

— news release —

FOR IMMEDIATE RELEASE

ASYLUM DESIGN CREATES LOGO FOR COUNTY BIKE SUMMIT

Los Angeles, September, 2011 – Asylum Design, a full-service strategic design firm, based in Los Angeles, CA, has created a new logo and event materials for the Los Angeles County Bike Summit.

Created especially for elected leaders, city managers and staff from the 88 cities that make up LA County, the Los Angeles County Bike Summit will provide the tools and inspiration to empower city leaders to create bicycle-friendly communities.

With a theme of “Creating a Bike-Friendly LA County,” the event will highlight LA County cities that are taking the initiative to provide a vision of a bike-able future by implementing supportive infrastructure, encouragement, enforcement and education programs. The summit is co-organized by the LA County Department of Public Health’s RENEW LA County Initiative and the Los Angeles County Bicycle Coalition (LACBC) and hosted by the City of Long Beach.

Being the first of what will hopefully be a bi-annual event, it is important the summit begin to build it’s own identity. LACBC asked asylum to provide that foundation. The parameters were clear: A sophisticated, powerful logo that would resonate with elected officials and the cycling community alike.

What transpired was a modern design featuring a bicycle on an incline signifying both the upward struggle cycling advocates face and their forward progress. JJ Hoffman of LACBC explains “With the Bike Summit logo we are demonstrating to the cities participating that goals are achievable and you can reach the top on a bicycle.”

“We were looking to create something quietly sophisticated, not too bike-y, not too corporate,” explains asylum owner Jim Shanman. “I think we captured the essence of the message and provided a look to help establish the summit as a must-attend event.”

The logo will be used online, incorporated into banner graphics and other event materials.

For 25 years, Asylum has created award-winning corporate identity programs, advertising, collateral and marketing materials for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and non-profit organizations. The opportunity to work with LACBC is a perfect partnership between energized clients and a design firm with unlimited creative and strategic abilities.

To view the logo, visit www.asylumdesign.com/pages/labikesummit.html

For more information on Asylum Design and Marketing, Inc., visit www.asylumdesign.com

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