

# TEAM SPROCKETS

SPECIAL EDITION – PROVENCE BICYCLE TOUR JERSERY 2025



# TEAM SPROCKETS™ CYCLING CLUB BRAND LOOK

Branding identity for a Twin Cities based bicycle club is based on classic European styling with a heavy influence from the cycling traditions, colors, and culture of the country of Luxembourg, and club founder’s family heritage. Includes graphic, communications and apparel design.



Front View :

Front View :



# PROVENCE INSPIRATION



# CONCEPTS





OPTION - A



FRONT



BACK

OPTION - B

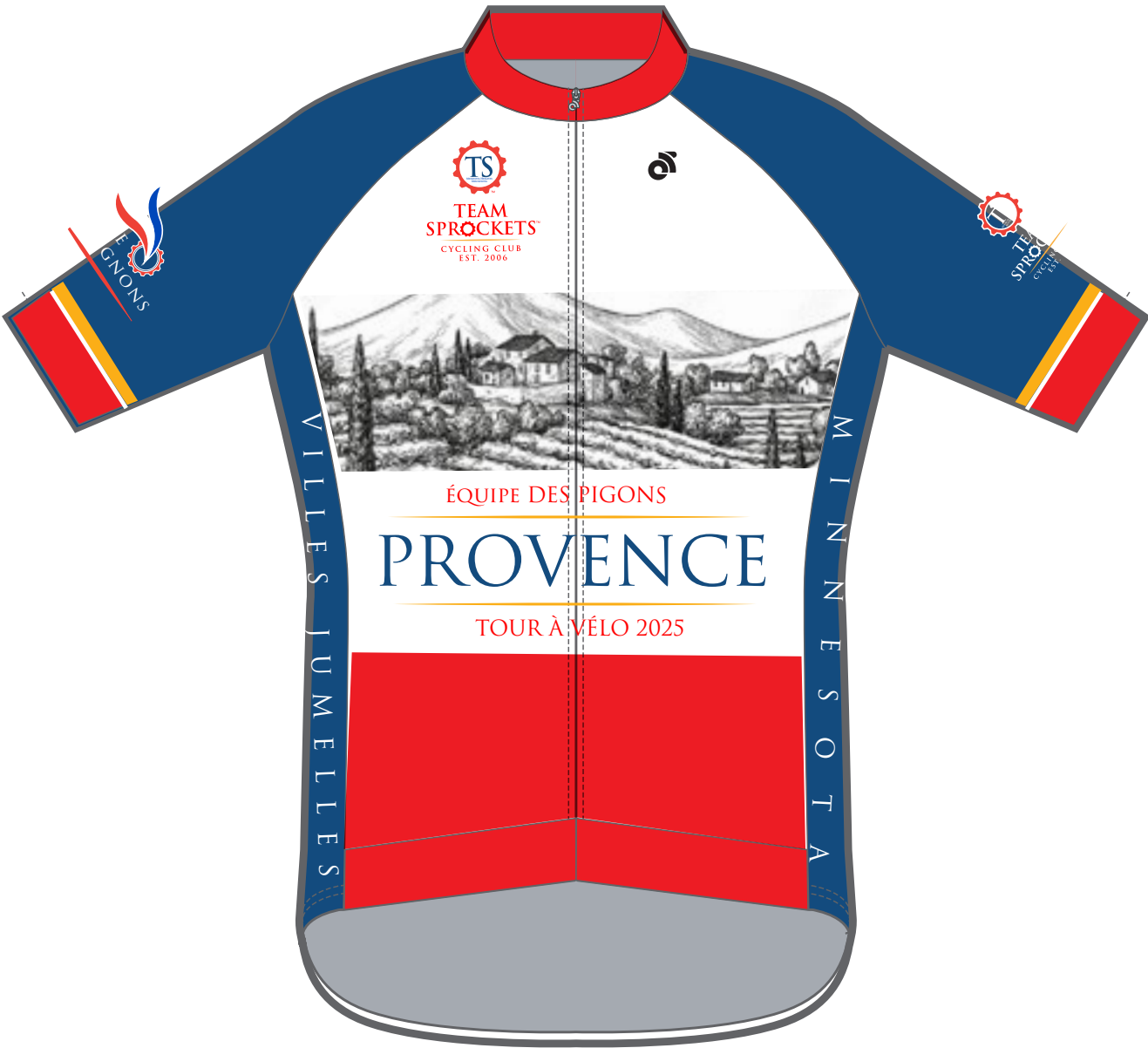


FRONT

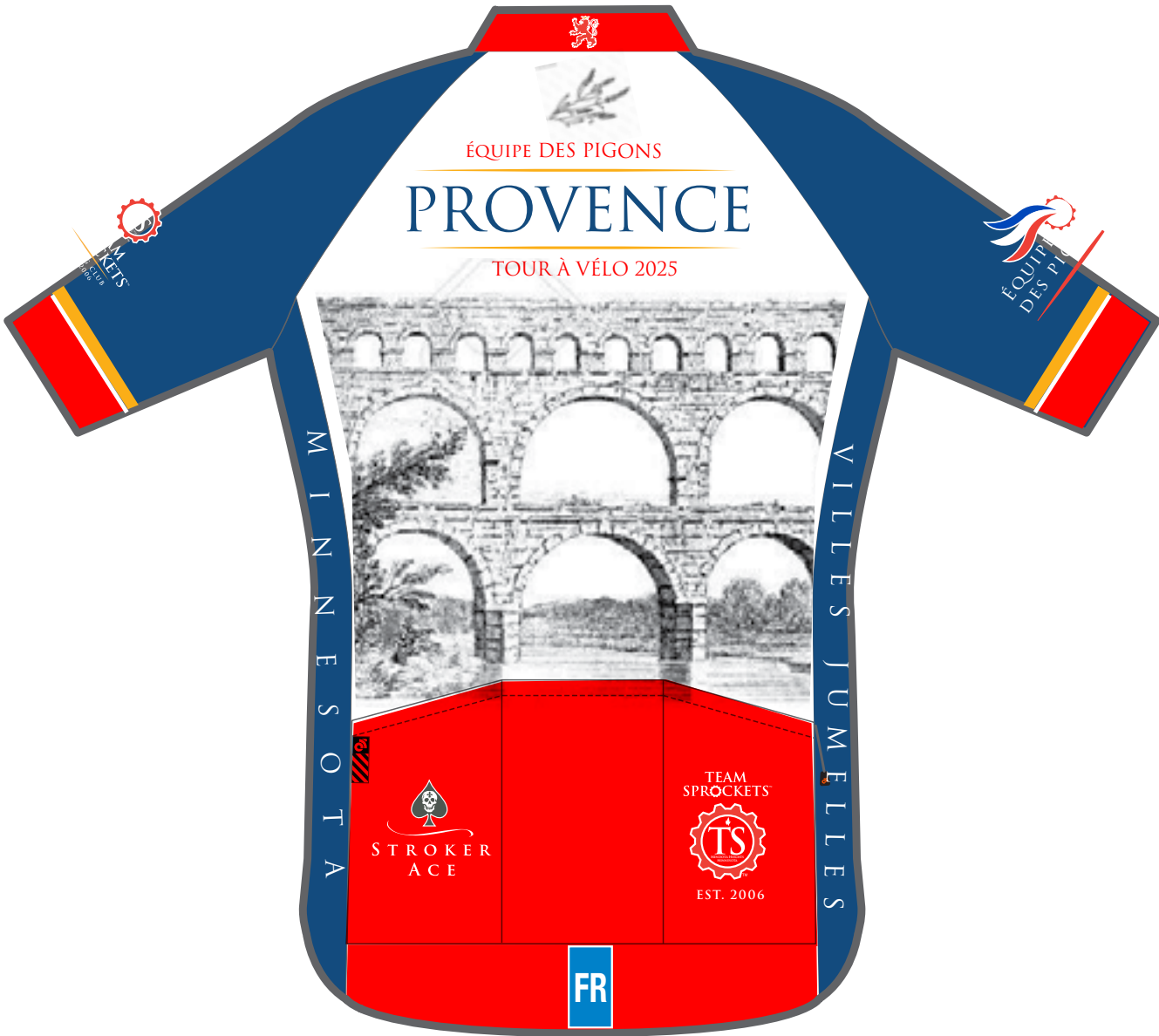


BACK

OPTION - C



FRONT



BACK

OPTION - D



FRONT



BACK



OPTION - E



FRONT



BACK

OPTION - F



FRONT



BACK

OPTION - G



FRONT



BACK



**Merci**