

lighten 

HELLO

Hello Velo

Branding, Website, Bookings, Marketing & Management

hello@wearelighten.co.uk 01772 280125

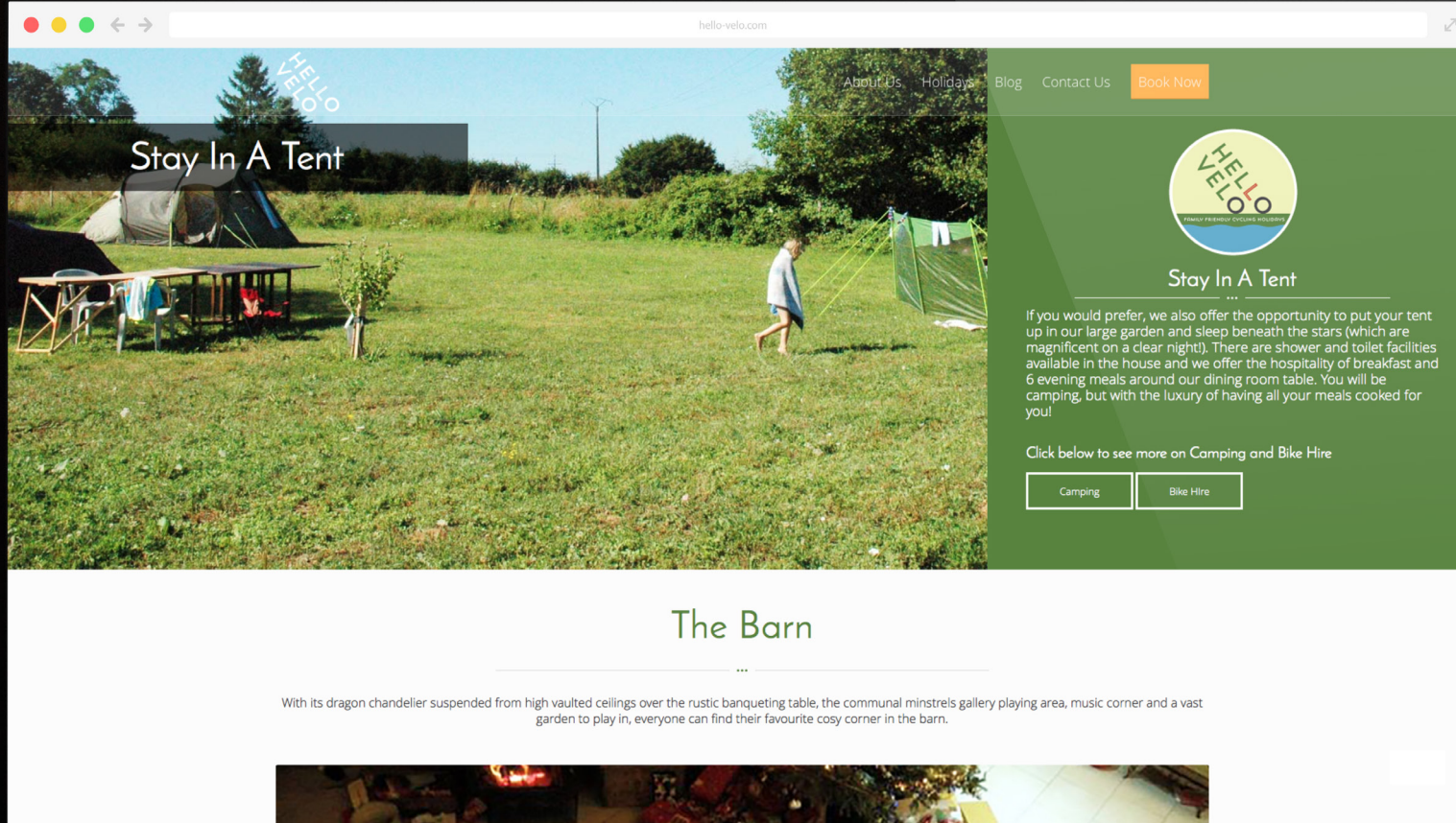
BACKGROUND

Hello Velo offer a unique cycling holiday experience in the heart of rural France.

Jo and Greg had been working on Hello Velo - converting a gorgeous barn for the purpose - for over five years when they approached us to help them with branding, website and ecommerce.

They had a very strong vision for the company, wanting to offer a social holiday experience with nature, exercise and relaxation for all.

The branding needed to be effortlessly cool evincing feelings of warm summer days in the glorious french countryside. But they also needed a robust, flexible booking system.



hello-velo.com

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Stay In A Tent



Stay In A Tent

If you would prefer, we also offer the opportunity to put your tent up in our large garden and sleep beneath the stars (which are magnificent on a clear night!). There are shower and toilet facilities available in the house and we offer the hospitality of breakfast and 6 evening meals around our dining room table. You will be camping, but with the luxury of having all your meals cooked for you!

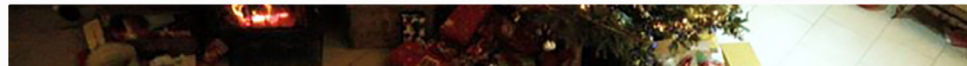
Click below to see more on [Camping](#) and [Bike Hire](#)

[Camping](#)

[Bike Hire](#)

The Barn

With its dragon chandelier suspended from high vaulted ceilings over the rustic banqueting table, the communal minstrels gallery playing area, music corner and a vast garden to play in, everyone can find their favourite cosy corner in the barn.



BRANDING

All the visual elements pull together to make the brand speak a language that appeals to holidaymakers of certain kind. Families that are active, outdoorsy and seeking a unique personal holiday.

With a name like Hello Velo we needed to create a logo mark that was as equally cool and catchy. We created a simple typographic logo with an obvious cycling motif hidden with the characters. We hope this encourages a double check, something that once noticed creates a little smile in the mind which makes it much more memorable.

The logomark is supported by a clean modern font that has wealth of character styles, the versatility of this font family adds a diverse tongue to the brand's voice.

There is something rustic and retro about the setting at Hello Velo, and we took our inspiration from retro Tour De France posters.





FAMILY FRIENDLY CYCLING HOLIDAYS







Cycling Holidays
in the Heart of Rural France

WWW.HELLO-VELLO.COM



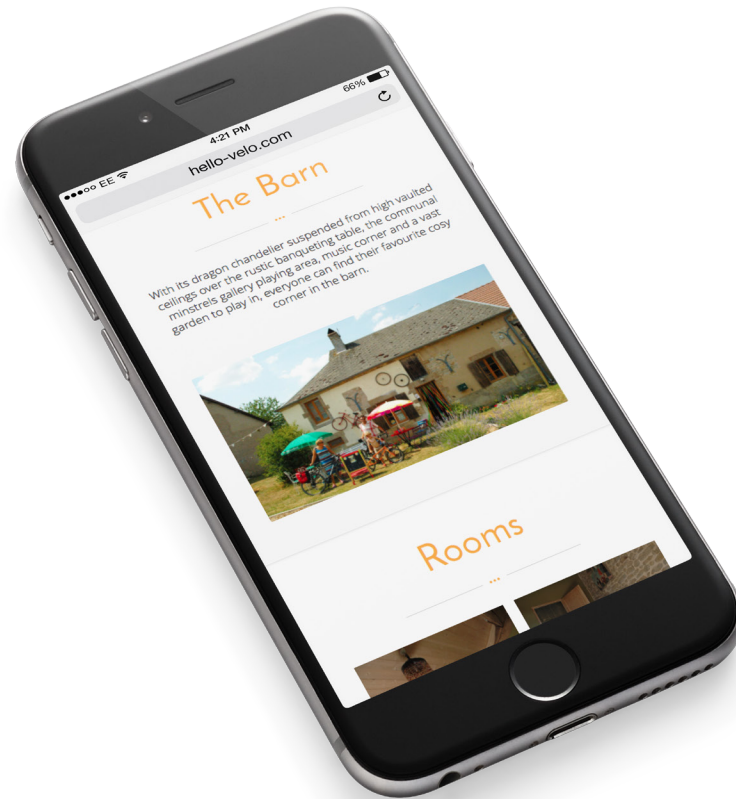
WEBSITE

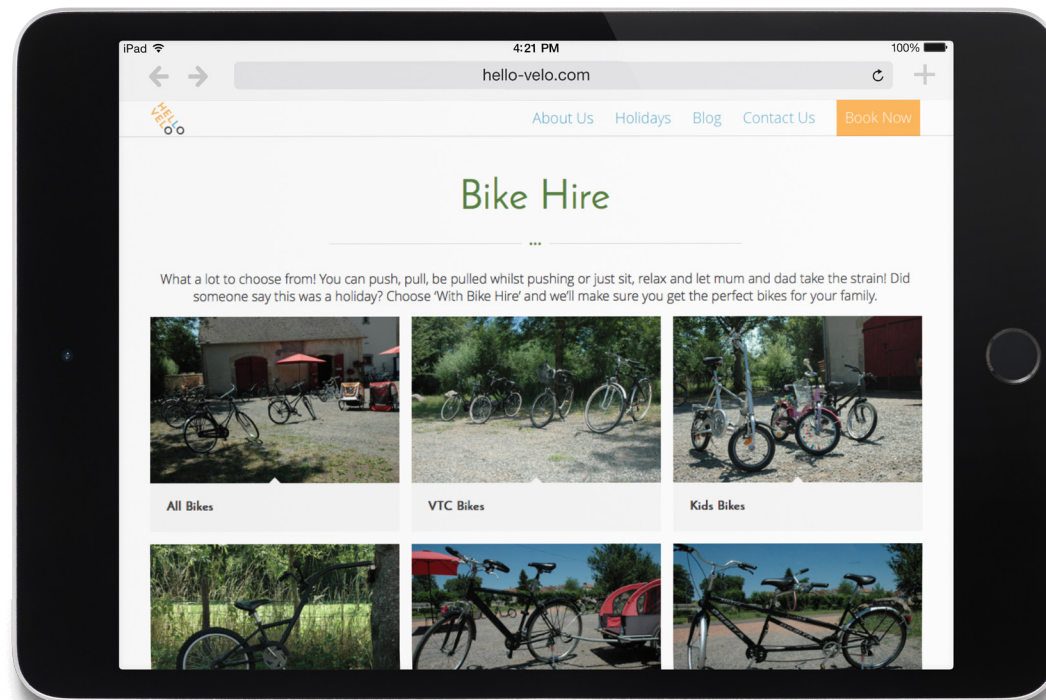
Giving customers a real sense of the experience and activities they will experience by choosing Hello Velo as their holiday destination.

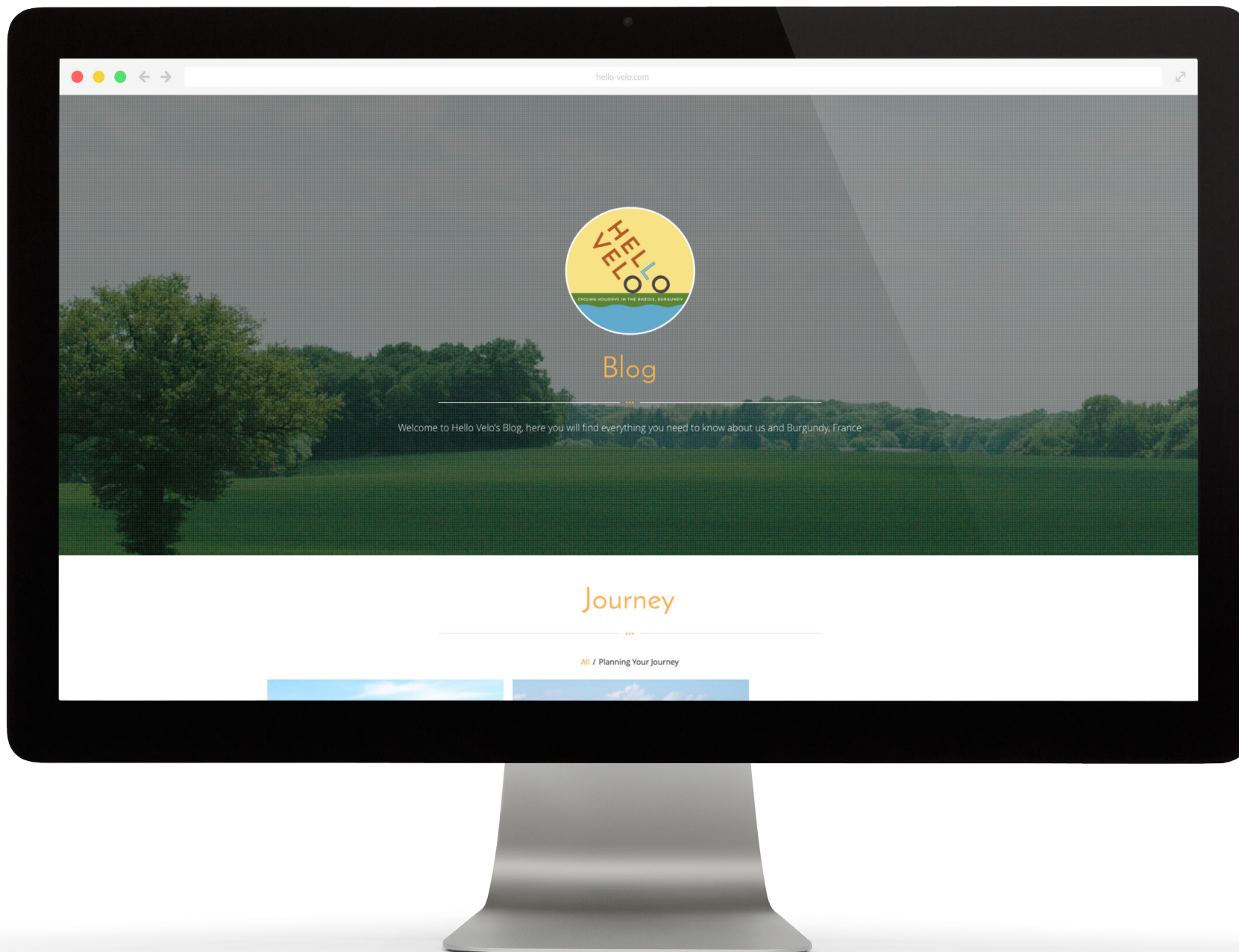
Holidays are all about the experience so we wanted the website to reflect the setting as well as the features of Hello Velo holidays.

The branding goes a long way to achieving that but we also wanted to show off the countryside with bold vistas.

Using bright colours and bold images to really show off Hello Velo gives customers a taste of the Hello Velo experience.







BOOKING SYSTEM

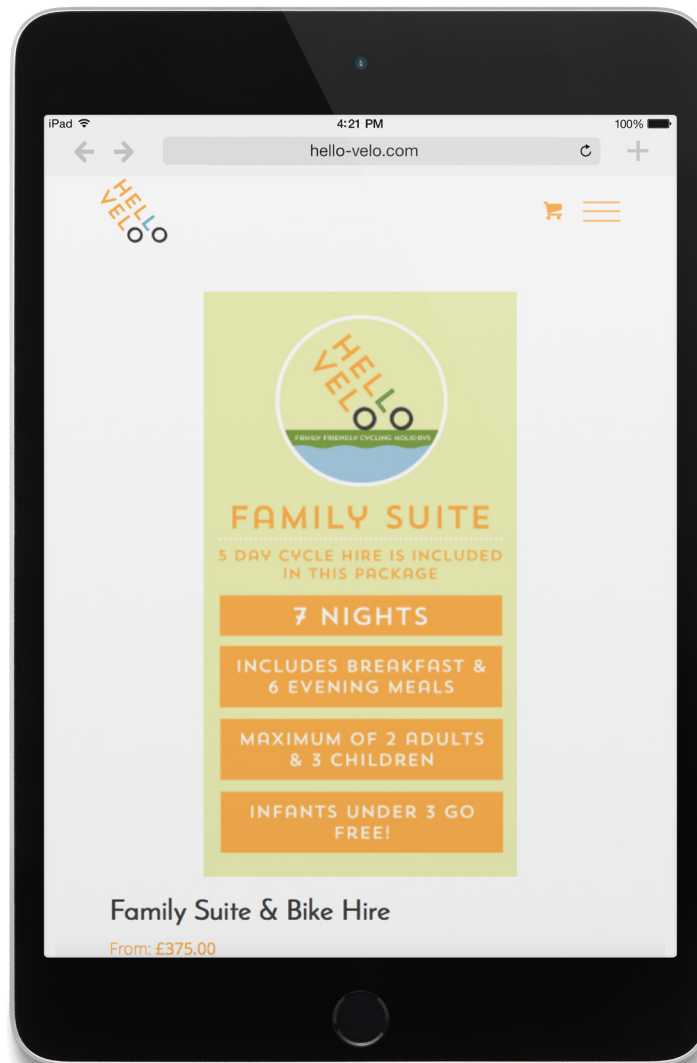
Enabling online booking is key, this needed a comprehensive, but practical solution.

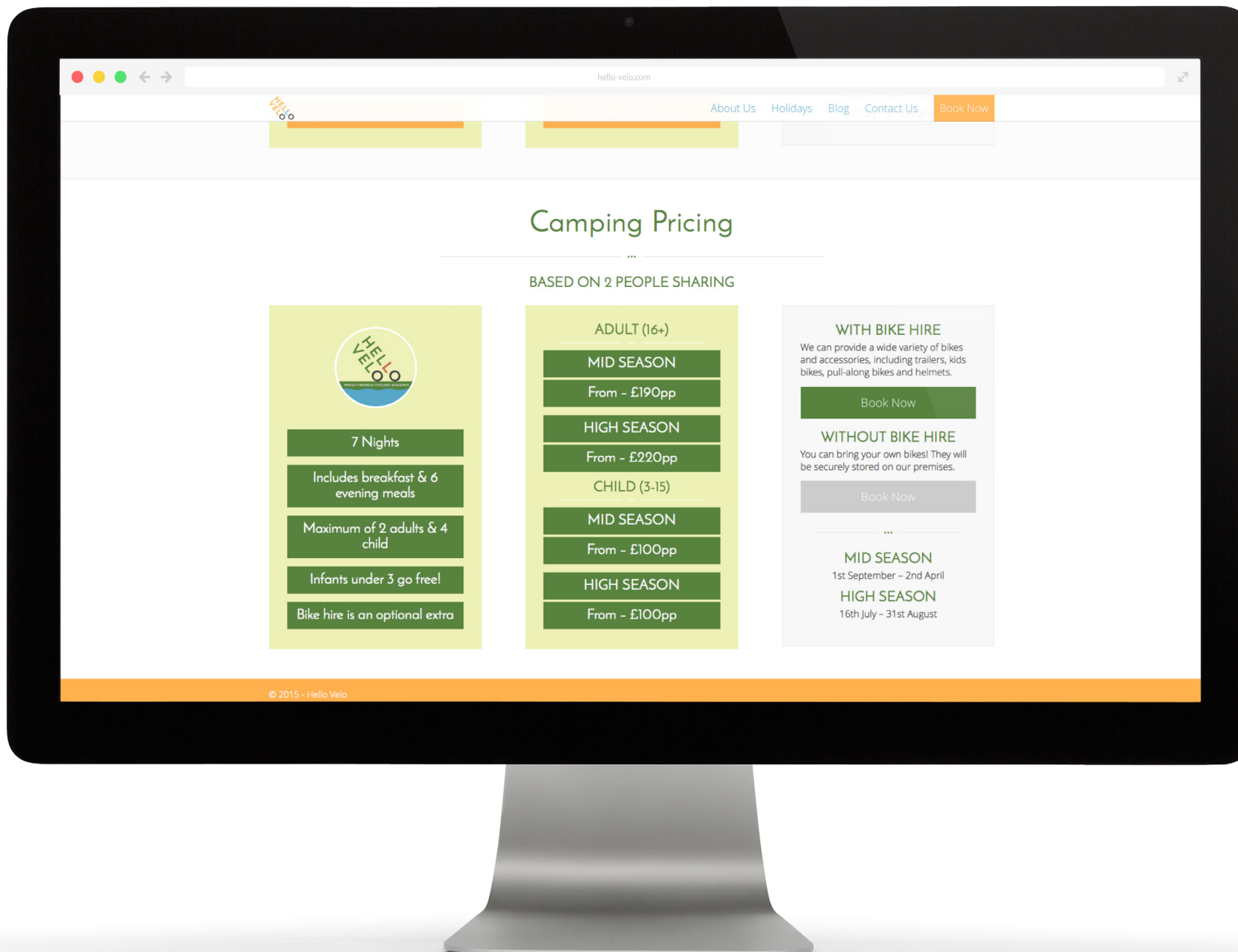
We implemented WooCommerce and WooCommerce Bookings to enable a fully featured booking system.

This allows Hello Velo to converge bookings from the website as well as ad-hoc bookings that happen day-to-day via telephone or walk-ins.

The system controls accommodation resources and allows booking by the week or day. We also configure various timed early booking discount modes.







hello-velo


hello-velo.com

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Camping Pricing

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BASED ON 2 PEOPLE SHARING



7 Nights

Includes breakfast & 6 evening meals

Maximum of 2 adults & 4 child

Infants under 3 go free!

Bike hire is an optional extra

ADULT (16+)

...

MID SEASON

From - £190pp

HIGH SEASON

From - £220pp

CHILD (3-15)

...

MID SEASON

From - £100pp

HIGH SEASON

From - £100pp

WITH BIKE HIRE

We can provide a wide variety of bikes and accessories, including trailers, kids bikes, pull-along bikes and helmets.

Book Now

WITHOUT BIKE HIRE

You can bring your own bikes! They will be securely stored on our premises.

Book Now

...

MID SEASON

1st September - 2nd April

HIGH SEASON

16th July - 31st August

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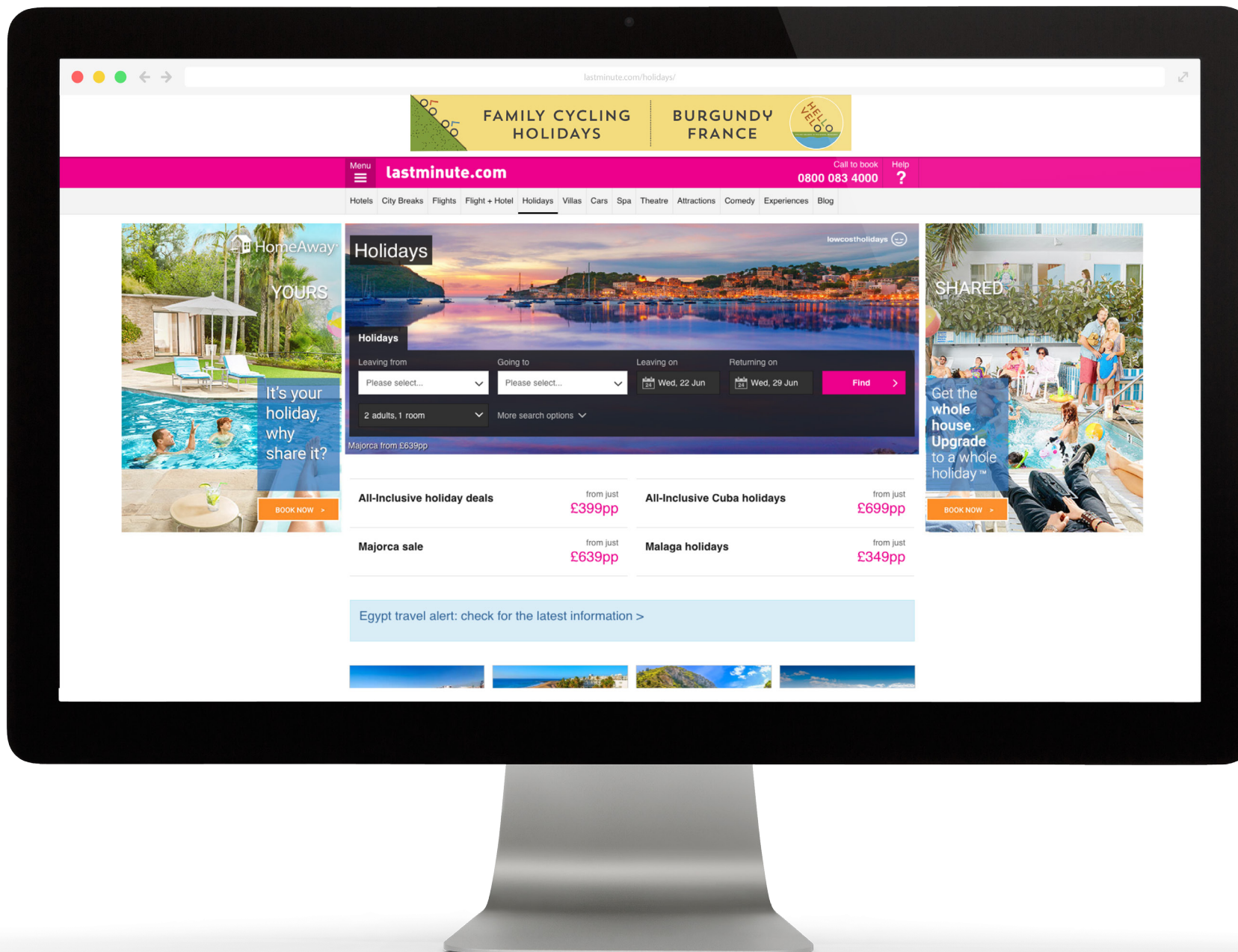
MARKETING

Brand building is a difficult business but vital for the success of Hello Velo.

Once the branding and site were launched we needed to get the site out there so we worked with Hello Velo to develop a basic marketing strategy that worked for their budget.

We developed four PPC and display network campaigns, targeting families and active couples supported by a strong social media and content strategy.

We also developed an early booking discount framework and landing pages for all the campaigns as well as school holidays page.



“Lighten began to hold our hands at the beginning of 2015. We now have a VERY shiny, website that takes direct bookings, a lovely logo, fab styling throughout our Twitter, Facebook and Instagram accounts, ACTUAL bookings and nothing but praise for the way we look. They have also launched an advertising campaign for us that is definitely helping to get the name hello velo in front of people. They are our stabilisers. Our hand under the saddle. No question is too silly (believe me I have definitely put that one to the test.) I would not hesitate to recommend them to a friend (or anyone else). I will continue, I hope, to work with them in the future- ‘cos the present is confusing enough, who knows what the future’s got up her sleeve!”

Jo Swain

Founder