Baycrest

OUTBIKE. OUTTHINK. OUTLAST. 30

Logo Concept

We answered the brief with a distinctive, meaning-rich logo inspired by cell division (mitosis)—a visual metaphor for brain regeneration and cognitive health. Cleverly integrated into the design, the shape also forms the profile of a cyclist on a bike, creating a double-layered visual that commands attention in a crowded fundraising landscape. This approach ensures the event's mission—dementia prevention and brain health—is both visually striking and emotionally resonant, avoiding clichés or guilt-driven messaging.

Creative Idea

Our platform, "Outbike. Outthink. Outlast.", transforms Bike for Brain Health from a simple event into a powerful movement. It's a bold, action-driven call that positions biking as an investment in lifelong cognitive strength, not just a show of support. The rhythmic repetition of words mirrors the cognitive reinforcement techniques used in Alzheimer's care, reinforcing familiarity and recall. By reinforcing the connection between movement and brain longevity, we reframe participation as an active step toward personal and collective brain health progress.

Execution

Visually, we implemented a cutout pattern across the design system, obscuring parts of images to symbolize the fragmented memories and cognitive gaps experienced by those with Alzheimer's. This visual technique seamlessly ties back to our "Outbike. Outthink. Outlast." messaging, reinforcing the urgency of action. Additionally, we integrated Baycrest Foundation's color palette, ensuring stronger brand association and elevating its presence as a leader in brain health research.











