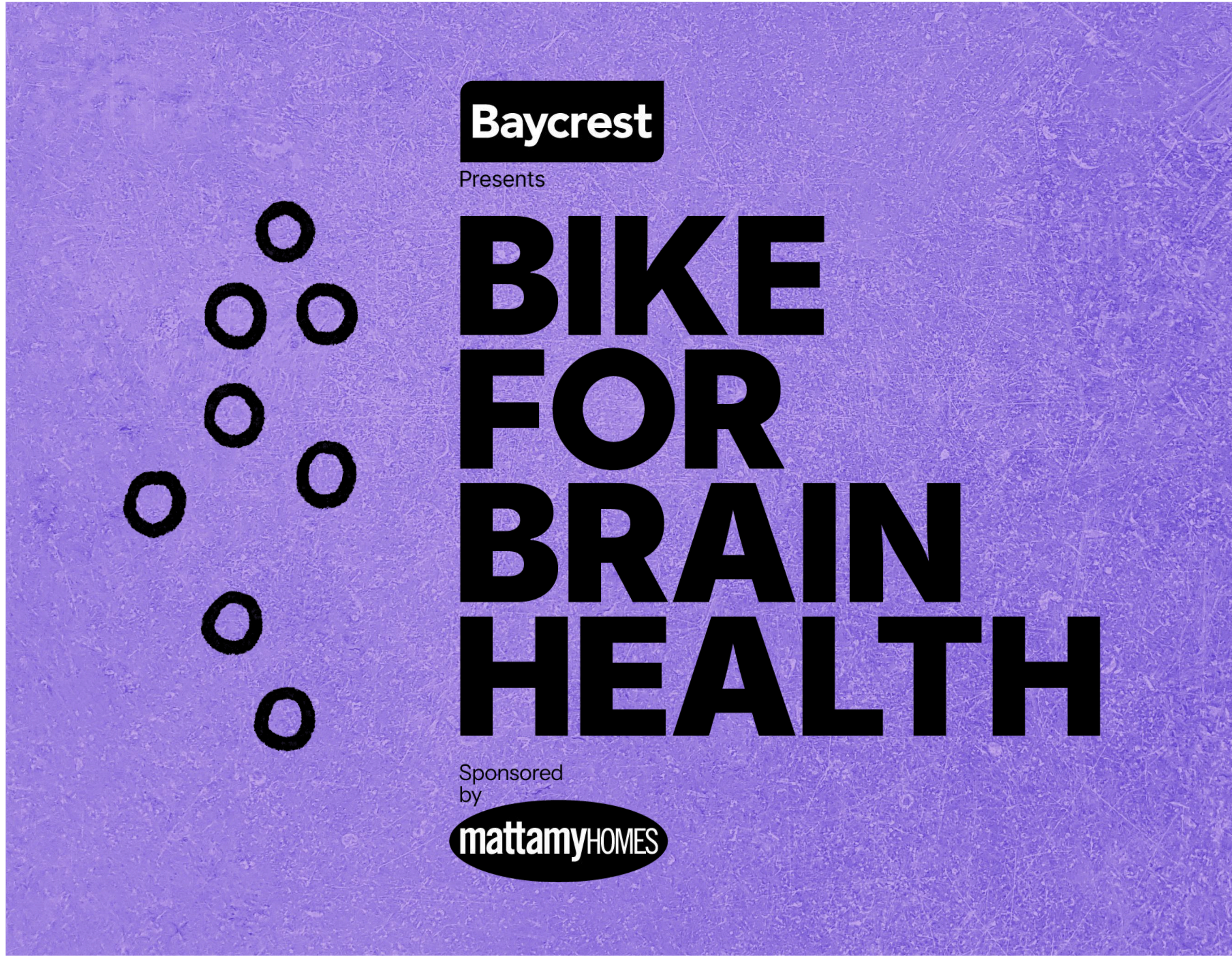


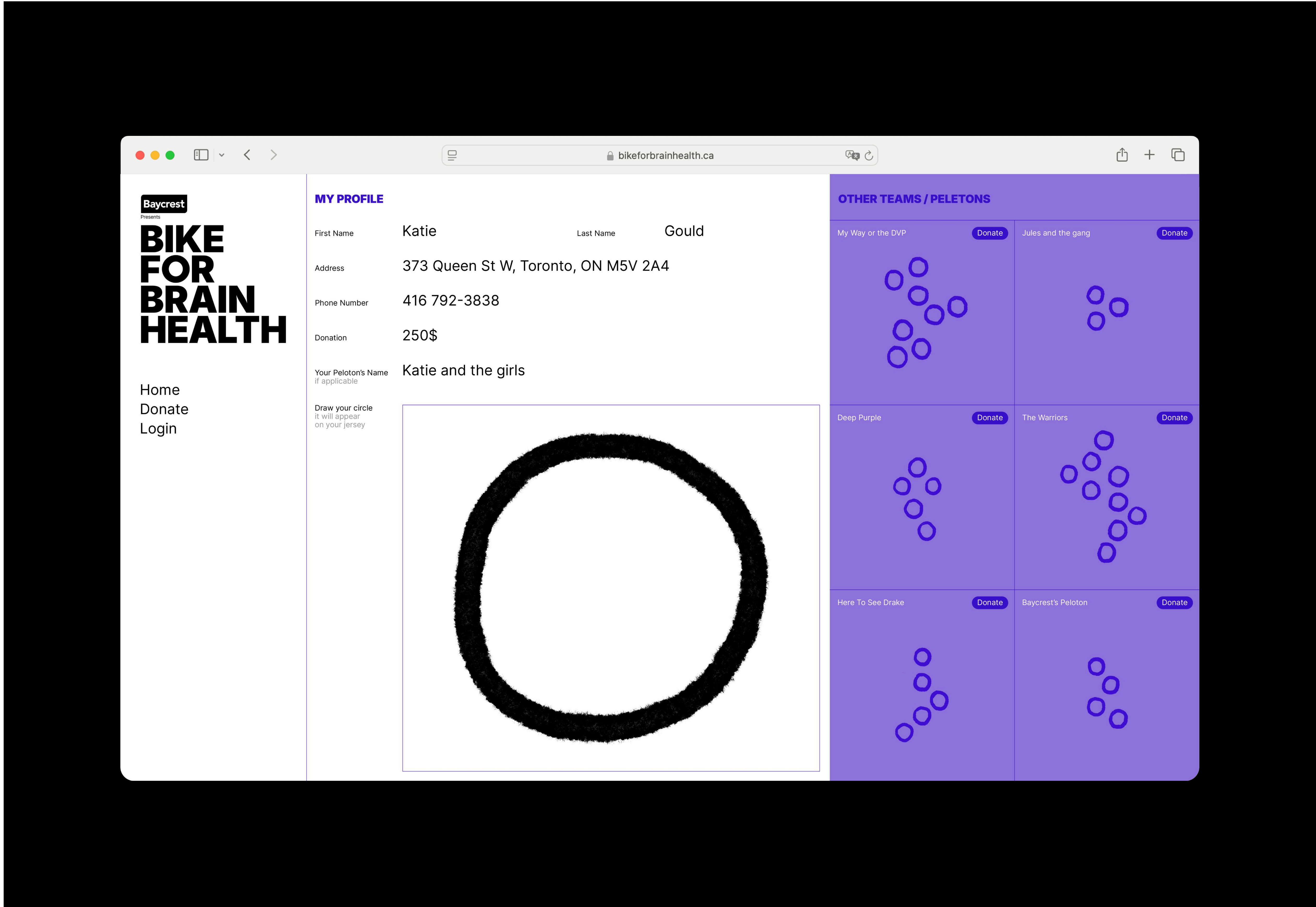
LET'S GET IN
FORMATION
FOR BRAIN HEALTH



We used AI to to generate the image's background.



A pack of jerseys that recreates our logo in real time. We used AI to retouch the photo slightly.



OUR CREATIVE RESPONSE

Studies¹ have shown that socializing prevents dementia. As does getting together and raising funds for the Baycrest Foundation's Bike for Brain Health event. Why not use the peloton, which stands for a group of cyclists, as the identifying element of our platform?

Every circle in our logo is hand-drawn. Why? Because we based our logo on the clock drawing test,² used by researchers to detect signs of dementia, which entails drawing a circle to assess participants' cognitive abilities.

Our platform echoes Bike for Brain Health with a typography as compelling as DVP highway signs, and asphalt as background and a texture on communication points. The gathering is reflected in patterns, carried by a calm color palette from Baycrest's logo and the color associated with dementia: purple.

Designed to bring people together, Bike for Brain Health has an identity that inspires a future where mental health is everyone's concern. Especially cyclists.

¹ <https://pmc.ncbi.nlm.nih.gov/articles/PMC8786616/#:~:text=Research%20also%20supports%20evidence%20for,et%20al.%2C%202015>)

² <https://tdra.utoronto.ca/clock-drawing-test>