



LOGO USAGE GUIDELINES

2016

USING THE PELOTON LOGO

Peloton is a modern brand that delivers an unparalleled fitness experience. To keep our message clear, we ask that whenever the Peloton logo is used, its appearance adheres to the guidelines laid out within this document. Maintaining the consistency of our brand helps it grow and makes our community stronger.

MINIMUM CLEAR SPACE & SIZE	3
BACKGROUNDS	4
MAINTAINING CONSISTENCY	5
STEPS FOR APPROVAL	6

The Peloton name, logos and affiliated properties, are the exclusive property of Peloton Interactive, Inc. and/or its parent, subsidiary or affiliated entities. All other trademarks appearing on the Peloton Service are trademarks of their respective owners. Our partners or service providers may also have additional proprietary rights in the content that they make available through the Peloton Service. The trade names, trademarks and service marks owned by us, whether registered or unregistered, may not be used in connection with any product or service that is not ours, in any manner that is likely to cause confusion. Nothing contained on the Peloton Service should be construed as granting, by implication, estoppel or otherwise, any license or right to use any of our trade names, trademarks or service marks without our express prior written consent.

MINIMUM CLEAR SPACE & SIZE

Follow these guidelines to avoid distorting or crowding the logo, and to ensure legibility.



LOGO SPACING

Use 100% of the “E” from the wordmark to determine space around the logo.



MINIMUM SIZE

To make sure the logo is readable, it's important to never make it smaller than this outlined size.



1.25"

175px

BACKGROUNDS

To create a modern aesthetic, the logo should be used only on a white or black background.

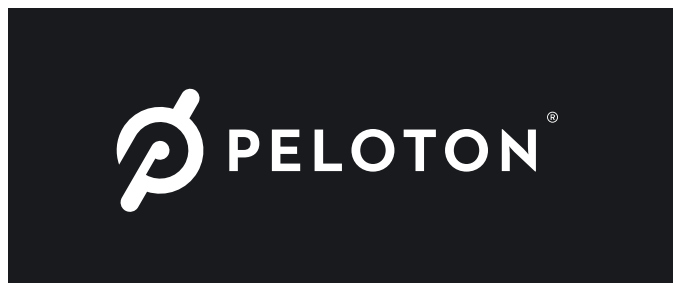
WHITE BACKGROUND

A black logo on a white background is our preferred display style.



BLACK BACKGROUND

If the logo must be on a black background, then it should be white.



MAINTAINING CONSISTENCY

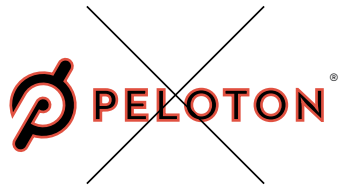
In order to help guide logo usage, we've provided a set of "Do not" examples. This will help with recognition and aid in creating the desired Peloton look and feel.

Do not use a colored logo icon and black wordmark together.



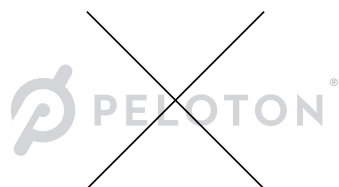
Do not alter the size, ratio, or the arrangement of the logo.

Do not put a stroke around the logo.



Do not use the logo in color.

Do not use the logo as a watermark.



Do not put the logo on colors.

Do not place the logo on multicolored or overly complex backgrounds.



Do not use the logo on an image.

STEPS FOR APPROVAL

Please refer to these guidelines before putting our logos on your website or printed materials. Keep in mind that Peloton must approve logo usage and any related copy. Before using the Peloton logo, please submit a link to your project and allow up to 5 business days for approval.

Submit your project to:

LOGO@PELTONCYCLE.COM