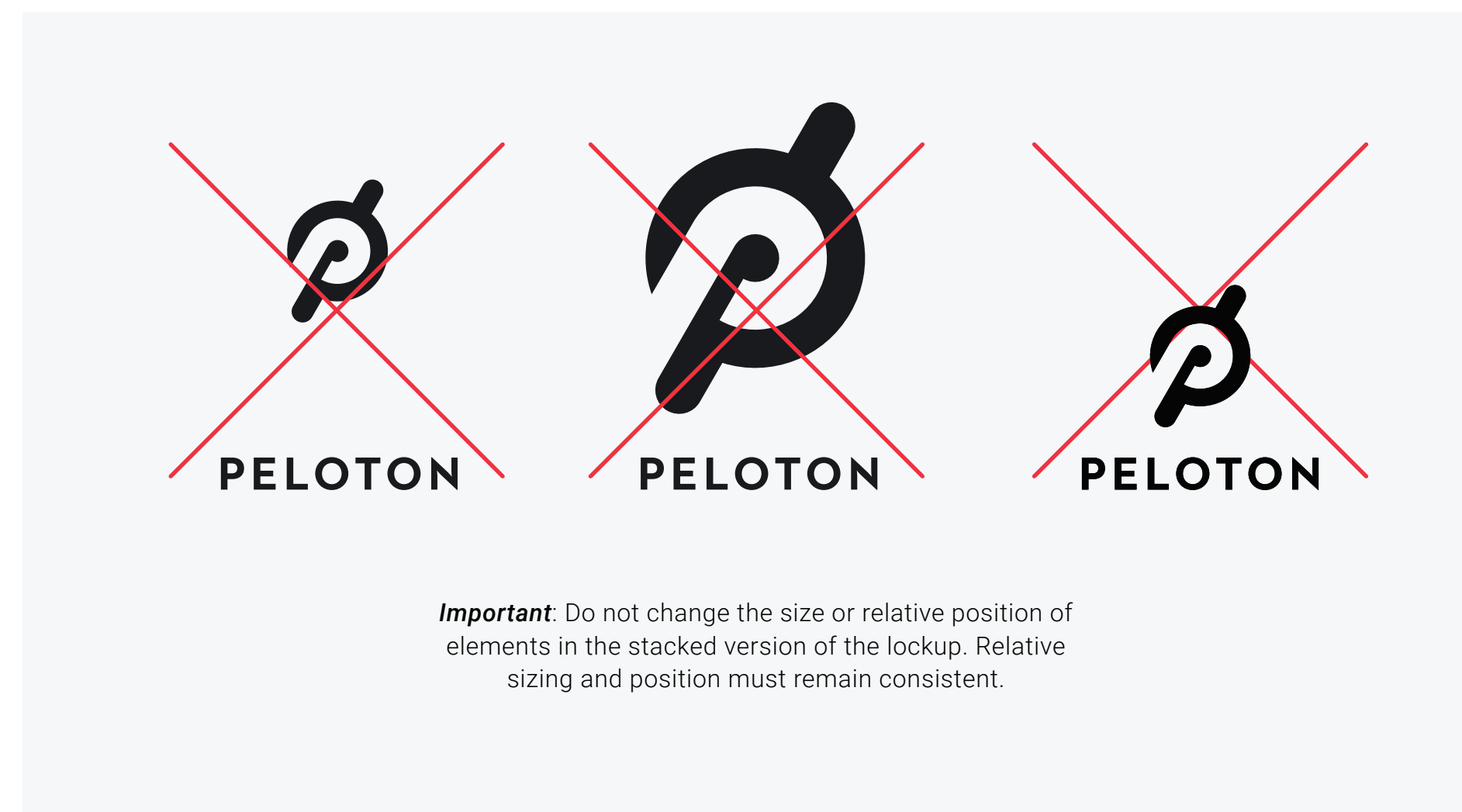
Do not put the logo on colors with low contrast



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.



THE PELOTON LOGO  
Logo Lockup Misuse  
Continued

UNACCEPTABLE USAGE



COLORS FOR SCREEN USE

RGB and Hex

**SUPER RED**  
255 / 51 / 71  
#FF3347

**HOVER RED**  
217 / 24 / 43  
#D9182B

**BLACK**  
24 / 26 / 29  
#181A1D

**OFF BLACK**  
34 / 37 / 41  
#222529

**MEDIUM GRAY**  
199 / 122 / 129  
#777A81

**LIGHT GRAY**  
168 / 172 / 177  
#A8ACB1

**DIVIDER GRAY**  
228 / 230 / 231  
#E4E6E7

**OFF WHITE**  
245 / 247 / 249  
#F5F7F9

**WHITE**  
255 / 255 / 255  
#FFFFFF

COLORS FOR PRINT USE

CMYK

**SUPER RED**  
C0 / M100 / Y100 / K0

**BLACK**  
C75 / M68 / Y67 / K90

**MEDIUM GRAY**  
C0 / M0 / Y0 / K70

**LIGHT GRAY**  
C0 / M0 / Y0 / K40

**OFF WHITE**  
C6 / M2 / Y0 / K6

**WHITE**  
C0 / M0 / Y0 / K0

## PRODUCT PHOTOGRAPHY

### Peloton Bike

#### DO

- Seat and handlebars should be level with each other
- Knobs A and B should be facing south
- Knob C should be facing north
- Pedal bar should be aligned with cross bar Logo
- When shot alone, Bike set up should be at:
  - F, under touch screen
  - 28, seat height
  - E, seat depth
- Depending on angle of shot, make sure logo is displayed appropriately on resistance knob
- When selecting area for Bike to be shot in, make sure to allow for 5 feet (minimum) distance between Bike and environment
- Shoot the Bike from the right side only

#### DON'T

- Shoot the Bike with handlebars at max height capacity
- Shoot the Bike at a hard profile (touchscreen in view is preferred)
- Shoot Bike on mat
- Include fitness equipment or accessories other than Peloton for in-room shots.



## SOCIAL MEDIA POSTS

Suggestions of how to call attention to the Peloton Bike.

### DON'T

- Include celebrities or Peloton instructors in posts
- Insert new or non-approved brand hashtags (either yours or Peloton's)
- Mention other competitive fitness equipment or accessory brands in the same post

## SOCIAL MEDIA COPY EXAMPLES

### V1

#### POST COPY

Experience immersive cardio that keeps you coming back for more. The Peloton Bike is now at the XXX hotel.

### V2

#### POST COPY

When you stay with us, you can stay on track towards your fitness goals. The Peloton Bike is here.

### V3

#### POST COPY

Join live or on-demand studio classes at any time that works for you. Try the Peloton Bike, now at XXX Club.



## LANDING PAGE CREATIVE

This copy can be lifted directly to be used on web.

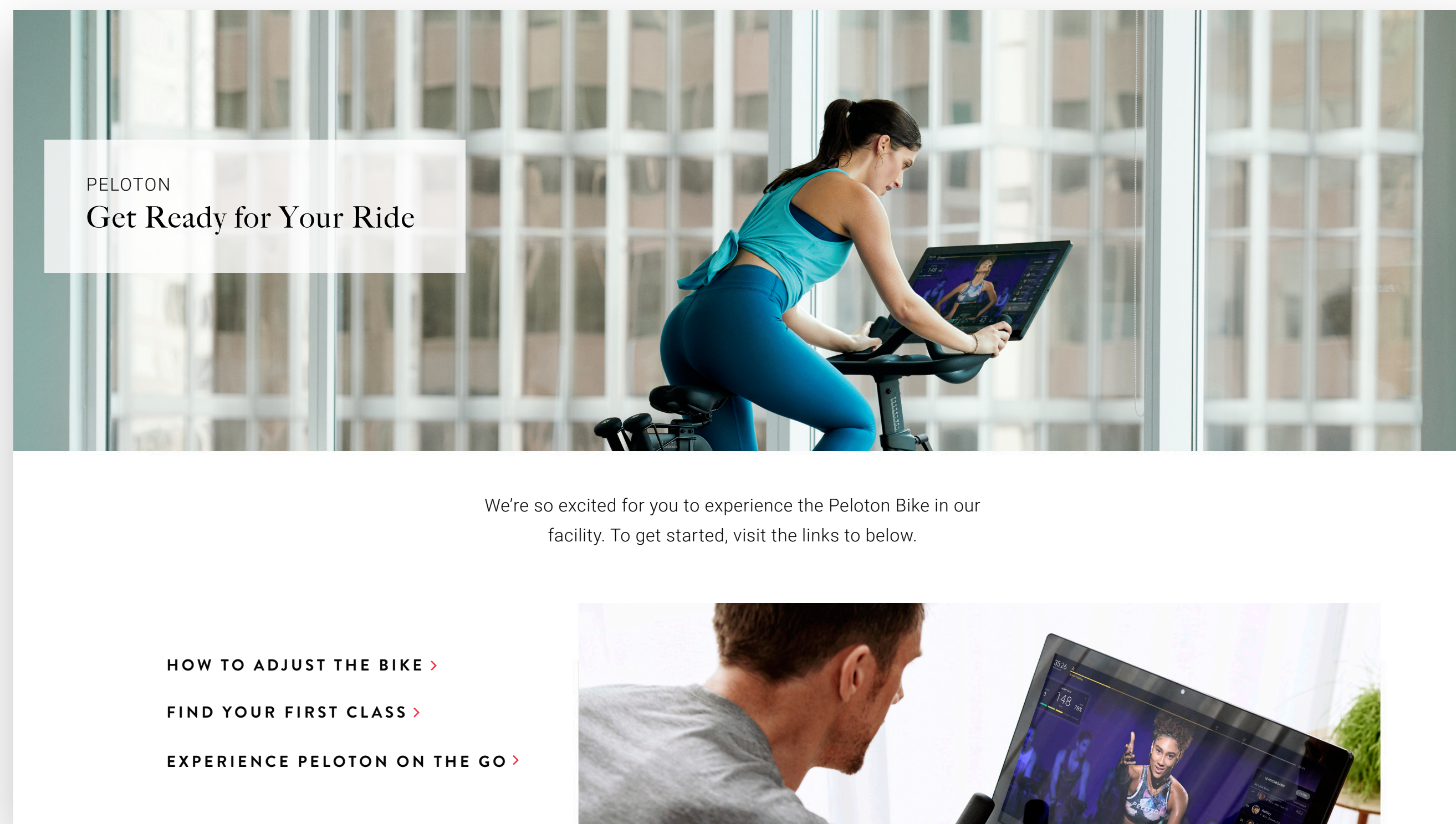
- **HL:** Get Ready for Your Ride
- **SUB:** We're so excited for you to experience the Peloton Bike in our facility. To get started, visit the links below:
  - Sign in with your existing Peloton account.
  - Sign in as a guest.
- For additional information, see the links below:
  - [How to adjust your Bike](#)
  - [Sign Up for a free profile](#)
  - [How to pair your headphones](#)
  - [Find your first class](#)
  - [Experience Peloton on the go](#)

Design and Photography direction is provided throughout this guide

- You may use your own hotel website to create a landing page to promote your new Peloton Bike. We do not provide landing page design services.
- All landing pages will look different depending on the style and platform you use. By following our imagery guidelines, messaging, and logo lockup, consistent brand presence is maintained.
- Please always remember to use:
  - [Approved Peloton imagery](#)
  - [Copy provided in this guide](#)

Peloton reserves the right to request removal of Peloton assets such as our name, logo, imagery, and other marketing materials on landing pages or other assets.

## LANDING PAGE EXAMPLE





**SIGNAGE SUGGESTIONS ON HOW TO CALL ATTENTION TO THE PELOTON BIKE.**

Good for: In or around your fitness center.

Messaging:  
This copy can be lifted directly to be used on the banner.

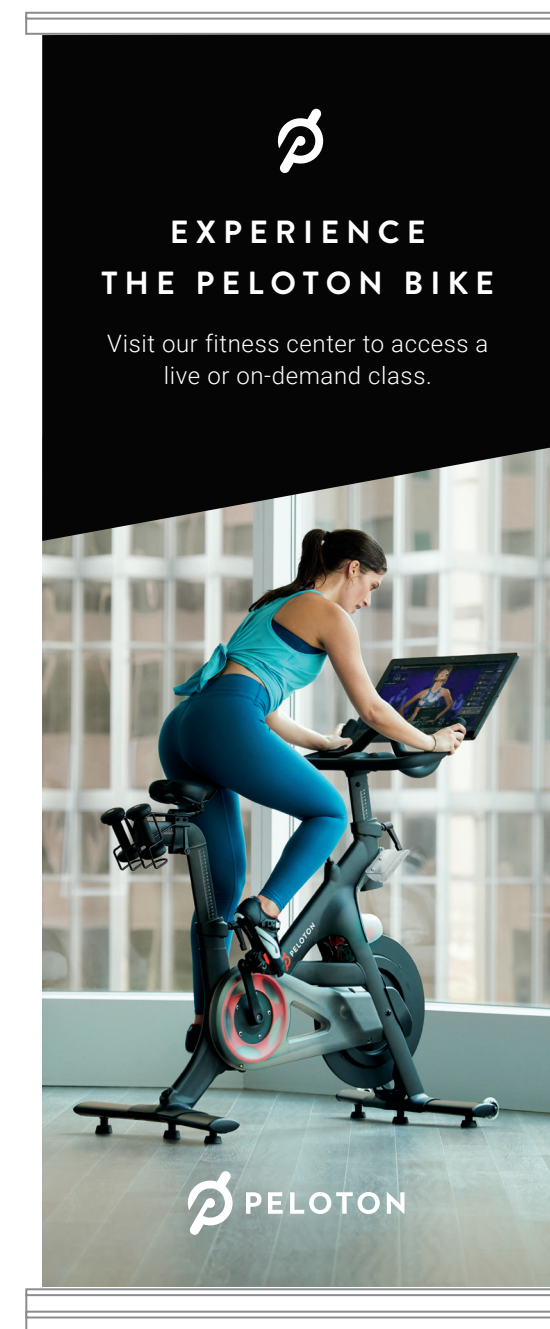
- **HL:** EXPERIENCE THE PELOTON BIKE
- **SUB:** Visit our fitness center to try a live or on-demand class.

Dimensions:  
Signage should not exceed the above dimensions.

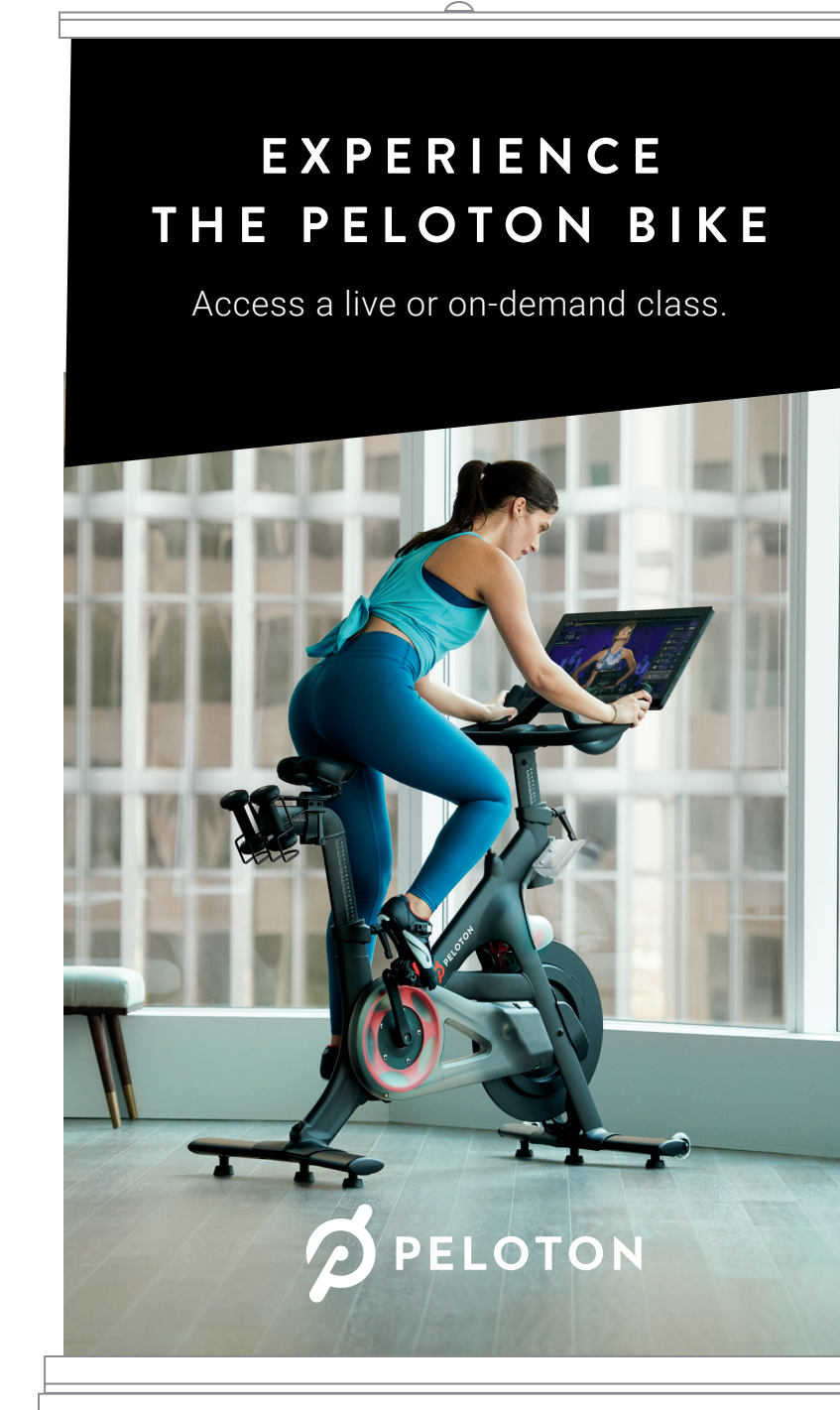
- **Standing Banner:** 34" x 81" single sided
- **Table Banner:** 11.5" x 18" single sided

**ENVIRONMENTAL DESIGN OPTION A**

**PULL UP  
BANNER**



**TABLE TOP  
BANNER**



**SIGNAGE SUGGESTIONS ON HOW TO CALL ATTENTION TO THE PELOTON BIKE.**

Good for:  
Right outside the fitness center

Messaging:  
This copy can be lifted directly to be used on the banner.

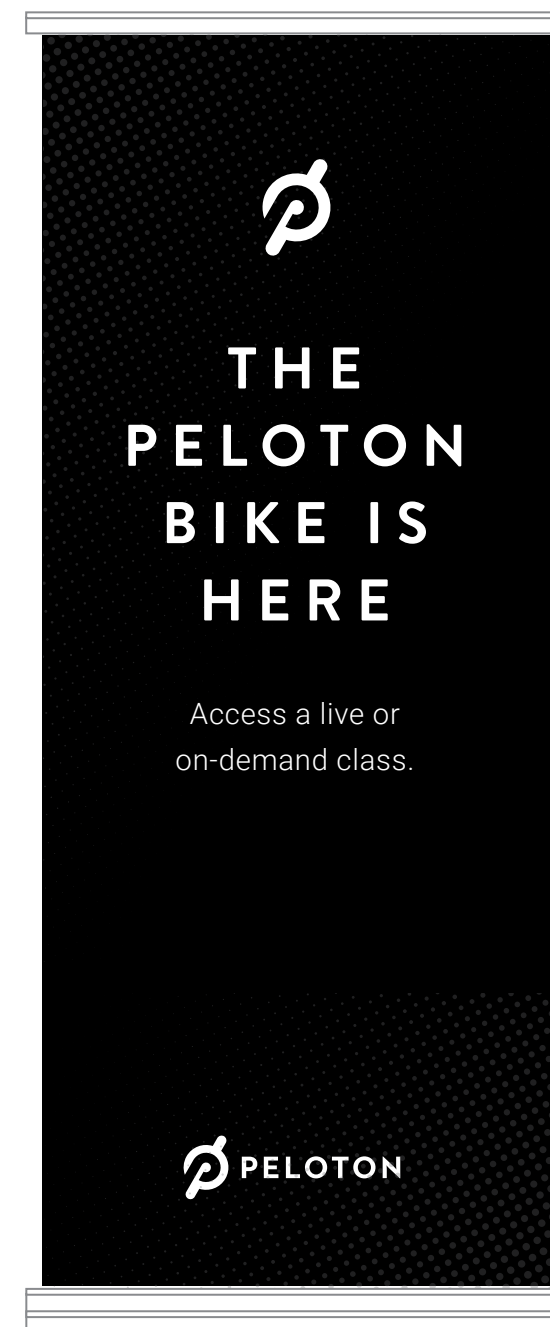
- **HL:** THE PELOTON BIKE IS HERE
- **SUB:** Come try a live or on-demand class.

Dimensions:

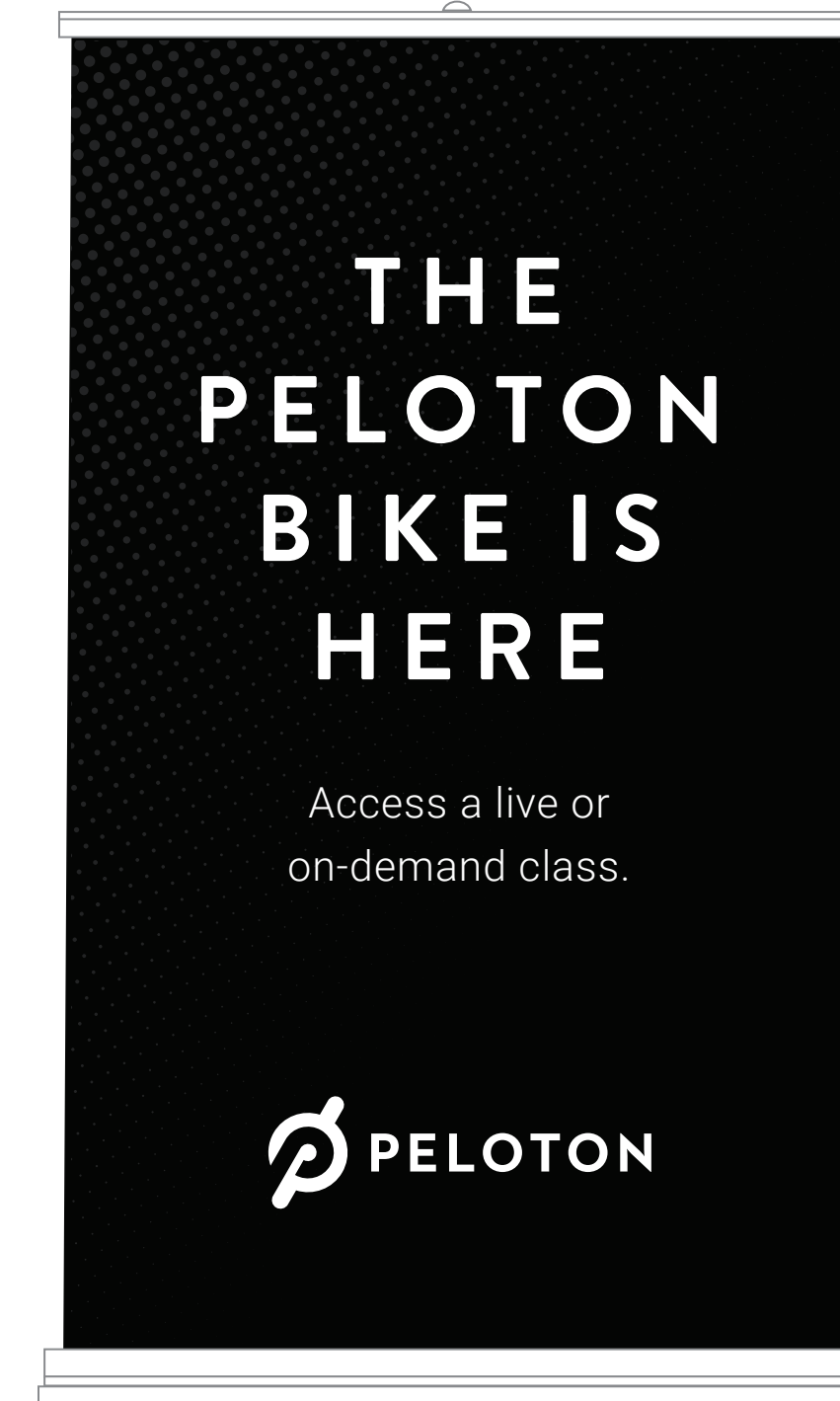
- **Standing Banner:** 34" x 81" single sided
- **Table Banner:** 11.5" x 18" single sided

**ENVIRONMENTAL DESIGN OPTION B**

**PULL UP  
BANNER**



**TABLE TOP  
BANNER**



**SIGNAGE SUGGESTIONS ON HOW TO CALL ATTENTION TO THE PELOTON BIKE.**

**DO**

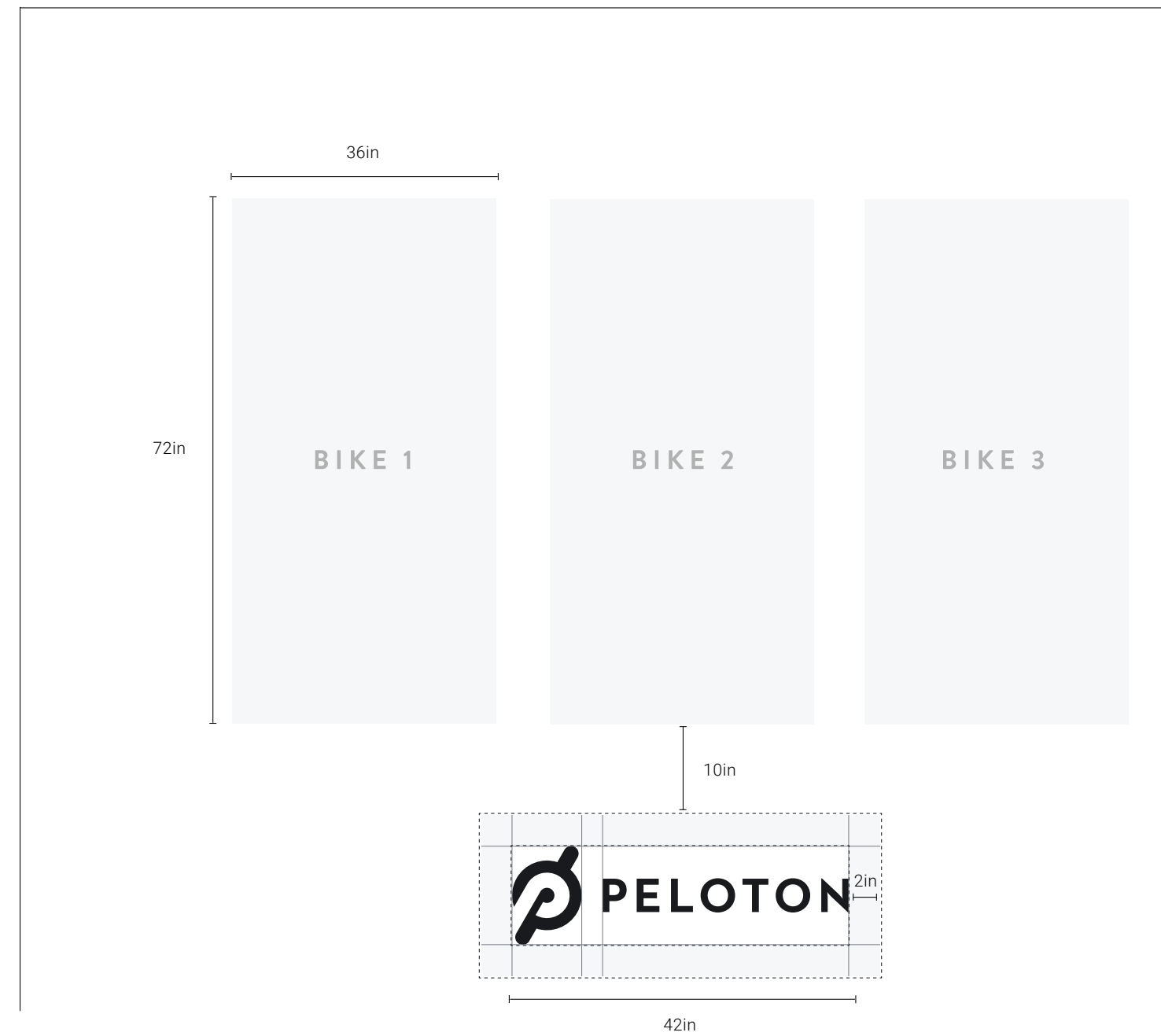
- Use the approved Peloton banner outside your fitness center, spa, etc.
- Use the Peloton Logo lockup on the floor of your dedicated Peloton Bike area.

When using the logo on the ground please:

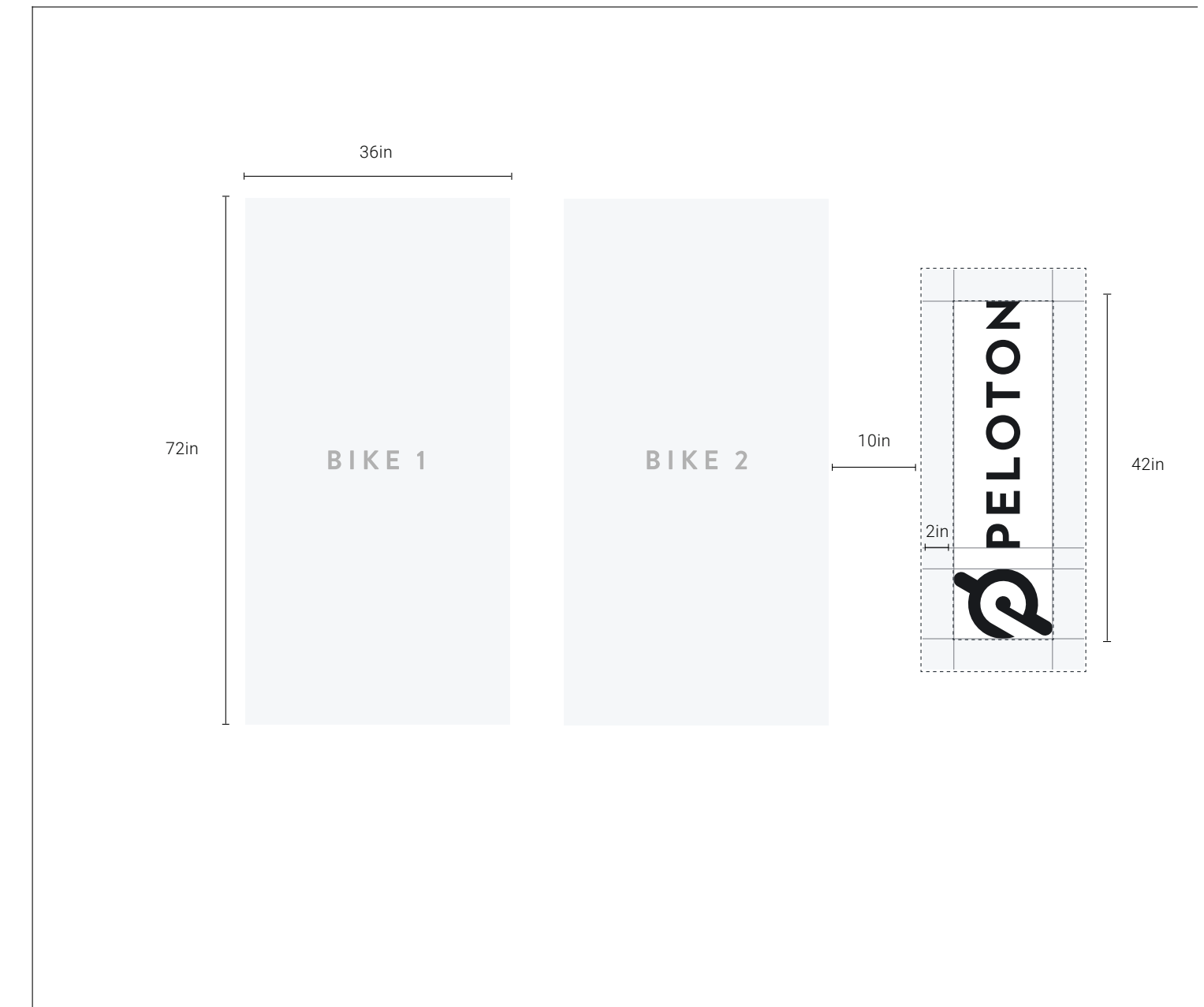
- Only use one logo.
- Center the logo to the back or side of the Bikes depending on your fitness layout.
- Place the Peloton logo 10 inches, behind the Bike.
- Do not exceed 42 inches in width.
- The Peloton logo must have a higher contrast to the color of the floor. *For example, if the floor is a dark brown, black, or grey, the Peloton logo should be white. If the floor is white, tile or a light shade of wood, the Peloton logo should be black.*
- Material Recommendations for floor surfaces: Oracal 631 Matte Vinyl or any durable Matte adhesive Vinyl.
- A Vinyl Die cut is of the logo is recommended for install. The box around the logo in this diagram is to show the space you are required to have around the logo.

**ENVIRONMENTAL GRAPHICS GUIDE**

**EXAMPLE BIKE FLOOR PLAN A**



**EXAMPLE BIKE FLOOR PLAN B**



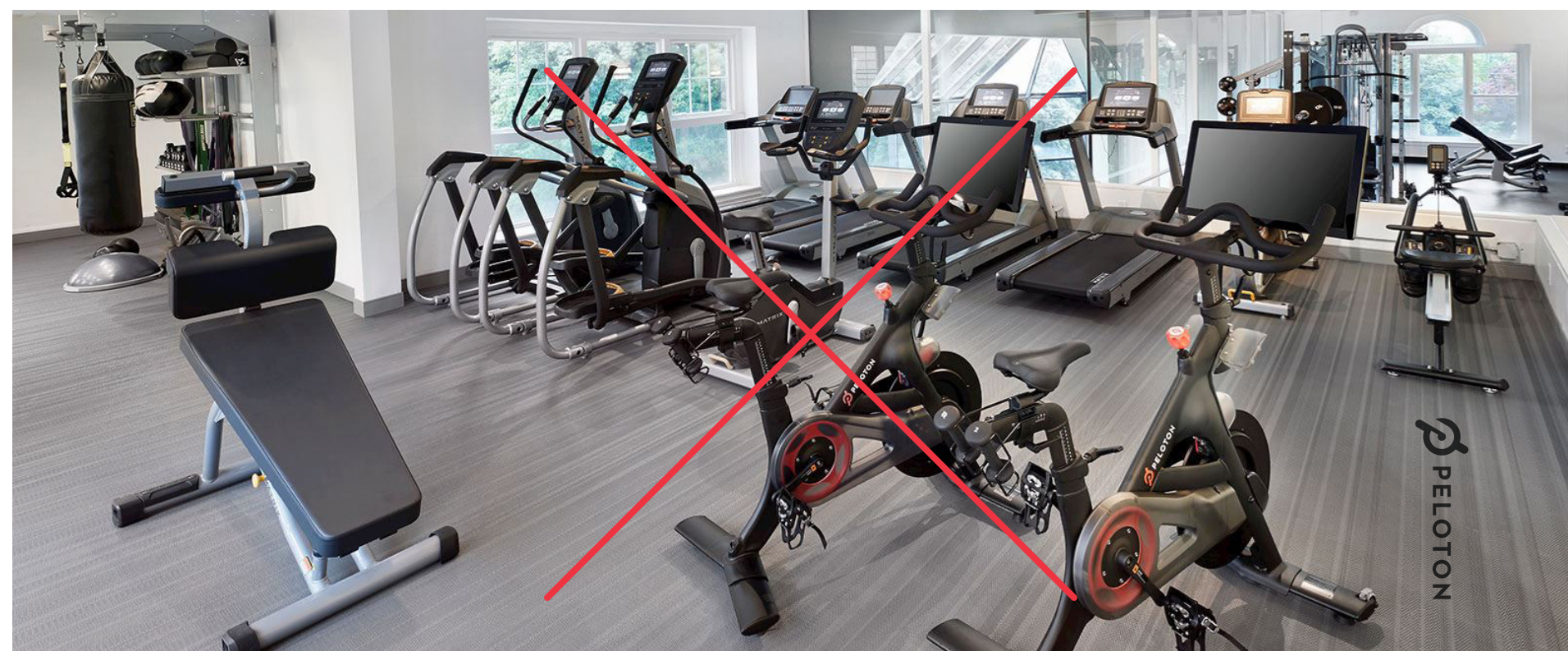


SIGNAGE SUGGESTIONS ON HOW TO CALL ATTENTION TO THE PELOTON BIKE.

**DON'T**

- Place the Peloton logo on any walls, windows or mirrors
- Make any copy or graphics that refer to your fitness area as a "Peloton studio"

**ENVIRONMENTAL GRAPHICS MISUSE**





## PELOTON DIGITAL

### HOW TO PROMOTE PELOTON DIGITAL AS AN OFFERING

This copy can be lifted directly  
and live across all your marketing  
channels.

## PELOTON DIGITAL COPY EXAMPLES

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- The best of Peloton at your fingertips.
- Take your workout on the go with Peloton Digital.
- Try Peloton Digital on us.
- Tap into a variety of workouts on Peloton Digital.
- Try Peloton Digital – no credit card required.
- Try out a variety of workouts, including yoga, cardio, strength, outdoor running and more.
- Access our live and on-demand library on iOS, Android and web.
- Stay motivated and inspired with a team of expert instructors leading every class.

### FOR WEB

**HL:** Tap Into Peloton Digital Right From Your Hotel Room

**SUB:** No credit card required.

- Try out a variety of workouts, including yoga, cardio, strength, outdoor running and more.
- Access our live and on-demand library on iOS, Android and web.
- Stay motivated and inspired with a team of expert instructors leading every class.



[ONEPELOTON.COM](https://onepeloton.com)